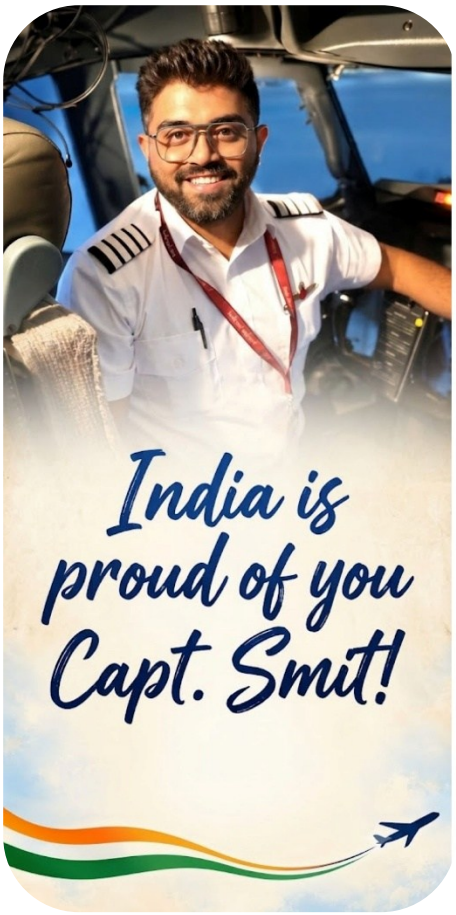
PRESENSE

Spreading Positive Vibrations
Issue No. 236 – Oct 2026
Published by Prime Point Foundation

Cover Story



Heroism Eclipsed by Vote Bank Politics

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PRESENSE

Spreading Positive Vibrations
Issue No. 236 – Oct 2026

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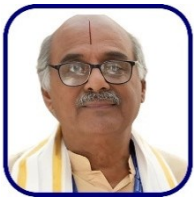
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From the Desk of Managing Editor

Dear Reader,



On behalf of the Editorial Board, I am pleased to present the 236th (Oct 2026) edition of *PreSense*, featuring another rich array of meaningful content.

I am delighted that in October, our nation celebrates Dussehra with festive cheer and gaiety In November, we will be celebrating Diwali. PreSense extends warm greetings to all readers.

The global warming is a great cause of concern for all. Our Editorial analyses the reasons for the global warming and the role of civil society and the Government to reduce the global warming.

Recently, Indian Pilot Capt. Smit Machchhar saved 174 passengers from the hijack attempt. When the whole world, including Crown Prince of Dubai, celebrated the heroism, our secular opposition parties did not find worthy of appreciation. Cover Story deals with this sad phenomenon.

From this edition, we are starting a series ***"Yoga for all",*** giving tips for healthy living. The first article is on yoga for pre-teen kids. Please do not miss this series.

Other Highlights:
Prince cartoon
Visionary Titans: Exclusive interview with Dr B Jayashree
Freedom Fighter: Veer Surendra Sai, Odisha
Review of the October 2006 edition of PreSense

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.

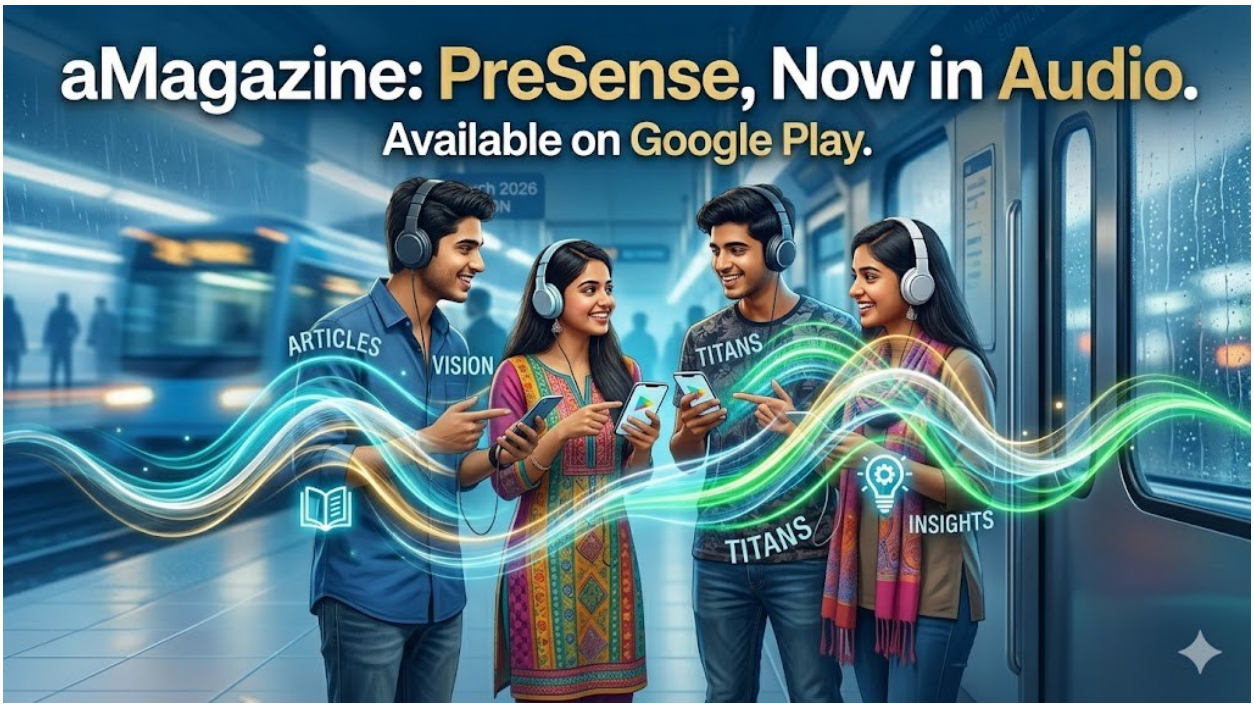
Jai Hind!
K. Srinivasan
Publisher & Managing Editor
PreSense

PRINCE

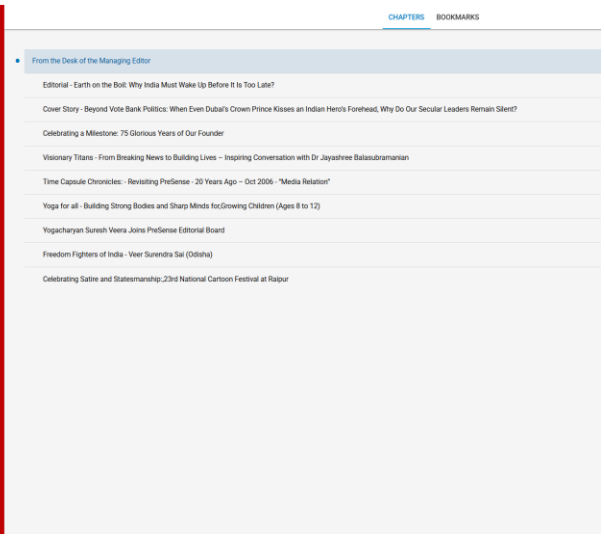
by Triambak Sharma











This October 2026 Edition of PreSense is also available in audio format on Google Play.

Please listen to this edition from the following link:

https://tinyurl.com/aMagazine1026 or use the QR Code

(Please log in with your Google ID and click on **"BUY ₹0.00"** to listen to the audio fully)

Editorial



Earth on the Boil:
Why India Must Wake Up Before It Is Too Late?

By Ramesh Sundaram, Joint Managing Editor

> ***(Excessive fossil fuel use and plastic pollution trigger severe climate disasters; India must urgently respond through primary school education, strict policy enforcement, and mindful citizen habits.)***

Nature's Broken Rhythm: From Ten Thousand Years to One Century

For thousands of years, the rhythm of Indian life flowed in tune with nature. Our farmers ploughed their fields expecting the monsoon at a predictable time of year. Families planned weddings, festivals, and journeys knowing when the winter chill would arrive and when the summer heat would peak. The earth's climate changed naturally in the past, but it happened over thousands of years, giving nature and all living beings ample time to adjust, evolve, and survive. Rivers flowed steadily, forests provided clean air and sweet water, and our countryside enjoyed a balanced environment.

What nature carefully balanced over ten thousand years, human greed and careless living have completely shattered in a single century. Today, our seasons are thoroughly off balance. In our towns and cities, pleasant winter has virtually vanished. Summers are no longer just warm; they are scorching, with temperatures crossing forty-five degrees Celsius and making outdoor work an unbearable nightmare. When rains arrive, they no longer fall as a gentle shower over several weeks. Instead, they hit our cities and villages with sudden cloudbursts, dumping months of water in just a couple of hours. Streets turn into swirling rivers, subways get submerged, houses get destroyed, and normal life comes to a sudden grinding halt.

This daily disruption is what we call climate change. We do not need an academic dictionary to understand this truth. It is simply the disturbing reality that our weather has gone out of order because we have mistreated the planet we call home.

The Burning Earth: Fossil Fuels and the Greenhouse Blanket

The root cause of this crisis is our reckless way of living. Over the last hundred years, driven by rapid industrialisation and convenience, we have burnt immense amounts of fossil fuels like coal, petrol, and diesel. Whenever we run thermal power plants to keep our air conditioners humming, or drive millions of motor cars and two-wheelers on our roads, we release massive amounts of carbon dioxide and other toxic gases into the atmosphere.

These greenhouse gases form a thick, invisible blanket around the globe. Sunlight enters, but the heat cannot escape back into space, turning our Earth into a giant greenhouse. Alongside this burning of fossil fuels, we have ruthlessly chopped down ancient forests and flattened hillocks to make room for unplanned concrete jungles. Trees are nature's own air conditioners and carbon sponges. When we destroy mature forests to build dams, commercial malls, and luxury apartments, we remove the earth's natural defence mechanism.

The Single-Use Hazard: Our Daily Addiction to Plastics

Perhaps our most casual, unthinking crime against nature is our daily addiction to plastics. Almost everything we touch in modern life comes wrapped in plastic. When we buy groceries, vegetables, hot tea, or water, we routinely accept single-use plastic covers and cups without a second thought. Very few of us stop to realise that plastics are manufactured from petrochemical by-products. According to United Nations reports, plastics production,

transport, and disposal generate more than 1.8 billion tonnes of greenhouse gases every year, accounting for nearly 3.4 per cent of all global emissions.

Plastic pollution choking natural waterways and habitats. Source: Mongabay India



Once discarded, these non-biodegradable plastic packets do not simply disappear. They clog our municipal gutters, choke underground storm-water drains, and poison our soil. When the monsoon brings a sudden heavy downpour, our cities drown simply because water cannot flow through drains choked with polythene bags. Worse still, in many residential layouts and street corners, sanitation workers and residents sweep dried leaves and plastic waste into heaps and set them on fire. Burning plastic releases carcinogenic fumes, methane, and toxic gases straight into the air, forcing our children and elderly people to inhale poison every single day.

Nature's Warning Bells: Disasters in Our Neighbourhood

Nature has already begun sounding loud warning bells across the globe. We saw heart-wrenching scenes from our neighbouring nation, Nepal. Unprecedented, torrential monsoon downpours battered the Kathmandu Valley and eastern provinces. Rivers like the Bagmati burst their banks, triggering massive landslides, washing away concrete bridges, and claiming over 240 precious lives within forty-eight hours. Scientific studies carried out by the World Weather Attribution network confirmed that human-induced atmospheric warming made those three-day rainstorms nearly 10 per cent heavier and far more ferocious than normal.



FThe aftermath of devastating flash floods in Nepal. Source: Al Jazeera

Similar tragedies have unfolded across the world. In Libya, extreme downpours caused two dams to burst, wiping out entire neighbourhoods into the sea. In Europe and the Americas, prolonged droughts have dried up major rivers and sparked uncontrollable forest fires. These disasters are not isolated accidents. They are clear warnings that Mother Nature has reached the limit of her patience.

India on the Frontline: Livelihood Crisis and Parliamentary Silence

India stands directly on the frontlines of this climate crisis. Our economy is predominantly agrarian, and millions of small and marginal farmers depend entirely on timely rains. When unseasonal rains strike during harvest season, standing wheat and paddy crops get destroyed overnight, pushing debt-ridden farm families into distress. In major metropolitan cities like Chennai, Bengaluru, Mumbai, and Delhi, ordinary citizens grapple with crippling urban floods during monsoons and severe water scarcity during summers. Daily wage earners, construction labourers, and street vendors are forced to risk their health under burning heatwaves to earn just two square meals a day.

According to joint reports by the Centre for Science and Environment and Down To Earth, extreme weather events in India have claimed more than 3,200 human lives in the first nine months of the year alone, while wiping out many houses and ruining millions of hectares of valuable farmland.

Despite such widespread destruction, it is deeply troubling that our public discourse remains largely silent on this burning issue. When we take a look at proceedings in our Parliament and State Legislative Assemblies, climate change hardly finds a place in debate. A comprehensive study by the Centre for Financial Accountability titled *Climate on the Floor* reviewed a full decade of parliamentary questions between 2015 and 2025. The study made a startling revelation that questions directly relating to environmental protection and climate disasters made up a mere 3.3 per cent of all questions raised by our elected Members of Parliament in the Lok Sabha and Rajya Sabha.

Our political leaders actively debate political alliances, elections, and short-term subsidies, but rarely devote dedicated legislative time to discussing how our farmers can withstand erratic rainfall or how our cities can survive sudden flash floods. While announcements on renewable energy and solar panels are welcome, they cannot replace ground-level policies aimed at protecting our local ecology and vulnerable citizens.

The Role of Governance: Policy, Primary Schools, and Strict Enforcement

We can ill afford to sleep through this major crisis. If we want to safeguard the future of our children, both the government and civil society must act together with utmost urgency.

To begin with, the Union Ministry of Education and all State School Education Boards must introduce practical climate and environmental education right from primary school. Children must not merely memorise textbook definitions for examinations. They should be taught about practical habits in the classroom: separating wet waste from dry waste, planting native trees on school grounds, harvesting rainwater, and treating water as a sacred, limited resource. When young boys and girls grow up respecting the soil, water, and trees, environmental protection becomes second nature rather than an administrative burden.

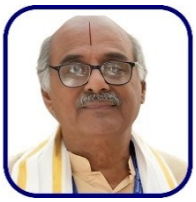
Furthermore, State Governments and municipal administrations must enforce a total, uncompromising ban on single-use plastic carry bags. Merely issuing notices on paper while plastic items continue to flood local markets is an eyewash. Local bodies must strictly penalise wholesale distributors and manufacturers while actively subsidising and promoting cheap cloth, jute, and paper alternatives. Urban development authorities must end this reckless encroachment of lake beds and wetlands. Every building permit must be made strictly conditional upon having an active, functional rainwater harvesting structure. Furthermore, our Parliament and State Assemblies should resolve to devote at least two full sitting days during every session exclusively to reviewing environmental safety and climate resilience.

Civil Society's Duty: Simple Habits for a Sustainable Tomorrow

Civil society must also take genuine responsibility. We cannot blame municipal authorities while continuing our own careless lifestyle. Each of us must make it an unshakeable habit to come out of our homes with a cloth bag in hand. We must firmly refuse plastic covers from local grocery shops and vegetable vendors. Residential welfare associations and apartment complexes must strictly forbid open burning of garbage and should instead convert kitchen waste into organic compost for community gardens. In our homes, we must switch off air conditioners, lights, and appliances when not required, because saving electricity reduces the burning of thermal coal at power stations.

Protecting our environment is not a luxury meant only for wealthy nations or academic seminars. For India, it is a matter of sheer survival. Nature gives us life, sustenance, and shelter. If we continue to abuse the earth with pollution, concrete, and plastic, nature will inevitably push back with devastating fury. Let us resolve today to mend our ways, adopt simple, sustainable habits, and safeguard this sacred land for generations to come.

Cover Story



Beyond Vote Bank Politics: When Even Dubai's Crown Prince Kisses an Indian Hero's Forehead, Why Do Our Secular Leaders Remain Silent?

By Prime Point Srinivasan, Managing Editor

> ***(While global leaders and Dubai's Crown Prince honoured Indian pilot Captain Smit Machchhar for thwarting a hijack, Indian opposition leaders chose vote-bank silence over national pride.)***

Courage at 30,000 Feet



On 30 September 2026, the world witnessed an extraordinary display of raw courage, presence of mind, and devotion to duty high up in the skies. On board **Flydubai Flight FZ1073**, flying from Dubai to Tel Aviv with 174 passengers and six crew members, an unthinkable nightmare unfolded inside the cockpit. Roughly two-and-a-half hours into the flight, First Officer Hamam al-Hammami—driven by a premeditated terrorist plot to crash the aircraft—locked the reinforced cockpit door from inside, sent the Boeing 737 into a terrifying 17,000-foot nose-dive towards the Arabian Desert, and repeatedly struck the commander on the head with a cockpit crash axe.

In the face of certain death, Mumbai-raised **Captain Smit Machchhar** refused to give up. Suffering a depressed skull fracture and bleeding heavily from deep wounds on his head and arms, he fought back while silently chanting the *Hanuman Chalisa*. Ignoring his excruciating pain, Captain Machchhar freed himself from his seat belt, lunged across the cockpit, and turned the knob to unlock the cockpit door. Two off-duty European relief pilots, cabin crew, and brave passengers rushed in, overpowered the terrorist, pulled the aircraft out of its fatal dive, and made a safe emergency landing at Tabuk in Saudi Arabia.

Every single soul on board walked out alive. Captain Smit Machchhar did not merely save an aeroplane; he prevented another 9/11-style catastrophe, upheld the sacred oath of his profession, and proved to the entire world that Indian professionals are second to none in their honesty, integrity, and courage.

A Rare Royal Gesture from an Islamic Leader

Captain Machchhar's heroism drew immediate applause from the highest offices across the world. Prime Minister Narendra Modi telephoned him in hospital and hailed his valour during his address to the nation. US President Donald Trump praised his presence of mind from the White House. Israeli Prime Minister Benjamin Netanyahu saluted him on television, while Israeli President Isaac Herzog announced Israel's highest civilian honour—the Presidential Award for Civilian Heroism—declaring, *"Captain Smit Machchhar, you are a hero of Israel, India, and of all humanity!"* The US House of Representatives even introduced a bipartisan resolution in his honour.



Yet, the most moving tribute came on 3 October 2026 in the United Arab Emirates. **Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, the Crown Prince of Dubai**—a prominent Islamic leader and future ruler of a leading Arab nation—personally visited Captain Smit Machchhar at the hospital. In a rare, deeply affectionate gesture of respect that went viral globally, the Crown Prince held the injured Indian pilot's hand and gently kissed his bandaged forehead. Sharing the photograph on his official X handle (@HamdanMohammed), the Crown Prince wrote:

"During a visit to Captain Smit Machchhar... the flydubai pilot who embodied the highest degrees of courage, responsibility, and care for human life. From us, and from the leadership of the nation, he has our full appreciation and praise. We are proud that he is part of our team... part of the story of our nation... and part of what the UAE stands for... a nation of compassion... a nation of peace... and a nation of life."

When the Crown Prince of an Islamic nation rises above religion and geopolitics to kiss the forehead of a devout Hindu pilot who saved Israeli passengers from an Islamist radical, he sends a powerful message to the world: terror has no religion, and saving innocent human life is the highest service to God.

Global Applause, Domestic Silence

Sadly, while global leaders and Arab royalty celebrated this brave son of India, a deafening and shameful silence prevailed among India's self-styled "secular" opposition heavyweights. Leaders such as Leader of the Opposition **Rahul Gandhi**, Tamil Nadu Former Chief Minister **M.K. Stalin**, West Bengal former Chief Minister **Mamata Banerjee**, and Tamil Nadu Chief Minister **Joseph Vijay**—who routinely rush to social media within minutes to comment on international conflicts—could not find two minutes to post a word of appreciation for Captain Smit Machchhar. Even when Union Ministers Bandi Sanjay Kumar and G. Kishan Reddy publicly questioned Rahul Gandhi's silence, no word of praise came forth from him, while his party colleagues dismissed the nationwide celebration of a national hero as an "event".

Why did our prominent secular leaders lock their lips when the whole world was applauding an Indian hero? The answer lies in the cynical arithmetic of vote-bank politics.

Was their hesitation because the flight was bound for Tel Aviv and the lives saved were mostly Israelis? Or because Captain Machchhar is a Hindu who openly credited the *Hanuman Chalisa* for his strength, while the attacker was a radicalised extremist? Regardless of whether a passenger is an Israeli, an Arab, an American, or an Indian, every innocent human being has a fundamental right to live. When politicians hesitate to applaud the foiling of a terror attack out of fear of offending a section of their voters, they place electoral greed above basic humanity.

Vote-Bank Silence Insults Patriotic Indian Muslims

What our so-called secular leaders fail to realise is that by remaining silent on acts of terror, they commit a grave injustice against **Indian Muslims**. When an Islamic ruler like the Crown Prince of Dubai prosecutes the hijacker for terrorism and kisses the forehead of the Indian pilot who stopped him, why do Indian opposition leaders walk on eggshells? By assuming that praising Captain Machchhar or condemning a terrorist will anger Muslim voters, these politicians are indirectly peddling a dangerous and insulting narrative: that Indian Muslims sympathise with global terrorists.

Nothing could be more offensive to Indian Muslims. Indian Muslims are sons and daughters of this soil, sharing the same ancestry, bloodline, and civilisational roots as their Hindu brothers and sisters, having converted only a few centuries ago. Patriotic Indian Muslims abhor terrorism just as strongly as anyone else. By treating them as a touchy vote bank that must be appeased with silence on terror, self-styled secular leaders defame an entire community, question their patriotism, and artificially manufacture animosity and suspicion between Hindus and Muslims.

The True Spirit of *Sarva Dharma Sama Bhava*

India's civilisational secularism was never about appeasing extremism or dividing communities for votes. Rooted in the ancient wisdom of ***Sarva Dharma Sama Bhava***—respect for all faiths and harmony among all people—Indian ethos has always stood firmly for *Dharma* (righteousness and protection of the innocent) against *Adharma* (cruelty and terror).

Our greatest modern icons championed this unambiguous clarity. Former President **Dr A.P.J. Abdul Kalam** repeatedly reminded the nation that terrorism and violence have no place in a civilised society and that peace is non-negotiable for national progress *(Rashtrapati Bhavan Archives, Independence Day Eve Addresses)*. Equally, the chief architect of our Constitution, **Dr B.R. Ambedkar**, warned in his historic final address to the Constituent Assembly on 25 November 1949 that political democracy cannot survive without **Fraternity**—a deep sense of common brotherhood among all Indians—while strictly rejecting violence and what he termed the *"grammar of anarchy" (Constituent Assembly Debates, Vol. XI)*.

Time for Introspection

Captain Smit Machchhar has written a golden chapter of Indian bravery in the skies. When US Presidents, Israeli Prime Ministers, and Arab Crown Princes bow to his courage, Indian political leaders diminish only themselves by looking the other way. It is high time our self-styled secular leaders introspect, abandon divisive vote-bank calculations, stop insulting patriotic Indian communities with false assumptions, and learn to stand united when an Indian hero makes the tricolour proud.



Celebrating a Milestone: 75 Glorious Years of Our Founder

Prime Point Srinivasan, the Founder of Prime Point Foundation, *PreSense*, the prestigious Sansad Ratna Awards, and the Digital Journalists Association of India completed his 75th year on 11 October 2026.

To mark this joyous milestone, a warm get-together was organised on 11 October by Priyadharshni Rahul (Editor-in-Chief, *PreSense*) and Sridhar Raj (Executive President, Sansad Ratna Awards) alongside team members from both organisations.

The editorial board of *PreSense* and the Sansad Ratna Awards Committee extended their heartfelt greetings and felicitations, praying for his good health, happiness, and continued long life in the service of society.

— Deepa Lenin, *Deputy Editor, PreSense*

Visionary Titans

From Breaking News to Building Lives – Inspiring Conversation with Dr Jayashree Balasubramanian



Priyadharshni Rahul, Editor-in-Chief



Every month under our *Visionary Titans* column, *PreSense* brings you inspiring conversations with remarkable achievers who think ahead of theirme. This month, we feature **Dr Jayashree Balasubramanian**, who presently heads communications at the Reliance Foundation in Mumbai. Starting her career in the early 2000s as a pioneering television journalist with the popular news channel *Aaj Tak*, she set new benchmarks in live reporting and newsroom agility. Driven by a deep desire to create real solutions for society, she later transitioned to the social development sector, serving with prestigious organisations including UNICEF, ICRISAT, and the M. S. Swaminathan Research Foundation (MSSRF). Holding an interdisciplinary PhD from Anna University, Dr Jayashree blends media speed with grassroots empathy. In this candid interview with Priyadharshni Rahul, she shares her journey, her fearless reporting days, and her vision for India's youth.

Priyadharshni Rahul: What prompted you to join journalism, and who was your early mentor and motivator?

Dr Jayashree: Journalism was actually my third choice. My first choice was to become a nurse, and my second choice was to be a lawyer. At the core, I always wanted to do something that would help people. I knew early on that I was not cut out to be a doctor, so I thought of nursing. However, after understanding the working conditions in nursing and considering my family's views on law—which was then dominated by men and politicians—I turned to journalism. It felt very logical to me because I always loved writing, and I believed I could help people through my writing.

Initially, no specific person prompted me to choose this field. However, before joining college, my parents and I consulted a respected senior journalist in our close family circle, Mr N. Sathiya Moorthy (who later headed the Observer Research Foundation in Chennai). We affectionately called him *Chithappa*. When I told him I wanted to become a journalist to change the world, he told me very realistically that journalism does not actually change the world. Yet, seeing my determination, everyone encouraged me to go ahead. I went on to study at the Indian Institute of Mass Communication (IIMC) in New Delhi and stepped into television journalism.

Priyadharshni Rahul: In the early 2000s, you were known for thinking far ahead of your time—whether it was getting the only exclusive interview with Dr A.P.J. Abdul Kalam before he filed his presidential nomination, or using a simple button mobile phone for a live broadcast of the Kanchi Shankaracharya on the Ayodhya issue. What made you work so differently?

Dr Jayashree: When I started as a television journalist, even my close family and friends found it difficult to understand what I did for a living. People knew print journalists and editors like Cho Ramaswamy of *Thuglak*, but television news was at a very nascent stage. When you enter a profession at its very beginning, you have to create the norms yourself—much like how *PreSense* pioneered digital journalism long before it became the mainstream norm. We were the first generation of TV journalists who introduced the television "soundbite" culture,

where we needed a sharp 15-to-20-second quotable remark on camera rather than a long chat over coffee.



The exclusive interview with Dr Abdul Kalam is a truly memorable moment. We had been following him for days, and he had not given a single interview before leaving for Delhi. There was a tiny window of opportunity when he was departing from the Chennai airport. In those days, one could not simply pull out a camera inside an airport; it required strict clearances from the Bureau of Civil Aviation Security, the DGCA, and the Airports Authority. My production team at *Aaj Tak* worked quietly in advance to secure every single paper approval. When we approached Dr Kalam inside the airport lounge with proper permissions, no other TV crew was present. He felt comfortable and gave us those precious few minutes.

In those days, we could not transmit videos over mobile phones; we had to physically send the recording tape. Our multi-skilled driver and camera assistant drove back at top speed to our Chennai office and uploaded the footage. Because Dr Kalam was on a three-hour flight to Delhi, he was completely cut off from the rest of the media. By the time he landed in Delhi to address the press, our exclusive story was already playing on air across the country, putting us three hours ahead of every other channel!

Similarly, necessity is the mother of invention. When we wanted an interview with former Chief Minister Dr J. Jayalalithaa, there was no WhatsApp; so I stood at a fax shop near her residence and sent a formal request letter by fax every single hour. Likewise, when the entire nation was waiting for the Kanchi Shankaracharya's remarks on the Ayodhya issue, we did not have live OB vans on the spot. I asked myself what resource I had in hand—just a basic mobile phone. Our agile technical team in Delhi connected their studio audio system directly to my mobile phone call, and we streamed the interview live on television. My philosophy has always been simple: never be limited by your resources; instead, ask how best you can use the resources you have. Even while reporting from LTTE-controlled territory in Sri Lanka during Velupillai Prabhakaran's press conference—where all communication technology was cut off—that spirit kept us chasing the story.

Priyadharshni Rahul: You also faced physical danger in the line of duty, including an attack during a political rally at Marina Beach. How did the media fraternity respond then?

Dr Jayashree: Yes, that happened soon after the arrest of former Chief Minister Mr M. Karunanidhi. During a protest procession on Marina Beach, I was alone filming police personnel hitting the processionists. Seeing that I had caught this on camera, some policemen chased me down, broke my camera, and attempted to beat me. A few other journalists nearby were also surrounded. Thankfully, a well-meaning police officer rescued us and took us inside the DGP headquarters for safety until we were released hours later.

Back then, the entire journalist community stood united. A Press Council of India team came down to inquire, and we filed a petition in court led by senior journalist Mr R. Bhagwan Singh, where I was a co-petitioner. Mr P. Chidambaram and Mrs Nalini Chidambaram appeared for us. Because I was directly affected, the court eventually awarded me compensation. Though the official letter arrived with a seven-day response clause while I was away on marriage

leave, that collective fight showed how journalists across languages and ideologies stood together for the profession.

Priyadharshni Rahul: What prompted you to move from high-profile journalism to the NGO and social sector, and how did you bring innovation there?

Dr Jayashree: In my heart, I always wanted to start an NGO, so joining the social sector seemed like a natural transition. As a journalist, I was asking tough questions and speaking up for the voiceless, but I was not creating direct solutions. I realised that communication can do much more than just report—it can find solutions and save lives.

Moving to the social sector also coincided with my marriage and having a young baby. My very first assignment was working on HIV/AIDS prevention among women and transgender communities engaged in sex work. Through the TAI-VHS and Avahan programmes in Tamil Nadu, and later with UNICEF on maternal and child health, nutrition, and education, I used Social and Behaviour Change Communication to help save lives. Later, I worked in agricultural science communication with the Dr, M. S. Swaminathan Research Foundation and ICRISAT.

In the non-profit sector, people often believe that social problems take 20 years to solve. I brought my journalistic speed, agility, and "think-on-your-feet" urgency into the social sector, believing that problems must be solved *now* because human lives are at stake.

Priyadharshni Rahul: You also completed your PhD alongside your career and family responsibilities. What was your research about?



Dr Jayashree: Yes, I completed my interdisciplinary PhD in media sciences and agriculture from Anna University in 2022. Interestingly, my PhD convocation took place in the very same week that my elder son joined college! Doing coursework and exams alongside much younger students while trying to publish in peer-reviewed journals taught me the value of rigour and hard work. My thesis examined social practices and millet conservation in the Kolli Hills. I studied how rural communities conserve millets not just for farming, but through deep-rooted social customs—such as offering millets at temple festivals, resolving village quarrels with a millet feast, or even formalising a marital separation by serving a traditional millet meal.

Priyadharshni Rahul: Comparing the early 2000s with today, what is the biggest shift you see in Indian media?

Dr Jayashree: Recently, while passing by a minister's residence near my home in Chennai, I saw familiar journalists waiting outside in the heat with cameras, just as I used to do 20 years ago. I felt sad because journalists deserve much greater dignity and respect as a vital pillar of a stable democracy. Every profession has good and bad individuals, and we cannot condemn the entire media fraternity for the faults of a few.

However, two worrying shifts have crept in. First, a lot of noise has entered news presentation, where journalists take sides and become opinion-makers instead of remaining objective, factual, and balanced. Second, there seems to be a sad lack of unity today. In the early 2000s, if one journalist faced trouble in Chennai, the entire media community—whether Tamil, English, or Hindi, left, right, or centre—stood together as one. Today, journalists could introspect rather than passing a judgment and realise that the profession is much greater than personal viewpoints or currying favour.

Priyadharshni Rahul: With social media and AI posing challenges to society, what kind of regulation do you suggest without curbing freedom of expression?



Dr Jayashree: We should not blame the medium; the issue lies in the proper use of emerging technologies like social media and Artificial Intelligence by users. I do not believe external regulation will ever work. For instance, on X (formerly Twitter), its owner Elon Musk was trolled more than anyone else on his own platform, yet the noise naturally settled down within a week.

Instead of overarching external censorship, we need **self-regulation** and an enabling environment that reinforces positive behaviour. I was deeply influenced by Prof. M. S. Swaminathan, who always believed in reinforcing positive actions. I must also congratulate *PreSense* and the Sansad Ratna Awards initiative for recognising and rewarding parliamentarians for their constructive democratic performance. We need a similar balanced approach on social media that acknowledges and amplifies positive contributions.

Priyadharshni Rahul: Finally, what is your message for today's youth?

Dr Jayashree: Having two college-going sons at home who belong to Gen Z, I have tremendous respect for today's youth. They are far clearer about life than our generation was at their age. They know what they want, value work-life balance, and if something does not work, they quickly change track to pursue something meaningful instead of blaming fate or family pressure. Because they follow their true aspirations, they are likely to be a much happier generation.

I do not wish to advise them; as a parent, I only hope they understand that when elders offer guidance, it comes from a place of care for their well-being. In fact, society should give greater autonomy to young people. Just as young minds are building startups and unicorns through lateral thinking, we must empower our youth to solve the world's toughest social problems.

LinkedIn Page of Dr Jayashree https://www.linkedin.com/in/jayashreeb/

Time Capsule Chronicles:
Revisiting PreSense - 20 Years Ago – Oct 2006
"Media Relation"



PR e sense
Communicate the Communication

India's first corporate PR ezine — VOL 1 Issue 8 – October 06

Published by Prime Point Foundation
(Supported by Public Relations Council of India and Chennai PR Club)

PR-e-FACE: From the desk of Chief Editor
" Urgent need for sensitising the Corporates on Media "

With mushrooming of PR outfits and entry of many new freshers in the PR profession, the quality of the Corporate Press Releases are suffering heavily. A quick survey conducted by ***PR-e-Sense*** revealed a lot of alarming information on the Corporate Press Releases.

This may be due to lack of knowledge, or lack of drive to acquire knowledge. Though there, appears to be lot of pressure from the corporate top managements to draft the press releases according to their pleasure, PR and CorpComm professionals should not take shelter under that pretext.

PR and CorpComm professionals themselves should take the initiative in sensitizing the Corporate CEOs about the media sensibilities. This could be possible, only if the professionals themselves are knowledgeable, to command respect. PR / CorpComm professionals, including the senior level officials need to update the knowledge and skills, in the fast changing environment.

Corporate top management officials should learn to refrain from interfering in the professional standards of media relations, by thrusting their views. They should also learn not to convert the Press Releases into an 'advertisement copy'.

The professional bodies like CII, FICCI, and AIMA have a greater role to play. They need to organise interaction sessions for CEOs with the media professionals and PR professionals. PRCI, PRSI and PRCAI should play a facilitating role. This would improve the credibility of the profession and also the Corporates.

K. Srinivasan
prpoint@gmail.com

PR-e-CISE – Inside this ezine

- An exclusive interview with Mr K T Jagannathan, a reputed financial journalist
- Expert views from Mr T N Ashok, formerly Economic Editor of PTI and presently a CorpComm consultant
- Report on 100th birthday of Press Release
- Effective Press releases - Points to remember
- Social media press release template
- PR events
- Podcast and many more

Twenty years ago, when digital magazines were virtually unheard of in India, *PreSense* (then titled *PR-e-Sense*) was already carving out a unique niche as the nation's premier corporate PR and communication ezine. The October 2006 issue (Vol. 1, Issue 8) stands out as a remarkable benchmark of foresight, arriving just as the humble press release celebrated its centenary.

The issue took a bold, investigative look at the state of corporate communications through an exclusive online survey. It highlighted growing friction between newsrooms and corporate boardrooms, pointing out that over 60 percent of corporate press releases were discarded by journalists due to poor news value, excessive marketing jargon, and top-management interference. Veteran financial journalist K.T. Jagannathan (*The Hindu*) shared blunt insights on the erosion of credibility in corporate releases, while T.N. Ashok (former Economic Editor of PTI) examined the delicate art of balancing corporate stakes with journalistic scrutiny. Technology correspondent G. Shrikanth (*Dataquest*) humorously voiced a typical 2006 tech frustration—PR agencies choking limited inbox bandwidth with massive logo attachments!

What made this 20-year-old edition truly ahead of its time was its early embrace of emerging media. At a time when Indian digital journalism was in its infancy, *PreSense* was already publishing audio podcasts, advocating "PR 2.0" and "SEO PR," and introducing Indian communicators to social media release templates complete with RSS feeds, bookmarks, and Technorati tags. Two decades later, this historic issue remains a testament to the publication's enduring pioneering spirit.

https://www.prpoint.com/ezine/presense1006.pdf

Reviewed by Gemini AI

Yoga for All

Building Strong Bodies and Sharp Minds for Growing Children (Ages 8 to 12)



By Yogacharyan Suresh Veera, Editorial Team

> ***Editor's Note:*** *Starting with this October 2026 issue, PreSense is pleased to launch a new monthly series,* ***"Yoga for All,"*** *featuring insights from renowned Yoga expert* ***Yogacharyan Suresh Veera****, whose previous articles in PreSense were compiled into a popular e-book. Over the next six months, this series will guide different age groups—pre-adolescents (8 to 12 years), teenagers (13 to 19 years), homemakers, working women, busy middle-aged men, and senior citizens—through simple Asanas, breathing exercises (Pranayama), and practical lifestyle habits. We begin Part 1 today with children aged 8 to 12.*

Growing Up in the Digital Age: The Challenges Children Face



Starting early: Regular Yoga helps growing children stay active, flexible, and cheerful.

The years between eight and twelve are a magical phase in a child's life. This is the stage when the body grows rapidly, bones lengthen, and the mind begins to take a keen interest in school lessons and the world around them. To grow healthy and tall, children at this age need regular movement for their muscles and joints.

However, modern family life has changed dramatically. In many homes today, both parents are busy with long working hours and daily commutes, leaving them with very little time to supervise their children's outdoor play. As a result, smartphones, tablets, and television screens have quietly become the new babysitters. Spending hours hunched over electronic gadgets diverts a child's attention from studies, stiffens their growing spine, strains their eyes, and makes them physically inactive.

This is where Yoga steps in as a gentle, lifelong friend. Just twenty minutes of daily Yoga can help children stretch their growing bodies, sharpen their school memory, and stay fresh throughout the day.

Four Simple Asanas for Physical Growth and Flexibility

(Important Note for Parents and Children: All the Yoga postures given below must be learnt initially under the direct guidance of an experienced Yoga teacher. At this tender age of 8 to 12, children should breathe naturally during the postures and must ***not*** *hold their breath. Before starting Yoga Practice, please consult your family doctor)*

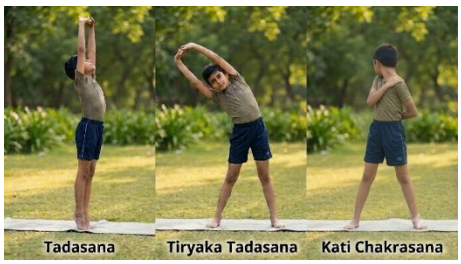


Illustration of Tadasana, Tiryaka Tadasana, and Kati Chakrasana

1. Tadasana (The Palm Tree Pose)

Tadasana is a wonderful full-body stretching posture, especially beneficial for the spine. Standing tall and stretching upwards like a palm tree tones the muscles and loosens all the joints. It improves blood circulation

throughout the body and naturally helps increase a growing child's height.

- **How much to do:** Perform this stretch **10 times** with normal breathing.

2. Tiryaka Tadasana (The Swaying Palm Tree Pose)

Once the upward stretch is done, Tiryaka Tadasana bends the spine gently from side to side. This side stretch massages and improves blood supply to the internal organs in the stomach area while keeping the waist flexible.

How much to do: Perform **10 rounds** smoothly.

3. Kati Chakrasana (The Waist Twist Pose)

Sitting for long hours at school desks or on the sofa makes the back stiff. Kati Chakrasana is a gentle twisting posture for the waist and back. It improves the flexibility and movement of the spine, keeping backaches away.

- **How much to do:** Perform **10 rounds**.

4. Surya Namaskar (The Sun Salutation)



Surya Namaskar: Sequence chart



Surya Namaskar: Practising six cycles every morning strengthens the muscles, heart, and internal glands.

Surya Namaskar is a complete workout in itself. For this age group, it is practised as a smooth combination of **7 Asanas**. Regular practice strengthens the muscles, keeps the heart and lungs strong, and most importantly, balances the body's internal glands—including the thyroid, pancreas, pineal, pituitary, and thalamus—which are responsible for healthy growth, digestion, and emotional balance.

- **How much to do:** Practice **6 cycles** every morning.

Pranayama: Simple Belly Breathing for Freshness

Children between 8 and 12 should never be forced to do complicated breathing exercises or hold their breath. Instead, they should practice simple **Abdominal Breathing (Belly Breathing)**.

- **How to do it:** Ask the child to sit comfortably on a mat in a calm meditative posture with a straight back. Let the child breathe in slowly and comfortably for a few seconds. As the air goes in, the stomach should gently puff out (bulge). As the child breathes out slowly, the stomach should gently go back in (shrink). The time taken to breathe in and breathe out should be equal and completely comfortable for the child. Never hold the breath.
- **How much to do:** Practice **12 rounds** (one breath in and one breath out is one round).
- **Why it helps:** This simple practice activates the lower part of the lungs, improves digestion, and fills the child with instant energy and mental freshness.



Deep relaxation: Counting 27 breaths backwards in Shavasana calms the mind and prepares the child for the day ahead

Cooling Down: The 27-to-1 Relaxation Technique

After finishing the Asanas and breathing, the body needs a few minutes to settle down before the child rushes off to school or homework.

- **How to do it:** Ask the child to lie down flat on their back on the Yoga mat in **Shavasana** (the resting posture), with legs slightly apart and hands resting comfortably by the side, palms facing up. Let the child continue the same gentle abdominal breathing—stomach rising on inhalation and falling on exhalation—without holding the breath. Guide the child to mentally count their breaths backwards from **27 down to 1** (27 breaths in total).
- **Why it helps:** Counting backwards keeps the wandering mind focused while deeply relaxing every muscle, getting the child refreshed and ready for their next activity.

Five Everyday Lifestyle Habits for Happy, Healthy Kids

Yoga on the mat works best when supported by good daily habits at home. Five simple lifestyle changes recommended for every child:

1. **Cut Down on Junk Food:** Reduce packets of chips, sugary cool drinks, biscuits, and fried fast foods. Fill the child's plate with fresh seasonal fruits and home-cooked green vegetables.
2. **Wake Up with the Sun:** Encourage the child to wake up early around sunrise and ensure they eat a wholesome, unhurried morning breakfast on time before leaving for school.
3. **Right Gap Between Dinner and Sleep:** Ensure the child eats an early dinner and goes to sleep about **two-and-a-half hours** after finishing the night meal. This allows food to digest properly and guarantees sound sleep.
4. **Strict Time Limits on Gadgets:** Parents should gently regulate the time spent on mobile phones, tablets, and television. Fix a clear daily time limit so screens do not steal study and play time.
5. **The 'Palming' Trick for Tired Eyes:** Every time a child finishes watching television or using a digital screen for online study, ask them to do **Palming**. The child simply rubs both palms together briskly for a few seconds until the hands feel warm, and then gently cups the warm palms over closed eyes—taking care **not to press the eyeballs**. The soothing warmth instantly relaxes tired eye muscles.

Start your child on this simple 20-minute routine today, and watch them blossom into a healthy, cheerful, and focused teenager!

(Illustration courtesy: Gemini AI)

Disclaimer: This article is for general wellness awareness only. Parents are advised to consult their family doctor to confirm physical suitability before their child begins practising Yoga, and to ensure that all postures and breathing techniques are learnt under the direct guidance of a qualified, professional Yoga teacher.



Soothing tired eyes: Gently cupping warm palms over closed eyes after screen time relieves

Coming up next month in Part 2:

Yoga for Teenagers (Ages 13 to 19): Practical techniques for handling exam stress, balancing hormonal changes, and sharpening mental focus.

Readers are invited to send their questions, doubts, and clarifications on yoga to **editor@corpezine.com**. Yogacharyan Suresh Veera will address selected queries in the upcoming editions of this series.

Yogacharyan Suresh Veera Joins PreSense Editorial Board

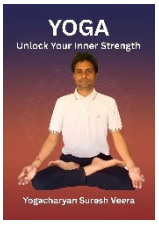


PreSense is delighted to welcome **Yogacharyan Suresh Veera** to its Editorial Board.

An alumnus of the globally acclaimed **Bihar School of Yoga**, Suresh Veera trained directly under **Padma Bhushan Paramahamsa Swami Niranjanananda Saraswati**, a world-renowned authority on *Yoga Nidra*. With over two decades of dedicated teaching experience, he brings deep academic rigour and spiritual grounding to the discipline. He holds an M.Phil. in Yoga and is currently putting the finishing touches on his doctoral thesis, due for submission in a few weeks.

Readers of *PreSense* are already familiar with his illuminating insights through his regular columns, which were compiled and published as a special volume last year. He now embarks on a practical new series titled **"Yoga for All,"** designed to demystify yogic practices for individuals across diverse age groups, lifestyles, and professions.

The *PreSense* family extends a warm welcome to Yogacharyan Suresh Veera as he joins the Editorial Board to guide our wellness discourse.



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Freedom Fighters of India

Veer Surendra Sai (Odisha)



By C. Badri, Joint Managing Editor

(Odisha's legendary patriot Veer Surendra Sai relentlessly fought British rule for nearly four decades through guerrilla warfare, enduring decades of imprisonment without compromising his ideals.)



The struggle for India's independence did not begin with the Indian National Congress or the movements led by Mahatma Gandhi. Decades earlier, brave men and women from different parts of India had risen against British domination. One such extraordinary patriot was Veer Surendra Sai, the legendary freedom fighter of Odisha, whose life symbolised courage, sacrifice, perseverance and unwavering commitment to justice. Though his name is not as widely known as many national leaders', his contribution to India's freedom struggle remains one of the most inspiring chapters in the nation's history.

Veer Surendra Sai was born on 23 January 1809 in the village of Khinda near Sambalpur in present-day Odisha. He belonged to the royal Chauhan dynasty that had ruled Sambalpur for centuries. From an early age, Surendra Sai displayed exceptional courage, leadership and concern for his people. He received training in horse riding, swordsmanship and military tactics, preparing him for the responsibilities of leadership.

His claim to the throne of Sambalpur became the central issue that brought him into conflict with the British East India Company. Ignoring the traditional succession rights of the Chauhan family, the British interfered in the administration of Sambalpur and installed rulers favourable to their interests. This injustice sowed the seeds of a prolonged resistance movement.

Surendra Sai refused to accept British interference in the internal affairs of Sambalpur. He strongly believed that the people of Odisha had the right to choose their own ruler without foreign intervention.

When the British rejected his legitimate claim to the throne, he organised resistance against their authority. He was joined by local zamindars, tribal communities, peasants and loyal supporters who viewed British rule as oppressive and unjust.

The forests, hills and rugged terrain of western Odisha became the base from which Surendra Sai launched his campaign against the British.

Recognising his growing influence, the British arrested Surendra Sai in **1840** and sentenced him to life imprisonment. He was lodged in the Hazaribagh Jail in present-day Jharkhand. For nearly seventeen years, he remained behind bars. Most leaders would have accepted defeat after such prolonged imprisonment. Surendra Sai, however, remained mentally strong and continued to dream of liberating his homeland.

The outbreak of the First War of Indian Independence in 1857 dramatically changed the course of his life. As rebellion spread across northern and central India, revolutionaries released Surendra Sai from Hazaribagh Jail, believing that his leadership was essential for organising resistance in Odisha. Returning to Sambalpur, he was welcomed by the people as their natural leader. Within a short period, he reorganised the resistance movement and united several tribal communities, local chiefs and peasants against the British administration.

Veer Surendra Sai became renowned for his mastery of guerrilla warfare. Instead of engaging the British in conventional battles, he adopted highly effective hit-and-run tactics. His forces attacked British military convoys, disrupted communication lines, destroyed supply routes, captured arms and ammunition, and disappeared into dense forests before the British could retaliate. The forests of the Barapahad region became almost impregnable to British forces. His intimate knowledge of the terrain enabled him to evade capture repeatedly despite extensive military operations launched against him.

One of Surendra Sai's greatest strengths was the unwavering support he enjoyed among the people. The tribal communities, particularly the Gonds, Binjhals and other forest-dwelling groups, considered him their protector. Villagers supplied food, shelter and intelligence. Women played an important role by secretly carrying messages and helping freedom fighters evade British surveillance. The movement thus became a genuine people's struggle rather than merely a dynastic conflict.

For nearly four decades, Surendra Sai remained one of the most formidable opponents of British rule in eastern India. British officers repeatedly admitted that he possessed extraordinary leadership qualities. Numerous military expeditions failed to suppress his movement. Unable to defeat him militarily, the British increasingly relied on spies, informers and deception. Ultimately, they succeeded in capturing him through treachery rather than open battle.

In 1864, after prolonged negotiations and assurances, Surendra Sai was arrested once again. He was imprisoned in the Asirgarh Fort in present-day Madhya Pradesh. Unlike his earlier imprisonment, this confinement was extremely harsh. He was kept away from his homeland, his family and his loyal followers. Despite severe hardships, he never surrendered his ideals nor sought favour from the colonial government.

After spending nearly twenty years in captivity following his final arrest, Veer Surendra Sai passed away in Asirgarh Fort on 28 February 1884. He died far away from the people for whom he had sacrificed his entire life. Although the British imprisoned his body, they could never imprison his spirit. His unwavering commitment to freedom continues to inspire generations of Indians.

Today, Veer Surendra Sai is remembered as one of Odisha's greatest sons. Several institutions have been named in his honour, including Veer Surendra Sai University of Technology (VSSUT) at Burla. Veer Surendra Sai Institute of Medical Sciences and Research (VIMSAR) at Burla.Veer Surendra Sai Airport at Jharsuguda. Statues and memorials across Odisha pay tribute to his remarkable contribution.

Veer Surendra Sai's life offers valuable lessons for every Indian. He demonstrated that: Freedom is worth every sacrifice, Leadership demands courage and integrity. Unity among people is the strongest weapon against oppression. Love for one's motherland transcends personal ambition. Persistence can overcome even the most powerful adversaries. Despite repeated imprisonment, betrayal and suffering, he never abandoned the cause of freedom. Although Odisha reveres him as a national hero, Surendra Sai deserves much wider recognition throughout India.

His struggle began decades before the organised national movement and persisted for nearly forty years. Few freedom fighters endured such prolonged hardship while maintaining unwavering resistance to British rule.

His contribution deserves greater prominence in school textbooks, university curricula and public discourse. Remembering heroes like Veer Surendra Sai enriches our understanding of India's freedom struggle by highlighting the sacrifices made in every region of the country.

Veer Surendra Sai was not merely a claimant to a princely throne; he was a fearless patriot who devoted his life to defending the freedom and dignity of his people. His courage in confronting one of the world's most powerful colonial empires, his mastery of guerrilla warfare, his ability to inspire ordinary villagers and tribal communities, and his willingness to endure decades of imprisonment make him one of India's greatest freedom fighters.

His life reminds us that India's independence was not won overnight nor by a handful of famous leaders alone. It was the result of the sacrifices of innumerable heroes like Veer Surendra Sai, who fought tirelessly for justice and liberty.

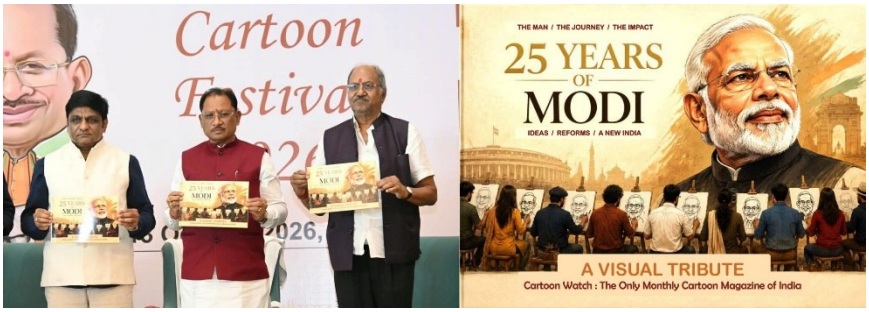
As we honour the builders of modern India, let us also remember this indomitable son of Odisha whose courage continues to inspire the nation. His legacy stands as a timeless reminder that true patriotism is measured not by power or position, but by one's willingness to sacrifice everything for the freedom and welfare of the motherland.

Celebrating Satire and Statesmanship: 23rd National Cartoon Festival at Raipur

Cartoon Watch, India's premier monthly cartoon magazine published from Raipur, celebrated its **23rd National Cartoon Festival** on October 13, 2026. Over the last two decades, this annual gathering has become a prestigious national platform, uniting top political cartoonists and caricaturists from across the country.

The 23rd edition was graced by the Chief Minister of Chhattisgarh, **Shri Vishnu Deo Sai**, alongside Raipur Member of Parliament **Shri Brijmohan Agrawal**.

A key highlight of the festival was the grand release of an exclusive coffee table book commemorating **Prime Minister Narendra Modi's 25 years of public governance** (spanning his tenures as Chief Minister of Gujarat and Prime Minister of India). The commemorative volume brings together 60 striking caricatures and cartoons crafted by 60 eminent cartoonists from across India, capturing key milestones of his administrative journey with wit, humour, and artistic brilliance.



Cartoon Watch was founded and is steered by **Triambak Sharma**, who also serves as the Cartoon Editor of *PreSense*. The editorial team of *PreSense* warmly congratulates Triambak Sharma and the entire *Cartoon Watch* family on the grand success of the 23rd edition of Cartoon Festival.

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