

PR SENSE

Spreading Positive Vibrations

Issue No 127 – September 2017
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Cover Story of the Month



**Modi Sarkar - 40 months
of Governance**

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From the Desk of Editor-in-Chief



The Editorial Team is pleased to release the 127th (September 2017) edition of your ezine PreSense.

The *Modi Sarkar* has now completed 40 months after assuming office. With just one-third of the tenure remaining before the General Elections in 2019, PreSense reviewed the performance with the help of an online Survey. The cover story analyses the performance based on the perception of the respondents.

Technology has brought about both good and bad impacts in our lives. Our Editorial focuses on how technology should be used for uniting the people and not to dividing them.

The *rasikas* (aesthetes) of the legendary musician and recipient of the Bharat Ratna Award, M S Subbulakshmi are celebrating her birth centenary in the current year. We pay a tribute to her in a special article.

We hope you enjoy reading this edition with the same interest you have read the past issues.

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

K. Srinivasan

V Rajendran, our Editorial Team Member Invited by Madras High Court (Madurai Bench) to Assist as *Amicus Curiae*

In the August 2017 issue of our ezine PreSense, we carried a cover story on 'Blue Whale Challenge' authored by Shri V Rajendran, Editorial Team Member. He is an advocate with specialisation in Cyber Law and an expert on cyber security. At that time, the country was debating this disturbing issue. After our cover story, many of the television channels invited him for his views on the important subject. Due to the paramount importance and gravity of this subject matter, the Madurai Bench of the Madras High Court *suo-motu* took up this issue as a Writ Petition (Public Interest Litigation) and issued notices to the Central and State Governments.



In all probability, after listening to Rajendran in the television interviews, the Hon'ble Judges of the High Court invited him to assist the High Court as *Amicus Curiae*. In the open Court, Rajendran made a presentation for half an hour before a packed audience of advocates, police officers and media reporters, explaining the techno-legal issues involved.

In the Judgement order dated 12th September 2017, Hon'ble Justice Mr K K Sasidharan and Hon'ble Justice Mr G R Swaminathan lauded Rajendran for explaining "in simple terms and in a language that was totally free of any technical jargon the intricacies in the matter". The Judges also indicated that due to the dedicated participation of the domain experts in these proceedings, they were "made aware of the magnitude of the problem".

Congratulations Rajendran.

Editorial Team



Editorial

Technology That Makes And Breaks



In June this year, the CEO (Chief Executive Officer) of APPLE Inc, Timothy Donald Cook, more popularly known as Tim Cook, addressed the students of the prestigious Massachusetts Institute of Technology (MIT), USA. In his commencement speech, which has now taken the social media by storm, he covers the topic of technology. He however, goes beyond the nuances of its technicality, and touches upon some core values that need to underline technology, just as they underline every other aspect of life, living and humanity.

Technology today influences one's daily life on an impactful basis, be it the mobile phone, accessing banking services, accessing the internet, or communicating both short distance and long distance. The habits of technology too have influenced the lifestyle of both the rich and the *aam aadmi* (the common man). The fact that technology has brought the world virtually nearer to one another, and closer in real-time connectivity, is appreciated. This is the reason technology continues to upgrade itself by leaps and bounds.

But with all its strappings, technology is also casting a great epidemic loom over the core values that substantiate human lives. In his speech, Cook tells the MIT students, *"technology today is integral to almost all aspects of our lives. And most of the time, it is a force for good. And yet, the potential adverse consequences are spreading faster and cutting deeper than ever before – threats to our security, threats to our privacy, fake news, and social media that becomes anti-social"*.



While enjoying technological progress, India today is also facing real-time, life-size threats in security breaches (where terrorists communicate, using technology), in privacy (where hackers use ingenious methods to steal personal data), in spreading fake news (by morphing, and misrepresenting news and videos to mislead), and in virtual socialising, measured by virtual 'likes' and 'friends' (which often include total strangers) on social media. The superficial satisfaction that is derived from virtual friendships and relationships is replacing the touch-and-feel-and-talk-and-see kind of time-proven relationships like family, and face-to-face meetings. In this context, Cook puts it aptly across when he tells the MIT students, *"Sometimes, the very technology that is meant to connect us, divides us. Technology can do great things, but...it doesn't want anything. That part takes all of us. It takes our values, and our commitment to our families and our neighbours and our communities; our love for beauty and our faith that all of us are interconnected; our decency, our kindness"*.

With the onslaught of technology, the implied meaning of words has changed. The meaning of news has changed from truth to sensation; the impact of communication has changed from netiquette, to trolling; get-togethers have changed from enjoying the company, to selfies to be displayed; and being at an accident scene has changed from where one can help, to where one must be present to capture it on video and share it first on YouTube. This is exactly what Cook is referring to when he says, *"I am not worried about Artificial Intelligence, giving computers the ability to think like humans. I am more concerned about people thinking like computers.....without values or compassion, without concern for consequences. That is what we need you to help guard against."*

India, which is still classified more as developing than developed, is already facing the adverse impacts of technology, which is the hallmark of development. People are glued to mobile phone screens, but blind to their surroundings. Earphones are plugged in, most of the time of the day and night, but people are deaf to what is happening in the earshot. Video games are used to soothe crying infants and children instead of mother's cooing and lullabies. The social media have eaten into outdoor recreational time of the youth so that schools have done away with playgrounds. The youth suffer from virtual addictions that are detrimental both to health and life. There is rampant emotional intolerance in the society, and it resembles virtual 'trolling'.

Today's technology-driven life has become a roller-coaster, with little time for caring or sharing. The 'purpose of life' is assessed by statistical data as TRPs and 'Likes'. But the truth is that every life is instinctively driven by feelings, and the conscience. Statistics do little to satisfy these instincts. To sense the real purpose of life, one needs to stop, look, listen and think, to reevaluate. Cook strongly affirms this point to the MIT students when he asks them to *"measure your impact on humanity, not in likes but in the lives you touch; not in popularity, but in the people you serve."*

And to anyone who is interested in knowing, all these values are summarised in the one-word title to his speech - "Leadership". The matter has therefore everything professional about it.

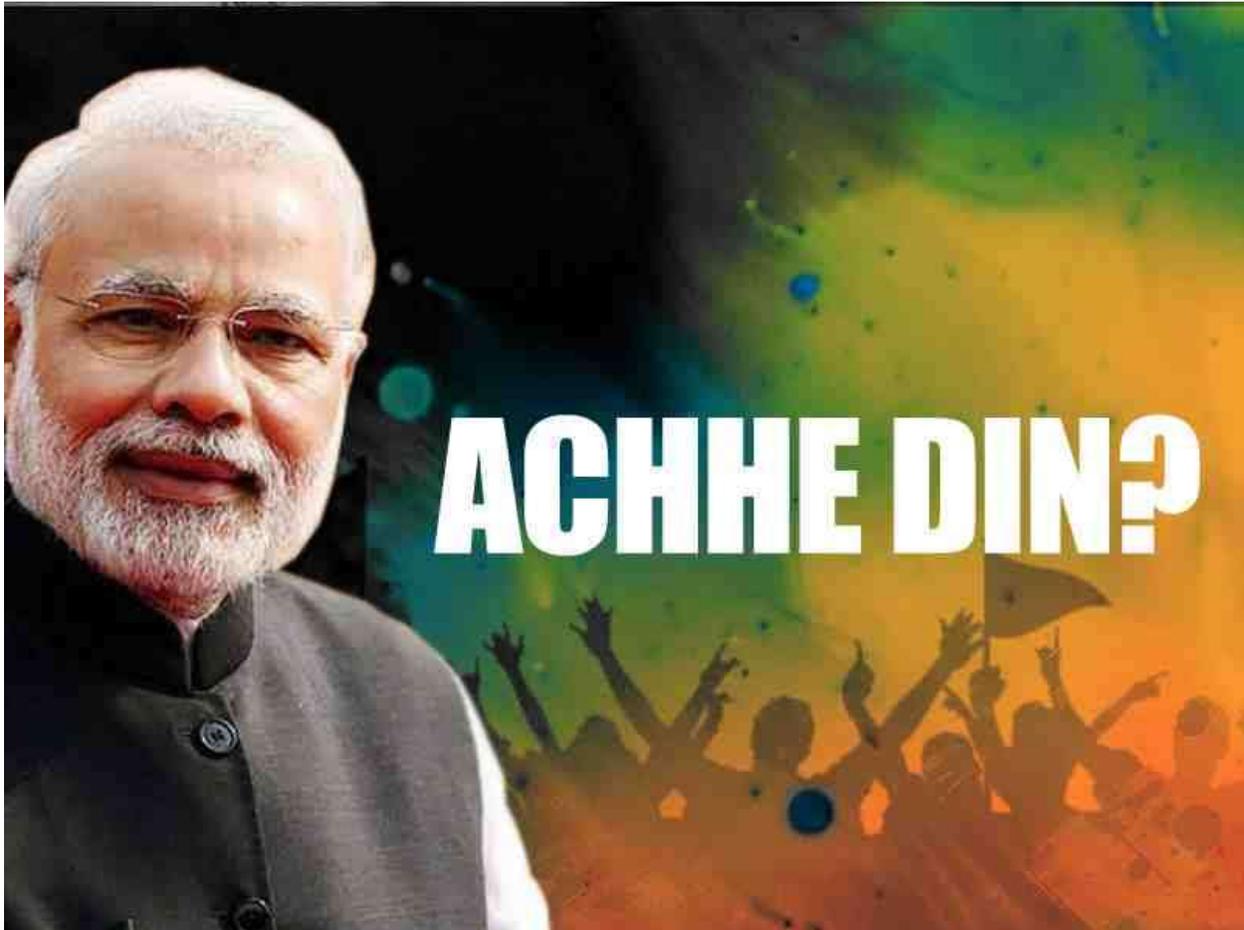
*(The video recording of Mr Tim Cook's speech is available in the link:
<https://www.youtube.com/watch?v=YGGrg6aqPoc>)*

By Susan Koshy, Editor



Cover Story I

Modi Sarkar – 40 Months of Governance – A Quick Survey Rings a Warning Bell



In May 2014, Narendra Modi swept the polls on the campaign of “*Achche Din Aa Raha Hai*” (Good Time is Arriving), and became the Prime Minister of India. In August 2017, his Government completed 40 months (two-third of his term) in power. With just one-third of the term remaining before the Lok Sabha Poll in 2019, PreSense conducted a quick online survey in the middle of September to gain feedback from readers. We received 758 responses from across the nation from different age groups. After removing biased and skewed views, we analysed the remaining 703 qualitatively good responses. Nearly 90 people like industrialists, traders, advocates, chartered accountants, academicians, economists, social workers, and homemakers were also personally contacted, to validate the responses.

Although the sample size is small and the respondents were mainly the internet savvy ‘middle class’ society, the results reveal the general trend and mood of the lower middle class and middle-class people (the *aam aadmi*). The ruling party and the present government could obtain a more balanced feedback, if they conduct a similar survey on a large scale across the country, covering a larger spectrum of respondents.



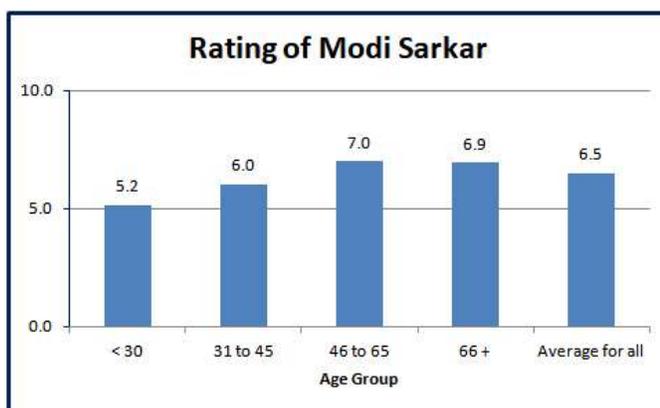
Outstanding Achievement

The respondents were asked to indicate one outstanding achievement of the *Modi Sarkar*. Corruption-free governance, national security, international relations and the concept of demonetisation and GST (Goods and Services Tax) were the top runners.

Failure of Modi Sarkar

The respondents were asked to indicate one big failure of the *Modi Sarkar*. Lack of job creation, poor economic growth, price rise, petrol price hike, and execution of demonetisation and implementation of GST were the grave negative points.

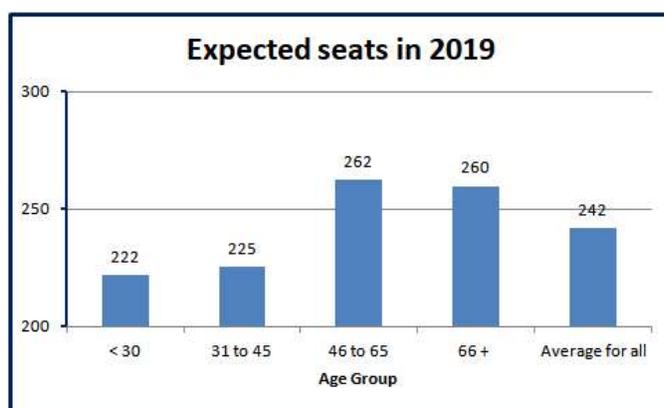
Interestingly, while the respondents appreciated the concept of demonetisation and GST, they indicated that their implementation caused great inconvenience, both to the common man and to the business community, especially of the Small and Medium Scale segment.



Rating of Current Performance, and in 2019 General Elections

The respondents were asked to rate the Modi governance on a scale of 0 to 10. The rating as given by different age groups is shown in the graphics.

The average rating by all the respondents is 6.5, and in the 'less than 30' age group, it is 5.2.



The respondents were asked to indicate the number of seats BJP might bag in the 2019 general elections. The average number by all the respondents is 247. The younger age group indicated 222. We find that the average for all the age groups is below the magic number of 272. That means the respondents do not expect BJP to obtain an absolute majority in 2019. The same opinion was expressed by almost all the other respondents whom we contacted over the telephone for validation and

expert views.

Views of the Supporters of Modi

Out of 703 respondents, 622 respondents voted for BJP Government in 2014. Of these, only 73% have now indicated that they would vote in favour of BJP again in 2019. The remaining 27% would either not support, or has not decided yet. This is a warning signal for the ruling party.



Our Observations and Conclusions

Although there is no anti-incumbency mood against *Modi Sarkar*, the opinions expressed by the respondents indicate some 'disappointment'. This is explicit in the younger age group.

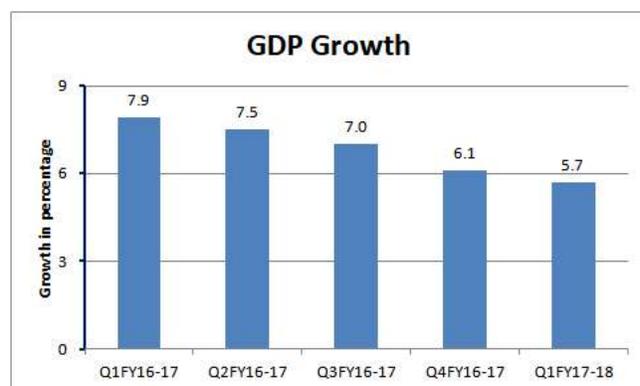
With this indication, we personally contacted 90 persons from different professional segments across India. Their general view was that demonetisation and GST were very good initiatives, but they felt that their implementation was poorly done, causing disruption and inconvenience to the country's economic system, and affecting the daily lives of the common people.

Demonetisation: A sizeable number of respondents rated this initiative both positively and negatively. That means that while the concept and its objective was appreciated by the people, its implementation caused acute inconvenience to the people. They observed that the Government has not given any official statement about the outcome (success or failure) of the demonetisation move. This initiative was taken to arrest terrorism funding and black money. The average middle-class citizens question the extent to which these objectives were achieved. The silence of the Government and their 'no comments' attitude has added scepticism about its effectiveness, among the people.

GST: The respondents have generally acknowledged and accepted the importance of GST. However, the confusion over the rates applicable, and the software issues have left the people, especially of the business segment, inconvenienced and disgruntled. Citing the impact of GST, even road-side vendors have now increased the prices, causing discontent among the common people. Hotels charge 18% GST on their food items. Increase in prices of even essential commodities, without corresponding increase in income, has adversely affected the average middle-class family. There is apparently no proper monitoring system at the Government level.

"In an urgency to accomplish many things, the Modi Government implemented Demonetisation, and the Bankruptcy Law, revised NPA Rules, arresting black money and GST within a short time and without proper planning, leading to chaos and confusion", said Prof. K. Prabhakar, Social Economist.

GDP Growth and Employment Generation



There is a steady decline in GDP (Gross Domestic Product) right from the first quarter of the Financial Year (FY) 2016-17. Out of the present GDP growth of 5.7, the service sector grew at 8.7%, the manufacturing sector at 1.2% and the farming sector at 2.3%.

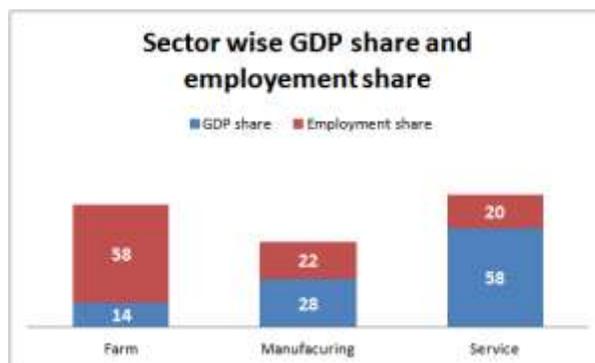
The farming and manufacturing sectors together contribute nearly 80% of the employment generation. During the previous NDA regime (Vajpayee's), although the overall GDP growth was

lower, the small and medium industries generated large employment opportunities.



Dr Subramanian Swamy, well-known economist and Member of Parliament representing BJP, warned in August 2015 itself that the economy was in a 'tailspin', threatening an economic crisis. He suggested the formation of a crisis management group consisting of experts, to correct the situation. Unfortunately, his warning was ignored. The economic slowdown, which started in Jan 2016, continues till date. The Government took the risk of implementing demonetisation and GST in this economic situation, adding more stress to the system.

The UK-based daily, The Financial Times wrote, "Modi is, by his own admission, an economic novice. But he has disbanded his Economic Advisory Council and launched demonetisation on his own whimsical initiative. His predecessor, Manmohan Singh, was an economist and yet relied on the group for advice. There is a lesson there for Mr Modi".



Now, after realising the ground reality, the Government has revived the Economic Advisory Council. During the course of our personal talk, many BJP and RSS leaders have expressed their concern, in anonymity. The party leaders feel that they have been distanced from the Prime Minister and the Party President. They perceive that the Government is run more by bureaucrats than by the ministers.

Small and Medium Enterprises (SMEs)

P K Khurana, Consultant from Chandigarh, said that nearly 40% of the SMEs are suffering due to demonetisation followed by GST. Prasanna Venkatesan, a leading chartered accountant criticises the Government for introducing GST without any preparation, leading to chaos. "Under the new system, exporters have to pay the 'drawback' in advance, and claim separately. This has affected exports badly", he added.

Noted economist and Modi supporter, S Gurumurthy observed, "Withdrawal of cash crippled the informal sector, which generates 90% of jobs, and satisfies 95% of its capital requirements from outside the banking system. Aggregate consumption and generation of jobs have stagnated. The informal sector now borrows at 360-480% interest. It is already dealing a big blow to our growth and will continue to do so."

Slogan Driven Government

There is a general perception among many respondents and experts with whom we spoke that this Government overloads the public with periodic slogans as *Achhe Din*, *Skill India*, *Make in India*, *Start Up India*, *Stand Up India*, *Swachh Bharat* and the like. Unless these slogans are translated into performance, they tend to disillusion. People have not felt their impact in their respective fields. One is not informed of the present status of all these projects.

For example, banks have not taken the Mudra Loans and Stand Up India loans announced by the Prime Minister seriously, to generate entrepreneurs. The Vidyalakshmi Portal launched by the Finance Minister with a big bang in August 2015, to provide education loans to students, is still a non-starter. The schemes to develop agriculture are yet to be implemented effectively.



At the time of demonetisation, the Government had promised that the banks would use the funds to facilitate more entrepreneurs. It has not happened yet.

Conclusion and Suggestions

Although our quick survey was confined to online questionnaires targeting the middle-class society, it has definitely indicated the mood of a critical segment of the society, projecting the perception of the respondents. Modi rode to power based on his promises, and especially due to an anti-incumbency verdict against the scam-tainted Congress-led UPA (United Progressive Alliance) Government. Most of the people still perceive the *Modi Sarkar* as a 'clean' government without any major scams. However, they feel the implementation process is very weak and ineffective.

People do feel annoyed when the government leaders focus only on slogans and chest-thumping even at the time of a crisis. It is acknowledged that some of the government ministries like highways and electricity are doing good work. Unfortunately, these are not projected to the people because of poor media management by the Government, Thanks to the sensationally upbeat news and social media, the negative aspects of the government's performance are broadcasted.

We observe that a large gap exists between the leadership and the cadre. Even the recent cabinet reshuffle has caused some dissatisfaction among the cadre. There is a perception that more importance is given to bureaucrats and the Rajya Sabha Members, who do not have direct connectivity with people. For example, Arun Jaitley has been entrusted with four major Ministries in spite of his health issues, that could affect his competence. The Finance Ministry itself, which is with Jaitley, needs a full-time Cabinet Minister. The Government appointed full-time Governors for several major states like Tamil Nadu, Bihar, Madhya Pradesh and some of the North-Eastern states, just recently, after many months. The people are getting concerned about the state of affairs in the country under the *Modi Sarkar*.

There is no anti-incumbency against the *Modi Sarkar*. If corrective steps are not taken, 'disappointment' may slip into an 'anti-incumbency' mood. This survey is to be taken only as a 'warning bell'. The *Modi Sarkar* should not ignore this warning, in spite of a divided leaderless opposition.

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corrective steps are not taken on time, the disappointment could slip into an 'anti-incumbency' mood. This survey is to be taken only as a 'warning bell'. The *Modi Sarkar* should not ignore this warning, in spite of a divided leaderless opposition.

"The economy in the world over, is in stress. Fortunately, India and China are showing positive growth. What we face is only 'deceleration' and not 'de-growth'. The Government should understand the ground reality and step up corrective measures immediately, to avoid further deceleration. The Government should also focus on perception management. The economy alone will decide the politics", said K T Jagannathan, Associate Editor of The Hindu and senior economic journalist.

By K. Srinivasan, Editor-in-Chief



Cover Story II

Cabinet Reshuffle – An Eye Wash or Damp Squib



The much-awaited and recently implemented cabinet reshuffle of the BJP (Bharatiya Janata Party)-led NDA (National Democratic Alliance) government that rules India, has turned out to be a damp squib and an eye wash, according to political observers, not just of the opposition front, but even detractors of the ruling party.

The argument advanced by the Union Finance Minister, Arun Jaitley that the Prime Minister (PM) himself was monitoring the performance of most ministries, and that performers were elevated and non-performing ones ejected, does not seem entirely tenable.

If the Skill Development Ministry or the Clean Ganga Campaign did not get the required boost because a part of the projects came under the PM's own constituency, it seems justifiable that the ministers concerned were eased out. But by the same argument, the ministers who were elevated and the induction of non-politicians such as pure bureaucrats, in an election-eve year seems perplexing. Induction of bureaucrats has left the party rank file highly disappointed.

Party workers who had worked hard for BJP during the 2014 polls expected some of their representatives to be posted as Ministers of State at least, leave alone cabinet rank, but were dealt a rude shock. Most of the Ministers of State, some of them holding independent charge, were ex-bureaucrats who had no contact with the people and were just 'pen pushers' and 'paper movers' in the government. None of them has worked at the grass root level or has had mass public contact for them to be able to influence the electorate in the polls, 20 months hence.

Political observers are perplexed that performing ministers were shifted out of crucial portfolios into ministries that could have been handled by people with less calibre. The big question being asked among party cadres is – how is the induction of non-political persons in an election-eve year going to help win more votes for BJP?



While the media has hyped the elevation of Ms Nirmala Sitaraman, Commerce Minister, to Defence Minister, people in the export trade say the EXIM policy is not moving in the right direction. Exports are down, and imports have become costlier, even though the country has enough foreign exchange. Crude prices have fallen internationally but domestic prices of oil and gas are still high, a paradox.

Trade and industry sectors claim that the Modi government is run by bureaucrats rather than the ministers themselves, barring a few here and there in the infrastructure sector. Overall, as one leading journalist and editor of a former top newspaper in Delhi says: there is only one clear, unequivocal message from the reshuffle of the Union Cabinet. India has never seen a Prime Minister like Narendra Modi. One reason why all predictions about his likely actions fail is that there is no precedent for many of the things that Modi does and, therefore, no reliable way of assessing what he will do next.

Days before the reshuffle, television channels ran wall-to-wall coverage of what was likely to happen. With one possible exception (the inclusion of former Mumbai Police Commissioner, Satyapal Singh), nearly every prediction was wrong. Even after the new ministers were sworn in, journalists predicted wrongly again by declaring that there would be no independent Defence Minister and that Arun Jaitley would keep the portfolio. There was not a single report that predicted the elevation of Nirmala Sitharaman, the former Editor said.

Nobody expected Smriti Irani was made the Human Resources Development (HRD) Minister. Just as nobody expected her to be shifted out of HRD to textiles, nobody predicted her return to prominence as the Information & Broadcasting (I&B) Minister. It is understood that many of those who were elevated were consulted beforehand. Modi's bureaucrats, who apparently prepared the performance reports about his ministers, must have had some idea of what was going to happen. But not a word slipped about it.

Similarly, the Foreign Office had known about the Prime Minister's surprise trip to Pakistan in 2015. Various bureaucrats, RBI officials and those working in the mint knew about the plans for demonetisation. But not one hint leaked — even to the Cabinet. No prime minister has been as much of a secretive loner as Modi. He is often compared to Indira Gandhi but Mrs Gandhi had a kitchen cabinet and then, a full-fledged court. If you were close to first, PN Haksar and later, RK Dhawan, you knew what was coming. Apparently, Modi has no kitchen cabinet, no high-profile advisors, no courtiers and no cronies.

The question is – is Modi isolated from the public in real terms, despite his powerful rhetoric that sways the masses in the country? Has he failed to feel the pulse? The middle-class voters are extremely disappointed, government servants are frustrated, small trade is crushed by demonetisation and GST. Only the big-ticket industry is happy as they get input returns.

Is the cabinet reshuffle, ostensibly to assuage people that performers have been inducted, going to boomerang as the ground reality of the economic slowdown is hitting the people? Is the reshuffle a gamble for the 2019 elections? In 2004, BJP's 'India Shining' bombed under Pramod Mahajan. Will history repeat itself in 2019 with 'India Guessing' on the prospects of the ruling party and its elite.

By TN Ashok, Editorial Adviser





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By- Triambak Sharma



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Nation

MS, The Immaculate Voice



Madurai Shanmugavadivu Subbulakshmi or M.S.Subbulakshmi, the *Swara Ganga* or 'Voice of Ganga', (Ganga being India's most sacred and lifeline river), was a world-renowned vocalist of Carnatic songs and *bhajans* (devotional songs). Born on September 16, 1916 in the town of Madurai in the Southern state of Tamil Nadu, M.S.Subbulakshmi was fondly known by several names, the most popular being MS. As a child, back home in Madurai town, she was Kunjamma or Kunju to her family. Her unique voice and rendering of music won her several accolades as 'Queen of Music', 'Nightingale of India', 'The Eighth Tone of Music' and 'Goddess of the Perfect Note'.

MS was recognised both at the national and international arenas. In 1998, she was the first musician ever to be awarded the *Bharat Ratna*, India's highest civilian honour. India had also released a stamp as a tribute to her in 2005, a year after her death.

Earlier in 1974, she was the first Indian musician to receive the Ramon Magsaysay Award, which was considered Asia's Nobel Prize. The citation to the Award read, "Exacting purists acknowledge Srimati M.S.Subbulakshmi as the leading exponent of classical and semi-classical songs in the Carnatic tradition of South India'. In 2013, Google, the American multinational technology company that specialises in internet-related services and products,



paid tribute to her by dedicating a colourful doodle on her 97th birthday. The doodle illustrates a lady singer holding a *Tambora*, accompanied by other Indian instruments as a *Ghatam*, a *Tabla* and a *Mridangam*.



Stamp issued by the United Nations to mark MS' birth centenary

However, MS' fame surpasses these awards. Her voice and musical prowess reached and touched listeners across religious, regional and national borders. During the India Independence movement, MS participated in it by using her voice and her singing to make a statement and express her solidarity.

Although MS was born with a golden voice, she worked hard, both as a child from an impoverished background, and as a prodigy in music. She worked hard to cultivate her voice

so that her God-given gift blossomed to its fullest. Incidentally, her vocal grooming was facilitated by her being born into a family of musicians. Hailing from the traditional community of *Devadasis* (women who danced and sang in devotion in temples), her grandmother was a violinist and her mother, Shanmukhavadiyu Ammal was a veena player and a stage performer. MS underwent rigorous voice and music training from an early age under established gurus as Semmangudi Srinivasa Iyer for Carnatic music, and Pandit Narayanrao Vyas for Hindustani music. She was also able to hone her knowledge of Carnatic music through her regular interactions with exponents as Karaikudi Sambasiva Iyer, Mazhavarayanendal Subbarama Bhagavathar and Ariyakudi Ramanuja Iyengar.



97th birthday - Google doodle

With such rigorous and refining training, MS did her first performance on stage and recording at a tender age of 11 years. There was no looking back for her thereafter. She moved to Madras (now Chennai) and did a few films, both singing and acting in them. But after a short uneventful stint with the films, MS concentrated on her singing talent.

MS went on to become a legendary vocalist in the classical Carnatic music, popularising the traditional Indian classical music among the people across India, who were enthralled by her voice and rendering. Touching the musical interest of many across the world, MS was regarded the cultural ambassador of India, bringing the richness in the nuances of Carnatic



music to the world, through her international concerts. She continued to perform till 1997), when she lost her husband, Kalki Sadasivam. MS was 81 years of age then.

M.S.Subbulakshmi died in Chennai on December 11, 2004 when she was 88 years of age, and was laid to rest with full State honours. The then President of India, Dr APJ Abdul Kalam visited Chennai to personally pay homage to her. In his condolence message, he said, "She was born in music and lived in music. In the end, she changed to become the music of God. The greatest good that she has done to the country is that through her music, she has made us all good human beings." Such was the reverence she enjoyed from the people, both Indians and foreigners alike, dignitaries and common citizens alike, music exponents and amateurs alike.

On her centenary birthday in 2016, the United Nations (UN) honoured MS posthumously with the release of a special stamp. This recognition by UN came as no surprise as she is fervently remembered for her stupendous vocal rendering of a song of peace and hope called the *Maitreem Bhajatha* at the UN General Assembly in 1966, on the invitation of the then Secretary General, U Thant. The lyrics were composed by Shri Kanchi Sankarachaya himself.

M.S.Subbulakshmi was a rare gem, a once-in-a-lifetime seen heavenly star that studded the world with her devout and perfect rendering of Sanskrit hymns. MS, in her humility, attributed it to the Divine, saying, "Indian music is oriented solely to the end of divine communion. If I have done something in this respect, it is entirely due to the grace of the Almighty who has chosen my humble self as a tool."

Snippets:

- M.S.Subbulakshmi was known for her Kanjeevaram sarees which she wore in the traditional Indian Brahmin style. A particular shade of blue called the '*mayil kazhuthu kalar*' became popularly known as 'MS blue'. It is reported that in commemoration of her birth centenary year, handloom silk saree cooperatives re-introduced the 'MS blue' sarees.
- The signature 'MS look' was her *blue jager* diamond nose studs, a necklace of emeralds, her hair put up in a bun and adorned with fresh jasmine flowers, and red vermillion and ash marks on her forehead.
- MS, during her childhood, practised hard to train her voice. Her typical day would begin early at 6.00am, and after a South Indian breakfast of *idli* or *dosa* with filtered coffee, she would practise her singing, pitching her voice in tune with the *Tambora*, which is a long-necked Indian instrument used in recitals to provide a harmonic drone. Even after her practice session, she would wander around the house, singing, and hours later, she would still be in tune with the *Tambora*, she had pitched her voice in tune with.

By Susan Koshy, Editor



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