

PR SENSE

Spreading positive vibrations

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Girl of the month



Malala
Child activist

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From the desk of Editor-in-Chief

We are pleased to release the 68th edition of our ezine with interesting contents. In this edition, we have featured the brave Pakistani Child Malala for her courage and conviction to fight the Taliban fundamentalists.



In the ancient Indian wisdom, we have featured Ayurveda, the ancient Indian medical system.

Presently, the entire nation is debating about Sec 66A of IT Act, because of the knee jerk reactions of the Police Authorities in various states. We have

written in detail about the important aspects of this section.

Sevalaya one of the committed organizations of India has transformed thousands of poor rural children. This edition features in detail about the great contributions.

As usual, we have our PRince Cartoon and the social issue. We hope you will enjoy reading the edition as usual. Please send us your feedback for further improvement.

K. Srinivasan

What is 66A of IT Act 2000?

The Information Technology Act, 2000 was amended in 2008. The amended Act which received the assent of the President on February 5, 2009, contains section 66A.

66A. Punishment for sending offensive messages through communication service, etc. Any person who sends, by means of a computer resource or a communication device,— (a) any information that is grossly offensive or has menacing character; or (b) any information which he knows to be false, but for the purpose of causing annoyance, inconvenience, danger, obstruction, insult, injury, criminal intimidation, enmity, hatred or ill will, persistently by making use of such computer resource or a communication device,

(c) any electronic mail or electronic mail message for the purpose of causing annoyance or inconvenience or to deceive or to mislead the addressee or recipient about the origin of such messages,

shall be punishable with imprisonment for a term which may extend to three years and with fine.

Explanation.— For the purpose of this section, terms “electronic mail” and “electronic mail message” means a message or information created or transmitted or received on a computer, computer system, computer resource or communication device including attachments in text, images, audio, video and any other electronic record, which may be transmitted with the message.

Inspiring Quote from the Speech of Dr Abdul Kalam

“Difficult deadlines can be met under stress”

While I was studying Aeronautical Engineering in Madras Institute of Technology (MIT), Chennai, (1954-57), during the third year of my course, I was assigned a project with five other colleagues, to design a low-level attack aircraft. I was given the responsibility of system design and system integration by integrating the team members. Also, I was responsible for aerodynamic and structural design of the project.

The other five members of my team took up the design of propulsion, control, guidance, avionics and instrumentation of the aircraft. My design teacher Prof. Srinivasan, the then Director of MIT, was our guide. He reviewed the project and declared my work to be gloomy and disappointing. He didn't lend an ear to my difficulties in bringing together data-base from multiple designers. I asked for a month's time to complete the task, since I had to get the inputs from five of my other colleagues without which I cannot complete the system design.



Prof. Srinivasan told me "Look, young man, today is Friday afternoon. I give you three days time, by Monday morning if I don't get the configuration design, your scholarship will be stopped." I had a jolt in my life, as scholarship was my lifeline, without which I cannot continue with my studies. There was no other way out, but to finish the task. My team felt the need for working together round the clock. We didn't sleep that night, working on the drawing board skipping our dinner. On Saturday, I took just an hour's break.

On Sunday morning, when I was near completion, I felt someone's presence in my laboratory. It was Prof. Srinivasan studying my progress. After looking at my work, he patted and hugged me affectionately. He had words of appreciation: *"I knew I was putting you under stress and asking you to meet a difficult deadline. You have done a great job in system design"*.

(Excerpt from the speech of Dr Abdul Kalam, while addressing the students at Chengannur on 26th November 2012. source: www.abdulkalam.com)

How to get rid of jet-lag easily? – Some tips

Prof. Mr Muralidharan shares his personal experience and gives tips to make the air travel more comfortable and to get rid of the jet-lag.

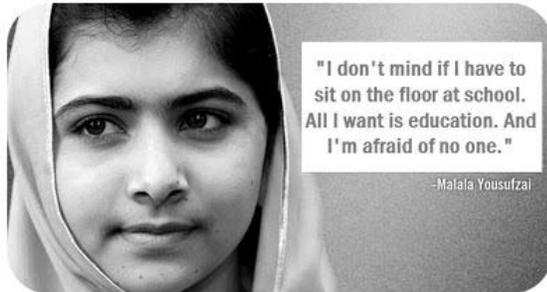
<http://www.youtube.com/watch?v=JjOiku-Ypa8>



Cover Story

Malala, the child activist braving against Talibans

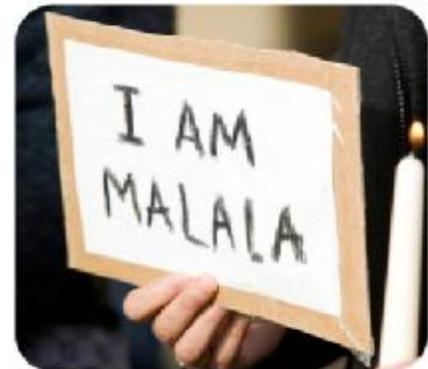
On 9th October 2012, Malala Yousafzai (15) was shot in the head and neck in an assassination attempt by Taliban gunmen while returning home on a school bus. In the days immediately following the attack, she remained unconscious and in critical condition, but later her condition improved enough for her to be sent to Queen Elizabeth Hospital in Birmingham, UK for intensive rehabilitation.



As per UN report, Pakistan is in the bottom 10 countries, with 62% girls in Pakistan, aged between 7 and 15, who have never been to school. As an 11 year old girl, Malala started campaigning for girl's education in Pakistan. Malala became a symbol of resistance of Taliban's anti girl education stand.

She came to prominence in 2009 at the age of 11, when she started writing a diary for BBC Urdu under the pen name 'Gul Makai' about life under the Taliban. She reported that Taliban fundamentalists had blown up 150 schools to prevent girls going to the school. Her writings inspired New York Times in 2009 to produce a documentary film on her. This documentary film drew the attention of the world. Taliban fundamentalists got angry against her. (This film can be seen at <http://nyti.ms/Q2OyEu>).

After she was shot in October 2012, the entire youth of Pakistan and the world stood behind her carrying the banner "I am Malala". Meanwhile, 'Foreign Policy', an American magazine, has placed Malala at the sixth spot in its 'top 100 Global Thinkers' list. She was chosen "for standing up to the Taliban, and everything they represent", according to the magazine.



She is currently at the top spot of TIME Magazine's 'Person of the Year 2012' list. Malala, who has gained 87% votes in her favour, has topped the list of 38 world leaders and celebrities, including US President Barack Obama and US Secretary of State Hillary Clinton. TIME magazine chooses a world personality every year as its Person of the Year. Voting will close on December 12 and the winner would be declared on December 14.

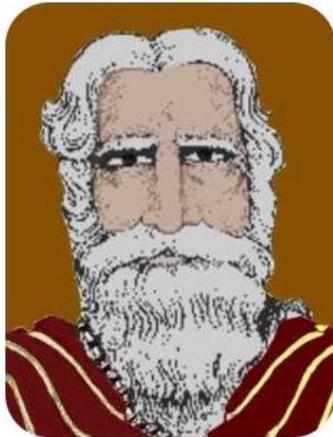
UN secretary general Ban Ki-Moon announced that November 10, 2012, will be celebrated as Malala Day world over. "Malala is an inspiration for the education of girls of the whole world," he declared.

"I shall raise my voice," Malala said last year. "If I didn't do it, who would?"

Malala is a source of inspiration for all of us in the world for her bravery and determination. Let us pray God that she should recover early and start her campaign for the girls' education.

Ancient Indian Wisdom

Ancient Indians performed sophisticated surgeries through Ayurveda



Susrutha

Ayurveda is the knowledge of the life sciences of India developed thousands of years ago. Ayurveda is not just rejuvenation massages, Churan (herbal balls) and Kashayam (herbal decoction), as it is believed now.

During Mahabharata Ayurveda was called the science of eight components, which included internal medicine, paediatrics, surgery, ophthalmology, ENT, etc.

It is believed Dhanvantri is the God of Ayurveda. Charaka and Susruta are just two names in this field. The Caraka Samhitā (or "Compendium of Caraka" is an early Ayurvedic encyclopedia on medicine. Sushruta Samhita is the main reference book for ayurvedic surgeons and details lot of surgical procedures. The medical compendiums of both Sushruta and Charaka were

translated into Arabic language during the Abbasid Caliphate (750 AD). These Arabic works made their way into Europe via intermediaries.

Charaka is considered as the 'Father of Medicine' and Susruta is considered as 'Father of Surgery'.

It is found from these ancient scriptures, they were performing plastic surgery, cataract surgery, Bladder Surgery and dissection procedures also. Even smallpox vaccination originated from India. 121 Surgical instruments are described in these books.



Surgical instruments used by Susruta

various countries of the world.



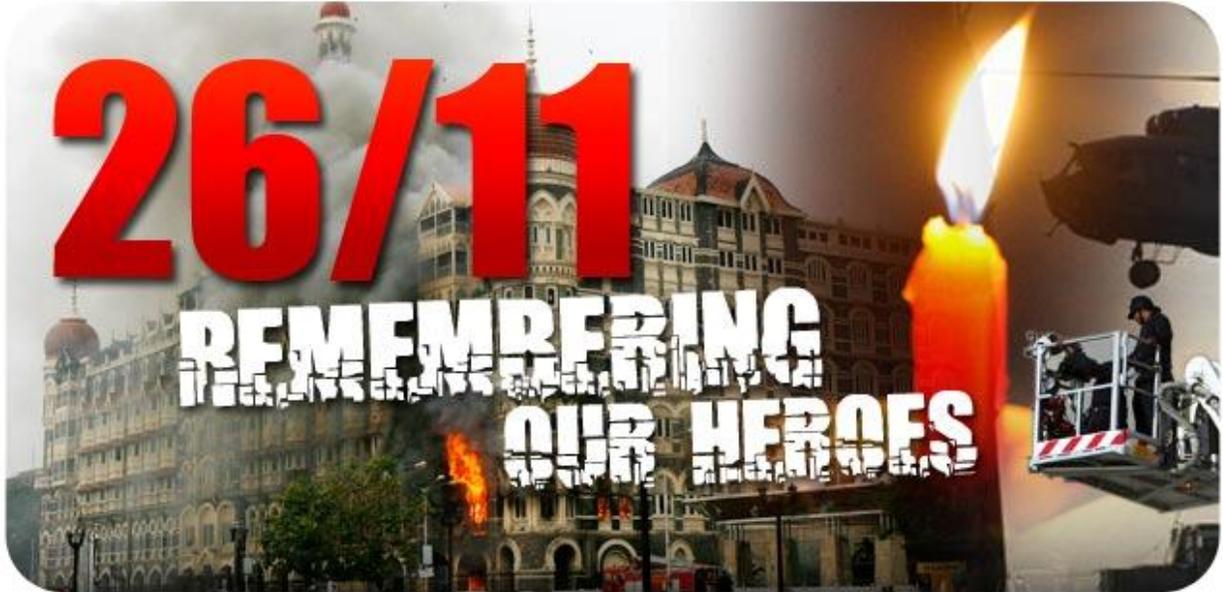
Charaka

Even Training of surgeons have taken place. Takshasila – Maha Vishwa Vidhyalaya University specialised in advanced medical training for over 500 years and attracted students from

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NATIONAL– Remembering historic events

Mumbai attack on 26th November 2008



In November 2008, Pakistan supported Lashkar-e-Taiba sent a few terrorists to Mumbai to attack and to create instability in India. On 26th November 2008 these terrorists entered Mumbai through sea and started their attacks in 8 places commencing from Chatrapathi Shivaji Terminus. Simultaneously, they were attacking Taj Hotel and Nariman House, where Jewish community people were living.

In the process 168 innocent people lost their lives. More than 300 people got injured.

Rapid Action Force personnel and Marine Commandos (MARCOS) and National Security Guards (NSG) commandos did an excellent job to save the lives of the people and to kill the terrorists. 10 Terrorists were shot by the commandos. One Terrorist Ajmal Kasab was caught alive. After due judicial process, he was hanged on 21st November 2012 at Pune. In the process, 19 police and other officials lost their lives to save the public and the nation.



PreSense salutes these martyrs for their sacrifice.

Excerpts from the Editorial

“Corporates and Regional media to build Nation jointly”

A recent survey conducted exclusively for this ezine, revealed a large gap between Corporates and Regional language media. Corporates and Regional language media perceive that ‘corporate information’ is irrelevant to each other’s audience. In the past decade, there has been tremendous growth in the language media in terms of circulation and readership.

It is estimated that Indian regional language media is larger by five times in circulation and ten times in readership than English media. Due to technological growth, even the rural and semi urban people are able to show interest in latest economic developments. Unfortunately, majority of the Indian language media has not understood their strength and reorient themselves to the changing needs and expectations of the public. They are yet to come out of their ‘traditional’ thinking.

However, it is quite heartening that some of the leading Media houses have already

taken some proactive steps. On the other side, Corporate Houses, including MNCs have not realised that they are in ‘public domain’ and their accountability to the entire society. Their information is more relevant to the language speaking public also. The Corporates and MNCs, who have ignored the language media in the normal time, face difficulties, at the time of crisis, when the language media takes up the lead.

If the Corporates think that “suit clad Manager’ alone can build the company, they are mistaken. They should keep in mind that an ‘uneducated dhoti clad villager’ can demolish the company overnight.

A time has come that Corporates and Regional language media should understand each other’s strength and role in the development of the Nation.

K. Srinivasan, Editor in Chief

“Regional media has more powers to influence masses”

By Meena Vaidyanathan

Use of the term “Vernacular” itself is very demeaning. “Verna” in Italian means “Slave”. So by implying that “local languages” are vernacular and English or Hindi as official, one is actually doing disservice. This is nothing special to India. Similar situations are faced by several other countries as well.



Having said that, I have to say that I am a big champion of the English language. I think it's a wonderful way to bind the world and open our avenues of communication with people of various cultures. But local languages have their own place in society. As we see more federalism creeping into the Indian state, and when a Dinamalar or a Sandesh has more power to influence local masses as opposed to a Hindustan Times or a Times of India, this will only become more and more apparent in the days to come.

PRince

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BY - TRIAMBAK SHARMA

TELL KEJRIWAL
POLITICIANS ARE ALSO
"AAM ADMI"... AS YOU SOME
TIMES DEMAND "BHARAT
RATNA" AND SOME TIMES HIS
"RETIREMENT" ...



Social Issues

Single woman; Multiple problems

Single Women, is Equal to or worse than Untouchables in Indian Society

Fish Market

Single woman's number one enemy: Believe it or not, is other "Family" woman. These "Family" women collaborate with other "Family" women in that area and quickly form two teams one filled with "Family Women" – here I name them as "Team superior – Membership 20 or 30 nos" and the "Single Woman – Team Untouchable – membership with only one number, most of the time". Team Untouchable is at all costs banned from renting or buying a house.



Suppose a Single Woman happens to rent or worse buys a house, heaven forbid! The War Begins.

The "Team Untouchable" would not be invited to ANY social or religious functions, period. Even though some of the religious functions include worshipping goddesses such Durga Puja. The Team Superior DO NOT want to TOUCH or receive even the mail or deliveries sent through courier nor answer the gas person. Of course they would die rather than enter the Untouchable's house.

The "Family Women's" main purpose is to ultimately eliminate "The Single Woman" from that area.

They achieve this by first casting well collaborated and well synchronized dirty looks, then they graduate to verbal abuse, not satisfied with the above, they create rumors and stories discriminating the reputation of the "Unfortunate Single Woman", if the Team Untouchable

has a Strong or Do Not Care personality, the war is waged through their husbands, Sons and Servants and even going to extent of collaborating with their another main enemy – their "Mother in Law's".

Job Market

If a lady is divorced or widowed, the boss and the co workers immediately assume there is an invisible (yet visible only to them) label that she is simply "Available". They take it for granted that she would happily and readily oblige their loving invitation for evening outs, drinking parties, movies and simply without any doubt – try to "Invite" themselves to the home of the Single Woman. If all else fails, they form a team to fire her with vengeance in their mind. Of course "The Master Plan" is readily conceptualized and full heartedly volunteered by other "Family Women" in that particular office.

(The name of the author of this article suppressed at her request)

Ignited Minds

“A school without a fee counter transforming thousands of rural children – Inspiring story of Sevalaya Murali”

Ordinary children with extraordinary performance:



When there is a competition among the schools to charge heavy fee and admit only brilliant students with high marks, Muralidharan (52) of Sevalaya does the reverse. He is managing a School (Mahakavi Bharathi Higher Secondary School) in Kasuva village, in the adjoining district of Chennai. 1650 children from the nearby 33 villages, get education without paying even a single rupee. He admits only the poor children who cannot afford to pay even 100 rupees. Probably, this is the rarest of the rare schools in India providing high quality education free of cost. Around 300 students appear every year for 10th and 12th standard examinations of the

State Board Tamil Medium from this school. The school gets 100% results for the past several years. How does it happen?

Inspiration

As a school going student Muralidharan got inspired by Mahakavi Bharathiyar, Swami Vivekanada and Mahatma Gandhi. While Mahakavi Bharathiyar focused on providing education to poor children, Swami Vivekanada and Mahatma Gandhi focused on providing food to the poor and rural development respectively. Right from the student days, Muralidharan started nurturing the idea of combining all the three concepts.

After getting the engineering degree from Indian Institute of Science, Bangalore with high marks, in 1984 he joined as a software engineer in a leading software company where he served till 2009. With the support of some of his friends, he started his dream project of providing education to destitute children in the rural place. He started his journey in May 1988 by renting out a hut and admitting 5 orphan children at Sivanvoil, a small hamlet in the neighbouring district of Chennai. He started providing education, food and shelter from out of his personal resources and donations. This is the beginning of the journey of 'Sevalaya'. The area was more dominated by brick kiln workers, who were interested to send their children for work to earn livelihood. Against all odds, he motivated them to send their boys and girls for getting education. Slowly, it started yielding results.



Sevalaya @ 25

Now Sevalaya has entered the 25th year. With the support of various corporate houses and individuals, they have built old age homes, primary school, higher secondary school, Goshala, orphanage, etc. in a sprawling campus of 17 acres at Kasuva village.

Around 160 destitute students, 60 elderly people are provided free accommodation and food in the campus. 50 dry cows are also taken care properly. The students and villagers are also taught to do organic farming.

The admission process is tough. Last year they received more than 500 applications. Their teachers visited every applicant and selected only 150 students for admission, based on their poverty, family condition, etc. Priority is given to parentless and destitute children. Nearly 80% of the beneficiaries belong to dalit community.

In spite of the background these children, they get 100% result in the board examinations. Last month, their school got the award at the district level for the science exhibition.



Only school teaching moral values

The entire campus is full of the pictures of Swami Vivekanada, Mahakavi Bharathiyar and Mahatma Gandhi and their messages. They have developed a special syllabus known as 'BGV module', covering 15 important qualities to become a human being. They have picked up anecdotes from the lives of Bharathiyar, Gandhi and Vivekanada (BGV) and teach

one session every week from 6th standard to 12th standard. Muralidharan says that this has helped the children to imbibe better qualities to become good citizens.

Awards

A couple of years back, 'Education World magazine' has chosen Sevalaya as a winner, out of 25,000 schools, for this type of 'innovative education'. Now the irony is that teaching 'moral values' in the schools has become an 'innovative education'.

During November 2012, Sevalaya was recognized with two Awards by British Council at a seminar in Mumbai. "We are happy that a school with low profile students get recognized by great organizations, when the country's top and high profile schools are competing for the awards", says Muralidharan proudly.

Spreading reading habit

All the buildings and activities are named after Bharathiyar, Mahatma Gandhi, Vivekananda, Mother Theresa and other great men. Vivekanada Library attached to the school has more than 12000 books on various themes. Many of the students use this library enthusiastically. Sevalaya operates a mobile library which visits the nearby villages on a specified day and stay there for a day, to enable the villagers read the books.

Continuous support

Even after completion of 12th standard, many of the poor children are supported by Sevalaya to pursue higher education. Presently 300 poor children are pursuing higher education; out of this of nearly 25 of them are in engineering courses.

In the past 25 years, through Sevalaya thousands of children belonging to more than 30 villages got the benefit of education. They are now forming an Alumni Association in every village to help Sevalaya in its mission.

Alumnus becomes a Trustee

Ilayaraja, from a nearby village lost his father when he was 11 years old. Being a poor family, his mother could not take care of him. Muralidharan admitted him in the hostel

and provided free food, education, accommodation, etc.

After his completion of 12th standard, Sevalaya helped him to pursue his diploma course also in engineering. He got a job as software engineer in one of the leading companies. He has completed BCA and



Sevalaya groomed Ilayaraja

From 6th Std to a Software Engineer

MCA through distance education. Now, he is also inducted as one of the trustees of Sevalaya. There are hundreds of Ilayarajas who can share similar success stories.

Future plans

Nearly 120 persons work with Sevalaya. 70 of them are teaching staff. Sevalaya supports and encourages all the teachers to enhance their qualification through distance education. Many teachers have already enhanced their qualifications.

Sevalaya wants to provide vocational training to make the rural children employable. For this purpose, he is starting an Industrial Training Institute to run a diploma and certificate courses.

Sevalaya also plans a primary health centre with 12 beds to support the nearby villages.

Sponsors

Sevalaya has a strict policy of not getting even a single rupee from the beneficiaries. They do not have any fee counter in the campus. Every month, they spend around Rs.14 lakhs towards revenue expenditure. Government is not supporting them financially, though they are supplementing the Government's service with a good quality. Many individuals and some of the leading Corporates are supporting various activities till date.

Comedy of error

Last year Tamilnadu Government wanted to regularise the fee structure of all private schools and they asked them to submit the details of their expenditure and the fee collected. Sevalaya submitted the expenditure list and declared that they collect '0' fee from the students. After review, the Government sent them a notification approving the '0' fee and instructing them to continue to collect Rs.'0' as fee for further period of three years.

Sevalaya Muralidharan can be contacted at sevalayamurali@sevalaya.org and their website www.sevalaya.org

Controversy

Arrest of social media users under Sec 66A of IT Act

Article 19 of the Indian Constitution provides the right to freedom of speech and expression. The same article also does not prevent the State to make any law, imposing reasonable restrictions on the exercise of the right conferred by the said sub clause in the interests of



the sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, decency or morality or in relation to contempt of court, defamation or incitement to an offence.

Section 66A of the Information Technology Act 2000 (as amended in 2008) provides reasonable restrictions while communicating through 'computers'. Similar restrictions are available through Indian Penal Code. The Print and broadcast media have internal checks, before anything gets published or broadcast. Since social media users do not have such hierarchy to control them, they wrongly assume that they enjoy 'absolute powers'. But every citizen in India enjoy the same freedom and nobody enjoys any absolute freedom. In this context, Section

66A functions as a check for the wrong use of social media.

In the past few months, some of the knee jerk reactions of the Police authorities in Puducherry, West Bengal and Maharashtra to please their political bosses, by arresting genuine social media users for writing the views well within their rights have caused a nationwide discussion. Even the Chief Justice of India has expressed his concern over the misuse of the Section 66A.

The misuse of 66A by a few Police officers has generated a demand for repealing 66A itself. If the Police authorities misuse this 66A, the people will lose confidence on the system itself. Repealing this section is not the solution. Preventing the misuse for political convenience is the only solution. If the Hon'ble Supreme Court comes out with some guidelines, it would help to remove the confusion.

Many of the states in India do not have cyber crime cell. The Judicial and Police officers are not trained in cyber law effectively. Because of this, wrong prosecutions and misuse of the Act takes place. Central and State Governments should take immediate steps to train their Judicial and Police officers in the cyber law.



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