

PR E SENSE

Communicate the communication

India's first Corporate ezine

Issue N o 24 – Feb 2008

Published by Prime Point Foundation

PR-e-FACE: From the desk of Editor in Chief **"After two years our journey continues"**



Your ezine enters its third year, against all odds.

In just two years of publication, your ezine has gone on to win the coveted 'Gold Award' from ABCI in January 2008. We were able to increase our credibility and reach with the participation of eminent professionals. We managed to associate with reputed International organisations, as a Media Partner. From the next issue onwards, I take pride in informing you that we will be straddling the globe.

If Indians chant the 'Vision 2020' mantra today, with pride and hope, it is because of the enigmatic duo of Dr Abdul Kalam and Dr Y S Rajan. We are greatly honoured by the duo's exclusive contribution in this, our second anniversary, issue.

We thank our readers and contributors for their sustained guidance and cooperation. We have been publishing this ezine since its inception without any form of sponsorship to support it. There have been numerous requests to permit sponsorship, thanks to the reach and content of this ezine. After deep thought, we have decided to accept sponsorships from the next issue onwards. Our journey continues, in the spirit of social entrepreneurship.

K. Srinivasan

Theme of this issue

Change
(Second Anniversary
Special Issue)

Guest Editor

Dr Y S Rajan

In this Issue:

- ☑ Exclusive interview with Dr A P J Abdul Kalam
- ☑ Guest Editorial and exclusive interview with Dr. Y S Rajan
- ☑ Speech by Mr Lee Kuan Yew at Singapore
- ☑ Views by Mr Suresh Kamath and Mr M.R. Chandurkar

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PR-e-FACE: From the desk of Guest Editor

“Continual change is the unchanging reality “



The Guest Editor of this issue is Mr Y. S. Rajan , Principal Advisor to Confederation of Indian Industry (CII). He has also co-authored the book 'India 2020' along with Dr Abdul Kalam. Significantly, the first issue of this ezine PR-e-Sense was launched by him in March 2006.

I am glad to note that Corporate ezine PR-e-sense which just started two years ago is going forward from strength to strength. It is but natural it got the coveted 'Gold' award from the Association of Business Communicators. This magazine is experimenting with changes and is experiencing novelty. These processes accelerate its progressive evolution.

Same is happening to a number of corporates in India. I would like to point out some crucial trends. In the manufacturing sector and infrastructure sector, bulk of the growth and innovation are due to the large scale induction of foreign technology and know how. Indian strength is in managing them. These sectors are sustained by large domestic consumption and growing rate of exports. Manufacturing groups are also foraying into foreign countries with large scale take over. All these items will saturate within a decade. Therefore, they have to learn to venture into a new path – creating their own intellectual products, which means R&D, innovation, design and ability to conceive new systems.

What I said above includes the rapidly growing communication sector, as well.

In the IT sector, the whole business is still dependent on the orders from foreign countries. This has helped India to grow rapidly a large middle class consumer market on which other sectors are growing. IT sector is also venturing into some takeover abroad. But the change they have to explore as an additional avenue is to rapidly increase domestic consumption through Govt. and private sector applications of IT for domestic changes. This will help Indians and also stabilise Indian IT business from growing competitors from Eastern Europe, Mexico, China etc. Beyond this, they need to learn to create new software products, new algorithms, embedded hardware systems, large value adding tasks. It is not easy. They need to deal with more creative R&D

personnel and designers. Earlier managerial methods will have to change.

As far smaller and medium sectors in both of the above sectors, the change is to learning to focus on a few super-specialisations and build specific internal core strengths. It is these core strengths and capabilities which will take them through the constant tsunami that takes place in global markets. Big businesses will need their strengths to face the world.

Are we all ready for changes? Those who can foresee changes and arm themselves win, continue to win.

“Those who can foresee changes and arm themselves win, continue to win”



PR-exclusive

“Enhance the innovation and invest in R & D “



PR-e-Sense is greatly honoured and privileged to get an exclusive podcast interview with Former Indian President Dr A P J Abdul Kalam on the “Role of Indian Industries in realising Vision 2020”. Excerpts :

Prime Point Srinivasan... my greetings to all of you, particularly for the e-magazine which you have started. I am glad that it is doing very well.

Now the topic is the role of Indian industry in realising India Vision 2020.

National economic development is powered by competitiveness. The Competitiveness in turn is powered by

Technology and Innovation. Indian Industry has to build International Competitiveness. There is a direct relation between Innovation Index and Competitiveness index.

Today, India ranks 48 in the Global Competitiveness Index and 23 in Innovation Index.

Today, India ranks 48th in the Global Competitiveness Index and 23 in Innovation Index. The Indian Industry has to work to achieve below 10 in the



Global Competitiveness Index. That is my view.

This will need enhancing the innovation and also investing in Research and Development to generate Technology locally.

Another aspect is "Profit with Integrity". Profit with Integrity should become the motto of the Corporates, which is essential for sustainable growth.

We have now achieved GDP growth rate of 9%, which has to be increased to beyond 10% per annum.

This should sustain over a period of a decade to become fully developed Nation.

When we grow, we have to look for inclusive growth. To spread the growth to rural sector, we have to create nearly 7000 PURA (Providing Urban amenities to Rural Areas) Complexes covering about 6,00,000 villages, where 70% of the people live. Creation of PURA Complexes will need active support of Corporate India. The Corporates should adopt few

PURA Complexes and develop PURA Enterprises to local talents. This is very important. This will ensure faster development of the whole Nation.

Another aspect is fulfilling Corporate Social Responsibility (CSR). Two major areas of CSR are :

- Providing quality education to all eligible candidates with employment scheme; and
- Providing health care to all the citizens.

In addition to the two major areas, Corporates can consider providing

quality employment to 'differently abled persons' by imparting quality training and skills. The Corporates should contribute for bridging rural – urban divide and also harmonious working of three sectors, namely, Agriculture, Manufacturing and Service Sectors.

Emphasis in those areas, which I have suggested will enable faster development of the country leading to equity, prosperity and justice to all the citizens of the country.

"Corporates can consider providing quality employment to 'differently abled persons' by imparting quality training and skills"



Please listen to the podcast interview of Dr A P J Abdul Kalam and Dr Y S Rajan in the following link

<http://tinyurl.com/2y5lse>



PR-eXCLUSIVE

“Continual change is the unchanging reality “



In addition to the Guest Editorial, Dr Y S Rajan was also kind enough to give as an exclusive podcast interview on the “Role of Indian Industries in realising Vision 2020”. Excerpts

‘Change’ is the essence. India is going through a very rapid change, especially after 1997. This is a rapid change. Many do not realise.

Go to any part of India, whether Bangalore or Gurgaon or Kolkata or Lucknow, there is a change. These changes should have taken place 20 years back. Because world is changing fast, technology, business and consumer pattern are changing very fast. Though, we realised little late, we are doing well.

One major change we all need in India is the “change of mindset”. We all think India is a great super power. If some people want India to become Super Power, it is fine. I see not as a Super Power. I want every Indian to have very good income to live. That should be the goal. We need the change of mindset. Many people think we are great. We are not great. The people and the country have got potential to become great. We need to achieve it and others will then say we are great.

Firstly, most important thing that is facing the country is “demographic dilemma”. This will be realised after 10 years and not now. There are 20 million children in each age group. 2% of the children get professional education; 8% get ordinary higher education; the other 90% are

different types of the school drop outs, etc. If this system continues, every year, and if they are not changed, we will not have bottom of the pyramid, but will have only tip of the pyramid. This 90% should be converted in the interest of industry, consumers and every body.

Second important aspect is that we need to realise the agricultural reality. We hear more about the suicide of farmers. We should realise that agriculture can extend only upto some point. We may get Rs. 2 to 2.5 lakhs income per hectare, if there is a good monsoon and if there is no attack from pests. We have to learn to reduce the number of people dependent on agriculture. We need to siphon them off to other areas. We need to learn to create some form of activity, to accommodate

the people siphoned off from agriculture. Within agriculture, irrigation and infrastructure need to be improved. It is a collective job. Later on we have to move into hi-tech agriculture which would mean much lesser people

but greater income and also much greater national wealth creation.

Third important aspect is major ‘domestic consumption of IT and IT enabled services’. Today, bulk of the Indian IT industry is dependent on orders from foreign countries like US, UK and other countries. How much we do for our own e-governance and for our own industries using IT? If it is done, it will generate

Every year, under each age group, we are adding 18 million unprepared children for modern economy. All Corporate and every citizen should do something for this.



employment opportunities in this country. The young boys and girls, who have studied upto 10th standard, can be employed for collecting the various data. The IT industry which is dependent on foreign countries may get into problem. Hence, we have to increase the internal domestic consumption of IT.

I am aware that Indian Science and Technology and R & D do not reach the industries. Many of the R & D systems are 'stand alone'. We may do satellite and all. That is fine. People have to learn how to inject newness in the industry. Our R&D systems have to be geared to make India succeed in global markets. There should be public opinion to create more and more industries. There may be objections from various sides, including environmentalists

. We need to create more industries of major mass production in our villages and other areas. This will help to deploy the surplus manpower from the agricultural industry.

It is good that numbers reserved for small scale sector have gone down. Now the bigger sectors can enter. Bigger industries, who take over the market of these small industries, should also

develop ancillary industries to help the displaced SME's employees. This will help the small people to thrive. We cannot leave these people to market forces.

I don't say that big players are not needed. They are needed for mopping up huge funds. At the same time, they should also do much more than usual Corporate Social Responsibility. They should create lot of ancillary industries, throughout the country, so that chain gets formed.

Also new industries can go to second and third tier smaller towns.

It will be difficult in the beginning.

Now the communication system has improved, due to mobile phones. If they go there, they will have all necessary

resources cost effectively. They will also find that the people working there are more ethical and want to prove themselves. By this, we can also take care of the 'inclusive growth'

Yes the Agenda before India is the change in all the above sectors to be effected rapidly. Then India will become a force to be counted in the world.

Today, bulk of the Indian IT industry is dependent on orders from foreign countries like US, UK and other countries. How much we do for our own e-governance and for our own industries using IT?

Listen to the podcast on this ezine – how eminent persons perceive?

<http://tinyurl.com/2epo6x>

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PR-eSTIGE

“Change : building global city at Singapore “



Mr Lee Kuan Yew, the Former Prime Minister of Singapore is considered as Father figure at Singapore. He is the 'Architect of Modern Singapore'. He is presently the Minister Mentor with the Singapore Government, guiding the development of their Nation. We are happy to publish the excerpt from his speech at The Tanjong Pagar Chinese New Year Dinner on 11th February, 2008 at Park Primary School. (article and photo contributed by Ms K Bhavani, Ministry of Information, Communications and the Arts, Singapore)

Economists of the Singapore government and also of banks and financial institutions have forecast that Singapore will still make growth of between 4 and 6%. This is quite remarkable for it will be the first time that when the American economy slows down and reduce imports from Asia, Asia will not go into recession. The reason is the dynamics of the domestic growth momentum in China and in India. Our neighbours are doing well and Singapore is in the centre of the world's highest growth region.

The rise in food and energy prices, and the widening income gap between high and low earners is cause for concern. We can mitigate these problems. But we must press ahead and maximise our chances to break through in the coming 5 to 10 years to reach a higher quality of development. Singapore is into a period of steady growth and transformation.

Massive investments in infrastructure will keep our construction industry busy for

several years: S\$20 billion in new MRT lines and another S\$8 billion in a new North-South Expressway, mostly underground, two integrated resorts, each S\$4 to 5 billion worth, and petrochemical projects by ExxonMobil and Shell costing well over S\$10 billion combined. We are also attracting significant investments in new growth sectors.

Foreign investors are confident of Singapore's future, our security, stability, safety, predictability, efficiency and industrial peace between labour and management, and the wide support of people for sound policies. These huge

investments need decades, not the next few years, to make returns worthwhile.

Our tourist and hospitality industry is going to bloom. Formula One night racing will be held this September in our city centre. This will add to the liveliness of Singapore's night life. We now have high arts and entertainment from Theatres by

Only through training and education can our people take up the high value-added jobs in a knowledge-based economy.



the Bay to al fresco dining along the Singapore River and Marina.

Singapore is undergoing a transformation. The Marina Barrage is completed. From next year 2009, saline water will be drained out and we will have a fresh water lake. PUB will make sure that the lake is free of debris and pollution. All streams, canals and monsoon drains will become the recreation waterways and be greened up and fitted with board water. This requires complex engineering task and also needs the cooperation of our people to keep our drains and waterways free of plastic and other waste.

By 2011, the Marina Bay Area will be splendid, especially a water plaza, surrounded by a promenade fronting financial centres, integrated resorts, residential condominiums, food and beverages outlets, an enchanting sight to behold. It will be a unique city centre.

We will not leave our heartlands behind. All new towns will be upgraded and beautified. The massive new investments in infrastructure and beautification, plus a steadily growing economy, with higher incomes, will keep property values going up.

Our young can improve themselves through education, from kindergarten, primary school, secondary school, junior colleges, ITEs (institutes of education), polytechnics and universities. For those who missed the normal career path, there will be part-time degrees and diplomas.

Only through training and education can our people take up the high value-added jobs in a knowledge-based economy.

Together we have made it. Together we will go forward to build a global city in the tropics.



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**For details contact
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PR-eSTIGE

“Consumer education is important for economic growth “



Mr. M. R. Chandurkar (68) is the Managing Director of IPCA Laboratories Limited, a pharmaceutical company in bulk drugs. Starting his career as a sales representative of Nav Bharat, a Hindi daily, he has become one of the top 'Billionaires' of India, through his hard work and strategic planning.

Nation Building is a collective effort. Of-course, we need a guiding and a driving force in terms of socio-political leadership for this process. National growth or economic growth is depending upon development in key areas like Agriculture, Core Sector, Infrastructure & Industry. When we talk of Industry, there are many sectors within Industries like Steel, Automobile, Power, Telecom and the foremost is Pharmaceutical or Pharma.

Pharma Industry is a key Industry and also a sensitive Industry. Not too many people have an in-depth knowledge of this Industry and therefore, we need to first educate our own employees so that they can become the Ambassador of the Industry. This thereafter needs a high level of literacy rate. Many times it has happened that because of low level of literacy rate, a patient is not given dosage as per prescription by the attendant, hence

medicines would not give desired results in terms of recovery of a patient and then companies producing drug are blamed.

In the process of economic growth, the key factor is education and literacy of the consumer or the end user. Most of the Pharma companies are into Corporate Social Responsibility running various programmes. I must appreciate at this moment, the efforts taken by the Government to bring awareness on various diseases through its social campaigns.

Healthy People with healthy mind only can speed-up and sustain the economic growth of the nation.

As a representative of a Pharma Industry, I feel that the biggest challenge for the entire Industry is to produce medicines at an affordable price. After all if we have to develop nation, we have to create Healthy People with Healthy Mind which can speed-up and sustain the economic growth of the nation.

Marcus evans organizes 'Proactive Rural Marketing Strategies' programme to be held at Mumbai on 8th and 9th May 2008. Special rebates for subscribers/members of PR-e-Sense when registering with Ms. Kelly Lee. For more information, delegates registration or event brochure, please contact Ms. Kelly Lee at +603 2723 6798 or KellyL@marcusevanskl.com



PR-eSTIGE

“Innovate to become globally competitive”



After passing out from Indian Institute of Technology (IIT), Mr B Suresh Kamath was offered many foreign jobs. With the passion to create employment opportunity for ‘differently abled persons’ in India, he started his own banking software product development company, Laser Soft Infosystems Limited. He is also the recipient of ‘Distinguished Alumnus’ Award’ from IIT and National Award from President of India for his unique HR policy.

Indian Corporates have done very well in the last decade. The software industry, automobile industry, steel industry, communications industry, power generation industry, financial services industry, retail segment corporates have all done exceedingly well and taken the Indian flag high up in the global scenario. Indian companies will face stiffer challenges in the coming years, as they have some inherent weaknesses. Some of these weaknesses are :

1. Over dependence on the US
2. Copying the US syndrome with negligible innovation
3. Over dependency on services
4. Using cream of the man power in services
5. Not focusing on value creation
6. No integration of Corporate Social Responsibilities into core businesses

The US undoubtedly, has been a very large market for Indian Companies. But this dependence makes Indian companies vulnerable whenever US goes into recession or the US Dollar depreciates against the Rupee. This dependence also

makes Indian companies make solutions and products to suit the US market needs.

Copying the US syndrome, reduces innovation in our companies. We need to innovate and become market leaders in order to be globally competitive. The world is facing newer and bigger challenges every passing day and only innovative and fast reacting companies can survive in the coming years.

Corporates should learn to explore the ‘extraordinary’ talents in the ‘ordinary’ people

Corporate Social Responsibility has only become a buzzword with most of the corporates not doing anything substantial towards this cause. For example, the differently abled people make up only 0.01% of the employees in the software industry. Most of the companies employ highly qualified people and that too select the cream from this section. India's requirement is to create employment for ordinary people and corporates can do better if they employ so called ordinary people, who can be much more committed and can contribute better to them in the long run. Corporates should learn to explore the ‘extraordinary’ talents in the ‘ordinary’ people.



PR eTTY - Change your attitude towards your family?

A man came home from work late, tired and irritated, to find his 5-year old son waiting for him at the door.

SON: "Daddy, may I ask you a question?"

DAD: "Yeah sure, what it is?" replied the man.

SON: "Daddy, how much do you make an hour?"

DAD: "That's none of your business. Why do you ask such a thing?" the man said angrily.

SON: "I just want to know. Please tell me, how much do you make an hour?"

DAD: "If you must know, I make zmk 5000 an hour."

SON: "Oh," the little boy replied, with his head down.

SON: "Daddy, may I please borrow zmk 2500?"

The father was furious, "If the only reason you asked that is so you can borrow some money to buy a silly toy or some other nonsense, then you march yourself straight to your room and go to bed. Think about why you are being so selfish."

The little boy quietly went to his room and shut the door. The man sat down and started to get even angrier about the little boy's questions. How dare he ask such questions only to get some money?

After about an hour or so, the man had calmed down, and started to think: Maybe there was something he really needed to buy with that zmk 2500 and he really didn't ask for money very often. The man went to the door of the little boy's room and opened the door.

"Are you asleep, son?" He asked. "No daddy, I'm awake," replied the boy. "I've been thinking, maybe I was too hard on you earlier" said the man. "It's been a long day and I took out my aggravation on you. Here's the zmk 2500 you asked for."

The little boy sat straight up, smiling. "Oh, thank you daddy!" He yelled. Then, reaching under his pillow he pulled out some crumpled up bills. The man saw that the boy already had money, started to get angry again. The little boy slowly counted out his money, and then looked up at his father. "Why do you want more money if you already have some?" the father grumbled. "Because I didn't have enough, but now I do," the little boy replied. "Daddy, I

have zmk 5000 now. Can I buy an hour of your time? Please come home early tomorrow. I would like to have dinner with you." The father was crushed. He put his arms around his little son, and he begged for his forgiveness. It's just a short reminder to all of you working so hard in life. We should not let time slip through our fingers without having spent some time with those who really matter to us, those close to our hearts.

Do remember to share that zmk 5000 worth of your time with someone you love. If we die tomorrow, the company that we are working for could easily replace us in a matter of days. But the family & friends we leave behind will feel the loss for the rest of their lives. And come to think of it, we pour ourselves more into work than to our family.

Source: Unknown

Do you want your son to hire you for spending time?



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