

# BULLETIN

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## MARCH TO FREEDOM

Independence Day conjures up memories of those stirring times when India marched to freedom after years of struggle in a movement that had no parallel in human history. Never before had so many people taken part in such a non-violent revolution involving selfless service and sacrifice by men and women from all walks of life. The climax was, of course, the historic *tryst with destiny* midnight speech and the unfurling of the national flag by Prime Minister Jawaharlal Nehru.

No less stirring was the inspiring saga that unfolded in 1885 when an Englishman, Allan Octavian Hume, founded the Congress and invited Woomes Chunder Bonnerjee to become its first President at the historic inaugural session at Bombay on December 28 and 29, 1885. A galaxy of stalwarts “whose distant footsteps echo through the corridors of Time” led the Congress in its early years. If an Englishman was the founder of the Congress, a Hindu was its first President followed by a Parsi and a Muslim and the exalted office was adorned by such stalwarts as Dadabhai Naoroji, Pheroze Shah Mehta and D.E.Wacha (Parsis) WC Bonnerjee, Surendranath Banerjee, Gopalkrishna Gokhale, Madan Mohan Malaviya, Lajpat Rai and Motilal Nehru (Hindus) Budruddin Tyabji, R M.Sayani, Syed Mohamed, Hasan Imam and Mohammed Ali (Muslims) George Yule, William Wedderburn, Alfred Webb, Henry Cotton and Annie Besant( English). Their words and deeds bore testimony to India’s rich tradition of cultural pluralism. Henry Cotton the President of the twentieth Congress at Bombay summed it up in words of enduring inspiration:

“We live in deeds, not years; in thoughts not breaths;  
In feelings, not in figures on a dial;  
We should count life by heart-throbs,  
He most lives  
Who thinks most, feels the noblest, acts the best.”

At the thirty second Congress at Calcutta Annie Besant became the President. As C.R. Reddy famously wrote: “She poured new life into every department of life and culture and into all the races and countries of the world. She grew with years and grew beyond them and kept on growing.” That occasion was made memorable with Rabindranath Tagore rendering the invocation “in a voice that reached the farthest corners of the pandal, hushed the vast audience with its music and heartfelt eloquence.”

When Dadabhai Naoroji became the President for the third time in 1906 and used for the first time that historic expression *Swaraj*, his private secretary was Mohammed Ali Jinnah. Gopalkrishna Gokhale was not even forty when he became the Congress President in 1905. The first Congress session at Bombay did not cost the country even Rs 3000.

The problem now is one of identity for the 63 year old Indian democracy. Measuring the progress of the country with the yardstick of growth rate, rising number of billionaires and upper class affluence is mistaking the trees for the woods. Trade and business should thrive. They are vital for economic growth and national development. Nice to see our star hotels, cloth shops and jewellery marts always overcrowded. But when libraries, bookshops and parks appear almost empty most of the time they speak of growing intellectual and cultural poverty. India’s problem is not the wealth of the few but the poverty of the millions, as many in number as those living at the time of Independence.

We become worthy inheritors of the legacy of selfless service and sacrifice of the great leaders of the past only when we right the wrong and liberate the poor and the suffering millions from the shackles of poverty, pain and exploitation. Therein lies the significance of August 15.

- The Editor

**“A nation which forgets its past has no future” - Arthur Bryant**

## THE EASTERN SEABOARD OPPORTUNITIES AND CHALLENGES-I

**Vice-Admiral Anup Singh** AVSM, NM  
FOC-in-Chief, Eastern Naval Command

(Lecture delivered at the Seminar organised by  
the Visakhapatnam Chapter of The National Maritime  
Foundation on April 28, 2010)

Ladies and Gentlemen, I have been asked to present a preamble to this seminar, titled “THE EASTERN SEABOARD — OPPORTUNITIES AND CHALLENGES”. To weigh each of these positives and negatives in the maritime domain off the East coast, one needs to first align oneself to the true perspective of this coast and not the picture that is being accepted as a “given” today. We are passing through a time that comes but rarely in the life of a nation and this country would be remiss if it did not capitalise on the opportunities that lie in wait at this watershed of economic resurgence in our history. Ours is a very consumption driven economy and that translates to more than the meaning of the term consumption for a country with a liberated, indeed an excited population— 1.15 billion in all, with a fast demanding middle class that is about to match the total population of the United States. We seem to be taking all the growth in our stride, as if we were destined to reach here since 1947! But we seem to forget that India missed the industrial revolution, was under colonial rule for well over two centuries and was terribly short of food and money till as recently as 1991. Even now, what needs to be posited in our minds is the fact that there is a long way before the term “BPL” is decimated unless we accelerate the process of maximising the opportunities and pre-empting the challenges. How can this be achieved? By understanding the properties of our environment first.

To all intents and purposes, India is an island nation. This is because contemporary history and geography of this country’s North have dictated that a major part of the 15000 kms of our land borders are as good as non-existent — most being non negotiable, due to terrain or relationships, for any form of commerce. If you therefore apply the definition of an island nation to India, our opportunities and challenges would be best illustrated by reversing the map of the sub-continent. What do you see? You find a conspicuous asymmetry in an otherwise uniform and aesthetic landscape of a ‘goblet’ that the East and West walls of the Indian Ocean would have

presented. This asymmetry is created by peninsular India driving a wedge right in the middle of the ocean. This asymmetry has mandated that all ships traversing East or West, must round the peninsular cape. Whilst this is an advantage in terms of “visibility” and “control” in times of crisis, it carries with itself the need to constantly monitor the seas hugging India which means surveillance and a check on activities, to maintain good order around India’s shores, and, in particular to ward off those hovering around these waters with mal-intent. One might ask the question: why this importance to the East? Is it only because the seminar is being held on the East coast? Or is it because the sun rises first in the East!! The answer lies in the neglected history of this coast. East is where our ancestral mariners first practiced the art of expedition — the Kalingas, Satavahanas, Cholas, Cherus, Pandyas, Pallavas, all went further East from this shore, for spreading culture, trade, goodwill and barter. This was eons before Eleanor Farjeon scripted her famous carol: “People Look East”, in 1928. And our ancestors were all the time looking and engaging East – from 300 BC ! Yet, we had to remind ourselves to “Look East” in the year 1991 ! This is because of the inexcusable neglect, starting with the 12<sup>th</sup> century, of the rich linkages we had established with the East. We are finally on track to revive the bonds and trade linkages but speed and magnitude need upliftment.

Let us now look at the opportunities that lie in wait for a maritime country, in whole. Firstly, we must remind ourselves of the fact that maritime countries are naturally blessed — endowed as they are, not just by an EEZ, exploitation rights, a treasure trove of minerals on the sea bed, benefit of beaches, but most importantly, because they have **access to the seas** — the great common that connects Sweden to the Falkands just as it does for India and far away Canada. “So what?” you would say! But the contrast lies in those 44 land-locked countries that do not have access to the seas. There are no examples of landlocked countries with promise of development and growth except Austria and Switzerland — both in Europe. And yes, a strange example of a doubly landlocked country, Liechtenstein which lies sandwiched between those two countries! In all three cases, benefits of the industrial revolution, an abundance of natural resources and an inviting landscape for tourists have ensured unprecedented gains for these countries. Other than these three, every land locked country is a

## A LEGEND AND AN ILLUMINATION

- Prof. Manoj Das

A seer among scholars the venerable Prof Manoj Das who lives in Aurobindo Ashram, Auroville and teaches at Sri Aurobindo International Centre of Education has graciously permitted the publication of this essay from his book *My Little India*.

relative “have not” amidst its surrounding, only because it does not possess free access to the seas. So, the point to remember is that we are fortunate to possess a huge peninsula that provides — not just access to the ‘great common’, but to all that the medium of water and the sea bed in the vast EEZ has on offer. In this backdrop, let us then see what riches lie on the Eastern Seaboard of India. One look at India’s relief map will show how good the East coast is, compared to the West. A sharp topographic gradient, a steeply shelving continental shelf, untapped riches of mineral resources, gas reserves, natural deep harbours, un-spoilt beaches..... Is there anything else one could ask for, except perhaps for cooler summers!

But with all these natural assets on the platter, just compare our ports with any other country’s—except those on Africa’s East coast. We still seem to be living in the early twentieth century in so far as the handling mechanisms, logistics and evacuation infrastructure in our ports are concerned. Just compare any of our major ports with those at Shanghai, Singapore or Hong Kong. The turnover ratio is a mind boggling 1:10 in a one to one comparison. Shanghai superseded Singapore as the highest turnover port in the world two years ago and claims a cargo handling capacity of nearly 700 million tons. Our largest capacity port that year, Kandla, managed only 70 million tons and all the 12 major and 187 intermediate and minor ports totaled a turnover of 710 million tons. Now, it is very easy to say that theirs’ is a manufacturing based economy and so obviously they need enormous handling capacity, etc. etc. Does that mean we can do with stagnated low capacities and archaic handling systems? Why do large container carriers and very large bulkers refuse to touch Indian ports? Because “time is money and patience is not”. Ports are the lifeblood of a maritime nation’s economy. They must remain contemporary in mechanization and logistics and evacuation efficiencies. Only then will India receive attention of the big ticket carrier companies to lift or land bulk cargo and containerized cargo with efficiency, without waiting periods and wasteful halts. We certainly need competition. For that to happen, aggressive modernization of major ports, licences to private sector landlord ports and leased ports will be the only answer to conspicuously raise the growth pattern of the economy and improve the employment base of the country.

(To be concluded)

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It was with some anguish that I said, ‘If I were to be dropped here in darkness and look at the place in the morning, I would never believe what I see’. I was desperately looking for the charming solitude sweetly broken either by the roars of the sea or songs from the shrine, the image and the air of the place so deeply imprinted in my memory for the past decades. But now all around me was an erratically spread bazaar. ‘Does your sentimentalism mean anything for the changing world? And the world has been changing since millennia. A day rarely passes when I do not read the New Testament, the *Sermon on the Mount* in particular. I visualize the environment through which Christ wandered. Sometimes I amuse myself with this thought: if Jesus were to be suddenly dropped amidst a Christmas festivity in any affluent Western city, would he believe that that had something to do with his birth?’ commented a visitor giving me company at a restaurant. Despite two trips to Kanyakumari in recent years, what remains vibrantly alive in my memory is my first visit there way back in 1965. Keen to be there before the sunrise, I left Trivandrum (now Thiruvananthapuram) at 3 A.M. The southward gale blowing in my heart appeared to outrace the car as we sped through the city and the suburb sealed in a silence eventual to the sparkling hours preceding it, the trail of a Christmas night. Through hamlets and groves sprayed with mist I went, never ceasing to feel restless lest the sun should overtake me, till a sudden calm was to descend on me.. And that happened before the car stopped and I knew that I had reached the Land’s End.

It was still dark. I stood splashed by blasts of breeze - of a cold December dawn at that - but never before had I felt so indulgently tolerant towards that hazard as on that serene dawn. Standing beneath the sparsely starry sky I enjoyed the sound of the breaking waves on my three sides. They sounded like incantations directed towards Kanya Kumari, the presiding deity of the Land’s End. I realized how profoundly significant it was for the founding fathers of the nation - whoever they were - to

*It is easy to speak the truth. It is very difficult to tell a lie and sustain it* - Sri Sathya Sai Baba

commence the habitation of the land with an invocation to the Goddess. It was not for nothing that the mighty monarchs of the past did not come forward to build a palace on that elevated spot. Any human construction between the shrine and the three seas would have defeated the purpose of the deity's presence there in the eyes of those who believed in occult realities behind the gross physical realities. She and she alone had the authority to dwell there; she and she alone could ensure the inviolability of the land just as she herself stood inviolable, destroying the arrogant hostile demon that tried to violate her. Thus ran the legend : Long, long ago, a terrible demon, Vanasura, who killed a number of kings and proclaimed himself a monarch, wrought havoc in the region. The Land's End was then the capital of a king who had somehow remained beyond the demon's greedy ambition. Kanya Kumari - the name by which she came to be known later - an incarnation of the Divine Mother, was born to the king in response to the prayers of the seers and those others harassed by Vanasura. As she grew up, her father began searching for a suitable match for her. She felt awkward - at first she did not understand why. She sat in meditation. At once her own identity became known to her - along with the truth that marry if she must, her bridegroom had to be none other than Shiva. She invoked Shiva in her trance. The great God, atop Mount Kailash, nodded consent to come down at an auspicious hour to wed her and, advised by the princess, the king announced the date and time of the ceremony. Festivities began. The princess was prepared for the occasion, bedecked with ornaments. The hour was approaching. The bridegroom should appear any moment. Alas, a mischief had been done - and who but Sage Narada should be its author! The seers were pensive at the prospect of Shiva leading his consort away to his Himalayan abode. Who would then put an end to the menace that was Vanasura?

Shiva was walking alone, as usual, absentmindedly. Narada inspired a cock to shriek out its cock-a-doodle-doo from a roadside bush. Shiva, now in the environment of the mortals, was confused. He was sure that it was already morning and the auspicious hour for the wedding that was at midnight, had passed. He sat down on a rock in despair. And, for him sitting down meant self-absorption. At the royal palace while all were anxiously awaiting the bridegroom's arrival, the one to arrive all on a sudden was the demon, Vanasura. Reports had reached him of the great beauty that the princess was and he had decided that her father had no business to

marry her off to anyone but he. He made his way into the palace without obstruction, for the guards seemed paralysed at his sight. There was of course a commotion and the princess, seated surrounded by her maids, heard the suppressed cries of horror. She stood up and the next moment saw the laughing demon approaching her, eager to drag her away. The princess snatched a sword from a soldier's hand and dared the demon to take one-step more towards her. The demon gave out a lusty laugh and tried to advance, but that was to be the last noise made by him. He fell dead. That was great. But where was the bridegroom? The colourful delicacies cooked for thousands lay waste and were turned into tiny pebbles. The locals still point at their abundance. The Virgin Princess - Kanya Kumari - still stands there waiting for another propitious hour to come some day in the calendar of the future, her gaze fixed on the eastern horizon, a sign of optimism. I have rarely seen an image combining in its human form such a divine grace. 'Mother India is not a piece of earth; she is a power, godhead,' said Sri Aurobindo in one of his earliest writings. The dawn at Kanya Kumari woke me up to its significance. At the summit of the land - the physical form of a Consciousness - remains Shiva; at the bottom stands Shakti, invoking his presence. A day will come when they will be united. Meanwhile -

Amid the work of darker Powers She is here  
To heal the evils and mistakes of Space  
And change the tragedy of the ignorant world  
Into a Divine comedy of joy.

- Sri Aurobindo : Savitri

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## **WORLD DEMOGRAPHIC TRENDS - 15**

- Prof. M.N. Sastri

### **Media**

"Power will gravitate into the hands of those  
that control information"

- Zbigniew Brzezinsky

" With iPods and iPads and Xboxes and PlayStations-  
none of which I know how to work – information  
becomes a distraction, a diversion, form of  
entertainment rather than a tool of empowerment,  
rather than the means of emancipation."

- Barack Obama, US President

The term media, (used as singular) represents all forms of information communicated to large groups of people through hand made signs to international news

***The time has come to create a second wave of institution building and of excellence in the fields of education, research and capability building so that we are better prepared for the 21st century. - Dr.Manmohan Singh***

networks. Mass media includes audio media such as records, tapes, cassettes, CDs as well as broadcasting media such as radio, TV, cable, film and motion pictures, the internet, mobile phones, satellite and print media such as books, newspapers, magazines and video games. Non-mass media represent person-to-person communications through speech, gestures, telephony, postal mail and Internet. The history of mass media can be said to have started from ancient times when philosophers, politicians and army commanders in the ancient societies (e.g. Greek and Vedic societies) discussed issues and often spread their messages to the public by the word of mouth. People have been influenced by drama, poetry and religious preaching which form an important component of mass media. The reduction of communication to sculptures on stones, and writings on papyrus, palm leaves etc. enabled the preservation of these discourses, sermons, literary works etc. marked the beginnings of recorded history. The credit for inventing printing in the 13th century goes to China. But the technology of printing developed in the West by J. Gutenberg (ca. 1400-1468) and William Caxton (1422-1491) enabled Europe to reproduce in print and disseminate ideas. The emergence of roadways, railways, steamships and the postal services speeded up widespread dissemination of ideas in the form of books, newspapers and individual communications over long distances helping the economic growth of Europe and the Americas ahead of Asia,

Sending instantaneous messages through signals began with the visual method of using fire during the nights and sunlight reflected by mirrors during the daytime over distances of 40-100km depending on visibility. This range was extended through a mechanical telegraph system consisting of a tower with movable arms whose position could be read from a distance of 210 km using a telescope. The electric telegraph using the Morse code followed in 1838. It was extensively used by the railways, commerce and other sectors for sending instantaneous messages. Its usefulness was extended to the navy with the laying of the trans-Atlantic cable in 1858. The telephone invented by Alexander Graham Bell (1847-1922) in 1876 revolutionized the person-to-person landline communications. By 1910, the world had 7 million land-line telephones. Currently there are 1-3 billion telephones. India has 47.4 million and line telephones, as against 12 million in 1995. The projection of the first moving picture was achieved by Thomas Alva

Edison (1847-1931) in 1893 through his Kinetograph. The first film performance of the Lumiere brothers in Paris in 1895 marked the advent of the cinema as one of the most important tools of audio visual communication and mass entertainment with substantial impact on arts, technology and politics.

Studies in the 19<sup>th</sup> century revealed that visible light, using which mankind lived, is but an island of what is called the electromagnetic spectrum of range of wavelengths. Success in the exploitation of the invisible electromagnetic spectrum was achieved through development of wireless communication using radio waves by Guglielmo Marconi (1874-1937) in 1901. The radio allowed for the first time, information to flow at rates and across distances previously impossible. The development of radar opened up the microwave region of the electromagnetic spectrum for communication applications. Work on the development of television was initiated as early as 1862 through sending pictures by wire. Microwave technology helped the perfection of equipment for television which was introduced into the market after the Second World War. The satellite technology enabled the TV transmissions across the globe in 1962 making the world a compact village. Satellite TV not only plays a major role as a medium for bringing education to doorstep of the individual but brings a new dimension to mass media. Events across the world and even in space and beneath the sea which were earlier confined to news reels shown in cinemas can now be watched live by people sitting in their living rooms. Examples of some remarkable events watched live over TV by people around the world were, the impact of the comet Shoemaker Levy on Jupiter (1994), the disintegration of the space shuttle Columbia during its reentry (2003), the US-led missile attacks on Iraq (2003), terrorist attacks on some landmark institutions such as the Taj in Mumbai on November 26, 2008.

Television watching, the most important and most utilized form of media, has also been dubbed as a "pathogen" and "the opiate of the masses". Children spend more time in front of the TV than they do in the class room. Violent images on television, as well as in the movies, have inspired people take to all sorts of crime. Media violence and vulgar displays of riches are especially damaging to young children, who cannot tell the difference between real life and fantasies. TV characters

are often exaggerated stereotypes that can often distort children's expectations in day to day life. In earlier time people were aware that certain actions were taboo. Thanks to the media this awareness is gone. TV has infiltrated personal lives, exercising control over people's minds and changing the way they work, play and interact. Television has also become a tool that could create and even ruin celebrities, glorify violence, drugs, orgies and other unhealthy habits. "The unreal world of reality television is robbing the youth of innocence and meaningful ambition". There is also a school of opinion that through the opening up of the western lifestyles through television, the western world is imposing "cultural imperialism" on the developing countries with the goal of eliminating their native cultural traditions and replacing them with alien traditions leading to the loss of their cultural identity.

The Internet has also unveiled new forms of crime called *cyber crimes*. A cyber crime is any unlawful act wherein the computer is used either as a tool or target or both for unauthorized access to computers/computer systems/computer networks, for stealing valuable information contained in the electronic form, "data diddling" web jacking, damaging computer systems, robbing etc. The nations' computer networks and the sensitive information stored therein are at the risk of falling into the wrong hands. Recently computer hackers have successfully penetrated into US Pentagon's network and copied strategic data on the US Defence Department's costliest weapons programme ever. In India the National Informatics Centre servers were infected with virus allegedly originating in China. In the financial sector the most common criminal activities relate to acquiring sensitive information such as user names, pass words and credit card details (called Phishing) for swindling. E-Way robberies, like highway robberies, have now become a common criminal activity! In recent years international terrorist groups have been engaged in pursuing their activities by exploiting information technology lessening their dependence on physical havens.

Great advances in the mass media based on information technology have not only produced a material abundance in society but have also brought in some negative side effects, economic, social, cultural, psychological and even political. Using information networks such as Internet and cell phones, terrorist organizations have become more unpredictable and

menacing. For example the 26/11 attack in Mumbai was guided through mobile phones by terrorist posts outside the country. Media are also contributing to information overload or more information than one can really assimilate and think deeply in decision-making and judgment through causing confusion and distraction through Internet, e-mails (wanted and unwanted –spam), instant messages. Web sites, and TV in the form of, large amounts of historical details, and excessive word count and worthless details and getting disconnected from other people. Another important application of microwave technology is in the area of mobile phones, which have offered to individuals and the society a convenient communication system and a new lifestyle. The mobile phones enable people to communicate with friends, family and colleagues anywhere. They have a big impact on the economy, especially in the developing countries through increased exchange of information on trade and health services. According to the 2005 figures, the world has over 2 billion mobile phones as against- 1.3 billion landline phones. The number of mobile phones in India at the end of April 2009 was put at 400 million (in March 2009 alone there were 15.87 million new connections) while the number of landline phones was 37.81 million! The number of mobile phones is projected to grow further while the number of landline phones is showing a declining trend! To feed the hunger of consumers, manufacturers are introducing mobile phones with added accessories such as cameras, games consoles and MP3 sets etc. These have become a cause for the social decline in people's behaviour through activities such as sending porn messages and blackmailing. There is also growing evidence that extensive mobile phone use especially by the younger generation could have telling adverse health effects. The habit of text messages using mobile phones, which teens are extensively engaged in, is leading to language distortion, anxiety, distraction in school, falling grades, repetitive stress injury and sleep deprivation,

The development of computers, especially personal computers, has brought a new dimension to the mass media. Sending and receiving e-mail (electronic mail), and searching for information on the Internet has become a familiar feature of modern life by the end of the 20<sup>th</sup> century, The Internet has become a medium for e-learning. e-business, (including e-commerce and e-banking), and e-governance. The World Wide Web (WWW), an application built on top of the Internet has

***The inertia of our civil service is incredible.  
We have a system of deadwood replacing deadwood. - Indira Gandhi***

transformed our lives in ways we could not have imagined even a few years ago. It has enabled people to create and communicate their own views without anyone knowing their identity. The WWW is also turning into a platform for political discourse, as well as venomous outpourings of disruptive forces. With a web browser one can view web pages that may contain text, images, videos, TV channels, advertisements and other multimedia. The system has become a vehicle for social contacts, maintaining relationships, uploading views and sharing video clips or pictures (e.g. Google, Orkut, You Tube, Face Book, Twitter, Blogs etc.) transforming the world into a stage. Websites (e.g. Wikileaks) exposing excessive government secrecy have also been coming up enabling citizen activists, journalists and others to challenge the state policies. Enabling transactions, booking tickets, or simply getting messages across, the Internet is also playing a bigger and bigger role in the way people live. Glued to Internet and mobile phones people have started relating more to the virtual world than the real world. Recently a 28 year-old man has helped his wife deliver a baby successfully with online assistance from the popular You Tube site A Florida teenager committed suicide in November 2008 while people watched the frightening event live via web stream! Peoples' power to bring about change in political power through demonstrations against the state (e.g. the overthrow of the Philippine President Ferdinand Marcos in 1986 and the overthrow of the President of Kyrgyzstan in 2010) have drawn worldwide attention and support through easy access to media (TV, Internet and Mobile telephony.). With every individual becoming a potential producer of news of his own version, the quantity of information has also risen enormously but the quality has decreased. In a democracy, information plays a powerful role, but in the present scenario of such unprecedented and instantaneous flow of information and misinformation, you can never know whether it will make you better or worse off.

Social scientists say that the human society is now in the age of information revolution through saturation coverage, by television and internet, of entertainment and sporting events, unbridled sexual lusts, rock music and a new generation of drug addicts, which act as an opiate for increasingly purposeless masses. Such harmful information spread through Internet and other media is called *Information Pollution* or Infollution. Social scientists

are also apprehensive of the adverse effects on youth accessing porn sites, According to one study in the US, men who consumed large amounts of pornography were less likely to want daughters and less likely to support women's equality!

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## **ETHICS IN CORPORATE GOVERNANCE**

- **Shri C.Anjaneya Reddy, I.P.S. (retd.)**  
Former Chairman Andhra Pradesh Tourism  
Development Corporation

Of late, Hyderabad has been in the news for wrong reasons – corporate scams, scams in financial companies, urban co-operative banks, micro-finance companies etc. In our childhood, we were told, *Kumbakonam* was the epicenter of all scams. Hyderabad seems to have taken its place now. It is therefore appropriate that the CVC thought it fit to participate in a discussion of this kind in this city. The number of scams are so many and of such magnitude, the CVC would do well to press for a separate Bureau of Economic Offences and relieve the CBI of this kind of work, as it has come to be burdened with too many investigations, many of them, not relevant to its intended role

Today's theme is Ethics in Corporate Management – a lofty theme indeed! I must confess at the outset that my experience is limited to running State-level Public Sector Companies; I realize what all I say may not be entirely relevant to the Central PSUs. Many practices of GOI undertakings are perhaps better; no wonder many CPSUs and many government owned banks have been doing well. At the State-level, we seem to be still grappling with basics. Before I go into some detail based entirely on my experience of governance in public sector, I would like to invite your attention to an important fact. As the economy opens up, as our businesses merge more and more into international businesses, as new companies sprout by the dozen in the country, as more and more international companies open shop here, there is a dire need to monitor the happenings and ensure that we do not become wise after a scam occurs.

I know regulation has become a dirty word these days: everyone wants deregulation, deregulation of everything so that our 'enterprising' businessmen and

resourceful politicians can profit from it! Profit-making of companies has come to be replaced by profiteering of Individuals. Satyam has now become an international case study for ingenuity in manipulation of accounts. At this rate we will evolve as a poor nation with a few islands of wealth, a sure symptom of a perverse economy. There was a time when we admired the model of total control of businesses. Today we seem to be opting for total de-control. Wisdom seems to lie somewhere in the middle i.e. monitoring businesses without interfering with them, fostering initiative while containing avarice! This seems to be the challenge of our times.

Let me now talk of the public sector- as I have already said some of what I say may not be true of Central PSUs. Public sector is in a peculiar situation today. The PSUs are told they will not survive unless they compete and compete successfully with private sector. And to do that the Public Sector needs a level-playing ground that is not there. Also, there is an unseemly anxiety to privatize more and more undertakings. Ironically, while the private sector is rid of many controls, the public sector continues to be hemmed in from all sides. Some of its woes:

- It is burdened with legacies of the past employment practices: you do not have the kind of people you need and where you need them;
- Competence has to be found within the constraints of reservation and promotion policies
- Chief executives are not selected most of the time for their suitability.
- Directors are interested in the pelf if any, rather than its operations.
- The bureaucrat and the politician still hang heavy on them;
- Multiple scrutinies often by people not qualified for it.
- Various committees - from language committees to legislative committees - descend on them, travel and feast at their cost.
- Enforcement agencies and tax-collecting agencies subject them to avoidable scrutinies while conniving with their counterparts in the private sector (an example is the illicit transport operators that violate the rights of the RTCs).

At the end of it all, the State PSUs are occupied with survival rather than troubled by ethics. If ethical conduct means corporate fairness, transparency and accountability there is not much scope or opportunity

for them to be otherwise. If at all, there is some scope for further improvement in a few areas. Firstly, the process of selection of Chief Executives is not only not transparent but arbitrary; there is no mechanism in place to identify and bring in a person suitable for the job. Often, administrators are picked up at random; no effort is made to identify if they have the competence and aptitude needed for the job. Many of them not only do not have the right attitude but are often burdened with their sense of importance. Very often, they do not know anything about the job on hand nor do they have the modesty to benefit from the experience of their professional colleagues and subordinates. In many cases, they are transferred before they come to grips with problems.

The PSUs have to evolve more transparent HRD policies and desist from practices which militate against the interests of workers. I refer to the increasing trend to outsource jobs to the so-called man-power agencies. At this point of time, these agencies function in our country, more like slave-labor providers rather than professional agencies. They are known to exploit their workers in many ways: they find ways to violate the minimum wages law and to avoid providing for provident fund and health insurance, let alone accident insurance. In many companies, there is a glaring difference between the working conditions of the 'permanent' employees and those provided by the man-power agencies. They don't get equal wage for equal work; the situation makes for a sense of deprivation and bitterness among the latter. There is a dire need to effectively monitor the functioning of the manpower providers; presently there seems to be no worthwhile supervision. Instead of this category of workers, companies can retain a sizeable group of their employees on contract and do away with workers provided by manpower agencies in all core areas. Many State PSUs have to become more user-friendly. The ownership syndrome on part of the employees is still there. Much is still to be done to bring about an attitudinal change among the employees, particularly in the Service Sector; they are yet to become service-oriented. The Railways are an example of a *user-unfriendly* organization; they still suffer from the Sellers' Market psychology. The Public Sector Undertakings have to play a greater role in safe-guarding our environment. A critical look at any of our Railway or Bus Stations strewn with plastic waste and empty bottles of packaged water would convince us of the need for better involvement of these

PSUs in conserving environment. If IRCTC or State RTCs can arrive at a system to reduce their profits in selling packaged water bottles by a rupee and use that rupee to buy back an empty can, our Railway and Bus Station premises would be picked clean, greatly improving the environment. If only they give thought, they can evolve many such useful schemes to prevent environmental degradation and that would be part of their Corporate Social Responsibility. It is not desirable to stabilize the public sector; it should be given the autonomy needed and helped to function effectively. Our concern at this point shall be to run all our enterprises efficiently and effectively. It is not important whether an enterprise is in Private or Public Sector. What is important is how efficiently and effectively it is run and how responsible it is to the society!

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## **MEDIA CREDIBILITY AT ITS NADIR**

**- Shri Ramaswamy Sampath**

Former Resident Editor  
*The Indian Express* & Former Chief of Bureau  
*The Hindu*, Visakhapatnam

“Ninety per cent facts, ten per cent fiction” - so proclaimed the publicity hoarding of a newly launched financial daily some years ago. By implication, the hoarding described advertisements as fiction. Unfortunately, the reverse appears to be apt these days, looking at the behaviour of some newspapers. Yes, the allusion is to the menace of ‘paid news’ that has become the hot topic of discussion among intellectual circles and the public at large. Thanks to the exposure of some newspapers indulging in printing ‘paid news’ favouring political bigwigs, including Maharashtra Chief Minister Ashok Chavan, without indicating that such items are published for some consideration, the camouflage by the newspapers concerned has put to shame the entire community of journalists. The hitherto respected fourth estate of the realm is viewed with suspicion by the reading public. The enraged public opinion was effectively echoed recently by the Vice-President, Mr. Hamid Ansari, while inaugurating the M.C. Verghese Memorial Lecture series in New Delhi. He said: “It is now clear that amongst the pillars of democracy, it is only the fourth estate that has an identifiable business and commercial persona. The pursuit of profit has altered the profile of the media entrepreneur. Today a media enterprise is seen as a

necessary subsidiary for a growing business enterprise, a political party and even individuals seeking to leverage public influence for private gain.”

P. Sainath, The Hindu’s Mumbai-based editor for rural affairs, in his expose on the “culture of coverage packages” indulged in by Marathi newspapers, wrote, “In the financial orgy that marked the Maharashtra elections, the media were never far behind the moneybags. Not all sections of the media were in this mode, but quite a few. Not just local outlets, but powerful newspapers and television channels, too. Many candidates complained of ‘extortion’ but were not willing to make an issue of it for fear of drawing media fire.” Sainath’s moderate estimate of the gains made by these newspaper organisations during the Assembly election time stood at hundreds of millions of rupees. “Quite a bit of this did not come as direct advertising but in packaging a candidate’s propaganda as news,” he bemoaned.

The Election Commission of India has taken the exposure seriously since these newspapers have made a mockery of the Model Code of Conduct for electoral candidates. The ECI and the Press Council of India have ordered their own probes into this nefarious act on the part of the newspapers. The PCI is learnt to have finalised its report on this menace and the ways of combating it, but something is holding up the report from seeing the light of the day. Much before the exposure of ‘paid news’, the Securities and Exchange Board of India (SEBI) wrote a letter to the PCI, warning of ‘private treaties’ between media and corporate bodies with a view to commercialising news reports since the same would be based on the subscription and advertising agreement entered into between the two. The SEBI letter said: “It has been observed that many media groups are entering into (such) agreements called ‘private treaties’ with the companies which are listed or coming out with a public offer, for a stake in the company and in return providing media coverage through advertisements, news, reports, editorials, etc.” The phenomenon of ‘paid news’ is, perhaps, the logical culmination of the malpractices that have been stalking newspapers over the past few decades. As the late G.S. Bhargava, a multi-faceted journalist, would often lament that the Indian press had got into bad days, degenerating from the towering position of a mission during the days of the freedom struggle to a bald profession soon after Independence and thereafter to a money-spinning industry. Lately it has fallen to abysmal

depths of rank commercialism and trivialisation of news in the shape of what is loosely called 'Page 3 culture'.

Gone are the days when there was a clear demarcation of the territories of news and advertisements in a newspaper. Advertisements are now freely placed amidst news items because they fetch some additional revenue. In the 1960s and the subsequent two decades, last-minute encroachment of news space by some advertisement would be stiffly resisted by the editorial people. The advertisement department people would literally beg the news editor to get their puff stuff published as a news item to humour their clients. This writer vividly remembers how the editor of the 'Madras Mail' did not brook the cajoling by the paper's advertisement manager to carry a photograph of some book shop inauguration stating that the owner "is a sound party for securing ads for the paper". Despite the fact of the 'Mail' getting fewer advertisements from corporate bodies, the editor had his way much to the chagrin of the advertisement manager. Those were the days when the editor of a newspaper was the most respected personality. To quote Bhargava, "public relations professionals do not [any longer] smile at editors and wait for their publicity material to get printed". The institution of editor has sadly been downgraded in all newspapers except in those which have proprietors themselves as editors. Otherwise, the editor has become an ornamental piece, if not a car's fifth wheel which is there only for occasional needs. The editor is at best a noble façade for the commercial motive behind. Contrast this with editors like of C.Y. Chintamani in the pre-Independence days and B.G. Verghese in the recent times who had staked their jobs to uphold editorial supremacy. This ugly situation was envisaged as early as in the 1960s by Francis Williams, author of 'The Right to Know'. He had made a prophetic statement that the impresarios of newspapers like marketing, advertisement and public relations executives, by virtue of their being money spinners, were fast overtaking the editors. Sadly, this trend was started by no less than the oldest and one of the most respected newspapers, the Times of India. M.V. Kamath, another veteran of the media fraternity, has cited several instances of poaching of news space by advertisements, to drive home the point of the market elbowing out editors. Quoting a report in the Business Standard, Kamath says: "According to an internal Times Group note, the front page picture in the city supplement is worth several thousand rupees – up to Rs.90,000. For

a front page window in 'Bombay Times', the cost per column centimetre varies between Rs.3,300 and Rs.4,620 depending on the number of insertions (read stories) in the paper" (Bhargava's 'The Press in India: an Overview'). Encouraged by the management and proprietors, the editorial supremacy over the contents of a newspaper is getting eroded, with the emergence of 'advertiser's supplement', 'advertorial', 'space marketing feature', etc., as appendages to the main paper. Sometimes these features are prepared with the assistance of and inputs furnished by editorial people themselves. T.N. Ninan, former editor of the Business Standard, hinting at this perversion becoming tomorrow's practice, had noted in an article in Hindustan Times: "...Bennett, Coleman and Company as the largest publisher (of the Times of India and other titles) has chosen this aggressive line on profit maximisation. As its rivals have felt the resulting financial pressure, the critics have slowly become copy-cats. Which is why, all the innovations introduced by the Times of India over the last decade and half have been first criticised by the rival publications and then copied – whether it is hiring journalists as limited contract staff (which increases their vulnerability and therefore pliability) or publishing 'advertorials' or permitting sponsored columns, or any of the whole range of such practices."

At the end of the day, what is at stake is the credibility of newspapers and TV channels. As Vir Singhvi, former editor of the Hindustan Times, says, "Nobody objects to being robbed or cheated – until he finds out that he has been robbed or cheated. That is what we are seeing in the Indian media...The good thing about the current media debate is that journalists are finally placing the facts before their readers. Are you the sort of reader that some proprietors think you are - one who does not care about integrity or credibility? Or do you want to read news that you can trust? Journalists cannot answer these questions. Only our readers can." Indian newspapers may claim mass circulation and enjoy the benefits of handsome advertisement revenue – open and concealed – but with their questionable accountability, they will be the losers in the long run with none taking them seriously. Mahatma Gandhi's journals, 'Young India' and 'Harijan', did not boast of a huge circulation, but their influence on the public mind was nonpareil. For all that, Gandhiji refused to carry advertisements in his journals, stating that a newspaper must stand on its own legs without the prop of advertisements.

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***The most important single ingredient in the formula of success is knowing how to get along with people - Theodore Roosevelt***

## NOT A LIFE BUT A FORCE

- Dr.B.Parvathi

Professor of English  
Andhra University, Visakhapatnam

(Autobiographies are fascinating for these have the power to infuse the mind and soul with an energy that the external world sometimes fails in giving. Swami Vivekananda did not write about his life ,but those of his writings which speak of his personal experiences were collected posthumously and published under the title **Swami Vivekananda On Himself**. His words have the power to energize stuporous minds. My recent visit to Belur Math showed me the Swami's vision in concrete terms— the training of young men for a life of service to the country . This is my humble attempt to convey some of Swami Vivekananda's utterances .) Swami Vivekananda was a chosen devotee of Sri Ramakrishna Paramahansa .One hundred and forty seven years have passed from the time of Narendranath Datta or Swami Vivekananda's birth and a hundred and seven years have elapsed since the date of his passing away. Yet when we read the Swami's works his voice rings clearly in our hearts on account of what he says and how he says it. The purpose of his utterance lends power to his speech. I shall present here some of the most invigorating thoughts and sayings of the crusader monk- Swami Vivekananda. **"I do not believe in reform; I believe in growth"**, (p.238) he declared.

He loved truth and he was fearless in nature. He said that **fear of uttering a falsehood should be instilled as love of telling the truth be nurtured in society**. Like a ball that bounces when struck down, he rose high in adverse circumstances. In the face of opposition, when accosted by jealous and pitiless persons who wanted to thwart his work he said, **"the more the opposition the more the demon in me is roused."** (p.239) Struggle and endeavour are signs of life. Learning is endless. In his opinion a man or society which stops learning is already half dead. **"There are many things to learn, we must struggle for new and higher things till we die. Struggle is the end of human life. ....That man or society which has nothing to learn is already in the jaws of death."**(pp.60-61) All those champions of religion in a multi religious country like India will derive great benefit from listening to the wise sayings of Swami Vivekananda. He learned from his Master Sri Ramakrishna Paramahansa that "the religions of the world are not contradictory or antagonistic. They are but various phases of one eternal religion."(p.21) The use of names such

as Hindu, Christian, etc. act as a great bar to brotherly feeling between man and man. He rightly says that **"even the best of people behave like demons when brotherly feeling is barred."**(p.276.) It is heartening to know that he studied the Christian religion, the Mohhemmadan, the Buddhistic and other religions. And the Swami declared that the **"same foundation principles taught by my religion were also taught by all religions."**! (p.8). It is very interesting to note that the Swami used the simple and direct idiom of common everyday speech to express an idea or to give a direction .He said:"Those that want to help mankind must take their own pleasure and pain, name and fame, and all sorts of interests, and make a bundle of them and throw them into the sea, and then come to the Lord. This is what all the Masters said and did."(p.277) **"Misery"** Vivekananda said, **"is the school which great souls and prophets pass through. A person desirous of doing good should pass through this school. It is a place for the cultivation of sympathy, of patience, and above all an indomitable iron will which quakes not even if the universe be pulverized at our feet."** (p.111). A great indomitable spirit was lodged in the physical form of Swami Vivekananda. He did not preach abstractions but drew attention to the stark realities and naked truths about our country and the people. The Swami boomed: **"I do not care for liberation, or for devotion; I would rather go to a hundred thousand hells...doing good to others (silently) like the spring, this is my religion."**(p.111) To see the elevation of Indian masses was the one consuming passion of his mind. It was his mission to invigorate these emaciated, dispirited souls. In 1897when famine and cholera struck the land he and his brother monks toiled for alleviating the misery of famine stricken chandalas and cholera stricken pariahs. Swami Vivekananda's greatest utterance is about the action that the country needed. He declared that India has to find its feet –not stand on the feet of other nations: **"we cannot be the twisted and tortured into shape of other nations. I do not condemn the institutions of other races; they are good for them, but not for us."**(p.238) It is wonderful for me to discover that in his student days Swami Vivekananda was a follower of Maharshi Devendranath Tagore's methods of meditation. Maharshi Devendranath Tagore was the father of Viswakavi Rabindranath Tagore. It has been equally exciting to discover that often in Tagore's Gitanjali one finds echoes of Swami Vivekananda's ideas. It is true that at one time he sought personal liberation. But later he announced: **"I have lost all wish for my salvation. I never wanted earthly**

enjoyments. I must see my machine in strong working order, and then knowing sure that I have put in a lever for the good of humanity...; and may I be born again and again, and suffer thousands of miseries so that I may worship the only God that exists, the only God I believe in, the sum total of all souls — and above all, my God the wicked, my God the miserable, my God the poor of all races, of all species, is the special object of my worship.”(p.249) Once the Swami stayed in a village for three days. He spoke to the people of the village continuously. During that period the people did not even think of offering food or water to him. On the third day a cobbler was concerned about the Swami’s state. The Swami asked the cobbler to get him some food. The cobbler was afraid at first to bring food to the Swami. But when the Swami insisted, he brought some chapattis for him to eat. Swami shed tears of love and gratitude at this. He thought : **“Thousands of such large -hearted men live in lowly huts, and we despise them as low -castes and untouchables!”**(p.107). Swami Vivekananda says that if there is real worth in a person the more circumstances are against him or the more will that inner power manifest itself. Tremendous purity and tremendous renunciation is the one secret of spirituality. His idea was to preach people to realise their divinity. He desired that this divinity should be manifest in every moment of human life. Towards the end of his life he suffered much owing to ill health. His writings reveal his spiritual progress as well as his failings and foibles. Such was the man, such was the monk, such was the warrior whose relevance will not fade with the passage of time.

**(Swami Vivekananda On Himself**, was compiled by a disciple who wanted to be anonymous and brought out by Swami Sambuddhananda in 1963- the centenary year of Swami’s birth; it was revised subsequently .The utterances in bold type are taken from **Swami Vivekananda On Himself** 2006, published by Advaitashrama, Kolkata.)

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## **"STEEL CONSUMPTION AN INDEX OF DEVELOPMENT"**

(Newspaper report on a lecture delivered by Sri Y.Manohar, Director, Personnel, Visakhapatnam Steel Plant at a meeting organised by Centre for Policy Studies)

A senior official of Visakhapatnam Steel Plant on Saturday said higher steel consumption was a sign of maturity of economy and an index of standard of living in a country. In a lecture on 'Steel and civilisation' conducted by Centre for Policy Studies (Gayatri Vidya

Parishad) here, VSP Director (Personnel) Y. Manohar said there was tremendous scope to increase steel consumption in India. Stating that China had done exceedingly well by increasing production as well as consumption of steel significantly, he said steel production had grown like a cottage industry in China. India's per capita steel consumption is just 48 kg compared to world average of 200 kg. If per capita consumption goes up by 10 kg, the country would need an increase in production by 12 million tonne.

Mr. Manohar said China was producing 567.8 million tonnes - the highest by any country whereas the Indian production was just 10 percent of it. He said the Ministry of Steel had set a target to increase the production to 124 million tonnes by 2012 and 180 million tonnes by 2020. Calling for more usage of steel in construction, automobiles and all the sectors, he said some people wonder how china could change its skyline in Shanghai, Beijing and other cities. He said with change in priority, small rerolling mills could be set up with an investment of Rs.50 crores to Rs.100 crores.

Mr. Manohar said establishment of an integrated steel plant was a massive task due to huge investments, manpower requirement, long period of gestation and energy consumption. The stone for VSP was laid in 1971, the work started in 1981 and it was dedicated to the nation by then Prime Minister P.V.Narasimha Rao in 1992. The investment which was estimated at Rs. 2700 crores to produce 3.4 million tonnes later escalated to Rs.8,500 crores by the time it went on stream. Going by today's prices, for producing one million tonne, one would need an investment of Rs.5000 crores. No steel plant would be viable and cost-effective unless it had a production capacity of 10 million tonnes with captive mines, he stated.

(Courtesy : The Hindu, July 18, 2010)

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## **"PEOPLE ARE NOT BEING INVOLVED IN POLICY MAKING : EXPERT"**

(Newspaper report on a lecture delivered by Dr.E.A.S.Sarma, IAS Retd. at a meeting organised by Centre for Policy Studies)

Public policies in India are being conditioned by vested interests particularly by the political bosses, regretted former Union Secretary E.A.S. Sarma here in Monday. "People's participation in policy making is not there and they are not consulted. The failure of policies

is also due to the apathy of the middle class. Policies must be attuned to public interest and the professionals and civil society have a role to play (in making the policies beneficial to the people)", said Dr.Sarma while speaking on "Public policy making in India" at a meeting organised by the Centre for Policy Studies. He noted that discussion and debate in making a policy and arriving at a rationale solution were there since Kautilya's time. People were the best judges and their views must be respected. He referred to the ongoing tussle in Karnataka and the case of NTR introducing total prohibition when he was the Chief Minister but the excise policy was gradually diluted and mutilated. The former Union Secretary said the US was encouraging its MNCs to corner all strategic minerals in the world and after this appeared in an article in the Wall Street Journal, he wrote to the Prime Minister and Minister concerned to form a vision group to modulate role of exploitation of minerals in India. Bauxite, being proposed to be mined in Visakhapatnam district, would fetch Rs.65 crores a year to the State Government but the MNCs would reap a profit of Rs.3,500 crores. The iron ore from Bayyaram mines would cost Rs. 580 a tonne but the private company given the lease would get between Rs.6,000 to Rs.10,000 a tonne.

### **Official failure**

Director of Centre for Policy Studies and former Rector of Andhra University A.Prasanna Kumar reviewed a book, "Policy Making India, Who Speaks? Who Listens?" written by Kuldeep Muthur and James Warner Bjorkman. The authors felt that the Indian universities and professors had failed to contribute to the policies and the bureaucracy and civil servants had failed and were colluding with the politicians. The IAS lobby was strong but the officials instead of advising the government were joining the MNCs and providing them advice.

(Courtesy : The Hindu, July 20, 2010)

## **MEDICAL EDUCATION AT CROSSROADS - II**

**- Prof. C.V. Rao**

Former Principal, Andhra Medical College, Visakhapatnam and Retd. Additional Director of Medical Services, Govt. of A.P.

The mistrust of the public on the whole system of health care is the real cause of concern. They expect more honesty, quality and transparency in service. The deficiency, commitment and quality of teaching are

questioned. In majority of public teaching hospitals the high patient turnover keeps the teacher engaged in patient care leaving little time for teaching. Hence, there is a valid reason to increase the faculty, working hours with simultaneous increase in remuneration and strict supervision at institution level. The Dean/Principal should be given full supervisory powers with accountability for results. The post of Dean/Principal should be by selection with no clinical responsibility. The methodology of teaching is to be updated at regular intervals and teachers are trained accordingly. This is done by the medical education (ME) cell at every college. Let there be an opportunity for the teacher to develop innovative skills in teaching. A good teacher needs to be recognized, appreciated and rewarded for his/her academic excellence. The ME cell will get regular feedback from the students about quality of teaching and teachers. Student feedback of the teacher is one of the best ways of assessing the teacher. This will keep him motivated and update with the latest knowledge and developments.

With the globalization effect, the tertiary health care system is slowly and steadily influenced by the corporate sector with the commercial aspect dominating the service motto. Primary and secondary health sectors are severely affected. With commercial aspect over shadowing the service aspect the tribe of dedicated teachers is dwindling at fast pace. . While sharing of scientific knowledge through publication is desirable, publicizing the unedited self-achievements in lay press for a fair market share of medical practice and the greed for sensation is deplorable. As a result, the young graduate may visualise an opportunity in the profession for a good profit making business venture in future and not a service rendering profession. This needs to be curbed in the bud with strict regulatory control.

### **The MCI, UHS and Research**

The Medical Council of India (MCI) is the nodal agency for permission, recognition and accreditation of medical colleges. It formulates the curriculum. After the initial permission to start a college the MCI team of inspectors makes regular visits to oversee the infrastructure facilities, optimal staff pattern and examination system before according final recognition. At least in a fair number of society/trust run colleges the full strength of staff are present only during inspection time. Even a few government colleges are switching over

***England is the only country in which the system of caste had not been  
changed but effectively destroyed - de Tocqueville***

to this type of practice compromising the quality of teaching. The main reason for this is non-availability of qualified personnel even for decent salaries. To meet this problem of shortage, increasing the retirement age for the teaching faculty to 65 years nationwide is a worthy consideration. (MCI permits 65 years for private college teachers.) This gives breathing time to train more postgraduates by enhancing the seats, more so in pre-clinical subjects. The recent move of the Government to increase the post graduate seats is a welcome development.

The recent exposure of unethical underhand deals by the MCI bigwigs is a big body blow to the equity and transparency of the entire process of inspection and recognition of the medical education institutes. The process can be made more transparent by including university and Government nominees in the team. This is reasonable as it is the university which implements the curriculum and conducts the exams and Government provides the infrastructure facilities and staff. The allegation of deficient regular faculty can be partially cubed by introducing biometric attendance system for the teachers and students in the classroom. This will have a dual benefit of monitoring the academics and attendance of the faculty and students, putting a check on staff who appear only at the MCI inspection time. The whole episode has pushed the Health Ministry to intervene and restore the credibility of the MCI by appointing a committee of eminent and honest medical personelle to supervise the affairs of MCI. The committee should cease the opportunity to cleanse the system to restore public confidence on the quality of medical education in the country. Hope it will do what Flexner has done to the American medical education a century back. The universities of health sciences (UHS) are the regional nodal centers for implementing the MCI approved curricula, supervising the teaching modules in different colleges and conducting the examinations. In spite of the *Bajaj Committee* report to establish health science universities nationwide, only Andhra Pradesh, (first to establish) Tamilnadu, Karnataka, Maharashtra, Punjab, Rajasthan and West Bengal have positively responded. It is imperative for other states to initiate the process of establishing the health science universities. This gives the teaching, training and examination a uniform pattern. The present system of assessing the student with more emphasis on theory over

clinical application and problem solving skills needs change with preference given to the later. To be more transparent it is desirable to introduce video recording of clinical performance and viva. Random sample scrutiny of this recording will eliminate the allegation of favoritism and provide an opportunity to test the competency of the examiner. The university should conduct regular teacher training programmes to update the teachers with modern trends in teaching methodology.

(To be Concluded)

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## **SRI SUBRAMANIA BHARATI – II**

(Dec 11th 1882 – Sept. 12th 1921)

- **Sri C.Sivasankaram**

Sriman Sri K.R.Srinivasa Iyengar the illustrious litterateur and exemplar Ex-Vice Chancellor of Andhra University lists Bharati equally as one among Ram Mohun Roy, Gurudev Tagore, M.K.Gandhi, Raman Maharshi and Aurobindo. The learned saint among men of letters beautifully portrays that Bharat is traditionally a land of Rishis. He cites the above said galaxy as Rishis of Renaissant Bharat. So from the learned point of view of Sriman Iyengar, Bharati was one among the list of modern Maharishis. Sri Iyengar did not yet relent to compare Bharati in valour and versatility, knowledge and patriotic fervour with personalities of eminence like Tilak, Lajpat Rai and Bipin Chandrapal. Tilak was the father of political unrest, Lajpat Rai was the dauntless Lion of Punjab and Bipin Chandrapal was frank and fearless cyclonic orator of Bengal.. All these three virile characteristics have been superbly blended without disruption to harmony in Bharati besides his own magnificent poetic and patriotic excellence underscored by age old Sanatana Dharma. The so called moderate and traditionally peace loving South India effortlessly metamorphosed into an arena congenial for the unbridled activity of selfless patriots breathing and emitting fire to awaken subject India (Title of a Book authored by H.N.Brailsford) to realize her plight and find a way out to this sorry scheme of affairs.

The hour for fruition of Bharati's patriotic passion and irrepressible zeal was on the threshold of recognition. He was taken as assistant editor to the largely circulated Ananda Vikaran edited by the redoubtable G.Subramania Aiyar. Madras played an unerasable

historic role as the phenomenal cradle of South Indian Journalism and mother of exemplary national leaders belonging to both liberal and extremist pattern. Here in his capacity as assistant editor of Ananda Vikaran. Bharati worked zealously that the hitherto hidden mettle, powers of intellect, and patriotic ardour saw light of the dam public glare, and colossal magnitude of journalistic manoeuvres, poetic excursions aimed at insinuation of masses to raise to one man against the imperialist who has been blatantly applying the malicious and immoral political maxim of divide and rule to keep India for ever disunited to have heyday of their vicious reign unopposed.

His meteoric rise through feiry revolutionary muse captured the vicious gaze of the British henchmen. The powers that be hastened to nab him in the fake interests of law and order. The atmosphere was in a fluid state and in those days of freedom of movement, word and expression seemed numbered for Bharati and a few others of his fiery feather.

One after another opportunities for spreading his inward nationalist trends strutted towards him. He was looked upon as a tower of heroic enthusiasm about to inundate the patriotic nation to take the vow to do or die. His journalese donned new airs of superior national and spiritual content. As revolutionary poet and undaunted patriot he was unique and at this particular juncture of the nationalist upheaval he was regarded as

the matchless mouthpiece of Indian resurgence. The nation was in a ferment. His role was to loyally voice the legitimate clamour of the nation for dejure transfer of power to the Indian people. He got unasked opportunity to be the editor of a highly popular monthly called, Chakravartin. It was 1906. Bengal, under Lord Curzon, was to be divided against the will of the natives and the uses of God made nature. It had given excellent opportunity for all communities concerned to unite and agitate for shelving of the plan (plot) of the die-hard Tory.

Bharati had just two years before he had but to flee to Pondicherry in 1908 to enact a divine plan meticulously chalked out by the Almighty. The Divinity within aimed to mould Bharati to be a model personality of mixed legend. As part of the plan Divine he pitched his tents in Pondicherry. He was the first exile, to be followed within two years by the world famous Yogi Aurobindo.

Vandemataram of Bankim Chandra continued to ignite further brilliantly the blazing embers of irrepressible patriotism of Bharati. The inception of Indian National Congress and the stupendous rise of vandemataram as a cry of war came into vogue in the self same year, 1885. History reposed in the portals of its heart Bankim as the eternal awakener. His novel Anand Mutt, Bhavani Mandir of the intrepid revolutionary make a deathless golden chapter of Indian history opened with a pronounced bang twelve and a half decades ago.

(To be concluded)

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that  
**Last**  
Gen Next...

Ask your builder to use  
**VIZAG TMT**  
Re-Bars

That Help you

**Build** **Better**  
**Stronger**  
**Faster**

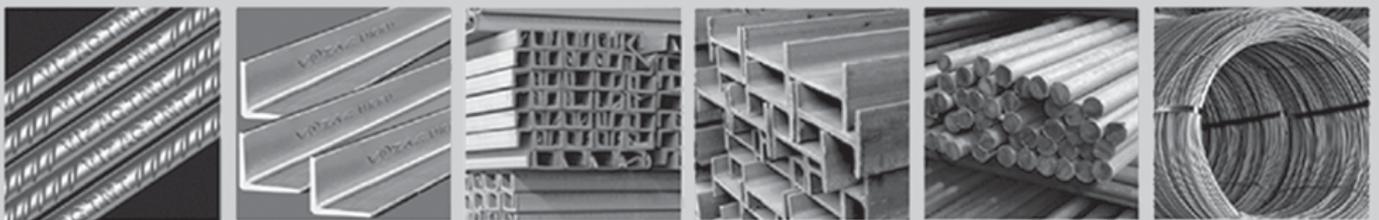
**100%**  
Virgin Steel

## VIZAG TMT Re-bars

- ◆ Made from Best Quality Raw Materials.
- ◆ World Class Equipment, Processes & Technology used for production.
- ◆ Made from Virgin Steel through Blast Furnace-Basic Oxygen Furnace - Continuous Casting route.
- ◆ Rolling through State of the art Rolling Mills.
- ◆ Long Cooling Beds for perfect Self Tempering

For Safe Living Use our High Strength

- ✓ " VIZAG TMT " RE-BARS,
- ✓ " VIZAG UKKU " STRUCTURALS



For details, please contact : GM (Mktg), Rashtriya Ispat Nigam Ltd., Visakhapatnam Steel Plant, E-Mail: gvnreddy@vizagsteel.com. Fax : 0891 - 2518025

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