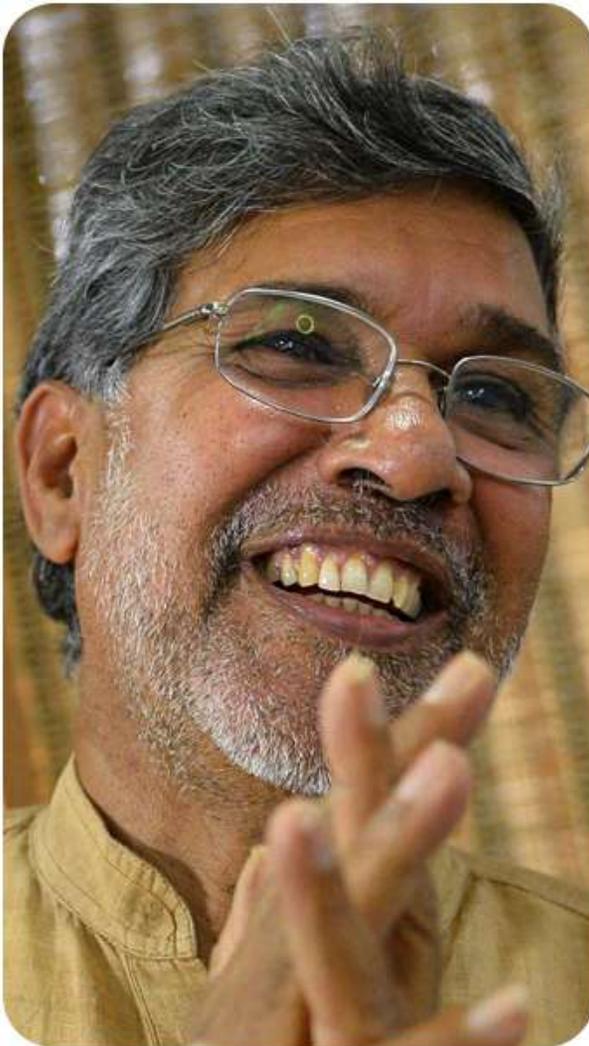


PR SENSE

Spreading Positive Vibrations

Issue No 91 – Oct 2014
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Cover Story of the Month



Kailash Satyarthi

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Contact

www.corpezine.com

editor@corpezine.com



From the Desk of Editor-in-Chief

We are pleased to release the 91st (October 2014) edition of your ezine, PreSense with the usual interesting contents. In this issue, we have featured Kailash Sayarshi, Nobel Laureate, who has made every Indian proud.



To commemorate 'World Dictionary Day', observed during the month of October, we have featured some interesting information about

the early days of the Dictionary. We have also brought out an interesting, researched article on Ayurveda and how it is complemented by the findings of modern science. We hope you will continue to enjoy this edition. Please send us your feedback.

K. Srinivasan



Rashtriya Ekta Diwas (National Unity Day)

31st October

to mark the birth anniversary of

Sardar Vallabhbhai Patel
(India's first Dy. Prime Minister & Home Minister)

popularly known as
'Iron Man of India' for uniting the entire country
by bringing together 500+ Princely States

All the past editions of this ezine may be downloaded from the
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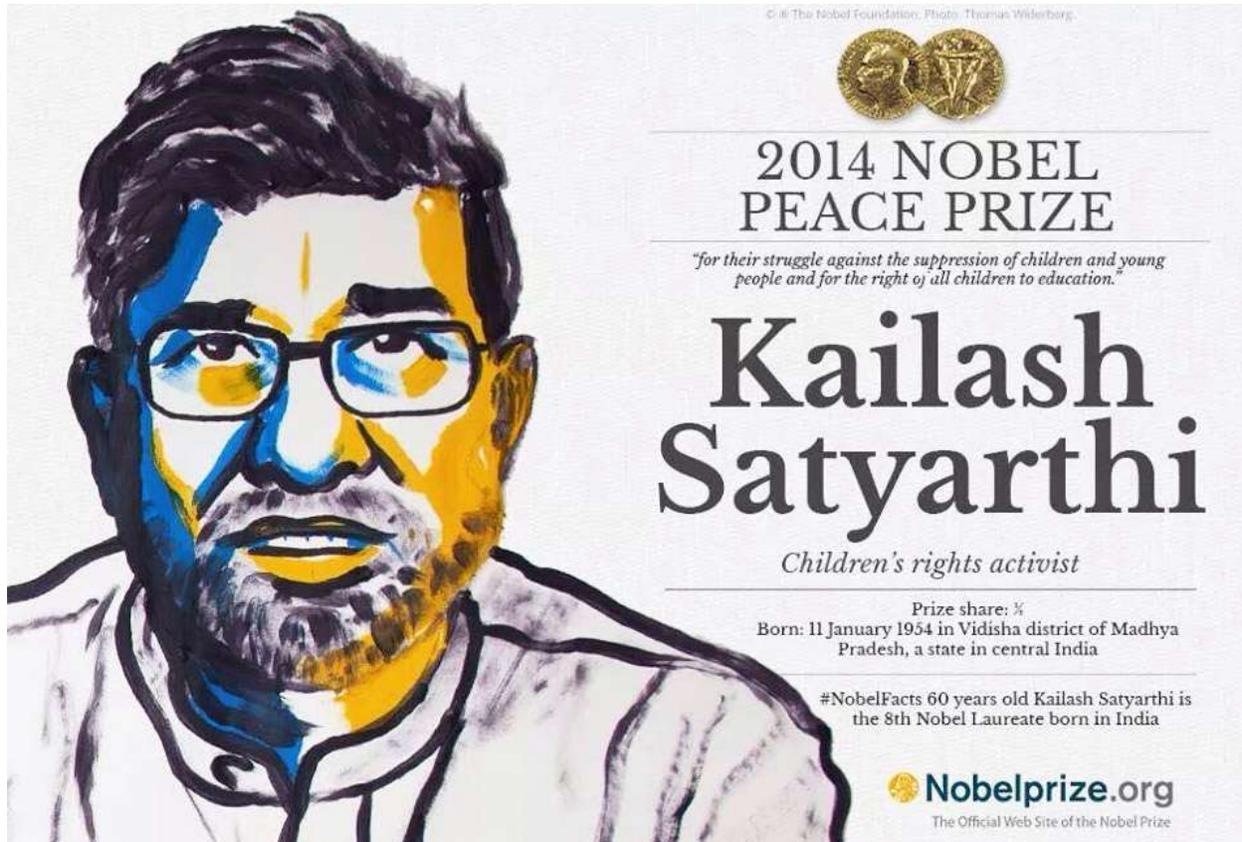
If you have a flair for writing and desire to contribute articles to this ezine on our usual format and topics, you may kindly contact us at
editor@corpezine.com

(Young professionals and students preferred)



Cover Story

"India has hundreds of problems and millions of solutions" - Kailash Satyarthi, Nobel Laureate



On 10th October 2014, when the chairman of the Nobel Committee and Norway's former Prime Minister, Thorbjørn Jagland announced the name of Kailash Satyarthi, an Indian child rights' activist as the 2014 Nobel Peace Prize recipient, the entire nation, including the media, started looking up his name in the Google Search. Though Kailash Satyarthi is known at the international level, winning several awards for his works, the 'sensation-hungry Indian media' had apparently not considered him worth featuring him before this Nobel Prize.

Satyarthi is a member of a High Level Group formed by UNESCO on 'Education for All' comprising select Presidents, Prime Ministers and UN Agency Heads. As one of the rare civil society leaders, he has addressed the United Nations General Assembly, the International Labour Conference, the UN Human Rights Commission and UNESCO, and has been invited to several Parliamentary Hearings and Committees in USA, Germany and UK in the recent past.

Though Kailash Satyarthi is known at the international level, winning several awards for his works, the 'sensation-hungry Indian media' had apparently not considered him worth featuring him before this Nobel Prize.



As an advocate for quality and meaningful education, Kailash Satyarthi has addressed some of the biggest worldwide congregations of Workers' and Teachers' Congresses, Christian Assemblies and Students Conferences as a keynote speaker on the issue of child labour and education.

Kailash Satyarthi has won this \$1.11 million dollar Nobel Peace Prize jointly with Pakistan teenager, Malala Yousafzai who is working for girl's education, braving the Talibans.

Kailash Satyarthi was born in 1954 in Vidhisha in the state of Madhya Pradesh, to a Police officer, and he completed his degree in **Electrical** Engineering in a Government College. Influenced by Mahatma Gandhi and other social activists, right from his school days, he took keen interest in helping poor children get proper education.

Giving up his career in 1980, Satyarthi founded the 'Bachpan Bachao Andolan' (Save the Childhood Movement) and began raiding factories, brick kilns and carpet-making workshops where children and their parents often pledge themselves to work for decades in repayment of short-term loans taken by them. He held campaigns, peaceful protests and demonstrations against child labour, focusing on the exploitation of children for financial gain.



“ Data from non-government organisations indicate that child labourers could number 60 million in India or 6 percent of the total population. The children are employed not just because of poverty in the family, illiteracy, ignorance, and the ineffectiveness of development and education programmes, but mainly because of the great benefit derived by the employers from child labour as the cheapest or free option. Part of the financial gain from this practice was used to bribe officials.

After winning the Nobel Peace Prize, Kailash Satyarthi said that data from non-government organisations indicated that child labourers could number 60 million in India or 6 percent of the total population. He added that the children are employed not just because of poverty, illiteracy and ignorance in the family, as well as the ineffectiveness of development and education programmes, but mainly because of the great benefit derived by the employers from child labour as the cheapest or free option. Part of the financial gain from this practice is used to bribe officials, he added.

Kailash Satyarthi dedicated his Nobel Prize to those children still suffering under slavery, bonded labour and trafficking. He described this as an honour to them.

In spite of his tireless work in addressing this challenging issue, he is highly optimistic. He says, "India has hundreds of problems and millions of solutions". His words are a real motivation for all.

His website is <http://www.kailashsatyarthi.net/>

By K. Srinivasan, Editor in Chief



Dr Kalam, A Communicator Par Excellence A Mystic Experience

(On 15th October 2014, Dr APJ Abdul Kalam turned 84 years of age. Five years ago, on 7th October 2009, he had met some young members of Action 2020 Team. The following day, K. Srinivasan, Editor in Chief of PreSense shared the following note with members of India Vision and other groups. In commemoration of Dr Kalam's turning 84 this month, we share this note with the readers.)



Dr Abdul Kalam meeting Action 2020 members at Raj Bhavan, Chennai on 7th October 2009

As a communication professional, I used to wonder in awe about the communication strategies of Dr Abdul Kalam. After Mahatma Gandhi, only Dr Abdul Kalam, at the age of 78, is able to attract a large number of the youth across the nation. Nowadays, even youngsters from USA and the European countries are keen on listening to Dr Kalam.

What is the secret in his communication strategies? As a person involved in communication, I have been observing his various communication strategies as well as his body language, voice modulation and eye contact. As already circulated, Action 2020 Team of India Vision online group, had the opportunity of meeting Dr Kalam on 7th October 2009. I share some of my experience.

Everyone felt he/she had interacted with Dr Kalam

The introduction and Dr Kalam's speech took nearly an hour. He spent around 30 minutes in taking questions. He spent around 15 minutes receiving brochures from the members and signing autographs. Nearly 70 members participated in this event. We had given strict



email instructions earlier to all the participants that none of them would be allowed to talk about their individual organisation. Only issues of common interest were to be taken up during the question session.

In some cases, Dr Kalam repeated the names or got their names the second time round, from the announcer. Then he smiled at the person concerned. Probably, the smile and the repetition of the name could have given them an immense level of communication and satisfaction.

When we dispersed after the meeting, I checked with many of the young participants for feedback. Almost all of them said that they could talk to Dr Kalam and interact with him for at least 5 to 10 minutes. I was surprised when all of them had similar feelings about their experience of conversing with Dr Kalam for 5 to 10 minutes. In reality, it could not be so. When we had just 15 to 20 minutes for signing autographs, even if half the audience had spent around 5 to 10 minutes with him, it would have

taken 5 hours.

Dr Kalam had given them the feeling that they had interacted with him to their satisfaction. This is an amazing experience of communication. I observed that whenever the names were read out by representative of our Core Team, the person concerned stood up and greeted Dr Kalam. In some cases, Dr Kalam repeated the names or got their names the second time round, from the announcer. Then he smiled at the person concerned. Probably, the smile and the repetition of the name could have given them an immense level of communication and satisfaction.

Creating A Feeling Of 'I Can Win'

After Dr Kalam's speech, all the participants were highly motivated and charged. During the open session, many people were seen hovering around Dr Kalam, visibly pleased and motivated. In this context, one of the senior members of our team, Mrs Lakshmi Radhakrishnan shared her views with me this morning. Mrs Lakshmi Radhakrishnan quoted from Valmiki Ramayana. While Rama was resting, Hanuman came with the news that Sita was safe at Sri Lanka. All the *Vanaras* gained confidence and motivation. They had the feeling, "I can win". That motivation gave all the *Vanaras* a feeling of joy, happiness and confidence and they were moving around as if intoxicated.

Referring to the current situation, Mrs Lakshmi said, "We, including me, were all roaming like the *Vanaras*, with the confidence 'I can win'. Dr Kalam's motivational speech and his oath gave all of us the sense of confidence and pride. Dr Kalam was quietly sitting at the centre like Lord Rama, leading the team to victory".



“

In the current situation, Mrs Lakshmi was saying, "We, including me, were all roaming like *Vanaras*, after they got the confidence of 'I can win'. Dr Kalam's motivational speech and his oath gave all of us the sense of confidence and pride. Dr Kalam was quietly sitting at the centre like Lord Rama, leading the team to victory".

I now leave it to the readers to visualise the situation of how Dr Kalam motivated the youth that day. I personally felt that Dr Kalam was definitely a 'Communicator Par Excellence'.

Source:

https://groups.yahoo.com/neo/groups/India_Vision_2020/conversations/messages/2600

By K. Srinivasan, Editor in Chief – (originally published on 8h Oct 2009 now reproduced)



Historical Importance of the Month of October

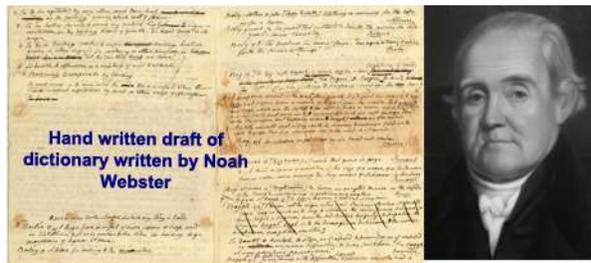
World Dictionary Day (16th October)

Noah Webster

Every year, 16th October is observed as 'World Dictionary Day', marking the birthday of the great American lexicographer, Noah Webster – the father of the modern dictionary.

Webster's negative experiences in his primary school motivated him to improve the education experience of future generations. They had poor underpaid staff, no desks, and unsatisfactory textbooks that came from England. Webster believed that Americans should learn from American books; so he wrote a three-volume compendium, A Grammatical Institute of the English Language. The work consisted of a speller (1783), a grammar (1784), and a reader (1785). His goal was to provide a uniquely American approach to educating children.

Webster was not just a lexicographer. He was also an American textbook pioneer, an English-language spelling reformer, a political writer, an editor, and a prolific author. His blue-backed speller books taught five generations of American children how to spell and read, secularising their education. His two-volume American Dictionary of the English Language published in 1828 (when he was 70) earned him a place in history as the foremost lexicographer of American English.



Hand written draft of dictionary written by Noah Webster

Noah Webster took 28 years to complete the American Dictionary. During this period, he learned 26 languages, including Old English, Ancient Greek, Latin, and Sanskrit. The final draft listed and defined 70,000 words.

Webster took 28 years to complete the American Dictionary. During this period, he learned 26 languages, including Old English, Ancient Greek, Latin, and Sanskrit. The final draft listed and defined 70,000 words. This had 30,000 words more than Samuel Johnson's dictionary, which was published almost a century earlier. One out of every six words in Webster's dictionary was not listed in any dictionary earlier.

He took the opportunity to push through his ideas on English spelling reform such as 'center', 'color', 'honor', 'ax', etc.

Earlier Dictionaries

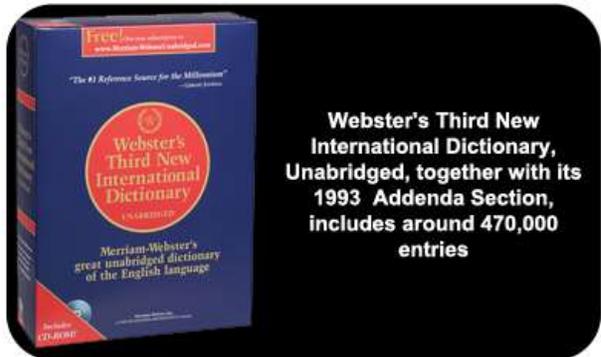
Samuel Johnson published an English dictionary on 15th April 1755. The Johnson's Dictionary, is among the most influential dictionaries in the history of the English language. Johnson took nearly nine years to complete the work. Remarkably, he did so single-handedly, with only clerical assistance to copy the illustrative quotations that he had marked in books. Johnson produced several revised editions during his life.

Johnson's dictionary was neither the first English dictionary, nor even among the first dozen. Over the previous 150 years, more than twenty dictionaries were published in England, the oldest of these being a Latin-English "Wordbook" by Sir Thomas Elyot, published in 1538.



Robert Cawdrey's "Table Alphabetical", published in 1604, was the first single-language English dictionary ever published. It lists approximately 3000 words, defining each one with a simple and brief description. At this time, the English language was expanding - influenced by trade, travel and new innovations in the fields of arts and sciences.

Right from 1538, the English dictionary had been evolving, leading to detailed compilation of the word, usage in a sentence, the Thesaurus, and Technical dictionaries relating to specific domains.



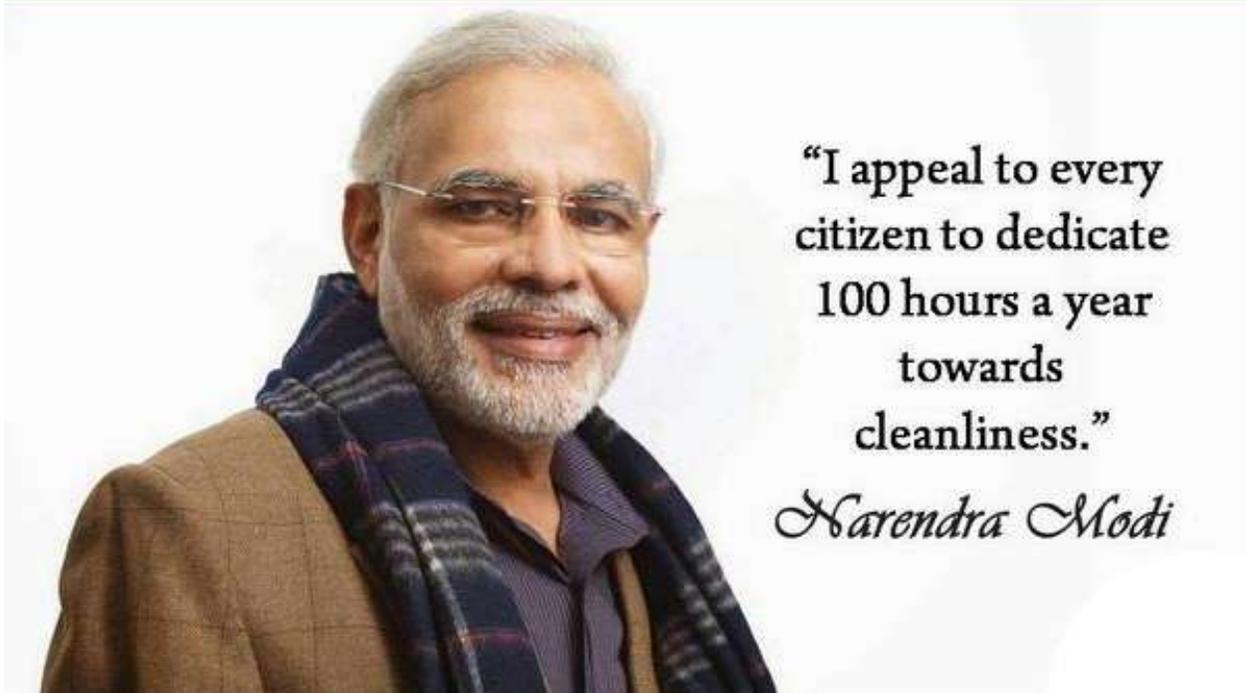
Some Interesting Facts About Dictionaries

Webster's Third New International Dictionary, Unabridged, together with its 1993 Addenda Section, includes around 470,000 entries. The Oxford English Dictionary, Second Edition, reports that it contains a similar number.

There are 18 popular English dictionaries available. Nowadays, many online dictionaries have also become popular.

By Sukruti A Vadula, Editorial Team.

MISSION SWACHH BHARAT



From the Archives of E-zine PreSense – Oct 2008

What are Cyber Crimes?

Phishing: The process by which someone obtains private information through deceptive means, authenticating credentials, in order to assume someone else's identity. The phisher, viz. The person doing the act of phishing, sends an email and directs the victim to some fake web-sites (which appear genuine like your favourite bank's web site) and advises the user to divulge his User ID for internet banking along with other private information like password, credit card number and possibly the 3-digit code number in the credit card (called the CVV or the CVC). With such information, the phisher then accesses the actual web-site and does an e-commerce or e-banking activity at the cost of the victim.

Skimming is a process of copying the magnetic strip information from a credit card into a small handheld electronic device, called skimmer (now available in the form of contactless and remote facility too) which scans and stores the card data from the magnetic strip. Such information is then passed on to people engaged in the manufacture of counterfeit cards. With the name of the bank and the card-holder (already available at the shop, where the skimming was made) this information will then be embossed in the card and the card looks like original! Fraudsters then indulge in shopping (either in person or on-line) with such fake cards. The victim will get to know of it only after he receives the card statement from the bank.

Computer hacking is the act of getting into someone else's computer involving some degree of infringement on his privacy and causing damage to information like computer files or any software stored therein. Unlike most computer crimes and computer misuse which are clear cut in terms of actions and legalities like software piracy etc, hacking is a little more complex to define and describe as an offence. Hacking may result in simple invasion or annoyance to a computer or to the point of illegal destruction or otherwise affecting the information therein. Ethical hacking (which is now being taught and learnt as a subject) involves the use of technical knowledge by individuals willing to take the risks required to become a true "hacker" to explore the weaknesses in any system to confirm that the computer system is really robust enough to withstand any hacking attempt.

Spoofing means maliciously deceiving someone. IP Spoofing refers to the transmission of data with a forged (spoofed) source Internet Protocol address with the purpose of concealing the identity of the sender or impersonating another computer system, thereby duping the receiver to believing that the mail has been sent by the system whose IP address has been forged. Similarly, email spoofing refers to the act of sending an email to make it appear as if it came from somewhere or someone other than the actual one by altering the header information after connecting to the mail server.

Cyber Stalking means causing harassment to someone through computer. Commonly reported forms of stalking include sending repeated emails or SMS to a victim causing mental disturbance or mental agony affecting the behaviour of the victim in a psychological manner. Similar to receiving obnoxious and objectionable telephone calls, the victim receives emails and SMSes from the fraudsters, causing embarrassment that affects his mental health.

By V Rajendran, Cyber Society of India (Now Editorial team member)

Source: <http://www.primepointfoundation.org/presense/presense1008.pdf>



Ancient Indian Wisdom

Health, Aging and Ayurveda (In commemoration of World Elders Day on 1st October)

"People grow old and die because they see others grow old and die"

The renowned authors, Deepak Chopra and David Niven Miller attributed the above quote to an ancient Indian sage who saw the process of aging as deeply rooted in, and influenced by a person's own belief system.

You are What You Think

Thoughts can heal. They can also kill. Nothing holds more power over the body than the thoughts and beliefs of the mind. A bout of depression or stress can wreak havoc with the immune system. Falling in love can boost it. Despair and hopelessness raise the risk of heart attack and cancer. Joy and fulfillment can sustain health. Thus, the line between biology and psychology is thin and blurred.

Mitosis and apoptosis (cell division and cell death) processes reveal that every week we have a new stomach, every month a new skin lining, and every three months a new skeleton. Except for some cartilage and pieces of bones, almost 98 per cent of our body is recycled annually. Our body is a process rather than a structure. It is a verb rather than a noun.

The Process of Aging

The discovery of telomere, an enzyme associated with aging, by Elizabeth Blackburn won her the Nobel Prize in 2009. Telomere is a cap at the end of our chromosomes, like the end-cap of a shoelace. Telomere encloses and protects the chromosome/gene. Telomere tends to deteriorate with age.

When telomere becomes short and falls apart, cells cannot replicate anymore and death occurs. So, acceleration and deceleration of aging depends on telomere. It is interesting to note that Dr Elizabeth's studies with Dr Dean Ornish of the Preventive

Medicine Research Institute, USA, revealed that the practice of meditation increased the length of telomere and strengthened it. So, can meditation be the answer to staying young?

We may prefer to believe that an inevitable process programmes our life to age according to a chronological numbering system. It would seem farfetched to accept that we, with our inherent belief about the inevitability of the life cycle of aging and death, may be causing the aging process ourselves. The next best life practice then, is to maintain good health during the lifespan and especially in old age. Ayurveda is one ancient Indian practice that takes care of this aspect.



Meditation

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Health and Ayurveda

The term, Ayurveda comes from the Sanskrit words *ayuh* meaning 'life or vital power' and *veda* meaning 'knowledge' – the knowledge of long life. The Ayurveda theory evolved from a deep understanding of creation through deep meditation and other spiritual practices by the great *rishis* or seers of ancient India.

These Ayurvedic teachings were customarily passed on orally from teacher to student for over 1000 years. Eventually, written texts on the principles were compiled, the oldest being the *Atreya Samhita* (1500 BC), which is considered the oldest medical text in the world. The wisdom of Ayurveda was recorded in Sanskrit, the ancient language of India.

Health in Ayurvedic context means the body is free of toxins; the mind is at peace; the emotions are calm and happy; wastes are efficiently eliminated; the organs function normally; and the immune system is strong. Disease is the imbalance or disruption of this natural state. Disease is more than just a physical state. It has a spiritual, mental and emotional component. Health requires you to make wise and knowledgeable choices, not only for the body, but for the spirit, soul, and mind as well. Ayurveda describes the mind as a link to the huge quantity of information gathered by the body's five sense organs and processed by the intelligence for delivering proper action.

Aging and Ayurveda

In the Ayurvedic texts, we find references about conditions of deterioration in memory and

In the Ayurvedic texts, we find references about conditions of deterioration in memory and intellect, which are Dementia and Parkinson's Disorder. Lifestyle practices have a role in preventing/developing cognitive disorders. It is found that Alzheimer's Disease (AD) is more common in communities where the elderly are socially isolated, and it is less common where social supports are available. Healthy diet and physical activity, including meditation and yoga, too help to prevent these cognitive disorders.

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The traditional Indian model of the society has excellent concepts regarding the all-round development of an individual, with appropriate stress on the importance of caring for the ageing members of the family. Going back to our Indian roots is a practical option, as it delves deep enough to tackle every single issue regarding the elderly. Ayurveda believes that old age is a valuable source of wisdom, virtues, enjoyment and knowledge.

Compiled by Susan Koshy, Editor

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PRince

www.cartoonwatchindia.com
cartoonwatch@gmail.com



BY - TRIAMBAK SHARMA

It is not
our culture
to hate BLACK
then why
MONEY...



Controversy

Celebrating the Bail – Question Remains Unanswered!

The recent grand reception accorded to Jayalalitha on her return to Chennai from the Bangalore jail after obtaining bail has triggered a controversy. Jayalalitha was sentenced to 4 years' imprisonment and an INR100 crore (Rupees 1 billion) penalty under Prevention of Corruption Act, by a Special Court at Bangalore and she was taken to prison the same day. After obtaining interim bail at Supreme Court, she returned to Chennai on 18th October 2014. Her appeal for setting aside the conviction is still pending with the Bangalore High Court.

She was given a grand reception from the exit gate of the prison at Bangalore till she reached her house at Chennai. Many of the local as well as national TV Channels covered this event live.



This has generated a political and ethical controversy. A section of the intellectual people and her supporters justify this as an outburst of the emotion of the cadre for a popular mass leader. They also quote the examples of similar grand receptions accorded to other politicians accused or convicted for corruption. Kanimozhi (2G scam), A Raja (2G scam), Jagan Mohan Reddy (disproportionate assets), Kalmadi (CWG scam), Lallu Prasad Yadav (fodder scam), Yeddiyurappa (land scam) and Om Prakash Chautala (employment scam) were all given a grand reception by their supporters when they were released on bail.

In fact, Lallu Prasad Yadav and Chautala came out of the jail on bail after conviction. They argue that cases filed against these political leaders were from political vendetta. There was therefore, nothing wrong in celebrating their release on bail.



On the other hand, another group argues that the leaders were sent to jail only after due investigation and judicial process proved their involvement in the crime. The nation is constantly fighting against corruption and abuse of power. Under these circumstances, celebrating the bail is the mockery of the fight against the corruption, they argue. They point out at the hypocrisy of the people, who protest against corruption, while welcoming their own favourite leaders when they are released on bail after their arrest. The media has played a cautious game in their coverage of the event, capitalising on the opportunity to plough revenue from the sensation.

During the freedom movement, the freedom fighters only had their family members waiting to receive them when they came out of the jail.

Is celebrating bail as in these instances a correct practice? The question remains unanswered.

By K Srinivasan, Editor in Chief

Rajaji, the conscience keeper of Mahatma



This is the tiled mud house (10 feet x 17 feet) where C Rajagopalachari (Rajaji) was living with his children for 10 years from 1924 to 1934 at Gandhi Ashram, Tiruchengode (Tamil Nadu). At that time, Rajaji was the National General Secretary of the Congress Party.

As the first Governor General of India (June 1948 to Jan 1950), he lived in the palatial Viceroy's House at Delhi (now known as Rashtrapathi Bhavan). Even in the palace, he was living a simple life.

Pandit Jawaharlal Nehru said: "Rajaji looks upon the cottage as a palace and the palace as a cottage".



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K. Srinivasan
Editor in Chief



Susan Koshy
Editor



V. Rajendran



Triambak Sharma

Editorial Advisors



V. Ponraj



T N Ashok



Sukruti A Vadula



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Feedback and sponsorship
editor@corpezine.com

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