

# PR SENSE

Spreading Positive Vibrations

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## Woman of the Month



**Chitra Ramakrishna**

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## From the Desk of Editor-in-Chief



We are pleased to release the 79<sup>th</sup> Edition (October 2013) of our ezine, with rich contents.

Ms Chitra Ramakrishna, with her able governance and managerial skills, has brought laurels to India. We feature her as the Woman of the Month in the cover story.

A brilliant girl Divya, from an economically backward family, has secured the 30<sup>th</sup> rank in the State among engineering students, after overcoming several challenges in the course. She is a role model for many youngsters. She is featured in this edition under Ignited Minds.

This issue also includes the ancient Nalanda University, the formation of the United Nations, and Dr Kalam's inspiring quotes. The usual Prince cartoon adds humour to the edition.

We have included a detailed report on the recent onion controversy. We are confident that readers will enjoy the edition as usual.

On behalf of our Editorial Team, we wish all the readers a happy Diwali.

*K. Srinivasan*

### **Beware of Credit Card cloning machines Insist on chip based cards from your bank**

Recently there was an interesting news item. In an industrial fair, there was a kiosk offering very costly ice creams worth Rs.200 to Rs.300/- at a measly price of say Rs.50/- only as a marketing and product launch initiative. Payment in cash was not accepted and only card payment was insisted. After the card was swiped the shop-keepers told almost every card-holder that there was a problem in connectivity and as a marketing gesture, they even waived the Rs.50/- payment. People were happy that they got an expensive ice cream free of cost.

That evening, the stall was not there and no kiosk and no sales team. Many were shocked to see that their credit cards have been cloned and purchases in thousands have been made that week. By the time they got the sms alerts and could tell the bank to block their cards, more purchases of consumer goods in thousands of rupees had been made. It later turned out that it was not swiping device at the fair, for card purchases but a card cloning machine, copying the magnetic strip information from your credit/debit card.

Beware of such tactics. At the earliest, switch over to chip-based cards wherever available. Anyway, be very careful when your card is swiped. Never let the card move away from your sight and always watch the machine when it is being swiped.

By V. Rajendran, Editorial Team Member



## Cover Story

### Chitra Ramakrishna Brings Glory to India

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Chitra Ramakrishna (50), presently the Managing Director (MD) and Chief Executive Officer (CEO) of National Stock Exchange of India (NSE), has been selected as one of four Indian women in Fortune's 2013 list of 50 most powerful women in business at the global level. She occupies the 17<sup>th</sup> position. According to Fortune, she made history as the first woman to head an exchange company in India. Ms. Ramakrishna was appointed as the MD and CEO of NSE for a period of 5 years on April 1 this year.

Fortune claimed that the list was drawn up broadly on the basis of four criteria - the size and importance of the business headed by the person in the global economy, the health and direction of the business, the arc of the business leader's career, and the social and cultural influence.

Recognising Ms. Ramakrishna, Fortune added in its statement, "The National Stock Exchange lifer, who was part of the core five-member team selected by the government to create a screen-based exchange in 1993, has shattered the glass ceiling, making history as the first woman to head an exchange in India."

Fortune further added, "The board is banking on her twenty years of experience to oversee India's largest exchange - 7th largest in the world - with a total listed market capitalisation of some USD 1 trillion".

She is a Chartered Accountant by qualification and was its rank holder in 1983. Prior to joining NSE, Ms Chitra Ramkrishna was with IDBI (Industrial Development bank of India), and during her tenure there, she was part of a team which drafted the legislative framework for the securities market regulator, the Stock Exchange Board of India (SEBI). This opportunity enabled her to study the regulations in developed countries, the knowledge that could have helped her in her mission of bringing NSE to world class standards. She is known for her amazing ability to understand business nuances. Ms. Ramakrishna has been with NSE since its inception. She was part of the team that joined NSE in its founding days.

She is mainly responsible for bringing about a revolution in the Indian security industry through NSE. NSE brought about a paradigm shift in the Indian securities industry and today it occupies a pivotal space in the securities' markets in India and on the world stage. NSE is ranked the largest exchange in the world in the number of trades in the capital market segment, is a world leader in currency trading, and is among the top three global exchanges in derivative trading.

In 2011, she was selected as one of the top 10 women business leaders in India by Forbes and has featured as one of the top 30 women achievers for three consequent years, by the Business Today group. She received Forbes India Leadership Award 2013 recently for her achievements. In spite of all her achievements, she remains without media glare. She believes more in performance without publicity, letting her actions speak for her work.

One hundred years ago, the popular national poet from Tamil Nadu, Mahakavi Bharathiyar had visualised the qualities of modern woman. Today, Ms. Ramakrishna lives the dreams of Mahakavi Bharathiyar. Chitra Ramakrishna has brought glory to India and to women managers at global level.

PreSense congratulates her and wishes her more laurels in the future.

Photo courtesy: The Hindu Businessline



**Remembering Sardar Vallabhbhai Patel, the Iron Man of India on his 138<sup>th</sup> birth day (born 31<sup>st</sup> Oct 1875).**

**He is one of the forgotten and unsung heroes in Indian history. He united 565 Princely States of India at the time of Independence and unified the entire country under Indian Government.**

**India's first Deputy Prime Minister and Home Minister. Responsible for creating Indian Administrative Service (IAS).**

**He died at the age of 75 on 15<sup>th</sup> Dec 1950. He was conferred Bharat Ratna posthumously in 1991.**



## Inspiring Quote from the Speech of Dr Abdul Kalam

### “You are born with wings; You will fly”

Friends, I have, so far, met 15 million youths 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". In the home, dear young fellows, you are asked by your parents to be like your neighbours' children for scoring good marks. When you go to school, your teachers say "why not you become like the first five rankers in the class". Wherever you go, they are saying "you have to be somebody else or everybody else". Now dear young friends, how many of you would like to be unique yourself?

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! Friends what will be your tools to fight this battle?

#### How to achieve unique You?

How does achievement come? 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 any problem and succeed. In this connection, let me recall famous ancient verses "**I will fly**" of the 13th century Persian Sufi poet, Jalaluddin Rumi:

#### **I will fly**

- "I am born with potential.
- I am born with goodness and trust.
- I am born with ideas and dreams.
  - I am born with greatness.
  - I am born with confidence.
  - I am born with wings.
- So, I am not meant for crawling,
  - I have wings, I will fly
  - I will fly and fly"

My message to you, young friends, is that education gives you wings to fly. Achievement comes out of fire in our sub-conscious mind that "I will win", "I will win". So, each one of you here and elsewhere, will have "wings of fire" to fly. The wings of fire will indeed lead to knowledge, which will make you to fly as you like.

Source: Reproduced verbatim from his speech [www.abdulkalam.com](http://www.abdulkalam.com)



## Vivekananda 150

**“The road ahead will be under your feet”**

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Swami Vivekananda was taking a long trek in the Himalayas when he found an old man extremely exhausted, standing hopelessly at the foot of an upward slope. The man said to Swamiji in frustration, 'Oh, Sir, how to cross it; I cannot walk any more; my chest will break.'

Swamiji listened to the old man patiently and then said, 'Look down at your feet. The road that is under your feet is the road that you have passed over and is the same road that you see before you; it will soon be under your feet.' These words emboldened the old man to resume his onward trek.

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## Ancient Indian Wisdom

### Nalanda University

Nalanda University in Bihar, India was an ancient centre for higher learning. It was constructed in the 5th century C.E and was supported with the patronage of the Gupta rulers, the Pala Kings and others in that region. The site is located near the then Capital city, Patna, and was a religious centre of learning for a very long period. There were over 10,000 students studying there with nearly 1500 teaching scholars.



In the name Nalanda, Nalan means lotus and this flower symbolises Knowledge. Lotus is the flower that we use to relate to Goddess Saraswathy – The goddess of knowledge and arts. Buddha had stayed there on two occasions and hence this place was chosen. A Buddhist monk who visited Buddha, began to preach Buddhism, and a monastery was started. After the demise of this monk, his stupa was

erected here. This place was close to Pataliputra- capital of Magadha Kingdom and with the support of the kingdom, the monastery was expanded to University in a period of 400 years.

The University complex was built with red bricks. The area of the present excavation site is 14 hectares which is about one-tenth of the space of University. During its peak time, the university attracted scholars and students from as far away as Tibet, China (the land to the east), Suwarnabhoomi – Indonesia, Champa – Vietnam, Philippines, Afghanistan, Yavana - Greece, and Persia. Each block situated at the perimeter, had residential rooms and the central yard had the teaching rooms. There were many temples for Buddha and Surya – The Sun God. "Dwarapanditha" was the test conducted for admitting the students into the University. The tests were so vigorous that the success rate was 1 out of every 5. A similar practice is applied by the educational institutions and corporates in different forms nowadays.

The Nalanda University was destroyed three times on different occasions. The University was refurbished after the first two attacks. The third time, it was ransacked and destroyed by Bakhtiyar Khilji in 1193 C.E and was not revived. The great library of the Nalanda University was so vast that it is reported to have continued burning for a very long time after the invaders set fire to it, ransacked and destroyed the monasteries, and killed the monks at the site.

The value of the University was well recognised and the very concept of 'university' went to Persia, Arabia and the West only after the Nalanda University. Hence this place is marked as an important archaeological site of India today.

Input Courtesy: Mr D K Hari and Ms D K Hema Hari [www.bharathgyan.com/](http://www.bharathgyan.com/)  
Article by Sukruti A Vadula, Editorial Team Member



## Remembering Historic events of the month – October

### Launch of United Nations – October 1945



United Nations Day (24th October) has traditionally been marked throughout the world with meetings, discussions and exhibits about the achievements and goals of the organisation. This is the day on which the United Nations Charter, signed by 51 founder countries, came into force.

The United Nations is an intergovernmental organisation whose stated aims include promoting and facilitating co-operation in international law, international security, economic development, social progress, human rights, civil rights, civil liberties, political freedoms, democracy, and the achievement of lasting world peace. The UN was founded in 1945 after World War II to replace the League of Nations, to stop wars between countries, and to provide a platform for

dialogue. It contains multiple subsidiary organizations to carry out its missions.

At the time of its founding, the UN had 51 member states and now it has gone to 193. From its offices around the world, the UN and its specialised agencies decide on substantive and administrative issues in regular meetings held throughout the year. The organisation has six principal organs: the General Assembly (the main deliberative assembly); the Security Council (for deciding certain resolutions for peace and security); the Economic and Social Council (ECOSOC) (for assisting in promoting international economic and social cooperation and development); the Secretariat (for providing studies, information, and facilities needed by the UN); the International Court of Justice (the primary judicial organ); and the United Nations Trusteeship Council (which is currently inactive).



**UN Charter being signed in 1945**

Other prominent UN system agencies include the World Health Organization (WHO), the World Food Programme (WFP) and the United Nations Children's Fund (UNICEF). The UN's most prominent officer is the Secretary-General, an office held by Ban Ki-moon of South Korea since 2007. Sr. Gladwyn Jebb was the first Acting Secretary General of United Nations. Non-governmental organisations may be granted consultative status with ECOSOC and other agencies to participate in the UN's work.

The UN Headquarters is in the international territory in New York City, with main offices in Geneva, Nairobi, and Vienna. The organisation is financed by assessed and voluntary contributions from its member states, and has six official languages: Arabic, Chinese, English, French, Russian, and Spanish.

The official website of UN <http://www.un.org/en/>



## From the Archives of E-zine PreSense – Oct 2007

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### Marketing defined



A Professor of a Management School was explaining **marketing concept** to the students:

You see a gorgeous girl at a party. You go up to her and say: "I am very rich. Marry me!" \*That's **Direct Marketing**\*

You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says: "He's very rich. Marry him." \*That's **Advertising**\*

You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day, you call and say: "Hi, I'm very rich. Marry me." \*That's **Telemarketing**\*

You're at a party and see gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink, you open the door (of the car) for her, pick up her bag after she drops it, offer her ride and then say: "By the way, I'm rich. Will you marry me?" \*That's **Public Relations**\*

You're at a party and see gorgeous girl. She walks up to you and say: "You are very rich! Can you marry me?" \*That's **Brand Recognition**\*

You see a gorgeous girl at a party. You go up to her and say: " I am very rich. Marry me!" She gives you a nice hard slap on your face. \*That's **Customer Feedback**\*

You see a gorgeous girl at a party. You go up to her and say: I am very rich. Marry me!" And she introduces you to her husband. \*That's **demand and supply gap**\*

You see a gorgeous girl at a party. You go up to her and before you say anything, another person come and tell her: "I'm rich. Will you marry me?" and she goes with him. \*That's competition **eating into your market share**\*

You see a gorgeous girl at a party. You go up to her and before you say: "I'm rich, Marry me!" And your wife arrives. \*That's **restriction for entering new markets**\*



# PRince

By - Triambak Sharma



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If I will not get **NOTE**  
from candidates..I will  
go for new button..**NOTA..**

Elections in  
5 States in  
Nov 2013  
New Button - None  
Of The Above-NOTA

How will  
we stop  
Cash against  
Vote..

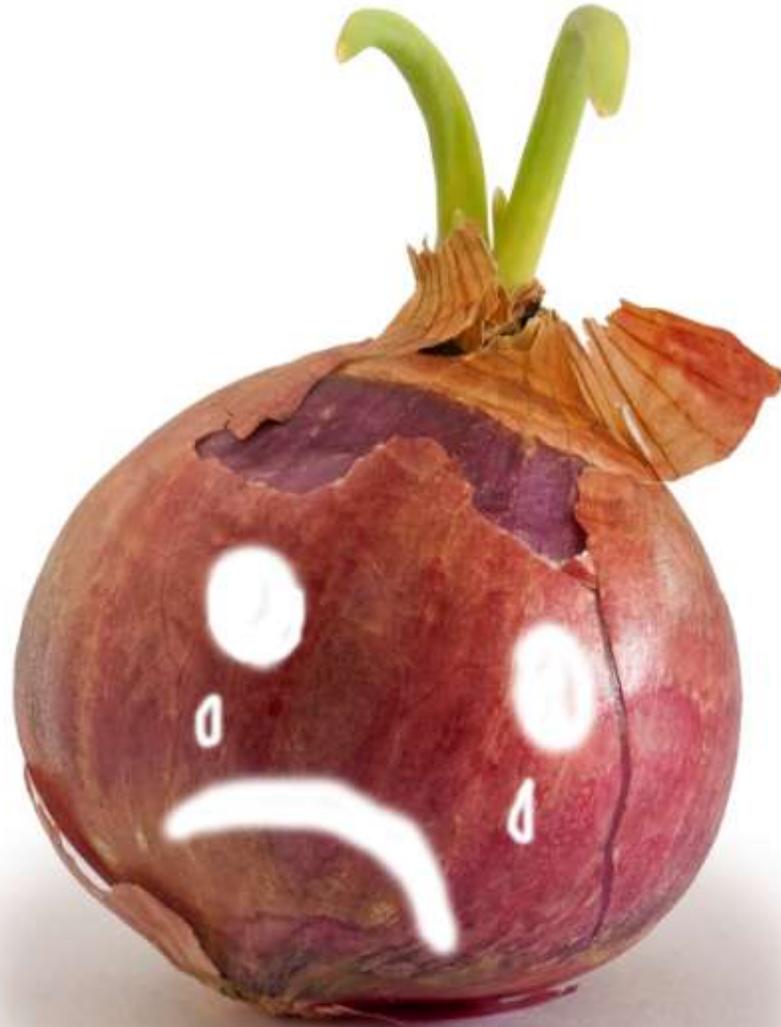


©TRPAMBAK



## Controversy

### Why Onion Brings Tears to Common Men and Rulers?



In the recent days the onion has brought tears to the common men and to the rulers. Common men are affected because of the three- to four-fold price rise of onions, touching the century mark per kilo, when they are already suffering from other price hikes. Rulers are in tears that the onion may bring down the Government when major states are in the midst of State Elections and the General Elections are approaching. In 1980, Indira Gandhi came to power defeating the then ruling party, citing onion price as part of her campaign. Again in 1998, BJP lost power to Congress in Delhi for the same reasons. It is now the turn of the opposition parties to exploit the 'onion politics'.



## **Onion production**

The Onion is part of the important staple food in India for both vegetarians and non-vegetarians. Around 15 million tonnes of onion are consumed every year in India. India produced 16.65 Million tonnes in 2012-13 (17.5 Million tonnes in 2011-12). India is the second largest country in the world after China, to produce onions. India contributes nearly 19% of the global production.

Unfortunately, India ranks as the third lowest for yield per hectare, among the top 20 producers of onion. What puzzles everybody is the sudden increase in prices, particularly during the festival seasons, when the consumption is going to be high.

## **Onion exports**

Some analysts attribute the crisis to the export of onion from India to various countries like Bangladesh, Singapore, Malaysia and the Gulf countries. According to the National Agricultural Co-operative Marketing Federation (NAFED) – the Government body to monitor the export and import of agricultural products – the export of onions during FY 2011-12 was 18.2 lakh tonnes (Rs.2295 crores). In the first six months of the fiscal 2012-13, India has exported only 7.16 lakh tones (Rs.1450 crores). Now, the Central Government has increased the Minimum Export Price (MEP) from US\$650 to US\$900 per tonne, to discourage the exports. However, experts say that earlier commitments to other countries could not be stopped abruptly quoting internal reasons, as this might affect India's credibility in the global market. India has to fulfill the export commitments, even if it incurs loss or affects the domestic market in the bargain. NAFED has recently called for tenders to import onions from Pakistan and China. It might take a few weeks to procure the imported onions.

## **Crops damaged in heavy rains**

Another reason quoted by the experts is the heavy rains in Maharashtra, Karnataka and Andhra that has damaged the crops. These three states contribute more than 50% of India's production.

## **Lack of cold storage facility**

In India, more than 50% of the agricultural products are wasted due to lack of appropriate storage facility, including during transit.

## **Hoarding by middlemen with the help of politicians**

Most of the experts contacted, point the fingers on the middlemen who hoarded onions to hike price. They quoted 8 layers of middlemen between the farmer and the retailer for agricultural products. In the case of imports, there seems to be 4 to 5 layers of middle men. Even recently, the Food Minister, Thomas, accused middlemen for the price hike. It is strange why the Indian Government, which blames the middlemen, is unable to prevent the same by taking corrective stern action. Some of the Maharashtra politicians are also blamed for this phenomenon and for supporting the middlemen.

Whatever be the reason, the common man on the street is in helpless despair.

Input courtesy: Prof. Dr. Prabhakar Krishnamurthy, Management Professor

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## Ignited Minds

### Inspiring Story of Divya, Who Challenged the Challenges



In the Jan 2010 issue of our ezine PreSense (<http://www.prpoint.com/ezine/presense0110.pdf>) we wrote about the plight of a poor student Divya, who struggled to get finance to pursue her engineering studies. During these three years, she braved all challenges and completed her engineering course, procuring the 30<sup>th</sup> rank in the state. She has become a role model for all youngsters to 'challenge the challenges'.

#### Challenges started from childhood

Divya (now 21), hailing from a very poor family, lost both her parents at a young age. She does not remember the faces of her parents. She was brought up by her grandparents at Thirukkazhukundram, a small village close to Chennai. Her grandmother passed away when she was studying in school. Her grandfather, Loganathan with his meagre pension of Rs.2000, took care of her.

Her school teachers helped her to obtain some scholarships for her studies. Poverty and life's challenges did not deter her from her goal. She secured 96.5% marks in the 10<sup>th</sup> Standard and 95.2% in her the 12<sup>th</sup> Standard. She secured admission for engineering in the Valliammal College (SRM Group), on merit.

#### Challenges in pursuing engineering course

She did not have money to pay the fees of Rs.44,000 for the first year of college. She approached many banks for support. In spite of her meritorious credits, no bank came forward to help her. Determined, the young girl approached everybody she met, for help. Being a brilliant student at school, the Principal of the school, Peter Ponnaiyah and her class teacher, Sathiyamurthy introduced her to an NGO, Team Everest, run by the software engineers of Cognizant Technology. Team Everest is part of Action 2020 team, an informal platform for various youth organisations.



After verification of her credentials, they collected Rs.44,000/- from their members and paid the first year's fees and admitted her to the college.

At this stage, Team Everest circulated a mail in the 'Action 2020 group' about the plight of this girl and her background and the reluctance of banks to give her education loan, in spite of her meritorious performance. Team Everest sought contributions to meet her education expenses.

This motivated the Action 2020 team to find a permanent solution for such poor brilliant students who were not supported by banks. Action 2020 contacted RBI's Deputy Governor Dr K C Chakrabarty directly, and explained the situation. Within 24 hours, education loan was sanctioned by Canara Bank, Thirukkazhukundram Branch. This incident triggered the beginning of the 'Education Loan Task Force' that continues to create awareness about Education Loan ([www.eltf.in](http://www.eltf.in)).

### **Action 2020 adopting her as daughter**

When Divya was studying in her second year, her grandfather passed away. The young Divya was shattered as her only supporting family, passed away. No relatives came forward to support her. Even when her grandfather was in the death bed, she appeared for her semester examinations without much preparation. Immediately, the Action 2020 team adopted her as their 'daughter' to ensure her smooth education. Ms Lakshmi Radhakrishnan, one of the senior academicians was made her mentor.

Gopu and Jayakumar, the officials of the SRM Group hostels helped her with a part-time job and free stay in the hostel, with the permission of their management.

### **Securing 30<sup>th</sup> rank in the State**

She has secured 8.75 CGPA (out of 10) and 30<sup>th</sup> rank in Tamil Nadu among all the affiliated engineering colleges.

Braving all challenges, Ms.Divya completed her engineering degree (BE Computer Science) from the Anna University. She has been selected for a job placement by TCS in the campus recruitment 2012 and she is awaiting the appointment orders. She has secured 8.75 CGPA (out of 10) and the 30<sup>th</sup> rank in Tamil Nadu among all the affiliated engineering colleges. 6302 students have acquired the engineering (BE Computer Science) degree from all the colleges. Ranking of the students is decided on the basis of performance with the criterion of a 'history of no arrears'. Even if a student is absent for an examination or clears in

a second attempt, he/she would not be considered for ranking.

### **Awaiting employment**

She is yet to get employment order from TCS in spite of her University ranking and she continues to stay in the hostel and work in the hostel office. Mr Suresh Kamath (part of Action 2020), one of the iconic software designers of India is now personally teaching her software designing and architecture techniques.



## Dr APJ Abdul Kalam to meet Divya

When Action 2020 wrote to Dr Abdul Kalam about her achievement, he wanted to meet and bless her during his next visit to Chennai. This ezine *PreSense* is going to honour her during the Sansad Ratna Awards 2014 on 1<sup>st</sup> February 2014 for her achievement. Mr R K Dubey, Chairman of Canara Bank has confirmed that he would be present, to honour this girl.

## Divya's optimism and determination

How was she able to achieve this, braving all challenges? "We have many good people around us. When we are honest and sincere in our goal, even unknown people try to help us. The same thing has happened in my life. Whenever I get depressed, I immediately think of the many people who are with me and supporting me. This gives me more energy. I am grateful to all the people who helped me, including Canara Bank. I do not know how I am going to reciprocate their gesture. Since I know the sufferings of poor people like me, I want to start a trust after I settle down in my life, in the name of my grandfather and my grandmother (Loganathan and Krishnaveni) to help the suffering people. That is how I can repay my gratitude partially to the society", Says Divya emotionally with tears rolling in her cheek.

"Abdul Kalam Sir used to always say that we should never give up our goal. He used to say that we should not allow the problems to defeat us and we should defeat the problems. His words used to always inspire me. I have always erased the past to write my future. I am an optimist. If a problem can be solved, why

should I worry? If a problem cannot be solved, there is no use of worrying. I am excited to receive the congratulatory wishes from Dr Abdul Kalam Sir personally and I am looking forward to the great day when I am going to meet my role model Dr Kalam Sir personally to take his blessings", Divya says with a glitter in her eyes.

PreSense congratulates Divya for her courage at this young age to defeat the problems and to come out successful.

Divya's email id is [divyalogan92@gmail.com](mailto:divyalogan92@gmail.com)

Article by Sukruti A Vadula, Editorial Team Member

"Abdul Kalam Sir used to always say that we should never give up our goal. He used to say that we should not allow the problems to defeat us and we should defeat the problems. His words used to always inspire me".

**Do you want to know about the IBA/RBI guidelines on Education Loan and Interest subsidy?**

**Please visit the site of Education Loan Task Force (ELTF)**

[www.eltf.in](http://www.eltf.in)

**Any harassment / violation by banks may be reported to [info@eltf.in](mailto:info@eltf.in)**



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