

PR SENSE

Spreading Positive Vibrations

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Cover Story of the Month



US Election 2016

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From the Desk of Editor-in-Chief



Editorial Team wishes all readers a Happy Diwali. We are pleased to release the 116th (October 2016) edition of your ezine PreSense with the regular interesting contents.

After the surgical strike by the Indian Army in retaliation for the Uri attack by insurgents, some political parties have been over-critical about the military operations, their actions and their welfare, creating avoidable controversy involving the military forces. Our Editorial appeals to all concerned not to drag our Army into their political debates.

The world is closely watching the US Presidential Election. Our Cover Story explains the procedure of US elections in a nutshell, with a brief on the trend it is taking.

In the recent days, there have been debates about politicisation of education institutions. We present the successful student democratic model adopted by IIT Madras in a detailed article on the subject.

We are confident that you will continue to enjoy this edition. Please share your feedback with us.

K. Srinivasan

New Initiative of PreSense – Publishing eBooks

Digital reading of books and material has become increasingly popular, as they can be read on any device like the phone, the tablet, the iphone and the desktop, and tools like Kindle. Ebooks are becoming popular nowadays. At the same time, people prefer to read brief contents and quickly in the digital medium. They prefer less number of pages in the digital format than what they could read in the print format.

Keeping the digital trends in mind, the Editorial Team of PreSense has come out with a new initiative called 'PreSense-ebooklet'. This initiative provides an opportunity to all, especially youngsters, aspiring to become authors, to learn digital writing. Unlike the ezine PreSense, PreSense-ebooklet will not have any periodicity. As and when ebooklets are ready, they will be released through e-groups and other channels like the ezine. Announcements will be made in the ezine PreSense every month on the details of the ebooklet published. For more details, please visit <https://goo.gl/1BEY46>

During November 2016, PreSense will also be launching a new website to encourage digital writers to contribute articles to be showcased on this website.

Those who are interested in writing an ebooklet or articles on any theme may contact editor@corpezine.com for guidance about the structure, font, design, etc. The objective of this initiative is to motivate potential writers to become 'authors'. For time being, there is no revenue model for this scheme.



Editorial

Leave the *Jawans* Alone to Perform Their Duties

Today, we live in India without feeling overtly insecure about the threats that lurk at the borders of our country where infiltrations and terror attacks recur. We owe this comfort of feeling safe to our military officers and our *Aam Jawans* on guard there. They stay on constant vigil against terrorists and guerrillas. Some have sacrificed their lives in combats against them.

As fellow countrymen, we remain in gratitude and respect towards them. We endeavour to contribute in whatever way we can to alleviate the sorrow of the *jawans'* families and support their welfare. These have been our gesture and attitude over the years and decades, towards our brethren who defend our country. No doubt, we need to be constantly reminded of their silent contribution to make our lives safe from enemies.

In the recent past however, the country has turned overtly conscious about the toll the armed forces have been taking, probably due to the increased cowardly terrorist attacks executed in the darkness of night on unarmed and unsuspecting *jawans*. The media has gone ahead and put the *jawans* on prime time, by discussing the acts of the terrorists, the plight of our *jawans* and their families. These issues are debated by socialists, retired army personnel, politicians, and even dignitaries and journalists from across the border. There is excessive exchange of verbal fury and defensive arguments with little constructive outcome. Other debates questioned the legitimacy of the surgical attacks by the Indian Army.

If this was not enough, some political parties with vested interests, and in their feeble attempts to draw public attention to their fading presence, have dragged the armed forces into their agenda. They have indirectly associated the army in their blackmailing stunts and ransom demands in the name of patriotism. The army meanwhile remains oblivious and unconnected with these political dramas purportedly carried out on their behalf. These political parties would have almost got away with their gimmicks, if some of the investigative media, some bold filmmakers and the hurt family members of martyred *jawans* had not spoken up against the farce.

This is now an appeal. Let us pause, introspect, hold a thought of prayer and gratitude for the armed forces and their families, do what we can with sincerity and from the heart, and leave them alone to do their duties at their posts. Let us not distract their attention with frivolous issues about what they should do and how. Surely, the armed forces know better than the panellists and the man on the street about how to deal with the threats along the border.

Instead, let us work for their welfare where it matters, influence where possible in giving them the facilities and welfare perks that they deserve, and always remember that we stay safe because of them. Let us salute these true heroes and treat them with sincerity and respect. The recent advertisement by Hero Motor Corp aired the true depiction of this true salute we must give our armed forces: <https://www.youtube.com/watch?v=3u0Mcb2-NGM>

Jai Hind.

By Susan Koshy, Editor



Cover Story

The US Election Process – How It Works



There are 195 countries in the world today. Each country has its own system of governance and elections. Then why does the world follow the US elections so closely? The reason is that the American presidential election is a little more than just a political spectacle. The next US President will be the voice and figurehead of one of the world's largest economies. USA is the world's largest trading nation and its future President will be the one responsible for negotiating trade agreements that affect the lives of billions worldwide. The United States (US) is a dominant force with regard to its military, economy, currency, source and destination of investment, technology, popular culture and political leverage, influencing the whole world.

A Little Bit of History

When the American Constitution was written in 1787, it basically left the decision to each of its states on who could vote in elections. Most states did not at first give the right to vote to women and African Americans. In 1870, five years after the end of the Civil War, the 15th Amendment was passed, guaranteeing the right to vote to male African Americans. However, it took another 100 years for African Americans to be able to fully exercise this right. American women got the right to vote in 1920 when the 19th Amendment to the Constitution was passed. The following November, millions of American women voted in the presidential election for the first time. The 26th Amendment to the Constitution, adopted in 1971 allowed anyone over 18 years of age to vote.

Surprisingly, no political parties officially existed when the US Constitution was written in the late 1780s. The founders of the country felt that political parties were not a good thing as they could divide people against each other and harm the democracy. However within 10 years after the Constitution was written, the US had two major political parties – the Federalist Party that was a proponent of a strong central government and the Democratic-Republican Party that supported strong state governments. The Democratic-Republican Party later became known as the Democratic Party. The Whig Party developed in the 1830s, eventually split, mainly over the issue of slavery. Pro-slavery Whigs joined the Democratic



Party and many anti-slavery Whigs formed a new party in 1854 and named it the Republican Party. Abraham Lincoln was the first Republican President (1861-1865).

Today, the Democrats and Republicans remain the two leading parties in US. There are other political parties such as the Independent Party, the Reform Party, the Libertarian Party, the Green Party, the Socialist Party, the Populist Party.

Who Can Be President?

The candidate running for President must be a natural-born US citizen, of at least 35 years of age, and a US resident for 14 years. An elected president holds office for four years and can be re-elected once so that he can hold office for a maximum of eight years.

Who Can Vote

Anyone who has completed 18 years of age can vote. There is no national list of eligible voters, so a citizen must first qualify by becoming registered. Citizens register to vote, in conjunction with the place they live. If they move to a new location, they typically have to register again. This registration system has been designed to eliminate fraud.

The US Presidential Election Process

The Presidential election process follows a typical cycle:

1. Candidates announce their intentions to run for the presidential elections in the spring of the year before an election.
2. Primary elections, popularly known as primaries are held in the election process for selecting the presidential candidates. The parties then hold the nominating conventions to nominate their presidential candidates.
3. The nominated presidential candidates participate in presidential debates.
4. The Tuesday after the first Monday of November is the Election Day, when the country's voters elect the Electors, supporting/representing the respective presidential candidates.
5. In December, the Electors cast their votes for the president, in the Electoral College.
6. In early January of the following calendar year, the Congress counts the Electors' votes to declare the elected President of USA.

All About the Voters and the Electors

When the American people vote for the president, they actually vote for an elector who represents that presidential candidate. These electors, chosen by each state, form the Electoral College. Each state has as many votes in the Electoral College as it has senators and members of the House of Representatives. For example, the state of Utah has 2 senators and 3 members of the House of Representatives; so it has 5 electoral votes. States with a small population like Alaska have just 3 electoral votes. Large states like California have more than 50 electoral votes. For this reason, it is important to win in the populous states. There are 538 Electors (in the Electoral College). The presidential candidate must earn an absolute majority of at least 270 of the 538 electoral votes cast by the Electoral



College. When the Congress meets in January, the current Vice President of the United States unseals the envelope containing the votes by the electors, and announces the results to the Senate. This is the official moment when the President and the Vice President are announced elected.

Inauguration Day

The Inauguration Day, when the swearing in of the President-elect takes place, happens on January 20 (or January 21 if January 20 falls on a Sunday) at the US Capitol building in the capital, Washington, DC. On this federal holiday, the President-elect and Vice-President-elect are sworn in, and take office.

A video synopsis of the US Election process is given in the following YouTube link:

<https://www.youtube.com/watch?v=4gseOeySONQ>

In Conclusion

And now, we wait and watch which way the US electorate and electors vote and who will assume the Office of the White House in January 2017.

By Susan Koshy, Editor

With inputs from S. Narendra, Former Information Advisor to Prime Ministers of India

Democrats Expected to Win the White House and the Legislature



An unprecedented political confrontation between the US legislature controlled by the Republicans and an incumbent Democrat President has rendered the country's political system totally dysfunctional during the past eight years. More than once during the last 4 years, the American government was about to be shut down, because the legislature refused to pass the budget proposed by President Obama. Even his nominees to the Supreme Court were not approved by the Senate, a requirement under the Constitution.

Thousands of top level posts could not be filled up due to such Republican intransigence. This situation is likely to ease soon with the prospect of the Democrat party winning the White House as well as gaining majorities in both the Legislature houses. Latest polls predict that Hillary Clinton is edging ahead in the early voting, begun about a week ago. In the 100-member Senate, the Republicans who now have 54 seats are likely to lose the four-seat majority. In the 435-members House of Representatives, again, the Republicans are expected to miss their 247 advantage.

The US voters will not only elect their President on November 8th, but also 34 out of 100 Senate members and 435 members of the House of Representatives. If Hillary wins, for next two years she will have a Democrat Party majority Legislature. In the unlikely event of the Republican Donald Trump winning, one can expect the Democrats administering the same medicine they suffered, to the Republicans.

By S Narendra, Former Information Advisor to Prime Ministers of India (reporting from US)



Ignited Minds

Student Legislative Council @ IIT Madras: Of the Students, by the Students and for the Students

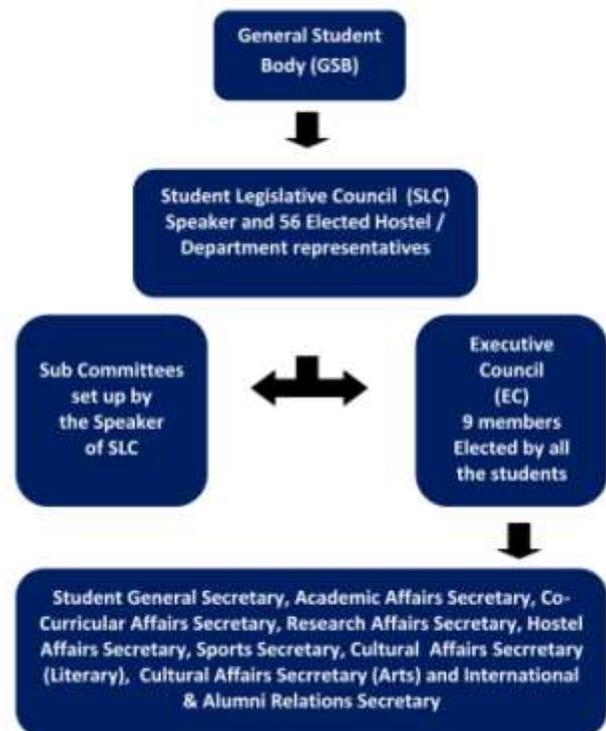
When academicians and social workers criticise the 'politicisation' of educational institutions through student bodies, IIT Madras has been silently implementing a unique model of 'democratisation' of student bodies without politicization along party lines for the past 35 years. Student Affairs Council (SAC), the Student Parliament of the Institute with elected representatives has been successfully functioning within the IIT Madras campus since academic year 1980-81, taking care of student interest in both academic and non-academic matters. The first Student Constitution was formally approved by the Senate of IIT Madras on 6th December 1983, and has undergone 3 revisions, the last one in 2011. Now the fourth revision is under discussion. Recently SAC has been renamed as the Student Legislative Council (SLC).

Looking Back

Prof. L S Ganesh, Professor of Management Studies and Former Dean (Students) was one of the three student-members who drafted and finalised the first Constitution way back in 1980. At that time, he was a research scholar in IIT Madras. He recalls, "During those days, there was a student body known as IIT Gymkhana, which governed the non-academic matters. The office bearers were nominated by the administration. Manmohan Singh (not the former Prime Minister), a research scholar in the Mathematics Department came out with the idea in 1979, as to why students should not play a greater role in the selection process, since IIT had wide range of talents. I joined the Institute in 1980 as research scholar. Prof. Indiresan, then Director encouraged the idea and involved Prof. R Srinivasan, then Dean Student, to frame the constitution. I was one of the three student-members who were involved in drafting and finalising the Constitution, under the guidance of three Professors. Though the first Constitution was approved by the Senate on 6th December 1983, the student representative structure through general elections was implemented in 1980-81. That was the beginning of a new era providing the opportunity to the students to manage the affairs themselves successfully. Based on our experience, the Constitution has undergone three revisions. I am happy about the functioning of Students Legislative Council (SLC)".

Students Legislative Council (SLC) and Executive Council (EC)

This is the Parliament of the entire students' community of IIT Madras. Earlier it was known as 'Student Affairs Council (SAC)'. This body has 56



representatives elected from 20 hostels and 16 departments. Every year, elections are held in the month of March and the new SLC takes over in April. The Speaker is elected by the 56 representatives. Anybody can contest for the post of Speaker. The candidate should not hold any other office. Around 8000 plus students participate in this election process to elect their representatives. The Executive Council (EC, earlier known as Executive Wing EW) consists of 9 elected representatives to look after the various affairs like Academic, Research, Sports, Hostel, etc. These 9 representatives are elected by the 8000 students.

Student Election Commission

The elections are held by the Student Election Commission (SEC) consisting of two Professor-Officers nominated by Dean (Students) and three students nominated by SLC. Every year during August, the Speaker calls for nominations from all the students to be part of the Election Commission. From out of the nominations received, SLC recommends three students to the Dean for appointment to the Student Election Commission. These three students conduct elections, under the supervision of two Professors. Voting is done online.

Restricted Campaign

After the date of the elections to the various posts is notified in March, interested candidates file their nominations. Campaigns based on political, religious, community or caste are strictly prohibited. The candidates can prepare a 'one page' manifesto. 'Soap Box Meetings' are held hostel-wise and department-wise on a specific day, when all the candidates present their manifestos to their electors. The electors openly question the candidates based on their manifestos. Campaigning is stopped 24 hours before the election.

A separate 'Soap Box Meeting' is organised to enable the candidates standing for the posts in the Executive Council to present their manifestos to the entire student body. This is accompanied by open and public debates. The candidates are not permitted to paste posters in the campus and/or distribute pamphlets. The candidates can provide their contents in the approved format to the SEC, who in turn will print sufficient posters and paste them in approved places. E-mail campaign is permitted with the approval of the SEC. Any violation of the campaign guidelines will promptly disqualify the candidates concerned. A transparent and responsive grievance redressal mechanism is in place.

Elections are held on a specified day between 3 PM and 8 PM. 20 polling booths are set up in the 20 hostels. A number of polling booths are also set up in common places to enable day-scholars and others to vote. Voting is done online using software. The election results are formally announced within a couple of hours after the closing time of the voting process. The election process is completed in March every year. However, there will be another election process in September to fill the vacancies, if any.

Functions of SLC and EC

SLC is the apex policy-making body of, by and for the students. A minimum of three meetings should be held every semester. Faculty Advisors are associated with every activity to guide the students. The SLC can discuss issues, make resolutions and recommendations concerning academic/non-academic

The SLC can discuss issues, make resolutions and recommendations concerning academic/non-academic matters for further discussion and approval by the Senate/Deans' Committee.



matters for further discussion and approval by the Senate/Deans' Committee. The Senate is the highest academic policy-making body of the Institute and consists of Professors. The Students' General Secretary, Secretary (Academic Affairs) and Secretary (Research Affairs) are included as members in the Senate. There are numerous instances when the Chairperson of the Senate (the Director of the Institute) has sought the student representatives' inputs before taking decisions on a variety of matters. The Executive Council (EC) implements the decisions of the Senate.

Uniqueness

The SLC Speaker

Main Duties

- Convene the SLC for meetings
- Keep check on membership of various Institute clubs and committees
- Record and circulate proceedings (minutes via mail)
- Make committees to look into specific matters
- Represent the SLC in the BoS
- Help conduct the elections

Election

- Open to any student
- Elected by SLC members

Generally, the IITs and IIMs have their own models for student representation. However, the IIT Madras model is unique and transparent. Any student or faculty member can participate in SLC meetings as observers. If required, the Speaker can seek such observers' inputs to gain valuable ideas. The Speaker can form Sub-Committees to examine specific issues via discussions with Professors and Students before submitting recommendations to the Speaker. At the end of the SLC's term, 'Fifth Estate', an independent Media Wing of the Student body reviews the performance of all the elected representatives and publishes its report online for transparency.

Though outsiders are not generally permitted, the editorial team of PreSense got special permission from the Speaker, Venkataraman Ganesh, a senior student of the MA programme, to observe the proceedings of the SLC during this month. R. Nurullah (Senior Journalist and Vice President of Sansad Ratna Awards Committee) and Prime

Point Srinivasan (Editor in Chief, PreSense) spent nearly two hours during the proceedings as observers. They were impressed with the way the students initiated and discussed various issues and submitted recommendations to the Senate. During the proceedings, the SLC was discussing at length, the pros and cons of allowing students to redo a course to improve their grades. The discussions were mature, without vested interest, and conducted solemnly.

According to Venkataraman, the SLC's resolution has been sent to the Senate and is expected to be approved. "Our system is transparent. We do not want any political interference in our system, though individually every one may have his/her own personal preferences. Collectively, we look at the welfare of the students and the image of the Institute. We never demand anything that can dilute the quality of the education. Through this system, we gain considerable hands-on experience in governance and to develop leadership skills. Every year, the SLC discusses and passes the annual budget to the extent of 15 million rupees. Every problem has a solution to go with it. We have eight thousand plus highly talented students in our campus. We get trained to use our talents to build our nation", he concluded with swelling pride.

Lyngdoh Committee also recommended in 2006 this type of model which was accepted by Supreme Court. IIT Madras implements this successful student governance model for the past 35 years and deserves to be studied and emulated by other Institutions/Universities in our country. The Speaker of SLC can be reached at speaker@smail.iitm.ac.in.

By K. Srinivasan, Editor in Chief



Media

Chhattisgarh Chief Minister Launches 100th Prince Cartoon



Dr Raman Singh, Chief Minister, Chhattisgarh launching the 100th Prince Cartoon – Triambak Sharma, Cartoonist, Holds the Cartoon Display

Dr Raman Singh, Hon'ble Chief Minister of Chhattisgarh launched the 100th Prince cartoon at Raipur during the Cartoon Festival 2016 on 12th October 2016. 'Prince' is the cartoon character published in this eMagazine PreSense since July 2008 edition. The first Cartoon with the Prince character was launched by Dr Abdul Kalam in July 2008 at Chennai.

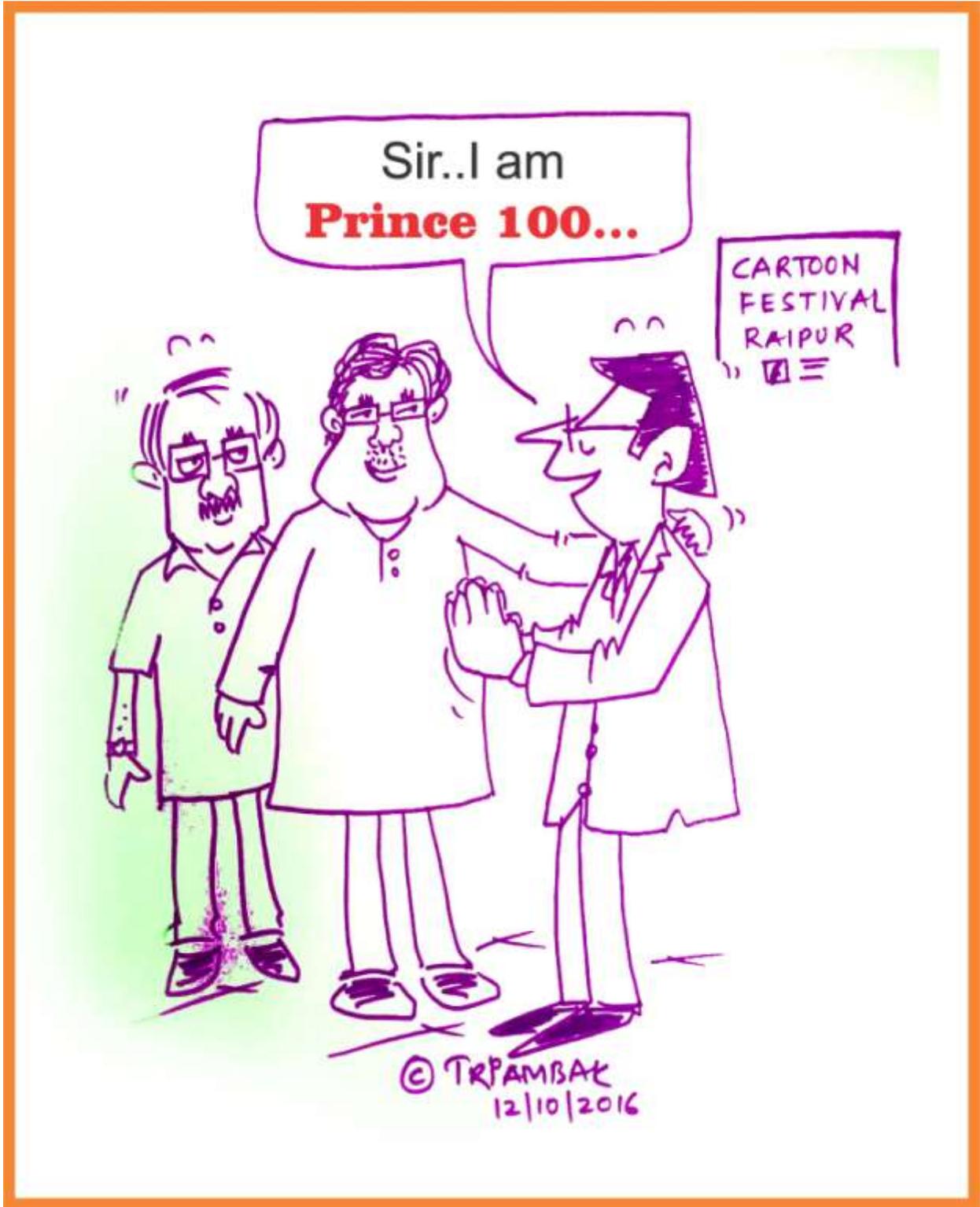
Before the launch of Prince100, a video presentation by K. Srinivasan, Editor in Chief was screened before the Hon'ble Chief Minister and the audience. Dr Raman Singh, Hon'ble Chief Minister appreciated the concept of Prince Character and appreciated the eMagazine PreSense and cartoonist Triambak Sharma for carrying the messages through the cartoon character. Dr Raman Singh watched the video presentation with keen interest. Watch this video in this link.

<https://youtu.be/IEWszuZTInE>

By Sukruti Narayanan, Editorial Team



This is the 100th cartoon using Prince character. The 100th Cartoon was launched by Dr Raman Singh, Chief Minister, Chhattisgarh on 12th October 2016.



From The Archives of October 2010 Issue of PreSense

<http://www.prpoint.com/ezone/presense1010.pdf>

The 4-Way Test as a Guiding Principle

N. Vittal, Former Central Vigilance Commissioner of India

In this age of a borderless flat world, communications are the very soul of a society and every sphere of human activity. Perceptions are in fact the reality for practically every individual in today's fast paced world where the attention span of people is in microseconds. Page 3 is the direct result of this phenomenon.

Hence the explosive growth of the electronic and print media has happened. Spinmeisters and lobbyists shape the public opinion and by logical extension, purchase decisions, policy options and voting in an election. The Public Relations profession must realise the enormous power it wields, and regulate itself.



If any external agency like the Government or self-appointed moral policemen or a political party were to do this, there will be an enormous scope for censorship and corruption.

What should be the guiding principles for the Public Relations / Public Affairs profession? The 4 way test of the Rotary can be a very useful starting point.

Is it the Truth?

Is it fair for all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?

If you want a single test :

Follow the age old advice of the Hippocratic Oath

"Above all do no harm"



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