

PR SENSE

Spreading positive vibrations

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Men of the month



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From the desk of Editor-in-Chief



issue.

With the growth of technology and change in culture, we observe deterioration of our respect to our ancient wisdom. India is the birth place for many of the modern scientific facts and management techniques. We are yet to unearth many of the hidden treasures found in our ancient scripts. As a humble gesture, from this edition, we are introducing a new section 'Ancient Indian Wisdom' to

The feedback from our readers indicates the highest quality of the contents and the expectations. Every month, when we sit for contents, we are forced to look for quality contents and improvement over the earlier

explore the greatness of our ancestors, whom we can feel proud of.

We feature every month an important historic event relating to that month. In the world history, nobody can ignore World War II, which started in Sep 1939 and ended in Sep 1945. Since the start and the end relate to September, we have briefly featured World War II for the benefit of new generation.

As usual, this edition contains other important sections also, including an article on India's Milkman Dr Varghese Kurien. Editorial team is confident that the readers will enjoy this ezine and send us the feedback.

K. Srinivasan

Inspiring Quote from the speech of Dr Abdul Kalam

Four steps to become 'Unique You'

Friends, I have, so far, met 13 million youth in India and abroad, in a decade's time. I learnt, "every youth wants to be unique, that is, YOU! But the world all around you, is doing its best, day and night, to make you just "everybody else".

The challenge, my young friends, is that you have to fight the hardest battle, which any human being can ever imagine to fight; and never stop fighting until you arrive at your destined place, that is, a UNIQUE YOU!

How to become unique you? There are four proven steps; having an aim in life before 20 years of age, acquiring knowledge continuously, hard work towards the aim and perseverance to defeat the problem and succeed. Now you know, how the unique personalities got evolved and also you realize how to transform yourself into unique you. And above all, what you need is, power and confidence, that you can achieve great deeds.

(Excerpt from the speech of Dr Abdul Kalam at All Saints High School, Hyderabad on 17th Sep 2012 source: www.abdulkalam.com)



Cover Story

Amul girl wept for the first time since 1964



On 9th Sep 2012 the iconic 'Amul Girl' wept (first time ever since she has been on billboards) as her "Father figure" Dr. Varghese Kurien, will no more be there with her. The Amul campaign has been telling stories of India through the hoardings, captivating all Indians, since 1964.

Dr Varghese Kurien, the architect of Indian 'White Revolution' is solely responsible for positioning India as one of the largest milk producers in the world. Kurien's work has touched the lives of more than 150 lakh milk producer families across 1.4 lakh villages of the country in almost all states. Similarly, the products made from 300 lakh litres of milk procured everyday by all state federations are reaching crores of consumers in the country.

Born in a Syrian Christian family in 1921 at Calicut (now Kozhikode at Kerala), Kurien completed his graduation in physics and then mechanical engineering in 1946. He then went to US on a government scholarship to earn his master of science in mechanical engineering from Michigan State University. On returning to India, he was posted as a dairy engineer at the

government creamery, Anand. Around that time, the milk producers of Kaira district of Gujarat were fighting against the privately owned Polson Dairy. Influenced by Tribhuvandas Patel, a well known freedom fighter of that State and India's iron man Sardar Vallabhai Patel, the young Kurien joined them to start a co-

operative movement for milk, to remove the difficulties of the milk producers. This marked the birth of famous co-operative movement 'AMUL' in India.

The Amul pattern of co-operatives later became so successful that in 1965 the then Prime Minister Lal Bahadur Shastri created National Dairy Development Board (NDDB) to replicate Amul model across the country with Kurien as its chairman. In July 1970, NDDB officially launched 'Operation Flood' — 'The billion-litre idea' aimed at taking India's dairy industry from a drop to a flood.

Kurien also laid the foundation of the Institute of Rural Management, Anand (IRMA) in 1979 and remained its chairman till March 2006.

Kurien is a recipient of the World Food Prize, Merit d' Agricole from the Government of France, Padma Shree, Padma Bhushan and Padma Vibhushan besides many other awards and honorary degrees.

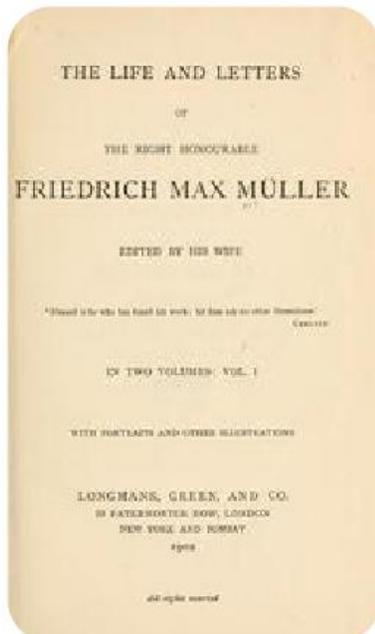
The nation should honour him with Bharat Ratna.

Ancient Indian wisdom

First 'phonograph' was tested with 'Rig Veda', which passed through thousands of years in a phonographic way

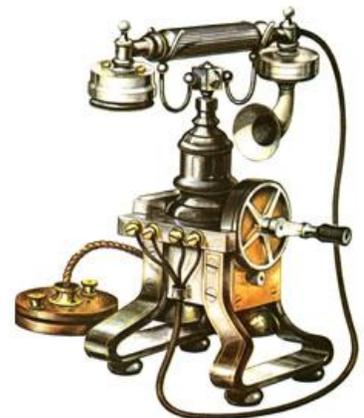
Quoted verbatim from the book: The life and letters of the Right Honourable Friedrich Max Muller; ed. by his wife (1902) – Published by London Longmans, Green

48 The Bell Telephone [ch. Xxm] (relates to the year 1878)



Just before going to London to deliver his last lecture, Max Muller had asked his friends in Oxford to meet Mr. Graham Bell, the inventor of the Bell telephone, which preceded Edison's more perfect instrument. It was the first ever heard in England. A large company gathered together, and intense interest and surprise were felt by everyone, even the scientific men present little dreaming of the immense practical importance of the invention, nor the possibility of the almost limitless extension now attained to. Mr. Bell also brought down a microphone, only just invented, and a phonograph. The wire of the telephone was stretched from one end of the garden to the other, and even a whisper was distinctly heard. The wire of the microphone was brought from a room on the second story, and the sound made by a fly crawling along a board in the room upstairs sounded in the garden like the tramp of an elephant. The phonograph was not good, and even one person at a time found it difficult to make out what it repeated. The following week, in London, Max Muller was asked to speak into a better instrument. The scene has been well described by Mr. Moncure Conway:

'When the phonograph was invented, one of its first appearances was at the house of J. Fletcher Moulton, Q.C. (now M.P). A fashionable company, among them some eminent men of science and men of letters, gathered round the novelty, and Max Muller was the first called on to utter something in the phonograph. We presently heard issuing from it these sounds: "*Agnim i/e purohitam ya^;asya devam r/tvi^am — hotaram ratnadhatamam.*" There was a burst of merriment when these queer sounds came from the machine, but a deep silence when Max Muller explained that we had heard words from the oldest hymn in the world, the first (if I remember rightly) in the Rig-veda: "Agni I worship; the chief priest of the sacrifice, the divine priest, the invoker, conferring the greatest wealth." And then the young people gathered around the smiling scholar, to learn that the hymns had all passed through thousands of years, in a phonographic way, each generation uttering precisely what was poured into its ear by the preceding generation, until their language died, to be recovered in the West, where for the first time the real meaning of Agni, and the human significance of the hymns, were studied and known.



National– Remembering historic events

World War II (1st Sep 1939 to 2nd Sep 1945)

Beginning of World War II

Nationalistic tensions, unresolved issues, resentments resulting from the World War I, the inter-war period in Europe and the effects of the Great Depression in the 1930s were the main reasons for World War II.



German battleship Schleswig-Holstein during a shellfire of Gdynia (Poland) on 13th sep 1939.

The culmination of events like invasion of the Republic of China by the Empire of Japan in 1937 and invasion of Poland by Germany and Soviet Russia in 1939 led to the outbreak of World War II. These military aggressions were the result of decisions made by the authoritarian ruling Nazi elite in Germany and by the leadership of the Kwantung Army in Japan. World War II started after these aggressive actions were met with an official declaration of war and/or armed resistance.

On 1st September 1939 Germany invaded western Poland. In response, Britain and France declared war on Germany on 3rd September. On 17th September 1939, Soviet forces invaded eastern Poland. These invasions marked the beginning of World War II.

Impact of World War II

Major countries in the world grouped themselves into two major forces (a) allies and (b) axis to fight against each other. The world War II lasted for 6 years and 1 day. The battle was fought in 9 different locations, across the world.

Soviet Union, USA, UK, China, France, Poland, Canada, Australia, New Zealand, South Africa and Yugoslavia formed 'Allied Powers'. Joseph Stalin, Roosevelt, Winston Churchill and Chiang Kai Shek were leading the Allied forces.

Germany, Japan, Italy, Hungary, Romania and Bulgaria formed 'Axis Powers'. Adolf Hitler, Mussolini, Hirohito were leading the Axis Powers.

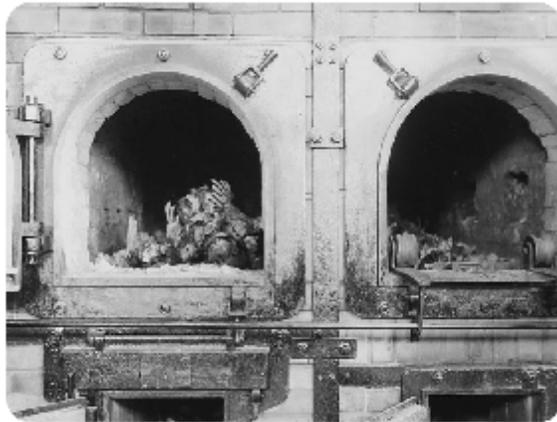
Both the groups involved nearly 100 million military personnel in this world war, resulting in the death of nearly 24 million soldiers. 50 to 55 million civilians lost their lives. In total nearly 80 million people lost their lives during this World War II and this comprised of nearly 4% of the then world population.



Mussolini and Adolf Hitler

Adolf Hitler's atrocities

Hitler began a military build-up on Germany's western border, and in April 1940, German forces invaded Denmark and Norway. On 9th April, Hitler proclaimed the birth of the "Greater Germanic Reich" to his associates; this was his vision of a united empire of the Germanic nations of Europe, where the Dutch, Flemish, Scandinavians, and other peoples would join into a single, racially-pure polity under German leadership. In May 1940, Hitler's forces attacked France, and conquered Luxembourg, the Netherlands, and Belgium. These victories prompted Mussolini to have Italy join forces with Hitler on 10th June 1940. France surrendered on 22nd June 1940.



Horror Chamber at Buchenwald Concentration Camp

Hitler's forces committed numerous atrocities during the war, including the systematic killing of around 17 million civilians including the genocide of an estimated six million Jews, known as 'Holocaust'. Many victims of the Holocaust were gassed to death, whereas others died of starvation or disease while working as slave labourers. Hitler eliminated

nearly 80% of the Jewish population in the Nazi German in hundreds of 'concentration camps'.

Japan attacking Pearl Harbour – another turning point

On 7th December 1941, Japan attacked Pearl Harbor, Hawaii. Four days later, Hitler's formal declaration of war against the United States engaged Germany in war against a coalition that included the world's largest empire (the British Empire), the world's greatest industrial and financial power (the United States), and the world's largest army (the Soviet Union).

Participation by Indian soldiers – Mahatma and Netaji

Since India was under British regime, British Government involved India in the war without consulting Indian leaders. Nearly 2.5 million soldiers were fighting along with British soldiers. Mahatma Gandhi ridiculed the Britain's opposition to Nazism and Fascism as hypocrisy, since Britain was violating human rights in India.



U.S. Navy battleship USS Arizona (BB-39) explode shortly during Japanese attack on Pearl Harbour 7th Dec 1941

Meanwhile, Netaji Subash Chandra Bose reorganized 'Indian National Army' (INA) in alliance with Japan to fight against British troops. Nearly 40,000 Indian soldiers captured by Japan as 'Prisoners of War' (POW) joined INA and fought against Britain. They gave a tough fight to the British Army in the battle field.

Fall of Hitler and Mussolini

HITLER DEAD

Fuehrer Fell at CP, German Radio Says
Doenitz at Helm, Voss War Will Continue



A headline in the U.S.
Army newspaper Stars
and Stripes announcing
Hitler's death

In late 1942, German forces were defeated in the second battle of El Alamein, thwarting Hitler's plans to seize the Suez Canal and the Middle East. In February 1943, the Battle of Stalingrad ended with the destruction of the German Sixth Army. Thereafter came a decisive defeat at the Battle of Kursk. Hitler's military judgment became increasingly erratic, and Germany's military and economic position deteriorated along with Hitler's health. It was also believed that Hitler might have suffered from Parkinson's disease

Within three years, Germany and the Axis powers occupied most of Europe and large parts of Africa, East and Southeast Asia and the Pacific Ocean. However, the Allies gained the upper hand from 1942 onwards and in 1945 Allied armies invaded Germany from all sides.

On 29th April 1945, Mussolini was assassinated. On 30th April 1945, Hitler shot himself.

Surrender by Germany and Japan – End of World War II

The war in Europe ended when Nazi Germany signed its instrument of surrender on 8th May 1945, but the Pacific War continued. Together with the United Kingdom and the Republic of China, the United States called for a surrender of Japan in the Potsdam Declaration on 26th July 1945, threatening Japan with "prompt and utter destruction". The Japanese government ignored this ultimatum, and the United States deployed two nuclear weapons developed by the Manhattan Project. American airmen dropped Little Boy on the city of Hiroshima on 6th August 1945, followed by Fat Man over Nagasaki on 9th August. Nearly 2.50 lakh people died.



Japan Foreign Minister and Chief of Army Staff
on board USS Missouri during surrender
ceremony on 2nd Sep 1945

The atomic bombings of the cities of Hiroshima and Nagasaki in Japan were conducted by the United States during the final stages of World War II in 1945. These two events represent the only use of nuclear weapons in war to date.

On 15th August 1945, six days after the bombing of Nagasaki, Japan announced its surrender to the Allies, signing the Instrument of Surrender on 2nd September 1945, officially ending World War II.

Post war impact

The total victory of the Allies over the Axis in 1945 ended the conflict. World War II altered the political alignment and social structure of the world. The United Nations (UN) was established to foster international co-operation and prevent future conflicts. The great powers that were the victors of the war— the United States, the Soviet Union, China, the United Kingdom, and France—became the permanent members of the United Nations Security Council. The Soviet Union and the United States emerged as rival superpowers, setting the stage for the Cold War, which lasted for the next 46 years.

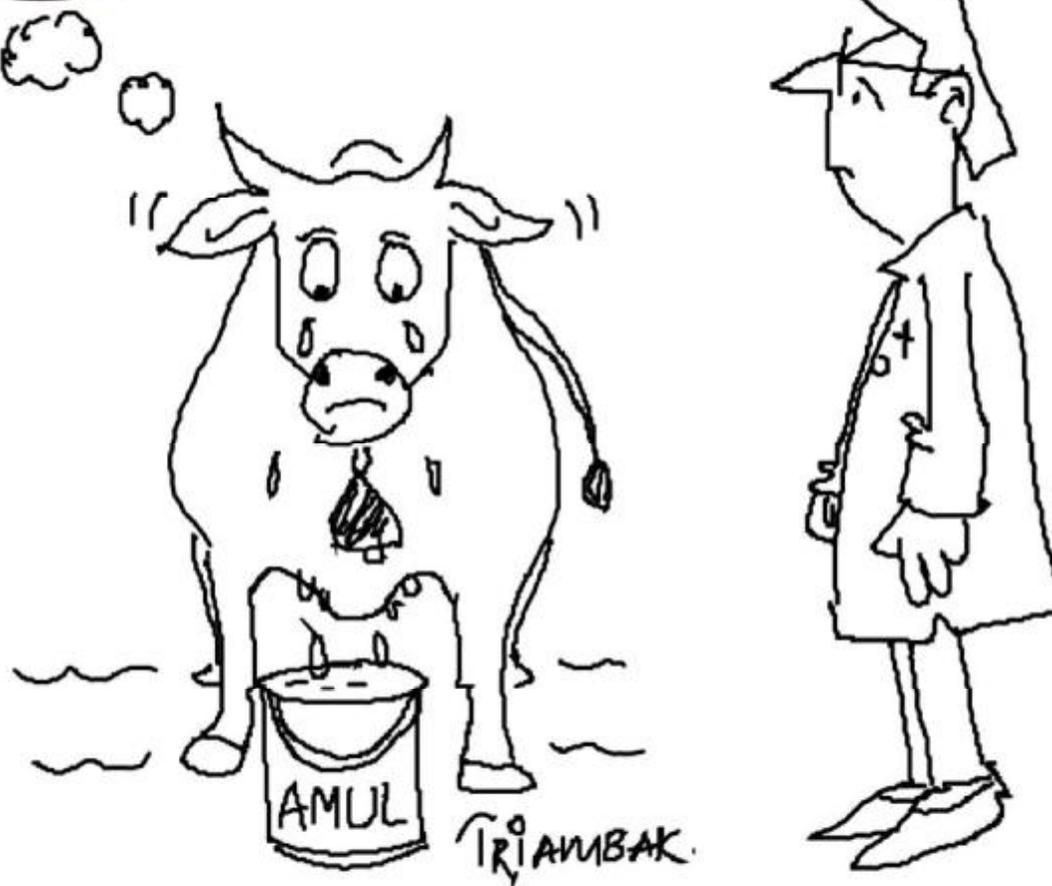
PRince

by- Triambak Sharma

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There is a valid reason.. if you find
WATER in **AMUL MILK**
this month..



RIP... Dr. V. Kurien ..

Cow
country
cartoon **Lover..!!**

From the Archive of ezine PreSense – Sep 2006

PRETTY – Relax!



A mechanic was removing a cylinder head from the motor of a Harley Davidson motorcycle, when he spotted a well-known heart surgeon in his shop. The surgeon was there waiting for the service manager to come and take a look at his bike when the mechanic shouted across the garage, "Hey Doc, can I ask you a question?" The surgeon, a bit surprised, walked over to where the mechanic was working on the motorcycle. The mechanic straightened up, wiped his hands on a rag and asked, "So Doc, look at this engine. I open its heart, take the valves out, repair any damage, and then put them back in, and when I finish, it works just like new. So how come I get such a small salary and you get the really big bucks, when you and I are doing basically the same work?" The surgeon paused, smiled and leaned over, and whispered to the mechanic..."Try doing it with the engine running."

Moral: Evaluate a person based on the quality of skills at challenging times, and not based on peripherals.

"I enjoy podcasting – It is a fantastic tool': Sunil Gavaskar

I am doing podcast through Yahoo! I belong to the 'transistor' age. Now the young cricketers are highly tech savvy. I used to give commentary on Cricket matches live. You had a lot of time. For 'podcast' you need to sum up the entire play within 7 or 8 minutes. I need to prepare a lot. Really, I enjoy Podcasting. It is a fantastic tool. I appeal to bloggers to talk more about games and sports other than cricket. That will help the growth of other games. I plan to start a 'blog' for cricket soon.



"Blogging is a wonderful communication tool': Krithika Shukla



Blogging is a wonderful communication tool. It is a space for Corporates to talk what they do and invite comments and informal interaction with customers for getting brand loyalty. "Sunsilk Gang of Girls" blogs are excellent example of external communication. Anybody part of the blog have more 'recall', when they go to departmental stores. The Company has used the blog to promote their products. Blogs for the 'internal communication' enable employees interact with each other to develop a team spirit and employee morale. It enables interaction with the persons whom you may not know earlier. Sify's "Fun Club' blog helps the employees to exchange lot of ideas and to know each other well.

Social Issues

Using saliva for turning pages, and spitting on the public places – Health Hazard

Cutting across the states, languages, caste, religion and ages, one common 'bad manners' prevailing over the entire country is (1) using saliva for turning pages and counting currencies and (2) spitting on the public places.



not have any impact on them and they spit near to that board itself. When they do so, they do not realise that they are spreading a number of diseases and infections among people. Today, in spite of medical advancement, tuberculosis is on the rise. A

Even the senior officials in the Government and companies use saliva for tuning pages. Seldom do they realise that their behaviour causes irritation to others. Similarly, the people using paan, gutka and tobacco spit in any open space they find, including the windows, staircase, wall corners, etc.

major reason is that people spit in public places like parks, stations, etc. A deadly infection like swine flu probably became uncontrollable in our country because of the pernicious practice.

Saliva contains lot of bacteria. Through evaporation, they permeate into the air and then enter into the respiratory system of a healthy person.

Saliva contains lot of bacteria. Through evaporation, they permeate into the air and then enter into the respiratory system of a healthy person.

Moreover, people also have some myths that if fluids are generated when they cough, they must spit them out. However, the truth is that there is no harm in gulping down the fluids.

In India, it is a common sight to see people spitting on the road, without any concern for others. This behaviour is in bad taste and unhygienic. This can cause problem to other people if they step on it.

We need to create awareness about this bad practice even from the childhood. This is possible only when the elders stop

the ugly practice of using saliva for turning pages and spitting on the public places.

Even signboards like 'Do not spit here' do

Cartoon courtesy: The Hindu Businessline

Ignited Minds

Aum Murugan sets apart 25% of his salary to society

When M. Murugan (51) starts from his house in the morning, his wife Umaa Murugan gives him two packets of food every day. For the past 24 years, before taking his lunch for the day, Murugan ensures that one poor person is also fed. Murugan, popularly known as Aum Murugan, is presently working in Southern Railway and spends one-fourth of his salary for the social cause, with the full support of his family members.



Through 7 centres of Aum Education Seva Trust, he provides vocational training to nearly 3000 poor people annually free of cost in the neighbouring districts of Chennai. Besides, every year he conducts 100 eye camps and health camps with the help of Sankara Nethrayala covering 40 villages and 10,000 beneficiaries annually. Since 2004, he has done more than 700 such camps, which benefitted more than 50,000 poor people. Besides his personal contribution of his salary, he also gets the support from friends and well wishers.

In the past four years, he has also distributed 40,000 CDs/DVDs free of cost to various Government Schools, to enable the secondary and senior secondary children to learn the subjects on visual and animation techniques.

Born in a very poor family in Kanyakumari District, he lost his father before his first birthday. His mother Amaravathy struggled hard to bring up her two sons and one daughter, by undertaking various

household jobs. Murugan, being the youngest, came to Chennai at the age of 13 along with his mother. His elder brother Sivathanu helped him to complete his degree. "My mother and my brother

are the sources of my inspiration. Poverty in my early age and the support given by my mother and my brother made me realise my duty to pay back to the society. In the first month of my joining Indian Railways in 1982, I decided to set apart 25% of my salary every month for the society", says Aum Murugan with tears rolling in his cheek.

Though he had to go for employment after his first degree at the age of 18 to look after his family, his thirst for higher education did not stop. He completed M Phil, 5 PG degrees, and 5 PG Diplomas from the traditional Universities through correspondence course. Currently, he is pursuing MA in Social Work, from Tamilnadu Government's TNOU.

He married Umaa in 1988 and she added value to his service to the society. She looks after the vocational training to the poor people and health camps, when Aum Murugan is in office. Their 2 children also support them in all the activities.

"In the next three years, God willing, through Seva Centres, we want to provide vocational training to 5000 poor people free of cost and make them employable.", Umaa Murugan added.

Aum Murugan can be contacted at 9444815958 or aumest@gmail.com. Their website www.aumeducation.org

Controversy

Will FDI in multi brand retail hurt national interest?

So far, in India, Foreign Direct Investment (FDI) was confined to services, pharmaceuticals, telecom, construction, power and metallurgical industries. Amid protests from all political parties, the Indian Government on 14th Sep 2012 allowed up to 51% in multi-brand retail, and up to 100% in single-brand retail. This has opened the \$500 billion Indian retail market to all indigenous and foreign retailers.



Opposition political parties fear that because of the multinational giants in the Indian retail trade, the agricultural and manufacturing sector in India would be greatly affected. They also argue small retailers will not be able to manage the competition. On the other side, the Indian Government argues that such reform

initiative would improve the infrastructure like cold storage in India, besides the producers getting more benefit bypassing the middlemen.

The Government argues that India is the second largest producer of fruits and vegetables with annual production of 200 million tons. India has cold storage facility only for 50 million tons, of which three-fourth is used for potatoes. Nearly 30% of the vegetables is wasted. Besides, farmers sell their products at a low cost due to non availability of cold storage. The proponents of FDI argue that foreign companies would invest largely on cold storage facilities and would pay higher price to the farmers, reducing the role of intermediaries.

In India, manufacturing sector is constrained by high capital cost, strict regulations, poor infrastructure and low demand. The opponents argue that foreign companies follow a policy of "buy cheap and sell costlier". Such policy, they fear, would lead India to being flooded with cheap foreign products, killing our Indian industries. However, the Government argues that discretion given to the state governments for entry permission, 30% sourcing from local manufacturers, allowing only in large towns, compulsion to create back-end infrastructure would safeguard the interest of Indian manufacturers and retailers. The opponents argue that state governments may not be able to restrict the foreign companies, as the treaty signed by the Indian Government is for the whole nation.



Time only can say whether the FDI in multi brand retail is a boon or a bane.

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