Cover Story of the Month

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From the Desk of Editor-in-Chief

We are pleased to release the 114th (August 2016) edition of your ezine PreSense with the regular interesting contents.

After 70 years of freedom, many Indians are unaware of the sacrifices made by many ‘UnSung Heroes’ during the freedom struggle. Our Editorial features one such hero, who had hoisted the Indian flag at the prestigious Fort St. George flag post after removing the Union Jack.

Rio Olympics 2016 has ended with much disappointment for the Indians. In the cover story, we deal with the lessons to be learnt in the post Rio situation. We hope the special articles on the review of the Monsoon Session of the Parliament and the Kohinoor Diamond will interest the readers.

We are confident that you will continue to enjoy this edition. Please share your feedback with us.

K. Srinivasan

Sansad Ratna Awards Committee

Cordially invite you to a Seminar on ‘National Education Policy 2016’ at
Dr MGR Janaki College of Arts & Science for Women,
Chennai 600028
(Formerly known as Sathya Studios – Near Adyar bridge)
on
Saturday, 3rd September 2016 at 10 am

10.00 am to 11.30 am - Panel discussion I – School Education
11.45 am to 1.15 pm - Panel Discussion II - Higher Education, Research and Governance

No Registration fee – Tea / Lunch will be provided – Registration Required

RSVP: only SMS or WhatsApp - with Name, email ID & Profession

Mr Sivakeerthi, Programme Co-ordinator - +91 9043211200
Editorial

Forgotten Heroes of our Freedom Struggle

On 15th August 2016, India celebrated her 70th Independence Day. During the freedom struggle, many patriots had come out and fought against the British Raj, spending the prime of their youth in prisons. These patriots had also contributed to the independence and freedom we now enjoy. Their families suffered. Many of these patriots’ grandchildren lead very simple lives. Sadly, but for a few top national leaders, several thousands of great men and women are not even known to the present generation.

The media, especially the television channels rarely talk about the freedom struggle and the sufferings of these great men and women who struggled for this freedom. During the Independence Day and Republic Day celebrations, the mainstream freedom fighters are lauded, with no mention about the true UnSung Heroes. Our school text books too recognise only a couple of the leaders of the Independence period. Many citizens across the country prefer to spend these national holidays entertaining themselves.

Many Indians are under the impression that our National Flag has been flying atop only since 15th August 1947. Very few are aware that on 26th January 1932 at 2 am, someone had dared to bring down the Union Jack and hoist the Indian Tricolour at the prestigious flag post of Fort St. George at Madras. This was by a 25-year-old vibrant youth named Arya K Bhashyam.

In 1919, as a young 12-year-old student, K Bhashyam (Arya was his pen name) was disturbed to hear about the massacre of hundreds of innocent people at Jallianwala Bagh by General Dyre. He was also inspired by Vanchinathan, who shot and killed Collector Ashe in 1911 and later killed himself at Maniyachi Railway station. Bhashyam purchased four pistols secretly to kill the then Governor of Madras Province and later shoot himself. However, when he stood before the Governor face to face, ready to shoot him, a spark crossed his mind and he resolved not to resort to violence, but follow Mahatma Gandhi.

Spurred by Lokmanya Bal Gangadhar Tilak’s vision of Swaraj, Bhashyam became a firebrand revolutionary and dared several feats protesting against the British colonial rule. He was imprisoned several times and tortured by the police.

The Fort St. George, Madras was built in 1644 by the British rulers as their first fortress in India. In 1687, they erected a 148-foot high flag post made of teakwood to stand as the tallest in the country. The Union Jack used to be hoisted on that flag post everyday. The British considered these two among the most prestigious emotional accomplishments by them.
26th January was considered the Swarajya Day by the Congress leaders then. Bhashyam wanted to hoist the Indian Tricolour on the Flag Post on Swarajya Day in 1932. Two days in advance, he personally made a large tricolour flag, using his dhoti and wrote in Tamil “நான் இன்றைய தேர்தலில் தமிழ் எழுதிய: ‘From today India has attained independence’). He tied the tricolour dhoti on his waist to skip the notice of the security personnel. In the early hours of 26th January 1932 at 2 am, he arrived at the flag post. Arya Bhashyam shinned up the 148-foot flag post, removed the Union Jack from the ropes and hoisted the Indian tricolour. The Union Jack was torn into pieces.

No doubt, seeing the Indian tricolour flying atop the flag post infuriated the British and two days later, they arrested Arya Bhashyam and sentenced him to rigorous imprisonment in the Central Jail. He was treated as a ‘dangerous prisoner’ and kept in quarantine. Netaji Subash Chandra Bose was also brought to the Madras prison during that time. Both Arya Bhasyam and Netaji became close associates.

In an exclusive interview to the All India Radio during 1970s, Arya Bhashyam described the torture he faced with the police in the jail. He said he was given 30 lashes for questioning their atrocities. He continued to shout ‘Vandemataram’ while he was being given the lashes by the police.

Bhashyam was an artist and sculptor. After independence, he returned to a quiet and simple life. He refused the pension given to freedom fighters. He died in 1999 at the age of 93.

The Indian tricolour was hoisted in all the states, including Delhi on 15th August 1947. But Bhashyam accomplished this, way back in 1932.

Today, only a few records have registered his achievements. With great effort, PreSense traced his only available photograph. The teakwood flag post was replaced in 1994 with a steel replica by the State Government.

In every district of the country, there were thousands of such Arya Bhashyams, who are not known to the present generation. Both the Central and the State Governments should initiate efforts to identify these UnSung warriors and inform about their contributions, for the knowledge of the present generation. PreSense salutes these great men and women, who had contributed to India’s freedom.

Jai Hind

By Prime Point Srinivasan, Editor in Chief
Cover Story

Lessons to be Learnt Post Rio Olympics

When India sent its contingent for the Rio Olympics earlier this month, expectations were high for medals in several categories especially shooting, boxing, tennis and badminton.

When the Games concluded, India returned with two medals – a silver and a bronze – won by the women, P.V.Sindhu in badminton and Sakshi Malik in wrestling. There was another hero in Dipa Karmakar who unexpectedly made it to the finals in gymnastics and missed the bronze by 0.15 points. The country was ecstatic even though it took 11 days and more than 100 athletes before India won a medal. This was because by then, the country, which was depending on previous medallists, was desperate to modify India’s clean slate and zero tally.

Girls Make India Proud

The first excitement came with Dipa’s progress into the finals in gymnastics, with her Produnova jump in the vault series of the sport. Then, Sakshi won a bronze, finally changing the medal tally display for India. As Sindhu reached the badminton singles finals, her silver was good enough to celebrate about. The winners’ respective home states announced crore (millions) rupees worth of rewards. The all-women achievement upped the status of the girl child in the Indian society, and people were on a high. Even the quiet coach who was noticed to be constantly by the side of the badminton champion, got the people raving about the selfless role of the coaches in moulding champions for the victory stand.

All is well that ends well. The dust is settled. The hangover after the ecstatic welcome parades for the champions subsides. And then we begin noticing and comparing India’s performances with those of the other participant countries. Truth then hits the country. In a
country that boasts of a whopping population of 1.2 billion, the ratio of medals won, to the population, is almost the lowest among all the participating countries.

**Developing Sports in India**

Is it a fair deal to judge India’s performance by this yardstick? A report from a local weekly states that low medal tally happens if the number of people “actually interested and effectively participating” in sports is low, irrespective of the size of the population. Actual participation in sports depends on a person’s inherent interest in sports, his health, his awareness of sporting opportunities, the facilities and competitiveness available in the specific field of sport, the connectivity available to reach training and practice centres, and the extent of encouragement and mentoring by the family, the state and the sports professionals.

Even in urban India, where the extent of awareness and affordability to pursue sports is high, the results are still dismal. This is attributed to low priority attributed to sports vis-à-vis academics. Educational institutions that boast of good infrastructure fall short when it comes to open space for sporting events and training, and other facilities to support the needs of the sportsperson. Even with employment quotas for sportspersons, there is little compulsion and incentive to pursue sports in school and college.

What does it take to develop an international sportsman before he arrives at the Olympic ground with the promise of medals to take back home? The potential sportsperson’s talent must first be recognised, then nurtured, harnessed and channelled to result in a technique that will be competitive at the very highest level. The raw talent needs a committed coach, and proper infrastructure, equipment and facilities to help in this objective. In India, the quality of this support is wanting. In most cases, sportspersons come up solely with the support of their own family and well-wishers. And that can be an expensive and stressful affair. The state does not do enough in providing sufficient support for the sportsperson to excel.

**Success Story Model of Other Countries**

In contrast, a country like China, which also has a large population, has an elite sports system in place, with efficient government-run sports training centres at all levels – national, local and sports school levels. Children as young as four years old are identified and put into these training centres. With all expenses borne by the State, the children are trained so that one day they excel at the international level and bring back medals to their country. It is for this same reason that China, which participated for the first time in 1984 after a gap of 32 years due to political reasons, was able to storm in with a sweeping performance almost at once. We find such dedicated attention to sports and sportspersons at the state level in other comparable countries as Turkey, Kenya, Kazakhstan and Ethiopia.
No Money for Preparation; Money Showers after Medal

When the Rio medal winners and star performers returned home, the states awarded them handsomely – Sindhu Rupees 13 crore (130 million), Sakshi Rupees 5.6 crore (56 million), and Dipa Rupees 15 lakh (1.5 million). These figures could rise. When we compare these amounts with the money spent on these athletes while they were preparing for the Games, Sindhu was given Rupees 44 lakh (4.4 million) while Sakshi got Rupees 12 lakh (1.2 million). That's 3.4% of Sindhu's post-medal awards and 2.1% of the money Sakshi is to get. Dipa, who finished fourth in the vault, got only Rupees 2 lakh (200,000) for her Olympic preparation under the special programme for improving India's medal prospects in the Olympic games called the Target Olympic Podium Scheme (TOPS), run by the Sports Ministry.

While most countries spend money on building medal winners, India has a unique model where the money pours in after the victory. Of the 118 athletes who represented India at Rio, 67 were funded by TOPS and said to have received a total of Rupees 17.1 crore (171 million) which would be less than the reward amounts. No doubt, apart from TOPS, an additional Rupees 13.7 crore (137 million) of assistance was provided to these 67 athletes through various national sports federations, taking the total expenditure on them to Rupees 30.8 crore (308 million).

Where is the lacuna? Is not enough investment being made? Or is the investment made not properly deployed? The officials managing these funds have been spotted enjoying trips and facilities unconnected with sports, in India and abroad, in the name of sports. It is suspected that the expenses were met from these funds allocated for sports promotion. They fly business class, while athletes who have worked hard for the events, fly economy class. There have been unsatisfactory reports about the poor boarding and lodging facilities meted out to the athletes, while the officials enjoy executive class.

We find the officials at sports venues where and when they are not required, but our athletes find empty India booths along the tracks with no one to quench their thirst during their marathon. The officials forget that if an athlete declines personalised energy drinks, it does not mean she has also declined the basic needs of water and energisers. The hapless sportspersons are then penalised and criticised for disclosing these lapses.

Pinning Hopes on Prime Minister

In this month’s "Mann Ki Baat" talk by Prime Minister, Narendra Modi, he spoke about the scope for improvement in India’s performance in sports and the government’s plans to constitute a committee to study the scope for improvement, before charting out a road map to prepare India better for the next three Olympic meets. In this backdrop, an area of deep concern is the extent of corruption, favouritism, apathy and bad management in sports-governing bodies. These are bound to turn off potential and prospective sports achievers among the Indian youth.

For India to shine in the Olympics, one would infer that there needs to be an overhauling of the attitude and accountability of the State responsible for sports. The implementation of the policy and deployment of the funds have to be foolproof and transparent. And a change in people’s attitude towards encouraging sports in their own families is much needed too.

We must now watch and wait with bated breath for the better to happen.

By Susan Koshy, Editor
Politics and Democracy

Monsoon Session of 16th Lok Sabha Showered Productivity

Productivity

The monsoon session of the Indian Parliament concluded on 12th August 2016. This session had 20 sittings. In the previous session, the Rajya Sabha had met for 76% of its scheduled time in the current Parliament (since May 2014), and the Lok Sabha for 102%. During this session, the Rajya Sabha met for 96% and the Lok Sabha for 101% of their scheduled time. This implies that less time was lost in disruptions. During the session, both the Houses sat for extra hours on most days. Out of 20 days, the Lok Sabha sat beyond its scheduled time on 11 days, while the Rajya Sabha sat beyond its scheduled time on 14 days.

The Rajya Sabha spent 52% of its time, and the Lok Sabha 40% of its time on discussing issues such as inflation, and atrocities against the Dalits. The recent incidents in Kashmir were debated upon for a total of 16 hours, in both the Houses. The Parliament has been discussing several issues regularly, since 2004. These include internal security (50 instances), inflation (34) and natural calamities (32).

Legislative Business

The Parliament passed 14 Bills during the session. These include a Constitutional Amendment Bill to enable the levy of GST (Goods and Service Tax). The Parliament discussed this Bill for a total of 20 hours, across two Parliamentary sessions. 14 Bills were introduced of which seven were passed during the session. These include the Lokpal and Lokayuktas (Amendment) Bill, which was passed in less than half an hour in each House. The Taxation Laws (Amendment) Bill and the Maternity Benefits (Amendment) Bill were introduced and passed by one House on the same day.

In the 16th Lok Sabha, so far 31% of the Bills introduced, have been referred to a Parliamentary Committee. 71% of the Bills in the 15th Lok Sabha and 60% of the Bills in the 14th Lok Sabha were examined by a Committee. During this session, the Citizenship (Amendment) Bill was referred to a Joint Parliamentary Committee for detailed examination.

Top Three Performers – All from Maharashtra

The top three performers of the Lok Sabha for the period up to the Monsoon Session 2016 between 1st June 2014 to 12th August 2016 have been identified. (Note: For our review and Sansad Ratna Awards, only originally initiated debates are considered. Associated debates are excluded).
Shri Srirang Appa Barne (Shiv Sena, Maharashtra) ranks No 1 with a total tally of 684 for initiated debates, private members bills and questions. He participated in 71 debates, introduced 8 private members bills (PMB) and raised 605 questions. He secured 91% attendance and participated in 8 out of 19 meetings (42%). Incidentally, he is a member of the Defence Committee.

Smt Supriya Sule (NCP, Maharashtra) ranks No 2 for the total tally. She participated in 49 debates, introduced 8 PMBs and raised 619 questions and has a total tally of 676. She has secured 94% attendance. She is member of 3 Committees (External Affairs, Office of Profit and Empowerment of women). She attended 17 meetings out of 63 committee meetings (27%).

Shri Rajeev Shankarrao Satav (Congress, Maharashtra) ranks No 3 for the total tally. He participated in 65 debates, introduced 10 PMBs and raised 565 questions, reaching a total tally of 640. He secured 84% attendance in the House. He is member of 3 Committees (Defence, Land Acquisition bill, Welfare of Other Backward Classes). He attended 32 committee meetings out of 50 meetings held (64%).

Interestingly, all the above three top performers are from the State of Maharashtra. Shri Shrirang Appa Barne and Shri Rajeev Shankarrao Satav are already Sansad Ratna Awardees of the 16th Lok Sabha.

**Interesting Information About Constitutional Amendments**

The Parliament passed a Constitutional Amendment Bill, to enable the levy of GST. The GST Constitutional Amendment Bill is one amongst the 11 Constitutional amendments that took more than a year to be passed. There have been a total of 101 amendments to the Constitution. Some of the constitutional amendments that took over a year to be passed by the Parliament are the Right to Education, and the State Level Rent Control Tribunal. In the past, three amendments have been passed by Parliament in less than a day, relating to the Proclamation of Emergency in states and Inclusion of Languages. An amendment related to Co-operative Societies took over two years to get passed.

**Sansad Ratna Award Rules**

This ezine PreSense honours outstanding Parliamentarians with the Sansad Ratna Awards under various categories like Debates, Private Members Bills, Questions, Overall Tally, Women Category, First Time MP Category, etc every year after the Budget Session. Three Sansad Maha Ratna Awardees of 15th Lok Sabha are currently judges of the Selection Panel. Besides being the topper, a minimum of 70% attendance in the House as well as in the Committee Meetings are stipulated to become eligible for the Award.

Source: Lok Sabha site [www.loksabha.nic.in](http://www.loksabha.nic.in), PRS Legislative Research [www.prsindia.org](http://www.prsindia.org)

By Prime Point Srinivasan, Editor in Chief
Now It's High Time to say...

Baby Boy or Baby Medal...

GIRLS WINS TWO MEDALS IN OLYMPICS 2016
India was once the richest country in the world and had the world’s largest economy until the 16th century A.D. The ancient Indian empire was known for having a profound affinity and skill towards making ornaments, jewels and structures. One amongst the exquisite jewelries is the most revered “Kohinoor diamond.” It is the only diamond whose value cannot be determined and yet has no records of ever being bought by anyone in the history.
The Legend of the *Syamantaka Mani*

Many believe that the Kohinoor diamond was first mentioned more than 5000 years ago in the Sanskrit scripts, where it was called *Syamantaka*, *Syamantaka Mani* or *Syamantaka Jewel*. It is perhaps the most beautiful jewel as per Hindu mythology, and was supposed to possess magical powers. The story of *Syamantaka* appears in the ancient literatures, *Vishnu Puranas* and *Bhagawata* but they do not say what happened to the jewel after the death of Lord Krishna and the fall of the kingdom of Dwaraka.

Origin and First Recorded Emergence

Koh-i-Noor in the Persian language means Mountain of Light. The gem is believed to have been mined from the Kollur mine in the Guntur District of the Indian state of Andhra Pradesh. The Kollur mine situated on the south bank of River Krishna is regarded as one of the most productive diamond mines and the first major diamond mine in the world. The Kohinoor diamond is believed to have first emerged when it was installed as the eyes of Goddess Bhadrakali of Warangal, Telangana, India.

The Curse of the Diamond:

The legendary Kohinoor has been in the eye of the storm ever since it left the hands of its original owners. This diamond was never bought or sold, but ironically changed many hands. The diamond has left a trail that speaks of greed, power, murder, mayhem and unhappiness.

The first veritable mentioning of the Kohinoor diamond dates back to the year 1306, where it was mentioned in the Hindu scriptures that:

"He who owns this diamond will own the world, but will also know all its misfortunes. Only God, or a woman, can wear it with impunity."

The series of misfortunes like murder, unexpected demise or loss of thrones for the rulers possessing the Kohinoor diamond, do commensurate with the belief of the curse. The Britishers were aware of such a curse and ensured since the day they got possession of the diamond, they decided that it should be given to wife of the male heir. Despite that, the British Empire saw the beginning of the downfall of its empire within 7 years of possessing the Kohinoor diamond.

Notable Masters of the Diamond

In 1306, the Katakiya Empire forcibly took the Kohinoor diamond from Rajah of Malwa, who was known to have possessed the diamond for many centuries.

The Bhadrakali deity of Warangal, whose eye was believed to be embellished with the Kohinoor diamond, was known to be *Kuladeivam* (family temple) of the Kakatiya Empire. Later in the year 1323, Ghiyath Al-din Tughluq defeated the Kakatiya Empire and stole the treasures of the temple including the diamond from the deity. King Tughluq was killed by his own son a year after he took possession of the diamond.

Until 1526, the Kohinoor diamond was possessed by the Delhi Sultanate and finally came to Babur of the Mughal Empire after the defeat of the last Delhi Sultanate, Ibrahim Lodi.
In 1739, the Persian king, Nadir Shah defeated the Mughal Empire and took the diamond to Persia. Within a few years, he was assassinated by one of his generals, Ahmad Shah Durrani. Shah Sujha Durrani, his descendent, brought the diamond back to India and gifted it to Maharaja Ranjit Singh in exchange for his help to reclaim the throne of Afghanistan.

In 1839, the dying Maharaja Ranjit Singh of Punjab willed that the Kohinoor diamond be donated to the Puri Jagannath temple in Orissa. Before his will could be implemented, the Maharaja passed away and the Britishers soon captured Punjab and declared it as part of British Empire. The properties of Sikh Empire were taken as war compensation. As per the treaty, formalising the Britishers’ occupation of Punjab, the Kohinoor diamond was to be gifted to Queen Victoria on 29th March 1849 by the Maharajah of Punjab, Duleep Singh, who was only 13 years old at that time.

The diamond was shipped to Britain, in a difficult sea voyage. Cholera broke out as it reached the shores of Mauritius enroute. The diamond was later cut out from its original dull and irregularly shaped 186-carat gemstone to a 105.6-carat diamond stone. It was carved to be a part of the Crown of the Queen of England.

**Kohinoor’s Rendezvous with the Modern Era**

Today, the Kohinoor diamond is kept for public display in the Tower of London. Ever since India's independence from the British, the Government of India has been demanding for the return of the Kohinoor diamond to India. However, the British Government, till date, reiterates that the ownership of the diamond is rightfully with the Queen of England as the diamond was gifted as a part of peace treaty with the Maharaja of Lahore in 1849.

Besides India, Pakistan and Afghanistan have sent similar claims over the valuable diamond, each of them asserting that they have greater rightful claim over the diamond than India. In 2010, David Cameron, the then Prime Minister of the UK, condemned the claim for Kohinoor diamond, stating that if he agreed to every claim, soon the British museum would be empty.

In April 2016, the Central Government of India stirred a controversy by stating that the Kohinoor diamond was gifted and not stolen by the British rulers. Later however, the government retracted, assuring that it would take all efforts necessary in an amicable manner to bring back the Kohinoor diamond.

In July 2016, Honorable Prime Minister of India, Narendra Modi called for a meeting to start a fresh bidding to bring back the invaluable diamond.

By Sukruti Vadula Narayanan with input courtesy: Vivek Hari Narayanan

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A Digest of select articles up to 110th edition of ezine PreSense was launched in June2016. The soft copy may be downloaded from the link.

[https://goo.gl/03EiwO](https://goo.gl/03EiwO)
From the Archives of August 2010 edition
Glossary on Digital Advertising

**Impressions**: The number of times an online ad (any format) has been seen by a user. It is often hard to obtain an accurate impression count as they can be miscounted due to issues relating to cache incomplete requests.

**Clicks**: The number of click through occurred as a result of a user viewing an online ad (any format) and being re-directed to the advertiser's page.

**Click through Rate (CTR)**: The number of clicks of the online ad (any format) divided by the number of impressions of the online ad (any format).

**Cost per thousand (CPM)**: is one of the online payment models by which advertisers pays for every 1000 impressions of their advertisement. Prices typically range from £1 to over £50 per thousand impressions. This is an ideal method of payment for advertisers who want to guarantee only the number of people who sees their online ad. The "M" in CPM is from the Roman numeral for 1000, "mille" meaning "thousand".

**Cost per click (CPC)**: is one of the online payment models by which advertisers pay for each click through made on their online ad (any format). Prices typically range from £0.01 - £50 per click through. This is an ideal method of payment for advertisers who need to guarantee they only pay for those viewers of the banner that click on it and visit a page on their site.

**Cost per action (CPA)**: is one of the online payment models by which advertisers pay for every action (sale or registration) completed as a result of a visitor clicking on their advertisement. Prices typically range from £0.50 to £50 or if a percentage of a sale 5% to 25%. This is an ideal method of payment for advertisers who want to guarantee only the number of customers generated as a result of an advertisement. Also known as cost per inquiry (CPI).

**Cost per Lead (CPL)**: One of the types of CPA, a cost per lead (CPL) method allows advertisers to pay for every lead or customer inquiry that resulted from a visitor who clicked on their advertisement. Prices typically range from £1 to £6. This is an ideal method of payment for advertisers who want to guarantee only the number of potential customers with an interest generated as a result of an advertisement. Also known as cost per inquiry (CPI).

**Rich Media**: A type of advertisement technology that often includes richer graphics, audio or video within the advertisement. Unlike static or animated GIF banner advertisements, rich media advertisements often enable users to interact with the banner without leaving the page on which it appears. Some popular types of rich media banners are created with HTML, Shockwave & Flash.

**Contextual Advertising**: Contextual Advertising is also known as content-targeted advertising, which means that an advertisement is shown on a web site that is "in context" to a company's specific product or service. For e.g. If one searches for Edinburgh Hotels, they would be targeted with hotel offers and packages in and around Edinburgh, alternatively, on Google, they would be subjected to the top websites, based on Google ranking, on their search page.

Source: [http://www.adglossary.com/](http://www.adglossary.com/)
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