

PR SENSE

Communicate the communication

India's First Corporate ezine

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Theme of this Issue

Post 1990: whether youth have gained or lost?

Guest Editor

Shaifali Veda

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PR-e-FACE: From the desk of Editor-in-Chief 'Self' is prioritised over the society and country.

India started facing sudden changes after 1990, in many areas. While on the one side, we got enormous economic growth, on the other side, there is a marked deterioration of 'values and ethics' in many areas. The new found economic growth has also impacted the traditions, culture and family relations.



In 2009, when India was undergoing general elections, Government decided not to provide security forces to IPL cricket matches, as they had to manage the general elections peacefully. At that time, 'intellectuals' were mounting criticisms on the Government's decision. IPL cricket matches were given more priority over the democratic process, by a section of the people.

Though such instances are not isolated, they reflect the attitudinal changes of educated urban middle class.

Such changes have an impact on the youth also. 'Money at any cost' tendency is slowly growing. 'Self' is prioritized over the society and country. 'Human values' seem to be deteriorating.

With this background, we attempted to analyse the situation in a realistic manner, whether youth have gained or lost in the past two decades. We are confident that you will find this edition more useful.

K. Srinivasan

Guest Editor



Shaifali Veda is a PR and corporate Communication professional. She has a passion for providing communication and soft skills training to young professionals. She is also passionate about service to poor and downtrodden. She is interested in music and reading.

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Video Introduction hi



I am thankful to the Editorial team for giving me the opportunity of Guest Editing this Ezine. I feel excited to be part of this ezine. The theme "Post 1990: whether youth have gained or lost" is an interesting and topical one. We have made attempt to get the views of the readers through snap poll and also from a group of panelists.

While analyzing the negative impacts, we have also attempted to provide solutions to overcome the challenges. Please listen to my video introduction in the following link:

<http://www.youtube.com/watch?v= KDg8TeWI60>

Shaifali Veda

Snap online survey findings

A snap survey was held during the first week of December 2010 to get the views of the readers. The readers were asked to specify the areas in which youth have gained or lost in the post 1990 scenario. They were also asked to specify whether youth have gained or lost in the process. The summary of the finds are:

Areas where youth have gained (% responses)

Technology - 80%

Education opportunity 80%

Economic status and finance 70%

Areas where youth have lost (% responses)

Culture 75%

Family relationship 75%

Health 70%

Human relations, values and ethics 60%

Net effect (% responses)

Youth have gained – 69%

Youth have lost – 31%

e-Debate on the theme

Based on the outcome of the snap survey, we conducted an e-Debate among 8 readers chosen across the nation, covering different age group. Four persons argued in favour of the theme, 'youth have gained' and the remaining 4 persons argued in favour of the theme 'youth have lost'.

After the first round of debate, we gave them three questions for their views. The team members are:

TEAM A – YOUTH HAVE GAINED



Saravanan
working
professional
(Leader)



Arna Chugani
Student



Dr Bhanumathy
working
professional



P B Raghavendra
Rao
Retired

TEAM B – YOUTH HAVE LOST



Jayashree
Amburkar
Working
professional in US
(Leader)



Ramanathan
Working
professional



Venkateswaran
Just completed
the College



Prabhakar
Working
professional

Are we paying heavy price to maintain our life style and economic status? How do you quantify this?

TEAM A – Youth have gained a lot

They got lot of opportunities for education. Now they are more creative, than the elder generation. They are able to solve the problems quickly. If you look at the global technology products, you will find the stamp of our Indian professionals.

The economic status of many of the middle class families has gone up after 1990. Many young boys and girls are earning substantially. They are able to possess vehicles and houses, which otherwise, they would not have dreamt.

Due to mainline media and social media, we now enjoy enormous freedom of expression. Due to RTI Act, transparency in administration is improved. Many civic problems are openly brought out.

Due to competition, youth have realized their responsibilities to take their family to the next level.

TEAM B – Youth have lost heavily

What is the use of gaining lot of money? Due to competition, deadlines, our youth are subject to heavy stress and strain. They have lost heavily on the health aspects. If it continues, we will have only sick people after 30 years, with huge money.

The diseases which were once affecting the aged people are now attacking the youngsters at 35 and 40. Acidity, obesity, cardiac problems, mental tensions have become common problems for youth presently.

Due to imitation of west, our culture is affected. The lifestyle is undergoing lot of changes. Even ladies have started smoking and taking drinks. While, they claim to be the new lifestyle, such smoking and drinks may affect their health and the future generation may get affected. Many of the middle class families have lost family relationship. 'Living together' without marriage, pre-marital sex has become common.

While there is an enormous freedom of expression through media, they are not used properly. Only sensational news and celebrity information are getting prominence. Development stories are not given prominence. Due to the negative stories released through media, our youth are getting affected mentally. In the name of economic prosperity, we have paid a heavy price.

There is no second opinion about the loss of health, culture and family relationship. If this is continuing without check, what will happen after five years or ten years?

TEAM A – It is only initial euphoria

This is part of the 'natural evolution' process. Our youth have enormous 'problem solving' capability, compared to the youth of 30 years back. We may not be able to stop the economic growth and global competition. At the same time, the 'downside' of this impact also cannot be ignored, in the interest of the nation and future generation. This is only initial euphoria and excitement of new found economic freedom. We are hopeful, we will find solutions to overcome this challenge and reduce the negative impact.

TEAM B – Danger ahead

If this trend continues unchecked, we will have more and more hospitals to treat the health problems of the youth.

Already serious attempts are made by vested interests to destroy the Indian culture and traditions. More and more MNCs are luring Indian youth to change their lifestyle and habits. Western food habits and drinks may make our youth unhealthier. Even women have started smoking and drinking alcohols, which may damage the fertility of the woman.

Due to the dwindling family relationship, there may be more cases of divorce and separation. 'Living together' culture may pose greater problems in the society. The so called 'call centre culture' will spoil the morality of the youth.



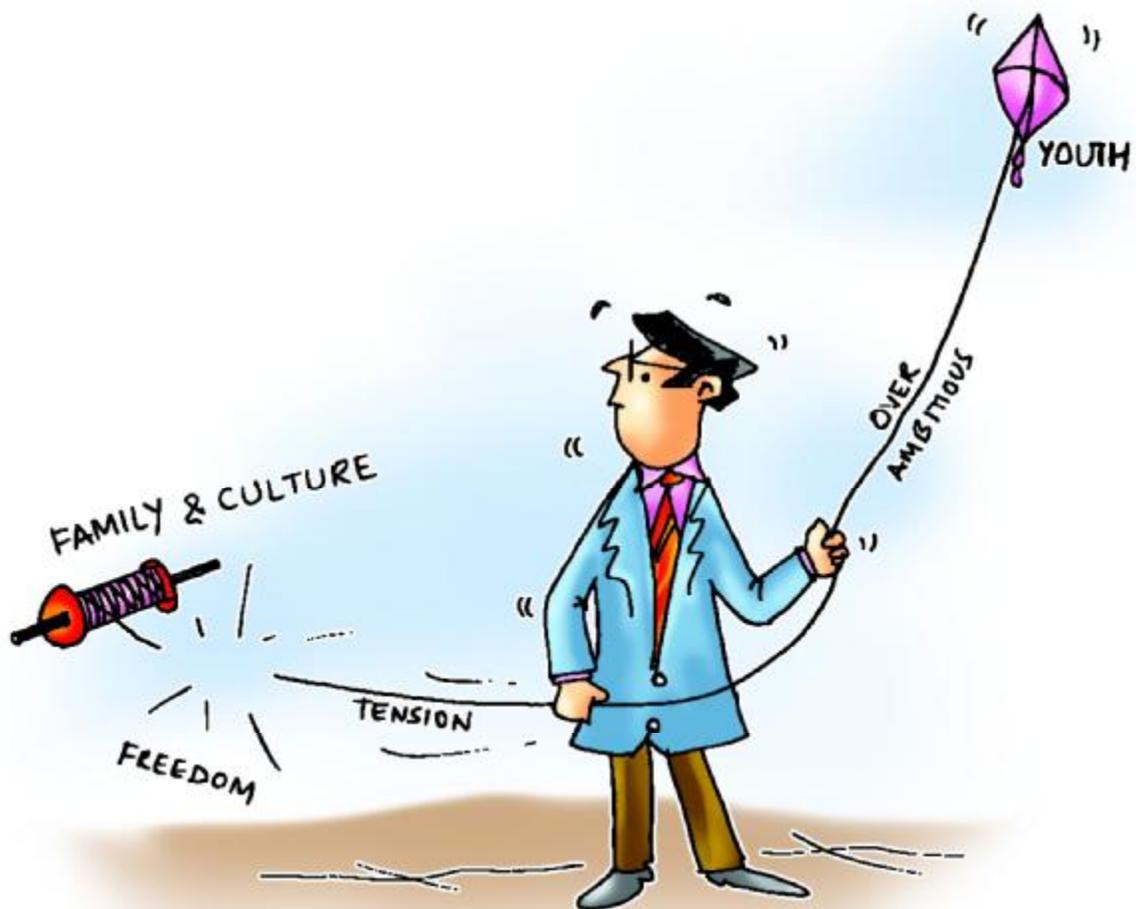
Further there is a great danger of technology spoiling our youth. Mobile phones, social media have brought down the value systems in the society. They are now being more misused than used. If proper awareness is not created, this trend will become No 1 enemy to our youth.

For chasing the money, both husband and wife go for employment, leaving their children under the care of some servants. These children will long for 'love' from their parents. These children will face problems when they grow..

PRince

by- Triambak Sharma

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As a person involved in the welfare of the society, how do you think, we can address the issue and reduce the negative impact in the post 1990 scenario?

Combined views of Team A and B

Technology

Technology tools like social media, internet, and mobile phones are to be used for the development of the society, rather than for fun and excitement. Media should become more and more responsible in providing positive and development stories to motivate the younger generation. Instead of being market and TRP focused, they should be 'value focused'.



Economic Status

The quick money and easy money makes the youth less concerned with the welfare of the society. They need to involve themselves in 'Corporate Social Responsibilities' (CSR) and 'Individual Social Responsibilities' (ISR).

Education

The present education system in India offers only business and market focused contents. The system should focus more on values and ethics, to shape the future citizens of the country. The education system should fill the gap by providing proper education to the children and youth.

As a person involved in the welfare of the society, how do you think, we can address the issue and reduce the negative impact in the post 1990 scenario?

Combined views of Team A and B



Family and human values

Due to materialistic approach of the present generation, family relationships are deteriorating. It is also alleged that elders are not respected by the youth, due to their economic status. This has started spreading even in rural areas like epidemic. The elders in the family and parents have greater role to correct the situation.

Culture

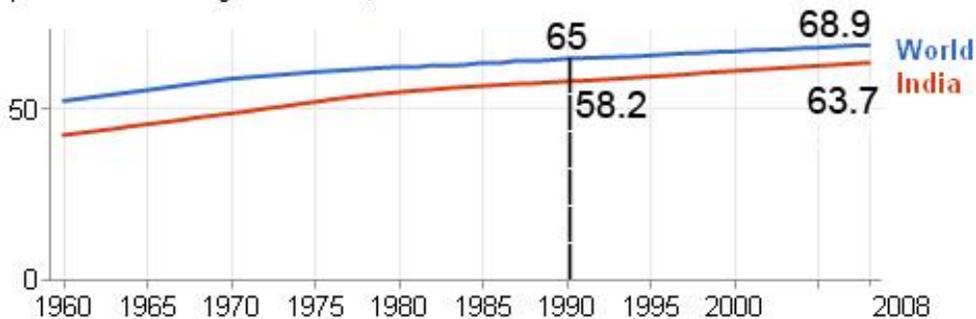
While western countries are replacing their worn out practices with traditional Indian culture, Indian youth feel excited over importing and adopting the 'thrown away' part of western culture. Indian youth should never look down upon Indian traditions and culture. In spite of all the developments, many countries like UK, Germany, China, Egypt, Srilanka, value their culture and traditions.

Health

Life expectancy has gone up; present generation may spend more years sick

Life expectancy

The average number of years a newborn is expected to live with current mortality patterns remaining the same.



Data source: [World Bank, World Development Indicators](#) - Last updated December 22, 2010

According to World Bank report, Life expectancy has gone up from 58.2 to 63.7 years in India. Though apparently, it gives an impression of longevity of life, in reality, the people beyond 50 get extension of life, due to various medical support and due to their healthy life-style and scientific food habit in their growing days.

Presently doctors say that the traditional old age diseases like Hyper tension, cardiac problems, cancer, diabetes, obesity, stress are now attacking the younger generation even at thirties and forties. This is mainly due to wrong food habits, lack of physical exercise, mental tension due to deadlines, negative thoughts, unhealthy life style, etc.



Even if the life expectancy is growing, in future, it is feared that people may spend more years being sick compared to our earlier generation. In the past two decades, people have started spending their life with serious illness and lack of functional mobility.

We need to create an environment where people die without experiencing disease, functioning loss and disability.

5 Tips to overcome the health challenges



1. Avoid junk food / drinks; take healthy food.
2. Inculcate regular habit of physical exercise like yoga, meditation, walking, jogging, etc.
3. Stress is inevitable in the competitive world. Learn to 'manage' the stress.
4. Have a periodical and regular medical checkup.
5. Develop and pursue your passion that adds to your energy. This will be your stress buster.

Dr Manivannan

Re-invent the past to correct attitudinal problems

Presently, younger generation suffers from attitudinal problems, coupled with negative vibrations produced by Media.

Parents need to spend quality time with their children.

As Dr Abdul Kalam suggests, 'moral instruction' classes are to be re-introduced in all the educational institutions.

Even 'Grandma' stories are to be re-introduced. One of the partner organisations of India Vision group has started training young teachers to tell 'grandma' stories. This should focus on moral values and ethics.



Important links of Prime Point Foundation

www.prpoint.com

www.indiavision2020.org

www.imageaudit.com

www.action2020.co.cc

www.corpezine.com

www.eltf.co.cc

www.poduniversal.com

<http://prpoint.blogspot.com>

Old vs new generation



Two young men who had just graduated from Harvard were all excited and talking effusively as they got into a taxi in downtown Boston.

After hearing them for a couple of minutes the cab driver asked, "You men Harvard graduates?"

"Yes Sir! Class of '94!" they answered proudly.

The cab driver extended his hand back to shake their hand, saying, "Class of '58."

Source: <http://www.comedy-zone.net>

PResenters of *PReSENSE*



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