

PR  *SENSE*

Thank You
Readers

200



18 Years of Journey: Milestones

Prime Point Foundation
Chennai

18 Years of Journey: Milestones

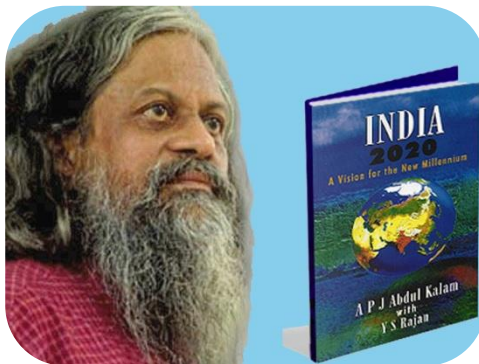
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18 Years of Journey: Milestones

Launch of the First Edition of PreSense and its Objectives

On the suggestion of Dr APJ Abdul Kalam, Prime Point Foundation, a Chennai-based Non-Governmental Organisation (NGO) dedicated to creating awareness on communication launched its first edition of the Digital-only eMagazine *PR-e-Sense* for positive journalism. Dr Y S Rajan, (a close associate of Dr Abdul Kalam who also co-authored the book



Dr Y S Rajan flagged off the journey

'India 2020' with Dr Kalam) launched the eMagazine online on 6th March 2006. This marked the beginning of the journey of PreSense.



First edition – March 2006

October 2023.

Those were the nascent days of the concept of digital magazines, which itself was not popular. Even a few digital magazines published at that time could not survive for more than 3 to 4 months due to a lack of experts willing to provide content. This eMagazine has withstood all the challenges while successfully publishing the 200th edition in

First Edition to 200th Edition – a Challenging Journey

PR-e-Sense, featured thematic subjects, focussing on Communication, Journalism, and Media related subjects during the first 60 monthly editions. From the 61st edition, the eMagazine broad-based its readership by publishing content covering all subjects ranging from Current Affairs, Politics, Health, Indian Heritage, History, Science & Technology, Education, etc.

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The tagline 'Communicate the Communication' was changed to 'Spreading the positive vibrations'. The title of the eMagazine 'PR-e-Sense' became 'PreSense' without changing the Masthead from the 61st edition.

Many eminent professionals, academicians, journalists, and advocates are associated with the Editorial Board. PreSense is run by volunteers enthusiastically on a non-commercial basis and without soliciting advertisements. The editions are released on the first of every month consistently. Based on the feedback, the editorial team continues to improve upon the quality of the eMagazine to cater to the net-savvy readers. Today, PreSense is recognised as a pioneer in the eMagazine world for its high standards in its content, as well as for its reach and usability.

Integration of Podcasts from Aug 2006

The concept of Podcasts emerged in early 2006. Against this backdrop, the editorial team of PR-e-Sense introduced the concept of interviews in audio and video podcasts in the eMagazine. From its August 2006 edition, the eMagazine published the text of interviews, with links to the corresponding podcasts, for the audio as well as video recordings of the interviews.



Introduction of Guest Editors from August 2007

The editorial team introduced guest editors from its August 2007 edition. PR-e-Sense has had the privilege of being guest edited by several eminent personalities like Mr. T. S. Krishnamurthy (Former Chief Election Commissioner of India), Mr. N. Vittal (Former Central Vigilance Commissioner of India), Dr. Y. S. Rajan (Scientist), Dr S K Kharventhan (Member of Parliament) as well as presidents of international organisations like Institute of Public Relations of Singapore, Public Relations Society of America, Chartered Institute of Public Relations, London and Public Relations Institute of South Africa. Young professionals and students were also given the

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opportunity to guest-edit the eMagazine, to give them the experience of writing and editing for a digital medium.

Change of Masthead in February 2008



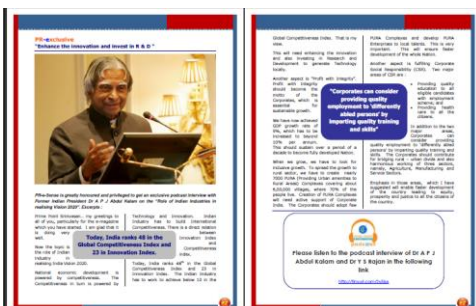
New Masthead

In February 2008, with PReSense completing two years, it underwent another reform with the change in its masthead and the layout, to make it appear savvier to the readers.

The same Masthead continues to date.

PReSense had the privilege and honour of carrying out an exclusive interview with Dr. Abdul Kalam, former President of India, in its second-anniversary issue.

The interview was recorded over the phone and the audio version also was integrated with the article.



First exclusive interview with Dr APJ Abdul Kalam in Feb 2008 edition



Launch of Second Anniversary (Feb 2008) edition

Communicators of India). The association of these eminent personalities with the eMagazine enhanced its prevailing credibility among the readers.

The second-anniversary issue (Feb 2008) was released on 1st March 2008 by Mr. N. Vittal, Former Central Vigilance Commissioner of India in the presence of Shri T S Krishnamurthy (Former Chief Election Commissioner of India), Dr U Srinivasa Raghavan (Former Chairman of Indian Postal Board) and Shri Yogesh Joshi (Chairman of Association of Business

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Digital Media Partnership with Global Events

PReSense continued to win increasing recognition among literary and corporate readers and in April 2008, several international organisations approached the editorial team for the association of PReSense as a Digital media partner in global events. Normally, only print and television media are preferred by international organisations for media partnerships. For the first time in the world, an eMagazine, viz. PReSense became the media partner in 2008 for the international conferences organised by Chartered Institute of Public Relations in London in UK and by the Public Relations Society of America in Detroit in the USA. Thereafter, PReSense was invited to be the Digital media partner for several other international conferences held in different countries like South Africa, Singapore, etc.



May 2008 edition

Introduction of Cartoons from July 2008



Dr Abdul Kalam launching the first Prince cartoon on 24th July 2008 at Raj Bhavan, Chennai



On the suggestion of Dr. Abdul Kalam, PReSense introduced cartoons in its July 2008 edition. Mr Triambak Sharma, a noted cartoonist and editor of Cartoonwatch, a



Triambak Sharma

cartoon magazine at Raipur, created a new cartoon character, Prince. Prince was launched by Dr Abdul Kalam himself at Rajbhavan, Chennai. The Cartoon Character Prince was designed similarly to cartoon character 'Çommon Man' of R K Laxman. But Prince represents the aspirations of the youth of the country. Prince Cartoon is being featured regularly in its monthly editions. PReSense has published 185 Prince Cartoons, highlighting topical themes, till October 2023.

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In April 2010, The Wall Street Journal reproduced one of the Prince cartoons with the permission of the Editor (picture). This gesture attests the popularity of the eMagazine at the global level.



Change in Layout in September 2008



The layout of PReSense changed again in September 2008, with the introduction of the photograph of the Guest Editor on the cover page. This gesture proved to be an incentive for many budding professionals, who volunteered to be guest editors for PReSense.

Some of the absorbing topics covered in PReSense include corporate arrogance, corporate idiosyncrasies, education loan, business communication, corporate governance, internal communication, Social media, Journalism, and media relations. These topics aroused the curiosity and interest of many of its corporate readers.

Awards and Recognition

PReSense has won several awards, accrediting the high quality of its content and its popularity among its readers.

It has won awards from the Global Forum for Public Relations, the Public Relations Council of India and the Association of Business Communicators of India.



Many of the Corporate bodies and Communication organisations invited the Editorial Team to share the Digital Media experience, as PreSense was a pioneer in this domain.

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Launch of 50th (Golden Jubilee) edition in May 2010

Coinciding with the commemoration of the Golden Jubilee of PReSense in May 2010, Prime Point Foundation and PReSense instituted the Sansad Ratna Awards to honour top-performing Lok Sabha Members of Parliament. The 50th edition of PReSense was launched at the Awards' function by Mr T. S. Krishna Murthy and Mr. N. Gopalaswamy, (both former Chief Election Commissioners of India). A Compact Disc or CD, containing the past 50 editions of PreSense, Prince Cartoons and connected podcasts was also released. Shri S S Ramasubbu (Member of Parliament and Award winner) and Shri B Suresh Kamath, Chairman of Laser Soft Infosystems were also present.

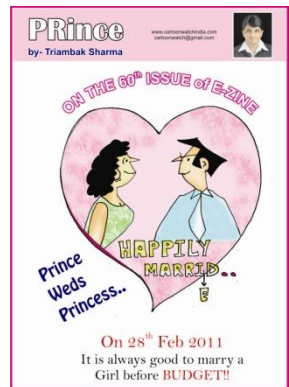


(L to R) T S Krishnamurthy, N Gopalaswamy, S S Ramasubbu, Prime Point Srinivasan and B. Suresh Kamath

Launch of 60th (Diamond Jubilee) Edition in Feb 2011

In February 2011, the Diamond Jubilee edition of the eMagazine, with its theme as Achievers, was released. In that edition, PReSense carried an exclusive podcast interview with Dr. Subramanian Swamy the well-known political leader, on the theme 'perseverance'.

In a lighter vein, the cartoon character, Prince, who had till then been enjoying the company of girlfriends, married his cartoon companion, Princess in this edition.



With the Diamond Jubilee edition, PreSense completed five years of its uninterrupted journey.

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Dr Abdul Kalam cites cartoon character Prince in public speech

Interestingly, Dr A P J Abdul Kalam himself was one of the great fans of the Cartoon Character Prince. While addressing the Cartoon Festival in New Delhi on 29th April 2011, Dr Abdul Kalam suggested that cartoonists should be remembered for creating cartoon characters like 'Common Man' and 'Prince'. (Screenshot of his message below).

to be to lift the common man's life to prosperity. What a beautiful thought! Can there be a more communication?

Mission for cartoonist

Friends, history echoes to us, that those who have courage to imagine the impossible, are the few unique all human limitations of thoughts and actions. In every field of human efforts, whether science, tech, cartoons, sports, industry or even in developmental politics, the names of the people who imagined the impossible timelessly in our human history. By breaking the limits of their imagination, they transformed the world. Are they face such human challenges? The possible missions for my cartoonist friends, you will be remembered for are:

source: www.abdulkalam.com speech at Delhi

- a) Will you be remembered for bringing smiles with embedded thoughts on national growth?
- b) Will you be remembered for bringing smiles on elimination of corruption with instances of people of ethics v
- c) Will you be remembered for creating a cartoon character similar to common man or prince?
- d) Will you be remembered for celebrating the tears of happiness of citizens rather than always pain?
- e) Will you be remembered for taking a national cause of economically developed nation and depicting the

Brief Break after 5 Years of Continuous Journey

Soon thereafter, the team deliberated over the challenges of sustaining the quality of the eMagazine within the format of its contents, especially the themes, which had to be unique and varied, to cater to an audience that was niche. At this stage, the editorial team decided on a hiatus for the eMagazine, to take time to plan a revised format that will cater to a larger and more diverse audience.



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Re-starting the Journey with 61st Edition in a New Format

The editorial team resumed PreSense in April 2012 with the 61st edition, coinciding with the Sansad Ratna Awards 2012 to the top-performing MPs. The tagline 'Communicate the Communication' used in the first 60 editions of the eMagazine was changed to 'Spreading Positive Vibrations'. Though the masthead continued to be the same, the name of the eMagazine was changed from "PR-e-Sense" (while reading, PR pause e pause sense) to Pre-Sense (while reading, Pre pause Sense).

The format of the contents of the eMagazine changed in its 62nd edition. and PreSense still continues in the revised format. The PreSense edition carries contents from different domains including Health, Current Affairs, Economics, Politics, Governance, Heritage, History, Technology, etc. The new format has interested a larger audience of readers. The contents cater to readers of different age-groups. PreSense is widely shared through emails and the social media.



Tamil Nadu Governor Launching Special Edition



In April 2013, the 73rd edition of PreSense, with a special feature on the Indian Parliament, was launched by the Tamil Nadu Governor, Dr. Rosaiah.

The event coincided with the presentation of the Sansad Ratna Awards 2013 held at the Indian Institute of Technology, Madras.

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75th (Platinum Jubilee Edition) Dedicated to Indian Youth

The Platinum Jubilee, hallmarking the 75th edition of PreSense, is another milestone in the journey of the eMagazine. This edition was dedicated to the Indian youth. In order to impress upon the nation the need for empowering youth, this edition was launched by the youth at four centres (Chennai, Motihari, Coimbatore and Raipur) on the 23rd of June 2013 simultaneously.



Launch by India Vision youth at Motihari (Bihar)



Launch at Chennai by youth at Dr MGR Janaki College of Arts and Science

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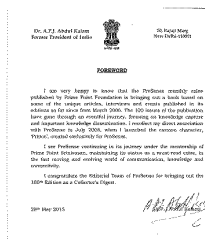
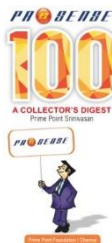
Launch of 100th edition and Digest of Published articles

The 100th Edition of EMagazine PreSense was launched on 27th June 2015 at Thakkar Bapa Vidyalaya, Chennai. Shri Lakshmi Narayanan (Vice Chairman, Cognizant) launched the hard copy of the 100th edition. The 100th Edition is a 248-page digest containing more than 100 selected articles and cartoons picked from the past 99 issues. The book is titled "PreSense 100 - A Collector's Digest".

Dr APJ Abdul Kalam gave the Foreword under his signature for this Digest of articles.



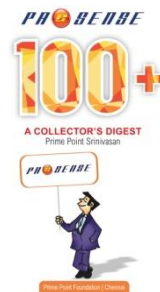
Shri Lakshmi Narayanan (fourth from left) and the Editorial Team



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Launch of the second edition of Digest PreSense 100 Plus

The second edition of the Digest including more articles up to the 110th edition was launched on 11th June 2016 during the Sansad Ratna 2016 Award function held at IIT Madras.



The book titled 'PreSense100+' was launched by Dr Bhaskar Ramamurthy, Director of IIT Madras. The first copy was received by Dr C Rangarajan (Former Governor of the Reserve Bank of India and Governor of Andhra Pradesh). Shri Arjun Ram Meghwal, Hon'ble MoS, Parliamentary Affairs, Govt. of India was also present.



(Shri Arjun Ram Meghwal (fifth from left), Dr C Rangarajan (sixth from left), Dr Bhaskar Ramamurthy (seventh from left) with Editorial Team after launch of PreSense100+)

Launch of 100th Prince Cartoon at Raipur

The 100th Prince Cartoon was launched at Raipur by Dr Raman Singh, Chief Minister of Chhattisgarh on 12th October 2016 during the cartoon festival held at Raipur, Chhattisgarh.

Triambak Sharma, Cartoonist is holding the framed cartoon.



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Launch of 125th edition

125th edition was launched at Dr MGR Janaki College of Arts and Science for Women, Chennai as a mark of respect to Dr APJ Abdul Kalam during his Remembrance Day on 27 July 2017.

Dr Maria Zeena Johnson, Chancellor, of Sathyabama University released the 125th edition. She also inaugurated the workshop conducted by the Digital Journalists Association of India (DiJAI) and PreSense on Digital Journalism for the students.

Dr. Kumar Rajendran, Chairman of the College was also present



Dr Maria Zeena Johnson (fifth from left) and Dr Kumar Rajendran (sixth from left and Editorial Team

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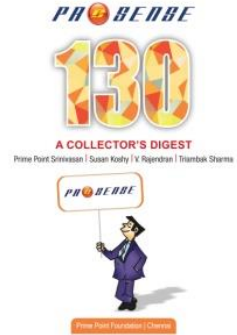
Launch of the third edition of Digest of articles PreSense 130

Former Chief Election Commissioner of India Shri T S Krishna Murthy released the print edition of PreSense 130, the Digest of select articles published up to 130 editions, on 28th April 2018.

Dr P Ganesan, Mg. Director, Vinayaka-Sony Fireworks Group, Sivakasi received the first copy.

Shri R Bhagwan Singh, Executive Editor of Deccan Chronicle launched the online edition of the book.

Dr Devanathan Yadav, Chairman of Win TV and Smt. Srimathy Sridhar, General Manager of Chennai Circle offered felicitations.



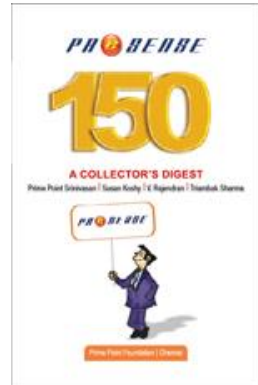
Dr Devanathan Yadav (second from left), Shri T S Krishnamurthy (fifth from left), Smt. Srimathy Sridharan (sixth from left), R Bhagwan Singh (seventh from left), Dr P Ganesan (eighth from left) with Editorial Team.

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Launch of the fourth edition of Digest of articles PreSense 150

The landmark of the 150th edition of PreSense was celebrated in an event held in Chennai on 24 August 2019. The Chief Guest, Hon'ble Minister of Tamil Nadu, Shri Ma Foi K. Pandiarajan released the eDigest, PreSense150 which is a compilation of select articles from the 150 editions of the eMagazine.

Shri M.R. Sivaraman IAS (Retired), Former Revenue Secretary to the Government of India and Former Executive Director, of the International Monetary Fund (IMF) was the Guest of Honour.



Shri M R Sivaraman IAS (Retired) (fifth from left) and Hon'ble Minister Shri MaFoi Pandiarajan (sixth from left) with Editorial Team

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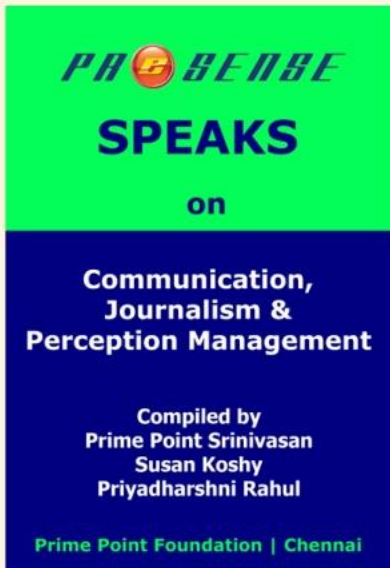
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15th Anniversary of PreSense and launch of ebook

The 15th Anniversary of PreSense was celebrated virtually on 24th July 2021. Shri Arjun Ram Meghwal, Hon'ble MoS for Parliamentary Affairs, Government of India launched an ebook from the running train virtually.

The ebook titled "PreSense Speaks on Communication, Journalism and Reputation Management" contains select articles published in the eMagazine from the beginning till that time.

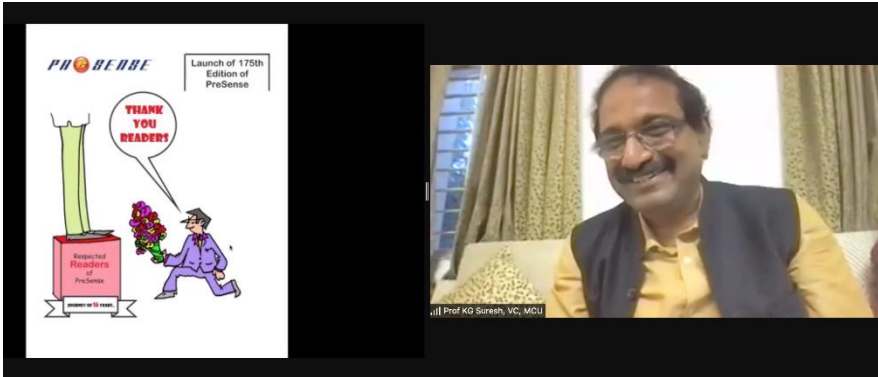
All the ebooks published by PreSense are downloadable free of cost. The links are given at the end.



Shri Arjun Ram Meghwal launching the ebook from the running train

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Launch of 175th Edition of PreSense and Digest PreSense175



Prof. K G Suresh launching the 175th edition of PreSense through Zoom

175th Edition of PreSense and Digest containing select articles published in the past editions titled PreSense175 were released through Zoom on 26th September 2021 by Prof. K G Suresh, Vice Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.

Shri B S Raghavan IAS (Retd) (Former Chief Secretary to Government of Tripura and Security Policy Advisor to United Nations), Shri M B Jayaram (Chairman Emeritus, Public Relations Council of India) and Shri S Narendra (Former Information Advisor to Prime Ministers of India) felicitated the eMagazine and Editorial Team.

PreSense175 contains 8 volumes viz. Indian Heritage, Spotlights from the History, Media and Communication, Politics and Governance, Prince Cartoons, Science and Technology, Health, and General and Exclusives. All 8 volumes can be downloaded from our site free of cost and can be freely distributed. (Link given at the end)

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Launch of the 200th edition of PreSense – Tree Plantation

The celebrations for the launch of the 200th edition began on 8th October 2023 with the planting of 200 trees with the help of ExNoRa International at the OSR land of Sidco Industrial Estate, Thirumullaivoyal. Seven-year-old Tanistry Maya, the daughter of one of our team members, planted the first sapling followed by others.



Launch of the 200th Edition and three eBooks



On 26th October 2023, Dr M Veerappa Moily (Former Chief Minister of Karnataka and Former Union Minister) launched three eBooks to celebrate the launch of the 200th edition. Shri T S Krishnamurthy (Former Chief Election Commissioner of India), Dr Y S Rajan (Co-Author of the book India 2020 with Dr Abdul Kalam), Shri T K Rangarajan (Ex MP and CPIM leader) and Dr S K Kharventhan (Ex MP and BJP leader) were also present.

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Editorial Board – October 2023

Publisher and Managing Editor

K. Srinivasan (Prime Point Srinivasan), Digital Journalist

Editor in Chief

Ramesh Sundaram, Senior Journalist, Formerly The Hindu

Editor

Priyadharshni Rahul, Advocate, Supreme Court of India,
New Delhi

Consulting Editors

C. Badri, Former General Manager, Canara Bank and Indian
Overseas Bank

R Nurullah, Senior Journalist

Sakthi Prasanna, Senior Corporate Communication professional

Cartoon Editor

Triambak Sharma, Editor, Cartoon Watch, Raipur

Associate Editors

Dipti Kumar, Senior Digital Journalist, USA

Suparna Gangal, International Video Journalist

Deputy Editor

Srinivas Gopal, Entrepreneur and Technology expert

***PreSense thanks the following past Editorial members for
their sustained outstanding contributions.***



Susan Koshy
Former editor-in-
chief



V Rajendran
Former Editor



T N Ashok
Former Consulting
Editor



Prime Point Foundation and its Initiatives

Prime Point Foundation, a Non-Profit Trust and NGO was founded in December 1999 by Shri K Srinivasan (popularly known as Prime Point Srinivasan), a former Senior Banker and a Digital Journalist and Communication Professional, to promote leadership and communication skills among the youth. Very eminent persons are associated with the Foundation.

In the past 24 years, the Foundation has organised several seminars, workshops, training and interactive sessions, both offline and online, on various subjects of national interest. The Foundation manages various online discussion groups and podcasts on communication, and digital journalism.

The Foundation has formed 5 initiatives to create awareness in various domains. All these initiatives are managed independently by passionate experts. These initiatives are non-commercial and focussed on youth.

PreSense: The eMagazine PreSense was started in March 2006 on the suggestion of Dr APJ Abdul Kalam to promote positive journalism. Till Oct 2023, the Foundation has published 200 editions. This is a digital-only magazine.

 Digests, containing select articles up to 200 editions of the eMagazine, have so far been published. Dr Abdul Kalam has written the foreword for the Digest of articles up to 100 editions. PreSense publishes the cartoon character Prince, (created by Triambak Sharma) which was launched by Dr Abdul Kalam in 2008. PreSense has published till October 2023, 34 eBooks, which are available free of cost. In addition, various compilations of articles have been released under the 'PreSense Speaks' series.

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Sansad Ratna Awards: This is a flagship initiative started in 2010 to honour top performing Parliamentarians every year, based on various performance parameters, and selected by a Jury Committee of eminent Parliamentarians. Dr Abdul Kalam himself inaugurated the first edition of the Awards event in May 2010. Till 2023, the Foundation has conducted 13 editions and presented 106 Awards. IIT Madras was the supporting Partner up to the 9th Edition. 10th Edition was held at Raj Bhavan, Tamil Nadu. 11, 12 and 13th editions were held in New Delhi.



Next Gen Political Leaders (NGPL) is an off-shoot of Sansad Ratna Awards. This is a registered NGO operating since 2018.



NGPL has organised several workshops online and offline, for young political leaders and aspirants. Ministers, parliamentarians, legislators and retired constitutional authorities have participated and shared their views. NGPL will shortly be instituting Awards for young promising politicians.

Education Loan Task Force (ELTF) was started in 2010 to create awareness about education loans, among students and parents. More than 30,000 queries have been responded to, through email, and more than 5000 serious complaints have been taken up with the top management of the banks concerned, for redressal. Many policy issues have been taken up by Sansad Ratna Awardee MPs, in the Parliament for solution. ELTF does not facilitate loans.



Digital Journalists Association of India (DiJAI): DiJAI is an independent NGO founded in 2017 to create awareness about digital journalism and its implications, among the public and particularly among the journalists. DiJAI conducts several online and offline workshops and seminars, with panels of domain experts.



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Our Publications



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