

PR SENSE

Spreading Positive Vibrations
Issue No. 229 – Mar 2026
Published by Prime Point Foundation

Cover Story



Gulf War

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Contact

editor@corpezine.com

www.corpezine.com

www.primepointfoundation.in

Editorial Board

Publisher & Managing Editor

K. Srinivasan
(Prime Point Srinivasan)

Joint Managing Editors

Ramesh Sundaram
C Badri

Consulting Editor

R Nurullah

Editor in Chief

Priyadharshni Rahul

Cartoon Editor

Triambak Sharma

Editorial Members

Dr Sarika Takhar
Suresh G
Dhiba Lenin

Published by

Prime Point Foundation

Feedback

editor@corpezine.com

Websites:

www.primepointfoundation.in

www.digitalpresense.com

www.sansadratna.in

www.nqpl.org.in

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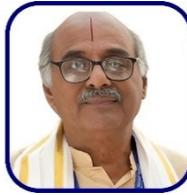
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Disclaimer

The opinions expressed in this publication are those of the authors. They do not purport to reflect the opinions or views of Prime Point Foundation or PreSense.

From the Desk of Managing Editor

Dear Reader,



On behalf of the Editorial Board, I am pleased to present the 229th (Mar 2026) edition of *PreSense*, featuring another rich array of meaningful content.

I am very happy to announce that from this edition onwards, we are launching the audio version of this eMagazine as aMagazine for the convenience of readers.

In recent days, people have started debating about the impact of social media on children below 16. Some countries and some Indian States have brought Laws to regulate the usage of social media by children. The Editorial analyses the need for such regulations.

The Gulf War has impacted all the people globally. In India, we face a shortage of gas supply. The Cover Story emphasises the immediate need for peace treaty and the role of India to bring peace to save the globe.

Other Highlights:

Exclusive interview with C Sivakumar with Podcast

Prince Cartoon

Freedom Fighter: Moje Riba, Arunachal Pradesh (50th Freedom Fighter to be featured in the series by C Badri)

Review of the March 2006 edition of PreSense

College Elections

Book Launch

Review of T20

As always, we value your valuable feedback at editor@corpezine.com and encourage you to share *PreSense* with your network.

See you next month with more inspiring content.

Jai Hind!

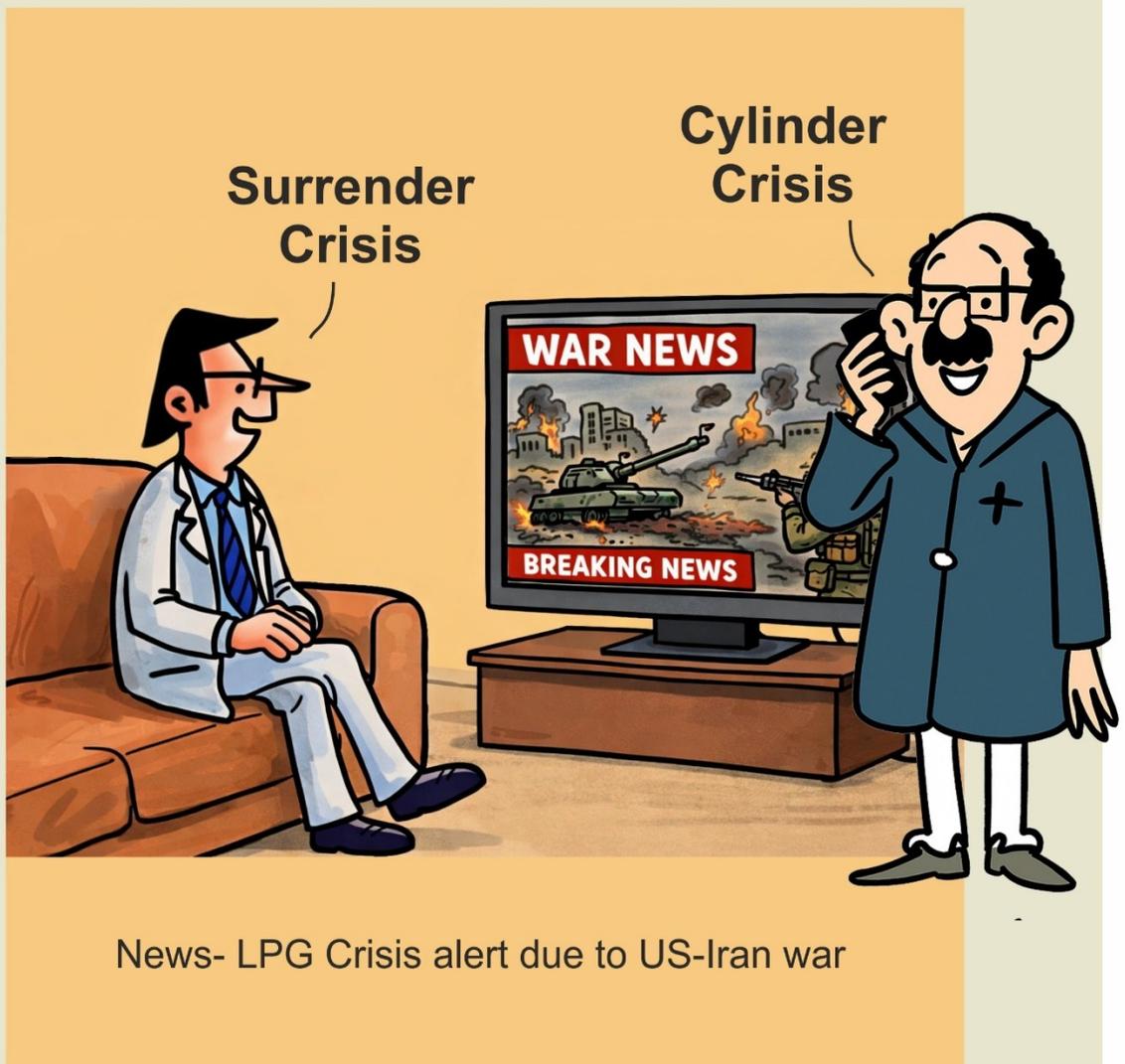
K. Srinivasan

Publisher & Managing Editor

PreSense

PRINCE

By Triambak Sharma



News- LPG Crisis alert due to US-Iran war

TRIAMBAK SHARMA



**Announcement:
Launching aMagazine (Audio magazine),
the Voice of PreSense**



[Link to aMagazine on Google Play - <https://tinyurl.com/aMagazine0326>]

PreSense has always been a pioneer in adopting cutting-edge technology to deliver high-quality content. Way back in 2006, PreSense was a global leader as an eMagazine that integrated written articles with podcast interviews. As Artificial Intelligence emerged, we swiftly adopted AI support to enhance our reporting with superior infographics and research.

Now, with the launch of aMagazine, we are taking another leap forward to further improve the quality and accessibility of our presentation.

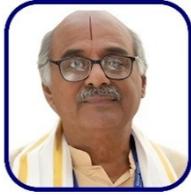
From this March 2026 edition onwards, we are thrilled to expand your PreSense experience! While you can continue to enjoy the digital eMagazine you love, you now have the option to listen on the go.

aMagazine is the official audio counterpart of PreSense, available exclusively on Google Play. All the articles, including Editorials, Cover Stories, and Interviews with our "Visionary Titan", Freedom fighters, have been transformed into professional narration.

Whether you are commuting, exercising, or simply taking a break from the screen, the voice of PreSense can now accompany you. Embrace the future of immersive journalism with us.

Click the link <https://tinyurl.com/aMagazine0326>





Editorial



The Digital Lockdown: Saving Our Children from the Social Media Trap

By Prime Point Srinivasan, Managing Editor, and Priyadarshni Rahul, Editor in Chief

(India must enact a national law with mandatory KYC and school-level digital literacy to protect children from social media addiction and ensure safe technological growth.)



We are living in an era where the "toy" has become the "master". In our homes today, a silent crisis is unfolding. If you walk into any Indian household, you will likely see a child huddled over a glowing screen, oblivious to the world around them. The cricket bat gathers dust in the corner, and the dinner table, once a place of vibrant family conversation, has fallen silent.

As we release this March 2026 issue of *PreSense*, we must confront a harsh reality: our children are being held captive by algorithms designed in faraway boardrooms. This is no longer just a "parenting issue"; it has become a national health emergency.

The Alarming Reality: Economic Survey 2025–26

The **Economic Survey 2025–26**, recently tabled in Parliament, has sent shockwaves through the country. For the first time, a primary government document has officially flagged "**Digital Addiction**" as a threat to India's future. The data is staggering. Over **970 million** Indians are now online, but the most vulnerable are those aged between 10 and 18.

According to the **ASER 2025** report, while smartphone access is nearly universal, only **57%** of children use these devices for any form of education. Instead, a massive **76%** are

consumed by social media "reels" and short-form videos. The Survey warns that this is leading to "**Cognitive Erosion**"—a fancy term for a very simple problem: our children are losing the ability to focus, to think deeply, and to socialise in the real world.

The health impact is visible to any parent. We see rising cases of childhood obesity because physical play has stopped. We see "tech-neck" and strained eyes. More worryingly, the mental health toll is rising, with anxiety and depression linked to the constant need for "likes" and digital validation.

Global Awakening: The World is Saying "Enough"

India is not alone in this struggle; other nations have also started to act with a firm hand. **Australia** led the way in 2025 by passing a landmark law that bans social media for children under **16**. Their government was clear: the safety of children is more important than the profits of tech giants.

In **Europe**, countries like **France** and **Spain** have followed suit, setting the "digital age of consent" at 15 and 16. Even within our own borders, States like **Karnataka** and **Andhra Pradesh** have begun enacting laws to restrict social media usage for minors. During a recent discussion in the **Rajya Sabha**, several Members of Parliament raised concerns about the "loss of empathy" among the youth due to digital over-exposure.

The Prime Minister, in his recent *Mann Ki Baat* address, also touched upon this, urging families to observe a "**Digital Fast**" once a week to reconnect with real-life relationships.

The Case for a National Law and 'Social KYC'

While state-level actions are welcome, they are not enough. The internet has no borders. A child in Chennai and a child in Delhi face the same risks. We urgently need a **Central Law**—a "Social Media Regulation Act for Minors."

PreSense has a specific recommendation for our policy-makers. Today, we have **KYC (Know Your Customer)** norms for everything. You cannot open a bank account, get a gas connection, or even a SIM card without proving who you are. Why should social media be any different?

We must introduce **Mandatory KYC for Social Media**. Every account should be linked to a verifiable identity, such as Aadhaar or DigiLocker.

- **For Children:** This will ensure that they cannot lie about their age to bypass safety filters.
- **For Adults:** This will stop the cowards who hide behind fake profiles to spread deep-fakes, misinformation, and hate.

Genuine citizens who value a clean digital society will never object to proving their identity. Only those with ill intentions hide behind anonymity. In India, our **Freedom of Expression** is not absolute; it comes with "reasonable restrictions" for the sake of public order and decency. Protecting our children is the most "reasonable" restriction of all.

Empowerment Through Digital Literacy

However, a law alone is not a magic wand. We cannot—and should not—ban the internet entirely. It is a powerful tool for knowledge. Technologies like **Artificial Intelligence (AI)** can be a great blessing if used correctly. AI can help a child learn a new language, understand complex science, or even assist with creative writing.

The solution lies in **Digital Literacy**. This should not be a college subject; it must be taught in **Primary Schools** itself from Junior Classes onwards. Just as we teach children how to cross a road safely, we must teach them how to navigate the "digital road." They must learn

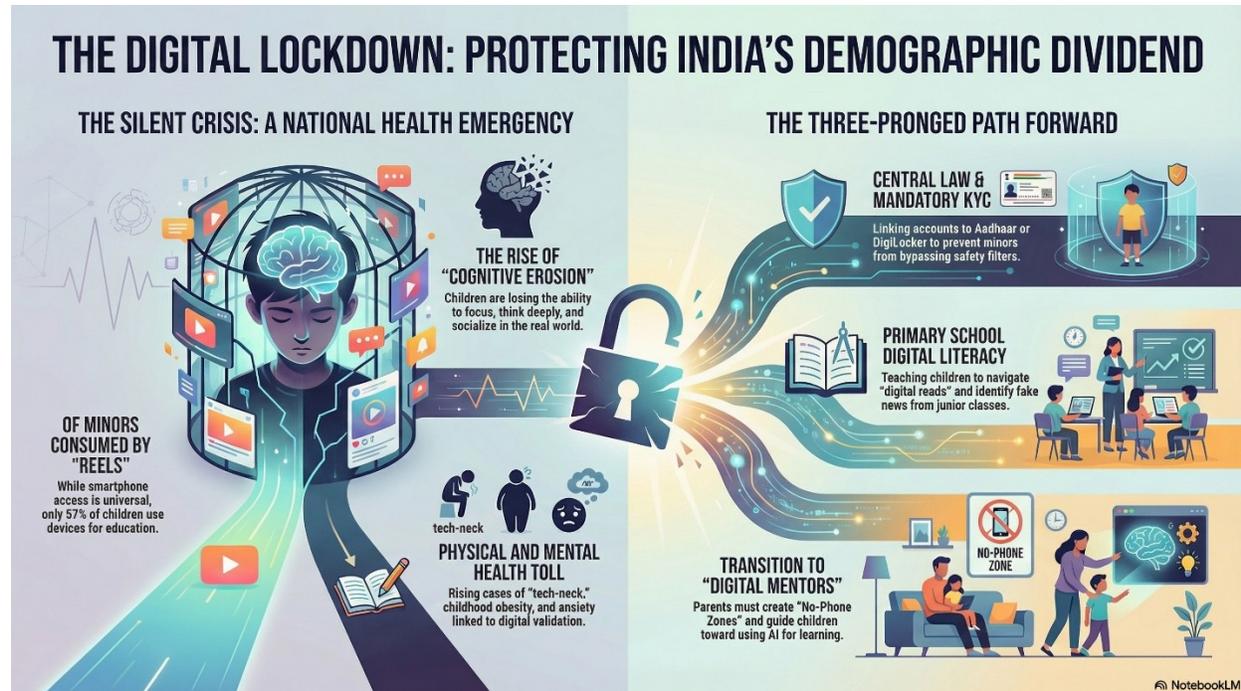


to identify "fake news," understand how algorithms try to trick them, and know when to switch off the device.

The Role of Parents: Be a Mentor, Not a Monitor

We also have a role to play as parents. We cannot tell our children to drop the phone while we ourselves are glued to it. We must lead by example. We need to create "No-Phone Zones" in our homes—especially during mealtime and also an hour before sleep.

Instead of being "digital police" who only monitor, we should be "digital mentors" who explore the good side of the internet with our children. Encourage them to use AI tools for their school projects or to learn a new skill, rather than just mindlessly scrolling through dance videos.



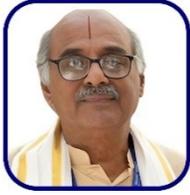
The Path Forward

The current "Gulf War" and the global energy crisis have shown us how volatile the world can be. In such times, India's greatest strength is its people—our "Demographic Dividend." If our youth are addicted to digital "junk food," this dividend will become a "demographic disaster."

We need a three-pronged approach:

1. **Strong Central Legislation** with mandatory KYC to protect minors.
2. **Mandatory Digital Literacy** in the school curriculum.
3. **Active Parental Engagement** to bring back real-world play and conversation.

Let us act before the "virtual world" completely swallows the "real world" of our future leaders. Our children deserve a childhood filled with sunshine, playgrounds, and real friends—not just pixels on a screen.



Cover Story

The World in Crisis: Can India's Wisdom Stop the War of Ego?



By Prime Point Srinivasan, Managing Editor, and Ramesh Sundaram, Joint Mg. Editor

(The US' thoughtless attack on Iran, which has now blown out into a full-fledged war, has triggered global energy chaos. Amidst Western egoism, India emerges as a patriotic, diplomatic beacon for world peace.)



The world is in deep trouble today. This is not because of a **natural disaster** like a flood or an earthquake. It is because of one man's (President Donald Trump's) angry decisions. As we write this for our March 2026 edition, the war has been going on for a month. From the kitchens of India to the markets of Europe, everyone is feeling the pain of high prices and fear.

But while the West chooses fire, India chooses peace. Under the steady hand of Prime Minister Narendra Modi, India is now the only hope to stop this madness.

The Day Diplomacy Failed

On **28th February 2026**, the world saw a shocking event. While peace talks were going on, President Trump suddenly ordered a strike. He killed the Supreme Leaders of Iran. This was done unilaterally, without asking anyone. It was an act of pure anger. By his hasty decisions, President Trump has put the whole world into a big mess. Most of his speeches and statements

are devoid of truth, and many do not take them seriously| Even in America, he is losing popularity within his own party.

A Pattern of Interference

As journalists, we see a sad pattern here. For many years, the U.S. has used unethical methods to make money. We saw it in **Vietnam**, then in **Iraq**, and recently with the arrest of the **Venezuelan President**. This "Big Brother" attitude is wrong. No country should dictate who should lead another nation. It is for the people of those countries to decide.

Now, it seems the U.S. is more interested in selling weapons than in bringing peace. Because of this month-long war, many innocent citizens have been killed. The world is tired of this egotistic behaviour.

The Failure of the United Nations

In this crisis, one thing is very clear: the **United Nations has become a toothless body**. It is not able to control these global challenges or stop big leaders from making disturbing decisions.

The time has come for global leaders to meet and make the United Nations vibrant again. We must find solutions to stop leaders like Trump from shaking the world on a whim. If the UN remains weak, global peace will always be at risk.

Global Impact and the Shift from the Dollar

The war has caused a massive energy crisis. Iran has closed the **Strait of Hormuz**, and oil cannot move. Prices are hitting the roof. Because of this, the U.S. is losing its credibility.

While the U.S. Dollar is currently high, a new way of thinking has emerged. Many countries want to move away from the Dollar and use the **Chinese Yuan** instead. This will reduce the power of the U.S. to control the world. Even Russia is gaining importance now by selling its oil during this crisis.

India: The Anchor in the Storm

While the whole world is shaking, India is standing tall. Despite the global challenge and price rises, India is managing the situation properly without great inconvenience. Our diplomatic relations with both sides have helped us. Today, both the Iranian Ambassador and American Senators are saying: **If Narendra Modi intervenes, this war can be stopped**. India is now seen as a good moderator. We are following the path of peace started by **Rajaji and President Kennedy** 70 years ago. We wrote about this two months back, and the time has come to rework that vision for world peace.

A Call to Our Citizens

In India, the Government is doing its best to protect its **140 crore (1.4 billion)** citizens. However, some opposition parties are playing dirty politics. Instead of realising the global concern, they ridicule the nation just to oppose Modi. This is not the time for such games. Anyone who tries to "tilt the ship" during a crisis is a national enemy.

Inconvenience is bound to be there when the world is in turmoil. We will feel some vibrations, but we should not create or believe in panic. Some media houses are spreading fear; the government must take note of this.

It is time for all Indian citizens to pray to God for an early end to this war. We must cooperate and stay united. India is doing its best for us, and we must believe in our nation's strength.



Visionary Titans

Visionary Titan: C. Sivakumar – The Architect of Compassionate Capitalism



By *Priyadharshni Rahul, Editor in Chief*



In the high-energy world of Indian manufacturing, C. Sivakumar is a rare breed—an engineer with the instincts of a poet and the precision of a master clockmaker. As a serial entrepreneur with over three decades of experience, he has done the impossible: he has made medium-scale industry vibrant by infusing it with radical empathy.

His guiding belief is simple: people first, profits second. He applies it everywhere. Whether leading RV Industries, which makes haulage and tipper load bodies as well as containers for automotive majors, or creating premium retail experiences through Timelinks with brands like Tanishq and Titan, his approach remains consistent.

He also serves as an independent director at Roots Industries, the world-class manufacturer of automobile horns, and at Roots Multiclean, which builds industrial cleaning systems. Across roles, Sivakumar brings the same mix of discipline and humanity.

With a staggering **107 awards** to his name—including recognitions from the Governor of Tamil Nadu and national bodies for HR excellence—Sivakumar has proven that "asset-light" manufacturing does not mean "value-light". He doesn't just build products; he builds people. From sponsoring India's Ivy League education for his staff to ensuring that even the most junior employee becomes a multi-millionaire through disciplined savings, his initiatives are the stuff of management legend. In this deep-dive interview, **Priyadharshni Rahul**, Editor-in-Chief of *PreSense*, sits down with the man who believes that a happy factory is the ultimate "Utopia".

Excerpts:

Priya: You have a formidable background in engineering and a post-graduate degree in management. Looking back, who was the icon who shaped your professional philosophy of building "sustainable institutions"?

Sivakumar: My maternal uncle, **Prabha**, was the heartbeat of my early life. He was an IITian, a brilliant mind who believed that every human being, no matter how "low" society deemed them, had the right to build their own happy world. He passed away at the tender age of 27, but he left me with a vision that was far more valuable than any inheritance. He taught me that "to rest is to rust". I made a conscious choice decades ago to stay in India, to build here, and to treat every employee as a stakeholder in a shared dream. My education simply gave me the structural tools to turn his compassionate vision into a professional reality.

Priya: You are celebrated for redefining the "Missing Middle" of Indian industry through people-centric leadership. What was the spark that led to your "4E Model" of Total Employee Involvement?

Sivakumar: In the early days, I led a tiny team of fifteen. I realised quickly that in a world where "big" usually eats "small," the only way for the small to survive is to be **fast**. And you



can't be fast if only the boss is thinking. I needed every single person to feel the pulse of the customer. That birthed the **4E Model**:

- **Enlist:** We don't just hire; we create a "hunger for growth" through training and support.
- **Engage:** We connect with the *whole* person—their family, their society, and their self-esteem.
- **Enable:** We give them the best tools—Lean, 5S, and world-class methodologies—so they feel like masters of their craft.
- **Excite:** We create passion. When work is exciting, productivity isn't a chore; it's a by-product of joy.

Priya: *Your HR initiatives at R.V. Industries and Timelinks are legendary. Can we talk about some of these practices? They seem almost "un-corporate" in their kindness.*

Sivakumar: Management is often too clinical. We prefer to be human. For example, we turned punctuality into a celebration. If someone was late, they weren't given a memo; they were welcomed at the gate with garlands by their colleagues. It wasn't to embarrass them, but to bring a light-hearted energy to the workplace.

We also tackled the "blame culture" by replacing the word "wastage" with the Japanese term **Muda**. Our staff would actually dress up and "dramatise" waste on the shop floor to show how it hurt the customer. We even took them horse-riding in Kodaikanal to break their mental barriers and encourage them to try things they never thought possible.

Compassionate Capitalism: The Innovative HR Playbook of C. Sivakumar

People First, Profits Second: Transforming Employees into Stakeholders for a Utopia of Joyful Productivity.



Priya: *One of your most unique initiatives involves the families of your employees. Tell us about the "Money Order" and the rice bags.*

Sivakumar: A worker is not an island; they are part of a family. Every month, we send a token amount of Rs. 100 via money order directly to the **parents** of our employees. Along with it, we send a letter telling the parents how well their child is doing. You cannot imagine the pride that brings to a household.

We also struggled with absenteeism until we involved the spouses. We promised a 20 kg bag of rice to the spouse at the start of the month for every employee who maintained 100% attendance. Suddenly, the home became a support system for work, and it was a win for everyone.

Priya: You have a very specific focus on "Wealth Creation" for your staff. This is rare in the SME sector. How does that work?

Sivakumar: I believe in sharing wealth, not just creating it. We educate our employees on financial literacy—investing in mutual funds, gold, and real estate. It's not just talk; we have senior staff members who have built portfolios exceeding Rs. 2.5 crores through disciplined, ethical savings. Even our junior staff often have investments over Rs. 50 lakhs. When an employee knows their future is secure, their loyalty is unshakeable.

Priya: Let's move to the macro level. You are a staunch advocate for the "Missing Middle." What critical policy changes does the Government need to make?

Sivakumar: Indian entrepreneurs have the resilience and the "tech-ready" mindset. But we are often fighting with one hand tied behind our backs. We need **Land Reforms** that don't take years to navigate. We need **World-Class Industrial Parks** where the government handles the heavy lifting—like central effluent treatment—so we can focus on manufacturing. Most importantly, we need **Ease of Doing Business** that is felt on the ground. Simplifying GST and Income Tax isn't just about paperwork; it's about showing "empathy for the honest entrepreneur".

Priya: You are deeply involved with "The Banyan" and "Mugavari Foundation". Why are mental health and education so central to your life?

Sivakumar: Society has been my greatest enabler. How can I ignore its most vulnerable section? Mental health is often a "hidden" struggle, especially for women. Supporting **The Banyan** is about restoring dignity to those society has forgotten.

With the **Mugavari Foundation**, we find brilliant children from impoverished backgrounds and pair them with mentors. If a child wants to be a doctor, we find a doctor to guide them. We have seen students go from nothing to becoming lawyers and civil servants. Education doesn't just change a child; it lifts the entire family out of poverty forever.

Priya: Finally, as a member of the Keiretsu Forum, you mentor the next generation. What is your advice to young startup founders?

Sivakumar: Today's youth are brilliantly talented, but many are caught in the **"Validation Game"**. They focus on the exit strategy before they've even built the entrance! My advice is simple: focus on the product, the people, and the fundamentals. Valuation is a byproduct of excellence, not the goal itself.

I also urge them to look at our ancient Indian wisdom—scriptures that teach focus, positive thinking, and the power of relationships. If you combine modern tech with that ancient "mental strength," you become unstoppable.



AI-Generated Podcast

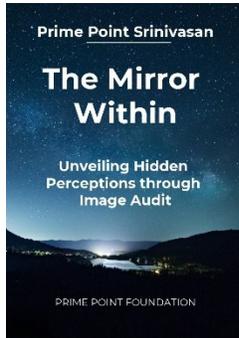
Please listen to the podcast created by NotebookLM, Google

https://youtu.be/7x7SRDq__-o



Book Launch

Prime Point Srinivasan's Book on Image Audit launched



The book titled “The Mirror Within – Unveiling the hidden perception through Image Audit” was launched at Madras Management Association, Chennai in the presence of galaxy of eminent corporate professionals and CEOs of the City. C Sivakumar, Management Committee Member of MMA and Director of Roots India Limited, (4th from left in the photo) released the book. K Asokan, Editor, Kumudam Weekly and a well-known senior journalist (third from left in the photo) received the first copy. Group Capt. Vijayakumar, Executive Director of MMA (second from left in the photo) organised this event. All the senior members of the PreSense editorial board were also present.

Review by Claude AI

Prime Point Srinivasan's *The Mirror Within* is a compelling exploration of one of the most underexplored dimensions of leadership — the gap between how we perceive ourselves and how the world truly sees us. Drawing on over three decades of field experience, the author introduces his pioneering concept of the **Image Audit**, a structured methodology for uncovering the honest, often uncomfortable perceptions of stakeholders.

The book opens with a disarmingly simple insight: people speak their truths most candidly to strangers. From this observation, rooted in late-night train journeys, Srinivasan builds a rigorous framework encompassing the **Trinity of Truth** and the **Five Pillars of Perception**, applicable to corporates, educational institutions, government bodies, and political leaders alike.

Written in an accessible, narrative style, each chapter weaves real-world case studies with practical takeaways — making it equally relevant for a seasoned CEO and a young professional. Particularly timely is the chapter on Image Audit in the age of Artificial Intelligence.

For Indian organisations navigating complex stakeholder relationships, this book is not merely a read — it is a much-needed mirror.

This book can be downloaded from the link
<https://tinyurl.com/imageaudit>

The audio version of this book can be listened from
<https://tinyurl.com/imageauditaudio>



Sports and Games

A Victory to Be Cherished Forever: India's Historic T20 Treble



By Ramesh Sundaram, Joint Managing Editor

The roar at the **Narendra Modi Stadium** in Ahmedabad on **8 March 2026** was not just for a win; it was for the coronation of a cricketing dynasty. In a breathtaking display of dominance, India dismantled New Zealand by **96 runs**—the largest margin of victory in any T20 World Cup final—to lift the trophy on home soil.



Breaking the Jinx

India's journey to the podium began with a whimper rather than a bang, stumbling in their opening match against South Africa. However, that initial setback served only to ignite a relentless fire. Led by the tactical brilliance of Captain **Suryakumar Yadav** and the grit of Chief Coach **Gautam Gambhir**, the Men in Blue achieved what many thought impossible:

- **A Record-Breaking Third Title:** India is now the first nation to win three T20 World Cups (2007, 2024, 2026).
- **The First Title Defence:** Following their 2024 triumph, India became the first team in history to successfully defend the T20 crown.
- **Ending the Host Nation Curse:** India shattered the long-standing "jinx" that saw host nations consistently fail to win the tournament on their own turf.

Clinical Excellence on the Field

While the group stages saw some subpar fielding, the team sharpened their reflexes exactly when it mattered most. The cornerstone of this historic campaign was a potent combination of aggressive batting and clinical bowling.

The victory was a true "team triumph," with several stars rising to the occasion:

- **The Middle-Order Anchor:** Sanju Samson, often sidelined in the past, proved his worth with an incredible prolific streak, scoring **64, 97, and 89** in the final stages.
- **The Bowling Spearheads:** Pace maestro **Jasprit Bumrah** and the craftiness of spinner **Axar Patel** kept the opposition in a stranglehold.
- **Key Contributions:** Vital cameos from **Ishan Kishan, Abhishek Sharma,** and **Shivam Dube** ensured that the pressure never wavered.

A Tournament of Complex Logistics

Hosted across India and Sri Lanka, the tournament was not without its geopolitical hurdles. **Pakistan** opted to play their matches exclusively in Sri Lanka due to security concerns, where they eventually exited during the group stages. Meanwhile, **Bangladesh** was banned and replaced by **Scotland** following a boycott sparked by Mustafizur Rehman's IPL exclusion and strained bilateral ties.

Despite these complexities, the **BCCI** deserves immense credit for a flawlessly executed event.

PreSense extends its warmest congratulations to the Indian team on this embellishing victory. They haven't just won a cup; they have written a new chapter in the annals of sporting history.



Time Capsule Chronicles: Revisiting PreSense - 20 Years Ago – March 2006 "Inaugural edition"



India's first PR ezine
Published by Prime Point Foundation and Chennai PR Club

PreFACE - "Build brand image internally and externally"

Today the concept of "Public Relations and Corporate Communication" is emerging as an important Management tool all over the world. The Corporates have already started realising the need for an effective "Communication Management" system both internally and externally. In developing countries like India, importance is given more to Technical and Business Plan strategies. As Prof. Y. S. Rajan of Confederation of Indian Industry (CII) has said in the exclusive interview published here, "building brand image" has to assume equal importance.

With the emergence of technology and competition, corporate communication plays a crucial role in building brand image internally and externally.

In India, we do not have any magazine or Journal dedicated for PR and Corporate Communication.

Realising the need for creating awareness amongst Corporates in developing countries, Prime Point Foundation and Chennai PR Club venture jointly to bring out this ezine.

This monthly ezine will focus on the various aspects of communication, PR events and activities, communication management views, etc. We are confident that this would emerge as a mini "Communication Kit" for the CEOs and other top management functionaries.

In the Exclusive Interview and Guest Column, eminent CEOs will share their views. Time has come that Corporate Communication needs to be taken to the Board Room!

Through this humble attempt the Editorial team looks forward to the support, guidance and contribution of the readers and CEOs of Corporates.

PRcISE

Inside this ezine:

- An exclusive interview with Prof. Y. S. Rajan, Principal Advisor to CII, India
- A Guest Column by Mr. B. Suresh Kamath, Chairman, Laser Soft Infosystems Ltd (National Best Employer 2005 Award winner)
- PR Events in India and abroad
- Review of PR books
- Extract of group discussions
- And more....

PREVIEW

PRIME POINT Foundation runs two major groups on Public Relations and Corporate Communication.

Image Management group is the global group with more than 1150 members and discusses issues at global perspective. **prenet** group, the only Indian group with more than 450 members discusses issues in Indian perspective.

To join these groups visit <http://www.premedia.com/communication/>

Some of the best views of members extracted from the group discussions are reproduced in these columns

It is a privilege to review the historic first edition of **PreSense**, published in **March 2006**. Looking back across two decades, this debut issue, titled "**Build brand image internally and externally**," was remarkably prescient in identifying corporate communication as a vital management tool.

A Visionary Start

Launched by the **Prime Point Foundation**, *PreSense*, filled a significant void as India's first dedicated PR e-zine. The editorial team, led by K. Srinivasan, correctly identified that in a developing economy like India, technical strategies must be matched by robust brand-building.

Strategic Insights from Industry Titans

The edition features a high-calibre interview with Prof. Y. S. Rajan, co-author of *India 2020*. His warning remains relevant today: corporates must "touch the hearts of ordinary people" to avoid a backlash against growth. Similarly, **Mr B. Suresh Kamath**, a National Award winner, provided foundational insights into internal communication, arguing that "Faith is the platform for growth".

Global Perspective and Learning

Even in its infancy, *PreSense* exhibited a global outlook, featuring:

- **International Book Reviews:** Evaluations of Nigerian media relations and UK-based PR disaster case studies.
- **Reputation Audits:** Expert discussions from South Africa and India on the distinction between brand and reputation.
- **Technology Trends:** Early analysis of the "social medium" of blogging, which then boasted just 29 million blogs.

This 20-year-old edition serves as a "Communication Kit" that has aged gracefully. It captured the transition of PR from the sidelines to the "Board Room," laying the groundwork for the sophisticated digital journalism *PreSense* champions today.

Would you like me to draft a commemorative social media post to mark this 20th-

<https://www.prpoin.com/ezine/presense0306.pdf>

Review by Gemini AI





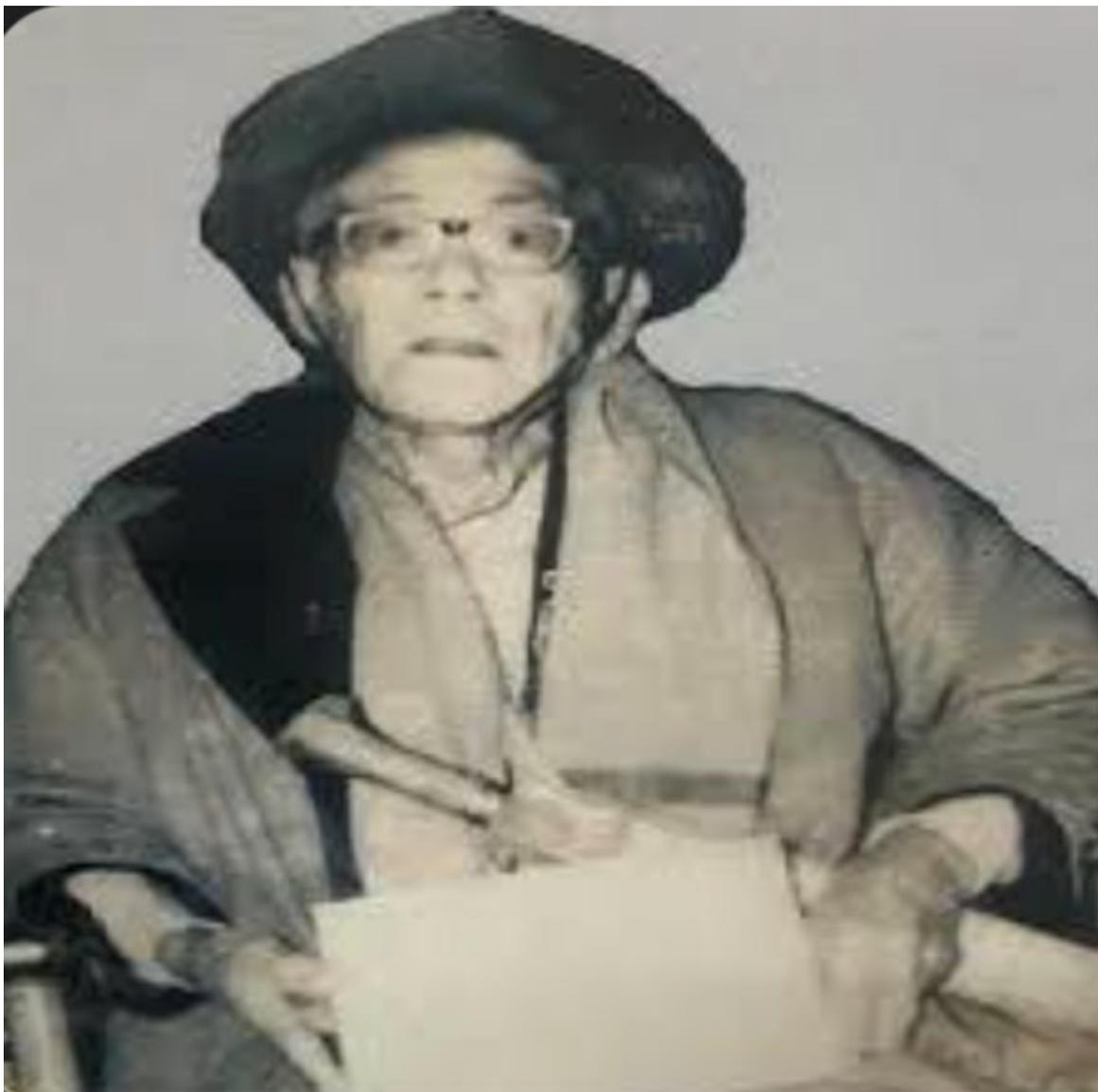
Freedom Fighters of India

Moje Riba (Arunachal Pradesh)



By C. Badri, Joint Managing Editor

(Moje Riba, a brave patriot from Arunachal Pradesh, led the Adi community against British rule, famously hoisting the tricolour in 1947 despite facing imprisonment.)



India's struggle for independence is replete with stories of valour and sacrifice, but many of its heroes remain unsung outside their native regions. One such freedom fighter is Moje Riba, a relentless patriot from Arunachal Pradesh, whose courage in the face of British colonial rule illuminated the remote North-East with hope and resilience. His efforts, while less well known on the national stage, were instrumental in kindling the spirit of freedom among his people and in integrating the region into the national movement for independence.

Born in 1911 in the Daring village of present-day Arunachal Pradesh, Moje Riba was raised in a time when the region was known as the North East Frontier Agency (NEFA). The area was marked by its isolation, distinct tribal cultures, and a largely self-sufficient agrarian lifestyle. British presence was felt through indirect rule, administrative posts, and attempts to extend their influence over the land and its people. For the indigenous Adi community to which Moje Riba belonged, the encroachments of the colonial authorities were seen as both an affront to their autonomy and a threat to their way of life.

Moje Riba grew up deeply connected to his people's traditions and the lush, rugged landscape of Northeastern India. He imbibed the values of community service, self-reliance, and the fierce defence of his homeland from external domination. These early lessons would become the bedrock of his activism in the years ahead.

The late 1930s and early 1940s were a period of mounting unrest in many parts of India, as the Quit India Movement gained momentum under Mahatma Gandhi's call for nonviolent resistance. News of the growing freedom movement reached the secluded corners of NEFA, inspiring a handful of enlightened individuals, such as Moje Riba. He realised that the struggle for independence was not just a matter for the distant cities but was equally relevant to the hills and valleys of Arunachal Pradesh.

Moje Riba took it upon himself to awaken political consciousness among the Adi people. At a time when communication was severely limited and the risk of arrest was high, he began to gather villagers in secret, sharing the ideals of freedom and self-rule. He encouraged his people to resist British taxes, boycott foreign goods, and assert their rights as Indians.

The British colonial administration had established outposts and rest houses in select areas of NEFA, maintaining a network of informants and sending punitive expeditions when challenged. Despite these risks, Moje Riba, undaunted, became a leading figure in the local movement against British rule.

His activism reached a climax in 1947, when he hoisted the Indian tricolour flag at Dipa, a village in the present-day Lower Siang district. This act of open defiance was both unprecedented and perilous. The hoisting of the Indian national flag in the region then under direct British control was a bold declaration that the people of Arunachal Pradesh sought to join the rest of India in her march toward independence.

Riba's visible involvement in the freedom movement soon drew the ire of the colonial authorities. He was arrested by the British for his activities and spent several months in jail. During his imprisonment, Moje Riba endured harsh conditions. Yet, his spirit remained unbroken, and his resolve only strengthened. News of his incarceration spread through the villages, further galvanising the local population and drawing more people to the cause.

Even as the British tried to intimidate and suppress the movement, Moje Riba's example acted as a beacon. His courage inspired many in his tribe and neighbouring communities to resist colonial policies and assert their identity as free Indians.

With India's independence in August 1947, Moje Riba's dreams began to take shape. The withdrawal of British authorities from NEFA brought new challenges: integrating the region into the Indian Union and fostering a sense of national unity among diverse, isolated tribes.



Moje Riba continued to serve his people in the years following independence. He advocated for education, social reforms, and economic development in Arunachal Pradesh. His experience in the freedom movement made him a respected leader, and he encouraged continued engagement with India's new democratic government.

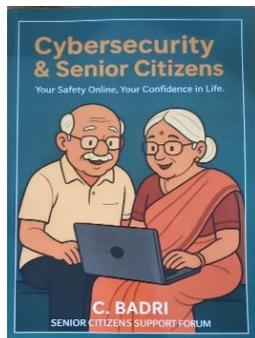
Despite his pivotal role, Moje Riba's contribution remained relatively unacknowledged at the national level for decades. However, within Arunachal Pradesh and among the Adi community, he is revered as a hero who risked everything for the dignity and freedom of his people.

In recent years, efforts have been made to bring attention to his story. The Government of Arunachal Pradesh honoured him posthumously with tributes and public commemorations. Educational institutions and public forums increasingly teach his legacy, ensuring that his story inspires new generations.

The story of Moje Riba is woven into the broader tapestry of India's fight for independence, highlighting that the struggle was not confined to the well-known centres of resistance but flourished even in the remotest corners. Through his courage, vision, and quiet determination, Moje Riba demonstrated that the spirit of freedom transcends geography, language, and culture.

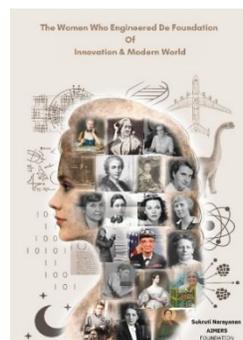
His life is a testament to the power of individual will and the enduring hope that even the smallest, most isolated voices can echo across the mountains and valleys of history. As India continues to celebrate its unity in diversity, remembering heroes like Moje Riba ensures that the silent flames of resistance are never forgotten, lighting the path for all who cherish liberty and justice.

Jai Hind



The book titled "Cyber Security and Senior Citizens" authored by C Badri, Joint Managing Editor of PreSense was released on 28th March 2026 by Hon'ble Justice Dr T N Vallinayagam, Former Judge, Madras High Court.

This book can be downloaded free of cost from <https://tinyurl.com/badri0326>



"AIMERS To Achievers" - the Women who Engineered the Foundations of Innovation and Modern World, published by AIMERS Foundation. This is authored by Sydney based Sukruti Narayanan.

The foreword for the book was written by the High Commissioner of Mauritius High Commission - Her Excellency Sarojini Seeneevassen.

The book was launched by the Mayor of Hills Shire Council - Dr. Michelle Byrne at the Rotary Norwest Sunrise Club on 6th March 2026 at the International Women's Day celebration.

This book can be downloaded free of cost from <https://tinyurl.com/SUKRUTI1>



National

College to Parliament: India's Quiet Political Nursery



By Dr Sarika Takhar. Editorial Board Member

(College campuses serve as India's political nurseries, where student leaders learn to manage real-world issues, contest elections, and build the essential foundations for future national leadership.)

The Grassroots of Leadership



The journey of India's political giants rarely begins in high-profile party offices or through family legacy alone. Instead, the true starting point is often the humble college campus. In these "political nurseries," students first encounter the art of leadership not through textbooks, but through everyday struggles. Whether it is protesting against poor hostel food, high fees, or restricted library hours, a student leader learns to navigate the system, collect signatures, and

negotiate with authorities to get things done. This is the essence of real politics: the practical ability to solve problems within an established framework.

Miniature Democracies on Campus

Student union elections across India function as a miniature version of the national democratic process. Candidates campaign, make promises, and face the emotional highs and lows of winning or losing trust. These experiences are vital building blocks; major political parties maintain active student wings because they recognise that today's campus representative is tomorrow's Member of Parliament (MP) or Member of Legislative Assembly (MLA).

A prime example is Delhi's current Chief Minister, Rekha Gupta. Her trajectory from a student at Daulat Ram College to the President of the Delhi University Students' Union (DUSU) in 1996 provided the foundation for her three-decade journey through the ranks of the BJP to the top executive post in the national capital.

Lessons Beyond the Classroom

College life forces students from diverse backgrounds—representing different States, languages, and cultures—to interact and adjust. A student leader must learn to balance these varying demands and speak in a way that resonates with people vastly different from themselves. This ability to listen and mediate is a skill that no classroom lesson can provide.

Ensuring Fairness: The Lyngdoh Committee

While campus politics is an invaluable training ground, it can sometimes be marred by violence, money, or "muscle power". To protect the integrity of these elections, the

Government follows the **Lyngdoh Committee guidelines**. These rules ensure a level playing field for regular students by:

- **Limiting Expenditure:** Candidates cannot spend more than ₹5,000, preventing anyone from "buying" an election.
- **Banning Printed Materials:** Only handmade posters are allowed to keep campuses clean and encourage creativity over wealth.
- **Setting Academic Standards:** Candidates must maintain 75% attendance and a clean record, ensuring that leaders remain responsible students.

LYNGDOH COMMITTEE RECOMMENDATIONS

 <p style="font-weight: bold; margin: 0;">CANDIDATE ELIGIBILITY.</p>	<ul style="list-style-type: none"> AGE LIMITS: UG: 17-22 YEARS; PG: Up to 25; Research: Up to 28 [cite: 1.2, 1.7] ACADEMIC RECORD: NO FAILED PAPERS OR 'CARRY-FORWARDS' [cite: 1.1, 2.3] ATTENDANCE: MINIMUM 75% MANDATORY [cite: 1.10, 2.3] SINGLE OPPORTUNITY: A candidate can contest only once [cite: 1.2, 1.7]
 <p style="font-weight: bold; margin: 0;">ELECTION FINANCE & ACCOUNTABILITY</p>	<ul style="list-style-type: none"> EXPENDITURE CAP: MAX ₹5,000 PER CANDIDATE [cite: 1.1, 1.7] FUNDING SOURCE: VOLUNTARY STUDENT CONTRIBUTIONS ONLY; NO OUTSIDE POLITICAL FUNDS [cite: 2.3, 2.4] AUDIT: Accounts must be submitted within 2 WEEKS of results [cite: 1.10, 2.3]
 <p style="font-weight: bold; margin: 0;">CAMPAIGN CODE OF CONDUCT.</p>	<ul style="list-style-type: none"> NO PRINTED MATERIAL: Only handmade posters allowed in specific zones [cite: 1.7, 2.1] NO DEFAACEMENT: Prohibited from writing on college walls [cite: 1.1, 2.3] NO CORRUPTION: Banned muscle power, loudspeakers, or 'vote-buying' inducements [cite: 1.1, 2.3]
 <p style="font-weight: bold; margin: 0;">OVERSIGHT & TIMING.</p>	<ul style="list-style-type: none"> TIME FRAME: Process must be completed within 10 DAYS [cite: 1.7, 2.10] GRIEVANCE REDRESSAL: Institution to appoint a faculty-led Grievance Committee [cite: 1.1, 2.1]

(Graphics": Gemini AI)

Building a More Inclusive Future

With over 65 percent of India's population under the age of 35, the country deserves young leaders who have earned their positions through merit rather than inheritance. Many young people feel excluded from politics due to the influence of "big families" and connections. To combat this, universities must foster healthy environments for debate and fair elections.

By inviting representatives to speak and showing students how governance works in state assemblies, the distance between the citizen and Parliament is bridged. The passionate student debater of today is the decision-maker of tomorrow. Ensuring the road from the classroom to Parliament remains open to everyone is essential for the future of India's democracy.

