

# PR SENSE

Spreading Positive Vibrations

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## Man of the Month



**Viswanathan Anand**

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## From the Desk of Editor-in-Chief

are pleased to release the 80<sup>th</sup> edition (Nov 2013) of our ezine with rich contents. This is a milestone issue and we thank our readers for their sustained support and guidance.



Viswanathan Anand positioned India in the world chess map. In this edition, we are proud to feature him as Man of the Month in the cover story.

Chess, played internationally in 160 countries, has its origin in India. We have also bring out some interesting aspects of Chaturanga, the earlier version of chess.

BBC started its transmission in November 1922. We Have brought out some interesting facts about BBC.

The recent announcement conferring Bharat Ratna on Sachin and Dr CNR Rao has triggered controversy. We have analysed this controversy in detail.

Please also go to the cartoon page, as to why our cartoonist has not drawn the PRince cartoon for this issue.

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

*K. Srinivasan*

### Some interesting facts about Bharat Ratna Award

Bharat Ratna Award was instituted in 1954. It is awarded in recognition of exceptional service/performance of the highest order in any field of human endeavour. The first 3 Awards of 1954 were given to Rajaji, Dr C V Raman and Dr S Radhakrishnan.

Mahatma Gandhi is not given Bharat Ratna so far. Netaji was awarded Bharat Ratna in 1992 and was withdrawn later due to legal technicality.

**The recommendations for Bharat Ratna are made by the Prime Minister himself to the President. No formal recommendations for this are necessary.**

**Nehru family is the only family in India to get 3 Bharat Ratna Awards. Jawaharlal Nehru and Indira Gandhi got the Bharat Ratna Awards in 1955 and 1971 respectively when they were the Prime Ministers. Rajiv Gandhi got the Award in 1991 posthumously during Narasimha Rao regime.**

To a RTI query on who recommended Nehru and Indira to the then President for Bharat Ratna Award and their achievements, PMO has responded, "Information sought not available on record".

So far, 43 persons have received this Award. This includes three foreigners viz. Mother Theresa, Khan Abdul Gaffar Khan and Nelson Mandela.



## Cover Story

### Viswanathan Anand Deserves Bharat Ratna

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In the recent World Chess Championship 2013 held at Chennai (India), Norway's Magnus Carlsen (22 years old) secured the Championship from the defending champion, Viswanathan Anand (43 years old), after drawing 7 games. Though Viswanathan Anand, popularly known as Vishy among his fans, could not retain the title this time, he is expected to spring back next year with more vigour.

Anand's national level success began in 1983 at the age of fourteen by winning the National Sub Junior Chess Championship. He became the International Master at the age of fifteen. At the age of sixteen, he became the national chess champion and won that title two more times. In 1987, he became the first Indian to win the World Junior Chess Championship. In 1988, at the age of eighteen, he became India's first Grandmaster (GM) by winning the international chess tournament held in India. He was awarded Padma Shri at the age of 18.

Anand has won the World Chess Championship five times (2000, 2007, 2008, 2010, 2012), and was the undisputed World Champion from 2007 to 2013. Anand was the FIDE World Rapid Chess Champion in 2003, and is widely considered the strongest rapid player of his generation.

He is the first sportsperson to receive the Padma Vibhushan in 2007. Anand has won the Chess Oscar six times (1997, 1998, 2003, 2004, 2007, 2008). Anand is one of six players in history to break the 2800 mark on the FIDE rating list. He has played and won the international legends like Garry Kasparov and Anatoly Karpov.

Before Anand's entry into chess, India was not known to any of the 160 countries playing chess. Single handedly, Anand positioned India in the world chess map and retained his World Championship 5 times. At the age of 43, he continues to reign the world and also creates chess awareness among the youth of our nation.

Though Anand lost the Championship in 2013, PreSense is honoured to feature him as the Man of the Month. He deserves the Bharat Ratna for his single handed contribution to the country.

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## Inspiring Quote from the Speech of Dr Abdul Kalam

### “Importance of story telling”

Friends, I have so far met 16 million youth. Interacting with youth is like living in a story world. For children everything is a story. They want to become astronauts, pilots, soldiers, doctors, sailors, and so on. They live in landscapes of make-believe. They spin fantasies. After growing up they absorb novels, films, and plays. Even sporting events and criminal trials unfold as narratives. It suddenly strikes to me now, after living for 82 years if I am not also living a story. Is not every day I am conveying of events and thoughts in words? Are we not "making do" and "beautifying" the Reality around us? Can we say that humans are "wired" for story? Is there an author live in our mind creating narratives about past and future?



Perhaps stories help us navigate life's complex social problems just as flight simulators prepare pilots for difficult situations. Storytelling has evolved, like other behaviours, to ensure our survival. The imagination is an awesome evolutionary adaptation that allows people to teleport mentally into alternative worlds. The imagination gives us, in other words, the near magical ability to experience what "we did not even actually experience." A story is "a thing that does" rather than "a thing that is". It is a tool with measurable utility rather than an object for aesthetic admiration. Attention is the reward that listeners bestow on the storyteller. This makes storytelling a central component of leadership. When we wrote India 2020 in 1998, it was a story that stirred Indian economy.

Of course story telling has a darker side too. It makes us vulnerable to conspiracy theories, advertisements, and narratives about ourselves that are more "truthy" than true.

Everything is in the eye of the beholder. Right, wrong, sin, good, duty, responsibility, love, hate all of these depend on who's looking. New forms of story generate their own new sets of problems, which require yet more solutions. Alternate reality games (ARG) are interactive networked narratives that use the real world as a platform and uses trans-media storytelling to deliver a story that may be altered by participants' ideas or actions. The human brain has been on a slower evolutionary trajectory than the

technology and our brains still respond to content by looking for the story to make sense out of the experience. It is very important that we revisit storytelling in a serious manner and ensure that stories remain authentic human experiences. Let the stories leap frog the technology and bring us to the core of human experience about collaboration and connection.

Verbatim reproduced from [www.abdulkalam.com](http://www.abdulkalam.com)



## Vivekananda 150

### “Power of the saints”

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In Gazipur, a saint lived by the side of the Ganga. Devotees used to give lot of offerings. Once, a dacoit broke into his ashram. He saw a lot of utensils. He took them and filled them into his bag. Since it was making noise, the Saint came out of his meditation and saw the thief. When the thief saw the Saint, the former started running, leaving the bag containing the utensils. Immediately the saint took the bag of utensils and ran behind the thief asking him to stop. He overtook the thief and said: “Why are you afraid? These are yours. If you want, I will give you some more.” The thief was sent away with all the things he had in his house.

Years later, when Swami Vivekananda was going on a pilgrimage to Kedar, Badri, etc., he saw a Sadhu lying on the icy region helplessly. Swami Vivekananda gave him his own blanket. Finding that Swami Vivekananda was a spiritual man, he started narrating his story.

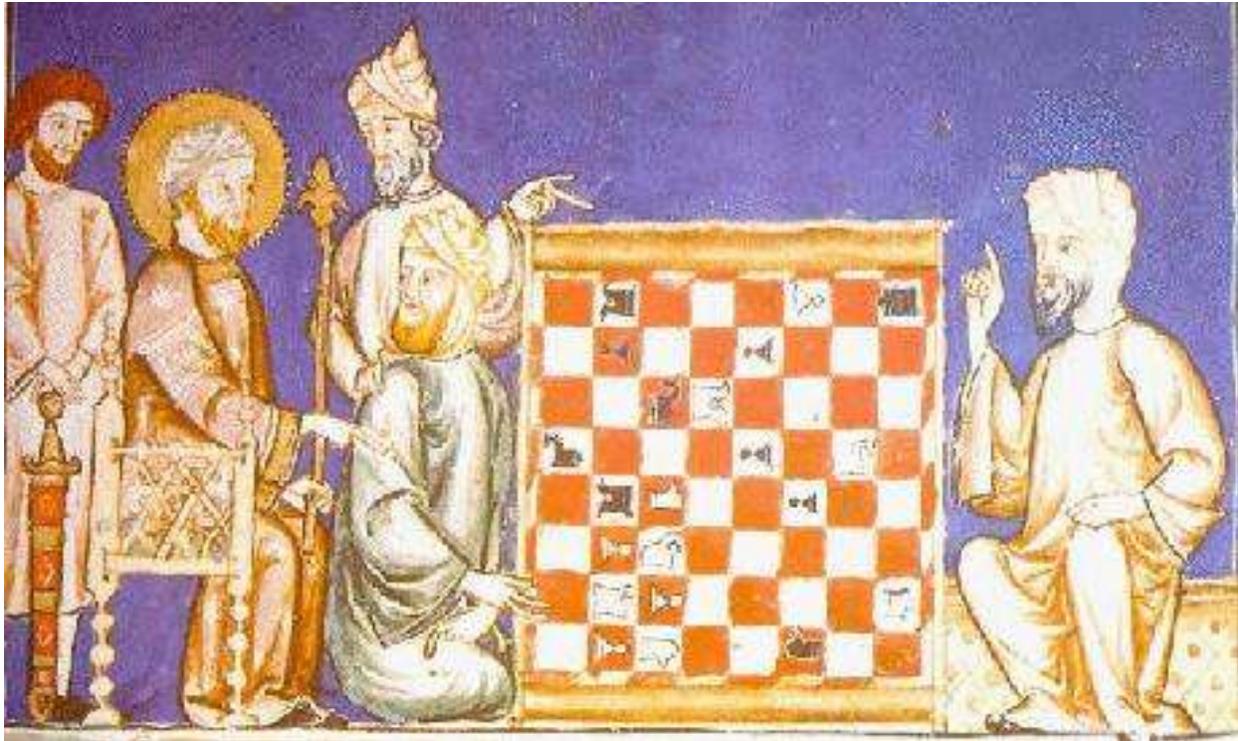
“Have you heard of Saint Pavahari Baba?”, he asked Swami Vivekananda. Then he told him about the incident that happened in the life of Pavahari Baba. He continued “I was the thief who robbed the Baba. That day when the saint Baba touched me, a transformation came into my life. I repented for my action. Since that time, I am trying to atone for my sins”. That is the power of the saints.

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## Ancient Indian Wisdom

### Chaturanga



The modern day chess (Chaturanga), which is played in more than 160 countries in the world has its origin only in India. Chaturanga developed in the Gupta Empire around 6th century CE and moved to Persia with the name Shatranj in the 7th century CE. Later European countries developed this game as 'Chess'.

Chaturanga in Sanskrit means 'having four limbs or parts'. It also means army. This name seems to have been derived from the battle formation mentioned in Mahabharata. It refers to four divisions of army, namely elephants, chariots, cavalry and infantry. Infantry is represented by the pawn, the horse - the Cavalry, is represented by the knights, the elephant is represented by the rook and the bishop depicts the Chariot.

Chaturanga was played on an 8x8 unchecked board, called Ashtapada. The board sometimes had special markings, the meaning of which is unknown today. These marks were not related to Chaturanga, but were drawn on the board only by tradition. The great chess historian, Murray believed that the Ashtapada was also used for some old race-type dice game, perhaps similar to Chowka bhara, to which the marks had meaning.

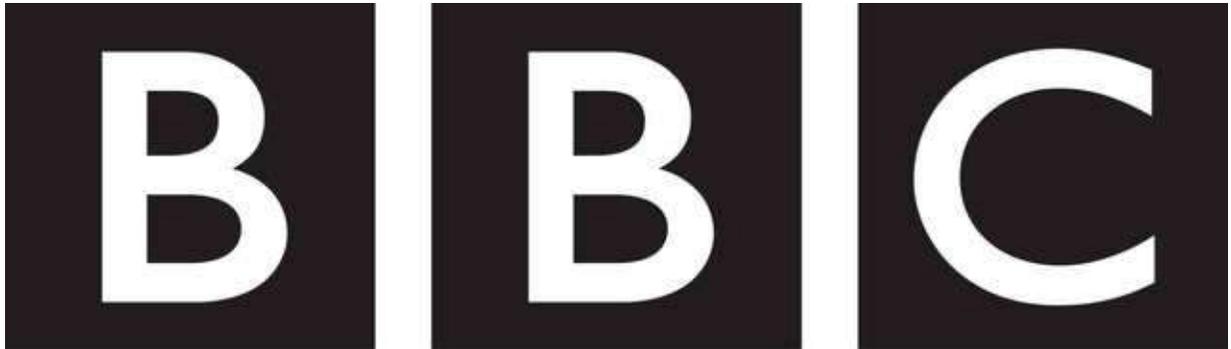
It is also believed that even during Mahabharata time, Chaturanga was played by Lord Krishna and Radha, using the 8x8 Ashtapada board.

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 – November

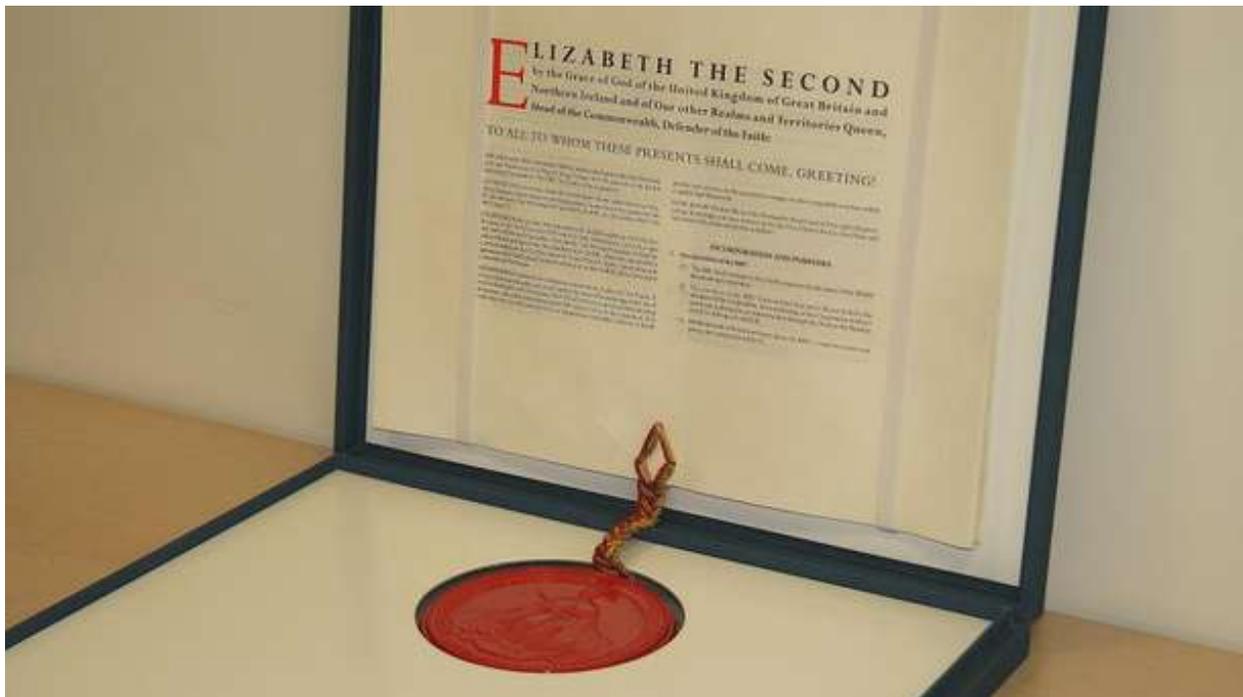
### First Transmission by BBC – November 1922



The privately owned BBC was the world's first national broadcasting organisation. It was founded on 18 October 1922 as the British Broadcasting Company Ltd by the British General Post Office (GPO) and a group of six telecommunications companies — Marconi, Radio Communication Company, Metropolitan-Vickers (MetroVick), General Electric, Western Electric, and British Thomson-Houston (BTH) to broadcast experimental radio services.

The first transmission was made on 14th November of that year, from station 2LO, located at Marconi House, London. That year, its founder John Reith became its first general manager.

In 1923, he became its Managing Director and in 1927 he was employed as the Director-General of the British Broadcasting Corporation, created under a Royal Charter (picture).



The Royal Charter is the constitutional basis for the BBC. It sets out the public purposes of the BBC, guarantees its independence, and outlines the duties of the Trust and the Executive Board. The current





Charter runs until 31 December 2016. BBC is the first public service broadcasting statutory corporation in the world. Its main responsibility is to provide impartial public service broadcasting in the United Kingdom.

The BBC is the world's oldest national broadcasting organisation and the largest broadcaster in the world employing around 23,000 staff. The BBC is a semi-autonomous public service broadcaster that operates under a Royal Charter and a Licence and Agreement from the Home Secretary.

Within the United Kingdom, its work is funded mainly by an annual television licence fee, which is charged to all British households, companies and organisations using any type of equipment to receive live television broadcasts; the level of the fee is set annually by the British Government and approved by Parliament.

Outside the UK, the BBC World Service provides services by direct broadcasting and re-transmission contracts by radio, television and online. The Corporation's guaranteed income from the licence fee and the World Service grants are supplemented by profits from commercial operations through a wholly owned subsidiary, BBC Worldwide Ltd.

According to BBC's 2012/13 Annual Report, its total income was £5,102.3 million. Of this, nearly 71% came from license fees collected from householders; 22% from BBC's commercial business and 6% came from Government grants.

The licence fee has, however, attracted criticism. It is argued that in an age of multi stream, multi-channel availability, an obligation to pay a licence fee is no longer appropriate.

Presently BBC operates flagship television channels, radio stations in English and many other languages, news service with largest network, the most popular online internet service, etc.

Though BBC is a public service broadcaster, created under the Royal Charter, they have the full independence to produce and broadcast their programmes. They provide the most efficient service to its listeners. Even the private broadcasters consider BBC to benchmark their efficiency.

Will AIR and Doordarshan, Public Service broadcasters of India learn to be independent and more efficient, like BBC?

BBC official website <http://www.bbc.co.uk>



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

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### Arrogance pays back

"Attender! ... Come here ... handover this file to the Accounts department"

"Attender! .... Have you changed the toner to the printer?"

"Attender! ... Get me a glass of water"

Parasuram, the Office Manager was ordering his subordinate staff. Sharma, Asst. Manager, suggested Parasuram. "Sir, that boy Navin is a Graduate degree holder with first class marks. Since he did not get any job, he has joined this office as an 'attender' temporarily. Why do you address him always as 'attender' for every command? You can call him as Navin. That will also make him happy".

Parasuram got angry on the advice of Sharma. "What is wrong in calling a person, based on the job he is doing? I am doing Managerial job. Everybody calls me as 'Manager'. That boy is doing the job of an 'attender' and nothing wrong in calling him as 'attender'. I call my car driver as 'driver' only. He is doing driving job. Parasuram argued. Sharma kept quiet.

#### After two days:

Devaki, wife of Parasuram suddenly fell ill and had a 'low BP'. Immediately Parasuram rushed her to the nearby Hospital and she was admitted to the Intensive Care Unit (ICU). He was restless and waiting outside the ICU. There were more than 50 people in the waiting hall.

A hospital staff came out and shouted in the hall: "Who is the 'attender' for Devaki? Can you get these medicines from the Pharmacy immediately?"

(Source: Short story by Mr C Murugesh Babu - Ananda Vikatan issue dated 25th Nov., 07)

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### Can we start calling our drivers, attenders, watchmen, sweepers, and scavengers by name to give them dignity?



Mr C Rajagopalachari (popularly known as Rajaji), the first Governor General of Independent India advised all the bureaucrats not to call the subordinate staff members as "peons" and instead call them with their names. He ensured that the last person in the hierarchy also was treated with human dignity.

**Can we try calling our peons, attenders, watchman, driver, security staff, scavengers, sweepers with their names from today?**

**Let us provide human dignity to the fellow human beings**

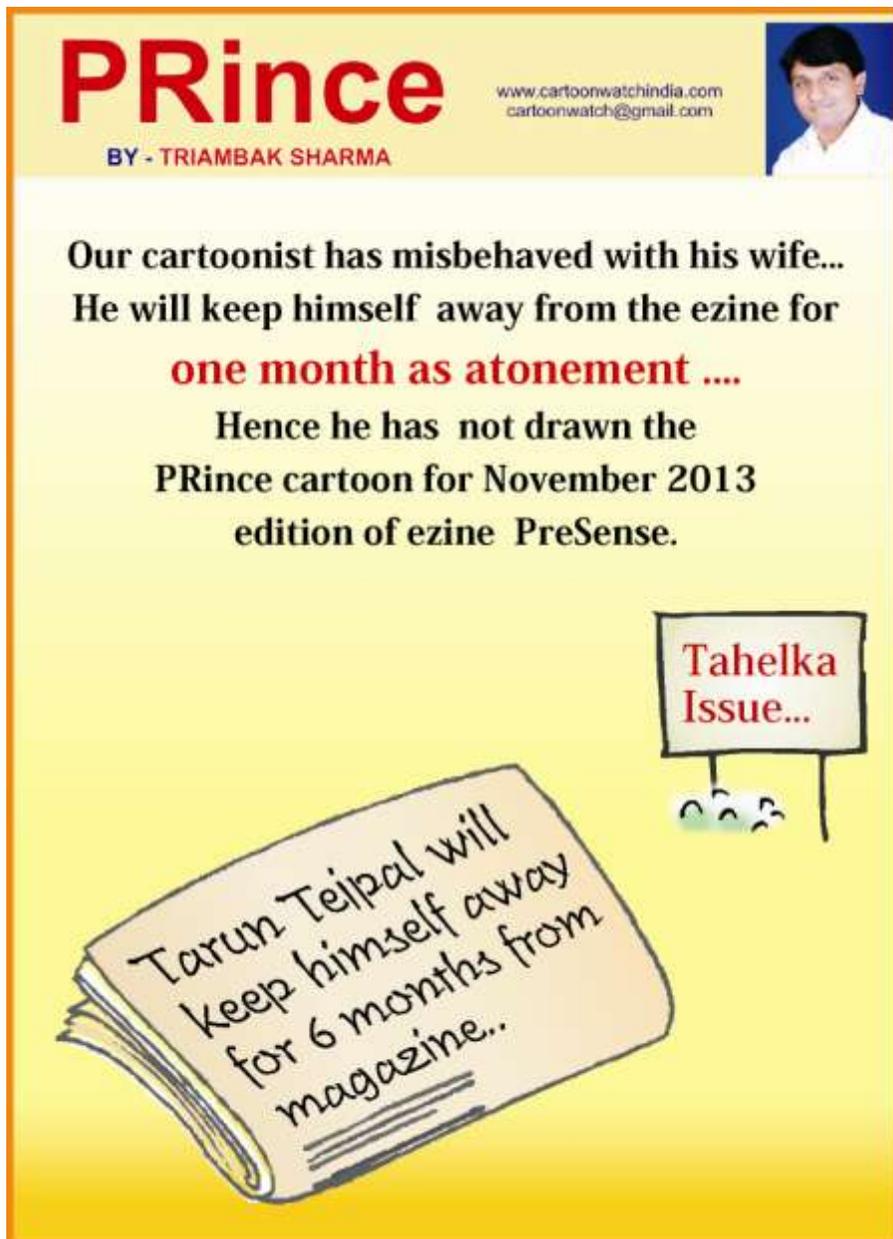
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## No PRince cartoon in this issue

Recently Tarun Tejpal, after his alleged misbehaviour with one of the woman colleagues, issued a statement that as atonement, he wanted to keep away from his office for six months. Inspired by this statement, our ezine Cartoon Editor Triambak Sharma refused to send the usual PRince cartoons for the Nov 2013 issue. Instead of writing a message directly to me, he has sent a cartoon to me saying that he had misbehaved with his wife and as atonement he wanted to keep himself away from the ezine, PreSense for one month without contributing a PRince cartoon. Nov 2013 issue of our ezine PreSense does not carry our usual PRince cartoon. I really wonder how these cartoonists get such sense of humour. I envy them.

*K. Srinivasan, Editor-in-Chief, PreSense*



## Controversy

### Bharat Ratna Controversy – Sachin Tendulkar and Dr CNR Rao



#### Bharat Ratna to Sachin and CNR Rao

On 17th November 2013, when Sachin Tendulkar (40) retired from active cricket, the Government of India hurriedly conferred on him the highest civilian Award of 'Bharat Ratna'. An official statement described Sachin "as a true Ambassador of India in the world of sports," lauding his "unparalleled" achievements. "The records set by him are unmatched, and the spirit of sportsmanship displayed by him is exemplary. That he has been honoured with several awards is testimony to his extraordinary brilliance as a sportsman," it said. Simultaneously, the Government also conferred 'Bharat Ratna' Award to Dr C N R Rao (79), Head of the Scientific Advisory Council to the Prime Minister. Dr. C. N. R. Rao is an international authority on solid state and materials chemistry. PMO in its notification said "He has published over 1,400 research papers and 45 books and said his contributions have been recognised by major scientific academies around the world through conferment of memberships and fellowships".



Both Sachin and C N R Rao join the galaxy of 41 eminent personalities who have been honoured in "recognition of exceptional service or performance of the highest order in any field of human endeavour".

### **Bharat Ratna in the past - 3 Bharat Ratna Awards in Nehru family**

The Bharat Ratna was instituted in 1954 and the last recipient was Hindustani classical music doyen Bhimsen Joshi, in 2009. Jawaharlal Nehru, Indira Gandhi and Rajiv Gandhi have been honoured with Bharat Ratna awards. As per rules, Bharat Ratna Award is recommended by the Prime Minister himself to the President. Jawaharlal Nehru and Indira Gandhi were given Bharat Ratna, when they were the respective Prime Ministers. Rajiv Gandhi was given posthumously by the Narasimha Rao Government. The Nehru family is the only family in India, with 3 Bharat Ratna Awardees.

Generally, Bharat Ratna Awards are conferred after the age of 60 or 65 for lifetime achievement. Sardar Patel was conferred Bharat Ratna posthumously after 60 years of independence. Even Mahatma Gandhi is yet to get Bharat Ratna Award.

The announcement of Bharat Ratna to Sachin and CNR Rao has triggered a controversy. Cases have been filed against Sachin getting Bharat Ratna.

### **Controversy – Sachin**



The critics allege that Sachin was conferred Bharat Ratna at the age of 40, with an eye on young voters. In India, cricket is a popular game and cricketers have a great following. The critics allege that Dyan Chand, a legendary player of national game hockey was recommended by the Sports Ministry for his winning 3 Gold Medals for the Indian Team in the Olympics. They question the Government's version of calling Sachin 'Ambassador of Sports in India'. According to Milkha Singh, the legendary athlete (known as the flying Sikh), a sports person can be the Ambassador only when he

represents in Olympics and hence he prefers Dhyan Chand as the true ambassador of India for sports. Others also quote that Sachin was playing for scam tainted BCCI and not for the country directly and hence, he could not be called 'Ambassador of sports in India'. They allege that Sachin was playing for huge money and he is one of the top few rich persons in the world earning out of sports. He also used his popularity for earning money through endorsements. He never used his money for the welfare of the society. In fact, he got customs duty of Rs.1.13 crores waived in July 2003 to import his gifted car worth Rs.75 lakhs. When the news was leaked out, somebody filed a PIL in Delhi and the Fiat India company paid the customs duty. The critics wonder as to why cricket should be given royal treatment, when the other games are suffering for want of patronage.

If a contemporary sports person has to be honoured, they immediately suggest the name of Viswanathan Anand, who has single-handedly won the Chess Championship for 5 years. When Cricket is a team game, Chess is won with individual efforts. While Cricket is played only in 8 countries, Chess is played in 160 countries. They also cite even before Sachin,



Cricket was made popular in India by legendary players like Pataudi, Sunil Gavaskar, Kapil Dev, Kirmani, Farooq Engineer and many others with wonderful achievements. Only because of them, today cricket has become a popular game in India, thanks to the media support. The critics do not accept cricket as religion and Sachin as God in the temple. On the other hand, the critics feel that chess was not popular in India before Anand era and he single handedly positioned India in the world's chess map. In fact, he is the only person in the world who has won championship in all the three formats, viz. tournament, match and knock-out format.

If money making is the main criterion, then critics point out that Infosys Narayanamurthy would be the best choice. As the first generation entrepreneur, he not only made money, he also positioned India in the world level for the software skills and generated lot of employment opportunity for Indian youth.

The urgency with which the Government announced the Rajya Sabha seat to Sachin and the Bharat Ratna Award have all lead to suspicion and controversy. The critics do not question the achievements and the hard work of Sachin, but only the Bharat Ratna Award.

### **Controversy – Dr CNR Rao**

With regard to Dr C N R Rao, no doubt, he is one of the top scientists of the world. Very unfortunately, he was caught up in a serious controversy of 'plagiarism' in 2011. Dr Rao has openly apologised for the plagiarism and it was published in the scientific magazines earlier. His achievements are more than sufficient to deserve this highest national award. But in a hurry to show more papers, probably, his team has indulged in plagiarism in the research papers co-authored by Dr CNR Rao and this made him to apologise. The critics point out that as an eminent scientist advising the Prime Minister, he should not have been party for such plagiarism. If anybody searches google with the key words 'C N R Rao, plagiarism', they will get plenty of articles on this subject.



Immediately after the announcement of Bharat Ratna Award, while speaking to the media he pointed out the allotment of funds for science in India was very low and blamed the politicians as 'idiots' for this phenomenon. This also triggered a serious media controversy. Being the Advisor to Prime Minister, he had an access with PM daily and he should have convinced the Prime Minister to get more funds allotted, than blaming the politicians. The critics are wondering what he was doing all along in PMO without working for the scientific development. They ask whether he was using all his time to lobby for Bharat Ratna for himself.

Though Dr CNR Rao richly deserves for the nation's highest honour, the allegation of plagiarism pulls down his credibility. If a junior scientist is alleged with plagiarism charge, after his appointment order in any reputed scientific institutions like ISRO or Atomic Energy, what would happen? Will he be allowed to join?

It is always better to keep such highest civilian awards away from the political influence and lobbying.

By K. Srinivasan, Editor in Chief, PreSense

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## Ignited Minds

### **Suresh Kamath, CEO turned teacher aims to convert the software developers into software designers to make India a product based country**



When we are taking pride that many Indian youth are working in leading multinational companies in USA and other developed countries, we ignore the fact that the entire energy of Indian youth are used in the promotion of International software brands as their developers. In spite of the rich talents, India has not developed any leading software products like Microsoft, Adobe, etc.

Suresh Kamath (55), a distinguished alumnus of Indian Institute of Technology Madras and the President of India Award winner has started working silently to convert the developers into architects / designers. While our education system makes the students 'developers' to work on other's design, Suresh Kamath created a new Institute by name 'Patterns' to teach the nuances of software design.

#### **A designer par excellence**

Hailing from an ordinary middle class family in Mysore (Karnataka), he completed his Post Graduation in Indian Institute of Technology, Madras. When all his class-mates boarded flight to USA, immediately after post-graduation, he chose to remain in India and start his own company to provide employment opportunity to 'physically challenged' and 'economically downtrodden' people. He started his own company 'Laser Soft Info Systems'



and developed the first banking software product in India, which is being used by many banks today. He also designed and developed the most complicated and challenging 'Core banking product' for the Reserve Bank of India recently. The project which would have normally taken a minimum of 10 years in any other country, was completed by Suresh Kamath within one year.



After 33 years of experience in the software design and development, he sold off his company and started a new training outfit 'Patterns' to share his knowledge with the new generation. He takes pride to be a 'teacher' rather than the 'Chairman'.

### **Why Patterns ?**

When asked why he chose this particular name, he says, "The name Patterns by itself tells that it is all about the design which is a proven solution to any common problem. When a particular well-established solution is implemented, it can be re-used as a solution for different problems having the similar problem context. By doing so, improves reliability of software designs, saves a lot of time and reduces the development cost. These proven methods decrease the chances of failure and increase security strength of critical software systems. There are many undocumented design patterns and practices, which due to lack of awareness are not being adopted and software returns on investment have been adversely impacted

### **His Inspiration and Dream**

Suresh Kamath always considers 'being in India' as the motivating factor for him. Kamath has always considered his grandmother as his role model, since he has seen her bringing up the family braving all challenges. As an ardent devotee and admirer of Swami Vivekananda, Suresh Kamath daily gets up from his bed with a positive hope that India would progress hundredfold by bringing world class products designed and manufactured in India. He has immense confidence in the talents of Indian youth and says, "The Indians have a tremendous potential and are great raw materials, but the problem is, the Indians are growing up as foreigners in our own land today. The need of the hour should be to put primary focus on the youth and encourage and support them to come out with many innovations firstly to cater to specific problems of our country and then the whole world.

### **The Alarming Threat**

Suresh Kamath cautions that in future, countries would be attacking only through technology and countries would face many unforeseen problems in future. He also suggests that the selection process for the jobs in companies should undergo a sea change. He wants the assessment to be done based on the candidate's learning ability and future potential rather than focussing only on his/her communication skills.

The CEO turned teacher is fully confident that his students would make a mark globally in the software design, with their natural talents and hardworking nature. No wonder, his friends and admirers call Suresh Kamath 'Junior Kalam'.

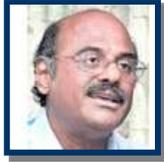
Suresh Kamath can be reached at [b.sureshkamath@patterns-sdi.com](mailto:b.sureshkamath@patterns-sdi.com)

Article by Sukruti A Vadula, Editorial Team Member



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