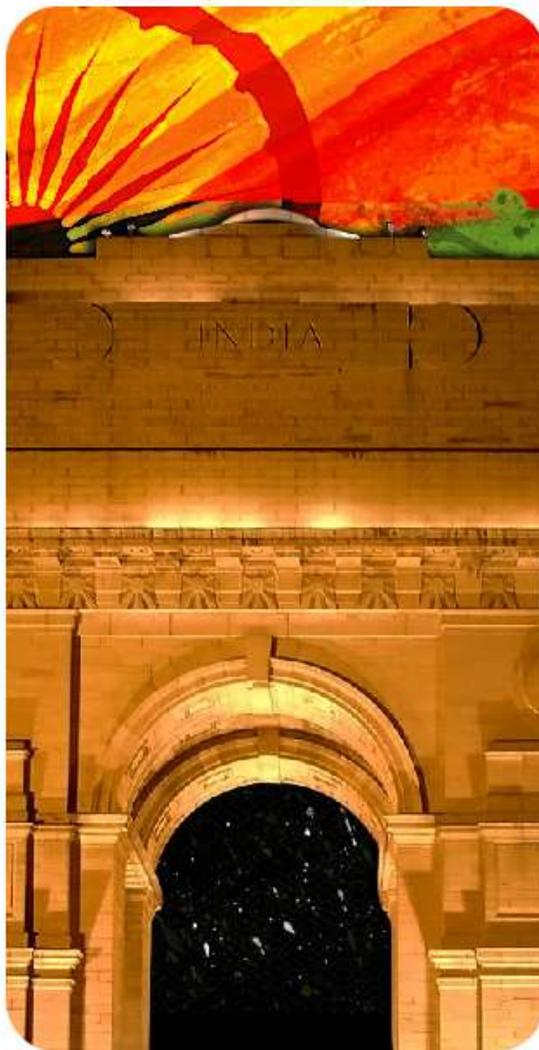


# PR SENSE

Spreading Positive Vibrations

Issue No 105 – November 2015  
Published by Prime Point Foundation

## Cover Story of the Month



Incredible!ndia

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## From the Desk of Editor-in-Chief

We are pleased to release the 105th (November 2015) edition of ezine PreSense with the usual rich contents.



The recent debates on 'intolerance' and 'award wapsi' have triggered a controversy in the nation. The cover story takes an insight of this situation.

Kavipriya, a multi-talented personality has added another feather to her cap with her

recent book on some legends from various fields. We have covered a special story on her achievements.

We have included our usual articles and cartoon. We hope you will enjoy this edition. Please send us your feedback to [editor@corpezine.com](mailto:editor@corpezine.com).

*K. Srinivasan*

### An Important Announcement

The Ezine PreSense has been running two initiatives successfully for the past six years. These are (1) Education Loan Task Force (ELTF) and (2) Sansad Ratna Awards for outstanding and top performing Parliamentarians. The Editorial Team is now starting a third initiative to bring together all the digital journalists of India formally or informally to improve the quality of Digital Journalism and to enhance the skills of Digital Journalists. We have requested IIT Madras and Cyber Society of India to be the Knowledge Partners for this initiative.

Presently, we are of the view that all journalists contributing contents to the active news portals, emagazines and podcasts can be brought under this initiative. (Social media writers like facebook, twitter excluded). Bloggers who contribute regularly on specific themes may also be brought under this initiative. The contents of the portals, blogs, podcasts, emagazines should be available for public domains. Content writers for in-house portals or closed audience will not come under this initiative. We request all those who qualify to share their views in the following format. After receiving the views, we will get in touch with the respondents individually. Please click the link to give your views.

<https://goo.gl/FHUUU2>



## Cover Story

### Incredible India or Intolerant India? Role of Celebrities and Media in Society



During the past three months, some celebrities and writers have been accusing a section of the Indian society of being increasingly 'intolerant'. They have also returned their awards in protest. Strangely, the 'drama' of protests suddenly ceased soon after the Bihar Elections. Some suspected that this 'drama' was stage-managed to influence the electorate against a particular political party or parties. Interestingly, one of the activists who spearheaded the 'Award Wapsi' movement has since received an Award.

It is also suspected that some of the communication agencies were also involved in this 'operation defame', with the support of some of the Indian media.

#### **Blemishing India's Image**

What is disturbing to know is that in the course of these accusations against a specific sect, India as a nation got a beating in its image in the global society as a country with serious national issues of intolerance.



## The Aamir Khan Controversy

After a temporary lull following the Bihar elections, film actor, Aamir Khan stirred the controversial issue of 'intolerance' again with his off-the-cuff comment. At a function he graced recently he said, "My wife Kiran and I have lived all our lives in India. For the first time, she said, should we move out of India? That's a disastrous and big statement for Kiran to make to me. She fears for her child. She fears about what the atmosphere around us will be. She feels scared to open the newspapers every day. That does indicate that there is a sense of growing disquiet." This statement re-ignited a nationwide debate and displeasure among some of the Indians, including his fans, for his lack of discretion in making a public statement of such sensitivity.

The renowned Indian music composer, A R Rahman endorsed the opinion of rising intolerance in the country. A R Rahman was referring to the 'fatwa' issued against him by an Islamic body, for composing music for a film which carried a reference to their Prophet. The Delhi Government had to cancel his public performance in September 2015 because of the threat of the *fatwa*. Unfortunately, these comments were assumed and debated by the media as targeting specific communities.

## Action and Reaction

Newton's third law states "every action has an equal and opposite reaction". This scientific inference is equally applicable to human behaviour. When someone provokes, the natural tendency is to expect a 'reaction' from the other person. The Godhra and the Post-Godhra, the Kashmir Pandits' exodus, the banning of selected books, the terrorist attacks including that of 26/11, the 1984 Sikh riots, provocative statements by political leaders and celebrities, can be quoted as examples. When celebrities and renowned writers make provocative statements, they incite reactions from the masses. The media rarely debates on the legitimacy of the 'provocation', and instead blows the 'reactions' out of proportion. This leads to tension and emotional unrest in the society.

Recently, the Karnataka Government made an impromptu announcement of the decision to celebrate 'Tippu Jayanthi' without any section of the society demanding it. The State Government celebrated Tippu Jayanthi on the day of Deepavali Festival (10th November 2015), even though his date of birth was 20th November. Tippu Sultan, in spite of his reputation of having supported Hindu temples, he is also regarded negatively in several of the districts by different communities. To add to this provocation, a renowned artiste suggested publicly that Bengaluru Airport be renamed with Tippu's name replacing its existing name of Kempe Gowda, the Father of Bengaluru. These actions and suggestions provoked the sentiments of the majority community. They took to the streets in protest and a local leader died in a scuffle with the Police. Surprisingly, these so-called 'intellectuals' and the media blamed the protestors alone for the violence and not the Government which had incited the volatile situation. This incident created more tension in Karnataka and unnecessarily created animosity among the people who were living in harmony.

## 'DNA' of Indians

Traditionally, Indians have been known for their high level of tolerance in the society. '*Sarva dharma, sama bhava*' (treat all faiths equally) is the essence of the Indian culture. India has tolerated even the meanest of tyrants who destroyed the Indian culture. India has never invaded any country and had never indulged in enforcing its philosophies on



others. In fact, India welcomed all faiths and respected them. This tolerance is embedded in the 'DNA' of every Indian, irrespective of the faith and religion he belongs to.

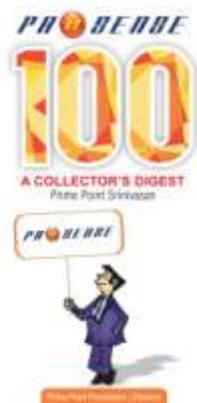
Indians across the country, celebrate festivals like Deepawali (Hindus'), Christmas (Christians'), Ramzan (Muslims'), Nauruz (Parsis'), Mahavir Jayanti (Jains'). At the ground level, people of different faiths have lived in harmony with each other. This has been the culture of India over thousands of years.

When the so-called celebrities and writers decide to comment on 'intolerance' in the society, they do not realise that they are generalising on the basis of specifics. The repercussion is that the issue of 'intolerance' has been raised in the Parliament, setting aside some urgent and impending bills that needed to be tabled and decided for the benefit of the nation. Some intellectuals have even taken out a procession in Delhi against this issue, and submitted a petition to the President of India.

### **Role of Media**

It is unfortunate that the Indian media's present trend is to focus more on their TRP ratings than national interest and professionalism. They therefore tend to sensationalise even a trivial law and order issue, exaggerating its implication. Even though every Indian enjoys freedom of expression, media and leaders should realise that freedom of speech is not 'absolute'. This freedom goes with 'responsibility and accountability'. The media and a section of the celebrities should realise the potential impact of their comments and actions, and therefore endeavour to exercise restraint and maturity in their behaviour. As role models and messengers, they should endeavour to diffuse rather than infuse tension in the society. The media should restrain from inciting emotions through provocative and subjective reporting of incidents in the country. If it must report, it should take care not to paint an emotional tone to the report. The people of national and international significance need to exercise restraint, caution and maturity, realising that what they say or do can impact an entire society and nation. Otherwise, they would be playing a dangerous game, either consciously or unconsciously, of inciting and dividing the people. They must be conscious that the nation is supreme and their fellow citizens of prime regard.

By K. Srinivasan, Editor in Chief & Susan Koshy, Editor



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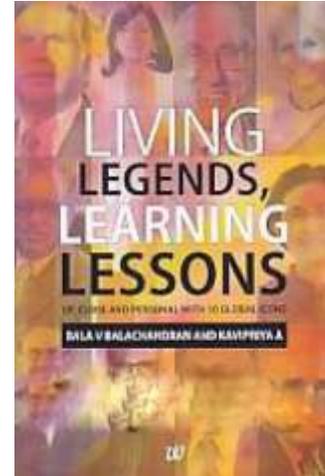


## Ignited Minds

### Kavipriya - Adding Smiles and Touching Millions of lives

It is always a proud privilege to meet and interact with legendary iconic achievers from different fields. Kavipriya has been nurturing this dream right from her childhood. After completing her graduation in Computer Science and post graduation in Visual Communication, she joined a reputed B School to pursue her MBA.

Kavipriya had the opportunity of meeting 50 legendary and iconic achievers and interacted with them over a period of one year. "Ever since I began writing with a pen, I started to record my observations and my feelings in my personal diary. Somewhere in the midst of all this was born the germ of an idea to chronicle the lives of living legends who have impacted the world with their ways and views." Kavipriya recalls her pleasant memories.



#### Living Legends and Learning Lessons

She joined hands with Prof. Bala Balachandran, a globally renowned Management Guru and the Founder of Great Lakes Institute, to author a book titled 'Living Legends, Learning Lessons'. In this book she featured 10 Indian legends like Ratan Tata, Infosys Narayanamurthy, Adi Godrej, Philip Kotler, Deepak Chopra, Kiran Mazumdar and few others. This book was released at Chennai, Bengaluru, Hyderabad and Delhi. Ratan Tata and N R Narayanamurthy launched the book at Chennai and Bengaluru respectively, in July 2015.

"Ratan Tata is truly regal. Although he is an industry icon respected globally, I am impressed with his simplicity and humbleness. I was surprised when he walked up to my



Ratan Tata (second from left) launching the book. Kavipriya (extreme right looking on)

elderly grandparents and greeted them during the book launch", says Kavipriya.

Kavipriya says that she has learnt a lot at this young age, by interacting with the icons of various fields.

She is coming out with the second part of the book featuring the remaining of the 50 icons she had interacted with. "These icons have such intense aura, that it is difficult not to be influenced by them", says Kavipriya.

While addressing the media at Bengaluru during the book launch, N R Narayanamurthy, Founder of Infosys openly acknowledged that Kavipriya was his inspiration, because she left



a lucrative job to take up entrepreneurship and to start her branding company. He even went to the extent of requesting Prof. Bala to write a book about her.

### Multi-talented Personality

Kavipriya is a multi-faceted and multi-talented personality. She has been a classical dancer right from her childhood, combining the dance forms, Kathak, Ballet and Bharatanatyam. During her student days, she used to visit old age homes and orphanages to perform before the inmates. She has done more than 2000 such performances. "I used to feel happy when I could add smiles on the faces of the elderly people, and children through my dance performances. That is why I have named my branding company, 'Adding Smiles Pvt Ltd'." She is engaged in CSR activities as well as personal branding, through her company.



She had won the titles of Miss Coimbatore and Miss Teenager India at the national level and Miss Chennai as the runner-up. She has the skill to sketch while dancing the Kathak. The picture (left) was drawn by her in 4 minutes during her dance performance at the talent round of Miss Chennai Competition 2010.

Kavipriya has appeared in nearly 75 print and television advertisements as model for products. "I have appeared as bride in more than 90% of these advertisements. I accepted modelling assignments only where I was presented in a dignified manner", says Kavipriya. Some of the co-models who worked with her are now popular film artistes. Kavipriya declined acting opportunities, as she wanted to be an entrepreneur.

### Role Models

She has several role models in her life. She admires Jayalalitha and Indira Nooyi for their administrative capabilities. She adores Priyadarshini Govind, the dancer who sustains her energy for a long time while dancing, even at her 60-plus age. She respects M S Subbulakshmi and Meenakshi Seshadri for their divine beauty.

"I want to touch millions of lives through my organisation, 'Adding Smiles', my dance and my philanthropy", Kavipriya concludes.



Globally renowned Marketing Guru Philip Kotler being interviewed by Kavipriya

She can be reached at [Kavipriya@addingsmiles.com](mailto:Kavipriya@addingsmiles.com)

By K. Srinivasan, Editor in Chief and Sukruti Vadula, Editorial Team



## Between You and Me

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### HR in Public Sector Banks - Names are Only Cosmetic

*(This section 'Between You and Me' is dedicated for articles from our readers. Readers can share their candid views on any subject of their choice. Mr T R Bhat, the author of this article is a well known leader in the Officers' Trade Union movement of the Indian banking industry. He was the President of the Corporation Bank Officers' Organisation as well as the Director on the Bank's board as a representative of the Officers' Organisation.)*

My opinion of the general HR (Human Resources) climate prevailing in the banking sector is that there is hardly any HRD policy in the banking sector; what we see is plain ad-hocism. The classic example is their approach to training and retraining. For example, a bank like Corporation Bank does not have its own full-fledged staff training college. In spite of a board decision during 1997-2000, nothing has happened. Several PSBs (Public Sector Banks) outsource their training. The so-called training institutes which provide in-company trainings to new recruits have been floated by former CEOs (Chief Executive Officers) or top executives of PSBs. They use their connections at the peer level to get training batches, charging hefty fees!



The qualified personnel of the HR Departments do nothing more than sanction leave, TA (Travelling Allowance) bills, and medical bills. Hardly any effort is put for substantive issues of IR (Industrial Relations) or for improving the quality of manpower and efficiency. A major reason for the current crisis in the banking industry is failure of the HR Policies.

In 2006, the Independent Commission on Banking and Financial Policy, headed by Mr.S.P. Shukla, former Finance Secretary and Member, Planning Commission and India's representative on GATT (General Agreement on Tariffs and Trades) negotiations had, in a detailed chapter, pointed out the challenges and the strategies to tackle the manpower crisis. As it was a non-official study group, the then government did not bother to look at the recommendations. None of the CEOs looked at the report either. (Eminent central bankers, HR experts, former CEOs, reputed civil servants, academicians and noted citizens had provided valuable inputs to the deliberations of the study group spread over two years.)

To share my own experience in Corporation Bank, during 2006-07, the Corporation Bank Officers' Organisation (CBOO) had commissioned a professional body to study the HR environment in the Bank. After independently studying the facts and interacting with more than 50% of the officers all over India, it submitted its diagnosis and suggestions. We in turn submitted this report to the then CEO. No other trade union had done such an exercise. The CEO remarked: "we get so many reports. How to implement all these?" There was no attempt to understand the issue. One serious finding in the report was the impairment of work-life balance. This is one of the reasons many officers are quitting the banks. And even when they quit, they are not allowed to leave happily!

To sum it up, banks have re-labelled their staff departments. I remember that when I joined Corporation Bank Ltd it was called Establishment Department; then it was renamed Personnel Department. The new name Human Resources Development Dept (HRDD) came later. These changes are just in names and merely cosmetic. The basic attitude, approach and outlook continue to be archaic. The examples I have quoted are tips of the iceberg.

By T R Bhat, Mangalore

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# PRince

By- Triambak Sharma



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AAMIR  
KHAN  
CONTROVERSY...

That's why I ask you  
Not to Share our  
"Conversation"  
to any body...



## Technology Corner

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### Spreading Rumours through WhatsApp and Other Social Media

Of late, it has become fashionable to post all and sundry information on social networking sites like Facebook and WhatsApp. In a nation with a tech-savvy Prime Minister taking selfies with other dignitaries, and encouraging his visitors to take selfies with him, this selfie mania is quite understandable. But when it comes to posting someone else's picture or a controversial opinion or spreading rumours, or even just information without knowing the genuineness and authenticity of the news, it becomes a serious issue.

For a nation marching ahead in Digital India, e-governance and digital communication, it is a major concern

- i) if the people are not aware of the repercussions of spreading falsehood in a social networking site, or
- ii) if the law is inefficient to curb such menaces, or
- iii) if the police is incapacitated technically or legally to handle such activities.

Earlier, there was a powerful Section 66A in the Information Technology Amendment Act, 2008 that stipulated punishment for sending offensive messages through communication services. It spoke of 'grossly offensive' messages of 'menacing character' and messages transmitted 'for the purpose of causing annoyance', knowing to be false, to deceive or mislead etc. All these expressions were best suited to define an offence of spreading falsehood, cyber stalking or even alarming the public through an electronic communication. Unfortunately, this section was repealed by the Supreme Court in an historic judgement in March 2015.

Spreading rumours and disturbing public peace continues to be a punishable offence, as per the 155-year old time-tested Indian Penal Code and the police still have the powers to book culprits who spread unfounded messages on a public post like Facebook or WhatsApp and cause public disturbance. It is better to think twice about the genuineness of a post in WhatsApp or about its necessity to be made available in a public domain. Those posting the photos of their private domestic functions should think twice before posting it on Facebook. Would they display their wedding album or the photo album of their domestic function at a railway station, and would they call the people on the street to their house to show them these photographs! Then, why post them in public domains?

Most of the media rejoiced when the Section 66A was removed by the Supreme Court in a misguided comfort that freedom of expression has been protected. The government in an overt move to project itself as a saviour of the freedom of press, did not defend the strength of the Section, and allowed it to die. Now, during the massive rains in the states of Tamil Nadu and Andhra Pradesh and in other similar critical situations, when people resort to and spread some unfounded news through WhatsApp, the same media is now concerned that a powerful weapon in the hands of the police has been lost.

On the question of posting some indecent selfies and socially disturbing photos on the networking sites, just as the originator of the news should behave responsibly and desist from posting them, the subsequent users too, who simply forward the mail or the information, should show the responsibility and discretion of a mature netizen.

By V.Rajendran, Editorial Team

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## From the Archives - November 2009

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### Mentor Musings

The Cambridge dictionary defines mentoring as the act of “helping and giving advice to someone who has less experience than you, especially in your job.” It is not merely advising; it also reflects selflessness, as the advice relates to the highly competitive job arena. Nevertheless, mentoring is not a new concept; in fact it has been prevalent for many years now. An example, in the field of journalism, is the late American broadcast journalist, Edward R Murrow – a pioneer in TV news broadcasting who famously mentored some of the finest talent in American journalism. The web has various references to his protégés, who came to be called ‘Murrow’s Boys’. In India, an example that comes to mind is of Dr Prannoy Roy – his 24-hour news channel NDTV has given Indian journalism some of its most prominent faces – from Barkha Dutt to Arnab Goswami and Rajdeep Sardesai.

However, instances of mentorship comparable to Murrow date back to an age when journalism was still relatively nascent. Today, the times have changed, the pace has increased with the launch of 24-hour news channels and websites and competition has shot through the roof. Naturally, the environment is not conducive to effective mentoring on the job. Yes, people are still noticed and exceptional talent generally receives its due. But is it mentored – not as much. Recently, while talking to a senior, I questioned him on mentorship. Pat came the reply, “There is hardly any time for that. At the most, I can sit and discuss the story and its angle, but no one has the time to nurture a raw fresher.” As such, new journalists – interns, trainees and the like are left out in the cold. It is a well-known fact that journalism is a vocation where much of the learning comes on the job. Education equips a person with knowledge, but experience is mandatory to hone the skill. At such a stage, a good mentor is quintessential.

But that does not seem to happen for many newcomers. Most trainee journalists lament the sheer lack of honest guidance on the job. Many feel sidelined, as they go about tailing seasoned journalists and receive flak for their first drafts. Although, it will only be fair to acknowledge that many newcomers nowadays are rather impatient and cannot wait to land that major assignment, which will propel them to the big league. Also, in a high pressure, deadline-bound newsroom, it is but natural that people would generally not have the time or the tolerance for ineptitude, which many beginners display.

To come back to the main question then – is mentoring on the decline and who makes a good mentor? While opinion is divided on the former, the latter is easy – a good mentor is a senior from the vocation who not only advises on the job, but also helps one climb the ladder of success. It is teacher who is secure in his/ her success and wants the best from his pupils, with a demand for respect in return. As for solutions, the best that come to mind are active mentorship programmes at media organisations, reward systems for meritorious newcomers and education institutes with established media professionals guiding students academically and otherwise.

By Megha Gupta, Guest Editor, Nov 2009 issue of ezine PreSense

source: <http://www.primepointfoundation.org/presense/presense1109.pdf>

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