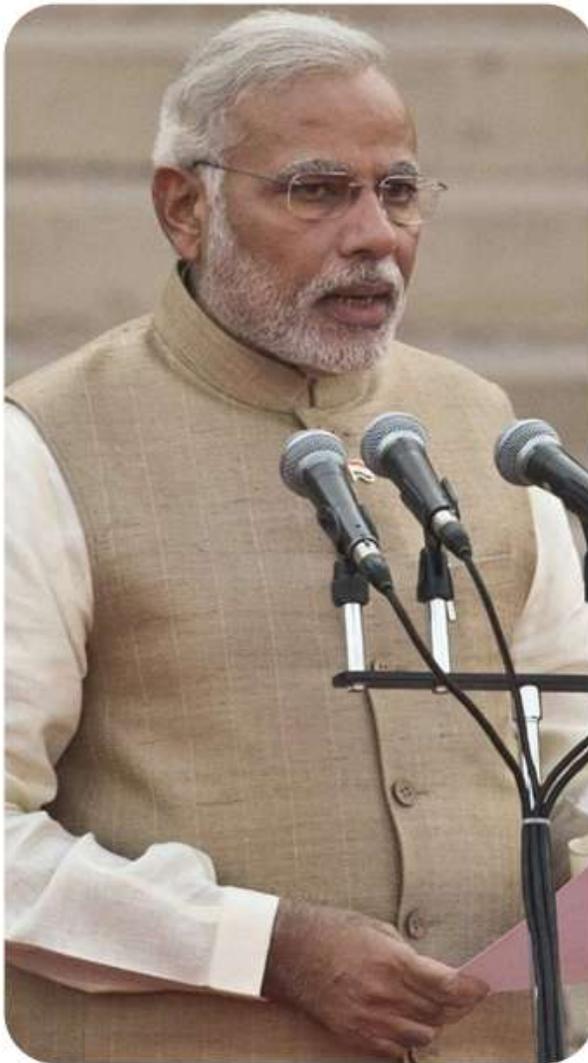


PR SENSE

Spreading Positive Vibrations

Issue No 90 – Sep 2014
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Cover Story of the Month



Narendra Modi

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From the Desk of Editor-in-Chief

We are pleased to release the 90th (September 2014) edition of your ezine, PreSense with the usual rich contents. During this month, Prime Minister Modi completed 100 days as Prime Minister. In this edition, we have analysed his performance during the 100 days.



One hundred years ago in September, Madras (now known as Chennai) was bombed by the German warship, Emden.

In this edition, we remember the historic day.

The syllable *Aum* is used world over in different formats in all the religions. In this edition, we bring out the philosophy behind this holy syllable.

We hope you will continue to enjoy this edition. We request you to send us your feedback.

K. Srinivasan

Inspiring Quote from Dr Abdul Kalam

I was assigned a project to design a low-level attack aircraft together with five other colleagues. I was given the responsibility of system design and system integration by integrating other team members. Also, I was responsible for aerodynamic and structural design of the project. The other five of my team took up the design of propulsion, control, guidance, avionics and instrumentation of the aircraft.

My design teacher Prof. Srinivasan, the then Director of MIT, was our guide. He reviewed the project and declared my work to be gloomy and disappointing. He didn't lend an ear to my difficulties in bringing together data base from multiple designers. I asked for a month's time to complete the task, since I had to get the inputs from five of my colleagues without which I cannot complete the system design. Prof.



“After looking at my work, he patted and hugged me affectionately. He had words of appreciation: "I knew I was putting you under stress and asking you to meet a difficult deadline. You have done great job in system design"”

Srinivasan told me "Look, young man, today is Friday afternoon. I give you three days time. By Monday morning, if I don't get the configuration design, your scholarship will be stopped." I had a jolt in my life, as scholarship was my lifeline, without which I cannot continue with my studies. There was no other way out but to finish the task. My team felt the need for working together round the clock. We didn't sleep that night, working on the drawing board skipping our dinner.

On Saturday, I took just an hour's break. On Sunday morning, I was near completion, when I felt someone's presence in my laboratory. It was Prof. Srinivasan studying my progress. After looking at my work, he patted and hugged me affectionately. He had words of appreciation: "I knew I was putting you under stress and asking you to meet a difficult deadline. You have done great job in system design".



Cover Story

100 Days of Narendra Modi as PM



When a new Prime Minister or Chief Minister takes charge, their performance is generally not reviewed within 6 months to one year. Ironically, in the case of Narendra Modi, the review of his performance started even before he assumed office. Modi's poll campaign created high expectations among the people, so much so that people expected India's problems of 65 years, to be solved within a day of his becoming Prime Minister. In the first week of September 2014, Modi completed 100 days in office as the Prime Minister. Almost the entire media reviewed his 100 days' performance.

On behalf of your ezine PreSense, we conducted a quick online/offline survey to assess how people perceived the '*Modi Sarkar*' at the end of its 100 day rule. Nearly 70% of the respondents gave a rating of over 80% for his vision, governance and communication. So it seems that Modi continues to enjoy the confidence of the people.

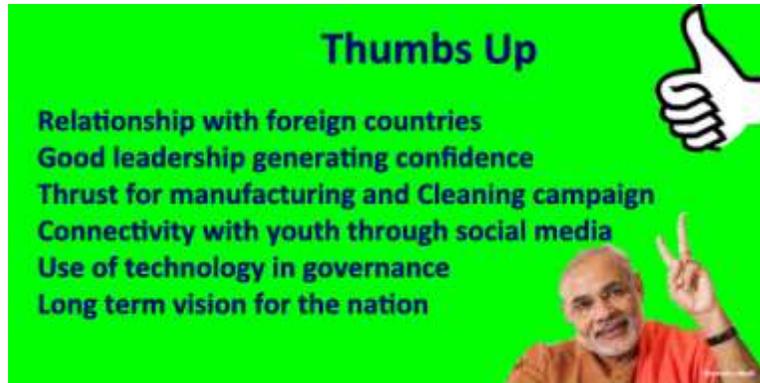
Achievements

The respondents were asked to indicate one single achievement of Modi's governance that they considered outstanding. What stood out were his foreign policy initiatives, that is, the manner in which he got down quickly to build/rebuild relationships with foreign countries. His vision for the nation and commitment to goals, use of technology in governance, his direct communication with the citizens through the social media, and his 'Make in India' campaign were considered the great achievements of his first 100 days. Less government



and more governance was his motto during the elections and it has now been amplified to effective governance.

When we interacted offline with some various groups, including political adversaries of Modi, they hailed his initiatives such as maintaining good relations with foreign countries and



marketing India. Many appreciated his focus on increasing the contribution of the manufacturing sector to the GDP, to improve it from 16% to 25%.

A senior bureaucrat from Delhi told us on conditions of anonymity that he could see a sea change in the discipline of bureaucrats and other staff members. He said ministers and officials got the uncanny feeling

that they were being monitored by an 'invisible eye'.

Another bureaucrat told us in confidence that though Modi's experiences were drawn from a state administration, he understood the nuances of Central administration well and adapted himself very quickly. He started clearing the stumbling blocks to good governance. "We will be able to see the results of his governance within two years", he added.

The leader of a political party admitted that Modi's constant contact with the youth through the social media was his 'master stroke' that would produce long term gains. A ruling party leader admitted that Modi had a huge back office of social media experts working on analysis of feedback received from the public. Thanks to his communication style, Modi has become an icon among the youth both in India and abroad. He seems to galvanise the positive energies in people, including the youth, towards nation building activities.

Expectations Not Yet Fulfilled

In our study, we also asked the people about their unfulfilled expectations from Modi, and the issues that needed attention. Many of the respondents were of the view that Modi needed to focus more on the internal issues, such as price rise, power crisis and unemployment. Many of them felt that the initiatives to curb corruption and repatriate black money from the Swiss banks were not visible, as promised during the election campaign. (Incidentally, Modi has set up a high-powered committee to devise ways and means to bring back money, siphoned out of the country by politicians and industrialists. The committee is to submit a report shortly to the government. Also, the Swiss banks have agreed in principle to share information about the source from which they receive funds).

One of the professors of a reputed institute confided that Modi should control some of his indiscreet party colleagues, spreading 'hate messages' while Modi was emphasising 'inclusive growth and development'.

One of the main criticisms against Modi's style of governance by his party members was that in the process of improving governance, Modi had distanced himself from the party leaders and cadre. Modi was known for his easy accessibility to all when he was the Chief Minister of Gujarat. In the name of 'minimum government and maximum governance', he centralised the authoritative powers at the Prime Minister's Office. Quoting the recent

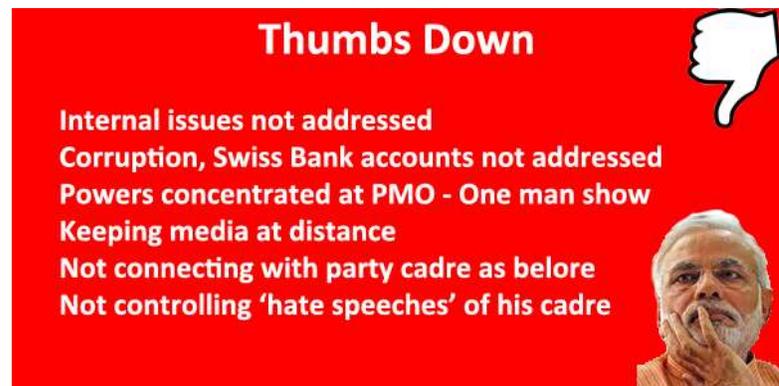


setback because of the party's poor performance in the bye-elections, party men feared that continued disconnect with the party cadre could adversely affect their political performance in the long run.

Modi and the Media

During the past ten years, Modi had faced a hostile media. After assuming office as Prime Minister, Modi kept the mainline media away from his tours. He advised his ministers and Members of Parliament to refrain from speaking to the media unnecessarily. The way things look now, Modi intends to focus more on performance than promises. Unlike his predecessors, Modi does not have a high profile media advisor but carried over his PA from Gujarat who doubles up as his media advisor.

He reportedly told leading editors in Delhi that he would directly get in touch with them if there was a major newsbreak. Modi's main mode of public communication is the social media. This style has evoked mixed reactions from the journalists.



No doubt, 100 days is too short a period for a fair evaluation of Modi's governance. Cutting across party lines and age, the survey indicated that Modi has emerged as a 'strong and dependable leader' of India, the only one after Indira Gandhi. He has inspired and ignited hope in the hearts of the Indian youth in India and abroad. A senior journalist said that Modi is among those rare leaders in the recent past who inspire confidence in the people.

Sum up

In spite of initial hiccups, Modi has already emerged as a leader of international stature, judging by his address at the 69th session of the UN General Assembly in New York recently. He focused on issues of global importance such as water, sanitation, cleanliness and of course eradication of poverty and the united fight against terrorism caused by fissiparous elements regrouping themselves across the world. Modi told the world from the august podium of the UNGA that he was a leader to watch for, and diplomats have already started comparing him to international leaders like Kennedy and Thatcher, in the manner in which he looks at global issues and addresses them. Modi's message against groupings, 'G-8 or G-20 should actually give way to G-all' emphasised that all nations should come together for a common goal of development instead of a group of rich nations determining the destiny of all. Diplomats have hailed this approach.

The industry back home and others in the politico socio cultural milieu claim he is the best bet for India and would lead the nation to greater heights and prosperity. For this, he needs to be given more time and space and a free hand, sans impatient cynicism. Give him the allowance of a couple of years to effect the positive changes he wants to bring to the nation. The process of unwinding from a system of 65 years of bureaucratic cocoon takes time.

By K. Srinivasan, Editor in Chief



Historical Importance of the Month of September

Madras (now Chennai) Bombed by Emden in Sep 1914

A hundred years ago, at 9.30 in the night of 22nd September 1914, a German warship, Emden bombed Madras, which was then under the British control. This was the only bomb attack on India during the First World War. The sudden attack by the warship Emden was to create panic among the British forces by destroying the tanks of Burma Oil Company.

Emden, commissioned in 1909 as part of the German East Asiatic squadron, was meant to stalk the Indian Ocean. Named after a small port town in Germany, it had 18 guns, 14 four-inch barrels on the starboard side and 4 smaller guns on the port side. The ship, 387 feet (118 metres) long, was powered by coal, and had three funnels. Often a false fourth tunnel was fitted to escape identity. Right from the beginning of the First World War, this cruiser played havoc with the Allied Navy and Commerce. Between the months of August and October in the year 1914, it sank or captured 21 vessels.



Burmah Shell tanks on fire

When Emden approached Madras in the night of 22nd September 1914, there was no Allied warship around. Around 9.45 p.m. it stayed 2,500 metres offshore near the harbour, with the starboard side facing the city. The commandant of Emden, Karl von Müller, asked his men to bathe and wear laundered uniforms and be ready to attack. In case of a retaliation, and injury, the chances of infection would be far less. Keen on avoiding any civilian casualty, he ordered the gunners to keep away from the streets and aim only at the oil tanks, which were close to the High Court.





Within the first 30 rounds, the oil tanks were in flames. After bombing the fuel tanks, Emden moved towards a small merchant ship in the harbour. The craft was quickly sunk by Emden's deck guns. The worst casualties that night were from the merchant vessel. 26 of the crew were injured. At least 5 of the sailors were killed on the spot or died of injuries later.

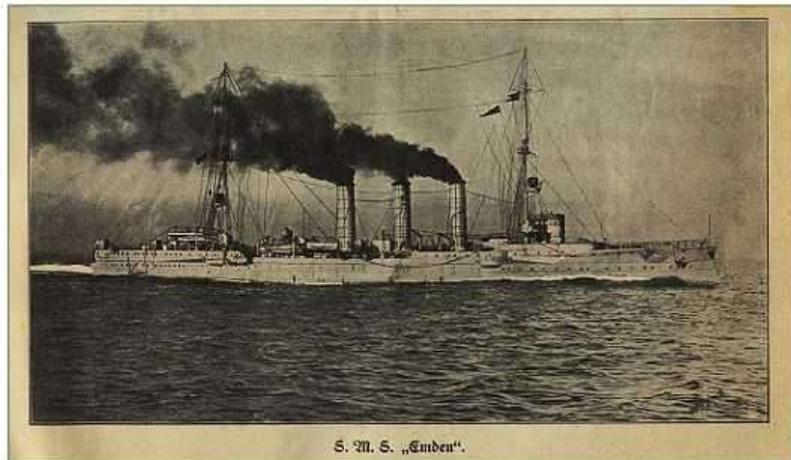
The action lasted half an hour, by which time the British shore batteries began to respond. However, Emden slipped away unscathed. In all, 125 shells were fired by the Germans. Although the raid did little damage, it was a

severe blow to the British morale, resulting in thousands of people fleeing the city.

Lord Pentland, the then Governor of Madras, was resting at Ooty and did not visit the city until 25th September 1914. After a few official inquiries and assurances, he returned to Ooty a couple of days later.

Since the then British Government curtailed the newspapers from reporting this bombing incident, rumours spread and this triggered an exodus, out of fear. Around 20,000 people were leaving Madras City every day. Many of them even sold their properties at low prices and fled to the villages.

On 9th November 1914, Emden was sunk after a fierce battle with Sydney, an Australian cruiser. The news reached Madras in the morning of 11th November 2014. The Hindu editorial summed up the mood: "Now that the Emden has been sunk, the vague fears and risks engendered in the popular mind would disappear."



S. M. S. „Emden“.

Since the warship Emden had craftily bombed the city and escaped before retaliation from the British forces, the word Emden found its way into Tamil, Malayalam and Sinhalese language vocabularies to denote 'a cunning, resourceful person, in complete control of himself and his surroundings.'

By K. Srinivasan, Editor in Chief



From the Archives of E-zine PreSense – Sep 2008

Health Tips – ABC of Dental Care

Dental problems

Dental problems can range from toothaches and tooth decay to cold sores, abscesses and dental phobias. Toothaches are a common dental problem, and can occur even if one is diligent about oral care. However, what seems like a toothache is often the symptom of another condition, trigeminal neuralgia.

Cosmetic Dentistry

Cosmetic dentistry rectifies gummy smiles, seal gaps, fixes chips and cracks, correct rotations and replaces worn out and discoloured teeth.



Teeth Whitening

Dental surveys show that 80% of the people prefer whiter teeth. The answer is teeth whitening through a simple and safe procedure called dental bleaching. Bleaching lightens and brightens the teeth. It works on stains and is gentle on the teeth. Coffee, tea, tobacco, red wine, antibiotics and age can stain teeth.

Tooth Damage and Dental Emergencies

As we all know, toothaches and any type of oral injury can be extremely painful and should be seen by a dentist immediately. These emergencies include broken teeth, teeth that have been knocked out, or teeth that have been forced out of the socket. In some emergencies, the cheeks, lips, or gums near the uprooted teeth, will have cuts or abrasions. If a tooth has been recently knocked out, the first thing to do is to look for that tooth. When the tooth is found, it should be gently scrubbed to get rid of any dirt or debris. Once it is cleaned, it should be placed back in the mouth between the cheek and the gums.

Common Causes of Tooth Decay and Infection - Dental Care and Hygiene

Sometimes food particles get lodged between the teeth. These residual food particles in the mouth breed bacteria. These bacteria can cause infection and tooth decay. Proper oral hygiene can minimise tooth decay and infection. Some methods for effective daily dental care are as follows:

Brush your teeth every day. Brushing removes the residual food particles and plaque. The tooth is embedded in the jaw. (The visible portion of the tooth is called the crown and the hidden, embedded part of the tooth is called the root.) Remember to use a good quality tooth brush and tooth paste.

Flossing should be done every day. Flossing helps remove residual food particles and plaque that the tooth brush fails to remove. A simple practice of rinsing the mouth with water after every meal can be effective in protecting the teeth from infection and decay. Fluorides are useful to prevent tooth decay or caries. It is good to use a tooth paste with the correct amount of fluoride in it.

Source: Dr. M.S. Chandragupta, Dentist.



Ancient Indian Wisdom

The Universal Word of Aum/Om/Amen/Ameen/Shalom

In the Beginning



Ancient teachings and modern science agree that all things in existence are made up of vibrating, pulsating energy. This energy is said to manifest as a humming vibration, inaudible to the human ear.

In the Sanskrit language, this sound is called *Anahata Nada*, the "Unstruck Sound". Literally, this means "the sound that is *not* made by two things striking together." The point of this particular distinction is that all ordinary audible sounds are made by at least two elements, eg. bow and string, drum and stick, two vocal cords, waves against the shore, wind against the leaves. All sounds within our range of hearing are created by things visible or invisible, striking against each other or vibrating together, creating pulsating waves of air molecules which our ears and the brain interpret as sound.

Sound that is *not* made by two things striking against each other is the sound of the primal energy, the sound of the universe itself. This sound is likened to the humming of an electrical transformer. It is the inaudible humming of the atoms and molecules within every creation.

The ancient scriptures say that the audible sound which most resembles this unstruck sound is the Word, *Aum*. Tradition has it that this ancient mantra is composed of four elements. The first three are vocal sounds: *A(Aaa)*, *U(Ooo)*, and *M(Mmm)*. The fourth sound, which is inaudible, is the apparent silence before and after the audible sound, the silence which surrounds it.

The Religious Aspect

The sound, *Aum* is commonly associated with ancient Hindu scriptures. It is so sacred in Hinduism that it is prefixed and suffixed to *mantras* and incantations. It is undoubtedly the most representative symbol of Hinduism. The Hindus believe that before creation began, it was *Shunyākāsha*, meaning the emptiness or the void. In the state of *Shunyākāsha*, which literally means "no sky", everything in the void existed in a latent state of potentiality. As creation began, the divine, all-encompassing consciousness took the form of the first and original vibration, manifesting as the sound, *Aum*. The vibration of *Aum* symbolises the manifestation of God in form and it is said to be *Adi Anadi*, meaning without a beginning or an end, and embracing all forms that exist.

The significance of the word is not confined to the Hindu scriptures. The Bible talks about it in its New Testament, "In the beginning was the Word, and the Word was with God and the Word was God" (John 1:1). Other religions too recognise the sound or Word, *Aum* in its equivalents – *Amen* to the Christians, *Ameen* to for the Muslims, *Shalom* to the Jews, *Om* to the Buddhists.



The Scientific Aspect

A constant contention that science has with religious and spiritual thoughts, is that these religious 'truths' cannot be verified by experimentation or proof. Rational thinkers are therefore reluctant to accept these 'abstract' thoughts and beliefs. In this backdrop, the significance and effect of the utterance of *Aum* for the integrated well-being of the body, mind and inner being, gained recognition after scientific experimentation came out with some revealing observations in the following studies.

It is known that the audible range for human beings is between 20Hz(Hertz) and 20KHz(Kilohertz). What we know from the study of the musical sound is that the sounds we encounter in routine settings have a range starting from just below the *mandra saptak*, or the lower octave (256-512Hz) to the *tar saptak*, or the middle octave (1024-2048Hz). However, the chanting of *Aum* requires very low frequencies - below 100Hz, with some components of infrasound (below human audibility). Since the utterance of *Aum* is a combination tone of three syllables, A-U-M, one study attempted to find out the frequency components by using a mathematical frequency analysis to transform function of time to function of frequency (FFT or Fast-Fourier-Transform). The sound *Aum*, recorded from a person, was fed to a cathode ray oscilloscope to observe the waveform. The result showed component frequencies well below 100Hz. This is regarded as the meditative state of that person. Electroencephalograph (EEG) studies of *Aum*-chanting brain-wave frequency analysis revealed good, harmonious effects on the person during the low frequencies (lower than 100Hz, including infrasound lower than 20Hz). This observation led to the conclusion that the chanting of the universal Word had definite health benefits on the human body.

There is therefore more to this Universal Word than is currently recognised by the world. This Word is believed to be not only the sound of the Universe, but also a prayer by itself.

By Susan Koshy, Editor

Source: <http://www.spiritsound.com/aum.html>; <http://edgeba.webs.com/aumomtheword.htm>
http://reluctant-messenger.com/quantum_om.htm



Congratulations

ISRO team

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PRince

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Controversy

Madison Square Drama at US – Has Rajdeep Sardesai Forgotten His Ethics of Journalism?

Since 28th Sep 2014, many media houses have been playing a small, incomplete clip, claiming that some Modi supporters had attacked Rajdeep Sardesai, the popular Indian journalist. (See this link: <http://youtu.be/HfnoAMYWplk>).



Infuriated Modi supporters in the United States released another youtube video: <http://youtu.be/U9Totdio05s>. This video shows that Rajdeep Sardesai first abused and attacked a person at the Madison Square Garden, New York, an incident that occurred before the commencement of the meeting addressed by Prime Minister Modi. After this incident, these people called in the police.

In another video clip circulating in the Youtube, the journalist is seen insulting the NRIs by calling them idiots, frenzy Modi supporters, people with money but no class. It is also reported that Rajdeep called a person who had gathered to watch Narendra Modi's event in New York, an as***le and then misbehaved by physically pushing him. He was pushed back by the person in retaliation. The Modi supporters alleged that some of the media houses selectively ran only the video footage of Rajdeep being pushed back, as if he was being victimised.

This was the topic of coverage in the social media during the last 2 days of September 2014.

A question arises as to whether a senior TV journalist, even of Rajdeep's stature, has the right to provoke the people, whatever be their political views, to a controversial and non-topical debate or argument. When a senior Indian journalist behaves discourteously and abuses the people even physically, in a foreign land, it risks damaging the reputation of India.

When the Indian Prime Minister is in a foreign land promoting the nation, even the political leaders and other journalists holding opposite views, are seen being cautiously diplomatic with their statements.

By posing irrelevant and provocative questions to the Modi supporters present, Rajdeep has caused embarrassment to the nation and his community of Indian journalists.

By K. Srinivasan, Editor in Chief



Ignited Minds

Murali Vilaveti with his GETA



Murali Vilaveti's story initially sounds similar to that of many Indians, hailing from simple social backgrounds of rural India. Like many of those aspiring Indians, he worked his way up the ladder of life and the corporate world, against several odds during his growing years. Again, like many Indians especially in the field of technology, Murali ventured overseas to excel professionally. Then what makes him an "ignited mind"? It is his life changing decision and action to return to his motherland, and be engaged in giving back to his parents and his society a share of what he gained in life, materially, emotionally and intellectually.

Murali hails from the remote coastal village of Chinnaganjam in the South Indian state of Andhra Pradesh. He studied in the medium of his mother tongue, Telugu, in Government schools. Although Murali's meritorious performance as a student won him a couple of opportunities to pursue his studies in reputed institutions, he did not take them due to lack of awareness and proper guidance about their worth. Murali chanced to take up the engineering degree course, thanks to a friend who gave him an application form and suggested that he applied for it. It was during his tertiary studies that Murali realised the importance of acquiring life skills and language skills along with his academic accreditation. This was the turning point of his life and his career.



The Calling and the Social Mission

It was a personal calling to take care of his aging parents back home, and a yearning to help the children in his hometown, in areas where he lacked guidance as a child, that brought Murali back to India when he was just in his thirties. Soon thereafter in 2005, he started GETA (Gandhi Education & Training Associates: www.getaservicetrust.org), through which he works in three primary areas, viz. education and career counselling, imparting soft skills in rural students, and equipping the education system with improved infrastructure.

Murali's initiatives through GETA has helped youngsters and parents in career and education counselling, and groomed the local children in the areas of communication skills, creative skills, sports skills and in their motivated attitude. He organised the repainting of over 1500 blackboards in about 160 Government schools in a span of 18 months. An estimated 40,000 students benefited from this project, enabling better visibility of the blackboard.

In 2009, 576 young, uneducated adults from the fishing and agricultural communities were taught in an open school platform to prepare for the school leaving examination. Twenty-six local school teachers were hired as mentors, to help these adults in 11 months. The project achieved 92% success. The social transformation it brought was the pride for the community and for Murali.

The latest initiative is inculcating good citizenship among school children. Each student takes a pledge on a monthly basis, reflects on these thoughts, practises them, so that over a period of time, he thinks and behaves like a good citizen and motivates others to follow. Murali claims this is a movement.

Murali and GETA, with the support of well-wishers, continue with initiatives to bring his small town community to the forefront in personal and community development. Murali's mantra of helping at least a small community can surely make the whole world change for the better.

By Susan Koshy, Editor



Cartoon Festival 2014 organised by Cartoon Watch, the only Cartoon magazine of India, was held at Pune on 28th Sep 2014. Dr S B Majumdar, Founder of Symbiosis Group of Institutions presented the Life Achievement Award to Mr S D Phadnis, a senior cartoonist. Mr Phadnis (90) has been drawing cartoons for the past 70 years.

Mr Triambak Sharma, Editor of Cartoon Watch is part of the editorial team of your ezine PreSense and draws PRince cartoons every month.

Photo L to R: Mr Triambak Sharma, Dr S B Majumdar and Mr S D Phadnis



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