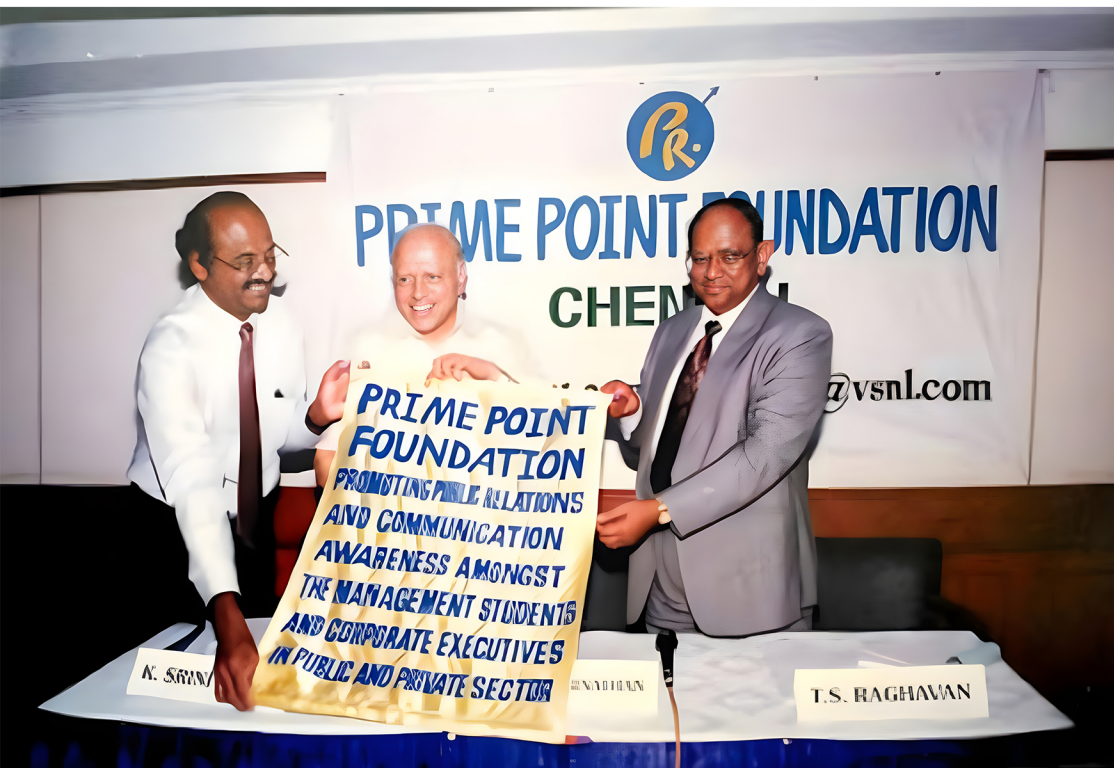




Empowering Vision:

25 Years Journey of
Prime Point Foundation

Dec 1999 - Launch by Dr M S Swaminathan



Feb 2024 - Photo Session with Hon'ble President



Hon'ble President and Hon'ble Vice President meeting Sansad Ratna Awardees and Sansad Ratna Team in Feb 2024





सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

It is indeed heartening to learn about the 13th edition of Sansad Ratna Awards being held in New Delhi. Greetings and heartiest congratulations to the distinguished Parliamentarians for winning the awards.

As the Mother of Democracy, India's socio-political systems and practices have an ancient tradition of debate, dialogue, spirit of cooperation, transparency and inclusiveness.

Our democracy, Parliament, Parliamentary systems and procedures and the participation of people's representatives have played a crucial role in furthering the nation's glorious journey.

Discussions and debates in Parliament provide a forum to the government and policymakers to fulfil the people's aspirations and take the country's development journey ahead. It is the responsibility of every Parliamentarian to enhance the quality of debates in the House, as also voice the concerns of the people, particularly the poor and marginalised sections of the society.

This year's edition of Sansad Ratna Awards recognise and honour the outstanding contributions of some of our eminent Parliamentarians. I am sure that the Awards will inspire every Member to further enrich Parliamentary proceedings through their vision and wisdom.

Best wishes to everyone associated with Sansad Ratna Awards Committee for their future endeavours.

(Narendra Modi)

New Delhi

फाल्गुन 05, शक संवत् 1944

24th February, 2023



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Foreword From Dr. APJ Abdul Kalam For PreSense100

Dr. A.P.J. Abdul Kalam
Former President of India



10, Rajaji Marg
New Delhi-110011

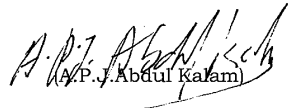
FOREWORD

I am very happy to know that the PreSense monthly ezine published by Prime Point Foundation is bringing out a book based on some of the unique articles, interviews and events published in its editions so far since from March 2006. The 100 issues of the publication have gone through an eventful journey, focusing on knowledge capture and important knowledge dissemination. I recollect my direct association with PreSense in July 2008, when I launched the cartoon character, 'Prince', created exclusively for PreSense.

I see PreSense continuing in its journey under the mentorship of Prime Point Srinivasan, maintaining its status as a must-read ezine, in the fast moving and evolving world of communication, knowledge and connectivity.

I congratulate the Editorial Team of PreSense for bringing out the 100th Edition as a Collector's Digest.

28th May 2015


(A.P.J. Abdul Kalam)

Prime Minister Narendra Modi's Message – 2018



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

It is a pleasure to know that the 9th Sansad Ratna Award Ceremony is being organized by Prime Point Foundation on 9th June 2018 at IIT Madras to honour the best performing parliamentarians. Congratulations to all the eminent parliamentarians who are being recognized on this occasion for their contribution to Parliamentary proceedings.

I also congratulate the foundation for their proactive initiatives in honouring the exemplary performances of our legislators and for promoting a dynamic culture of debate and discussion.

Best wishes for the function and for all the new initiatives of the foundation.

(Narendra Modi)

New Delhi
08 June, 2018

Shri K. Srinivasan
Chairman, Prime Point Foundation

Preface

We look back on the 25-year journey of Prime Point Foundation with immense pride and gratitude. The Foundation, inspired by the late Dr. A.P.J. Abdul Kalam, embarked on a mission to empower individuals and institutions through strategic communication, leadership training, and fostering a culture of positive journalism. What began as a vision from a single person, today flourishes as a community-driven organization with the support of many eminent individuals and dedicated volunteers who have joined this movement.

Since our inception in 1999, Prime Point Foundation has been committed to contributing meaningfully to society by promoting democracy, journalism, education, and awareness on various national issues. Over the years, we have launched and sustained several impactful initiatives, each aimed at addressing crucial areas in society and creating spaces for dialogue and learning. The Foundation's five primary initiatives—PreSense, the Sansad Ratna Awards, the Education Loan Task Force, Digital Journalists Association of India, and Next Gen Political Leaders—each symbolise our dedication to societal development and youth engagement.

PreSense, our flagship eMagazine initiated on the advice of Dr. Kalam, has grown to be a unique platform for positive journalism, delivering inspiring content to a diverse readership. Similarly, the Sansad Ratna Awards have transformed the narrative around parliamentary performance, recognising Members of Parliament who exemplify dedication

and diligence. Through the Education Loan Task Force, we have assisted thousands in navigating the complex education loan process, ensuring students have equitable access to education. DiJAI has emerged as a thought leader in digital journalism, equipping journalists with essential digital skills. Meanwhile, NGPL fosters young political leaders who are committed to ethical and transparent governance.

This journey, marked by resilience and vision, would not have been possible without the support and contributions of countless individuals and organizations who believed in our mission. Guided by Dr. Kalam's wisdom and our team's unwavering commitment, we have strived to embody values of integrity, perseverance, and social impact. As we step forward, we remain dedicated to nurturing these initiatives, ensuring they continue to inspire positive change and contribute to a prosperous and informed society.

This brochure captures our journey, achievements, and hopes for the future. It is our humble offering to our nation—a testament to the transformative power of collective action, grounded in a commitment to serve. We extend our heartfelt gratitude to everyone who has walked with us on this path, and with divine blessings, we look forward to many decades of empowering vision.



K. Srinivasan (aka) Prime Point Srinivasan
Founder and Chairman
Prime Point Foundation

Introduction: A Vision for Communication Excellence



The Dawn of a New Era in Indian Economy

In 1991, under Prime Minister P.V. Narasimha Rao's leadership, India embarked on a transformative journey with the liberalization of its economy. The historic decision to dismantle the 'License Raj' marked a paradigm shift from decades of controlled economic policies to an open market system. While this bold move faced initial criticism and resistance, it unleashed unprecedented opportunities and challenges for both public and private sector organizations.

Recognizing the Communication Gap

As India's economy opened its doors to global competition, a critical need emerged: organizations needed to transform their communication strategies to thrive in this new environment. K. Srinivasan, then serving as a Corporate Communication Manager at a Public Sector Bank's Delhi Regional Office, witnessed this transformation firsthand. His role as the bank's liaison officer to the Government of India and Parliament provided unique insights into the communication challenges facing public sector organizations.

Pioneering Public Sector Communication

Upon his transfer to Chennai, Srinivasan embarked on a



transformative initiative that would help reshape public sector communication. With strategic guidance from S. Narendra, the Information Advisor to the Prime Minister, he established the 'Public Sector PR Forum' (PSPRF) in 1994. This groundbreaking forum unified all Union Government public sector organizations operating in Tamil Nadu under a single banner of communication excellence.

The Forum's leadership team brought together distinguished professionals: Srinivasan as General Secretary, Ansar Shah of Chennai Petroleum Corporation Ltd. as President, and Hariprasad of Chennai Port Trust

as Vice President. With robust support from the Press Information Bureau, PSPRF quickly emerged as a catalyst for change in public sector communication.

In its mission to prepare organizations for the liberalized economy, the Forum orchestrated numerous high-impact seminars and workshops. These sessions, attended by top management officials, focused on equipping public sector organizations with modern communication strategies and tools for the competitive landscape ahead.

A historic milestone in the Forum's journey came on August 15, 1995, when it participated in a transformative moment in India's digital history. Videsh Sanchar Nigam Limited (VSNL), the state telecommunications company, chose to launch internet services in Chennai in the presence of PSPRF members—a testament to the Forum's growing influence. Recognizing the internet's potential to revolutionize organizational communication, VSNL and PSPRF joined forces to conduct pioneering workshops. These sessions introduced public sector organizations to the power of internet communication, helping them navigate the dawn of India's digital age.

This strategic positioning at the intersection of traditional and digital communication demonstrated the Forum's foresight in preparing public sector organizations for the future. Through these initiatives, PSPRF played a crucial role in modernizing public sector communication strategies and facilitating their transition into the digital era.

A Divine Inspiration



1998 marked a pivotal moment when Srinivasan contemplated leaving his banking career to establish a communication consultancy. In an era when leaving a secure public sector position was almost unthinkable, he sought the blessings of Sri Jayendra Saraswathi Swamigal, the Kanchi Sankaracharya.

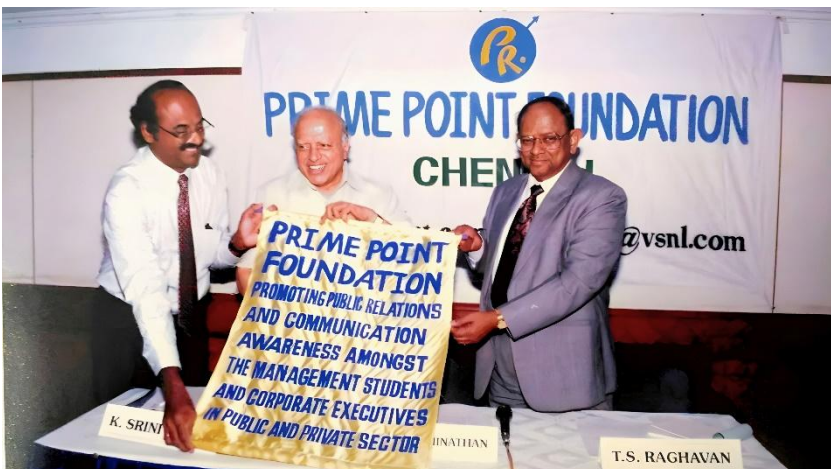
During their momentous meeting, the Sankaracharya offered a profound insight that would prove prescient. "You are popular as [Bank Name] Srinivasan and wield financial powers. If you quit, you will stand alone," he observed. Srinivasan's immediate response reflected both his vision and unwavering determination: "With

your blessings, I will create an institution myself that can involve others too."

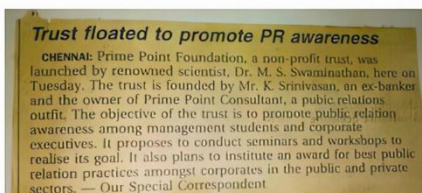
The Sankaracharya's subsequent blessing and inauguration of the communication consultancy in 1998 set the stage for a transformative mission. His words proved prophetic: today, the man once known solely by his banking identity has earned a new recognition as "Prime Point Srinivasan" – a name that reflects both his institutional legacy and his mission. The name "PRIME POINT" itself was thoughtfully suggested by S. Narendra, adding another meaningful layer to this journey of transformation.

This divine blessing and guidance marked not just a career transition, but the beginning of an institutional legacy that would touch countless lives through communication excellence.

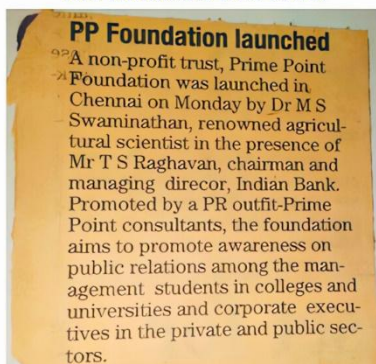
Foundation of a Legacy: A Pioneering Vision



December 20, 1999 marked a watershed moment in India's communication landscape. On this historic day, Prime Point Foundation emerged as a pioneering institution when the country navigated the dual waves of economic liberalization and digital revolution. Founded by K. Srinivasan with the steadfast support of S. Narendra, the Foundation's launch at Hotel Palmgrove, Chennai, brought together visionaries who foresaw the crucial role of strategic communication in India's transforming economy.



The Hindu 25 Dec 1999



Economic Times 22 Dec 1999



Trinity Mirror 22 Dec 1999

The inauguration ceremony itself reflected the Foundation's aspirational reach. Two distinguished luminaries graced the occasion: Dr M.S. Swaminathan,

the renowned agricultural scientist and architect of India's Green Revolution, and T.S. Raghavan, the Chairman of the Indian Bank.



Their presence underscored the Foundation's commitment to bridging the worlds of scientific advancement, economic growth, and effective communication. The carefully chosen group of invitees represented a cross-section of thought leaders who would become instrumental in shaping the Foundation's future trajectory.

Empowering Vision: 25 Years Journey of Prime Point Foundation



Formally registered as a non-profit public trust on July 5, 2000, with due recognition from the Income Tax department, the Foundation embarked on its unique mission. In an era when India was still adapting to the sweeping changes brought about by economic liberalisation (1991) and the advent of the internet (1995), Prime Point Foundation emerged as the first organization dedicated to fostering communication excellence. Its mission was threefold: creating communication awareness across organizations, developing leadership skills, and nurturing quality journalism—three pillars that would prove crucial in the years ahead.

The Foundation's timing and focus captured significant media attention, with widespread coverage highlighting its innovative approach. As the first organization of its kind to recognize and address the critical need for strategic communication in post-liberalization India, it quickly gained support from both public and private sector organizations. This unprecedented initiative filled a crucial gap in India's professional landscape, offering a platform where communication excellence could be cultivated, celebrated, and championed.

The enthusiastic response from diverse sectors validated the founders' vision: India needed an institution dedicated to elevating communication standards in an increasingly complex and connected world. This watershed moment would prove to be just the beginning of a remarkable journey that would influence countless organizations and professionals in the decades to come.

A Quarter Century of Impact

As the Foundation celebrates its 25th year, it stands proud with five dynamic initiatives: the eMagazine PreSense, Education Loan Task Force, Sansad Ratna Awards, Digital Journalists Association of India, and Next Gen Political Leaders. Each initiative represents a testament to professional excellence, managed by distinguished volunteers driven by a commitment to social impact rather than commercial gain. This remarkable journey from a seed of inspiration to a flourishing foundation demonstrates the power of vision, determination, and collaborative effort in creating lasting institutional change.





Prime Point Foundation and its Initiatives: An Overview

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

In the past 25 years, the Foundation has organised several seminars, workshops, training and interactive sessions, both offline and online, on various subjects of national interest. The Foundation manages various online discussion groups and podcasts on communication, and digital journalism.

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

Founder & Chairman	K. Srinivasan (a) Prime Point Srinivasan
Mentor	S Narendra, Former Information Advisor to PM
President	Priyadharshni Rahul

PreSense: The eMagazine PreSense was started in March 2006 on the suggestion of Dr APJ Abdul Kalam to promote positive journalism. Till July 2024, the Foundation has published 209 editions. This is a digital-only magazine. Digests containing select articles, up to 150 editions of the eMagazine, have so far been published. Dr Abdul Kalam has written the foreword for the Digest of articles up to 100 editions. PreSense publishes the cartoon character Prince, which was launched by Dr Abdul Kalam in 2008. PreSense has published a Digest of select articles published up to 175 editions in 8 volumes.

India Book of Records has recognised PreSense for publishing a maximum number of digital-only eMagazine since 2006 through voluntary efforts.

Editorial Team

Publisher and Mg. Editor	K. Srinivasan (a) Prime Point Srinivasan
Editor in Chief	Ramesh Sundaram
Editor	Priyadharshni Rahul
Consulting Editors	C Badri, R Nurullah, Sakthi Prasanna
Cartoon Editor	Triambak Sharma
Associate Editors	Suparna Gangal, Dipti Kumar, Sukruti Narayanan

Sansad Ratna Awards: This is a flagship initiative started in 2010 to honour top performing Parliamentarians every year, based on various performance parameters, and selected by a Jury Committee of eminent Parliamentarians. Dr Abdul Kalam himself inaugurated the first edition of the Awards event in May 2010.



The Foundation has conducted 14 editions and presented 125 Awards until 2024. IIT Madras was the supporting Partner up to the 9th Edition. The 10th Edition was held at Raj Bhavan, Tamil Nadu. The 11th, 12th, 13th, and 14th Editions were held in New Delhi.

India Book of Records (IBR) has recognised Sansad Ratna Awards for maximum number of Parliamentary Awards (86) given and maximum number of award events (12) by the civil society based on the performance in consecutive years.

This Award is presented on behalf of the civil society.

Sansad Ratna Team

Patrons	Shri Hansraj G Ahir Dr M Veerappa Moily Shri T S Krishnamurthy
Founder & Chairman Emeritus	K. Srinivasan (a) Prime Point Srinivasan
Chairman	Priyadharshni Rahul
Governing Council	Srinivasa Prabhu, S Mohan, R Nurullah, Prof. Sudarsan Padmanabhan
Executive President	U Sridhar Raj
Secretary	Srinivas Gopal, V M Charumathy, C Hemalatha, Mugavari Ramesh
Additional Secretaries	V Parthasarathy Reddy, Suparna Gangal
Advisors	Dr M Murugan, Dr Ashok Pandey, S Narayanan, N Varadharajan, Rahul Bhandari and PTT Rajan

Next Gen Political Leaders (NGPL) is an offshoot of Sansad Ratna Awards. This registered NGO has been operating since 2018. NGPL has organized several workshops online and offline for young political leaders and aspirants. Ministers, parliamentarians, legislators, and retired constitutional authorities have participated and shared their views. NGPL will shortly institute Awards for young promising politicians.



Team

Chairman	K. Srinivasan (a) Prime Point Srinivasan
Founder & National President	Priyadharshni Rahul
General Secretary	U Sridhar Raj

Education Loan Task Force (ELTF) was started in 2010 to raise student and parent awareness about education loans. More than 30,000 queries have been responded to through email, and more than 5,000 serious complaints have been taken up with the top management of the banks concerned for redressal. Sansad Ratna Awardee MPs have taken up many policy issues in the Parliament for solution. ELTF does not facilitate loans.



Team

Convenor	K. Srinivasan (a) Prime Point Srinivasan
Co-Convenors	Dream India Natarajan Ravikumar Kalaimani Shiva Narayanan (USA)

Digital Journalists Association of India (DiJAI):



DiJAI is an independent NGO founded in 2017 to raise public and journalist awareness of digital journalism and its implications. DiJAI conducts several online and offline workshops and seminars with panels of domain experts.

Team

Founder & Chairman	K. Srinivasan (a) Prime Point Srinivasan
Co-Chairman	R Nurullah
Mentor	Prof. Sudarsan Padmanabhan, IIT Madras
President	Priyadharshni Rahul
Vice Presidents	V Prem Shanker, Vinoth Poovalingam, Dipti Kumar
Advisor	Prof. Sree Sreenivasan (USA), Prof. Arulchelvan, Prof. Sneha (Pune), Prof. Sarika (Jaipur), Ramesh Sundaram

**Foundations of Vision (1999-2008):
Igniting Change**

Visionary Programmes

In a landmark moment, Videsh Sanchar Nigam Ltd (VSNL) introduced internet services to India on 15th August 1995, opening a new digital era for public access. Just four years later, Prime Point Foundation was born in December 1999.

Even before its inception, Srinivasan had already united communication professionals globally through platforms like prpoint and image management groups. With internet speeds of only 18 kbps—yes, 18 kbps—the Foundation launched initiatives to reveal the transformative power of this emerging technology.

Even before Yahoo launched its 'Yahoo Groups', Srinivasan had already begun in 1998, using onelist.com and eggroups.com, which were later acquired by Yahoo. He connected global communication professionals through the 'Image Management' and 'prpoin' groups. To fulfil Dr. Abdul Kalam's vision, he also created the 'India Vision' group, uniting over 3,000 young people from across the country. These groups were subsequently absorbed into Yahoo Groups.



June 2000: Prime Point Foundation held its first workshop on "New Media Content and Communication" at Anna University, Chennai, geared toward working journalists and media students. Dr Kalanidhi, the University's vice-chancellor, inaugurated the event, setting the stage for an innovative program.



Photo Left: B Suresh Kamath, K Srinivasan and Dr M. Anantha Krishnan

July 2000: The Foundation hosted Dr. M. Anantha Krishnan, a prominent academician, and Suresh Kamath, CMD of Laser Soft Info Systems Ltd. They delved into the anticipated IT revolution, inspiring attendees with insights into the future of technology in India.



Prof. Sreenath Sreenivasan, Associate Professor of Journalism in Columbia University addressed the journalists at Chennai on 30th July 2000 on Emerging trends in Journalism.

August 2000: In an engaging session, Prof. Sree Sreenivasan from Columbia University spoke on "Emerging Trends in Media and the Use of the Internet." Although the internet was still in its infancy, Prof. Sreenivasan predicted that it would redefine communication as we know it.



December 2000: T. S. Krishnamurthy, the Election Commissioner of India, delivered an insightful presentation on the importance of effective communication for politicians. The event drew a notable gathering of prominent political leaders, all keen to enhance their communication skills in public service.

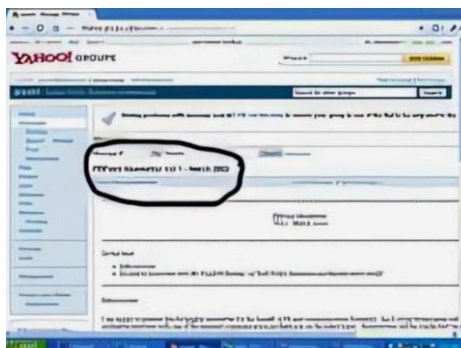


December 2001: A dynamic panel discussion explored ways to enhance the public image of the police force. Esteemed panellists included V. R. Lakshmi Narayanan, former Director of the CBI; Ganapathy, then DGP; and J. K. Tripathy, Additional Commissioner of Police. Consumer advocacy groups and media representatives joined them, sparking a lively exchange on building trust and transparency within law enforcement.



February 2002: Senior officials of the Life Insurance Corporation of India attended a three-day workshop on "Communication and Brand Building." Held against the backdrop of the newly opened insurance sector, the workshop focused on strategies to enhance LIC's brand presence and competitive edge in a transforming industry landscape.

Empowering Vision: 25 Years Journey of Prime Point Foundation



Newsletter Interviews Archives			
Prime Point Foundation releases 'PRPoint Newsletter' every ten days for circulation amongst the PR and Communication professionals. Each of the issue of this newsletter will contain an 'exclusive' interview with one of the eminent professional on various related topics. In order to get the uninterrupted reading of the newsletter, please join the 'image management' group (Please fill-in the email id on the left side of this page and click to join).			
Vol No	Month	Topic	Interview
8	Jun 2002	Blogging	Mr. Mansur Hossain, New York
7	May 2002	Managing the reputation	Mr. Deon Binneman, CEO & President: REPUCOMM, Johannesburg, South Africa
6	May 2002	Industry Analyst Relations	Mr. Ed Gyurko, Founder of Brand Illumination, New York
5	Apr 2002	Job market for PR professionals and the expectations from the employers	Ms. Veena Solomon, Placement consultant, Bangalore, India
4	Apr 2002	Drafting of an effective Press Release - Dos and Don'ts	Dr. J. Arul Aram, Chief Sub Editor, The Hindu, Madras, India
3	Apr 2002	Media Training, Media campaign and spokesperson	Mr. Al Rothstein, President, Al Rothstein Media Services, Atlanta
2	Mar 2002	Brochures, logos and business cards	Mr. Michael Reidy, Marketing Director, Resolute Publications Ltd, London
1	Mar 2002	B2B Public relations and Market entry study	Mr. Frank M. Shadac, Founder, Shadac Communications, Hong Kong

March 2002: Leveraging its vast network of global communication professionals, the Foundation set out to launch an ambitious newsletter, *PRPOINT Newsletter*. Over eight issues, the newsletter featured thought-provoking interviews with global experts on cutting-edge topics—well ahead of the curve. From blogging, a concept then in its infancy, to other visionary subjects, *PRPOINT* aimed to ignite conversations about the future of media. However, with its focus solely on emerging trends rather than contemporary topics, the newsletter struggled to find a broad readership and concluded after eight editions. A testament to its foresight, the newsletter's topics were pioneering—even if a bit too ahead of their time.

Empowering Vision: 25 Years Journey of Prime Point Foundation



April 2002: In the wake of the insurance sector's liberalisation, N. Rangachary, Chairman of the Insurance Regulatory Authority, delivered a compelling address on "Transparency in Insurance Communication" to both government-owned and private insurance companies. Senior officials from across the industry attended, engaging in discussions on building trust and openness as essential pillars in a newly competitive market.



The Hindu 25 April 2002



Deccan Chronicle 24 April 2002



June 2002: K. P. Geethakrishnan, who served as Finance Secretary during India's economic liberalisation, delivered an insightful talk on "Economic and Expenditure Reforms." His address provided a seasoned perspective on the transformative fiscal strategies that shaped India's modern economy.





March 2003: A full-day workshop titled "Effective Communication for Careers" was conducted at Anna University, Chennai, equipping participants with essential skills for professional success.



August 2003: An essay competition on the theme "India's Vision for a Developed Nation" was organised, inviting thought-provoking submissions from college students. The entries were evaluated by a distinguished jury chaired by Dr. Y. S. Rajan, co-author of *India 2020* alongside Dr. Abdul Kalam. Dr. Rajan personally presented awards to the winning students, recognising their inspiring visions for the nation's future.



September 2003: A certificate course titled "Communication Strategies for Working Professionals" was launched at the Stenographers Guild in Chennai. T. Theethan, the Accountant General of Tamil Nadu, inaugurated the course, which aimed to enhance effective communication skills among professionals.



November 2003: His Holiness Shri Jayendra Saraswathi Swamigal, the Sankaracharya of Sri Kamakoti Peetam, inaugurated Prime Point Foundation's training initiatives. Prime Point Srinivasan is seen receiving the Swamigal's blessings during the auspicious occasion.



December 2003: The United Nations selected Prime Point Foundation as the Nodal Organisation for celebrating International Volunteer Day annually on 5th December. For this inaugural celebration in 2003, Prime Point Foundation organised events to raise awareness about the importance of volunteerism and inspire community engagement.



June 2004: The World Assembly of Youth, a wing of the United Nations, organised a 'Youth Dialogue' in Malaysia. Prime Point Foundation was invited to participate, where Prime Point Srinivasan addressed the delegates with an insightful session on "Media Relations."



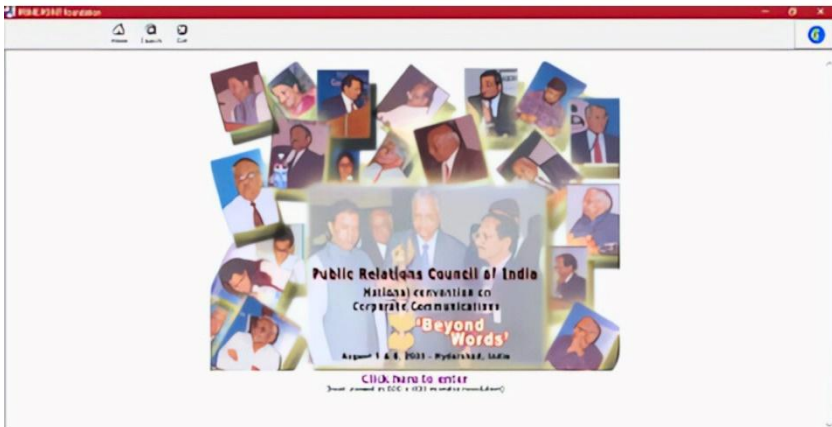
April 2005: A roundtable discussion on internal communication brought together prominent leaders, including K. Pandiarajan, Chairman of the MAFOI Group, and K. R. Ramamoorthy, former Chairman of Corporation Bank, along with other distinguished figures from leading organisations. The participants explored the critical role of effective internal communication in organisational success, emphasising strategies to enhance clarity and engagement across all levels.



June 2005: Sree Sreenivasan, Professor at Columbia University and a global expert on New Media, engaged with media professionals at the Chennai Press Club. He shared insights into the latest developments shaping the global media landscape, sparking a lively discussion on the evolving role of media in the digital age.



June 2005: Scope International, a subsidiary of Standard Chartered Bank, conducted a full-day workshop on "Team Building and Leadership Development" for its team leaders and project managers with the support of Prime Point Foundation. The interactive session was designed to foster collaboration and help participants uncover and refine their leadership potential, enhancing their ability to lead and inspire their teams.



August 2005: The Public Relations Council of India (PRCI) hosted a National Convention in Hyderabad, bringing together public relations and communication professionals from across the country. Prime Point Srinivasan delivered a presentation on "Crisis Communication." In a pioneering move, the Foundation created the first-ever eBook compiling the convention's proceedings, summarising the key discussions and speeches. This innovative initiative was widely appreciated by the delegates and shared via email, marking a significant milestone in digital communication at the time.

Empowering Vision: 25 Years Journey of Prime Point Foundation



March 2006: Following a suggestion by Dr. A. P. J. Abdul Kalam, former President of India, Prime Point Foundation launched *PreSense*, an eMagazine dedicated to positive journalism. The inaugural edition was launched online by Dr. Y. S. Rajan, a close associate of Dr. Kalam and co-author of *India 2020*. Dr. Rajan unveiled the eMagazine through the Yahoo group, marking a historic and pioneering initiative by Prime Point Foundation in the digital media space.

Chief Editor and Publisher:
K. Srinivasan (Prime Point)

Consulting Editor: Ms Vidya (CES Onyx)
Editor: Narrendiran (Blue Lotus PR)

Editorial Board:
Sakthi Prasanna (Brodeur India)
Meera (Aspire Systems)
Satish (Anna University)
Editorial Advisors
T N Ashok (Alstom)
Michael Driehorst, (The Lauerer Markin Group Inc. USA)
Arun Arora (Maruti Udyog)
Uma Bhushan (K J Somaiya Institute)

Feedback and contributions to:
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First Editorial Team

Empowering Vision: 25 Years Journey of Prime Point Foundation



Indie's first corporate PR ezine VOL.1 Issue 6 - August 06

Published by Prime Point Foundation and Chennai PR Club

PR-e-FACE: From the desk of Chief Editor
"Good skills with good attitude leads to extraordinary success"

There has been tremendous response from the readers for the past issues of our **PR-e-Sense** and even many of the organisations have begun to preserve the hard copies in their library. Delighted with the success of this ezine, we are integrating from this issue onwards to 'Podcast'.

Podcasting is a new communication tool, through which, one can listen to the audio stream. In this issue, we will be linking three podcasts to our usual column.

Every issue of our ezine focuses on a single theme, and this month we will be focusing on 'Skills and Attitudes' needed for any person to get success in their career and life. The present competitive environment puts tremendous pressure on the youngsters to show high level of skills. There are enough opportunities to develop the required skills.

Today's youngsters face tremendous challenges, which was not prevalent ten years back. Unfortunately, many of our youngsters suffer from 'attitudinal' syndrome, due to many reasons like work pressure, unreasonable targets, etc. This leads to 'stress' which again leads to bad attitudes like ego, arrogance, casual approach, lack of initiative, etc., as experts say. It may lead to 'bad health' at middle ages. Money cannot bring good health.

Presently more than 60 percent of the population in India is less than 35 years of age. Hence, in the interest of future, we need to address this issue more seriously.

There is not enough awareness amongst the youth about the need for developing good attitude. A time has come to spread the awareness about developing 'Positive Attitude' amongst the youth, to be successful in their career and also to keep good health.

K. Srinivasan
ppr@pt@yahoo.com

PR-e-CISE - Inside this ezine

- An exclusive interview with Dr K Pandeyarajan, Founder and CEO, MAPOL Consultants
- Interview with Mr. D. V. Sridhar, Yoga Consultant on "Relieving of stress" to develop good attitude
- Views of eminent academicians and Journalists on the skills and attitudes
- Podcast of eminent persons
- and more...

2

PR-e-CLUSIVE - Sense the opportunities to succeed

Mr. K. Pandeyarajan (46) is a well known name amongst the leading Corporates in India and in many countries for his PR consultancy services. He started MAPOL PR Consultancy in 1992 in a humble way and made this as No.1 PR company in India within a short span of 14 years. MAPOL has 73 offices in India and in other countries, employing 3500 persons (till be 5000 by end of 2006), which includes top management CEOs and COOs every month. MAPOL is presently offering varied PR services, including the latest Academy of Training. An engineer by qualification, he is also deeply involved in literary and social activities. Despite his hectic schedules, he is one CEO who is always accessible for any one with an ever smiling face. No doubt, only his personal qualities have brought him more laurels.

In an exclusive conversation with Mr. Sridhar and Mr. Rameshbabu, of PR-e-Sense, he explains the various aspects of skills and attitudes that are expected by Corporates. Excerpted.

Q: What are the expectations of Corporates from the employees on the 'skills and attitudes'?

A: Knowledge, Attitude, Skills and Talent (KAST) offer him rise to rise. The recruit CEOs and COOs also entrepreneurial ability, ability to integrate people and ability to work with objectives are the main requirements for the main executives. The executives should have cultural sensitivity, which is the linking role between top management and lower level. At the entry level, the employers look for 'soft skills' predominantly, as distinguished from 'knowledge' component. They should have the ability to learn and speak.

Q: What are the negative attitudes that prevent employees from their growth or success in the career?

A: I feel that lack of initiative and high level of dependency are the main negative factors. I consider that our educational system and family system are mainly responsible for this syndrome. Ability to act independently and doing things by 'self' is lacking at all levels.

Q: How to improve the situation?

A: Knows at every opportunity that comes to you. Students should develop self orientation. Employers may talk about 'Initiative' in the interview. Our system and process encourage dependency, rather than developing initiative.

Q: What is the secret of your success?

A: Excellent team spirit and secondly, seeing the opportunities and converting them into business model. We have developed the spirit of learning from failures, allowing the failures to happen and grow from them.

Q: What is your message for the youth for career development?

A: First, believe in yourself. Secondly, we have many things that provide opportunities. Young people should embrace the challenges and opportunities that the world offers.

His email id: k.p@mapol.com

 Listen to the full interview through podcast at <http://www.premapandeyarajan.com/podcast0608.htm>

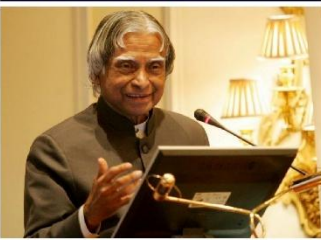
August 2006: Podcasting emerged globally as a novel concept in 2005, and Prime Point Foundation, along with PreSense, quickly became a pioneer in adopting it in India. Starting with the August 2006 edition, the Foundation integrated podcasts into the PreSense eMagazine, enriching interviews and features with engaging audio content, a first-of-its-kind innovation in Indian digital media.



April 2007: After 1999, Prime Point Foundation took the lead in introducing the innovative concepts of internet group discussions, podcasting and e-magazines to the communication landscape. In recognition of this pioneering work, the Global Forum for Public Relations (GFPR), an initiative of the esteemed Brahmakumaris spiritual organisation, awarded Prime Point Foundation the prestigious *Golden Triangle Award*. This accolade marked GFPR's first-ever award for excellence in communication, acknowledging Prime Point Foundation's groundbreaking use of digital media. The award ceremony took place in Hyderabad.

Empowering Vision: 25 Years Journey of Prime Point Foundation

PR-exclusive
"Enhance the Innovation and Invest in R & D"



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

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

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

National economic development is powered by competitiveness. The Competitiveness in turn is powered by Technology and Innovation. Indian Industry has to build International Competitiveness. There is a direct relation between Innovation Index and Competitiveness index.

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

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

Global Competitiveness Index. That is my view.

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

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

We have now achieved GDP growth rate of 9%, which has to be increased to beyond 10% per annum. This should sustain over a period of a decade to become fully developed nation.

When we grow, we have to look for inclusive growth. To speed the growth to rural sector, we have to create nearly 7000 MUKA (moving urban centres to rural areas) Complexes covering about 6,00,000 villages, where 70% of the people live. Creation of PURA Complexes will need active support of Corporate India. The Corporates should adopt few PURA Complexes and develop PURA Enterprises to local talents. This is very important. This will ensure faster development of the whole nation.

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

- Providing quality education to all eligible children with employment schemes and
- Providing health care to all the citizens.

In addition to the two major areas, Corporates can consider providing quality training and skills to the Corporate should could build for bridging rural-urban divide and also harness the existing of their sector, namely, Agriculture, Manufacturing and Service Sector.

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



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

<http://tinyurl.com/QuYda>

February 2008: The masthead and layout were redesigned in the second-anniversary edition to offer a more visually appealing style. This special edition featured an exclusive interview with Dr. A. P. J. Abdul Kalam, complemented by his audio podcast, adding a dynamic touch to the content and further engaging the readers.





February 2008: The Second Anniversary Special Edition was launched at a distinguished event attended by eminent personalities. T. S. Krishnamurthy, former Chief Election Commissioner of India; N. Vittal, former Chief Vigilance Commissioner of India; Dr. U. Srinivasa Raghavan, former Chairman of the Indian Postal Board; and other leading experts from various organisations graced the occasion, adding their valuable insights to the celebration.



April 2008: Traditionally, media partnerships for major events are reserved for print and broadcast media. In a groundbreaking move, however, the Chartered Institute of Public Relations in London selected the *PreSense* eMagazine as its media partner for the 5th World Public Relations Conference and Festival, held in June 2006. This global recognition marked a milestone for *PreSense*, underscoring its quality and credibility on the international stage.



July 2008: Following a suggestion from Dr. A. P. J. Abdul Kalam, Triambak Sharma of Raipur created a cartoon character named "Prince." Dr Kalam himself launched the inaugural cartoon featuring Prince at Raj Bhavan, Chennai. Since then, every edition of *PreSense* has featured a cartoon with Prince on its first page, making this character a beloved and enduring symbol of the eMagazine.



January 2009: The first *UnConference* of the India Vision and Action 2020 online community took place in Chennai, bringing members together to discuss welfare projects and explore effective coordination strategies. Dr. Abdul Kalam joined via teleconference from Delhi, engaging with participants and addressing their questions in an interactive session. This dynamic full-day programme marked an inspiring step towards collective action and collaboration.



June 2009: The Telecom Regulatory Authority of India (TRAI) and the Consumers Association of India (CAI) organised a seminar to gather insights from telephone users across the country. Senior officials from various telecom companies were in attendance. Prime Point Foundation was invited to contribute, with Prime Point Srinivasan delivering a presentation filled with thoughtful suggestions, many of which sparked lively discussions among the participants.



August 2009: Prime Point Foundation organised a special meeting at Chennai Airport, allowing members of the India Vision and Action 2020 group to interact with Dr. A. P. J. Abdul Kalam during his transit. Dr. Kalam used this unique opportunity to inspire the young attendees, encouraging them to actively contribute to the nation's development and work towards a brighter future for India.



October 2009: Prime Point Foundation organised an interactive session with members of the Action 2020 online community members, gathering over 40 youth-led NGOs dedicated to social welfare. The session offered a unique opportunity for these young changemakers to seek guidance from Dr. Abdul Kalam, who generously spent more than two hours inspiring and advising them.

**Building the Future (2009-2019):
Expanding Horizons**



January 2010: Prime Point Foundation conducted an exclusive podcast interview over the telephone with Dr. K. C. Chakrabarty, Deputy Governor of the Reserve Bank of India, on the Government's and RBI's Education Loan policy. Published in *PreSense*, this insightful interview became one of the inspirations behind the Foundation's second major initiative, the *Education Loan Task Force* (ELTF), aimed at raising awareness about education loans among students and parents.



February 2010: Laser Soft Infosystems Limited held a full-day workshop on "Presentation Skills" for Project Leaders and Managers. The workshop aimed to help them present their products effectively to clients and stakeholders. B. Suresh Kamath, Chairman of Laser Soft Infosystems Limited, inaugurated the event and actively participated throughout the day.

Education Loan Task Force by India Vision Group

India Vision online Group and this Ezine PR-e-Sense have set up jointly a Task Force to create awareness about the Education Loan Schemes amongst the students and Bankers. For the time being, volunteers from all the 35 partner organizations of Action 2020 Team (part of India Vision group) will be sensitized on this important scheme. The Volunteers are working professionals and students dedicated to serve the Nation with an aim of making India as a developed Nation by 2020. The Task Force will:

- help the students to understand the schemes properly;
- ensure that the Banks do not violate RBI / IBA norms arbitrarily, exploiting the ignorance of the borrowing student;
- take up with RBI and other appropriate authorities any violation;
- mentor the borrowing students during their studies and help them to score more marks and to focus on studies;
- motivate the students to be good citizens and good borrowers by prompt repayment, to gain the confidence of banking system for any future support.

Initially, Taskforce will focus only on the poor and deserving students covered by Action 2020 Team, so that they are not exploited. Many eminent people, including former Senior officials of Banks and RBI have volunteered to part of this Task Force. Taskforce may be contacted at taskforce@corpesine.com

To join India Vision Group click www.indiavision2020.org

March 2010: Prime Point Foundation organised a meeting at Thakkar Bapa Vidyalaya, Chennai, bringing together top bankers, students, and volunteers. Political representatives were also invited. The event fostered a productive dialogue between students and bankers on the education loan scheme. During this meeting, the *Education Loan Task Force* (ELTF) was established to raise awareness about education loans and address related issues with banks and the Government.



May 2010: The 50th edition of the eMagazine *PreSense* was launched. The release was led by distinguished guests: S. S. Ramasubbu (Member of Parliament), T. S. Krishnamurthy and N. Gopalaswamy (both former Chief Election Commissioners of India), and B. Suresh Kamath (Chairman of Laser Soft Infosystems Limited).



July 2010: Prime Point Foundation and PRS Legislative Research, Delhi, conducted a workshop on "How to Track the Performance of MPs and MLAs" at the Chennai Press Club for journalists. Veteran Parliamentarian Era Sezhian was the Chief Guest.



July 2010: Prime Point Foundation, in collaboration with Bharatiya Vidya Bhavan, launched a three-month certificate course on "Business Communication" for working professionals. Dr. Abdul Kalam inaugurated the course, presenting the course kit to Capt. Bavicca Bharathi, a pilot with a leading airline.



September 2010: The Media Wing of Brahmakumaris, a prominent spiritual organisation, held a National Media Conference, at Mount Abu, bringing together journalists from across the country. At their request, Prime Point Foundation conducted a hands-on workshop on "Podcasting," giving participants live experience in creating audio content. A demonstration podcast on "Meditation" was produced and uploaded during the session.



October 2010: *Sigaram*, an association of broadcasting journalists, invited Prime Point Foundation to conduct a workshop on "Podcasting" for its members. Prime Point Srinivasan led the session, providing a live demonstration on creating audio podcasts.



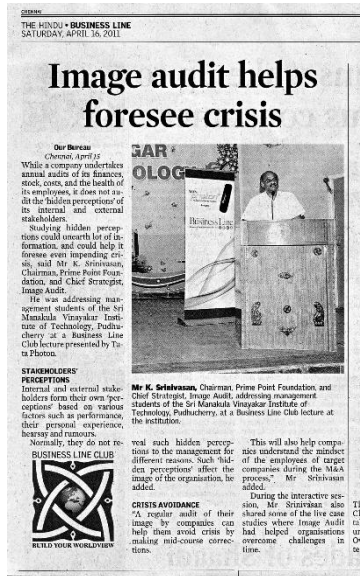
November 2010: Prime Point Srinivasan addressed the faculty and students of the Management Studies department at Sri Adhiparasakthi College of Engineering, Melmaruvattur, on the topic "Communication Skills Needed for Employment." Recognising that many of the students came from rural backgrounds, he provided valuable insights and practical tips to help them become successful communicators. Despite their rural origins, the students engaged actively and demonstrated strong communication skills throughout the session.



December 2010: All India Radio broadcast an interactive session on "Convergence of Media," exploring how media convergence shaped the industry. Prime Point Srinivasan participated as one of the panelists.



March 2011: Prime Point Foundation organised a workshop at the Indian Overseas Bank Head Office for the bank's senior officials on the theme "Public Relations for Public Sector Banks and Building Brands." M. Narendra, the Chairman and Managing Director of the bank took a personal interest in the event and inaugurated the workshop himself. Over the course of three days, he also actively participated whenever his schedule allowed. The workshop, conducted by Prime Point Srinivasan, featured a diverse group of industry experts from the fields of media, public relations, and advertising, who shared their insights and experiences.



April 2011: Hindu Business Line, a prominent business daily, invited the Prime Point Foundation to organise a seminar on "Image Audit" as part of their lecture series at colleges. The seminar was held for the management students of Manakula Vinayagar College, Pondicherry. Prime Point Srinivasan addressed both the students and faculty members, providing valuable insights into perception management—an essential skill for management professionals.



May 2011: The Rotary Club of Adyar organised a session with Prime Point Srinivasan to discuss the concept of "Image Audit" and its impact on stakeholders. Srinivasan explained techniques for measuring stakeholder perception and how it influences organisational image and business.



June 2011: The Tamil Nadu Police Academy invited Prime Point Foundation to conduct a full-day workshop on "Media Relations" for senior police officers, including Superintendents of Police (SPs) and Deputy Superintendents of Police (Dy. SPs) from across the state. Prime Point Srinivasan led the programme, bringing in senior journalists and PR professionals, such as R. Nurullah and John Arockiaswamy, to share their expertise. Senior journalists and editors from across the country were also connected via phone to offer their perspectives. The workshop featured role-plays, offering participants practical, hands-on experience in managing media relations and navigating real-world scenarios.



August 2011: The Rotary Club of Madras Temple City invited Prime Point Foundation to conduct a brief workshop on "Image Audit and Perception Management."



December 2011: The Telugu Journalists Association (TEJOUS) honoured Prime Point Foundation for its significant contribution to digital journalism. Dr K. Rosaih, the Honourable Governor of Tamil Nadu, presented Prime Point Srinivasan with a shawl in recognition of his efforts. The President of TEJOUS, Suryaprakash, was also present at the ceremony.



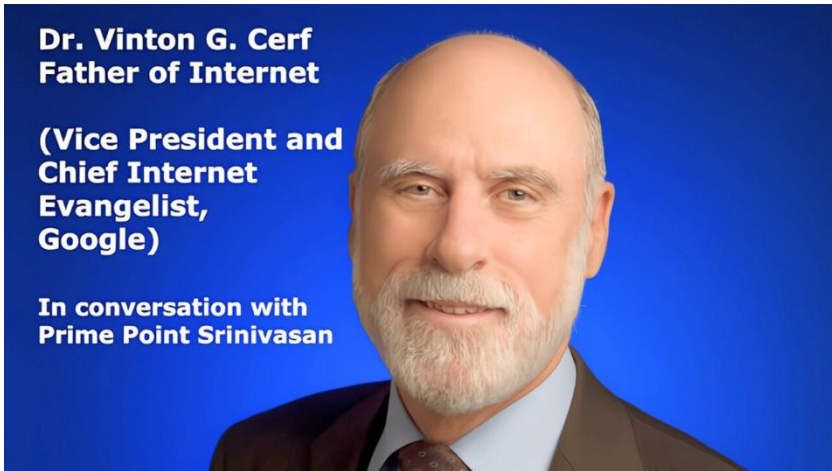
April 2012: Adfactors PR, a leading Public Relations and branding agency in India, invited Prime Point Srinivasan to engage with their communication professionals on "Trends in Communication." Srinivasan addressed the team and interacted with them in Mumbai.



August 2012: Prime Point Foundation, in collaboration with *Puthiya Thalaimurai* TV, a leading Tamil channel, organised interactive sessions at various schools to raise students' and parents' awareness of education loans.



December 2012: A group of broadcast journalists invited Prime Point Foundation to discuss "Podcasting and Creating eMagazines." Prime Point Srinivasan explained how these digital tools have transformed the landscape of communication, setting new trends in the digital media space.



January 2013: As the world celebrated the 30th anniversary of the Internet protocol in January 2013, Vinton G. Cerf, renowned as the "Father of the Internet" for his invention of the TCP/IP protocol in 1983, visited Chennai in Jan 2013. A leading national newspaper and Prime Point Foundation were invited to interview him, providing a rare opportunity to record his insights for a podcast. The podcast can be accessed here: <http://youtu.be/V6VOAAQEyE0>



May 2013: Jaya Institute of Technology invited Prime Point Foundation to deliver the Convocation Address to its new graduates. Prime Point Srinivasan emphasised the importance of developing strong writing and speaking skills to better prepare for employment.



August 2013: Prime Point Foundation organised an interactive session with Sree Sreenivasan, Professor at Columbia University, New York, and a global authority on Digital Media. Students from the Media Science Department of Anna University actively participated in the session, engaging with him on various aspects of digital media. Several working journalists also attended the session, which was held at Anna University.



November 2013: *Srishti*, a Chennai-based NGO, in partnership with Prime Point Foundation, organised a workshop on "Crisis Communication" at IIT Madras. Prime Point Srinivasan, John Arockiaswamy, and Sakthi Prasanna, all senior communication professionals, shared their insights.



February 2014: Prime Point Srinivasan addressed 700 students at Sathyabama University, Chennai, on the "Challenges of Business Communication." He outlined seven practical steps for students to overcome these challenges. The session, attended by both professors and students, included an engaging interaction where students eagerly sought deeper insights into effective communication techniques.



June 2014: Prime Point Foundation was invited to speak at the 10th Public Relations Conference in Iran, attended by around 500 PR, media, and communication professionals. Prime Point Srinivasan addressed the audience via Skype, discussing emerging global trends in the communication landscape following the advent of the internet. His session concluded with an interactive Q&A with participants.



January 2015: The National Thermal Power Corporation (NTPC) invited Prime Point Foundation to conduct a workshop for their corporate communication officials on "Creating eMagazines." Senior officials participated in the interactive session led by Prime Point Srinivasan.



March 2015: *News7*, a leading Tamil TV channel, broadcast an interview with Prime Point Srinivasan discussing how perception influences stakeholders in corporate, business, and political spheres. The interview also highlighted "Image Audit" as an essential tool for measuring stakeholder perception.



June 2015: Dr. Anbumani Ramadoss, Member of Parliament, organised a meeting in Dharmapuri, his constituency, to raise awareness about the education loan scheme for students. All Senior bankers, hundreds of students, and parents attended, engaging in discussions and seeking clarifications. Prime Point Srinivasan, Convenor of the Education Loan Task Force (ELTF), was the Chief Guest and delivered an insightful address.



June 2015: The 100th edition of the eMagazine *PreSense* was launched by Lakshmi Narayanan, Vice Chairman of Cognizant Technologies, a leading IT company. V. Ponraj, Scientific Advisor to Dr. Abdul Kalam, also participated in the event. A special digest of articles from the 100 editions, titled *PreSense 100*, was released, marking another significant milestone in the journey of both *PreSense* and Prime Point Foundation. Dr Abdul Kalam gave his Foreword for this Digest *PreSense100*. Susan Koshy, Editor-in-Chief of *PreSense*, and other editorial team members were also present.



July 2015: A three-day Business Communication course was conducted at a rural engineering college in Sembodai, Nagapattinam District, focusing on enhancing students' communication skills for better employment prospects. Dr. R. Jagannathan, an editorial member of *PreSense*, was also part of the team.



January 2016: Prime Point Srinivasan addressed college students in Puducherry on the "Safe Use of the Internet," with a focus on safeguarding against potential cybercrime threats from malicious actors.



February 2016: A three-day workshop on Business Communication was conducted for students at Sethu Bhaskara Agricultural College in Karaikudi. With many students coming from rural backgrounds, the workshop emphasised building strong writing and speaking skills to enhance their employment prospects. Dr. R. Jagannathan, an editorial member of *PreSense*, was also part of the team.



March 2016: Green India, a Chennai-based NGO, invited Prime Point Foundation to address the communication challenges faced by start-up companies. Alongside Prime Point Srinivasan, communication expert Salin Amanda Louis also shared her insights, complementing Srinivasan's perspectives.



March 2016: At Chennai's Soka Ikeda College for Women, Prime Point Srinivasan and PreSense Editorial Board member Dr Jagannathan conducted an intensive Business Communication workshop. Young women participants engaged actively in sessions focused on workplace communication skills, preparing them for successful careers ahead.



June 2016: The National Institute of Technical Teachers Training and Research (NITTTR), Chennai, invited Prime Point Foundation to conduct a program for their trainees, who were engineering college teachers, on leveraging social media for educational purposes. Prime Point Srinivasan engaged with the participants, sharing insights into emerging social media trends.



June 2016: *PreSense 100 Plus*, a compilation of articles from the *PreSense* eMagazine up to its 110th edition, was launched at the Indian Institute of Technology, Madras, during the 2016 Sansad Ratna event. Dr. C. Rangarajan, former Governor of the Reserve Bank of India and former Governor of Andhra Pradesh, formally released *PreSense 100 Plus*. The first copies were received by Arjun Ram Meghwal, Minister of State for Parliamentary Affairs, Government of India, and Dr. Bhaskar Ramamurthi, Director of IIT Madras. The event was attended by Susan Koshy (Editor-in-Chief), Prof. Sudarsan Padmanabhan, Sukruti Narayanan, and Prime Point Srinivasan.



July 2016: Prime Point Srinivasan addressed members of the Rajaji Centre, an intellectual forum in Chennai, on the structure of the parliamentary system and the roles of parliamentary committees. G. Narayanaswamy, renowned Chartered Accountant and President of the Rajaji Centre, along with Dr. Sridharan, former Member of Parliament, were also present. The session concluded with a lively and engaging discussion among members.



August 2016: Rashtriya Swayamsevak Sangh (RSS) honoured Prime Point Foundation with the prestigious *Narada Award* for outstanding contributions to digital journalism. While the award traditionally recognises excellence in print and broadcast journalism, this was the inaugural year for the *Narada Award* in the Digital Journalism category. Prime Point Foundation became the first recipient at the national level under this new category.

Empowering Vision: 25 Years Journey of Prime Point Foundation



August 2016: Sree Sreenivasan, a Columbia University professor and renowned global expert in digital media, engaged with members of the Chennai Press Club to discuss the latest trends in digital media.



October 2016: NGPL organized an interactive session with T.K. Rangarajan, a Member of Parliament, for young aspiring political leaders. T.K. Rangarajan shared valuable insights into the Indian democratic structure. Prof. Sudarshan Padmanabhan organised the event, and Nurullah, a team member, coordinated the session.



October 2016: Prime Point Srinivasan was invited by the Media Science Department of Anna University to engage with students on the effective use of social media. The session was highly interactive and insightful for the students.



October 2016: Dr. Raman Singh, Chief Minister of Chhattisgarh, launched the 100th "Prince" cartoon at a cartoon festival in Raipur organized by Triambak Sharma, Cartoon Editor of *PreSense*. Notably, Dr. A.P.J. Abdul Kalam launched the first "Prince" cartoon.



October 2016: On behalf of the Education Loan Task Force (ELTF), Prime Point Srinivasan, Convenor of ELTF, presented to the Minister of State for Finance, Arjun Ram Meghwal, and senior officials from the Finance Ministry at Delhi, regarding the challenges students face in obtaining education loans from banks. He also proposed several improvements to the system. The Minister and officials listened attentively and implemented some of his suggestions.



July 2017: Dr Maria Zeena Johnson, Chancellor of Satyabama University, Chennai, launched a digest of articles published up to the 125th edition, titled *PreSense 125*, at Dr MGR Janaki College for Women. Dr Kumar Rajendran, Chairman of the College, was in attendance. The event also marked the launch of the Students' Forum of DiiJAI. The occasion was graced by Editor-in-Chief Susan Koshy, Editor V Rajendran, Prof Sudarshan Padmanabhan from IIT Madras, and Prime Point Srinivasan, Managing Editor.



Oct 2017: A 'Digital Media Workshop' was conducted at Anna University, Chennai, initiated by Prof. Arulchelvan. Prime Point Srinivasan led an interactive session with media science students, exploring diverse aspects of digital media, including podcasts and e-magazines.



April 2018: The *PreSense 130 Digest*, a compilation of articles from the first 130 editions of *PreSense*, was launched by T. S. Krishnamurthy, former Chief Election Commissioner of India, and Srimathy, Chief General Manager of Canara Bank. Susan Koshy, Editor-in-Chief, along with Editorial Board members Dr. R. Jagannathan and Prof. Sudarsan Padmanabhan of IIT Madras, attended the event. Dr. Devanathan, Chairman of Win TV, was the Guest of Honour.



June 2018: During the Sansad Ratna Awards 2018 event, held at IIT Madras, Prime Point Srinivasan, Convenor of the Education Loan Task Force (ELTF), presented a representation to Dr M Veerappa Moily, Chairman of the Parliamentary Committee on Finance, highlighting the difficulties faced by students in getting education loans from banks. Bhartruhari Mahtab MP and Supriya Sule MP, both members of the Finance Committee, were also present.



October 2018: NGPL organised an interactive session featuring senior parliamentarians T. K. Rangarajan and Dr. Anbumani Ramadoss, focusing on the challenges and opportunities for young political leaders. The seasoned leaders shared invaluable insights and experiences, inspiring the next generation of political influencers.



March 2019: Prime Point Foundation and NGPL held an interactive session on electoral reforms at Dr. MGR Janaki College for Women, featuring N. Gopalswami, former Chief Election Commissioner of India. R. Nurullah, a senior journalist and foundation team member, engaged Gopalswami in a discussion to uncover key insights. Gopalswami also shared his wealth of experience as Chief Election Commissioner with the students, offering them a deeper understanding of India's electoral process.



May 2019: NGPL organised a full-day workshop on electoral reforms featuring prominent experts and political leaders. Participants engaged in in-depth discussions with the experts, gaining valuable insights into the current electoral system and exploring potential areas for reform.



August 2019: *PreSense 150*, a special digest featuring articles from the first 150 editions of *PreSense*, was officially released by K. Pandiarajan, Honourable Minister in the Government of Tamil Nadu. The first copy was received by M. R. Sivaraman, IAS (Retd), former Revenue Secretary of the Government of India and architect of the PAN card system. Editorial Board members Prof. K. Prabhakar and Priyadharshni Rahul, along with renowned social worker Mugavari Ramesh, were also present to receive the inaugural copies.



November 2019: NGPL celebrated Constitution Day in Delhi, inviting Justice A. K. Patnaik, a retired Supreme Court judge. He shared his perspectives on the strength of the Indian Constitution and the importance of safeguarding constitutional rights and duties. The event was organised by Priyadharshni Rahul, President of NGPL.



November 2019: DiJAI, in collaboration with the Madras Management Association (MMA), organised a full-day seminar on 'Digital Transformation'. The event brought together media professionals and corporate representatives for an interactive session, where leading experts from top technology organisations shared insights on emerging trends. Group Captain Vijayakumar, Executive Director of MMA, provided invaluable support in organising the seminar.



December 2019: Prime Point Foundation hosted an interactive session with Dr. A. V. Srinivasan, a world-renowned neurologist, for the general public. Dr. Srinivasan addressed audience questions, offering valuable insights and practical tips for leading a peaceful, healthy life free from mental stress.

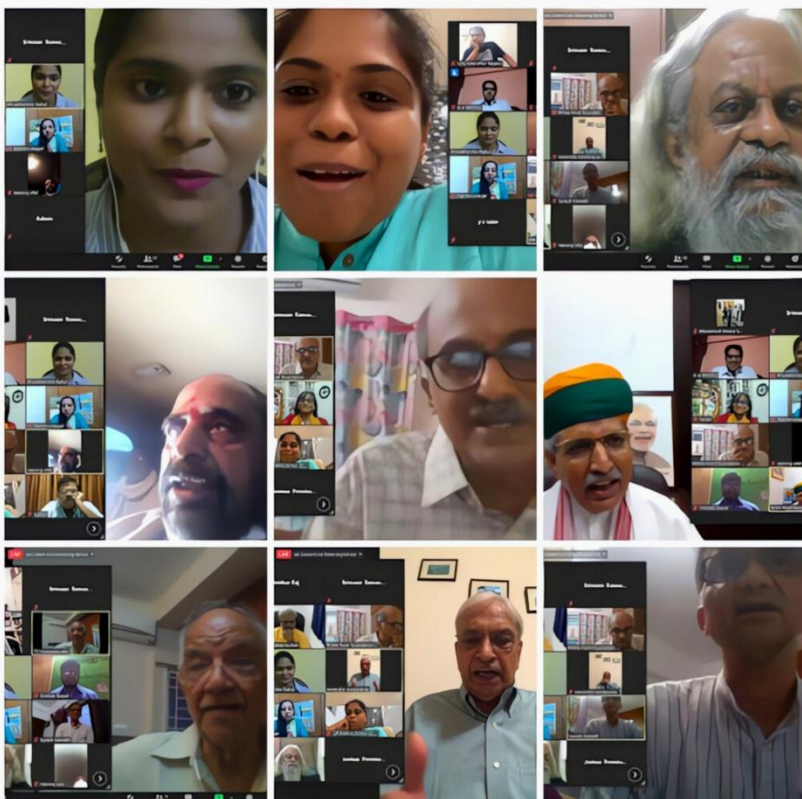
**Driving Transformation (2020-2024):
Shaping Tomorrow**



February 2020: NGPL organised a full day workshop jointly with Madras Management Association (MMA) for the young political leaders on how to build brand for themselves as leaders. With many professional experts and senior leaders sharing their views, the participants interacted to enrich their communication knowledge. Priyadharshni Rahul, National President and U Sridhar Raj, National Coordinator coordinated this event.



May 2020: Prime Point Foundation and the Madras Management Association (MMA) hosted an online event via Zoom on the topic "*Impact of COVID-19 on Indian Politics*". The panel featured Tamil Nadu Government Minister Mafoi K. Pandiarajan, Member of Parliament N. K. Premachandran, and Member of Legislative Assembly PTR Palanivel Thiagaarajan. The discussion was moderated by Prime Point Srinivasan.



July 2020: Prime Point Foundation celebrated its 20th anniversary with an online event via Zoom. The Chief Guests included Arjun Ram Meghwal (Minister of State for Parliamentary Affairs), Hansraj Ahir (former Minister of State for Home), T. S. Krishnamurthy (former Chief Election Commissioner of India), and Dr. Y. S. Rajan (co-author of *India 2020* with Dr. Abdul Kalam). Priyadharshni Rahul moderated the event.



July 2020: NGPL hosted an online event via Zoom featuring Members of Parliament Ram Mohan Naidu and Priyanka Chaturvedi. The event aimed to inspire young, aspiring political leaders. Participants engaged in an insightful discussion with the MPs, gaining valuable perspectives on political leadership. Priyadharshni Rahul, the National President of NGPL, moderated the session.

Empowering Vision: 25 Years Journey of Prime Point Foundation



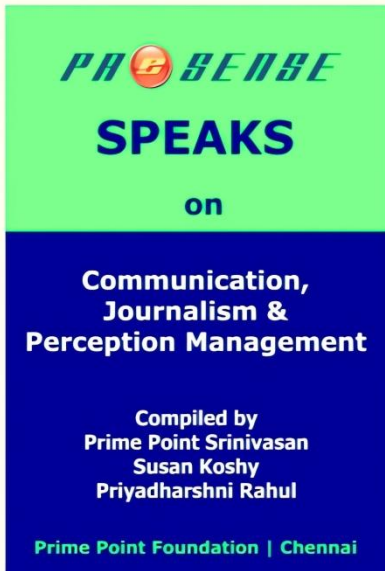
December 2020: Prime Point Foundation and NGPL organised an online interactive session with Dr. Sam Pitroda, joining from Boston, USA, to discuss the transformative role of technology in empowering the common man. Dr. Pitroda, former Chairman of the Telecom Commission and advisor to the Prime Minister in the 1990s, is widely regarded as the architect of India's IT revolution. The discussion was moderated by Susan Koshy, Editor-in-Chief of *PreSense*, and Priyadharshni Rahul, National President of NGPL.



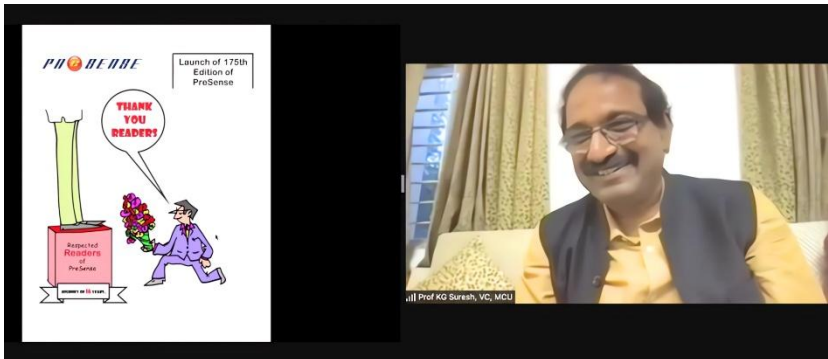
January 2021: An online interactive session was held via Zoom with Dr. Sudarsan Nachiappan, former Union Minister and Chairman of the Parliamentary Committee on Law and Justice. Dr. Nachiappan discussed the proposal for simultaneous elections, an initiative led by the committee he chaired. The discussion was moderated by Priyadharshni Rahul.



July 2021: Prime Point Foundation decided to publish the Parliamentary speeches of Sansad Ratna Awardees. The first set included speeches by Dr S. K. Kharventhan (14th Lok Sabha) and S. S. Ramasubbu (15th Lok Sabha), released in eBook format. The volume of S. S. Ramasubbu's speeches (15th Lok Sabha) was launched by Dr M. Veerappa Moily, former Chief Minister of Karnataka and former Union Minister, while Hansraj Ahir, former Minister of State for Home, launched Dr S. K. Kharventhan's collection (14th Lok Sabha).



July 2021: Prime Point Foundation began compiling previously published articles by subject under the *PreSense Speaks* series. The inaugural book, focusing on "Communication, Journalism, and Perception Management," was launched by Arjun Ram Meghwal, Minister of State for Parliamentary Affairs. Remarkably, he unveiled the book via Zoom from a moving train, addressing the audience live from his journey. The articles were curated by Prime Point Srinivasan, Susan Koshy, and Priyadharshni Rahul.



September 2021: Prof. K. C. Suresh, Vice Chancellor of the prestigious MCN University of Journalism in Madhya Pradesh, launched the milestone 175th edition of *PreSense* and an eight-volume compilation of articles published up to that point via Zoom. Triambak Sharma also unveiled a special cartoon expressing gratitude to readers for their support over the years.



December 2021: The Digital Journalists Association of India (DiJAI) organised a three-day online conclave on “Building a Sustainable Newsroom” with a focus on digital tools. Experts from India and abroad were invited to share their insights and experiences, with the event broadcast live via Zoom. DiJAI Vice Presidents V. Premshanker, Vinoth Poovalingam, and Diptikumar successfully coordinated the conclave, which was open to all with no participation fee. Journalists attended live, interacting with speakers throughout the sessions. Political leaders and bureaucrats also participated as guest speakers, adding valuable perspectives to the discussions.



March 2022: Prime Point Foundation celebrated its 23rd Foundation Day at the Reporters Guild building in Chennai. The event was graced by two distinguished chief guests: T. S. Krishnamurthy, the former Chief Election Commissioner of India, and Justice N. Kirubakaran, a retired Judge of the Madras High Court. During the celebration, the editorial team was presented with a certificate from the India Book of Records, recognising *PreSense* as India's longest-running eMagazine. In receiving this prestigious accolade, Susan Koshy and Ramesh Sundaram, the former and current Editors-in-Chief of *PreSense*, were joined by Managing Editor Prime Point Srinivasan and Editor Priyadharshni Rahul.



July 2022: Prime Point Srinivasan conducted a hands-on podcast workshop at the National Institute of Technical Teachers' Training and Research (NITTTR). Faculty members from engineering colleges across the country participated, gaining practical experience in podcast creation. Participants collaborated to create and upload a sample podcast as part of the workshop.

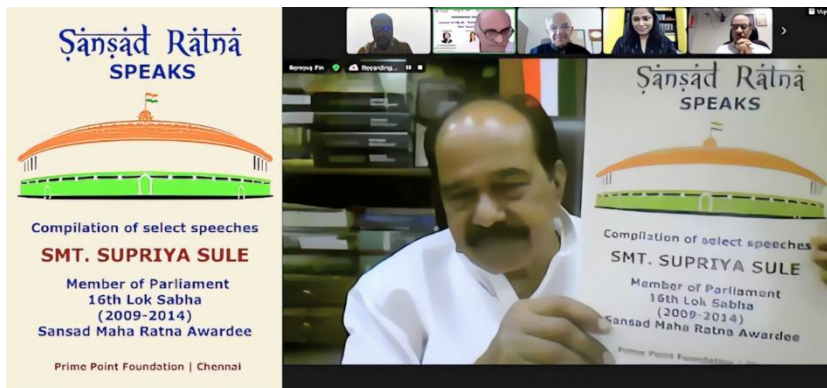


August 2022: The Digital Journalists Association of India (DiJAI) hosted an insightful panel discussion via Zoom, exploring the theme “Media and Entrepreneurship in the Digital Era.” Bringing together distinguished experts in the field, the event offered a deep dive into the evolving landscape of digital media and its intersection with entrepreneurship.

The discussion was expertly coordinated by DiJAI’s Vice Presidents, V Prem Shanker, Vinoth Poovalingam, and Dipti Kumar, each of whom also shared valuable insights drawn from their own professional journeys. The session was streamed live on YouTube for broader engagement, reaching an enthusiastic audience eager to learn from the leaders shaping digital journalism today.



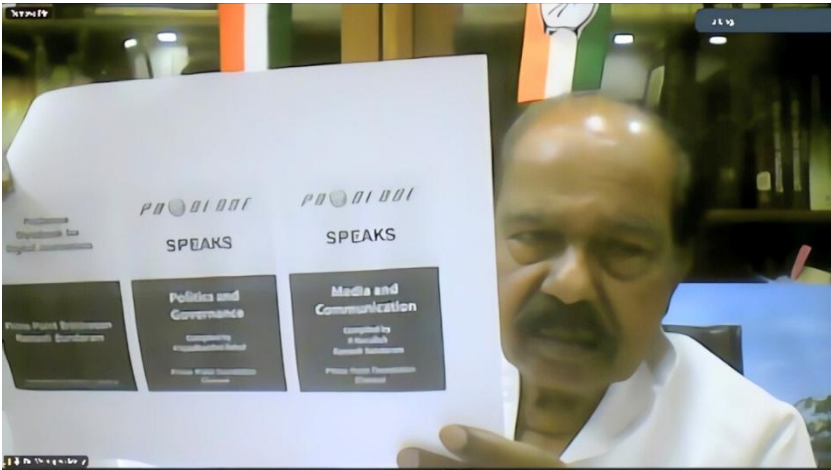
October 2022: Two new books, *Cover Stories Published in 2020* and *Cover Stories Published in 2021*, were launched online by Member of Parliament Dhananjay Mahadik. These compilations, skillfully curated by Priyadharshni Rahul (Editor of *PreSense*) and Ramesh Sundaram (Consulting Editor of *PreSense*), bring together noteworthy articles from recent years into a cohesive collection for readers.



November 2022: Dr. M. Veerappa Moily, former Chief Minister of Karnataka and former Union Minister, launched a book published by the Prime Point Foundation compiling MP Supriya Sule's parliamentary speeches in the 16th Lok Sabha. The virtual event, attended by Supriya Sule herself, was held via Zoom and streamed live, allowing viewers to witness the launch and celebrate her contributions to parliamentary discourse.



June 2023: Next Gen Political Leaders (NGPL) in collaboration with the Indian Institute of Technology, Madras, organized a seven-day online certificate course titled "Indian Democracy and the Parliamentary System." The program was managed by IIT Madras and attracted nearly 1,000 young participants from across India. Esteemed academicians, parliamentary experts, and Members of Parliament were invited to share their insights and engage with attendees. Priyadharshini Rahul, National President of NGPL, coordinated the event alongside Professor Sudarsan Padmanabhan of IIT Madras, who was the course director.

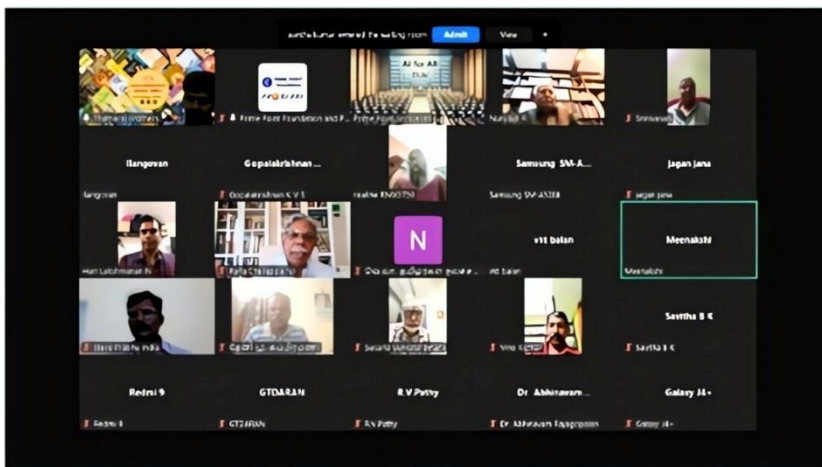


October 2023: The 200th edition of the *eMagazine* was ceremoniously launched by Dr. M. Veerappa Moily, former Chief Minister of Karnataka and former Union Minister, in a virtual event held over Zoom. Distinguished guests, including T.K. Rangarajan (former Member of Parliament), T.S. Krishnamurthy (former Chief Election Commissioner of India), and Dr. Y.S. Rajan (co-author of *India 2020* with Dr. Abdul Kalam), attended to mark this milestone. In addition, Dr. Moily unveiled three new eBooks as part of the *PreSense Speaks* series:

- (1) *Style Book for Digital Journalists*, authored by Prime Point Srinivasan and Ramesh Sundaram
- (2) *Politics and Governance*, compiled by Priyadharshni Rahul
- (3) *Media and Communication*, compiled by R. Nurullah



August 2024: The Prime Point Foundation launched a new book titled *Juvenile Justice System in India*, authored by Priyadharshni Rahul, at the India Habitat Centre in Delhi. The book was formally released by Sukanta Majumdar, Minister of State for Education, in a ceremony attended by distinguished guests. Among the first recipients of the book were Bhartruhari Mahtab, a seven-term Member of Parliament, and Anurag Thakur, MP and former Union Minister. The book highlighted the importance of juvenile justice reform and the role of policymakers in driving change.



August 2024: The Digital Journalists Association of India (DiJAI) conducted a 90-minute online workshop on “AI for journalists” exclusively for the journalists/writers of Dinamalar, a leading Tamil daily. Even senior-level editors participated. Prime Point Srinivasan, Founder Chairman, and R Nurullah, Co-Chairman of DiJAI, conducted the session with a live demonstration of AI tools' capabilities.



August 2024: DiJAI delivered an in-depth "AI for Politics" workshop exclusively for Dr. TAMILISAI Soundararajan, former Governor of Telangana and Lieutenant Governor of Puducherry, along with her husband Dr. Soundararajan. The interactive sessions were conducted via Zoom by DiJAI's Founder Chairman Prime Point Srinivasan and Co-Chairman R Nurullah.

Responding to Dr. TAMILISAI's specific request to better understand artificial intelligence, DiJAI organized two comprehensive sessions spanning four hours. The former Governor participated actively throughout the workshop, engaging with the presenters on the intersection of AI and the political landscape.

**Sansad Ratna Awards:
Honouring Excellence, Inspiring Tomorrow**

Ṣaṇṣād Rātṇā® Awards

Honouring Excellence, Inspiring Tomorrow

The humble beginning

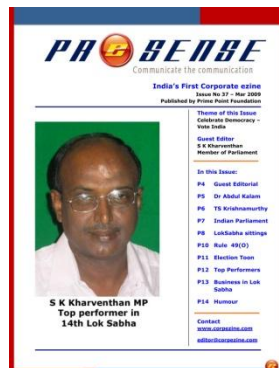
The functioning of the Lok Sabha came under severe criticism, especially towards the end of the 14th Lok Sabha in 2009, because of the frequent disruptions and pandemonium in the Parliament. The then Speaker, Shri Somnath Chatterjee, in his valedictory address for the 14th Lok Sabha, was expressly critical and registered his unhappiness over the frequent disruptions in the Parliament. The public, too, criticised the conduct of the Parliamentarians through social media. In mock Parliament sessions held in colleges and schools, students were ridiculed by throwing chairs and creating a pandemonium. In the meantime, elections for the 15th Lok Sabha were announced.

Around this time, on the suggestion of former President of India Dr APJ Abdul Kalam, Prime Point Foundation and the eMagazine PreSense decided to highlight the positive aspects of Indian democracy by recognising its top-performing parliamentarians, who quietly discharged their constitutional duties with exemplary commitment and performance. Prime Point Foundation and the eMagazine PreSense instituted the Sansad Ratna Awards to recognise and honour these Parliamentarians.



**Dr APJ Abdul Kalam – The
Motivator**

In its March 2009 edition, eMagazine PreSense (published by Prime Point Foundation) covered the theme, 'Celebrate Democracy'. An exercise was also initiated to identify top performers among the Parliamentarians of the 14th Lok Sabha, sourcing the data released by PRS Legislative Research (PRS India) for this purpose. These Parliamentarians were featured, along with their interviews, in PreSense. This was the humble beginning of recognising the top performers of Lok Sabha. Dr Abdul Kalam gave an exclusive interview on the role of Parliamentarians for this edition and appreciated the top performers.

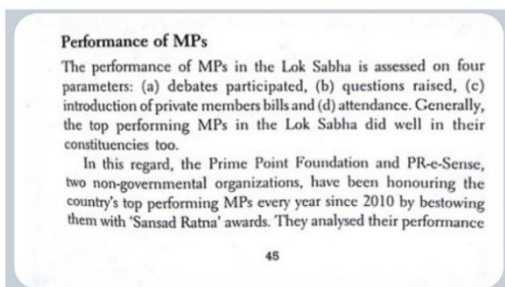


**Cover Page of
March 2009 Edition of
eMagazine PreSense**

Appreciation by Dr. APJ Abdul Kalam

Dr APJ Abdul Kalam had guided the Sansad Ratna Team in conceptualising the theme. He devoted a full chapter on the Sansad Ratna Awards in his book, 'A Manifesto for Change' and carried the interviews with Sansad Maha Ratna Awardees of the 15th Lok Sabha (*picture*).

Dr Abdul Kalam used to discuss often and offer guidance to sustain the Scheme. He also met the Jury Committee Members (16th Lok Sabha) Shri Hansraj G Ahir and Shri Arjun Ram Meghwal to give guidance.



The Only Award by the Civil Society, 'We the People of India'

'Sansad Ratna Award' is the only Award presented by citizens and Indian civil society to honour the performing Parliamentarians. Many eminent citizens, including retired bureaucrats, professionals, social workers, and academicians of Chennai, are associated with the Awards Committee. Hansraj Ahir (Chairman, National Commission for Backward Classes), Dr M Veerappa Moily (Former Chief Minister of Karnataka and former Union Minister) and Shri T S Krishnamurthy (Former Chief Election Commissioner of India) are the 'Patrons' of the Awards Committee.

An eminent Jury Committee of eminent political leaders and civil society representatives, chaired by Hansraj Ahir and Co-Chaired by Bhartruhari Mahtab MP and T S Krishnamurthy, select the 18th Lok Sabha awardees.

Sansad Ratna Awards are conferred on those who receive the awards in person at the award ceremony. There are three types of Awards for individuals and Committees:

1. Sansad Ratna Awards (annual)
2. Sansad Maha Ratna Awards (once in 5 years for consistent performance in the Lok Sabha)
3. Sansad Utkrisht Maha Ratna Awards (once in 10 years for consistent performance in two Lok Sabhas)

Till the end of February 2024, 125 Awards have been presented in person in 14 Award events.

Chief Guests for the Award Ceremonies

17th Lok Sabha Awards

- 2021 Shri Sunil Arora, Chief Election Commissioner of India and Justice Shri A K Patnaik, former Judge, Supreme Court of India
- 2022 Shri Sushil Chandra, Chief Election Commissioner of India
- 2023 Shri Bandaru Dattatreya, Governor of Haryana
- 2014 Shri Hansraj Ahir (Chairman, NCBC), Dr Tamilisai Soundararajan (Governor, Telangana and LG Puducherry), Ajay Mishra (MoS, Home Affairs) and Justice Sanjay Kishan Kaul (Former Judge, Supreme Court of India)

16th Lok Sabha Awards

- 2015 Dr Justice AR Lakshmanan, Retired Judge, Supreme Court of India
- 2016 Dr C Rangarajan, (former Governor, RBI, and Former Governor of Andhra Pradesh)
- 2017 Justice P Sathasivam, Governor of Kerala, and former Chief Justice of India

2018 Shri M K Narayanan, former Governor of West Bengal

2019 Shri Bhanwarilal Purohit, Governor of Tamil Nadu

15th Lok Sabha Awards

2010 Dr APJ Abdul Kalam, former President of India (over telephone), Shri T S Krishnamurthy and Shri N Gopalaswamy (both former Chief Election Commissioners of India)

2011 Shri Era Chezian, veteran Parliamentarian
Shri N Vittal, former Chief Vigilance Commissioner of India

2012 Shri Gopalakrishna Gandhi, former Governor of West Bengal

2013 Dr K Rosaiah, Governor of Tamil Nadu

2014 Shri N Gopalaswamy, former Chief Election Commissioner of India

Śaṅṣāṭ Rāṭmā Awards 2010 - 2021



2010



2011



2012



2013



2014



2015



2016



2017



2018



2019



2021



2022



2023



2024



2024

Acknowledgments

Divine Blessings of Lord Sri Krishna
His Holiness Sri Jayendra Saraswathi Swamigal
Dr APJ Abdul Kalam, Former President of India
Dr Y S Rajan, Co-Author of the book India 2020
V Ponraj, Scientific Advisor to Dr Abdul Kalam
T s Raghavan, Former Chairman, Indian Bank
Dr M Veerappa Moily, Former Chief Minister of Kanataka and
former Union Minister
T S Krishnamurthy, Former Chief Election Commissioner of
India
Dr M S Swaminathan, Renowned Agricultural Scientist
Arjun Ram Meghwal, MoS, Law and Parliamentary Affairs
Shri Rang Appa Barne, Chairman, parliamentary Committee
on Energy
Hansraj Ahir, Chairman, National Commission for Backward
Classes
Dr Maria Zeena Johnson, Chancellor, Sathyabama
University
Dr Kumar Rajendran, Chairman, Dr MGR Janaki College for
women
Dr Ashok Pandey, Educationist, Delhi
Dr. Aum Murugan, Social worker
V. Jagannathan, Senior Journalist
H R Mohan, Retd. Vice President, The Hindu
Ansar Shan, Retd. Chief Manager, CPCL
Hari Prasad. Retd. Chief PRO, Chennai Port Trust
B Suresh Kamath, Laser Soft Infosystems Ltd
Rishi Kumar, Senior Journalist
R Nurullah, Senior Journalist
S Mohan, Chartered Accountant
Prof. Sudarsan Padmanabhan, IIT Madras
Prof. R Jagannathan, Eminent academician
Prof. K Prabhakaran, Eminent Management Professor
Ramesh Sundaram, Retd. Journalist The Hindu

Susan Koshy, Former General manager, IDBI
Sakthi Prasanna, Communication expert
Bharati Thamizhan, Senior Journalist
V Rajendran, Cyber Law Expert
Natarajan Raman, Dream India
T N Ashok, Senior Journalist at Delhi
Prof. Gopal, Anna University
V Prem Shanker, Senior Journalist
Priyadharshni Rahul, Advocate, Supreme Court
Suparna Gangal, Senior Video Journalist, Pune
Vinoth Poovalingam, Technology expert
Dipti Kumar, Senior Journalist, Pune
U Sridhar Raj, Entrepreneur
Srinivas Gopal, Entrepreneur
Parthasarathy Reddy, Entrepreneur
C Hemalatha, Political worker
V M Charumathy, IT and AI expert
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