

PR SENSE

Spreading positive vibrations

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Man of the month



Dr Ashok Khemka IAS
Govt. of Haryana

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Contact

www.corpezine.com

editor@corpezine.com

From the desk of Editor-in-Chief



On behalf of the Editorial team, we wish all our readers in advance a very happy Diwali. In the post independence era, we suffered a lot while fighting with Pakistan in 1947 and with China in 1962, losing more than 55% of our J & K land. Both happened in October of the respective years. In this edition, we have brought out the happenings.

"Ancient Indian Wisdom" section has received a lot of appreciation in the past. In this issue, we highlighted out how Ravana used 'Vimanas' (Flying machines) and maintained six airports. Around

7000 years ago, Indians had a fantastic technology, which might have been lost over hundreds of years.

We also feature Mr Munna Kumar, a young man from Bihar for his silent contribution in achieving Vision 2020. Besides, we have our usual cartoon, contents from archives and the controversy.

We are confident that our readers will continue to enjoy this ezine and send us the feedback.

K. Srinivasan

Inspiring Quote from the Speech of Dr Abdul Kalam

One fully grown tree absorbs 20 kgs carbon-di-oxide and emits 14 kgs of oxygen – Each one plant a tree



Green Home Mission: Friends, today there is a constant climate change in the universe. Deforestation, industrialization and transportation emitted carbon-di-oxide has caused hole in the ozone layer, leading to increased heating of the planet earth. This is the major cause of flood and draught. If the youth of the nation decide, they can definitely change the situation. Every Indian must take an oath that he will plant and nurture at least one tree. One fully grown tree absorbs 20 kgs carbon-di-oxide and emits 14 kgs of oxygen. During our life time, if we plant 10 trees and nurture them, we will have over 10 billion trees. These 10 billion trees can definitely contain the climate change problem. Hence, I would suggest, each one of you to plant a tree and keep your home and the neighbourhood clean. Green home means, not only the planting of trees but keeping the house and environment clean. You should not dump any garbage on the streets. You should take an oath that, I will not only keep the home clean, but also ensure that the street is clean.

(Excerpt from the speech of Dr Abdul Kalam, while addressing the students at Kerala on 13th October 2012. source: www.abdulkalam.com)

Cover Story

Dr Ashok Khemka IAS – 41 transfers in 20 years

Dr Ashok Khemka (47), an IAS Officer in Government of Haryana was in the national media during the second half of October 2012. Dr Khemka, Bengali by birth and alumnus of IIT, Kharagpur, did his PhD at Tata Institute of Fundamental Research, Mumbai. He joined IAS in 1991. He is well known for his honesty and fight against corruption. Probably, he could not get along with different political bosses, he was transferred 41 times in his 20 years of IAS career.

On 11th October 2012, he was debated in the national media for his ordering investigation against some of the transactions involving Robert Vadra (son in law of Sonia Gandhi) and DLF. He was the Director-General of Land Consolidation and Land Records-cum-Inspector-General of Registration, when he ordered the probe. On the same day, he was given the transfer order to Seeds Corporation to serve as Managing Director. The order was delivered at midnight at his house. Before handing over charge on 15th October 2012, he ordered cancellation of the registration of transactions done by Mr Robert Vadra. This generated controversy and anger among the ruling party leaders. Till the date of writing this story, the debate is going on in the media.



Although Dr Khemka was empanelled as a Joint Secretary in the Central Government, he himself stated in an interview that nobody preferred to take him. This has raised a serious debate among the people, whether an honest bureaucrat does not have space in the political system. Dr Khemka was even honoured a few months ago with a cash prize of Rs.10 lakh by Sriram Jindal Foundation, for his crusade against corruption. Gurudev Sri Sri Ravishankar ji presented the Awards (photo).

We need to understand that we have many honest bureaucrats and honest politicians in the system. Honest bureaucrats have to work with dishonest politicians too and vice versa. If a bureaucrat gets transferred every six months, then he may not be able to show a 'visible transformation' in his department or function. We also had a discussion on this with few of the honest bureaucrats.

Dr Santhosh Babu, an honest senior IAS officer of the Government of Tamilnadu has shown visible transformation in all the districts and departments he has served. Even Dr Abdul Kalam referred to him recently when he addressed the Senior IAS officers in the presence of Prime Minister. Dr Santhosh Babu had said that bureaucrats should not consider political leaders as their competitors, since both of them have different roles to play. He also suggested that their mass appeal could be leveraged in the development of the society. "A bureaucrat is working under the constitution for the society. He needs to be a good leader and a team player. If he keeps an honest partnership with all stakeholders, including political bosses, he will be able to bring in more 'visible transformation' during his tenure", he added.

Ancient Indian Wisdom

Ravana had six airports in Sri Lanka



Nowadays, we see some of the State Governments and individuals owning helicopters. Around 7100 years ago, during Ramayana days, Sri Lankan King Ravana had 'Vimanas' (flying machines), in his airport hangars for his use. According to Valmiki Ramayana, Ravana had 6 such airports. They were Weragantota in Mahiyangana, Thotupola Kanda at Hoton Plains, Usangoda on the southern coast, Wariyapola in Kurunegala, Wariyapola in Mattale and Gurulupotha in Mahiyangana. (picture)

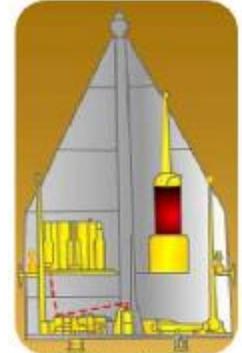
When Rama was flying over Sri Lanka in the Pushpaka Vimana after killing Ravana, he described the aerial view to Vibishana as "Lanka shines on the earth, studded with many Vimanas" (Valmiki Ramayana, Yuddha Khanda, Sarga 20):

विमानै बहुभिलङ्का संकीर्णा भुवि राजते ।
विष्णोःपद्मिवाकाशं छादितं पाण्डुभिर्घनैः ॥१०॥

The story of Ravana flying in Vimana with his wife Mandodari is etched as the insignia in the famous hotel, Galle Face Hotel of Colombo, Sri Lanka.

Books on Vimana Sastra

Texts like Ramayana and other Puranic texts speak about the stories of Vimana. The technical details on Vimana are available in a few other texts in India. The more prominent among these is the Vaimanika Shastra written by Maharishi Bharadwaja. In this treatise, Maharishi Bharadwaja states that he was only compiling information available at his time for various Vimana and that most of them were prior to his time. He writes about 120 different Vimanas that existed in different times in different lands. He also gives glimpses of fuels used, aeronautics, avionics, metallurgy and other manoeuvres that were deployed in flying these Vimana. Besides, Yantra Sarvasva (by Maharishi Bharadwaja) and Samarangana Sutra Dara (by Raja Bhoja) also give more technical details about the 'flying machines'. These great books had with technical drawings of the ancient vimana and have also been translated into English in the last hundred years.



Sketch of Sundara Vimana

Four types of Vimanas are described in the ancient scriptures. They are (1) Rukma (Conical in shape, golden in colour), (2) Sundara (Rocket like with silver sheen), (3) Tripura (Three storied, wide body) and (4) Sakuna (Greyish in colour, long distance cruising model). Based on the description, technical sketches have also been drawn. The metals and fuel used and the various purposes are also found in these scriptures.

Source: <http://goo.gl/eoqoU> Input by Mr D K Hari <http://www.bharathgyan.com/> EMail bharathgyan2@gmail.com

NATIONAL– Remembering historic events

India – Pakistan war 1947 (Historical blunder 1)

When India and Pakistan were given independence in August 1947, the British Government gave the choice to the Princely States, existing then in the Indian sub-continent, to join either India or Pakistan. With the efforts of Sardar Vallabhai Patel, the then Home Minister, who was also known as the 'Iron Man of India', 566 Princely states (excepting 3 states) chose India.

At that time, Jammu & Kashmir State was ruled by Maharaja Hari Singh (Father of Dr Karan Singh, a well known leader presently). The state, with a majority of Muslims, was ruled by a Hindu King. The state consisted of Jammu, Kashmir and Ladak. While the Kashmir Valley had a majority Muslim population, the people in Jammu and Ladak were mainly Hindus, Sikhs and Buddhists. As he was under pressure from both India and Pakistan to accede to their Governments, he postponed his decision.



Pakistan invading India

Meanwhile, in October 1947, Pakistan organised a clandestine invasion of the State by a force of Pathan tribesmen, ex-servicemen and soldiers 'on leave'. They broke out in Pooch in Southwest of Kashmir. The Pakistan army gave them full support and back-up as they wanted to capture Kashmir within a week. Maharaja's army could not withstand this sudden invasion.



Kashmir accedes to India

In the afternoon of 26th October 1947, Maharaja Hari Singh (photo) offered to accede to India and this was accepted by the then Governor General Lord Mountbatten on the following day. Within a few hours, the Indian Army was sent to Kashmir valley to drive out invading tribal people and Pakistan army men.

Indian Army fighting back Pakistan

At that time, the Indian Army was under the control of the British officers and they had some technical problems in entering Kashmir to fight against the Pakistan army. The Indian Army under the leadership of Major S K Singh (who later became the Governor of J & K State entered Kashmir Theatre. In spite of bad weather, they managed to airlift the army men in 800 Dakota sorties from Delhi to Srinagar within a short time. Lord Mountbatten recorded: "In my long experience of war, I have not come across another such massive airlift carried out so successfully."

Sudden orders to cease fire



The Indian Army was highly successful in chasing out the invaders. Had they continued for another week or a little more, they would have flushed them out completely. Meanwhile, the Indian Army got the orders to cease fire and to halt the advance to Muzaffarabad. The British Commander, Russell was surprised by the orders. He felt they were losing a golden opportunity. He was of the view that the Indian forces should advance to Muzaffarabad and seal the border by securing the two bridges at Kohala and Domel. Sealing the entry points into Kashmir, he opined, would also relieve the pressure on the besieged forces in Poonch.

The then Prime Minister Pandit Jawaharlal Nehru took up the matter with the UN Security Council and under Resolution 47 of UN, ordered Pakistan to withdraw the troops for a free and fair 'plebiscite' in Jammu & Kashmir region. Although Pakistan did not withdraw their troops from the J & K Region, the cease fire came into force from 1st Jan 1949.

Was India's move an historical blunder?

Because of this, Pakistan occupied nearly 35% of the J & K Region ruled by Maharaja Hari Singh, who acceded to India. This portion is still known as 'Pakistan occupied Kashmir' and the problems continues till date.

According to the Army officers and the political leaders of that day, taking up Kashmir issue to UN by Pandit Nehru was a great 'historical blunder'. If the Indian Army had continued the war for another week without declaring a unilateral cease fire, the Indian army would have flushed all the invaders out of the Indian territory and Kashmir would not have become a grave issue today. The Indian Army site even records the event like this(<http://goo.gl/ytupG>):

Quote: Before the remaining areas occupied by Pakistan could be liberated by Indian troops, a cease fire came into effect on 1 January 1949. After bitter fighting lasting 14 months, UN mediation brought about an uneasy truce. Unquote.

Since the majority of the Kashmiri people at that time were more keen on joining India, 'plebiscite' immediately after the flushing out invaders would have permanently resolved the Kashmir issue. Instead the then Indian Government took this issue to UN for intervention, which complicated the problem further and it remains unresolved till date.



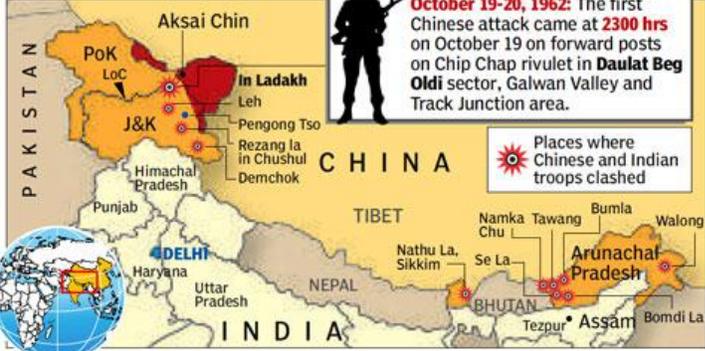
Source: www.rediff.com - POK : Pak occupied Kashmir
COK: China occupied Kashmir

NATIONAL– Remembering historic events

India – China War 1962 (Historical blunder 2)

1962 WAR AND THE NATION FORCEFUL SETTLEMENT

THEN: Swift assaults by the Chinese on two fronts bewildered India



October 19-20, 1962: The first Chinese attack came at 2300 hrs on October 19 on forward posts on Chip Chap rivulet in **Daulat Beg Oldi** sector, Galwan Valley and Track Junction area.

Places where Chinese and Indian troops clashed

WESTERN SECTOR

- There was lull in fighting in eastern Ladakh sector between October 28-November 18. The Indian Forces withdrew to Sultan Chushku on October 22, 1962.
- The main Chinese attack in Ladakh was on Chushul on November 18, 1962 with the Indian forces fighting a tremendous defensive battle. Official ceasefire was declared on November 21, 1962

EASTERN SECTOR

- October 20, 1962:** 4.30 am: PLA attacks Bum La, & then Thag La in Namka Chu
- October 22:** Brigadier J P Dalvi (CO 7th Brigade, 4th Div) taken prisoner
- Oct 23:** IV Corps orders troops to withdraw from Tawang to Bomdi La
- Oct 25:** Tawang occupied by PLA
- November 18:** Bomdi La occupied. Attacks on Chushul & Se La
- Nov 21:** Unilateral withdrawal by Chinese PLA

On 20th October 2012, the Chinese launched simultaneous offensives in Ladakh and across the McMahon Line. Pandit Jawaharlal Nehru was the Prime Minister then and Mr V K Krishna Menon was the Defence Minister. The war ended when the Chinese declared a ceasefire on 21st November 1962. The border dispute continues till now.

India did not fare well in this war. While China was fighting with 80,000 soldiers, India was fighting with only around 12,000 soldiers. At the end of the war, China occupied around 50,000 Sq.km of the Indian territory and the dispute is remains unresolved till this date. Kailash and Mansarovar which were once part of India after Independence are now in the possession of China.

India lost around 1600 soldiers. Nearly 1400 soldiers were wounded. Around 1700 soldiers were missing. 4000 soldiers were captured by China as 'Prisoners of War' and later released.

Many reasons are attributed to the failure of India in the war. Though Pandit Nehru was the Prime Minister, the political leadership and planning for defence preparedness were reported to be lacking. Even when the Chinese Army was invading India, India was shouting slogans like 'Indi-Chini bhai bhai' (India and China are brothers), without knowing that China was occupying Indian lands.

Many army officers, who were part of Indian army then, allege that the Indian Army was not equipped with enough weapons and Jawans. Although the Indian army had enough war experience from the World War, they failed due to poor planning and leadership by the political system. In fact, during that time, the Government reported to have reduced the army strength from 2.80 lakh to 1.50 lakh.

The 1962 War has taught us many lessons. Some of the important reports like Henderson Brooks–Bhagat Report on the failure of India, are not made public even after 50 years, for the reason that it may embarrass many of the leaders who were in the Government then.

Let us pay respect and homage to the Jawans who lost their lives in the 1962 War to secure the Indian borders. (Graphic courtesy: Hindustan Times)

PR-e-TTY : Relax



A man was sleeping in his house. Suddenly Yama (God of death) appeared before him and said "Go and enjoy. Nothing will happen to you for next 10 years". He did so. He met with an accident and died.

In heaven, he asked Yama, "Why did you lie to me".

Yama replied, "Sorry son, appraisal time.... Had to achieve target!".

(Source: unknown)

1. Use inverted pyramid style.
2. Confine the 'lead' to 25 words, using 5W and 1H method (where, when, why, who, what and how)
3. Provide proper caption, place and date
4. Write in third party language
5. Remember, your immediate audience is the 'News Editor'. He should get interested in the story.
6. Avoid cliché, superlatives and advertorial materials, to please the boss or client.
7. Use quotes of competent authorities, relevant to the story.
8. Furnish contactable phone or mobile numbers of the persons, who can provide additional information.
9. Print the release on the letter head of the company. Duly signed press release may be sent through email followed by hardcopy through fax or delivery.
10. Provide duly translated press release to the regional language media,
11. Simultaneously post the release in the company's website under 'media room'.
12. Avoid sending bulky attachments to journalists, without their consent. Respect others bandwidth.



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Social Issues

Sincere need to care for the elderly

October 1st is commemorated the world over as International Day of Older Person, simply addressed as World Elders' Day. This day is dedicated to recognising the significant role of the senior citizen in the society. On December 14th, 1990, the United Nations General Assembly voted to establish this commemorative day for the elderly people. Incidentally, a 'senior citizen' or an 'elderly' or 'elder person' is a polite and respected designation given to the person who is advancing in age, as against the cruder term, 'old person'.



The elderly person brings with him, years of life-experience, knowledge and wisdom. In a traditional Indian society, where the joint family system prevails, the senior citizen occupies a highly respected position both in the family and in the society. When he becomes dependent on a support system to take care of him, this need is naturally taken care of, by the younger generation of the joint family.

However, over the years, families have begun to migrate away from home for work. The nuclear family system thus evolved, leaving the senior citizens to fend for themselves, back home. A hectic lifestyle, nuclear family set-up and degenerating value system in the society has brought about a challenging problem in this regard. The younger generation have begun to regard their parents a non-priority in the midst of their busy lives.

Unfortunately, there are also extreme cases of abuse of the elders, occurring in India as must be, elsewhere in the world. A recent survey conducted by the NGO, Helpage India, covering over 5500 older people in 20 Indian cities reported that one of every three senior citizens faced abuse, mainly from the son. Financial burden was reported as one of the main reasons for abuse. Many of the abused bore it silently to uphold family honour. (http://www.helpageindia.org/pdf/Report_Elder-Abuse_India2012.pdf).

A long-term solution to this grave issue is by creating sensitisation towards the ageing and the aged, promoting family values and the necessity and desirability of inter-generational bonding for mutual support. A social security system ensuring income security to the ageing is also suggested.

In his own endeavour for quality life in his sunset years, the senior citizen must always strive for 'staying alive'. As Clint Eastwood, a famous Hollywood actor of yesteryears put it: *'As we grow older, we must discipline ourselves to continue expanding, broadening, learning, keeping our minds active and open'*.

Age then becomes a number.

(Article by Susan Koshy, Editorial Team)

Ignited Minds

“I want one line in history” – Munna Kumar Arya



Munna Kumar Arya (27), hailing from a poor family of East Champaran District of Bihar lost his father when he was 3 years old. His elder brother could not proceed beyond 7th standard due to poverty. His elder sister was killed by her own mother-in-law for not bringing in dowry. Munna Kumar's family could not even take up this murder with police, due to their poverty.

Inspiration drawn from the books of Dr Kalam

Being a brilliant student, Munna Kumar continued his school education but with great financial difficulty. He earned money by taking up small jobs. When he was studying the 10th standard in 2001, he had the opportunity of reading Hindi version of 'Ignited Minds' and 'Wings of Fire' books written by Dr Abdul Kalam. "These books changed my mind. I got motivated to get 'one line in the history' for my contribution to the society", says Munna Kumar recalling his past days.

He struggled financially to complete his graduation in MS College (Motihari) and MCA with Birla Institute of Technology, Ranchi. Besides getting education loan from a bank, he took up tuitions to earn money to complete his studies. Although he got a lucrative job in a company called CTS, he decided to quit the job and start working towards nation building. Presently, he works as a lecturer in LND College, Motihari. "Teaching profession will help me achieve the goal", he says.

Activities

He started 'Khwab Foundation', to achieve the Vision 2020. With the support of the local people, he started two schools in the nearby villages, Motihari and Betia. 300 children currently study in these schools. He also started small libraries 'Satyadarshan Library' in 5 villages and plans to extend to many more villages in the district. Every library has around 500 good books and every day, around 25 to 30 youngsters use the library. Interestingly, these young users themselves manage the library in every village. He wants to start many more such libraries.

He has started 'Abdul Kalam Science Club' to create science awareness among the rural students. Senior



college students teach these school students. (Photo)



He has also brought together the local journalists to involve them in spreading positive messages through media. Munna Kumar brings out an e-magazine in Hindi titled 'Junoon' to spread the positive messages among educated youth. "Vision 2020" hostel (photo) started by him accommodates like-minded college students.

He has organised 250 'Motivational Workshops' till date, covering more than 3000 students, to prepare them for Vision 2020.

They celebrate national days like Republic Day, Independence day and Dr Kalam's birth day with great fervour.

Converting mockery into admiration

In 2005, when he started his social activities, many of his friends used to mock at him. Braving all the mockeries, he went ahead with his mission. Now, the same people have address him as "Mr Fantastic", "Junior Kalam", etc.

"Since I had suffered a lot during my young age to get good education, I want to dedicate my life to the society to bring a change by providing proper education and patriotism, to achieve the Vision 2020. Like my role models, Vivekananda and Abdul Kalam, I want to remain as Brahmachari to serve the society", Munna Kumar says proudly.

Only desire is to meet Dr Abdul Kalam some day

His desire is to invite Dr Abdul Kalam to his area and motivate thousands of youngsters. If it is not possible, he wants to meet him either at Ranchi or at Delhi with his team to show the projects and to take his blessings.

His website: <http://http://khwab.yolasite.com/> www.vision2020mission.blogspot.com
He can be reached at munna2020.info@gmail.com +91 9973364776, +91 9031681623

Cyber War: Has it begun?

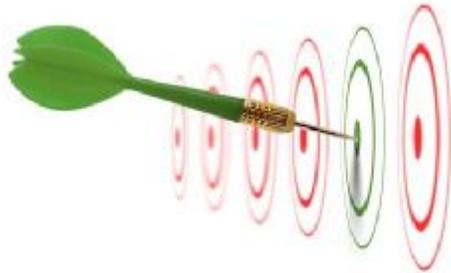


Cyber Society of India (www.cysi.in) organised a one-day workshop on "Cyber War: Has it begun?" at Madras University on 5th October 2012. Mr Talwant Singh, CBI Special Judge, Delhi delivered the Key Note Address on this topic. In the interesting speech, he talked about the diminishing gap between the physical world and the virtual world. He wanted more awareness to be created among the people to cope with cyber attacks. Please listen to his inspiring speech.

<http://goo.gl/Ebh76>

Controversy

Activists and media should not cross 'Lakshman Rekha'



It has become the fashion of the day to accuse politicians for each and every thing, including the blockage of water pipe in the wash basin at home. In the recent days, a few of the activists and TV channels shout in the highest pitch, throwing 'mud' on some of the political leaders of ruling and opposition parties. Media trials are conducted to defame them. When politicians are accused in such manner, the attacking person immediately gets short term visibility through all national and regional media. This has become the

short cut route to become well-known, without any great achievement and effort.

Defaming one segment of the society viz politician selectively is fraught with danger. The democracy can function smoothly, only when all the stakeholders like political leaders, media, judiciary, corporate companies, civil society and bureaucracy function with utmost honesty and integrity. The way some of the social activists accuse the politicians selectively may not be in the interest of the nation. This may lead to the people losing faith in democracy and the constitutional system. For their own reasons, these activists do not talk about the frauds committed by the NGOs, corporate houses and even the civil society.

They do not talk about the media houses indulging in 'paid news' and 'advertorial', flouting media ethics for money. They do not talk about the various corporate houses which manage to intervene in the policy decisions of the Government to suit their needs. They do not talk about the legal system where a judge was arrested for taking a bribe to grant bail. They do not question the sources of funds that some NGOs spend in lakhs and lakhs of rupees for organising protests. They do not talk about the civil society violating many systems for selfish ends. Knowingly or unknowingly, this section of activists and the media are trying to create 'diffidence' among the public, as if they were living in a horrific environment. The reason is that some of the activists want to enter politics with quick visibility and without accountability. The media uses them as a tool to increase their TRP ratings and securing advertisements.

In early 2000, when there was a crisis in Indian Bank, many of the senior officials, including the Chairman of the Bank were arrested by CBI. That created de-motivation in the entire Indian banking system. The officials at various levels were not willing to take even the smallest decisions, fearing police action. The entire banking system came to grinding halt, which affected the economy of this country badly. After much persuasion, the banking system got into the rails after three or four years.

As a common citizen of this country, a few people, for their selfish interest, should not drive the nation to a state of 'indecision' by the bureaucrats and in the political system. One of the well known communication professionals of Europe recently pointed out to us that the Indian image was getting damaged the world over because of such adverse hype by the negative news when India could also boast of many positive aspects.

In the interest of the nation, these activists and media should never cross the 'Lakshman rekha', while accusing anybody. Overdoing anything could be counterproductive.

Presenters of *PreSense*

Editorial Team



K. Srinivasan



Susan Koshy



V. Rajendran



Triambak
Sharma



Jhon A

Editorial Advisor



V. Ponraj



Awards

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Feedback and sponsorship
editor@corpezine.com

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