

PR SENSE

Spreading Positive Vibrations

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Cover Story of the Month



Blue Whale Challenge

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From the Desk of Editor-in-Chief



The Editorial Team is pleased to release the 126th (August 2017) edition of your ezine PreSense.

The Blue Whale Challenge has been creating havoc the world over. Many naive youngsters have fallen prey to it and reportedly committed suicide. Many countries have banned the app. In view of the relevance of the subject, we are covering the subject both in the Editorial as well as in the Cover Story.

The twelfth session of the Lok Sabha concluded in August 2017. PreSense analyses the performance of its members till the end of the Monsoon Session 2017.

The nation recently celebrated the 75th anniversary of the Quit India movement. We reproduce our article on the Quit India Movement, which was earlier published in PreSense in 2013, for the benefit of the youth.

We are confident that you will enjoy reading this edition too.

Please send us your feedback to editor@corpezine.com.

K. Srinivasan

AN IMPORTANT ANNOUNCEMENT Interest Subsidy on Education Loan

The Education Loan Task Force (ELTF) is one of the initiatives of your ezine PreSense. ELTF creates awareness about Education Loan among students and parents.

The Ministry of Human Resources Development (MHRD), Government of India has advised Canara Bank, the Nodal Bank to open a web portal to enable banks to submit their Education Loan Interest Subsidy claims for the FY 2016-17, during the period 23rd August 2017-23rd November 2017. All the students who have availed Education Loan from the Banks under the Indian Banks' Association (IBA) Scheme to pursue professional/technical courses in India are eligible to avail full interest subsidy, if the annual parental income is less than Rs.4.50 lakhs (Rs.450,000). In this regard, it is sufficient proof if the parents submit their income certificate signed by a competent authority, at the time of availing the loan. As per the Central Scheme to provide Interest Subsidy (CSIS) for Education Loans, MHRD provides full interest subsidy to eligible students during the study period plus a one-year moratorium period.

Students who are eligible to get Interest Subsidy may go through more details in the ELTF site.

<http://www.eltf.in/2017/08/mhrd-opens-web-portal-for-submission-of.html>

Editorial Team



Editorial

To Kill the Blue Whale



The virtual world has become reality. It has taken over the physical to such an extent that without it, life would be at a standstill today. Ever since the Internet was invented, it has progressively influenced the way the world looks, works, interacts and connects – person to person. The world has migrated from home- and family-centric lifestyle to a work- and social media-centric one. The invasion of the Internet in the home has affected the management of time, relationships, priorities and communications amongst families.

A quote in the lighter vein says, “my parents should be proud of me because I am addicted to the Internet and not to drugs”. However, with the recent horrible reality story of the Blue Whale Challenge, where teenagers actually commit suicide in order to complete a virtual challenge, that quote no longer seems amusing.

Addiction in any form is detrimental, be it drinking, gambling, smoking, gluttony, drugs or online rogue challenges. They are all potential killers. The only difference in the case of the Blue Whale Challenge is its specific target of teenagers. This is tragic as the naive children are lured by the fantasy of virtual achievement, to their final doom.



Parents are crying foul about this new killer, schools are raising red alerts about suspicious behaviour in students, and governments are issuing directives to social media to shut down menacing websites. Whatever the precautions, nothing is as effective as the true and caring relationship and communication by the family with their teenagers. The basic rule that made sense in the brick and mortar era, still holds good today – parents and family members need to talk more, and actually talk to each other. In talking, they need to communicate with each other, develop the relationship of trust, care and support, and make a habit of these.

Most people succumb to addictions, after an initial curiosity, mainly due to loneliness, emotional emptiness and mental frustration. When these feelings surface, the victim should be able to have the trust, and a caring family to turn to for help. The family also plays a major role in inculcating life values in children. And to do this, the family must first be practising the very values that it expects in the teenagers. The age-old, *gurukul*-styled

The family environment is the first and best school for positively influencing and moulding the child into a responsible and conscientious adult in the making.

inculcation of life values has once again become the urgent need of the hour in the family lifestyle. These values help them to distinguish truth and fallacy in life.

Even up to a few decades ago, life values used to be an incorporated part of the pre-school, school and post-school syllabi. Today, we have them as an optional subject called 'soft skills', outside the main syllabus. In such an education system, where life values, life skills and civility are given secondary status and diminished weight age, it is the character and value system of the individual that suffers, and with it the family, the community and the society.

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In the backdrop of the Blue Whale disasters, the words composed by the late singer, Michael Jackson in the 1985 song, 'We Are The World' ring true and real for all of us:

***There comes a time when we must heed a certain call.
When the world must come together as one.
There are people dying, and it's time to lend a hand
To life, the greatest gift of all.***

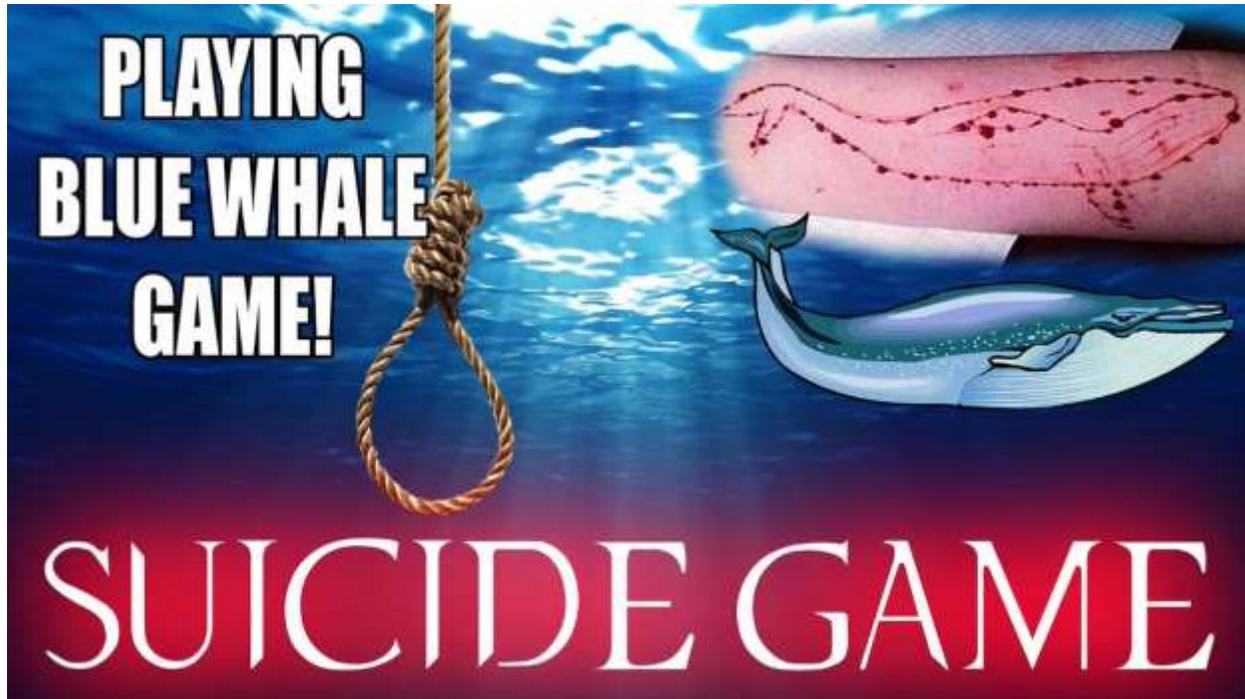
As with charity, the family environment is the first and best school for positively influencing and moulding the child into a responsible and conscientious adult in the making. The educational institution and its faculty follow close behind. The community, the society and the government play supporting roles. We all need to take this responsibility seriously with our own family, our own community and our own society, to groom, as well as be ourselves, responsible citizens of the world.

By Susan Koshy, Editor



Cover Story

The Blue Whale Challenge – A Road to Hell



The internet, they say, is an uncontrollable beast. It is often compared to a Swiss knife, which is a multi-tooled knife with several cutting edges that can be pulled out from various sides of the holder. The apparent omnipresence, omniscience and omnipotence of the Internet are in a way, deemed as an asset. But for the same reason, it has the power to destroy lives, and is therefore a potential liability too. In the modern world, we cannot think of any financial transaction, commercial deal or business communication without the Internet. The Internet is also an abundant source of information and opportunities and social connections. On the flip side, the Internet is an abundant source of misinformation, misguidance, with the risk of entrapment and duping. The latest in the list of dreaded software and danger from the Internet is the "Blue Whale (Game)".

What is the Blue Whale?

I do not want to associate the word "game" to this deplorable, condemnable and anti-social activity. Sometimes also called "Blue Whale Challenge", this is basically a series of tasks on the Internet normally set for a 50-day period, with the degree of difficulty in completion of the task increasing gradually. In the final act, the 'player' is asked to accomplish the ultimate challenge, which is to commit suicide. Actually, the word 'Blue Whale' itself comes from the supposition that this species of the large family of whales reportedly kill themselves, to die.

The Origin

This Blue Whale Challenge is of a fairly recent origin. It is believed to have been started in Russia in 2013 and it has gained notoriety among teenagers, especially students. When the



player or participant 'joins' the Game/Challenge, the administrator who is in virtual control, gives him instructions on a regular daily basis, to perform a task, normally one per day. Interestingly, the Challenge is claimed to have been 'invented' by a Russian psychopath who stated that he wanted "to clean the society of those who are not fit to live".

The Blue Whale is not a downloadable game but comes in a secret social media group with a curator who "sends you the app" and tracks you with your feedback and the results of the activities undertaken, prompting the participants to send photos of the activities accomplished as per instructions.

It would be shocking to know that these activities include getting up at 4 AM, climbing down flights of hundreds of staircase steps, watching horror movies at night, walking alone outside at midnight, going to the graveyard alone, etc. Gradually, the intensity or difficulty of the tasks increases, and advanced activities include inflicting self-injuries on the body by cutting the skin. The Game culminates with the final activity of going to a roof-top and jumping off a high-rise to commit suicide. Does it not sound scary to even read this?

Human beings are destined and blessed to live their lives with the natural survival instinct, overcoming obstacles that include societal, health and, financial challenges, and always strive to survive. This urge to outlive is the normal instinctive tendency of human beings as with all living creatures, and historically human beings have always strived to overcome not just the fear of death, but death itself. In this backdrop, this robotic tendency to commit suicide at someone else's mesmeric instruction, is shocking, to say the least.

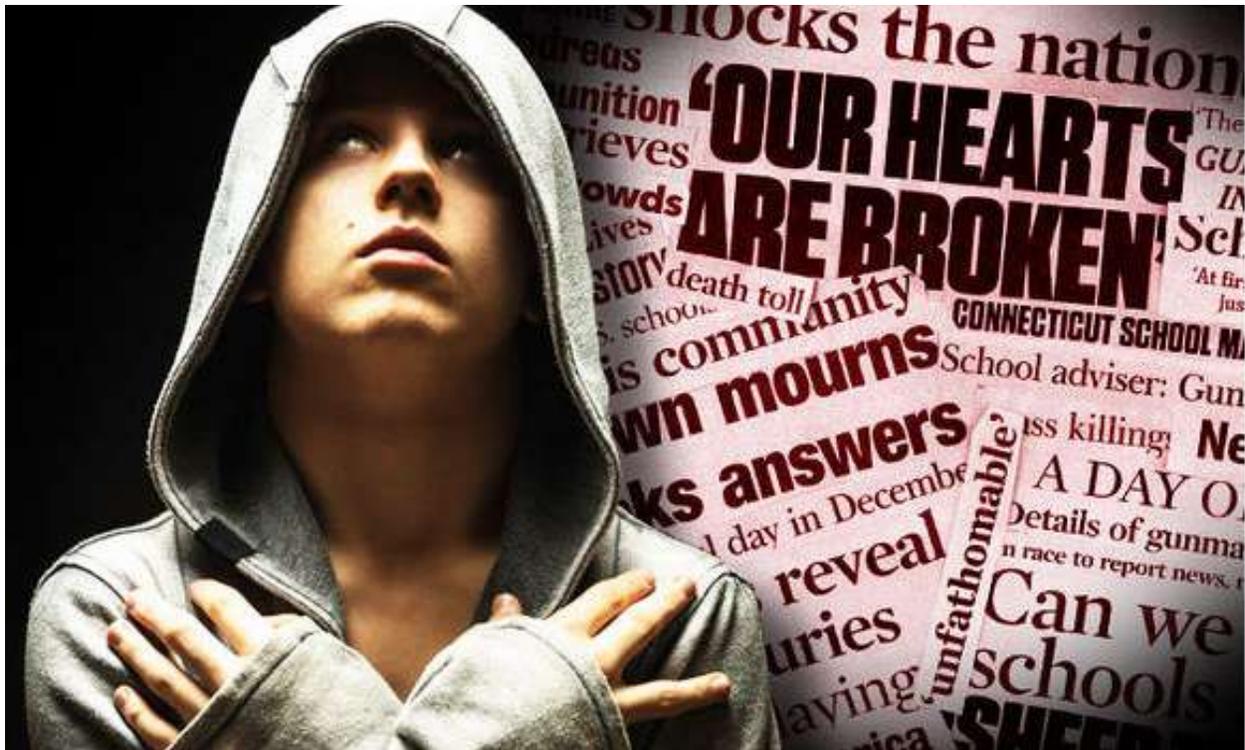
We have been coming across several cases of suicide across the globe by participants in the Blue Whale Challenge, and since the beginning of this year, such cases are being reported almost daily. In India too, in the past few months, the media has been reporting several such cases, from down South in Kerala to the West in Mumbai, and other parts of the country too. In many educational institutions, school authorities have noticed increasing interest by the students to explore this scary Challenge. It is curiosity, no doubt. It is reported that some school authorities have noticed unusual and strange behaviour in their students, and on investigation, they discovered that these students were participants in the Blue Whale Challenge. Unfortunately, on being questioned, they first feigned ignorance of any such activity or 'Game'. Such confidentiality by the participants helps little in arresting the menace.

The Psychology

Psychologists call this Blue Whale Challenge an extremely perverse, behavioural trend, deserving of condemnation in the sternest manner. One can only attribute to the psychopathy of the creator-administrator who enjoys the sadism of luring young minds to commit these dangerous and injurious acts, and ultimately driving them to the point of committing suicide. The participants fail to realise that they are hypnotised into doing what the administrator commands.

All of them, parents, teachers and elders in the family have a great role to play in weaning their children away from this game menace, The Blue Whale. They must be aware that while other online games are mainly addictive in nature, eating into their valuable time and may be affecting their mental faculty in the long run, this dreaded Blue Whale Challenge is a threat to mental stability and life itself.:





The Legal Point of View

Many nations have banned this Game. In India too, the government has asked social media websites like Facebook and WhatsApp to remove links to the Blue Whale. It is not just a right of the state to control such menaces but from a social point of view too, it is the duty of every nation to keep a close watch over such rogue websites and nip them in the bud. It is also important to create awareness about the ill-effects and threats of the Blue Whale. Schools and colleges need to be cautioned to keep a close vigil on their students for any suspicious or unusual behaviour.

"Sarahah" is another app that is becoming popular and much talked about, these days. Although it is not comparable to Blue Whale in terms of its dangerous intent or malicious content, it is certainly another menace. With this app, one can login to the page, and post comments and views anonymously, about a person, an event or an occurrence. While this medium could be used as a platform for constructive and candid feedback, it is often misused, as the sender's details are not disclosed. Netizens use this Sarahah platform to post objectionable and menacingly mischievous views against a person or an event. Perhaps in the days to come, the governments must start seriously thinking of ways to effectively regulate these platforms and media with techno-legal controls in place.

The Future

Parents should be watchful of the websites that the adolescents visit, and counsel them about the risks of visiting menacing websites. This is a delicate and challenging matter for the elders and must be handled with care. Putting a sudden or complete curb on the usage of Internet by the teen-agers or constantly looking over their shoulders in watchfulness can result in rebel by the children and unwanted secrecy about their activities.



Fortunately, observers and thinkers opine that this Blue Whale Challenge is a passing fad, not lasting beyond a few more months. But, psychologists fear that even if this Blue Whale fever subsides, another addictive software might emerge online. Needless to say, it is a constant concern for parents, teachers and elders to 'save' the young ones from the ills of the Internet.

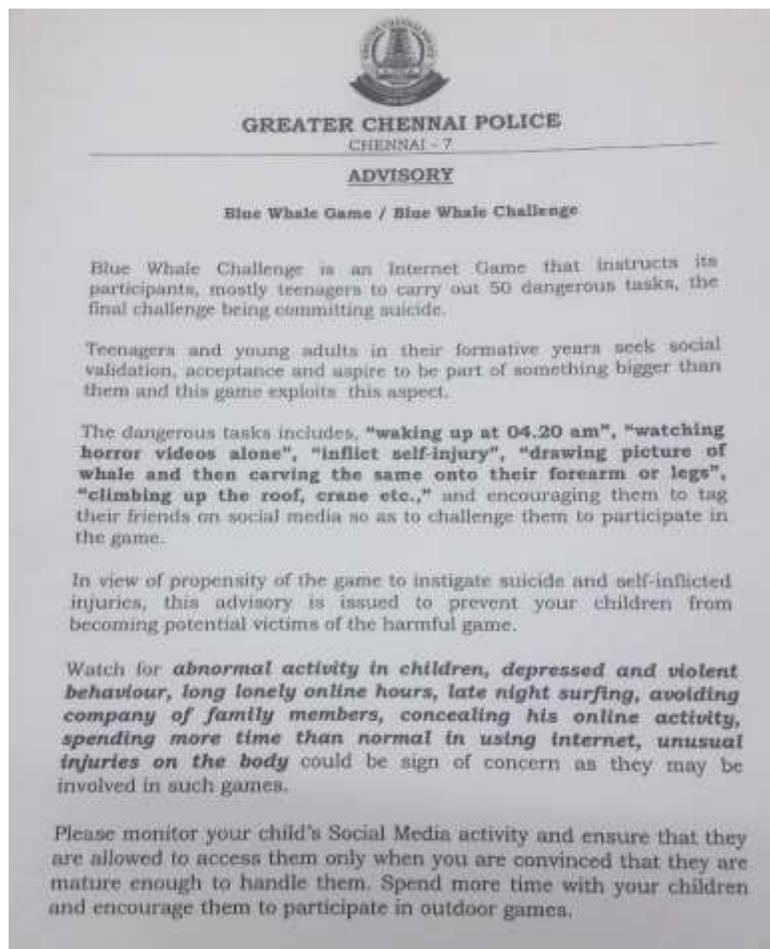
In Conclusion

The Internet is an invaluable medium which needs to be regulated, both on the technological and legal fronts, to ensure and assure legitimate freedom of expression and privacy. It is necessary to impose reasonable restrictions with legally permitted procedures in place, so that the society reaps the benefit of using the Internet, without falling prey to its ills. Protecting the society is the joint responsibility of the service providers, the content providers, the law-makers, the society and the community, the family, and of course the users themselves.

By V. Rajendran, Editorial Team Member

Greater Chennai Police issues Advisory to parents

Greater Chennai Police has issued an advisory to the parents to monitor the child's social media activities. The Police has also advised the parents to watch for abnormal activity in children, depressed and violent behaviour, long lonely online hours, late night surfing, avoiding company of family members, concealing his/her online activity, spending more time than normal in using internet, unusual injuries on the body. The Police Department has cautioned that these could be signs of concern as the children might be involved in such games.



Nation

A Review of Performance of Parliamentarians



The twelfth session (Monsoon Session 2017) of the 16th Lok Sabha was held between 17th July 2017 and 11th August 2017. During the 19 sittings of the twelfth session, the Lok Sabha conducted business for 76 hours and 41 minutes. During this Session, the Lok Sabha lost 29 hours and 57 minutes due to interruptions and forced adjournments. However, the Lok Sabha sat late for 10 hours and 36 minutes to complete the business.

During this session, 17 Bills were introduced and 14 Bills were passed. 281 matters were raised under Rule 377 and 252 matters during 'Zero Hour'. 382 Starred Questions and 4370 Unstarred Questions were admitted during this Session.

The 16th Lok Sabha started their business on 1st June 2014. Till 11th August 2017, 245 sittings were held in 12 sessions. PreSense analyses the cumulative performance of Members from the first session to the twelfth session.

Top 5 performers in 16th Lok Sabha (From 1st June 2014 till 11th August 2017)

Name of MP	Initiated debates	Private Members Bills (PMB)	Questions (Qns)	Total initiated debates + PMB + Qns	Attendance
Shrirang Appa Barne Shiv Sena, Maharashtra	94	12	813	919	93
Supriya Sule NCP, Maharashtra	67	12	833	912	96
Rajeev Shankarrao Satav INC, Maharashtra	91	13	779	883	81
Dhananjay Bhimrao Mahadik, NCP, Maharashtra	35	0	831	866	71
Shivaji Adhalrao Patil Shiv Sena, Maharashtra	18	5	799	822	65

Top 5 Performers of 16th Lok Sabha

Shri Shirang Appa Barne, Shiv Sena MP from Maharashtra has been maintaining the first position every year since the beginning. He has been receiving Sansad Ratna Awards for the past three years.



As readers are aware, the Sansad Ratna Awards was instituted by this ezine PreSense in 2010.

Shri Rajeev Shankarrao Satav (Cong), Shri Dhananjay Bhimaroo Mahadik (NCP) and Shri Shivaji Adhalrao Patil (SS) were also recipients of the Sansad Ratna Awards in the past.

It may be noted that all the top 5 performers are from Maharashtra.

Performance of Members State-wise

Performance of Members state-wise in 16th Lok Sabha (From 1st June 2014 till 11th August 2017)

States	No of MPs	Initiated debates	Private Members Bills	Questions	Total initiated debates + PMB + Qns	Average of Total initiated debates + PMB + Qns
Maharashtra	46	1609	130	19551	21290	463
Kerala	21	1436	63	6479	7978	380
Tamil Nadu	38	1300	0	11740	13040	343
Rajasthan	25	1181	68	6457	7706	308
Karnataka	26	741	7	7122	7870	303
Telangana	18	495	20	3660	4175	232
Andhra Pradesh	24	738	12	4722	5472	228
Madhya Pradesh	28	753	19	5291	6063	217
Gujarat	26	563	43	4794	5400	208
Odisha	21	779	56	3404	4239	202
Bihar	37	1436	85	5092	6613	179
Uttar Pradesh	71	2317	74	9585	11976	169
West Bengal	45	964	13	2725	3702	82
Grand Total	526	17397	773	105420	123590	235

Ministers are not included

States with more than 20 MPs only are tabulated. Grand Total includes the data of other states not included here.

The National Average of Debates, Private Members Bills and Questions is 235 till the end of twelfth session. Only 5 major states are above national average. Many states are below the national average. The performance of Maharashtra, Kerala, Tamil Nadu, Rajasthan and Karnataka improved. West Bengal has been consistently showing poor performance. (West Bengal's average 82 compared to national average of 235).



Performance of Members Political Party-wise

Performance of political parties in 16th Lok Sabha (From 1st June 2014 till 11th August 2017)

Political party	No. of MPs	Initiated Debates	Private Members Bills (PMB)	Questions (Qns)	Total initiated debates + PMB + Qns	Average of initiated debates + PMB + Qns
Shiv Sena	17	718	47	8439	9204	541
Nationalist Congress Party (NCP)	6	169	12	2872	3053	509
Communist Party of India (Marxist)	9	729	21	2581	3331	370
AIADMK	37	1291	0	11710	13001	351
Indian National Congress	46	1669	93	10283	12045	262
YSR Congress Party	9	333	2	1916	2251	250
Telugu Desam Party	15	441	10	3057	3508	234
Bharatiya Janata Party	259	8012	444	48093	56549	218
Shiromani Akali Dal	3	176	0	473	649	216
Rashtriya Janata Dal	4	348	24	456	828	207
Biju Janata Dal	21	779	56	3404	4239	202
Telangana Rashtra Samithi	12	377	20	1988	2385	199
Samajwadi Party	5	94	0	748	842	168
All India Trinamool Congress	37	680	8	1947	2635	71
Aam Aadmi Party	4	132	5	114	251	63
Grand Total	526	17397	773	105420	123590	235

- Ministers are not included
- Only selected few parties are shown in the above chart. Grand Total includes the data of the parties not included in the chart.

Shiv Sena and Nationalist Congress Party (NCP) are doing extremely well with less number of members. This has helped Maharashtra to gain the first position among all states. Trinamool Congress and Aam Aadmi Party have shown extremely poor performance in the 16th Lok Sabha.

The poor performance of Trinamool Congress with 37 members has pulled down the performance of West Bengal.



Performance of Members Gender-wise

Performance of Members gender-wise in 16th Lok Sabha (From 1st June 2014 till 11th August 2017)

Gender	No. of MPs	Initiated Debates	Private Members Bills (PMB)	Questions (Qns)	Total initiated debates + PMB + Qns	Average of initiated debates + PMB + Qns
Female	61	1983	55	11710	13748	225
Male	465	15414	718	93710	109842	236
Total	526	17397	773	105420	123590	235

(Ministers are not included in the data)

With only 61 members, the women members, as a group, compare well with their male counterparts.

Performance of Celebrity Members

Performance of celebrities in Parliament (From the beginning to 11th August 2017)

Name of the MP	Initiated debates	Private Members Bills (PMB)	Questions (Qns)	Total initiated debates + PMB + Qns	Attendance %
Kirti Azad, BJP Lok Sabha	22	4	347	373	97
Hema Malini, BJP, Lok Sabha	14	0	171	185	39
Paresh Rawal, BJP Lok Sabha	7	0	140	147	68
Sachin Tendulkar Rajya Sabha	0	0	22	22	8
Roopa Ganguly Rajya Sabha	3	0	0	3	87
MC Mary Kom Rajya Sabha	3	0	0	3	62
Rekha Rajya Sabha	0	0	0	0	5
Shatrughan Sinha, BJP Lok Sabha	0	0	0	0	68

Some popular film stars and sports persons were nominated by the ruling parties to contest in the Lok Sabha elections, or as members in Rajya Sabha. These celebrities enjoy the perquisites and the privileges of Members of Parliament. Among the celebrities, Kirti Azad and Hema Malini perform well.

A time has come to review and reconsider celebrity nominations to parliament based on their performance. While the celebs are nominated at the cost of public money, they are deviating from their main duty of representing the people's cause. Besides being poor performers, celebrities such as Sachin

Tendulkar and Rekha scarcely attend the Rajya Sabha Sessions.

The ruling Government should analyse the individual performance of celebrities and stop nominating them to Parliament, wasting the public money.

By K. Srinivasan, Editor-in-Chief

Data Courtesy: Lok Sabha website and PRS India



Communication

Evolution of Advertising - The Branding Boom Era

The evolution of advertising during the pre-Industrialisation period was discussed in the previous edition of this e-magazine (PreSense July 2017). The changes that occurred in the 1900s were dynamic when compared to the evolution that took place over the preceding period of 700 years (between 1200 A.D to 1900 A.D).

Industrialisation resulted in mass production of goods which were similar in nature. This forced merchants to think of ways to project their products as the unique one. They chose advertising as the medium to reach out to people *en masse*. The idea of branding and attractive packaging began to play a key role in sale of goods.

Creativity in branding expanded from print designs in newspapers to aerial advertising of the products, using air balloons; for example, balloons displaying the baby formula brand by Mellin's Food in 1902.

There was progressive advancement every year in technology and this worked in favour of improving branding. In 1903, the Commercial Pacific Cable Company laid the Pacific Telegraph Cable. Nobody thought then that this would help in tele-marketing. The domestic electricity was standardised in 1910, and this created a market for household appliances. Within a decade, America's first radio station, KDKA was launched in Pittsburgh in 1920. This became a medium for branding, and the advertising industry turned out to be nearly a \$3-billion industry by then. In 2016, the global advertising spend was over \$500 billion.



First Television advertisement

By 1940, television (TV) sets were manufactured in the United States of America, Britain and Germany. After World War II, the sale of TV sets began to boom and the first TV commercial was by Bulova Clocks. (picture)

This opened advertising to a different level and creativity played a vital role in drawing attention. Creative teams in the ad world collaborated with artists and copy writers to make interesting film clips.

In 1975, the video cassette recorder (VCR) became popular among the masses. The viewers could watch their favourite programmes without being interrupted by advertisements. The personal computer (PC), introduced by IBM in 1980s, shook the ad world as the attention shifted from TVs to PCs. In the 2000s, mobile phones were the talk of the decade and it emerged as a vital gadget over the decade. This resulted in integrated marketing becoming important in order to increase sales. With the advent of the Internet, which had over 400 million users in the 2000s, the digital age was born. The "wealth of information created a poverty of attention". This made the concept of brand positioning critical.

There was a paradigm shift from exploiting the traditional ad space to an information overload on the Internet and this resulted in the development of many ad-free channels and applications. Spamming became a very serious problem and people started blocking online



ads. The social media tools like FaceBook, Instagram, Twitter, Linkedin, WhatsApp, Pinterest, SnapChat and many other applications became a medium to reach the target audience currently.

Today, the scenario is such that companies pay consumers to grab their attention and they have gone to the extent of creating sponsored programmes for the viewers. Now, customers find their brand rather than *vice versa*.

By Sukruti Narayanan, Editorial Team Member

Legal Remedies Available to Students and other consumers through District Consumer Forums, District Courts and High Courts



Education Loan Task Force (ELTF), one of the initiatives of your ezine PreSense has been receiving hundreds of mails complaining that the Banks did not file their Interest Subsidy claims in time resulting in the student losing the subsidy given by the Government. Shri Jagannath Badrinath, Advocate, Madras High Court and Legal Advisor to ELTF suggests that the student may get legal remedies, if there is deficiency

of services on the part of the Banks.

Shri Jagannath says that the aggrieved students and other consumers can approach the District level Consumer Disputes Redressal Forums, District Courts and High Courts. In an exclusive article, (link given below), he has explained in detail the rules and other procedures for the benefit of students and all other consumers.

This article is only to create awareness about the Consumer Redressal system in India. For more details, the readers may have to consult their lawyers or officials at the District Consumer Forums.

Please read the article by Shri Jagannath Badrinath:

<http://www.eltf.in/2017/08/legal-remedies-available-to-students.html>





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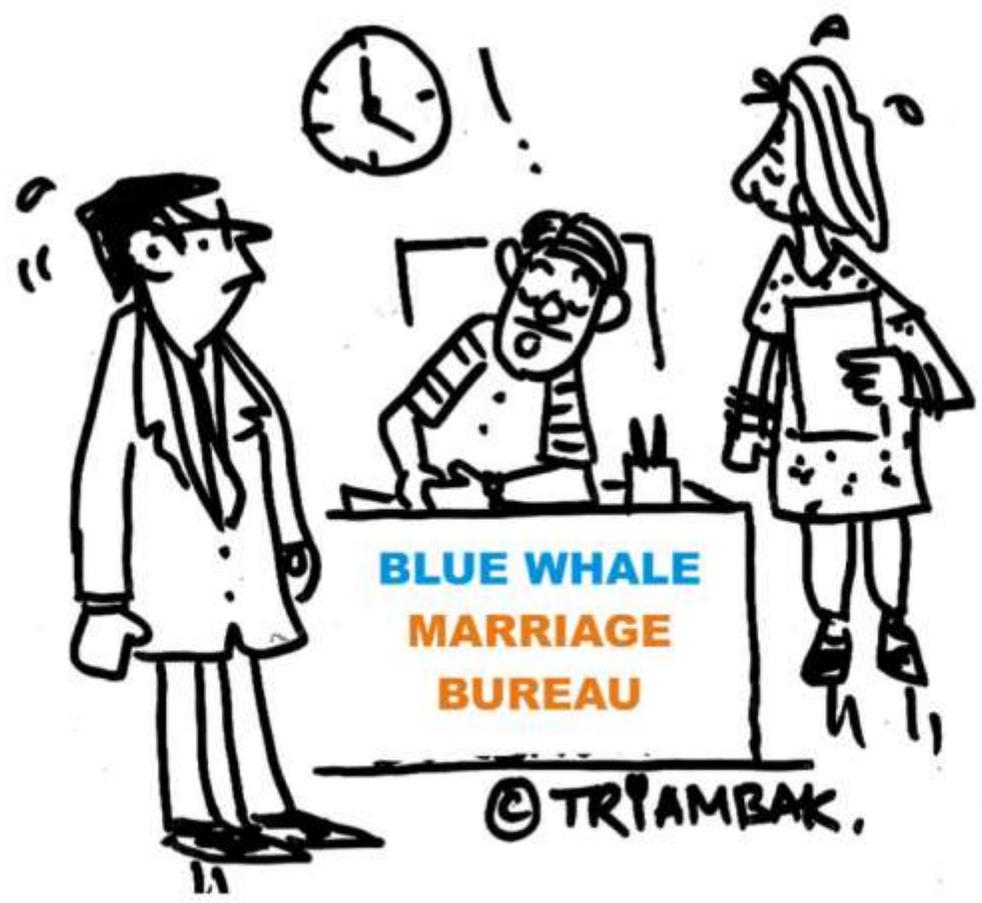


By- Triambak Sharma

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**WE BELIEVE...OUR NAME
SHOULD BE
SELF EXPLANATORY...**



Remembering Indian Historic Events

Quit India Movement - 1942

9th August 1942 is one of the important days in the history of Indian freedom movement.



Mahatma Gandhi, Azad and Kripalani

We share the following interesting information for the knowledge of our young and old generations. This will give an idea about the sacrifices made by our leaders during the freedom struggle.

World War II and the Cripps Mission

In the year 1939, the Second World War started between Britain and Germany. In 1942, the then British Governor involved India, without consulting the Congress leaders. This angered the Congress leaders.

In March 1942, the British Government sent a delegation under the leadership of Stafford Cripps in what is popularly known as the Cripps Mission, to negotiate with the Congress leaders and persuade them to agree to participate on the Britain side in the war, in turn for a promise of freedom. The leaders did not agree to the proposal, as they wanted to maintain neutrality in the war.

Preparation for Civil Disobedience

On July 14, 1942, the Indian National Congress passed a resolution demanding complete freedom to India from the British. The resolution also stated that if the British did not accept the demand, the Congress would start a 'mass civil disobedience'.

Since Britain was engaged in the peak of World War II, this resolution faced controversy. Sri C Rajagopalachari (Rajaji) opposed the resolution and he quit the Congress. (Rajaji returned to the Congress later). Rajaji warned the Congress that it was not the right time to go for civil disobedience, as



Huge crowd at Gowalia Tank Maidan on 9th August 1942

the entire world was engaged in World War II. But all other senior leaders accepted the resolution. Some other political parties like Communists, the Hindu Maha Sabha and the Muslim League, too did not support the call.

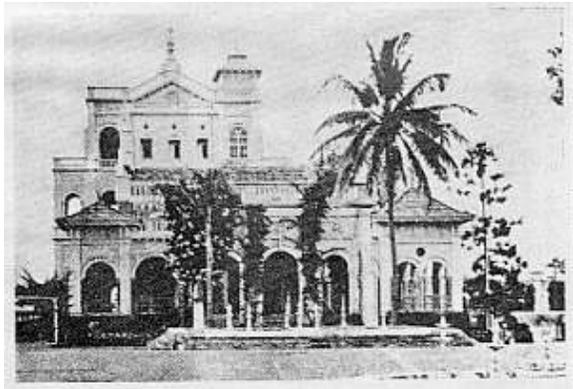


"Do or die' Call in the Historic Session of 7th August 1942

The historic session of the Indian National Congress was held on 7th August 1942 at the Gowalia Tank Maidan, Mumbai (now known as August Kranti Maidan). In the midnight of 8th/9th August 1942, the Congress passed the famous 'Quit India Resolution', which electrified the country. This became the popular 'Quit India Movement', and the mass civil disobedience movement was launched with Mahatma Gandhi's "do or die" call.

Quit India Movement Turning Violent

Within a few hours of the resolution and call, all the national leaders were arrested. Since there were no leaders outside, the movement became violent. People burnt government



**Aga Khan Palace near Poona where Mahatma Gandhi was
prisoned from Aug 42 to May 44**

offices and the violence could not be controlled by the Congress. The British Government moved in the army and more than one hundred thousand people were arrested. During this period, the contact of the leaders with the masses was cut off. Mahatma Gandhi's wife, Kasturba Gandhi and his trusted secretary Mahadev Desai were also put into the jail. Mahatma suffered failing health.

Different reasons were attributed for the 'violence', like the absence of the top leaders, mistaken interpretation of the 'do or die' call, inducement by the British rulers indirectly.

That was the reason Rajaji forewarned Mahatma Gandhi and the Congress against the announcement of the 'civil disobedience' policy. His fear proved right.

Hoisting of the Indian Tri-Colour

When the Quit India movement was started on 9th August 1942, the British Police treated the masses brutally. At that time, Aruna Asaf Ali proudly hoisted the Indian tri-colour in the Gowalia Tank Maidan. This was the first time the Indian tri-colour was hoisted.

Underground Radio Station

During the movement, Aruna Asaf Ali and Usha Mehta (a student) were broadcasting underground news from an underground radio station (42.34 metres). They shifted the broadcasting equipment frequently from place to place, to avoid being captured by the British Police. It may be noted that all the leaders and freedom fighters who participated in the movement were released only after three years, after World War II ended.

Freedom to India

After World War II, the Labour Party won the elections and captured power in Britain. They took the initiative to transfer power to the interim Government headed by Pandit Nehru. India attained full independence on 15th August 1947.

Though the Quit India movement generated controversies at that time, this movement is considered one of the important milestones in the Indian freedom movement, to force Britain to hand over power to the Indian leaders.

Let us salute those brave freedom fighters for their great sacrifice.

By K. Srinivasan, Editor-in-Chief (Reproduced from August 2013 edition)



Presenters of *PreSense*

Editorial Team



K. Srinivasan
Editor in Chief



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