



*We are women, we are smart and savvy;
We cherish the gift of womanhood and
most particularly the ability to look within;
and push the boundaries of what we
know;
Join us in this journey as we explore our
fabulous womanhood*

Theme of this month
**Challenges of
working women**

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PR-e-FACE: From the desk of Ms K. Bhavani, International Editor, PR-e-Sense

“Why women prefer PR jobs?”



Women dominate the public relations profession. From the US to Asia, the PR profession attracts a high proportion of women. The National Association of Government

Communicators conducted a national survey in April 2007. It was found that two out of three government communicators are female. The typical US government communicator is likely to be female between 42 and 53 years old, holds a bachelor's degree, has 10-20 years of experience in government communications, and has held her current position for the last two to five years. She tends to put in 41- 45 hours a week, works with two or three people and is responsible for writing and editing, producing news releases and web content, and managing news events.

In Singapore, more than 60 percent of PR professionals are women. In many Asian countries, women are attracted to this profession and they do well in it. Only in a few countries, there are more men than women in PR for example, in Japan and Saudi Arabia. In Japan, the business culture is probably more conducive for men. It is a predominantly male profession in Saudi Arabia. However, some adventurous women are joining the profession and meeting the challenge of a demanding schedule. They also have to face the societal conservatism and experience the frequent travel requirements in the Middle Eastern businesses. Why do more women join this profession? Many reasons are offered. A quick survey provided the following answers:

- a. They are better or natural communicators;
- b. They multi-task and organize better than men;
- c. PR is considered a “soft” career suited to women just like teaching or HR functions;
- d. Women have better, more sensitive “people skills”;

- e. They pay attention to details, are able to look at things from different perspectives;
- f. They are better suited to a variety of practical, administrative tasks;
- g. Women have greater imagination, intuition and sensitive to nuances;
- h. Women can handle both strategic and tactical functions while men tend to focus more on strategic issues.

Women therefore have much offer to the public relations and communications profession. However, as they continue to progress further in their career, it becomes more challenging. Many top positions at PR agencies are often occupied by men. Men are seen as more capable of managing the business while women are often constrained by demands at home.

In Singapore, there is robust discussion going on these past few weeks on working women. Singapore is facing a declining population and the Government has announced various incentives this month including extra month of maternity leave, tax incentives and a big Baby Bonus. These measures are to encourage women to have more children (more than two) and continue working. Here, women find it difficult to manage the demands of the job and the home in our fast paced environment. Will these enhanced incentives encourage Singapore women to have more children and continue working? We will have to wait and see if it is possible to change the mindset of the working mothers. Some people, including women PR practitioners, think that they would like to see more men join the PR profession. It would provide a healthy workplace situation and greater ideas. Clients would appreciate different perspectives. But, this should not be at the expense of paying men more than women who are equally capable of handling the same job. For now, women dominate the PR profession. *(Ms K. Bhavani is the President, Institute of the Public Relations of Singapore and Director of Communications, Singapore Government)*

From Editorial Team

Dear Readers,

Grace! Beautiful! Stubborn! Delicate! These were the adjectives which crossed our minds when the theme of Working Women was announced as a part of the August 2008 issue of our ezine PR-e-Sense. We were given the full freedom to finalise the contents.

We women, being career oriented these days have a lot to discuss when it comes to the juggling act of balancing home and work to prove ourselves as a dutiful daughter, wife or even an assertive boss! Through a detailed brainstorming session with our team internally, we have carefully selected the topics for our esteemed readers. These include some expert's opinion, inspiring success stories, Health tips, and the results on the Working Women online survey conducted

by us. We got pleasantly thrilled to receive the views for the online survey from Dr A P J Abdul Kalam, former President of India too.

For all the women desperately scouting for some short recipes from your moms diaries, check these mouth watering healthy ideas in this issue.

At the same time, we appreciate the men for their participation in the online survey conducted by us. To mention, you can too try out the lip smacking recipes to make your woman happier!

We hope all the readers a very happy reading! Please do not forget to give your feedback to editor@corpezine.com

Shvetha, Veena and Poornima

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PR-exclusive

“If you have a dream, go ahead and do it!”

Ms Prathibha Sastry, Editor and Publisher of South Movie Scenes, a monthly journal based at Bangalore (India) won the Young Screen Entrepreneur Award 2008 from British Council. In an exclusive podcast interview with Shvetha Sridhar, Prathibha Sastry speaks about the various challenges faced by her and how she managed them. Excerpts:

The podcast may be listened from the link: <http://tinyurl.com/prathiba>

What is your professional background?

I joined a small newspaper in 1977. I have worked in PR, Corporate Communication, Technology Channel and also in an online portal. This increased my love for media. I wanted to start a magazine for South Indian movies.

What made you to start a magazine on South Indian cinema?

I found there was a large gap for this kind of magazine, particularly in English on South Indian Cinema.

What were the challenges faced by you?

I had no clue to bring about a magazine. Second is to garner the requirements to bring out a magazine. Third one is Finance. I come from a middle class background. This was a major challenge for me.

How did you overcome?

I had a network of people whom I could approach for guidance. Many people were kind enough to guide me in every aspect. Going about and getting them together with all the ideas were major factors.

There were few friends who were willing to help me. The major challenge was the Financial part. That was the most difficult challenge to overcome. I approached many Banks and Financial Institutions with my ideas, asking them whether they would be interested in my project. Finally, my family and friends helped me with some finance.

What is the present position?

After an initial six months trial, we launched the magazine in October 2007 at Bangalore. With the coming September

2008, we will be completing 12 issues. Presently, we have around 2,50,000 readers in South India. Recently, we won the ‘Young Screen Entrepreneur Award 2008’ from British Council. They were looking for young people who had ‘vision’ and also who could make it ‘to happen’.

What is your suggestion to young entrepreneurs?

If you have a dream, go ahead and do it from that day. Don’t wait for the day when you get money, time and support to start something of your own. The day you decide that ‘you will do it’ is the right day. Go ahead and do it.



NEWS - IN SINGAPORE MORE THAN 60 PERCENT OF PR PROFESSIONALS ARE WOMEN



ACCORDING TO YOU I HAVE TO DEVELOP MORE AS PR PROFESSIONAL...
OK... THEN THE ONLY OPTION IS I SHOULD CHANGE MY GENDER...



NEWS - WOMEN HAVE MUCH TO OFFER AS PR PROFESSIONAL

PR-exclusive

“Deadlines are becoming deadly lines“



Dr Sangeetha Madhu, a well known Clinical Psychologist and Consultant, in an exclusive podcast interview with Shvetha Sridhar for PR-e-Sense speaks about the various issues affecting the working women. Excerpts.

Listen to the podcast in the following link:

<http://tinyurl.com/sangeetha>

Q. Trend Survey suggests that women find it difficult to balance professional and family life. What are your comments on this?

A. I would not completely agree with the survey results probably because the sample size has been small. Traditionally and historically as well, women have been very good at multi tasking, in terms of taking care of the baby, taking care of the house hold works. They have been able to handle work pressure as well as pressure at home very well. And I don't quite agree with the statement that women find it difficult to multi task. In fact they have been able to balance both quite effectively. It is only that women tend to feel guilty when they are not able to fulfill the expectations at work place and at the home front

Q. So do you think that working women are more prone to health problems?

A. I would agree with that simply because a working woman puts both work and family life at the fore front and she quite simply neglects her health, probably diet, nutrition wise without time to exercise and relaxation. Now women are becoming aware of these facts and taking some steps to improve their health. Some IT companies also have gymnasiums in the organization. Though health problems are on the rise, awareness also has come among women. I sincerely hope that women give more personal time to their health condition.

Q. When it comes to pregnancy, what precautions do you think a woman should take and does this affect her commitment at work place?

A. I think it's a double barreled gun for a woman where her expectations are on the rise. She is probably at the mid of her career where she is likely to get a promotion and the work load is going to be higher, pressure is going to be higher and her biological clock is also ticking so she has to bear children at this age. There seems to be a trend where they postpone having children and sometimes end up having health issues with regards to pregnancy. If you look at software companies, most of them are located far away from the city so if you look at traveling time, deadlines at workplace, I think women who are pregnant are really working against time. They are handling these pressures at work and home and it will take a toll on the health of these women. If these companies are more friendly in terms of helping these women on their health issues, they should think in terms of a) having a crèche at work place b) having more friendly policies towards pregnant women. It is absolutely important for these women to have a proper diet and exercise so that we have a good generation to look forward to.

Q. Now after pregnancy there is a gap in the career and companies avoid taking such women back into the organization. What do you think women can do at this stage?



A. I would say that there is a trend in most companies where they are trying to integrate women who have had children. Its only in the initial years probably the first year of child birth they need to breast feed their child and take care of them. So I strongly recommend that if there is a crèche at the work place and flexi timings for these women it would really help them to take proper care of their children and give their best at work.

Q. Two-three years down the line, the problem to child rearing arrives. How can women balance work and child rearing?

A. I can figure out that marriage as an institution is going through a phenomenal change today. For eg:-the time spent amongst spouses. I would say. Marriage is going through a change, and it is taking its toll on children. In my practice I see lot children with behavioral and emotional problems simply because today's parents think they can substitute family values with toys, time with weekend parties. This definitely is a very disturbing trend and this has to change.

Q. Of late divorce issues are increasing amongst the urban population. This scenario exists more between partners where both are working professionals. What is the cause for this? Is it more of an ego problem?

A. I wouldn't subscribe it to an ego problem. As I mentioned earlier that marriage is undergoing a tremendous change. Work place pressure results in partners spending lesser time with each other and I think it is taking its toll on marriage and marital relationships. Probably financial independence has allowed women to take a step forward in the marital front. Although these problems have existed time and again I think this change in women has allowed them to walk away from marriage with confidence today. I don't know whether it is for the good or bad.

Q. Generally among both the genders male bosses are preferred to female bosses. How true is this and is there any specific reason?

A. I would completely disagree with this. It is not the question of a male or a female boss, it is the question of a BOSS. It is about individuality, his/her personality and how they would handle the situation and these are more important than attributing it to the gender of the individual. Females are traditionally looked upon as fragile, submissive, nurturing and caring. So you would not expect a boss to be nurturing and caring. You would expect that from your mother. When a female has to take over the role of a boss she has to imbibe certain qualities of being assertive, stubborn, not giving in etc. So when she entails the role of a boss she most probably will have to mimic male characteristics. If you look at women leaders today, they are perceived as aggressive and in male bastion women who have been stubborn and aggressive have been able to get into such leadership qualities. What happens is women are perceived to be more bossy by the society. I am strongly against these people who call these women bossy. Infact such women are able to handle emotions well, also handle social situations extremely well. They are very good at problem solving. So I think women are emotionally more mature. Being a woman myself I would completely bias towards a woman but I think women have been neglected for leadership positions. It is time this scenario changes. I would recommend more women to be in leadership positions simply because they are very good at multi tasking, emotionally able to handle situations. It is not that a man or a woman is better, its just that they are different biologically, socially, emotionally and intellectually men and women are different and they process information differently so the perceptions are different.

Q. There is a very disturbing trend of late, in the relationship between men and women at workplace. Comments?



A. What is happening today is that there are much more opportunities where men and women spend more time together at work hours. You are there for 12 hrs at work but hardly for 2 hrs at home. So the time spent is predominantly more at workplace which could lead to lot of extra marital affairs and pre marital sex is also on the rise which puts these young people at lot of risk for emotional and relationship problems later on. What happens is that they are very young and have lot of money, but there is no emotional maturity to handle relationships. So what happens is the physical needs are on the rise, and the marriageable age is getting longer so they get married at the age of 27-28, and the sexual desires are on the rise. There is an increasing trend where promiscuity at work place and sexual relationships are on the rise. But there are more opportunities where men and women interact more with each other which gives them a better template to interact on the marital front. Earlier there was not much exposure. So this exposure could help them in having a better relationship on their marital front.

On the contrary, if the marital relationships are not good, then an extra marital affair could be the result of a bad marital relationship. There is both good and bad which are on the rise. What we could really look at is a) Pre marital counseling at work place b) Marital Counseling at workplace c) Parenting classes for young women who are having difficulty in handling children d) Having a team of specialists at work place who could address health issues and bring a better environment at work place.

Q. In your counseling sessions what are the kind of cases that you get to see.

A. If you broadly classify, then you get to see that *Anxiety* is on the rise, depression is becoming as common as Common

Cold. Every third person seems to have depression. It is easier to handle at the initial stages than handling severe cases of depression at a later time. Marital problems are on the rise and children are having behavioural and emotional issues. So I think if we are able to do something as a preventive measure at workplace then they would not end up with an anxiety/depression/marital problems. So I think prevention is definitely better than cure in terms of handling work place pressure as well as deadlines.

Q. So, what do you think are the individual responsibilities to avoid such problems?

A. I think it is important for a person to recognize that he/she is undergoing stress levels. Only when a person is 30-35 he/she recognizes that he/she has a problem. I think if by 20-25 these issues are addressed it would not become such a larger issue at a later phase. Recognize problems earlier and handle them effectively and see that there are no lapses from there on.

At an organizational level, providing flexi timings, providing relaxation procedures at work place would be helpful. I think 'deadlines' are becoming 'deadly lines' and I think these employees go through severe problems due to that. So at an organizational level if they can promise only what they can deliver, then it would be really helpful for employees. The distance traveled to work place is so high that it becomes extremely counter productive and employees end up with lot of physical and health issues. These options could definitely help from an organizational point of view.



“Challenges faced by working women - Results”

Background

Since the theme of the August 2008 issue of Corporate ezine PR-e-Sense was “Working women – Challenges and opportunities”, the Editorial team, decided to conduct a quick online-survey to study the perception of various members. Accordingly a survey was designed and posted at www.prpoint.com and the link was circulated amongst various groups during the first week of August 2008. The survey was closed on 13th August after 5 days.

Sample size

160 respondents gave their views without identity. 55 Male (35%) and 105 Female members (65%) responded. Of this 94% were from India. Though the sample size is small, the views have indicated the general trend and perception. The survey results can only be treated as indicators.

Work – family balance

The respondents were asked as to how they perceive the work – family balance for women. Around 65% of the respondents (both male and female) feel that women find it difficult to balance both work and family.

Getting along with male and female bosses:

The respondents were asked as to how they get along with male and female bosses.

While rating male bosses, 24% of male respondents did not respond. On an average, 14% rate male bosses poorly and 42% rate better. If their perceptions

are converted into an index, while male respondents rate male bosses at 45%, female respondents rate male bosses at 56%.

While rating female bosses, around 22% of both male and female did not respond. Generally 26% rate the female bosses poorly and 21% rate better. Converting the perception into an index, uniformly both male and female rate the female bosses at 38%.

Uniformly there is a trend in both male and female to rate the female bosses lower than male bosses. Female respondents prefer male bosses to female bosses.

Health problems

The respondents were asked whether working women were more prone to health problems than working men. While 54% of the respondents feel that working women were more prone to health problems than men, 44% feel the other way. 62% of male members, when compared to 50% female, feel that women are prone to health problems.

Divorce issues

The respondents were asked whether divorce issues were increasing due to women concentrating in work places. Interestingly, we observed diametrically opposite perception amongst male and female. While 60% of male members feel that divorce issues are due to women concentrating in work places, 60% of female members do not agree with this.



Late night shifts

The respondents were asked whether late night shifts affected the commitment of working women. There is an uniform perception amongst the respondents, irrespective of gender. 68% feel that late night shifts affect their commitment.

Work place pressure

The respondents were asked how good the working women were in handling the work place pressure, when compared to men. Here also, male and female respondents give opposite perception.

44% of male respondents and 74% of women respondents feel women were better than men.

53% of male respondents and 18% of female respondents feel men were better than women.

Though male respondents are divided near equally, female respondents overwhelmingly feel that they are better than men in handling work pressure.

Male – Female relationship

The respondents were asked how different was the men-women relationship when compared to earlier years. Around 78% of the respondents feel that the relationship is better than past. There is an uniformity of perception amongst both genders.

Dressing at work place

The respondents were asked whether dress had any impact on the people working around them. 96% of the respondents overwhelmingly, irrespective of gender, feel that the dress had an impact.

Extract from Goodson's Survey 2008 - Reuter Story 20th August 2008

The 2008 study, part of U.S. behavioural scientist Shannon L. Goodson's new book "The Psychology of Sales Call Reluctance", compared almost 11,500 professional women with 16,700 men from 34 countries.

Goodson's research also found that women who had managed to climb up the corporate ladder tended to "take the ladder with them", sometimes even sabotaging the chances of other female workers seeking promotion.

This part of the study, which was conducted mainly in the United States, revealed women executives may not be as encouraging or supportive of female staff.

"This led many women in the study to actually prefer male managers to female managers, claiming men are more consistent and fair-minded than women," Goodson added.

Source : Reuters Business and Finance <http://tinyurl.com/66wkuq>

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Recipe – You can try yourself

When we think about working women the first thought that would pass any mind would be their culinary skills. How can we as pillars of our family ever let down good food habits imbibed from our ancestors?

Here are some quick solutions you can try for a great munching experience to make your family drool over your culinary skills.

Paneer Bhurji: Heat some oil in the pan and add some ginger garlic paste to it.

When the paste becomes golden brown, sauté some finely chopped onions till it becomes golden brown. Add some tomatoes and fry them for about 5-7 minutes till they lose the water content. Put salt, turmeric, chilly powder

and some garam masala to the mixture. Finally when the entire mixture becomes thick like a gravy, you can add the soft paneer either scrambled or in cubes.

Vegetable (Roti) Rolls: For vegetable filling: Chinese vegetables like finely chopped cabbage, capsicum, onion and grate carrot. Heat oil in a pan. Add cumin

seeds and let them splutter. Add some finely chopped onions and fry for 3 minutes. Add rest of the vegetables and toss them till they turn slightly soft, approx 4-5 mts. Add freshly ground black pepper powder and salt to taste. Prepare rotis and roll them with the vegetable filling. You can serve them with papaya juice or with a glass of buttermilk or any drink of your choice.

Quick pressure cooked vegetables:

Cut carrots, lauki, French beans and cabbage into one and a half centimeter pieces.

Separate cauliflower into small florets. Cut potato into one and a half centimeter pieces and keep them soaked in water. Cut tomato into eight pieces.

De-seed and cut capsicum into one and a half centimeter pieces. Heat oil in a pressure cooker, add bay leaf and crushed peppercorns, stir-fry briefly. Add vegetables, roasted cumin powder, salt and mix well. Stir-fry for two to three minutes. Cover and cook under pressure for five to six minutes. Remove from heat. Serve immediately.

Sourced from Internet



Listen podcasts at www.poduniversal.com



Health Tips – Premenstrual Syndrome (PMS)

Working women encounter many challenges which women of previous generation never faced. Changing life style, work pressure, aspirations have aggravated certain disorders which are never heard of in Indian women. PMS is one of the serious group of symptoms which affects most of the working women.

Premenstrual syndrome (PMS) is the name of a group of symptoms that usually start up to 14 days before menstruation. The symptoms usually stop soon after period begins. Most women feel some mild discomfort before their periods. But if you have PMS, you may feel so anxious, depressed or uncomfortable that you can't cope at home or at work. Some of the symptoms of PMS are

Back pain, Bloating abdomen, Changes in appetite, including cravings for certain foods, Constipation, Crying spells, Depression, Fast heartbeat, Feeling irritable, tense or anxious, Feeling tired, Headache, Hot flashes, Joint pain, Mood swings, Not feeling as interested in sex, Tender and swollen breasts, Trouble concentrating, Trouble sleeping, Swollen hands or feet, Wanting to be alone, Weight gain.

What causes PMS?

It seems to be linked in part to changes in hormone levels during the menstrual cycle. PMS is not caused by stress or psychological problems, though these may make the symptoms of PMS worse.

How is PMS diagnosed?

Your doctor will ask you to keep track of your symptoms on a calendar. If your symptoms follow the same pattern each month, you may have PMS.

How is PMS treated?

There is no cure for PMS, but eating a healthy diet, exercising regularly and taking medicine may help. Your doctor will talk to you about whether you need to change your diet and exercise habits. He or she may also prescribe medicine for you, depending on what your symptoms are and how severe. Medicines that can be prescribed include diuretics, antidepressants and birth control pills.

What are diuretics?

Diuretics help your body get rid of extra sodium and fluid. They can ease bloating, weight gain, breast pain and abdominal pain. Diuretics are usually taken just before you would normally experience these symptoms in your menstrual cycle.

Do antidepressants help?

Antidepressants can help with the severe irritability, depression and anxiety that some women with PMS have. These medicines are usually taken every day.

Tips on controlling PMS

- Eat complex carbohydrates (such as whole grain breads, pasta and cereals), fiber and protein. Cut back on sugar and fat.
- Avoid salt for the last few days before your period to reduce bloating and fluid retention.
- Cut back on caffeine to feel less tense and irritable and to ease breast soreness.
- Try eating up to 6 small meals a day instead of 3 larger ones.
- Get aerobic exercise. Work up to 30 minutes, 4 to 6 times a week.
- Get plenty of sleep--about 8 hours a night.
- Keep to a regular schedule of meals, bedtime and exercise.
- Try to schedule stressful events for the week after your period.
- Identifying this problem, sensitizing life partners and lifestyle changes and medications, can help woman to cope with the symptoms and make life comfortable for women as well as their family.

Contributed by Dr. N Suchitra, Consultant
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PR-e-views



One of the important aspects experienced by young women: -When they are in family-way at a particular phase, they have to take long leave, the question is whether there will be a discontinuity or the employer will accommodate these long periods of absence otherwise, it carries many personal and social problems to the women. We feel that this aspect needs to be studied. – Mr A P J Abdul Kalam, Former President of India in response to our survey

I also feel women should be allowed to work from home when they are bringing up children. This is very important for the upbringing of children. - Shobha Warriar, Senior Contributing Editor, rediff.com



How to dress at work place? : What you wear says a lot about who you are. Your dress can make a statement about your professionalism and even affect your career progression. In a recent Yahoo! HotJobs poll on workplace fashion issues, a majority of the general workforce (68%) and HR professionals (82%) believe that how employees dress at work affects their chances for a promotion.

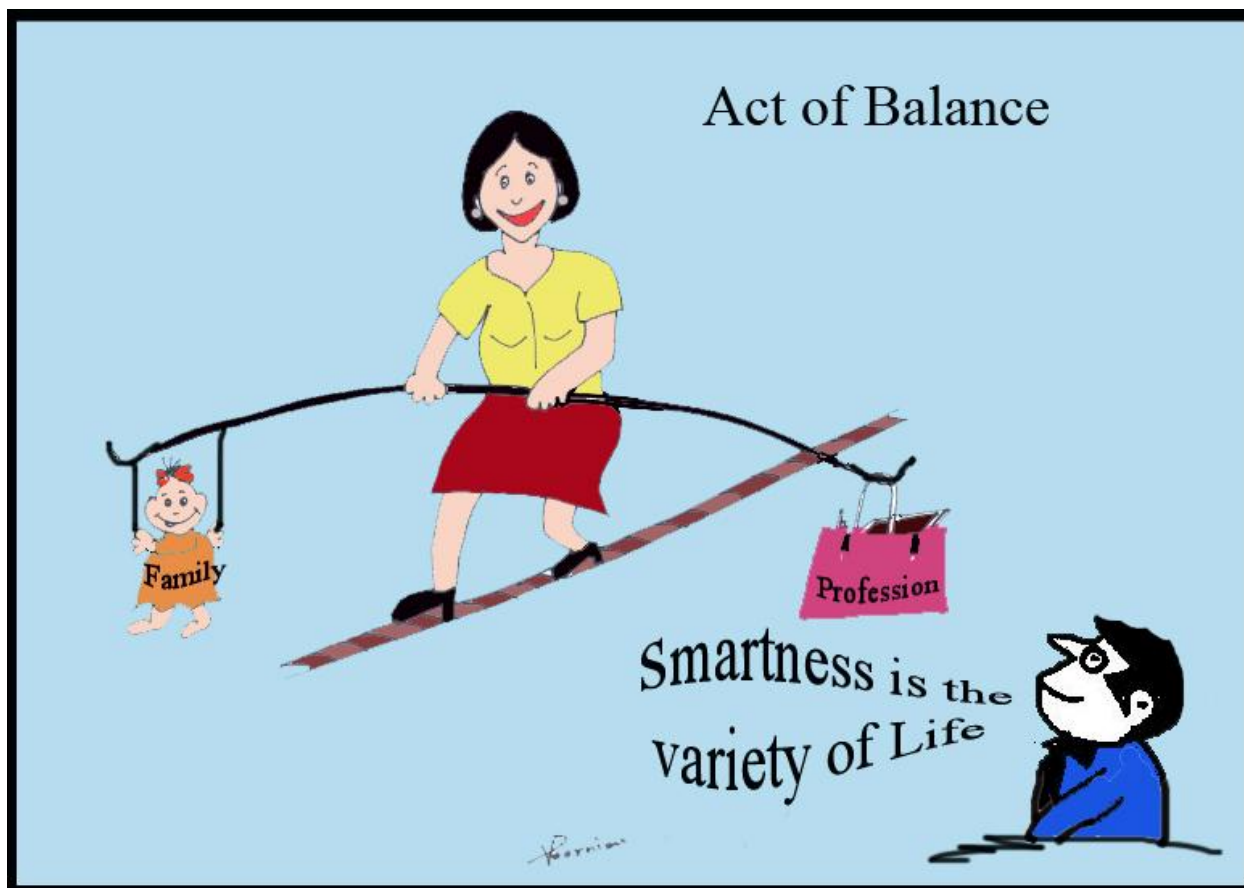
It is said: don't dress for your current job but for the job you want to be promoted to. When planning your work wardrobe, here are a few things to keep in mind:

- Consider the industry you represent and the work culture of your organization. High-tech firms often have more relaxed dress codes compared to banking and finance companies.
- Consider the various audiences you interact with for your job. For instance, if you work for a non-profit, you might consider dressing conservatively and in traditional attire like salwar-kameez or a saree to project the right image for your social cause and connect with your audiences.
- Another factor to keep in mind is your position within the company. If you are in a managerial position, your attire may set an example for others in your organization.

While your attire can help you project the right image and exude confidence, it is important that it reflects your individuality and you are comfortable in what you're wearing.

Archana Verma, Marketing Communications Manager, IABC





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“Sita in Ramayana and present day working women”

In the Ramayana, an Indian Epic, Sita was kept in Asokavan (Ashoka Gardens) after abduction by demon King Ravana. Sita was undergoing lot of tortures, though the place was very nice. Mentally, she was highly balanced. She had the confidence and courage to withstand the tortures given by the aides of Ravana. This can be compared to the present day working women. Though the work place is really good (like Ashokavan), the working women undergo different types of mental tortures due to various factors. Like Sita, they should develop the confidence and courage to defeat the problems.

Though Sita had the powers to burn demon King Ravana, due to her chastity, she wanted her husband to rescue her after fighting with the demon King. She was confident of her husband Rama's valour. She wanted to give the credit to Rama, and did not want to prove herself. This shows as to how husband and wife should recognize each other's talents and pass on the credit wherever required.

In the forest when Rama and Sita were living, a group of Sages visited Rama and informed him that demons were disturbing them from doing penance. Immediately Rama promised them to kill such demons, if they come for disturbance. After all the Sages left, Sita talks to Rama privately and tells him, “Please pardon me, if I am wrong. You have promised Sages that you would kill the demons. How can you

kill them if they do not cause you any disturbance. Can you kill a person, who does not cause you any disturbance”. Rama appreciates her ideas (advised in privacy), but confirms that he could not go back on his promises.

To the contrary, When Rama was sked by his father and King Dasaratha to go to forests renouncing the Kingdom for 14 years, his wife Sita also wanted to accompany him to the forests. Rama explains to her the various difficulties she may face in forest life. After repeated argument, Sita tells Rama, “You are a lady in male dress”. Though, it was a hurting

statement, Rama did not fight with her and allowed her to accompany him gracefully, without any ‘ego’. Later when Hanuman meets Sita in Ashokavan, after abduction by demon King Ravana, Sita narrates to Hanuman and repents for the remark she made on Rama earlier. Since Sita was a palace girl at that time, she did not know the external difficulties. She was not mentally matured to talk. Only emotions carried her.

From the above instances, Palace grown Sita learns lot of lessons and understands the reality after going through various difficulties in forest. The same way, external difficulties in working atmosphere makes the working women more stable and matured in handling the family.

(From the lecture of Dr M V Anandapadmanabhachar
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