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**KNOWLEDGE EXCHANGE**

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# MANDATE 2014

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## Editorial

### Hope Springs Eternal

#### Kanchan Banerjee

Editor in Chief

kanchan@newglobalindian.com

*"Yesterday is but a dream,  
Tomorrow is only a vision.  
But today well lived makes every yesterday a dream of happiness,  
And every tomorrow a vision of hope." — Kālidāsa,*

In India the game of thrones is on full blast. And the 2014 Indian election is exceptional in many ways – and the unique theme is 'hope'.

Elections are held to elect representatives for people - in the hope of addressing the needs and the interests of millions. Since 1947 people have been exercising their rights, but only to find themselves in the same whirlpool of politics where there accountability and responsibility are really lacking!

Thomas Jefferson in his last letter in 1826 wrote "... the mass of mankind has not been born with saddles on their backs, nor a favored few booted and spurred, ready to ride them legitimately."

But, what do we see around us every day?

Over a hundred years ago, Lokmanya Tilak said: "Swaraj is my birth right." Almost a hundred years later, Swaraj India is really the territory of a chosen few – some powerful, wealthy people, while the rest are struggling to make ends meet, with all hope lost.

Images of India today are as diverse as its culture and as broad as its history. Some fortunate people are happy – with their expensive homes, cars and a life-style that millions of fellow citizens cannot even dream of. To this rich class of India, the future of the country may not really matter, as long as their interests remain intact.

On the other hand, the poor are suffering eternally, and 67 years after the British left, their numbers have only increased.

Now look at some statistics and you can tell where India is headed – is it a 'super power' or a 'super failure'?

One fifth of the world's population lives under the poverty line (income below \$1.25 per day); one third of which lives in Sub-Saharan African countries and one third in India (33% of its population).

China has reduced its percentage of 'poor' citizens from 43% in 1981 to 13% in 2010. India's poverty rate has shot up from 22% in 1981 to 33% in 2010.

India has the largest number of sick people in the world for any disease - both communicable and non-communicable. In age-standardized death rate, India ranked 155 out of 187 countries in 1990 and while the number of deaths fell by 2010 from 1,447.43 to 1,096.92 per 1 lakh of population, it still lagged behind its neighbors. Bangladesh and Kenya fared better than India and medical cost was the biggest reason for debt in rural areas.

50% of all villagers have no access to healthcare providers. 37% are chronically starved. 10% of all babies die before their first birthday. 50% of all babies are likely to be permanently stunted due to a lack of proper nutrition. 33% people have no access to toilets, while 50% defecate in the open. Only 32% of rural households have their own toilets and that less than half of Indian households have a toilet at home. Of the estimated billion people in the world who defecate in the open, more than half reside in India.

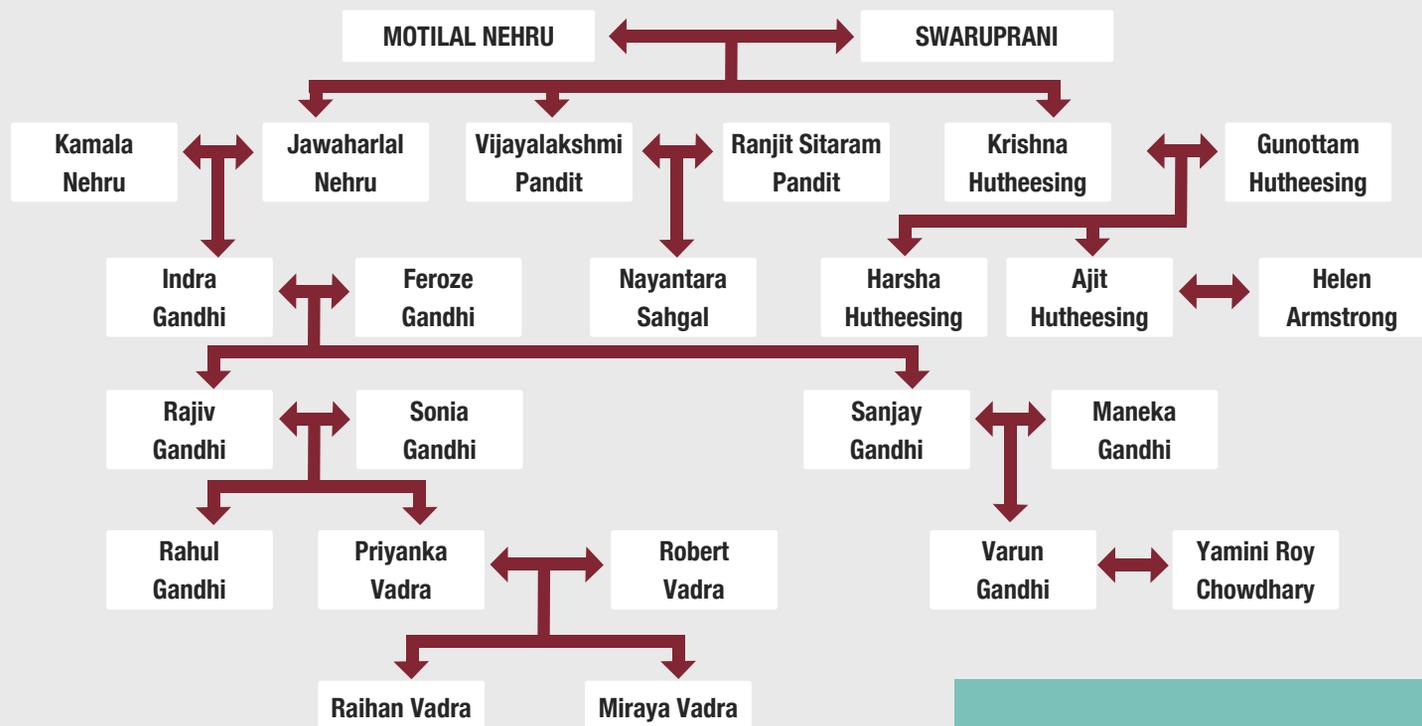


# Battle for 2014 : a family affair?



There's never a dull moment in Indian politics. Famous families have ruled the roost and have actually got to be qualified as a 'brand' - which is what a political dynasty is about. We have the Gandhis, Karunanidhis, Patnaiks, Pilots, Scindias, Yadavs and many more - with the new generation joining in the fray. **Shree Lahiri** wonders whether the battle for 2014 will only be a family affair ?

## The Rise and Rise of Nehru-Gandhi Family



Political brand names have endured over time. With the Lok Sabha Elections just round the corner, a question crops up. Is it all about to change?

There's never a dull moment in Indian politics with glamorous political dynasties such as the Nehru-Gandhi family and many more. In US we had the Kennedys, George Bush and the prominent names for the 2016 presidential election are those shared with former presidents - Hillary Clinton and Jeb Bush, brother of George W and son of Bush Sr, even though they have yet to declare their interest. In neighbouring country Pakistan - the Bhuttos ruled the roost.

### India's global dominance, but questions are raised

As India gains in importance in the global economy, questions are raised such as - who leads the country and how is India governed? Recently 'corruption' has reared its ugly head and has had a free reign. There have been scams galore in telecom, coal, games (read IPL) and even defense. For the first time in the last twenty years, a mass movement against corruption erupted last year - in the form of Aam

Aadmi Party (AAP), but even they have not made a dent.

The Indian economy has been growing rapidly; it has been called upon to play a larger role globally. But the key controversy in India hovers around power and responsibility. Sonia Gandhi wields absolute power in the Congress party and is grooming her son, Rahul Gandhi, as her successor - as we can see in the run for 2014 elections. Even the Prime Minister Manmohan Singh is loyal to the Nehru dynasty.

This raises fundamental constitutional and philosophical questions in a country that claims to be the world's largest democracy.

And, it's dynasty politics that rules.

### Dynasty vs democracy

The world over, a common phenomenon has been that - beyond the criticism of dynastic politics, dynasties have existed. In pre-Independence days, India was ruled by dynasty families - the maharajas. So, what's new?

Today, as the election melodrama is in full play, we see BJP Prime Ministerial

**The Indian economy has been growing rapidly; it has been called upon to play a larger role globally, with the increasing importance of emerging economies. The key controversy in India circles around power and responsibility.**

candidate Narendra Modi opposing the Nehru-Gandhi family's dynastic rule, in every speech that he renders. But despite that, we notice that the BJP, the Congress, the DMK, Shiv Sena and a huge list of others are all set to perpetuate dynastic politics by giving tickets to sons and daughters of top leaders.

These famous families can, in fact, qualify as a 'brand' in their own right. In the end, this is what a political dynasty is about: a name people begin to identify with and trust in the same way that they reach out for a branded product. Just like branding. An article in The Guardian - "What's in a name: why do people trust political dynasties?" pointed out: "It (the name) can be bound with the historical dominance of a party and a family's role within that party, such as the Congress Party in India.



Lalu Prasad Yadav -Tejashwi Yadav

Perhaps, as with the truism that extreme ideologies become more electorally palatable during economic crises, voters do indeed reach for 'trusted brand names' when crises make them frightened by the world's uncertainties."

**What is dynasty politics?**

Looking at the dictionary meaning of 'dynasty' it is the repeated election and re-election of close relatives (with the same surname) to office in the government. It has been observed that if a country is not founded on strong democratic principles, dynasties emerge.

Incidentally, this can also happen in organizations, where the founding team's leader enjoys disproportionate mindspace in public. We have many family-run businesses in India, where this exists.

Dynasty propagates because 'trust' is the biggest commodity in politics. The incumbent leader passes on the reins to the progeny, and some people resist it while others endorse it. The incumbent's family scraps up more and more power. But this trend does not go on for-

ever as has been established across various business empires – dynasty in a democracy is a proxy 'empire'.

From Independence, India's politics has been dominated by a handful of elite families. But what purpose have these dynasties served?

**Dynasty raj : sons and daughters all set to join in**

Dynasty raj. The trend of 'beta-beti' politicians, who are preparing to claim what they believe is their birthright, an opportunity to carry forward the family legacy in 2014 – is very visible in Indian politics today. They come from almost every political party: Congress to BJP, Samajwadi Party to Bahujan Samaj Party (BSP), Trinamool Congress to National Conference, Telugu Desam to DMK, Rashtriya Janata Dal (RJD) to Lok Janshakti Party (LJP). And they hail from all corners of India - Tamil Nadu to Jammu and Kashmir, Rajasthan to Assam, and the heartland of Uttar Pradesh, Bihar and Madhya Pradesh.



Mulayam Singh Yadav-Akhilesh Yadav



Fahrookh Abdullah-Omar Abdullah



P Chidambaram-Karti Chidambaram



Prakash Singh Badal- Sukhbir Singh Badal



Ramvilas Paswan-Chirag Paswan



Bala Saheb Thackeray



Udhav and Aditya Thackeray

### Dynasty deals out trump cards

In fact, the question of 'dynasty politics' is the screaming headline of the day, as different parties get into their act, gearing up for the Lok Sabha Elections 2014. Sons and daughters of powerful politicians are all set to contest this elections. Armed with foreign degrees, polite to the hilt, masters of communication and body language, media-savvy – they have all the right ingredients in place. Almost getting 'marketing' principles right, from the word 'go'. The right products at the right place, with the right packaging and promoting themselves aggressively.

Recently Ram Vilas Paswan's son made his flamboyant entry into politics, joining up with the BJP bandwagon. It became a huge media event, which even put the spotlight on the 'Holi' party that he had hosted, in true filmi style (that he was a part of).

Another momentous entry into the fray was that of Poonam Mahajan, daughter of the late Pramod Mahajan. When asked whether she finds Priya Dutt a threat, she magnanimously acknowledged the work put in by Ms Dutt, harping on the fact that she wants to carry

the legacy of her father forward.

Congress General Secretary Digvijay Singh's son Jaivardhan, a product of The Doon School, Dehradun, and Columbia University, New York – is sure that "development experiments" will make his native town a model for the rest of India to follow.

Salman Anees Soz is another new Congress entrant. Son of the party's Jammu & Kashmir unit chief Saifuddin Soz, Salman gave up his job with the World Bank in 2012 to move back from the US after 18 years. An MBA from Yale University who dresses in slick suits to break the monotony of the khadi-clad politician. His entry into politics, he insists, is not as the legacy of his ageing father's 30-year political career.

There's Gaurav Gogoi, son Assam's three-time Congress Chief Minister Tarun Gogoi, armed with a degree in public administration from New York University; he has views on a variety of subjects like - agriculture, poverty alleviation, information technology.

### Dynasty line-up in India: It runs in the family

Dynasty in Indian politics can be seen as germinating, propagating and 'prospering' right from the Nehru-Gandhi dynasty to regional dynasties like the Karunadhis in Tamil Nadu, Patnaiks in Orissa or the Yadavs in Bihar and Uttar Pradesh. There was 'germination', 'propagation' and 'multiplication' where the right conditions existed. The Nehru-Gandhi family emerged as savior to

India post-Independence. Similarly the Laloo Yadav family represent a post-Mandal era in Bihar's politics.

In his autobiography, Kuldip Nayar pointed out, hinting at dynasty politics, that "Lal Bahadur Shastri believed Nehru had dynastic ambitions, wanting his daughter to succeed him". In India, there are other powerful dynasties too, like Mulayam Singh in the North, M Karunanidhi in the South and Naveen Patnaik in the East. It has recently been estimated that a little over 28 per cent of the current MPs are dynasts, as noted by Mark Tully, former Bureau Chief of BBC, New Delhi.

### Politics: a closed shop?

Looking at the dynasty fraternity in India, the first name that crops up is the 'Gandhi' surname that came from Feroze Gandhi, the husband of Indira and, we must remember it is not related to Mahatma Gandhi. The names in the Nehru-Gandhi family are - Motilal Nehru, Jawaharlal Nehru, Indira Gandhi, Rajiv Gandhi, Sonia Gandhi, Rahul Gandhi and Priyanka Gandhi. Sanjay Gandhi was also a very strong contender till he met a violent death. Then there is Maneka Gandhi and Varun Gandhi, who jumped political alliance and joined the BJP. The family also included names like - Uma Nehru, Arun Nehru, Kamala Nehru, Vijaya Lakshmi Pandit and Nayantara Sehgal.

Other states in India also boast of dynasties that have appeared in the political arena.

In West Bengal we have the Netaji Subhas Chandra Bose family with Netaji Subhas Chandra Bose and Amit Mitra, current Finance Minister in the Government of West Bengal.



Raj Thackeray



Supriya Sule

The Das family of West Bengal boasted of 'Deshbandhu' Chittaranjan Das and Siddhartha Shankar Ray. The Ashutosh Mukherjee family had Syama Prasad Mookerjee and the Dasmunsi family has Priya Ranjan Dasmunsi and his wife Deepa Dasmunsi, current Minister of State for Urban development.

In Andhra Pradesh this concept flourishes. The P V Narasimha Rao family had P V Narasimha Rao, and his son P V Ranga Rao; then there are the Kasu family, the Marri Chenna Reddy family, the Nandamuri family, the Tanguturi Anjah family and others.

In Bihar there is the high-profile Yadav family, leading the file with Laloo Prasad Yadav, ex-Bihar Chief Minister, his wife Rabri Devi and her brothers Sadhu Yadav and Subhash Yadav. Now, the latest entries are his son and daughter Misa. The Jagjivan Ram family has Mira Kumar of Congress, daughter of Babu Jagjivan Ram, who is the Speaker today. The other families include the family of Thakur Jugal Kishore Sinha and the Mishra family.

In Tamil Nadu, it is very distinctly visible with the Karunanidhi family with M

Karunanidhi, Tamil Nadu ex-CM and his sons M K Stalin, M K Azhagiri, daughter Kanimozhi, his nephew late Murasoli Maran and his son Dayanidhi Maran.

In Rajasthan there's the Jhorar Family, Maderna famil, the Mirdha family, the Rajesh Pilot family with his son Sachin Pilot, Congress MP.

In MP there's the Dangi family, the Scindia family (former Maharajas) - the late Rajmata Vijayraje Scindia of BJP, her son the late Madhavrao Scindia and her daughter Vasundhara Raje Scindia, Jyotiraditya Scindia - who are creating waves today.

In Haryana one has the the Hooda Family, Devi Lal clan, Bhajan Lal clan, Bansi Lal clan, Rao (Yadav) Tula Ram clan, Rao (Yadav) Mohar Singh clan, Rao (Yadav) Abhay Singh family, Rao (Yadav) Ram Singh family.

In Kerala, there many families who fit the bill. The K Karunakaran family, the K M Mani family, the C H Mohammed Koya family, the R Balakrishna Pillai family, the P R Kurup family and the Baby John family.

In Orissa - the Biswal family, the Mahatab family, the Patnaik family with the Current CM Naveen Patnaik, and Gita Mehta, (son and daughter of Biju Patnaik). The Satapathy family included Nandini Satpathy and her son Tathagata Satapathy.

In Karnataka, the reigning GOWDA family has HD Deve Gowda (ex Prime Minister of India) and his sons - H D Kumaraswamy, ex Chief Minister of Kar-

nataka, H D Revanna ex-PWD minister Karnataka and SM Krishna, Union cabinet minister (External affairs), ex-Chief Minister of Karnataka.



Priya Dutt

### Seeds of change in the air?

With the new recruits to the dynasty politics, all ready to join in the action, we wonder whether the 'seeds of change' have actually been sown. Will it be fast-forward to a better tomorrow?

What we need today is - inclusive economic growth, population control and a sustainable environment. In a word, we need good democratic governance that will that will lead Indians into a Neverland - "where the mind is without fear and the head is held high", "a heaven of freedom" - in the words of Rabindranath Tagore, Bengal's celebrated poet, philosopher, artist and India's first Nobel laureate.

So, will it be action-replay or fast-forward? Only time will tell.

**The trend of 'beta-beti' politicians, who are preparing to claim what they believe is their birthright, an opportunity to carry forward the family legacy in 2014 - is very visible in Indian politics today. What we need is - good democratic overnance that will that will lead Indians into a 'Neverland'.**

GOPI & SHAM - Satish Kishore



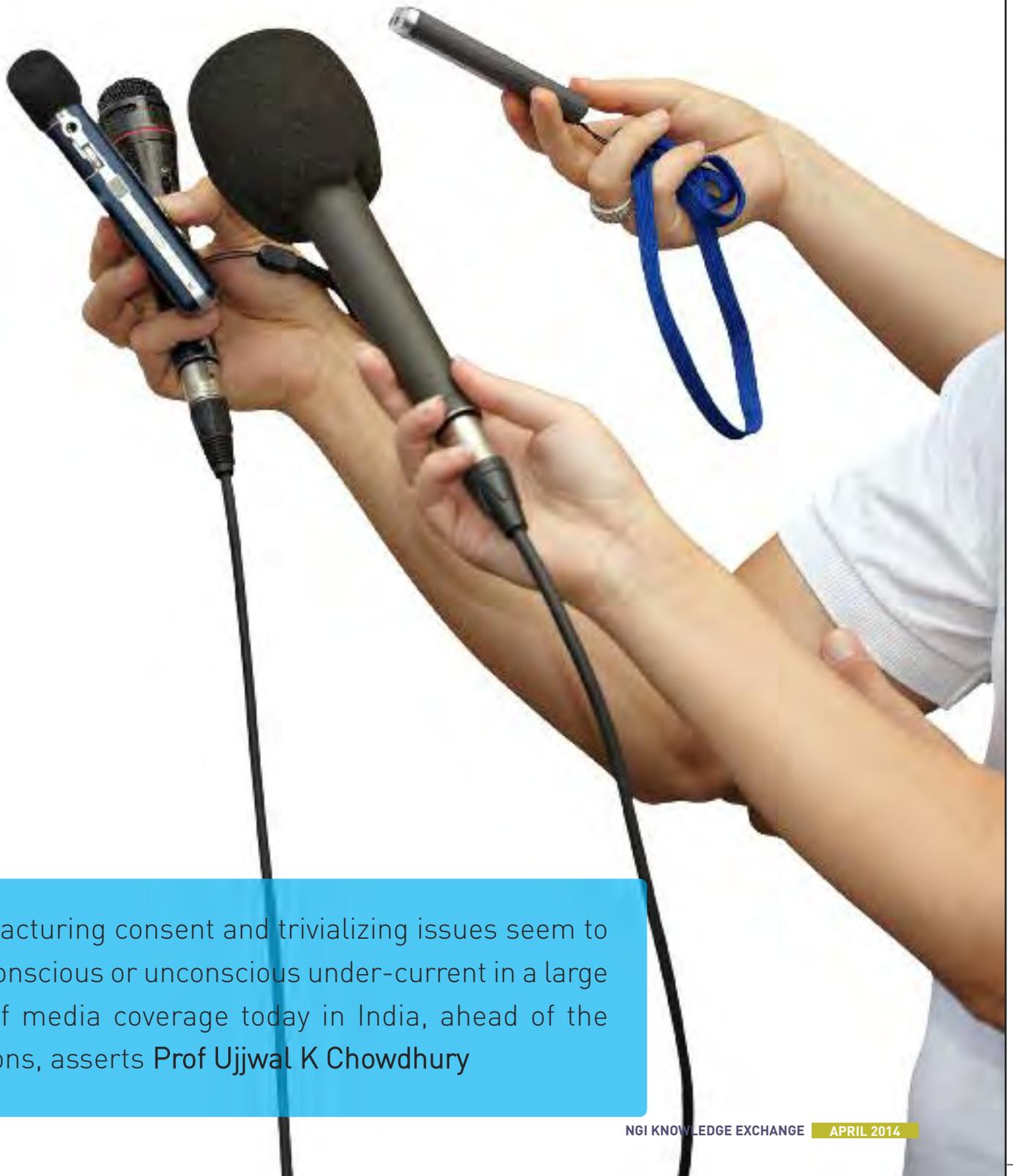
WHAT?



VOTE!



# Manufacturing Consent, Trivializing Issues



Manufacturing consent and trivializing issues seem to be a conscious or unconscious under-current in a large part of media coverage today in India, ahead of the elections, asserts Prof Ujjwal K Chowdhury

Noam Chomsky in his seminal work, *Manufacturing Consent*, writes how communication channels can be used, imagery created, agenda-setting done by media to create or evolve mass consent in favour or against a perspective, a world-view, an outlook, a policy or a personality.

Goebbels, the Propaganda Minister of Adolf Hitler and his right hand man, once said famously, "If I tell a lie, tell it once, tell it ten times, tell it a hundred times, and it becomes a truth."

Manufacturing consent and trivializing issues seem to be a conscious or unconscious under-current in a large part of media coverage today in India, ahead of the elections.

### Varanasi Conundrum

Take for example the first images and stories after the belated declaration of Narendra Modi as the BJP-NDA candidate from Varanasi.

People either in religious attire or in Holi colors were shown from the ghats of Varanasi regaling and rejoicing Modi's coming and the imagery was of instant win when candidature has just been declared. Most of the images were strikingly similar, questions asked were leading ones (like, what are your expectations from a PM-in-waiting being your candidate?), venues were largely the same, and even many faces giving reactions were the same across channels.

Headlines in media after Modi's candidature and Kejriwal's announcement of coming to Varanasi on March 23 to know people's mind were like: Banarasi Babu Modi seeks Kashinath's blessings, while Kejriwal traps the voters again! The motive is clear.

The other news-points at Varanasi now, like two rallies to support Arvind Kejriwal's possible contest here, Samajwadi Party's thought of not putting up a candidate in support of Kejriwal if he contests, the caste and community composition of Varanasi seat where more than 50% of voters are Muslims, Dalits and very backward communities all of whom are not known BJP voters, the reaction of the Brahmins and a section of BJP on Murli Manohar Joshi being shunted out, etc, were hardly reported or discussed.

### Missing Issues

Take another example: of issues being raised in this election, or the lack of it. The four issues of debate in these polls are: 'development model' of Gujarat to be replicated for the nation, collusive and coercive corruption and how they can be controlled, clean politics with transparent funding, crony capitalism and its linkage with inflation.

However, if one looks at the overwhelmingly dominant content, especially in the electronic media, these are the last things on display except in nomenclature.

There have been claims on Gujarat development from both camps: from pro-camp talking about the rise in state GDP and agricultural production among others, and anti-camp citing figures of 800 farmer suicides and Gujarat failing on several human development indices. Media has by and large failed to go deeper into either of these claims.

Corruption has been the recurring issue



Narendra Modi

across the last five years with a huge national movement against it, the epicenter being in Delhi. No in-depth coverage has been there of why, how, when corruption and how to tackle it systematically, legally and through people's participation, except, of course, the good talks on legal tools of combating corruption.

Political funding has been the least talked about area, and so has been media funding even in spite of recent questions raised on both. An open transparent fund-raising dinner of a party in Bengaluru finds a full page and full episode coverage, whereas no questions asked on huge rallies of major parties spending crores including the merchandise and logistics being used in them.

**Corruption has been the recurring issue across the last five years with a huge national movement against it, the epicenter being in Delhi. No in-depth coverage has been there of why, how, when corruption and how to tackle it systematically, legally and through people's participation, except, of course, the good talks on legal tools of combating corruption.**



Arvind Kejriwal

Another almost near silence is in the grey area of crony capitalism and its linkage with price-rise across board. There are instances like advance information to land mafia about development projects in specific locations for them to buy land from farmers in paltry sums ahead of declaration of the projects. There are instances of bank loans being given to large business houses flouting set rules, interest waived off later, and even principal amount payment delayed or partially waived. No stories on these. There are natural resources pricing issues, KG Basin gas apart, which lead directly to inflation. And these instances are not specific to only one party, but of a host of parties, including regional ones. Whoever is the ruler of the day wherever has been resorting to crony capitalism, in bits or in truck-loads.

**Media Choices**

Now let us look at what the media turns into major stories.

Media over the last one month has been obsessed with the change of attire to suit each location of every rally by the only declared Prime Ministerial candidate, no-use of seat-belt by opposing leader touring parts of India, selected rallies being shown in totality with participation angles (as in cases of electronic feeds and still pictures given by BJP and Congress to media for its rallies) while in rallies of others the camera is constant on the face of the speaker and never on the audience. Has any Indian media consumer seen the audience size of AAP rallies in Rohtak, Kanpur, Nagpur and Bengaluru recently? Or of Mamata or Left rallies in Kolkata? Or Mayawati or Jayalalitha rallies?

If Mamata Banerjee had provided that

kind of feed to channels of her Delhi rally, as done by BJP and Congress of their rallies across India, then people would not have known that only 2,000 people had turned up. The media is manufacturing a “reality”, setting the agenda, and then using it to generate a discourse.

Media commentator Shashi Kumar rightly says that when Mr. Kejriwal criticises the media, he does so with the

“Unfortunately when people outside the media criticize us, we have a very thin skin,” editor N Ram said in a recent media meet, identifying hyper-commercialisation and trivialisation as some of the ills plaguing the media apart from the rogue tendencies of media. Stating that it was time to look at the vices that have crept into journalism and not just celebrate the growth of the media, Mr. Ram pondered if the phenomenon of ‘paid news’ is confined to election season alone.

Everything has almost become “momentous and momentary” for the media without any contextualization, particularly in times of the dominance of the electronic media. One can only lament at the manner in which objectivity appeared to have become redundant in journalism; “subjectivity is masquerading as objective”. While TRPs are driving the visual media, the print is allowing television to set the agenda, leading to a “tyranny of the discourse”.

**Uncertain Way Out**

There is no easy solution, anymore than we have for curing cancer. There is surely the need for professionalism and codification of values and practices, but as is evident that self-regulation is not working within the visual media and the Press Council is not just a toothless body but is also infested with representatives from the newspaper industry. There is a need to have something radically different coming from within the profession and the civil society, and perhaps a stronger legal framework. But, one cannot accept blatant State intervention and control of media either.

knowledge that there is antagonism within the public towards the media.

**Paid Media**

Some five years ago, the Press Council commissioned an investigative research by a team led by Paranjay Guha Thakurta on paid media. The team came out with an in-depth work illustrating how even leading media houses are resorting to paid content, elections or otherwise. The Council, under the influence of media owners, suppressed the original report and came out with a much watered-down sham report not naming anyone in particular.





**CAN GRAND  
ADVERTISING  
HELP  
BRAND  
RAHUL??**

Monojit Lahiri investigates...



A shop in New Delhi, selling various Indian national and regional political party flags and campaign materials ahead of elections in India

The art & science of branding – the gurus tell us – was developed to protect products from failure. To create and manage a distinct identity in a mass-production market where parity and me-too products blitzed the shelves & counters. However, it went beyond physicality to represent the core values that the brand promised, so it was about capturing consumer mindscape before marketscape. Celebrated Branding authorities Al & Laura Ries insist that “today most products are bought not sold.” Hence Branding pre-sells a product/service to its target audience. Then why do good products fail? Bad branding! A complex case where, while raising the rewards, it heightens the risks. Today with competition booming, people don't truly believe there's a huge difference between brands, which means subliminal emotional ties connected to purchase intent come into play. Also a very clear, persuasive brand promise based on past performance, present position & future road map, evoking strong passion and faith.

Branding – which is a critical part of Advertising – has, historically, had its fair share of critics and advocates. Arnold Toynbee & John Kenneth Galbraith were at least two luminaries who had no time for it. However, titans Winston Churchill & Franklin Roosevelt thought it cool and supported it. India's political community clearly seems to lean towards ol' Winnie & Frankie and are (presently) busy seeking Gurus, experts, specialists & Brand custodians to manage both Brand building & social media for the big show ahead. The Campaign presently making huge waves and blitzing everyone's radar is the selling of Congress [via Rahul Gandhi] with the signature slogan Har Haath Shakti, Har Haath Tarakki. Its trigger ad Main Nahin, Hum [the first of a 5-6 ad campaign] raised a storm of protest from the BJP camp who accused them of being copy-cat, lifting the slogan from one of their earlier ads ... but that's beside the point [say onlookers] because all is fair in love & war! The important fact to note is that around a staggering 3000 insertions of this ad – along with a mega-blitz on TV – is on the anvil. Powered with an adspend of over Rs.350 crores and navigated by respected & hi-profile Ad Agency Dentsu Taproot, this



# भारत के मज़बूत हाथ

#BharatKeMazbootHaath



हर हाथ शक्ति  
हर हाथ तरक्की

One of the ads of Indian National Congress for Mandate 2014

aggressive brand-building campaign is going hammer n' tongs in its effort to create a solid makeover & establish a people-friendly image that is issues-specific through Brand Rahul: The new, young, dynamic face of India's oldest party! Point is – can this grandiose, ideology-spouting, brand-building exercise help in Damage Control & Turnaround?

Before going any further, a few salient thoughts on the importance & power of image which, today, can outsmart, intimidate, even overwhelm reality. It can make an entire section of people mesmerized on idols, re-iterating the popular truism – Perception is the new reality! It can also, charmingly, air-brush past misdeeds and the opportunistic, hawk-eyed vision combined with deadly cynicism of these Brand builders – analysts inform us – is only matched in today's consumerist, irreverent and self-absorbed times by the credibility accorded by the establishment of intellectuals and loyalists who, clearly & surely, are expected to know better. It is not the sleep of reason – add the analysts – that creates these dangerous images but a sinister environment seduced by science & hi-tech – not truth or justice – which celebrates the success at any cost mantra as its war cry.

How do all these Brand building game-plans play out with the world at large? 32 year old Santosh Parekh, a Sydney-based IT executive – on a vacation to India – gets the ball rolling with a counter question: "To your lead ques-

tion here is my poser – can a paint job turn a jalopy into a Bentley??" He disdainfully dismisses the Congress campaign as "a load of hooey" and invites the Congress guys to learn the art of pulling-power from Na Mo. "Strong, focused, bold & up-front with a solid agenda to propel the nation forward, Narendra Modi epitomizes a brand that guarantees hope, confidence, determination and affirmation – without a Rs.350 crore brand building budget, okay?" Delhi-based Marketing hot-shot Lloyd Mathias comes next, with his POV. "Advertising & Brand building exercises for political heavies is always tricky business because it goes beyond the usual product attributes into personal, individual profiling territory. This is where positioning comes in. Who is he? What does he stand for? How credible is his ideology in terms of past performances & achievements? Why should we believe him? Does he build confidence in us to perceive him as the Man of the moment? What is his USP? Despite being honest, earnest & well-meaning, Rahul Gandhi unfortunately seems to be totally miscast in the role allotted to him because of his total lack of both knowledge and experience. Hence, this campaign appears to be cosmetic, airing fatigued clichés that doesn't really connect with today's India story." Mathias believes that if instead the Brand-wallahs capitalized on his strengths – Youth, real & urgent desire to turn things around, publicly acknowledging the misdeeds of the past, apologizing and promising to turn a new leaf with

the help of youngistan – things may have been better, but this pitch is just hollow, empty [RAJNEETI NAHIN, KAJNEETI NASEEHAT NAHIN, NATEEJA] posturing. Political Commentator Abhinav Kothari agrees. "It looks phony! Look at how AAP made it happen by smartly positioning themselves between the two giants, riding on the aam admi space! See how brilliantly they worked the Social Media to connect successfully with zillions at home and abroad. As it is, Political advertising is a tough ballgame and we haven't yet come of age when compared to the West. P.R. & Social Media are closer home and maybe easier to handle, because fake rhetoric & grandiose claims has no place there." Social Commentator Santosh Desai wraps up the debate with a telling point when he writes that Rahul Gandhi's massively publicized recent interview [with Times Now's Arnab Goswami] "underlined the determined effort he is making to escape the overwhelming reality of the political system of which he is a part. He seems to want to invent a fantasy arena where the empowered young create a new democratized system."

P-h-e-w, not too rosy a picture for Brand Rahul or the Haath honchos, right? The last words however must go to the local wit who suggests "that all is not lost because, in a market culture which can even make Jesus a source of profit, by turning him into a Superstar... Boss, anything goes!!"

# India Trends in Global Business Scene



All of a sudden, 'India' is trending in the corporate world globally. #theindianCEObrigade. Indian CEOs are the flavor of the season - Satya Nadella was recently appointed as Chief Executive Officer (CEO) of the software giant Microsoft. And, the others in this 'Indian CEO Brigade' include - Adobe CEO Shantanu Narayen, Prem Watsa, who runs Fairfax Financial, Deutsche co-CEO Anshu Jain, Pepsi's CEO Indra Nooyi, Ajay Banga of Mastercard, Ivan Menezes of Diageo. The answer may lie in the Indian ethos that is ingrained in Indian management styles, analyses **Shree Lahiri**

What is the reason for 'India' to be trending in the corporate world globally?

#theindianCEObrigade. Suddenly we notice that Indian CEOs are the flavor of the season. If we were to analyze, there must be a reason (or reasons) why so many Indians have not only traced out star corporate careers for themselves in foreign soil, but also have reached the top.

When the Times of India had the screaming headline "India makes a Powerpoint" – the world did sit up and take notice. With Satya Nadella appointed as Chief Executive Officer (CEO), Microsoft, he joined an exclusive, yet growing club of Indian-born managers who run MNCs. The list includes - Pepsi, Deutsche Bank, MasterCard, Adobe Systems, Diageo, Reckitt Benckiser and semiconductor maker GlobalFoundries. And, the latest buzz is about 'the chosen one' for Nokia.

Interestingly, the total size of businesses managed by just 10 Indian-origin CEOs globally exceed the total exports from India, which stood at about \$300 billion in the last fiscal and is estimated to be around \$325 billion in the current fiscal ending March.

**CEOs - India's leading export**

The Time magazine had once termed CEOs as India's leading "export" and even pointed out that the subcontinent could be "the ideal training ground for global bosses".

Human resource experts profess that Indian professionals have truly become global professionals. They believe that the technical skills and the behavioral patterns of Indian executives enable them to adapt easily all kinds of work situations. Plus India's focus on good education has also helped. In India, we see the 'jugaad' factor in action, where we manage to iron out problems and work out solutions.

So, with this emerging trend, it will not



Microsoft CEO Satya Nadella

be surprising that more Indians could rise to top positions at global companies in the near future.

**Fire in the belly – drove the 'brain-drain'**



Ajay Banga of Mastercard

It all started with a search for a better lifestyle that the country could not offer. This triggered off the 'brain-drain' – which gathered force as the years went by.

The starting point was the brain-drain that took away productive workforce from the country. Students reached out to foreign shores to complete higher studies and then kicked off their careers there. They sure had fire in the belly and, all the initiative and drive to create an impact in the careers they chose to tread. What was India's loss became the gain of foreign soil.

The exclusive 'India Club' members are

– Microsoft CEO Nadella, Adobe CEO Shantanu Narayen, Prem Watsa, who runs Fairfax Financial, Deutsche co-CEO Anshu Jain, Pepsi's CEO Indra Nooyi, Ajay Banga of Mastercard, Ivan Menezes of Diageo, Rakesh Kapoor of Reckitt Benckiser, DBS Group Holdings (Piyush Gupta), SanDisk (Sanjay Mehrotra). In fact, top two contenders for the Microsoft CEO role were both India-born. It goes without doubt, that Satya Nadella and Sundar Pichai are highly competent and totally worthy of the coveted slot.

And, hopefully another new entrant will be – Rajiv Suri, the head of Nokia's telecoms network equipment division. He is likely to become the Finnish group's next Chief Executive following the sale of its handset business to Microsoft, according to a Helsinki newspaper report on March 14. It stated that Suri was the strongest candidate to succeed Stephen Elop who is due to move to Microsoft once the 5.4 billion euro (\$7.5 billion) handset deal is closed. The companies expect to finalize the deal by the end of March and the board of Nokia would nominate a new Chief Executive.

**Is there any common thread that runs through their professional situations?**

From Satya Nadella at the helm of software giant Microsoft to Rajeev Vasudeva heading professional services firm Egon Zehnder, there are 13 Indians who are today CEOs of major global corporations.



Adobe CEO Shantanu Narayen



Deutsche co-CEO Anshu Jain

Tracing their backgrounds – origins like birth-place, education, we notice that they vary significantly. They hail from different parts of India. Deutsche co-CEO Anshu Jain was born in Jaipur, Pepsi's Indra Nooyi was Chennai-born. At least three - Nadella, Narayan and Watsa schooled in Hyderabad, a city that was at the centre of a huge IT boom, that witnessed the setting up of Microsoft's first development centre, outside the US. By the time the boom reached full bloom, all of them had departed from their homeland. A few of the CEOs - Nooyi, Ajay Banga of Mastercard, Ivan Menezes of Diageo - went to IIMs (Indian Institutes of Management set up in 1960s, to create a local management elite). Some, like Nooyi, Narayan, Benckiser's Rakesh Kapoor and Nadella, studied engineering. Others, like Jain, Menezes and Banga, are economics and business graduates.

To elaborate, some of them had a base in Delhi, the capital city. Four of them are alumni of St Sephen's College, and interestingly, three of them are also from IIM, Ahmedabad. The four St Stephen's alumni are Ivan Menezes of



Prem Watsa, who runs Fairfax Financial

Diageo, the alcoholic beverages firm, Mastercard's Ajay Banga, financial services giant DBS Group's Piyush Gupta and Vasudeva. Apart from Vasudeva, the others went on to do an MBA from IIM, Ahmedabad.

Anshu Jain, who heads Deutsche Bank, got his bachelor's degree from SRCC after finishing his schooling from DPS Mathura Road, while Rakesh Kapoor, who heads Reckitt Benckiser, studied at Modern School.

Apart from St Stephen's and IIM(A), IIM-Calcutta figures once, with Pepsico chief Indra Nooyi being an alumnus, IIT Kharagpur as the alma mater of Berkshire Hathaway boss Ajit Jain and IIT Roorkee in the biodata of Dinesh Paliwal, who heads Harman International (a firm that manufactures audio equipment for homes and automobiles). Osmania University, Madras Christian College, BITS Pilani, XLRI Jamshedpur and Manipal Institute of Technology all figure once each, with some of these corporate leaders having studied in more than one higher educational institution in India.

Among foreign institutions, the University of California, Berkeley is the only one that crops up more than once with Adobe chief Shantanu Narayan and SanDisk boss Sanjay Mehrotra, both having studied there.

### The answer may lie in the Indian ethos

We should have seen this coming.

'Ethos' is defined by Oxford as "The characteristic Spirit and Beliefs of community/ people" which distinguishes one culture from the other. Indian ethos is drawn from the Vedas, the Ramayana, Mahabharat, the Bhagwad Gita and Upanishads. Right from the Vedic age it was the accepted norm that there are two basic universal truths of life: the essential infinitude and divinity of all souls and the essential oneness and solidarity of universe and all life. Modern science has accepted that in this holistic universe all minds and matters are interconnected at a deeper

level. The basic unity of life cannot be broken. Love, sacrifice therefore emerge as compulsory ingredients for meaningful living paradigms. On the basis of this holistic vision, Indians have developed work ethos of life. They found that all work, physical or mental, managerial or administrative - have to be directed towards single purpose. The manifestation of the divinity in man is highlighted by working for the good of others, for the happiness of others.

The attitude Indians have for life in gen-



Pepsi's CEO Indra Nooyi

eral, is one of community, great patience and good -natured tolerance. This permeates all aspects of the lives of Indians.

### Indian over-achievers celebrate this Indian ethos

In India, the lessons (read:values) taught in school and home, remains with us through our lifetime. The benefits of hard work, the power of humility, respect and empathy are ingrained in us to such an extent, that we carry it to our workplace. Just like the Indian CEO Brigade.

The typical IIM lifestyle was celebrated in Chetan Bhagat-style (Five Point Someone) in the Bollywood blockbuster - 3 Idiots. Whatever the problem in life is, just say to yourself 'Aal Izz Well', chase 'excellence' and success will follow, life is not about getting marks, grades but chasing your dreams - these are the golden rules which 3 Idiots taught you in a light, entertaining way. Golden rules that can alter your life in a big manner, and within in the walls of the board room, it transforms your worklife and how!

So, the answer to these CEO success stories, may actually lie in the Indian ethos and the Indian management styles.

**Indian management style – humble, persevering, future-oriented**

Independent research studies have thrown up certain factors that are typical to Indian management styles and traits that are distinctively Indian managers’ property.

Firstly, a research conducted by St. Gallen University in Switzerland revealed some Indian management truths. The tendency of Indians, who revel in that ‘one big family’ syndrome, to include everyone in activities (whether it is ‘the big fat wedding’ or funeral or a



Piyush Gupta, DBS Group Holdings

child’s birth), to cherish different relationships – are a living testimony to the phrase – ‘Atithi Devo Bhavah’. Even strangers are welcomed to the fold and made to feel at home.

This Indian trait does extend to the board rooms and the corridors of the workplace – as this study reveals. Indian executives are inclined toward ‘participative’ management and building meaningful relationships with subordinates. “The leadership style traditionally employed in India fostered an emotional bond between superiors and subordinates,” the 2004 study said. “The feeling that the company genuinely cares for its employees, provided a strong bond of loyalty that went beyond financial rewards.”

A relevant point is that in this ‘India Club’, there was no one, who had exhib-

ited a dictatorial management style. As if to substantiate this, Nooyi stated, “You need to look at the employee and say, ‘I value you as a person. I know that you have a life beyond PepsiCo, and I’m going to respect you for your entire life, not just treat you as employee number 4,567’.”

Another research study at Southern New Hampshire University in 2007, which compared Indian and US managers, found them to be more ‘humble’.

When Nadella replaced Steve Ballmer at the helm of Microsoft, a major reason spelt out was the high standing that he had with the company’s rank-and-file.

So, it is not by chance that Nadella started his first e-mail to Microsoft employees as chief executive by saying, “This is a very humbling day for me.” This came quite naturally to him.

Perhaps most significantly, Indian managers get to the top because they ‘persevere’. Most of these CEOs actually had

the patience to rise through the ranks, learning the ropes of the business thoroughly, through sheer hard work. And, the process took years. Nooyi joined Pepsi in 1994, Jain took his first job at Deutsche Bank in 1994, Menezes has been with Diageo since 1997, Narayen was hired by Adobe in 1998 and Nadella’s appointment is the crowning glory of a 22-year career with Microsoft.

**The Indian tag & India CEO Club’s winning run should continue**

Empathy, humility, patience and an ability to dream – these may not be specifically Indian, but it is precisely these qualities that appear to have created the exclusive ‘Indian CEO Brigade’ of over-achievers in global business today. And, it is very apt that India is trending in the global business scenario... a trend



Sanjay Mehrotra, SanDisk

that certainly should continue its winning run for some time.

Another finding from the study was that Indians were ‘future-oriented’, focusing on long-term strategies. A fact that was well demonstrated by comments made by some of these celebrated CEOs. Narayen of Adobe said: “If you can connect all the dots between



Rakesh Kapoor of Reckitt Benckiser

what you see today and where you want to go, then it’s probably not ambitious enough or aspirational enough”. And, again in his email, Nadella quoted Oscar Wilde: “We need to believe in the impossible and remove the improbable.”

**The Time magazine had once termed CEOs as India’s leading “export” and even pointed out that the subcontinent could be “the ideal training ground for global bosses”. It all started with a search for a better lifestyle that the country could not offer. This triggered off the ‘brain-drain’.**

# Citizen Teachers

## The Changemakers



Neha Saluja profiles a few common people who have taken the initiative to provide free education to children

The bridge between education and development should have been covered in India, thanks to access to government-run primary schools most of which are located a km from the rural population.

Sadly, the daunting size of the country, an ever increasing population and socio-economic disparity has constantly been an impediment in the success of any educational programme. However, a large section of the population does send their children to government-aided schools as they provide free education.

On the contrary, the quality of education is by and large poor, and holistic development approach is not the primary strategy. While drafting school curriculum for rural and urban poor, the significant aspect that got ignored is the connotation of education in breaking the cycle of poverty and making students informed and socially responsible.

It has been seen that the drop-out rates in government schools have been on the rise. The reasons why children chose to stay out of school are either they are forced by financial circumstances to work, or they find teaching methodology irrelevant. In both the scenarios, the drop-out rates are alarming and needs attention.

According to a former government school principal, Kanchan, the rise in drop-outs are not merely due to negligence of the teaching staff but primarily because of dysfunctional basic amenities in these institutions. Most of the schools lack toilets, playgrounds and libraries. For teaching aids, nearly all schools have a crying need for blackboards, charts, books and other study kits.

The vast framework of government schools leaves little or no scope of personal touch, which is required to make the poor children persist with their education. Lack of commitment on behalf of government bodies to change the lives of these students for better, amplifies the poor school attendance and large scale drop-outs.

Civil society, on the other hand, has identified the issues and shown their will to transform underprivileged students' passive acceptance of predicament to become agents of empowerment. Socially responsible citizens, who have taken up the baton of eradicating illiteracy, with a goal to weed out poverty have a clear vision that there will no alternative to quality offered by them.

Considering the resurgence of education system from our text-book oriented model, India has elevated to the world stage but myriad systemic failures are pulling it back.

The curriculum has to be revisited since education is in a platform where localisation as per world standards would assert our dominance and will lend a helping hand to the child to understand without any difficulty.

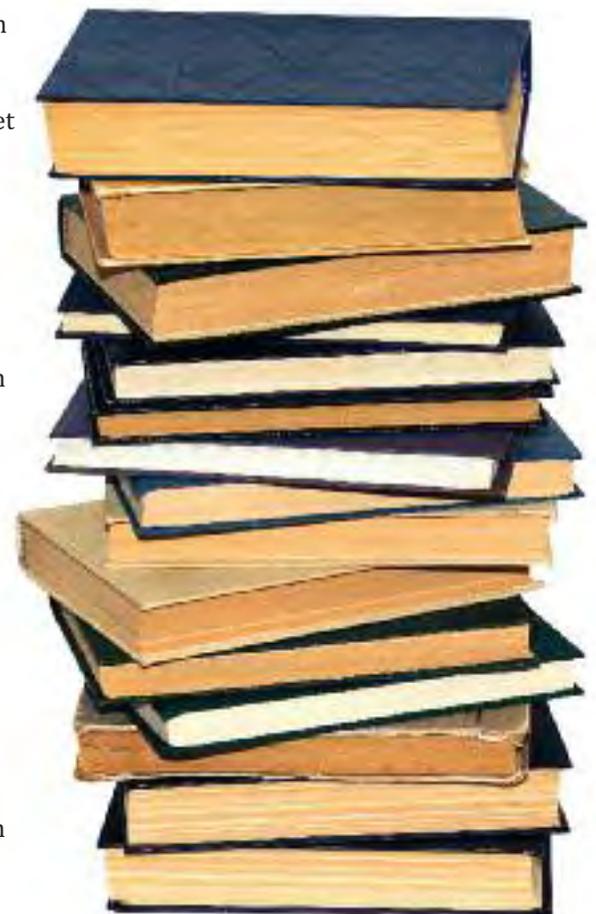
Various novel models have been designed and adopted by Citizen Teachers and Social Organisations in the recent past to make the education more meaningful for the first generation students. Unique blend of academics with vocational training is the need that has been felt by the most.

There are many exemplary examples set by common people who have taken the initiative to provide free education to children. Here are a few case studies:

Saima Hasan, upon graduating from Stanford in 2008, turned down a lucrative career offer from a hedge fund firm in order to help others realise their highest potential. She believes that the combination of education, confidence, awareness and skills training of underprivileged girls can result in the creation of a new generation of talented leaders. Today, she is working towards transforming the lives of more than 4,000 girls from weak socio-economic backgrounds under the aegis of her NGO, Roshni. Their after-school programme provides a range of academic, life and soft skills, and employability training to ensure that bright girls from

underprivileged backgrounds become economically self-sufficient and socially empowered. Roshni's curriculum is based on three years of extensive research and field studies. Its programmes and workshops for girls, their mothers, and government school teachers focus on the development of leadership, life and critical thinking skills, personality characteristics, career and college awareness, and self-confidence.

Saima says, "We focus on learner-centric and activity-oriented strategies that require active participation in activities and discussions. All activities represent or stimulate real life situations that participants are likely to experience in their lives."



Various novel models have been designed and adopted by Citizen Teachers and Social Organisations in the recent past to make the education more meaningful for the first generation students. Unique blend of academics with vocational training is the need that has been felt by the most.



EDUCATING INDIA - A teacher teaching her students in a classroom

Roshni is also running teacher training programmes and has trained over 30 faculty members in Delhi, Uttar Pradesh and Rajasthan. Even government school teachers are participating actively in these workshops and have noticed a difference. "I have been a teacher in government schools for over 20 years, and my experience with Roshni was a defining point in my career. For years, I have followed the standard curriculum and have considered teaching to be just my job but Roshni has changed my outlook towards teaching," said Archana, a social studies teacher at a Pandara Road school in Delhi. She feels that new teaching methodology can really give a new direction to the entire curriculum structuring to help students. She adds that the teacher training programme taught her how to engage with her students in new ways and how to connect the course material with their daily life experiences. When she used this methodology, she was amazed at the discernible change in her students' attitude toward learning. With alumni teaching assistants initiative, Saima has taken a step ahead to offer her students to be a part of Roshni as full-time fac-

ulty members on completion of a one-year training.

Virendra Singh, another citizen teacher, identified poverty as the biggest reason why poor children, especially girls, do not go to school. He has conceptualized an innovative way to attract girl students to join school. He offers them three meals a day, Rs 10 on days they attend school, toilet at home after three years and a bicycle for two years. Singh retired as one of the top associates at DuPont and returned to his village Anoopshahr in Uttar Pradesh's Bulandshahr district in 1999. He worked in the United States for 40 years to start Pardada Pardadi Educational Society for girls. He left his well-paying career in the US to search for his identity as an Indian, who has not yet done anything to bring development in his compatriots' lives.

Sam, as he is lovingly addressed by girls, says that he chose education over all other social issues because in order to improve the living standards of the people, opportunities should be given to all and sundry. He feels socially responsible

people ought to come forward with zero expectation to make others well-informed and self-sustained. No wonder, the moral aphorism holds good — educate a girl, educate a society.

With merely 14 girls in 2000 to 1,200 girls today, Sam has made a difference many lives. At Pardada Pardadi, the curriculum is part-academic and part-vocational. In the evenings, girls are taught English, knitting and encouraged to make handicraft products which are sold in outlets in Delhi and online gift shops.

Sam says, girls' illiteracy is acute in the rural areas of Uttar Pradesh, and it was initially extremely difficult to convince parents to let their daughters come out and study. Girl child education and development has always been considered as an economic problem by the families. Hence, in order to encourage parents Rs 10 for each school attending day was introduced. The amount to the tune of Rs 30,000 is redeemable by each girl after graduating from school at 18 years. This has also helped to overcome the foreseen trouble of drop-outs.

Another restriction to girls continuing their studies in villages is puberty when many girls are forced to drop-out by parents. With no access to toilets and proper sanitation facilities, girls become vulnerable to health issues and ultimately leave school. Hence, the school is well-equipped with utilities and toilets are also made at the house of girls after they complete three years in school. Pardada Pardadi also started rags-to-pads project, a small-scale manufacturing unit to produce sanitary napkins by help of school girls and their female kin. Now, parents see their girls as helping hands, 'son' or 'sun' of their families.

An alumna of Pardada Pardadi says, "Sam Uncle realised that fundamental teaching should be able to provide us roti, confidence to fight for my rights, raise my voice when someone touches me inde-

**Challenges are inevitable and they are bigger and more radical for people who are not born with a silver spoon. Socially conscious citizens can and must strive to splinter the spine of poverty by educating illiterate masses.**

cently. Prominent of all was the quality to inherit to seek answers for the questions which are relevant for my development. And each project is designed with our active involvement, understanding our needs."

Challenges are inevitable and they are bigger and more radical for people who are not born with a silver spoon. Socially conscious citizens can and must strive to splinter the spine of poverty by educating illiterate masses.

**Making a difference**

Roshni was appointed by the Supreme Court of India to serve on a national panel to advise state governments on education and livelihood schemes for the children of sex workers.

Pardada Pardadai conducts numerous extra-curricular classes. Recently Melaine Closs, an American Theatre artiste, spent a month developing theatrical skills of the girls through exploring the themes of understanding of cultures and power of expression.



**EACH ONE TEACH ONE - The Mobile Computer Education Bus**



**TIME FOR**

**TAXES**

Now it is clear that salary credit to non-resident external rupee account is not taxable. The Income Tax Appellate Tribunal (ITAT) who adjudges tax matters, differentiates between 'income' received in India and an 'amount' received in India. This for sure, is good news for NRIs, reports NGI

## Good news for NRIs

Many Non Resident Indians (NRIs) may want to keep their earnings in India, though they may be earning abroad. And, it does happen that Indians who are working abroad are often dragged into lawsuits over taxation on their salary earned in the adopted countries, specially if those incomes are being received in their Indian bank accounts. When their salary comes into India, where it is taxable, what can follow are litigation and long judicial proceedings. And even if a settlement is arrived at, it may often prove to be an irritant for Non Resident Indians.

### ITAT differentiates between 'income' and 'amount received in India'

To make things easier, it is clear now that the Income Tax Appellate Tribunal (ITAT) who adjudges tax matters, differentiates between 'income' received in India and an 'amount' received in India.

Relying on earlier judicial pronounce-

ments, ITAT held that salary income is a 'compensation for services rendered by an employee'. Thus, salary income in the hands of the non-resident employee cannot be taxed in India, if the services are rendered outside India. The place of receipt of the appointment letter is immaterial.

The ITAT rejected the contention of the tax department that the salary amount credited to the bank account in India should be subject to tax. It observed that the employee had a lawful right to receive the salary amount at the place of employment (which is the location of the foreign employer outside India). The ITAT held: "The connotation of an income having been received and an amount having being received are qualitatively different. The salary 'amount' is received in India in this case but the salary income is received outside India."

Under tax laws, the tax incidence is based on the concept of residence,

which in turn depends on the number of days stayed in India. A tax resident of India is subject to tax on his global income. However, a non-resident is subject to tax in India only under two situations, one of them being that income received in India is taxable in India. If an employee has spent less than 182 days in India during the relevant financial years relating to the matter being heard by the ITAT, then he will be treated as a Non Resident Indian.

With 27 million global desis, India is among the leading exporters of manpower, according to latest UN statistics. And, there is a difference between 'blue-collar' and 'skilled' workers. A large majority of them constitute blue-collar workers. The practice of a salary credit either in full or in part to a bank account in India is more common in case of highly skilled workers.

So, NRIs can rejoice at this decision.

*Source – Economic Times*

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YEH NAHI DEKHA TOH KUCH NAHI DEKHA!



Source: chart & following table: Bloomberg

Close:	Index			PE	5 Year PE		
28 Mar 2014	Level	Pts Chg-Day	% Chg YTD	2014/15	High	Low	Avg
SENSEX 30	22,340	+ 126	+5.5%	15.1x	25.6x	9.1x	17.2x
NIFTY 50	6,696	+ 54	+6.2%	14.6x	25.0x	9.0x	17.4x

### BOMBAY : 28 MAR

INR ₹ / USD	\$1=	Rs59.88
INR ₹ / GBP	£1=	Rs99.62
INR ₹ / EUR	€1=	Rs82.35

Indian indices hit another all-time high today. The pre-election rally is in full swing. A mood of cautious optimism has built up that the worst of the economic slowdown is over. Hopes for a stable new Government and unchanged interest rates helps.

### LONDON / NEW YORK : 28 MAR

Many GDRs/ADRs show double digit gains. Among losers Ranbaxy stands out : -19% YTD. ON AIM OPG stands out: +44% gain.

⇒ **In the usual pre-election stock market rally, Indian shares hit an all-time high for a fifth session today.** Persistent and heavy buying by Foreign Institutional Investors (FII) fuelled and sustained recent record highs. FII net purchases are nearly \$3 bn this month, with a shift to domestic companies as they bet that the worst of the Indian economic slowdown is over. Also, hopes have risen that on 1 April the Central Bank will keep interest rates unchanged, as inflation falls. Lower interest rates are important to kick-start the ailing economy. Banking shares in particular have a good run this week after the Central Bank extended the deadline for implementing Basel III capital-raising rules by a year to 31 March 2019. Industry has expressed concern of possible stress to asset quality. With valuations still looking reasonable (15.1x for SENSEX vs 5-year average of 17.2x and 14.6x on the NIFTY vs 17.4x for the 5-year average) the rally is expected to continue once general elections start on 7 April and end on 12 May. Results are expected on 16 May. The business-friendly BJP party is expected to win the most amount of votes for any party, albeit not enough to avoid a coalition Government. Their focus on economic revival and job creation appeals to aspiring voters. However, once again religious and regional forces will fragment and shape election results.

⇒ **Emerging markets had their biggest weekly rise today in nine months. Calm in Crimea and reports of a pick-up in Chinese infrastructure spending aided sentiment.** Statistics from EPRF, which tracks capital flows globally, show that the deluge of outflows away from emerging markets over the last nine months had reduced to a trickle. With signs of a pick-up in buying interest. Our table on page 2 shows that 2013's beaten Asian emerging markets have reversed their performance in 2014, relative to developed markets.

⇒ **Strong capital flows into Indian stock markets ahead of general elections helped the Indian Rupee rise to a 8-month high against the US\$ and Euro and a 4 -month high against the GB£.** Against the US\$ it now again below the 60 level, against the GB£ below 100 and against the Euro below 83. After having one of its worst years ever in 2013, the Rupee in 2014 is up 3.3% year-to -date vs the US\$, up also 3.3% vs the GB£ and up 3.5% vs the Euro. In 2013 the Indian currency touched all-time lows against these currencies. Rupee appreciation is expected to continue until election results.

⇒ **Tesco becomes first foreign supermarket to enter India.** The 50-50 joint venture with Tata's Trent Ltd announced last Friday involves 12 stores retailing a range of merchandise. Tesco's investment amounts to c\$85 mn. The deal is still subject to regulatory approvals. Although India opened the sector to FDI in September 2012 it has been a long time for a deal to come to fruition, with several dead ends. Wal-mart had also been in discussions to enter the market, but has failed to take the plunge.

⇒ **SEBI, India's market regulator, is to delay the implementation of the new Foreign Portfolio Investors (FPI) rules.** This will now come into force from 1 June 2014 and not 1 April 2014. SEBI issued a circular that " Market participants have communicated to SEBI that they are still in process of putting in place necessary systems and procedures to discharge their assigned role effectively". The new FPI regulations were put in place to make registration an easier process and to create a less bureaucratic operating framework for overseas entities seeking to invest in Indian capital markets. The new regulations which will replace the existing SEBI rules for foreign institutional investors (FIIs). The new class of investors, FPIs, would encompass all FIIs, their sub-accounts and Qualified Foreign Investors (QFIs). In a welcome move, SEBI has decided to grant them permanent registration, as against the current practice of granting approvals for one year or five years to overseas investors going into Indian markets. They will be permanent unless suspended, or cancelled by the board or surrendered by the FPI. Good news.

⇒ **The new rules signals an overhaul of procedures to attract more foreign capital into India.** With a high current account deficit India needs adequate foreign capital to fund the deficit. India acts best in a crisis. A simplification in rules for entry and reduction in bureaucracy has been sought for many years. Yet it was the 2013 crisis that finally forced authorities to cut bureaucracy, so as to attract more foreign capital. Overseas investors are to be classified into a newly created Foreign Portfolio Investors (FPI) category as long as their equity stake in a company does not exceed 10%. Investments above that figure by a single investor will come under Foreign Direct Investment (FDI) rules. The number of disclosures that foreign investors need to make will be reduced. FPIs will be classified into 3 categories reflecting their risk profile and KYC disclosures.

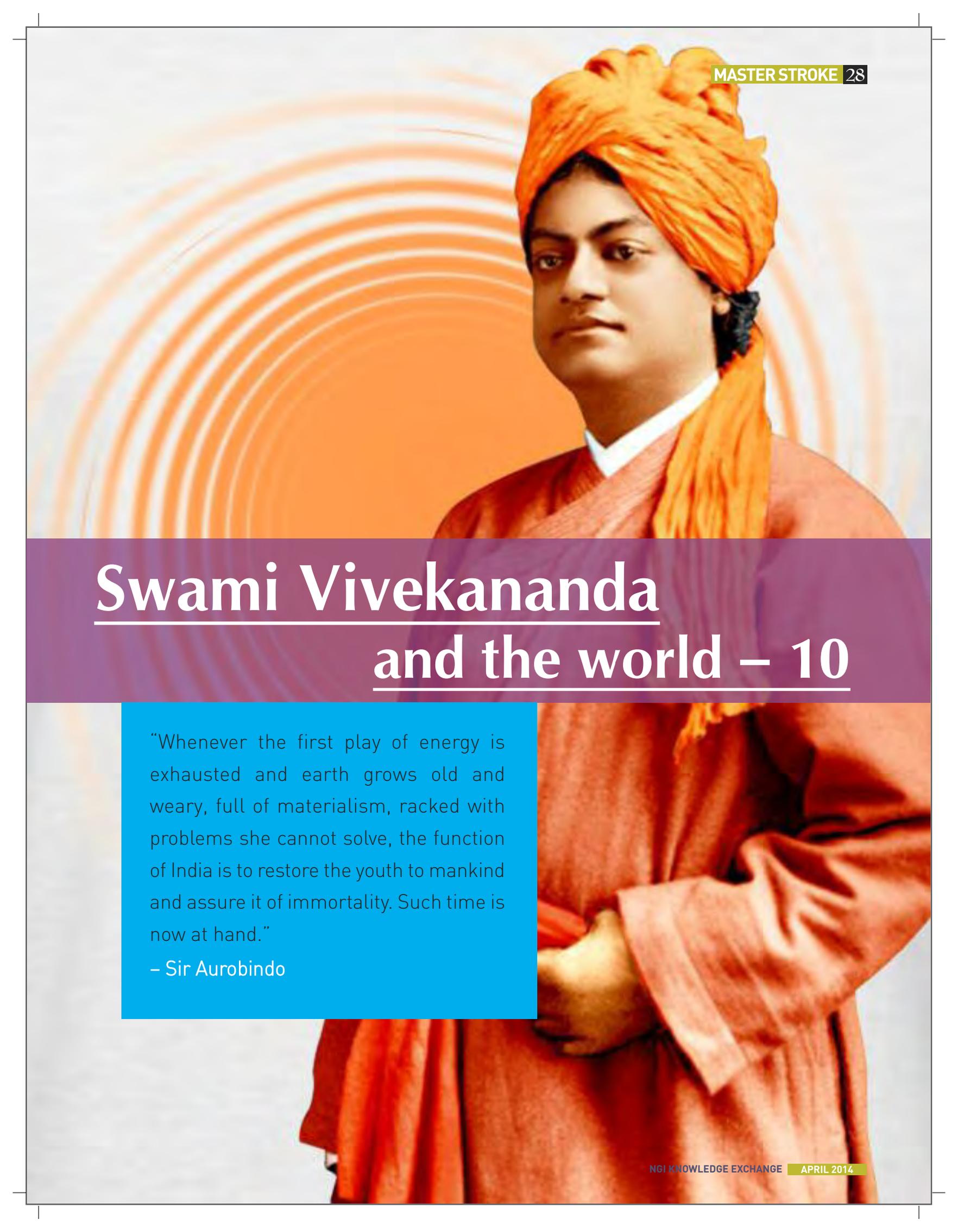


**2014 YTD PERFORMANCE OF ASIA PACIFIC/WESTERN EQUITY MARKETS IN LOCAL CURRENCY, US\$ & GB£**

- The table below shows 2014 returns in local currency and also currency adjusted returns in US\$ and GB£;
- Global markets show a mixed performance. Many are within +/- 5% or flat. Emerging markets have reversed their position this year compared to last year when they lagged developed markets. There are some standouts in Asia - notably Indonesia, India and Thailand, all of which booked solid gains in local currency and also adjusted for US\$ and GB£. Indian shares have staged their customary pre-election rally, chalking up consecutive all time record closing highs throughout the week ;
- After a battering last year, India is the only BRIC country to shine. Russian shares were sold off as a result of the country's involvement in the separation of Crimea from Ukraine and subsequent incorporation into the Russian Federation, while China and Brazil continue to suffer from faltering economic performances ;
- In Asia - Pacific, Australian shares were flat in local currency but gained slightly in US\$ and GB£. Chinese mainland and Hong Kong shares are 5-6% down, while the Taiwan market has been more immune to the sell offs ;
- Japan closed 2013 with a 57% gain but is now dipping into double digit negative territory YTD. In Asia the top 3 gainers are : Vietnam: +18%, Indonesia: +12% and Philippines: +8%;
- In Western markets Switzerland leads with a +2% gain. USA shows losses of 2% (DJIA) and 1% (NASDAQ), Germany's DAX is unchanged and UK's FTSE is -2%.

INDEX PERFORMANCE	Index at 28 March 2014	YTD 2014 %Chg	YTD 2014 %Chg	YTD 2014 %Chg
<b>ASIA PACIFIC</b>		<b>In local Currency</b>	<b>in US\$</b>	<b>in GB£</b>
S&P ASIA CME 50	3,478	- 4	- 4	- 4
MSCI APEX 50	902	- 3	- 3	- 3
AUSTRALIA 200 INDEX	5,367	n/c	+4	+4
CHINA SHANGHAI COMP	2,042	-4	-6	- 6
CHINA SHENZHEN COMP	1,044	-1	-4	-4
HONG KONG HANG SENG	22,066	-5	-5	-6
INDIA NIFTY 50	6,696	+6	+10	+9
INDIA SENSEX 30	22,340	+6	+ 9	+9
INDONESIA JAKARTA COMP	4,768	+12	+19	+19
JAPAN NIKKEI 225	14,696	-10	- 8	-8
MALAYSIA K.L. COMP.	1,851	-1	n/c	-1
PAKISTAN KSE 100	27,116	+ 7	+ 15	+ 14
PHILIPPINES PSEi	6,360	+ 8	+ 6	+6
SINGAPORE STI	3,172	n/c	+ 1	n/c
SRI LANKA ALL SHARE	5,972	+1	+ 1	+1
STH. KOREA KOSPI	1,981	-2	-3	-4
TAIWAN TAIEX	8,775	+2	n/c	-1
THAILAND SET INDEX	1,369	+5	+6	+6
VIETNAM STOCK INDEX	594	+18	+ 18	+ 17
<b>WESTERN</b>				
GERMANY DAX	9,587	n/c	n/c	n/c
SWITZERLAND SMI	8,373	+2	+3	+2
UK FTSE 100	6,616	-2	-2	-2
US D.J. IND	16,323	-2	-2	-2
USA NASDAQ	4,156	- 1	-1	-1
BRAZIL BOVESPA	49,768	- 3	+1	+1
RUSSIA MICEX 10	2,946	- 10	- 17	- 18

Source : Bloomberg



# Swami Vivekananda and the world – 10

“Whenever the first play of energy is exhausted and earth grows old and weary, full of materialism, racked with problems she cannot solve, the function of India is to restore the youth to mankind and assure it of immortality. Such time is now at hand.”

– Sir Aurobindo

“They alone live who live for others, the rest are more dead than alive”

By Kanchan Banerjee

Who Swami Vivekananda really was?

Vivekananda was a soul of puissance if ever there was one, a very lion among men, but the definitive work he has left behind is quite incommensurate with our impression of his creative might and energy. We perceive his influence still working gigantically, we know not well how, we know not well where, in something that is not yet formed, something leonine, grand, intuitive, upheaving that has entered the soul of India and we say, "Behold, Vivekananda still lives in the soul of his Mother and in the souls of her children." Sri Aurobindo, one of the greatest modern sages of India.

It is very difficult to truly understand one of the greatest personalities of this era. As **A L Basham**, said "*It is very difficult to evaluate his [Swami Vivekananda's] importance in the scale of world history.*"

Only way we can know him is to find out his relevance today. For the humanity today his message and inspiration is more relevant than ever before.

The message of a progressive world using spirituality and science to harmonize our evolution to the next level – at the consciousness level – both in individuals as well as in the society.

His caution against intolerance and message of universalism is more important today than any time in history.

His message of fearlessness, true edu-

cation and character building for better societies and world, his ideal of service to all living being as service to God and finally to view the world as a gymnasium where we have to constantly work to strengthen us to reform, to evolve and to achieve the full potentials of a person, a society and the civilization.

Swamiji seeded in modern science the idea of consciousness.

Earlier in the past century, the world was brought out from a religious creation theory based on beliefs by Charles Darwin and then modern physicists and other scientists of the world.

World is yet to get to a point when science will accept consciousness as the cause and not the product of matter and redefine evolution being instrumental to evolve from mere creaturely states to divine states making consciousness as integral part of it where consciousness is substratum and not matter, from which all creation happens.

He also re-introduced India's age old knowledge of the creation and cosmos which Physicists like Carl Sagan and Paul Steinhardt are accepting; this is not the only universe and only civilization and then he pointed to the evolution of societies and minds through long period of time.

Samkhya and other cosmological ideas of India notes the cyclical notion of history and the world is billions of years old and our current civilization may not be the only one on earth, there might

have been many in past and hence it puts a limitation on Darwinian evolution theories as well. These twin knowledge is influencing the evolution as well as the creation theories of the world and a new way of looking at social justice and human evolution via yoga and modern science is imminent.

Julian Huxley noted '*We need to explore and map the whole realm of human possibility*'. He also spoke about the need of a 'science of human possibilities', and that is exactly what the system of Yoga offers, that was introduced to the modern world over a century ago by Swamiji.

The world today has more destructive power than any time in history, not just nuclear weapons but also greenhouse gas and other chemicals and more importantly destructive psyche of demonic proportion due to intolerant, divisive, exclusivist and violent ideologies and beliefs. World needs more food, education, healthcare and energy than ever before to save the civilization from disastrous consequences. Only a true spiritually oriented scientific society can offer that. And that is the message of Swami Vivekananda.

As Sri Aurobindo pointed out in his ideas of consciousness evolution and the future of humanity: '*Evolution is not finished; reason is not the last word nor the reasoning animal the supreme figure of Nature. As man emerged out of the animal, so out of man the superman emerges.*'

**“You, as body, mind, or soul, are a dream, but what you really are, is Being, Consciousness, Bliss. You are the God of this universe. You are creating the whole universe and drawing it in.”**

**– Swami Vivekananda**

Looking to future Sri Aurobindo noted: *“A goal of life, a practice of perfection and a rational, yet binding law of conduct, — these are man’s continual quest, and in none of these demands is modern Science able to satisfy humanity. In reply to all such wants Science can only cry, Society and again Society and always Society. But the nature of man knows that Society is not the whole of life. With the eye of the soul it sees that Society is only a means, not an end, a passing and changing outward phenomenon, not that fixed clear and eternal inward standard and goal which we seek. Of Society as of all things Yajnavalkya’s universal dictum stands; a man loves and serves Society for the sake of the Self and not for the sake of Society. That is his nature and whatever Rationalism may teach, to his nature he must always return. What Science could not provide India offers, Brahman for the eternal goal, Yoga for the means of perfection, dharma for the rational yet binding law of conduct.”*

And perhaps, reintroduction of this future path of mankind is the most important contribution of Swamiji.

On July 4 1902, he left his mortal coil.

On that last day of his life one disciple overhead him whispering: *‘If there were another Vivekananda, then he would have understood what this Vivekananda has done! And yet — how many Vivekanandas shall be born in time!’* He has brought true revolution in our civilization in many fronts. We already

have seen the result of various social and political revolutions in past few centuries and can conclude like him: *‘Political revolution must be futile and disastrous experiment unless there is first a moral and spiritual revolution changing human nature and creating spontaneous love for a just social order’.*

He emphasized on reform within to bring about reform in the societies, a moral and spiritual revolution is what lasts.

*“Self-reform automatically brings about social reformation! Confine yourself to self-reformation. Social reform will take care of itself”*

Awakening the mankind to their inherent freedom and welfare of the entire mankind both in material and spiritual realms which is India’s age old message of Dharma was propagated by him. He ushered in a spiritual revolution and a mission of ‘man-making’ which is to make each human being fearless in the path of evolution.

He said: *“My ideal indeed can be put into few words, and that is: to preach mankind their divinity and how to make it manifest in every movement of life.”*

In a world today, full of crisis – hunger and poverty, health problems & diseases, climate change, violence and conflicts in the name of religion and desire by powerful to control societies, his message of Vedanta is most appropriate today. Recognizing divinity in self and

others will only awaken us to realize:

*“We have seen that it is the subjective world that rules the objective. Change the subject and the object is bound to change; purify yourself, and the world is bound to be purified.”*

So, to make the world a better place to live each inhabitant needs to become better, and his life’s mission was to preach to everybody about making of ‘man’ whereby each individual would recognize their divinity, become fearless, become better everyday – that is the only sure path to transform our world, to a better one.

And that’s why Gandhiji said: *‘Be the change you want to see in the world’.*

‘Each soul is potentially divine’ – this divinity is not a dogmatic religious idea, but it stands for wholeness and unity with the entire existence, it manifests in freedom and evolution of each living being from the lowest manifestation to the supreme Brahman and that is the goal is the goal of the universe. He adequately presented to us the means and path to achieve this highest goal of our civilization. We can only go back and study his life and message to find the direction.

As Mahatma Gandhi said: *‘Vivekananda’s words do not need introduction from anybody; they make their own irresistible appeal.’*

Christopher Isherwood also said *“The best introduction to Vivekananda is not to read about him, but to read him.”*

He left the mortal world, but left hopes for mankind. He promised:

*“I will be born a thousand times and bear a thousand miseries if I can but help one suffering being to gain liberation.”*

And again,

*“I will come back again and again until all the beings of the world know that they are one with Brahman.”*

**Thoughts of Power**

Let us read some of his powerful thoughts and utterances:

“Whatever you think, that you will be...If you think yourselves weak, weak you will be: “If you think yourselves strong, strong you will be.”

“Get up, and set your shoulder to the wheel - how long is this life for? As you have come into this world, leave some mark behind. Otherwise where is the difference between you and the trees and stones? - they too come into existence, decay and die.

“What makes you weep, my friend? In you is all power. Summon up your all-powerful nature, oh, mighty one! and this whole universe will lie at your feet. It is the Self alone that predominates and not matter. It is those foolish people who identify themselves with their bodies that piteously cry, 'Weak, weak, we are weak'.

“No need of looking behind. Forward! We want infinite energy, infinite zeal, infinite courage, and infinite patience; then only will great things will be achieved.

Vedanta recognizes no sin, it only recognizes error; and the greatest error, says the Vedanta, is to say that you are weak, that you are a sinner, a miserable creature and that you have no power and you cannot do this or that.

“Strength is life, weakness is death; strength is felicity, life eternal, immortal! Weakness is constant strain and misery. Weakness is death. Let positive, strong, helpful thoughts enter into your brains from very childhood.

“We can see that all the difference between man and man is owing to the existence or non-existence of faith in

**Truth, purity and unselfishness - wherever these are present, there is no power below or above the sun to crush the possessor thereof. Equipped with these, one individual is able to face the whole universe in opposition.**

**– Swami Vivekananda**

himself. Faith in ourselves will do everything. I have experienced it in my own life, and am still doing so; and as I grow older that faith is becoming stronger and stronger.”

‘Stand up, assert yourself, proclaim the God within you, do not deny Him! Too much of inactivity, too much of weakness, too much of hypnotism has been and is upon our race. The way to do that is found in your own sacred books. Teach yourselves, teach everyone his real nature, call upon the sleeping soul and see how it awakes. Power will come, glory will come, goodness will come, purity will come, and everything that is excellent will come when this sleeping soul is roused to self-conscious activity.’

“All power is within you; you can do anything and everything. Believe in that, do not believe that you are weak; do not believe that you are half-crazy lunatics, as most of us do nowadays. You can do anything and everything, without even the guidance of any one. Stand up and express the divinity within you.”

“Each soul is potentially divine. The goal is to manifest this divinity by controlling nature, external (via material sciences) and internal (via spiritual sciences). Do this either by work, or worship, or psychic control, or philosophy - by one, or

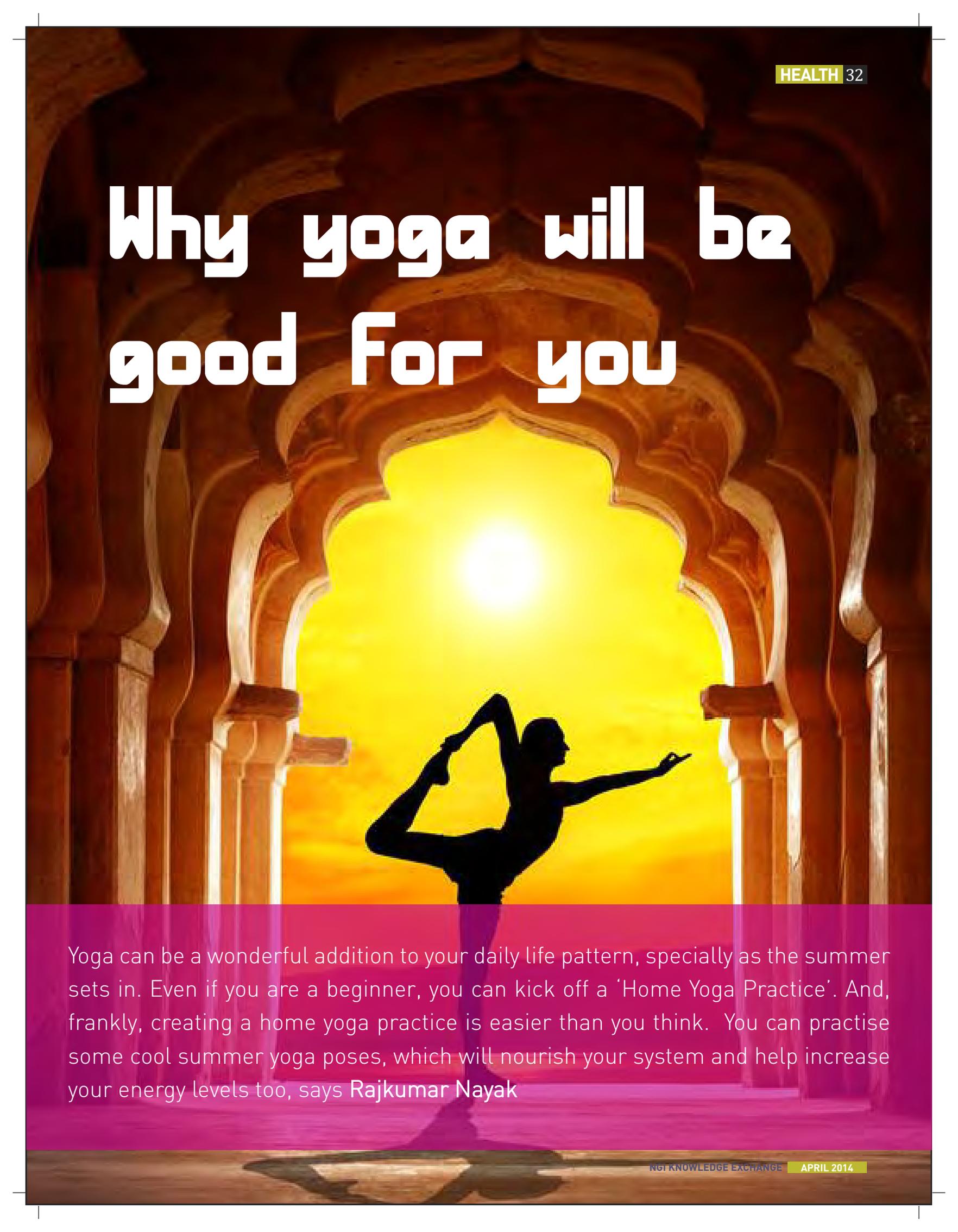
more, or all of these - and be free. This is the whole of religion. Doctrines, or dogmas, or rituals, or books, or temples, or forms, are but secondary details.”

“The solution to all human problems is in man's becoming Man (with capital 'M') in all his dimensions, by manifesting his divinity. Problems are understandably many. But the solution is one -- to become the new kind of man, who being simultaneously scientific and spiritual eventually becomes free. It is this new man, pure in heart, clear in brain, unselfish in motivation, who works in a balanced manner with his head, heart and hand, who has shed all his smallness and illusions, who has experienced unity of existence in his expanded consciousness -- this selfless, spotless and fearless man of character, enlightenment and love, is the hope of the world.

Hope is not in more machinery, wealth, politics of cleverness and power. The world is looking forward to the coming of this new man -- who is aware of his own divinity and is always anxious to discover and worship the same divinity in all others -- in ever increasing numbers.”

*(This is the last part of 'Swami Vivekananda and the world' which has been 10 parts)*

# Why yoga will be good for you



Yoga can be a wonderful addition to your daily life pattern, specially as the summer sets in. Even if you are a beginner, you can kick off a 'Home Yoga Practice'. And, frankly, creating a home yoga practice is easier than you think. You can practise some cool summer yoga poses, which will nourish your system and help increase your energy levels too, says **Rajkumar Nayak**



Matsyasana

April, says the famous poet T S Elliot, is the cruellest month. We notice that the daylight is lasting longer. The coolness has vanished. The mercury soars, and we realize that summer has indeed set in. Time has come when we sweat, fret and fume as the hot sun scorches everything in sight. Soon fans will not be sufficient to cool our homes and we will have to give in to air-conditioners, a consumer durable that few Indian homes can do without today. For only then can you feel really relaxed. It is pertinent to say, at this point, that adopting yoga in summer is a great way to alleviate the daily life's imbalance. Yoga is the appropriate answer to many a health problem and what's more – it keeps you in great shape and in the pink of health! In every walk of life, yoga helps to get rid of hyperacidity, heart burn, skin rashes, and digestion issues. It is said that Ayurveda is a sister science of yoga and they go hand in hand.

**Explore yoga for overall well-being**

From gentle to challenging, the practise of yoga in summers is always cooling, relaxing and exhilarating too. As the season evolves, our body cycle goes through an organic degeneration - changing the flow of hormones

and internal immunity. These sudden

In your yoga routine, there should be enough unfazed postures to reign in the angst, anxiety and agitation that exists today, in every walk of life. In general, all forward bends, side stretches, twists, backbends that stretch muscles in your stomach will be beneficial. The calmer the exercise, the less tor-

menting it is to the body, mind and soul. If you play soothing music, it can be helpful, as well.

**Yoga for balance**

Although you know that your body will evolve

and will cope with these changes naturally, there's nothing to lose if you club some simple tweaks into your daily workout pro-

highs and lows are usually influenced by the climate change: hours of daylight, weather patterns, season-inspired activities and foods that are abundant at particular times of the year.



Paschimottasana

gramme. This will support the transition and make your body adjust more suitably to the season that steals upon you, as it were.

The long, sweaty summer months bring in sultriness and heatwaves galore; and the high energy of the summer days radiate with a high vibrancy. To balance the warmth and energy of the summer season, you should aim to cultivate the opposite environment inside your body —so that it remains cool and calm.

Even if you are a beginner, you can kick off a 'Home Yoga Practice'. And, frankly, creating a home yoga practice is easier than you think. Here are some cool summer yoga poses, which will nourish your system and help increase your energy levels. Just include them in your daily routine:



Surya Namashkar



Bhujangasana



Utthita Parsvakonasana

**Bhujangasana** (Cobra Pose) and **Dhanurasana** (Bow Pose) – They activate and support healthy thyroid gland function that is responsible for internal temperature regulation and metabolism too. A better functioning internal thermostat will make the torrid weather more tolerable.

**Matsyasana** (Fish Pose) – It is told that **Matsyasana** is the “destroyer of all diseases.” It stretches and stimulates the muscles of the belly and front of the neck; and also stimulates the organs of the stomach and throat.

**Utthita Parsvakonasana** (Extended Side Angle) and **Trikonasana** (Extended Triangle) – are good examples of side stretches. Side stretches stimulate the abdominal organs; help relieve stress; improves digestion; and can be used to remove stress.

**Paschimottanasana** (Seated Forward Bend) and **Pada hastasana** (Hands to Feet) – all forward bends calm the brain and help relieve stress and mild depression. It also stimulates the liver, kidneys, improves digestion and relieves headache, anxiety and reduces fatigue.

**Chandra Namashkar** (Moon Salutations) - These are a variation of your Sun Salutes. If you want to do regular Sun Salutations (**Surya Namaskars**), then you can try to walk forward rather than jump forward to maintain the low vibratory feeling. You can resort to Moon Salutations or do Sun Salutations early in the morning for a re-energizing effect to the whole body.

All of these postures extend a calming wave through the nervous system and they also help in the body’s attempts to self-regulate.

### Breathing exercise matters

After you complete your **asanas**, weave in the following cooling **pranayama** (breath work). **Shitkari Pranayama** cools the body and quenches the thirst. Read on to lift up your energy levels in life:

#### Steps

- Fold the tongue so that the tip of the

tongue touches the upper palate

- Draw in the air through the mouth with the hissing sound "SSSS". The air flows over your tongue.
- Now, bring your tongue inside the mouth and retain breath as long as you are comfortable
- Exhale slowly through both nostrils

#### Practice

- Do this **pranayama** 10 to 20 times
- **Shitkari pranayama** can be done while standing/ walking also
- You can practice this **pranayama** in the morning as well as in the evening during the summer season

#### There are many benefits

- Purifies blood
- Quenches thirst
- Cools body
- Makes you more beautiful
- Reduces high blood pressure
- Helps to cure acidity, indigestion and fever
- Reduces the effect of poison, snake bite

#### Food cools as summer heats up your body

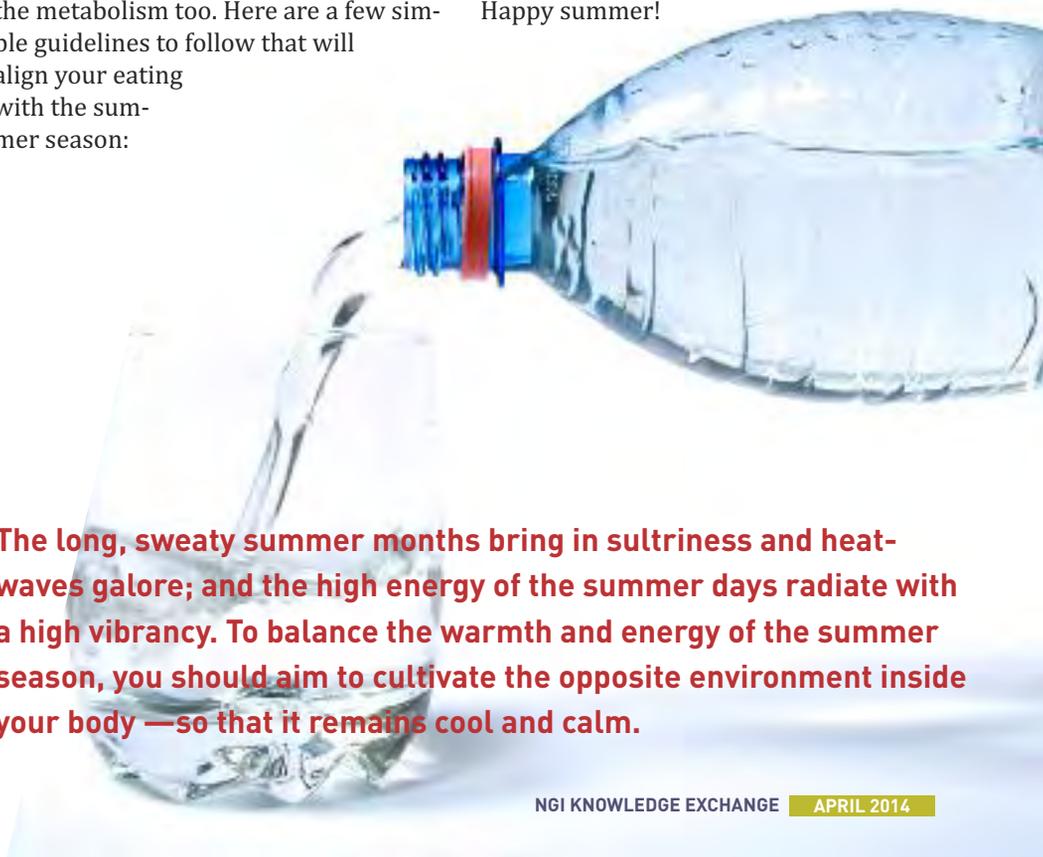
Some food items should always be in your diet plan, for they are important ingredients to balance your body and the metabolism too. Here are a few simple guidelines to follow that will align your eating with the summer season:

- Eat vegetables and fruits that have high water content: melons, cucumbers, and leafy greens.
- Keep things light and cool — enjoy foods that aren’t dense/heavy and that you don’t need to cook for very long, perhaps even things you don’t have to heat up at all before eating. Avoid oil-fried items.
- It’s easier to get dehydrated during the summer months. Try drinking electrolyte-enhanced water. If you ever feel like your body is getting over-heated, coconut water is very cooling for the body.
- Incorporate herbs and spices that reduce the heating effect including mint, fennel, lemon grass, cumin and coriander.

Nature is the best leveller. Although your body will automatically move to balance itself out as the seasons shift, it is always beneficial to offer a little assistance – ie introduce the gentle art of yoga into your daily life.

But ,you must get the practice right. Spend quality time in every **asana** and try to make really slow smooth transitions from one **asana** to the next one. Pay attention to the way your body moves and the way each **asana** makes you feel. Always trust your instincts and always do what feels right for you. Happy summer!

**The long, sweaty summer months bring in sultriness and heat-waves galore; and the high energy of the summer days radiate with a high vibrancy. To balance the warmth and energy of the summer season, you should aim to cultivate the opposite environment inside your body —so that it remains cool and calm.**

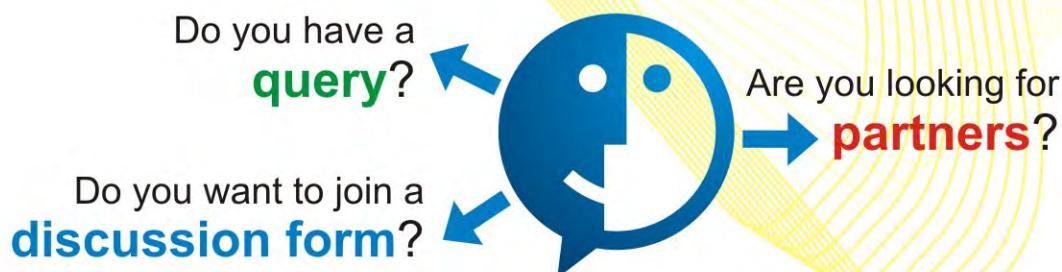




Confederation of Indian Industry

## Expanding the **Economic Engagement** of the Indian Diaspora with India

Overseas Indian Facilitation Centre (OIFC) is a not for profit public private initiative of the Ministry of Overseas Indian Affairs (MOIA) with the Confederation of Indian Industry (CII). It was set up in the year 2007 to facilitate NRIs/OCIs/PIOs in their economic engagement with India.



### OIFC Facilitation Services



Query addressal of Overseas Indians



End-to-end facilitation services through hand-holding investors



### Global India Network of Knowledge (Global-INK)

Global INK is an online platform for knowledge exchange between Global Indians and their counterparts in India, in the areas of Environment, Healthcare, Science & Technology and Innovation. Visit [www.globalink.in](http://www.globalink.in) for more details.



### Overseas Indian Facilitation Centre (OIFC)

(c/o Confederation of Indian Industry)  
249 F, Sector 18, Phase IV, Udyog Vihar, Gurgaon - 122015, Haryana (India)  
Tel: + 91-124-401 4055 • Fax +91-124-430 9446 • Email : [oifc@cii.in](mailto:oifc@cii.in)

# South Indian Dishes Tickle Malaysians' Palate

Despite making up for only 8% of the Malaysian population, the Indian community has hugely influenced the country's cuisine and food culture. **Rohit Kumar** reports about the emergence of street food and mamak culture and the array of mouthwatering dishes they offer





A glimpse of Hameed's Nasi Kandar in Kuala Lumpur

Malaysian food for the most part is inspired by south Indian cuisine, which refers to eating habits in the four southern Indian states of Andhra Pradesh, Karnataka, Kerala and Tamil Nadu. The influence can be traced from erstwhile Malaya, years before it gained Independence. Hence, it is not surprising that Indian culture has permeated into all aspect of Malaysian lives, including its cuisine.

### Strong Indian culinary influence

Apart from being a permanent fixture in the food culture in everyday Malaysian life, Indian cuisine had a strong influence on traditional Malay cuisine resulting in the popularity of Malay-styled curries. Malaysians have learnt to embrace Indian cuisine in all aspects of their life, which is evident in the mushrooming of 'mamak' or 'Indian Muslim' restaurants and stalls in Malaysia. A true Malaysian loves street food, especially in Kuala Lumpur and

Penang, where a myriad of street stalls including Indian ones selling appam, mutton and fish head curry (although some doesn't categorize them in the street food category) can be found. They embody dishes that are uniquely Malaysian or simply adapted to Malaysian palate.

Fish head curry is a typical Indian food. Believed to be originated in Tamil Nadu, the dish is a fish curry which uses only fish head as opposed to the whole fish, as the main ingredient. Fish head curry, believed to be from Chinese and Indian roots, is a semi-stewed fish head, usually a red snapper (or Ikan Merah in Malay) with assorted vegetables such as brinjal, or commonly known as eggplant. Malaysia's fish head curry is similar to Singapore, but its unique quality can be seen in the local influence as it adapts to the local palate. In Kuala Lumpur, there is abundance of restaurants and stalls selling fish head curry in Brickfields and

Bangsar, as these towns are heavily populated by the Indian community. Located at about four km away from the City Center, tourists can go to a stall in Lucky Garden in Bangsar, famous for its must-have fish head curry. Owner Anuar Zainal, 56, said the fish head curry is adapted to local appetite and uses Malaysian-made spices such as aniseed, poppy seed, turmeric, curry spice and some sworn off secret ingredients. Claiming the recipe originated from Tamil Nadu, Anuar's curry is adorned by pickles and served with rice and bean sprouts with soya sauce as the side dish. "The popularity of fish head curry here is attributed to Indians' vegetarian ways, and besides their familiarity with cooking Muslim foods. "The dish's cooking style is similar to Muslim Indian cooking," he said, adding his cook hails from the Tamil Nadu to maintain the dish's authenticity.

## South Indian style of cooking holds sway

The introduction of south Indian style of cooking began when majority of migrants – mostly Tamilians, Malayalis and Telugus – came during the colonial era of Malaya. These dishes were embraced due to similarities including the fact

that Tamilians eat more rice much like the majority of local Malays. Anuar, who was born in south India, and of TAMILIAN descent, has been living

in Malaysia for more than 10 years, said: “What’s more interesting is that the fish head curry is hardly heard of in India. In KL, the dish gained its popularity in the 1980s with the opening of specialized restaurants in Bukit Bintang and Central Market, before expanding throughout the City Center and later the entire nation.” Tourists can enjoy the fish head curry in his stall from RM30 on a good day, but the price range is dependent on fish head’s market price. You would not be disappointed as the curry is not only delicious; it is also healthy as there is no coconut milk or other dairy products. Another Indian street food embraced by Malaysians is the sweet appam or appam. It is available in most parts of Kuala Lumpur and more commonly available in areas populated by Indian community. Here, the outlets selling sweet appams usually offer three varieties, plain appam, sweet appam (infused with white sugar) and brown sugar appam. Generally, appam is a common breakfast dish in South Indian and Sri Lankan cuisine, known as chitau



Appam



Fishhead curry, Ikan Merah

Pitha. In different places in India, appam took many shapes and were eaten with a variety of condiments including egg and honey. In south Kerala, for example, it is served with with kadala (chickpeas) curry mutton. One that was a popular hit among Malaysians is the plain appam. It is a bowl-shaped thin pan-

cakes made from fermented rice or idiyappam, yeast salt and a little sugar. The outer rim was crispy and brownish color but soft and moist in the centre. As it is fairly neutral in your palate, it can be eaten with a wide variety of condiments but a

common condiment for Malaysians is coconut milk besides spicy condiments and curry. Most appam cost between MYR1 and MYR2 in hawker stalls, a bargain for such appetizing dessert. Less than 2km from Bangsar, the Brickfields district is a haven for Indian food, also known as Little India here due to a high percentage of Indian residences and businesses. One of a favourite treat here is the assortment of ‘wedding’ dessert of South Indian origin such as Mysore Pak, Jaggiri, Barfi and other dessert such as string hoppers (putu mayam), available for only MYR 1 each. Sri Kortumalai Restaurant in Brickfields offers a range of these desserts sold in a small stall in the eatery. One of the ‘in-demand’ dessert is Mysore Pak, believed to hail from Karnataka, and made from ghee (clarified butter), sugar and gram flour. According to a fable, the name Mysore Pak came from the ‘fact’ that the dessert first made from the kitchen of Mysore Palace, where the delicacy was preferred by royalties. Another famous dessert Barfi or Burfee, a yellow and rectangle in shape, is a sweet confection made from condensed milk and cooked with sugar until it solidifies. Jaggiri (or Imarti), is probably the most vibrant in color of orange and taken a circular shape, much like a tangled springs. Made of wheat flour here, the dessert from Rajasthan is

sometimes made by deep urad flour batter and usually a very sweet dish. Sugar syrup and saffron is added for color. In south India, this sweet is served after a meal and also popular at weddings and festivals in Pakistan. Kolukatai or sometimes called Kozhakkattai is another must-have sweet. The looks might not be appetizing, in white, stretched oval shape dough but it is a popular sweet dumpling made from rice flour batter mix with dhal and nuts.



Chitau Pitha

Some of Malaysian Indian cuisines are of Sri Lankan origin. The cuisine, due to its proximity with South India, show some influence of the latter yet in many ways quite distinct. One of the example of Sri Lankan cuisine in Malaysian



Chicken Biryani

streets is the string hoppers or widely known as putu mayam here. It is usually served mainly for breakfast or dinner and often accompanied by lunu miris, a mix of red onions and spices. The batter for string hoppers is similar to appam but more thickened like dough, which is pressed through a sieve to make a vermicelli-like rice noodles. These are steamed, and slightly infused with aromatic pandan leaf for flavoring and served with grated coconut, jaggery, or more often a Malaysian favorite, locally made palm sugar called gula Melaka.

**Recipe of Mustafa's putu mayam still wrapped in mystery**

The dessert is not only well-liked in Malaysia, even Indonesian and Singaporean also fancy the dish. What's unique about the Malaysian putu mayam is that it is commonly sold as street food and some vendors still sell it door-to-door. The sweet corner also offers a various kind of string hoppers (putu mayam), including putu mayam ragi (putu mayam with millet), which is brown in colour and those with pandan leaves and mint flavors. Confectionery-maker Jowharali Mohd Mustafa claimed his putu mayam is of the best quality



Kollukatai



Lunu Miris

in the country. "It is the way it is prepared. Our rice flour dough is soft like cotton. This sweet is very tasty and can last up two days from the day it's made," he said. The putu mayam recipe originated in Sri Lanka, and later adapted to Malaysian taste. However, he declined to share the recipes as it a family heirloom and has been handed down for generations. Mustafa, 60, said the desserts sold at his stall are enjoyed by all races, including the Malays and the Chinese --- the two predominant communities in the country. "Most Chinese who fre-

quented the place know about these desserts better than their Indian counterparts and really enjoyed them. So far, we have received an overwhelming response from all communities," he said, also claiming to



Idiyappam

Malaysia. Located in Brickfields, dubbed as Little India, the restaurant that has been operating for more than 12

years has been visited by the who's who and top-ranking officials, including former Prime Minister Tun Abdullah Badawi and Prime Minister Datuk Seri Najib Razak. The famed 'mamak culture' throughout the nation and later the opening of a host of 24-hour mamak restaurants has created a bustling nightlife, where people hang out to meet their friends or watch football matches. 'Mamak' restaurants typically serve fried dishes, variety of naan bread, nasi kandar, briyani and various types of paratha. Paratha or locally known as roti canai comes in various flavors and styles in Malaysia. Roti means bread in Hindi, Urdu and Malay.

bear the best quality amongst the 150 vendors in the Malaysian capital. The restaurant, which houses the sweet stall, mimics thousands of mamak restaurants mushrooming in

Janggiri



**Malaysia's fish head curry is similar to Singapore, but its unique quality can be seen in the local influence as it adapts to the local palate.**



Topi Tosai



Mysore Pak

paratha does not have that many varieties available in Malaysia. Although paratha was sold there, it was not like in Malaysia where a lot of flavor and style were created to adapt to Malaysian taste like roti pisang and roti sardin. This is because multi-racial Malaysians look for good food and prefer varieties and varied tastes daily," Mustafa said. Besides, the mixture is essential to the making of a good roti canai, which includes ghee, sometimes substituted with margarine or butter, flour and other ingredients where the dough must be properly mixed and be kept to rest for a day. The roti tisu (tissue bread), however, is a bit different in its preparation. While using the same dough as paratha, it will be spread very thinly. The 'bread', which is crispy and flaky on the outside, is usually served sweet, with sugar or condensed milk. Some serve plain, to dip in dal or curry, just like roti canai. The restaurant is also famous for its topi tosai, shaped like roti tisu but using thosai mixture, made from rice batter and black lentils. Paratha and tosai were sold for less than MYR 5. Malaysia's flamboyant street culture will always be the heart and soul of its various cuisines, including Indian, an attraction as unique as the country of the diverse communities, culture and heritage.

**What's unique about the Malaysian putu mayam is that it is commonly sold as street food and some vendors still sell it door-to-door.**

**Demystifying `canai'**

'Canai' in Malay means to roll out dough. Usually, the dish composes of dough containing copious amounts of fat (mostly ghee), egg, flour and water, which will be kneaded thoroughly, flattened, oiled and

folded repeatedly before being twirled or spread into a thin shit and cooked on skillet. There are many variations of roti canai -- either sweet or savory such as roti telur, roti pisang, roti planta, roti sardine, roti tisu to name a few – that can only be found in Malaysia. "In India,



Roti Canai



Puttu Mayam

# A Tourist Guide to GUJARAT



What better way to celebrate than by visiting the state which is known to be synonymous with the tradition? asks **Rohit Kumar**

The experience of traveling by ferry, the local public transport and the short 15-minute journey into the distance to Bet Dwaraka from the Okha Port Jetty was a complete spirit-lifting experience. The ferry service, though operated by local people, is deftly managed under the watchful supervision of the Port Authority.

Gujarat Brand Ambassador Amitabh Bachchan

My friends and I had a long cherished desire to visit Gujarat, which boasts of holy places like Dwaraka and Somnath. Hence, this summer we decided to do something quite unusual. We opted for a 'zindagi milegi na dobara' experience with a twist and visited Gujarat, the land that prides itself in holding that inseparable identity of the Garba dance and the dandiya raas.

We decided to hit the trail and visit holy temple towns of Dwaraka and Somnath, along with Porbandar, Rajkot, Sasan Gir, and Ahmedabad thrown in for a good measure.

Rajkot was our base for the arduous journey ahead by an air-conditioned Scorpio.

#### DAY 1:

We landed in Rajkot on April 2nd in the evening and stayed at Hotel Samrat. We went for buffet breakfast at Hotel Sarovar Inn next door, and the spread was sumptuous.

We visited the Lang library and the Watson Museum. The library takes the cake. We entered expecting it to be empty and derelict as libraries usually are and to our pleasant surprise found all seats to be occupied. There were at least 40 patrons -- all male and mostly above 40 --- though I did spot two young boys with their heads bent over a huge tome, all reading newspapers. The sound of the slow fans whirring overhead, the wood paneling, the smell of old musty, books and the light

the filtered in from the high windows made it appear almost a set out of the 1920's.

We were in the old part of the city and it definitely radiates a certain charm. For dinner we went to The Grand Bhagwati, whose delicacies suited our budget, and then went over to the newly-opened Jadoo's, which was all hype no substance; and saw the complete new face of Rajkot with high-rise apartments and long rows of swanky shops and NRI colonies. There was also a 'drive-in' theatre. According to our driver, Jignesh, girls go out for the 11 pm movie show and then drive back at 1 am back home on their scooters without any qualms about safety.

**DAY 2:**

This next day we were to embark upon the most difficult and longest leg of the journey for Dwaraka, the next destination in our itinerary. Dwaraka is situated in the Saurashtra peninsula on the west coast of Gujarat and is said to be the kingdom of Lord Krishna. It is an important pilgrimage centre and is associated with the life of Lord Krishna. It is said that after slaying Kansa, the enraged father-in-law of Krishna, Jarasandha (king of Magadha) along with his friend Kalyavan attacked Mathura 17 times. For the safety of his people, Lord Krishna left his abode at Mathura and traveled with the entire Yadava community to the coast of Saurashtra, where he founded a town and named it Swarnadwarika. Since, Lord Krishna renounced the war at Mathura for the good of his people, he is also known by the name, Ranchodrai.

Dwaraka is renowned for the Dwarakadheesh temple. The Dwarakadheesh temple dates back to 2500 years. It is believed that Vajranabh, Lord Krishna's successor and great grandson built the present temple. It is believed that the temple was erected in one night by a supernatural agency. The legend says that when Lord Krishna was dying, he asked his devotees to leave Swarnadwarika so that the sea could engulf it. Until this day, Lord Krishna's city lies buried in the sea. There is a flag that is hoisted in the temple tower four times a day.

We had our Darshan and rushed off to see The Rukmini Devi Temple. The temple is situated 1.5 km, north of the town. Rukmini Devi is Lord Krishna's wife, and is said to be an incarnation of Lakshmi, the Goddess of wealth and beauty. She is the most important of Lord Krishna's

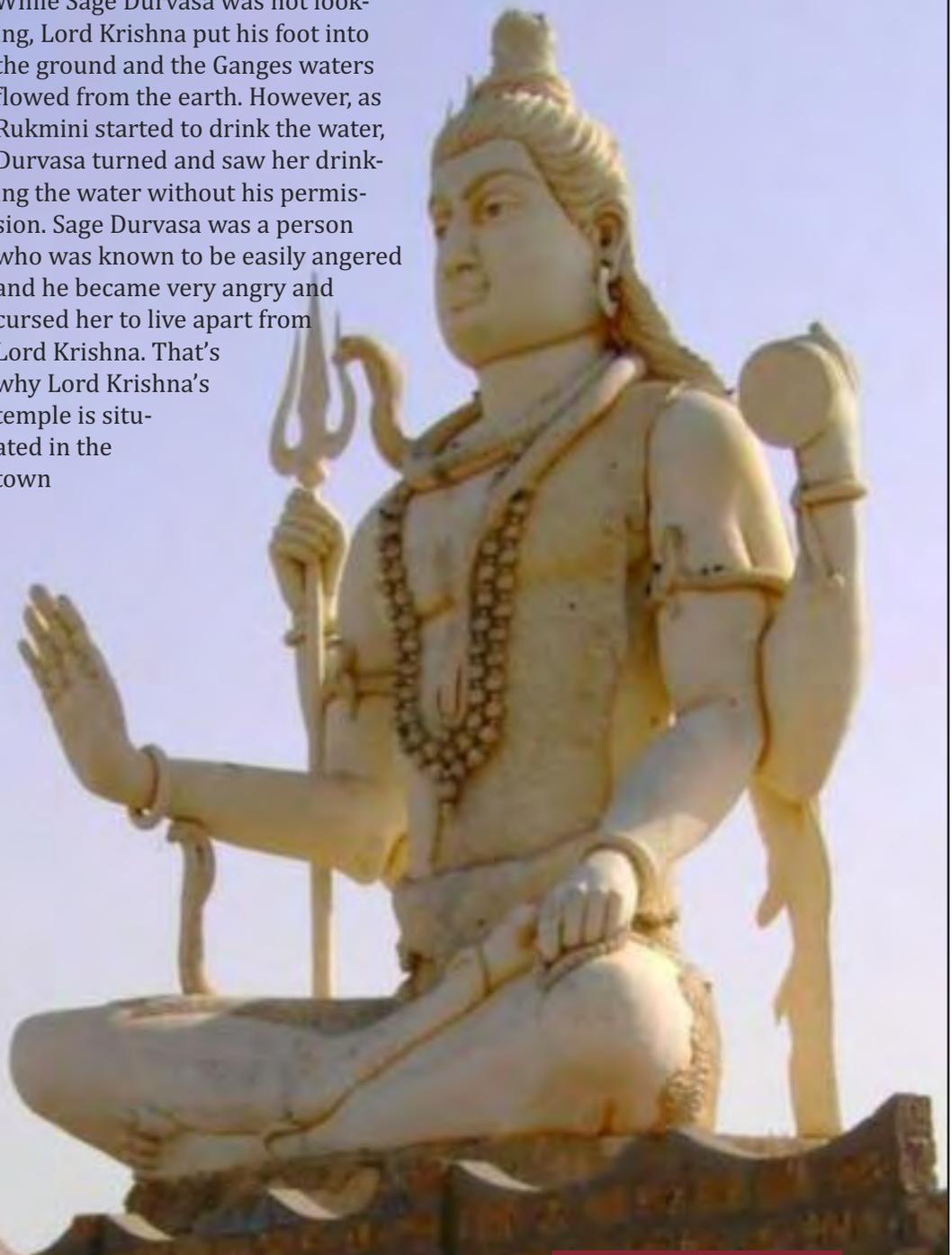
16,108 wives.

The story behind this temple is that one day, Sage Durvasa, was invited for dinner by Lord Krishna and his wife, Rukmini. Now when a guest is invited to dinner, etiquette dictates that the host should not eat anything until the guest has been satisfied. On the way to dinner, Rukmini happened to become thirsty and she turned to Lord Krishna for help.

While Sage Durvasa was not looking, Lord Krishna put his foot into the ground and the Ganges waters flowed from the earth. However, as Rukmini started to drink the water, Durvasa turned and saw her drinking the water without his permission. Sage Durvasa was a person who was known to be easily angered and he became very angry and cursed her to live apart from Lord Krishna. That's why Lord Krishna's temple is situated in the town

and hers is located outside the town.

Our next stop was Bet Dwaraka, a small island situated about 5 km away from the main land into the Arabian Sea. Bet Dwaraka has to be reached by boat. The experience of traveling by ferry, the local public transport and the short 15-minute journey into the distance to Bet Dwaraka from the Okha Port Jetty was a complete spirit-lifting experience.



Nageshwar Mahadev Temple

The ferry service, though operated by local people, is deftly managed under the watchful supervision of the Port Authority.

We made it just in time before closing time for the Aarti and had our Darshan at the famous Bet Dwaraka Ranchchodrai Mandir. An idol of Lord Dwarkanath similar to the main temple is kept in the temple at Bet Dwaraka. The temple looked like a palace where Lord Shri Krishna had ruled. It is also supposed to be the place where Vishnu slew the demon Shankhasura. After finishing our Darshan, we rushed back to catch the return ferry to the mainland.

Back into the air-conditioned precincts of our comfortable car, our next stop was the Gopi Nageshwar Circuit. The Gopi Tallava is situated 20 km north of Dwaraka on the way to Bet Dwaraka. It is the Kund (pond) where Lord Krishna met the Gopis when they came to meet him at Dwaraka.

### DAY 3:

Our next stop was famous Nageshwara Mahadeva Temple. The Nageshwara Mahadeva Temple, located about 17 km from Dwaraka, contains one of the 12 Shiva Jyotirlingas in an underground sanctum. This Jyotirling manifestation of Lord Shiva is worshipped as Nageswara.

This powerful Jyotirlinga symbolizes protection from all poisons. It is said that those who pray to the Nageshwar Linga become free of poison. We had our Darshan, performed our pooja and soon were on our way to the next leg of our destination about 120 km away, Porbandar.

Perhaps, Porbandar is best known for being the birthplace of the great Mahatma Gandhi. However, it also happens to be the birthplace of Lord Krishna's dear friend, Sudama. Porbandar is an important port in the Arabian Sea. The



Sasan Gir in Gujarat

name Porbandar, comes from the combination of two words: 'Porai', the name of the local goddess and 'Bandar' which means port. Thus, 'Porbandar' translates to 'Porai's Bandar'.

Our first stop was 'Kirti Mandir --- birthplace of Mahatma Gandhi. The haveli of the Gandhi family has three storeys around a courtyard with a kitchen and 17 rooms along with a wooden shrine. The entire experience was so ecstatic since we were standing in the same house where the great Mahatma once stayed, walked and studied. And right next to the Haveli was the museum built in 1950 by Nanaji Bhai Kalidas and Purshottam Mistry as a memorial to Mahatma Gandhi. This wonderful monument has paintings of Mahatma Gandhi and his wife Kasturba. There is also a stirring photographic and pictorial display of the life related to Mahatma Gandhi in the freedom struggle, in this museum.

We then rushed to The Sudama Mandir, built in the memory of Sudama, an extremely poor friend of Lord Krishna. The story of the friendship between Lord Krishna and Sudama is quite well-known to all and is recognized as one of the best ever examples of friendship. We had our darshan and hurried towards the next leg of our trip, Somnath which was about 122 km from Porbandar. It was already night fall by the time we reached Somnath. After reaching Somnath, we checked into a hotel and retired for the night.

### DAY 4:

Early next day, we visited the famous Somnath Temple. Somnath means 'The Protector of Som or Soma-The Moon'. The Moon God is said to have been relieved from the curse of his father-in-law, Daksha Prajapati by the blessings of Lord Shiva. The Somnath Temple is situated on the shore of the Arabian Sea in the Prabhas Kshetra near Veraval in



Porbandar Beach in Gujarat

Dwaraka is renowned for the Dwarakadheesh temple. The Dwarakadheesh temple dates back to 2500 years. It is believed that Vajranabh, Lord Krishna's successor and great grandson built the present temple. It is believed that the temple was erected in one night by a supernatural agency. The legend says that when Lord Krishna was dying, he asked his devotees to leave Swarnadwarika so that the sea could engulf it. Until this day, Lord Krishna's city lies buried in the sea. There is a flag that is hoisted in the temple tower four times a day.

Saurashtra. It is one of the most sacred of the twelve Jyotirlingas (lingas of light) symbols of Lord Shiva.

Although the shrine was destroyed 17 times by Muslim invaders such as Mahmud Ghazni, during 11th to 18th century AD, it has been rebuilt every single time. Sardar Vallabh Bhai Patel is the pioneer of the present temple. The temple is situated at such a place that there is no land between the Somnath seashore and Antarctica (South Pole). Such an inscription in Sanskrit is found on an Arrow-Pillar called The Abadhita Samudra Marg Tirthambh. This is a wonderful indicator of the ancient Indian wisdom of geography and strategic location of the Jyotirlinga.

We were simply fascinated and awestruck by the beauty of The Somnath Temple and the blue sea. After having our Darshan, we decided to walk down to the adjacent beach and stretch

out our legs, for a while.

Our next stop was The Bhalka Teerth, located 5kms on the Prabhas Veraval Highway. Legend says that Lord Krishna was hit by the arrow of a poacher named Jara at this very spot. Lord Krishna was resting and meditating under a Pipal Tree when the poacher mistook Lord Krishna's foot to be a deer and hit him from a distance. Realizing his blunder, the poacher begged Lord Krishna to forgive him. Lord Krishna pardoned him and blessed him. Lord Krishna then walked a small distance and arrived at the banks of the Hiran River from where he took his last journey to Neejdam. This scene has been beautifully immortalized by a divine temple and an ancient pipal tree.

#### DAY 5:

From Somnath we went to Sasan Gir for the afternoon safari. Even though we reached a good hour early, we still were

faced with a long line at the counter. With limited safaris per day, it is a curious situation waiting for the huge forest official who emerged, to dispense the tickets.

There are numerous resorts around Sasan Gir, some swanky and some not providing adequate accommodation if you decide to stay there. Finally, we got an accommodation which suited our budget. Our room was excellent and very conveniently situated. The only drawback we faced was a large group of boisterous students. We took the assigned guide and a perilously open Gypsy and ventured into the forest. It was dry and full of dust, considering the lack of rain this year. The forest department has thoughtfully constructed water troughs for the animals at strategic locations all over the park which are filled twice daily. We saw Asiatic lion on one of them (a good sighting) along with plenty of other wildlife, including sambar and spotted deer and birds of prey.

#### DAY 6:

From Sasan Gir, we moved back to Ahmedabad. We visited Law Gardens, which has a spectacular daily evening market that is famous for utterly beautiful 'Kutch embroidery'. Fierce bargaining quite scared me, since we were absolutely horrible at it as though of buying some stuffs for family then decided in favour of a stroll in the law gardens instead. Again, it was full of evening walkers --- from aunties to toddlers to groups of old uncles chatting happily on benches. This feeling of being in a small, slow-paced town remains throughout Gujarat.

The city has wide roads but the traffic sense is something to ponder upon. Nobody thinks twice about taking a shortcut on the wrong side of the road and funnier still, nobody objects. Just ignore it! and enjoy this colourful and vibrant city that always makes you rejuvenated and happy. The next day we took a trip to Sabarmati Ashram. This was the last destination of our wonderful trip and time to head back to our home. The entire trip will remain etched in our memories for a long time.

# The Great Cricket *Tamasha* Boon or Bane?

Cricket is deeply entrenched into the Indian psyche. Every year this earth-shattering enterprise gets pulled into controversies - money-laundering, nepotism, corruption etc. And, amidst Lok Sabha Elections, this year too IPL is all set for a rollercoaster ride. But, this great show can also present a great opportunity to make a positive impact on society; IPL can become a gigantic platform for motivating the masses towards greater good, argues Mritunjay Kumar

Cricket is deeply entrenched into the Indian psyche. India's recent Asia Cup debacle and catastrophic performance in New Zealand has not ruffled any feathers as far as our cricketers are concerned. They sure are in the business of making a fast buck, in the high-adrenalin-thrill-ride of Indian Premier League (IPL). It has been said that the money these adolescent cricketers are able to rake in, through this mega money-spinner event, actually made them lose focus on the craft of the game.

### **Love it or hate it, you can't ignore cash-spinning IPL**

We can clearly see a change in the players' attitude, which seems to have been diverted to things other than cricket. Watching their crooked gait, it seems 'Chrematist' could be a right tag for most of them. They are side-tracked by the Bollywood-style entertainment and fashion world fluff - that overpowers IPL (which, incidentally, has been labelled Indian Peril League!). Some of these young cricketers even behave very snootily. Some feel playing in Ranji Trophy is not as important as playing in the IPL. This is really annoying.

IPL, India's greatest show has more worrying factors, including the eager-to-please betting and unintended repercussions of the government getting involved. Every year this earth-shattering enterprise gets pulled into controversies - money laundering, nepotism, corruption etc. This is not new; the IPL is no stranger to discord. But last year it came face-to-face with arguably its biggest crisis, when Delhi Police arrested three Rajasthan Royals players for spot-fixing - Sreesanth, Ajit Chandila and Ankeet Chavan - soon after their match in Mumbai.

Amidst Loksabha Elections, this year too IPL is all set for a rollercoaster ride. But, irrespective of what one thinks about the IPL, the fact is that it provides three hours of enthralling, exciting entertainment with nail-biting finishes to millions of cricket enthusiasts, worldwide.



**Indian Premier League (IPL) is in the business of making a fast buck and the money cricketers are able to rake in, actually made them lose focus on the craft of the game. IPL, India's greatest show has more worrying factors. Every year this earth-shattering enterprise gets pulled into controversies - money-laundering, nepotism, corruption etc.**



**IPL can divert attention to move worthier causes. For instance, IPL can promote education - adopt government schools, recognise and back community leaders, NGOs tie-ups, teachers and the military - bringing attention to the issues that matter to the nation.**

There is a tremendous demand for such an avatar of cricket and IPL banks on this passion. For a change, issues like language, religion, or nationality have little influence on how cricket fans enjoy the game.

IPL can create advantages too. Alternatively, this great show can also present a great opportunity to make a positive impact on society. IPL can become a gigantic platform for motivating the masses towards greater good. Now for the good part of IPL. Truth is

that since 2008, the league has unveiled some moments of triumph. Amidst the din of shrill debates about the now notorious 'after-match parties' this mega event's few but fine contributions cannot be overlooked.

Former IPL Chairman Lalit Modi had elaborated, when the 2nd IPL took place in South Africa: "If we look at some of the key statistics it is clear to me that the economic benefits should be significant. A total of 22,000 hotel rooms have been booked with Southern Sun Hotels,

10 000 domestic flight bookings have been made and the millions of Rands will be spent on ticket, food and beverage, transport and merchandise sales. South African economy will gain immensely through the organization of the Indian Premier League."

As the Indian economy floundered, the country gained from the IPL, which acted as a stimulus to stir up a lot of money-related activities. There was an upsurge in financial transactions with inflow of tourist traffic for one, and the related industries flourished like - hotels, restaurants, handicrafts and a host of other businesses.

It sure did bring about a fillip to generating jobs. In host cities local businesses got a boost. With the introduction of IPL merchandise, the garment industry benefitted. T-shirts, caps etc rolled out into the market, so that if you could don the colours of the team you supported! Even high-profile brands tied up with teams to make their merchandise available in their retail outlets; but those who were not very brand-conscious and felt the pinch in their pockets, could reach out to cheaper varieties available in the local bazaars or even on the streets. Plus the PR industry and media had to be alert. And we can remember the screaming headlines that flashed across media, highlighting the good, the bad and the ugly.

#### **Shift focus on worthier causes**

This magnum opus show could surely be a motivating factor for the millions of educated, well-off people watching. They can be enticed positively to take ownership of improving their communities and change societies. Bollywood stars-cum-owners of teams and cricketers could be part of this movement - to enable change. Is there a better platform to encourage citizen participation on local issues? So, IPL can be packaged to include nobler causes. IPL can divert attention to move worthier causes. For instance, IPL can promote education - adopt government schools, recognize and back community leaders, NGOs tie-ups, teachers and the military - bringing attention to the issues that matter to the nation.



### Is everything honky-dory?

We wonder whether IPL can really divert its amazing energy to engage its fans by highlighting real, serious issues that plague the nation.

The “grass is not always greener on the other side”, as the idiom goes. Here too, everything is not hunky dory. IPL’s alarming features have been time and again, highlighted by many experts, columnists and cricket enthusiasts. For some, it is ruining the game, for some it is getting nastier each day and for some it is giving extra leeway for betting. Well, if the government is a partner in crime, and subsidizes the costs, what else can one expect? Perhaps some economic incentives may be justified, but all evidence points to the fact that IPL is indeed monstrously profitable (so allocating tax benefits seem unnecessary and irrelevant).

### Back to the basics - is the real key!

Some are really concerned whether IPL T20 gives more entertainment or not; and a few claim T20 is actually killing cricket (read: cricketing skills). But, we

have to understand that evolution is part and parcel of our society and in every sphere of life: and if we would have ceased to do that, we would have been stranded in an ancient era. We should take the positives from T20s and apply them to the longer format - to upgrade it. Pure cricket can't be destroyed by T20s. The great skippers - Sachin Tendulkar, MS Dhoni and now the new star - Virat Kohli, are the living examples as they are proving their mettle in all formats of cricket.

On the other hand, yes it's effecting the Test and ODI cricket. Cricket experts are convinced, “the quality of a cricketer will not be known by 20-20 or 50-50 games but through Test cricket only. But to attract people they can try out day/night Tests or play four-day Tests. But all three formats can co-exist.” In the long format of the game, player skills - mental and physical fitness are tested. Whereas in IPL, the unfit player can play or can stand for 120 minutes on field without much ado.

### Call it 'Indian Profit League'

For people who see it as investment, it

is indeed 'Indian Profit League'. Cricketers and franchises alike have been trailing that rule for years. Spot-fixing is worthwhile, as it promises quick bucks for little effort. You do not need the co-operation of your teammates to bowl three long hops or full tosses! And, most people are unlikely to see anything sinister in a hand-towel sticking out of a trouser pocket, before the start of an over! In a league where the likes of Chris Gayle and Virat Kohli hammer in 20+ runs an over, without a break, few eyebrows will be raised if a bowler goes for 14 in one. Bookies are busy making money in crores even now, after the incident of spot-fixing that shook IPL. All these are actually killing the very spirit of cricket.

Greed, pure greed is accentuated here. World Cup-winning Sri Lankan captain Arjuna Ranatunga observed, “It is making cricketers greedy. Everyone wants to play IPL now and the focus has been shifted. I don't understand - what is the need of such a league. What has Indian cricket gained from it? It is spoiling players. I don't remember any world-class player produced from IPL.”

### Keep a tab on IPL

It is not justifiable blaming the IPL for having affluent owners and tinsel-town stars. The fact is that they have the resources and power to take risks and make certain things happen. But we cannot deny the fact that IPL is losing its sheen due to over-ambitious rich owners, under-experienced Bollywood stars and out-of-focus cricketers. The objections that the rich are becoming richer are short-sighted. But, what we need to do is put the brakes on supporting these honchos in the name of financial development that lowers the supposed risk, but makes the rewards disproportionately higher.

To avoid all these we need to keep tabs on alleged money-laundering, under-the-table payments, tax evasion, gambling and other illegal activities. Sadly, there are many investigations in India that have not yielded any meaningful results; these are manipulated or delayed as the nexus runs deep and wide. Lately, a

three-member inquiry panel, led by Justice Mukul Mudgal, submitted its findings in a sealed envelope on February 10. It is believed that the 170-page-report, with annexures running into 4000+ pages, include statements of players and officials associated with IPL.

The committee's report concluded that Gurunath Meiyappan, BCCI president N Srinivasan's son-in-law, was the de-facto owner of the Chennai Super Kings and that he did not only bet on the IPL, but also passed on information to others.

Raj Kundra, one of the co-owners of the Rajasthan Royals, was also investigated but the committee did not find conclusive evidence. It did, however, recommend further investigation into the allegations against Kundra. Let's see how ugly this game becomes!

### Think Positive!

Let's face it - IPL is not run-of-the-mill. It can be seen as a launch-pad for budding

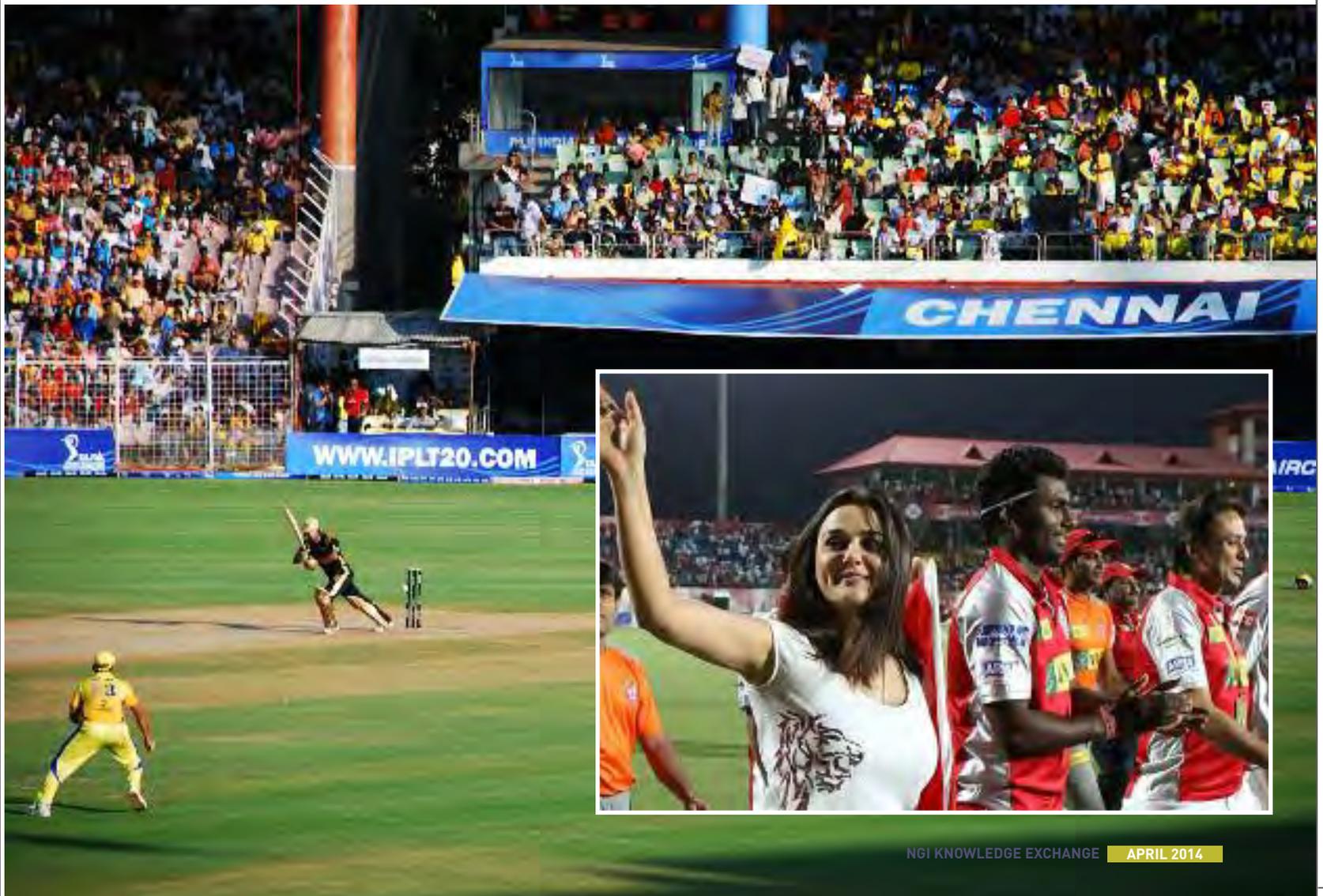
cricketers. If they tolerate the pressure in IPL, then international cricket becomes easy for them.

Do not forget that this major cricketing event in India can actually be a huge platform to tilt the public to a greater cause. It is good for youngsters, because it tests their temperament. There is nothing better to test a young cricketer's temperament in front of packed stadiums and during exciting finishes. It is definitely here to stay.

There is no second thought on the IPL's success rate. Every season draws in record crowds and garners ratings of epic proportions for television sponsors.

However, IPL 7 will be hosting the first-leg of matches in the oil-rich state of the UAE, amongst the 'Indian diaspora' in the Gulf.

See you on the ground - for the great annual *tamasha*.



# Tattoos – Cricketers' Style Statement

While spring-cleaning my room for Holi, I found a few newspaper cuttings - one of them was a 'Tattoo feature' on cricketers. It may sound amateurish but yes, I have a tattoo fetish, as tattoos, surprisingly, are everywhere. A tattoo is more about self identity and passion than mere fashion. Sometimes, a tattoo gives you something to live for and now cricketers are loving this body art. Once, this was a class thing: tattoos were for soldiers, sailors, bikers and criminals but now it's a different ball game - our cricketers are sailing on the same boat! It is believed that with a masters certificate in cricket, they garnered a certificate in fashion as well. Interesting!

You get to see it all the time. You can't get your eyes off from them, as they swing into action. Catch sight of tattoos galore - during their gravity-defying shots, get a glimpse while they take runs between the wickets, spot it with their perfect throws or catches or on their arms, while hurling deft spins or ferocious paces.

Here, we meet the men who wield the bat, ball and flash their body art with flying colours. Rohit Kumar gives a fly-on-the-wall account, straight from the cricket grounds



Brendon McCullum, New Zealand

**BRENDON MCCULLUM, New Zealand**

Brendon Barrie McCullum the wicket-keeper batsman is an aggressive international player and he currently gave a hard-time to team India on their recent New Zealand tour. Baz, as he is otherwise called by fellow cricketers, flaunts a number of tattoos on his body. The most prominent one is the scroll which contains the Roman numerals CXXVI (126), XLII (42) and CCXXIV (24). The numbers denote his position on the lists of players who've represented the Kiwis in Test cricket, one day internationals

and Twenty20 matches. Another reason for welcoming the numbers? Baz grins that mathematicians get the girls. BTW good analysis!

**VIRAT KOHLI, India**

Virat Kohli is well on his way to becoming the leading run-scorer for India in all the formats of cricket. This Delhi lad is known to be a style icon for all his fans, his spiky hairdo and the accessories like sunglasses and watches that he sports, are always in sync with the current trends. He also inked himself quite a

number of times. He has an image of a Japanese Samurai Warrior with a sword raised on his left shoulder. An image, we can relate to Virat whenever he punches the air and lifts his bat, after scoring a century for India. Keep lifting it forever!

**CHRIS GAYLE, West Indies**

Jamaican blaster-cricketer, Chris Henry Gayle, is con-

sidered to be among the most destructive batsman in the world, who likes to hit a



Lasith Malinga, Sri Lanka

day on the field. Gayle doesn't mind being loaded with bling, a perfect look with ostentatious accessories and embellished clothing. He tattoos fancy designs on his body when he's bored. "I have a skull in mind on right harm" (sic). This is what Chris Gayle had tweeted before getting a tattoo done.

We are still to decode his arm's design. Any ideas?

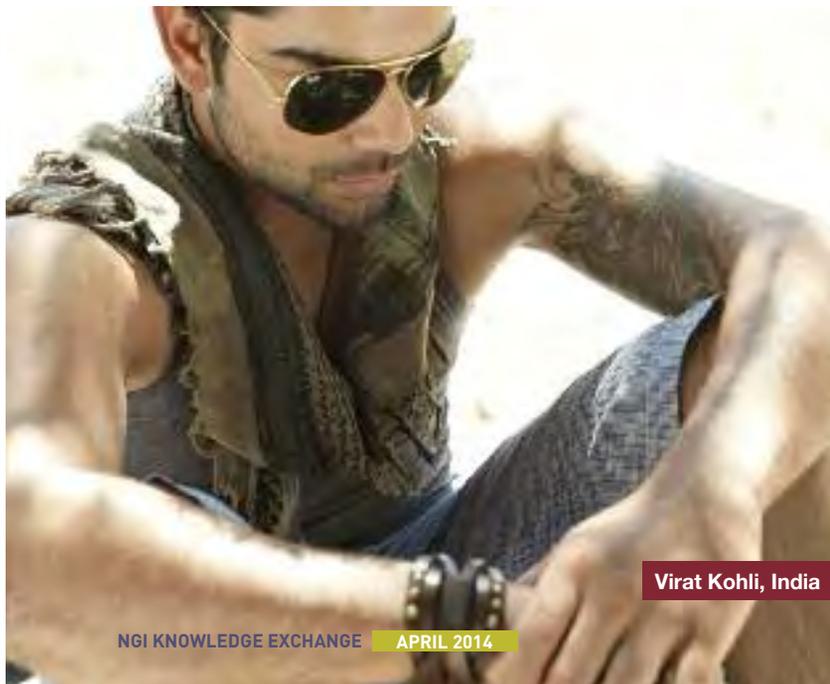
**LASITH MALINGA, Sri Lanka**

His destructive sling action earned him the sobriquet "Sling Malinga" in the crick-eting world. Even Chris Gayle is wary of facing Lasith Malinga, also known for his toe-crushing york-ers. Malinga has two dates inked on his right arm — one is the day he started playing for the Sri Lankan cricket team and the second is the date when he took four wickets in consecutive four balls, and a side view of a lion too. On the same hand he has the line "I Be-



Chris Gayle, West Indies

lieve in myself, I have got speed" and on his right forearm "Destiny says it all" is inked. He has also tattooed the name of his wife Tanya Perera. Wow, love is in the air!



Virat Kohli, India

**MITCHELL JOHNSON, Australia**

Moustachioed leftie pacer known for his sense of style and admiration for fashion, his team mates have bestowed him with a number of nicknames like Notch, Midge and Chomps. Midge has inked himself four times. One of his tattoos covers his entire right arm which is a dragon and a Japanese style koi; cherry blossoms are a symbol of luck, says the left-arm fast Australian bowler. He also has a large unfriendly looking crouched cat across his left torso. In an interview to The Guardian, Johnson said that he got a new tattoo below his neck, between his shoulder blade and another one, which he isn't ready to talk about. Quite a trend maker!

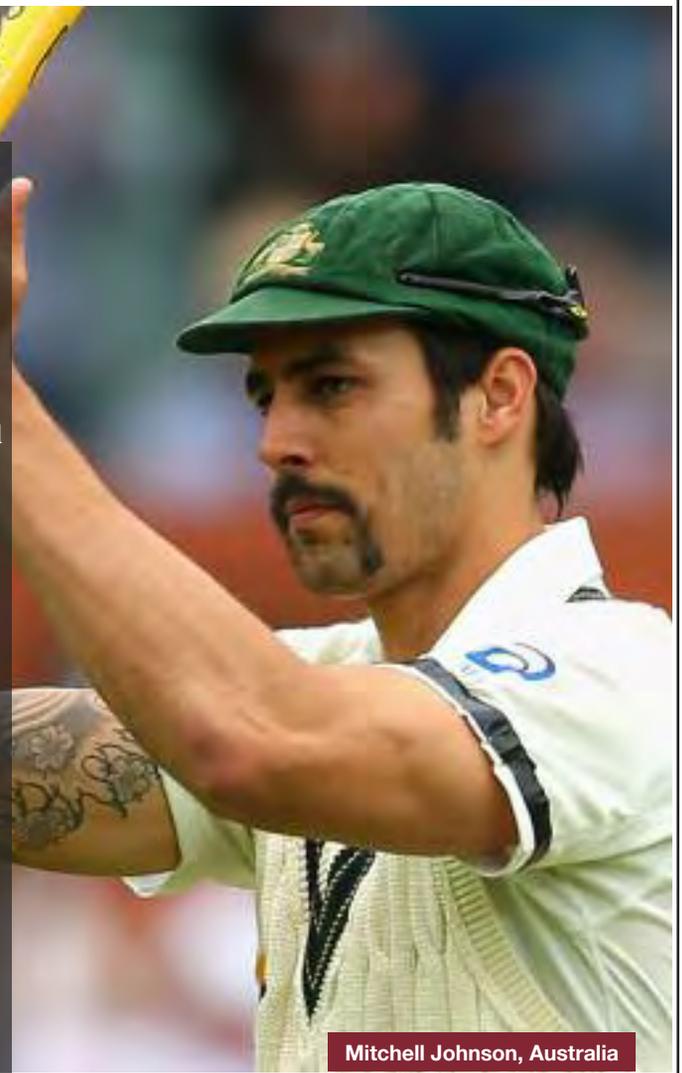
**DALE STEYN, South Africa**

This South African speedster is a proven performer, and with a perfect blend of swing and pace he claims to be the world's best fast bowler. He is not only making a buzz for his game and looks but, for his arm inked with stylish tattoo. While the "Steyn Remover's" tattoos have the snaps of

proteas and koi fish. It's the three proteas. All of them are in the colours of the South African Flag. "So, you have blue, yellow, and red. The leaves are in black and I'm white. Ha-ha, I'm white. that's a joke that I make. People sometimes find it offensive," he chuckled. Well, that's Dale Steyn on his tattoo... Do we need to say more?

**KEVIN PIETERSEN, England**

Kevin Pieteresen is a true thespian talent, KP doesn't coy away from flaunting his tattoos as well! Getting a tattoo is addictive. On February 20th, 2012, he tweeted "Time to look into finding some more tattoo designs... I want more ink!" During a tour to South Africa, he got three lions inked on his upper arm followed by the Roman numerals DCXXVI, meaning that this English lad was the 626th player to play for England. Another tattoo on his forearms has the names of his wife, Jessica and his son Dylan - being 'the family man' as he describes himself on Twitter. Kevin's keen on getting a Sanskrit text inked to show his love for India. Fashionista, ahaa...



Mitchell Johnson, Australia



Kevin Pietersen, England



Dale Steyn, South Africa



Shikhar Dhawan, India

### SIKHAR DHAWAN, India

Shikhar Dhawan is dynamite on the field, and off the field there is a nonchalance about him that makes him an irresistible package. Attracting everyone with his rustic looks, he loves twirling his moustache, sports tattoos on his bulging biceps and doesn't hesitate to show them off.

Dhawan often comes

to training, riding customised Hayabusa bikes. In a nutshell, Shikhar Dhawan epitomises everything that was 'larger than life' in Delhi cricketing fraternity. The left-hander is affectionately called "Gabbar" by his Delhi teammates, for his hulk-like body and the huge power he packs in his shots. Oh! we love his chutia as well...



Michael Clarke, Australia

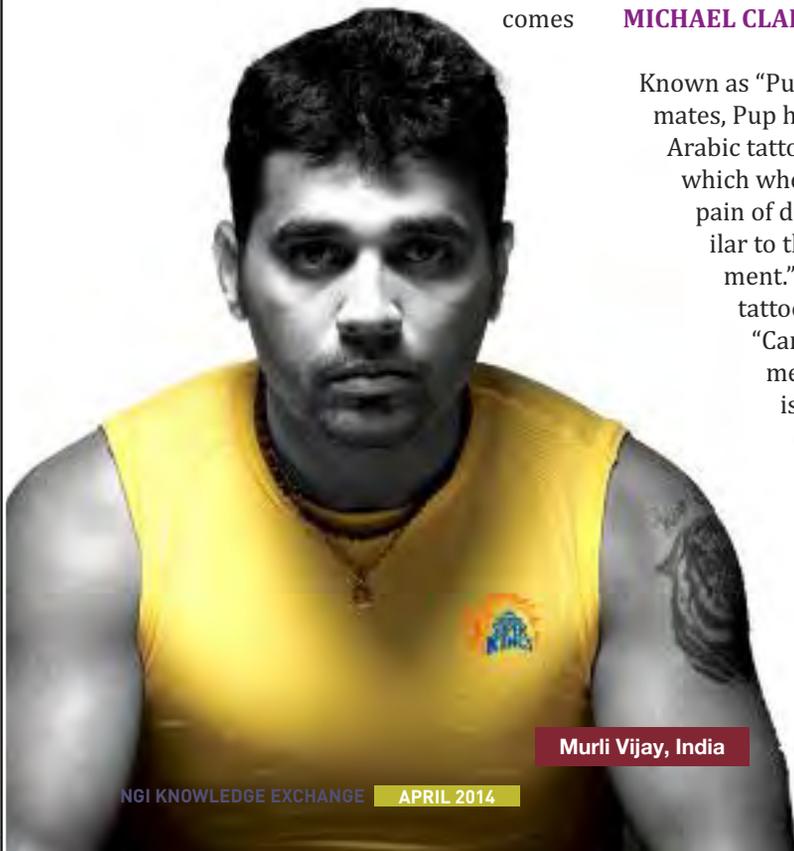
### MICHAEL CLARKE, Australia

Known as "Pup" for his cricketing mates, Pup has five tattoos. He has an Arabic tattoo on his left forearm, which when translated says: "The pain of discipline is something similar to the pain of disappointment." Just above this Arabic tattoo he has the Latin word "Carpe diem" inked, which means "seize the day", which is the best motto any cricketer can follow in his career. The next one is with his Dad's and Mum's names written in Hindi on his rib cage. He has tattooed his Test Number in Roman Numerals on his back and the final one is a guardian

angel on a cross with his former fiancée's (Lara Bingle) initials. Style Check.

### MURLI VIJAY, India

We have seen him smashing the bowlers all over the park by his batting during IPL and he sure knows how to bowl girls over with his style. Vijay does not hide his flamboyance. The tattoos, haircut and the coolers are for everyone to see. A touch of that flair is evident in his game as well. His self-confidence may linger on the verge of brashness; he doesn't mind showing off his tattooed right-arm and it looks very nice, as the tattoo gleams under the scorching sun. He was seen often performing a little, pompous jig before hanging on to a catch in the deep. Attention-seeker and how!

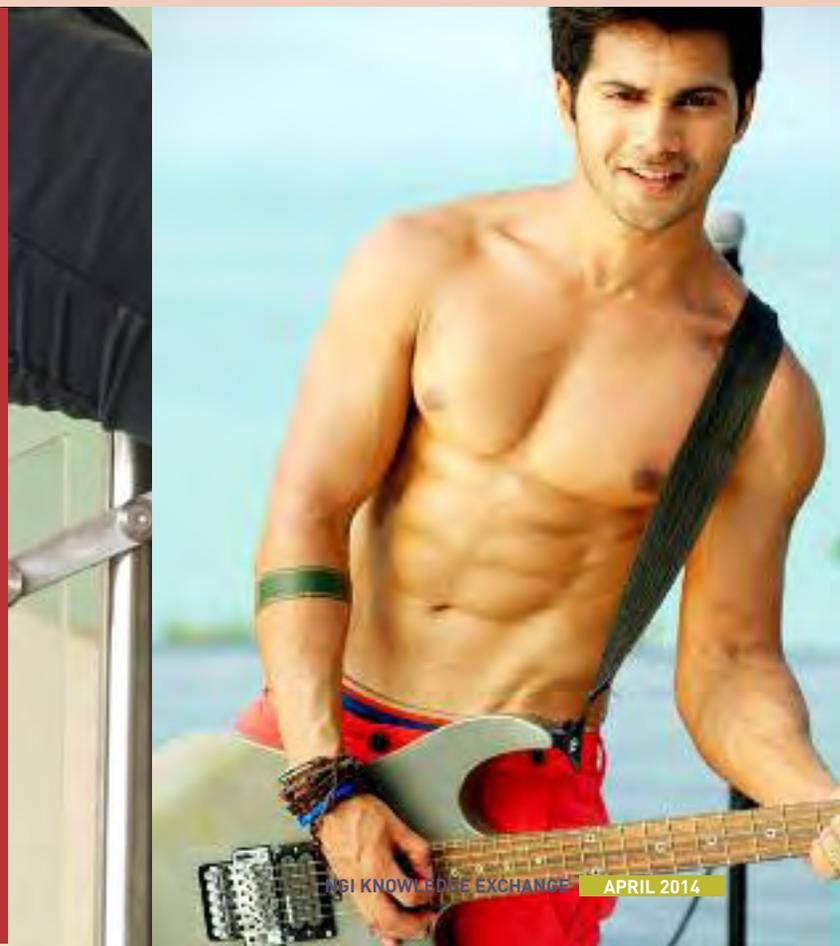


Murlis Vijay, India



# BORN TO COMEDY!

One of the most promising student of the year, Comedy king David Dhawan's son- Varun has comedy in his blood. With an envy-worthy debut film, as a spoilt campus hero, Varun couldn't have asked for more. Good looks, good sense of humour and acting talent apart he is all set move out of his chocolate boy hero image in his fun flick or second film Main Tera Hero opposite two beautiful leading ladies. The Dhawan boy spills the beans and **Kavita Shyam** listens in...



**How does it feel to be doing your dad David Dhawan's film?**

I know he is my father. But in my second film to work with a director who has made 40 plus films, is a very big thing for me. Well, he kept treating me as if I had come to him after doing 40-50 films. He just forgot that it was only my second film. So the first two-three days of shoot was bizarre. There was no preparation time, no discussions. He would just ask to me do the scene and expect me to understand and deliver accordingly. I'd say it was a huge privilege working with David Dhawan even though dad does raise the bar. He's worked with seasoned actors like Salman bhai, and Chi Chi bhaiya earlier. He would often forget that this is only my second film and not like the 50th. Even when there were other actors in the frame, he'd say that the scene would depend on me. Thankfully, I thrived under all the pressure.

**Few of the Dhawan films haven't done well in the past, your take?**

I remember there was a time when my father's films didn't do well and caused his downfall, and we faced financial crisis. We would pray that his films fared well. It was very scary and we used to



Student of the year, Varun Dhawan

**be very nervous at that point of time. Have you ever faced issues in your love life pretty much like in the film Main Tera Hero?**

You have not been in love if you have not been screwed in love. So, at sometime, everybody gets screwed. But the idea is to get screwed and then strike back. That's what Main Tera Hero is all about. It's a boy's journey.

**From being launched by Karan Johar to having a second being directed by your dad and produced by Ekta Kapoor? How did it all pan out, was it all planned?**

I have been really lucky for sure, but nothing was planned.

**Do you have an inclination towards comedy films?**

When I started my career, I had many things in my head from wanting to do a dark cinema because I love watching films and shows like Dexter. But at the end of the day, I think comedy is in my blood. It is something I am born with. I have grown up watching Govinda, Salman Khan and Akshay Kumar films, so it's like a reflex action.

**You, Alia Bhatt and Sidharth Malhotra debuted in the same film Student Of The Year. And to think that your next films, of varied genres, are also releasing almost at the same time, any inhibitions or competition?**

Right now, Alia and Sidharth are more nervous for me than I am. That's how our relationship is. I have loved Highway and Hasee Toh Phasee. And yes, we do discuss competition. After our first film, the bond has formed for life. They have become family and we try to overlook these things. I just have a lot of love in my heart for them.

**You are often linked to Alia?**

I've said this before and I repeat, Alia is a friend and a co-star. And at 21 she is a grown-up.



Varun Dhawan with co-star Nargis Fakhri



Illeana D'Cruz, Varun Dhawan and Nargis Fakhri in Main Tera Hero

Would you consider someone to be a complete hero in Bollywood?

I will answer it my way. I think the common man who gets up so early in the morning, toils so hard to earn his bread, would be the real hero. I know it sounds like a film dialogue but that's the truth. And then, each of us has a hero within us, we just need to realize that and get it out there at some point of our life. There is another hero in my life my brother Rohit Dhawan who is a filmmaker and without him I would not have been an actor. He has sacrificed a lot for me to get my second film happen.

**Sporting seven hairstyles in Main Tera Hero, what's next that we see you in which film?**

Sreeram Raghavan's thriller film has a different look and performance. I'll go to workshops and the gym. One won't see me for quiet a bit until I come out to promote Humpty Sharma Ki Dulhania after which I'll flag off the film- Any Body Can Dance sequel. It will be shot in Vegas and will perhaps make way for another unrecognizable Varun.

**I love watching films and shows like Dexter. But at the end of the day, I think comedy is in my blood. It is something I am born with. I have grown up watching Govinda, Salman Khan and Akshay Kumar films, so it's like a reflex action.**

Varun Dhawan in Main Tera Hero



# Working Fashion Diva!



Most women look into their closet every morning and often wonder what to wear, despite of a cupboard full of clothes. Most women today want to look no less than a glam diva be it in office or at home or when going out. Being well-turned out makes women instantly look good and feel great. With plethora of options available all around in the stores one has to spend time scouting out well. If you love your high street brands to death, remember should be able to choose your wardrobe well instead of buying anything and everything that comes your way. Instead of indulging in mindless buying or perhaps anything you lay your hands on which looks trendy, or becoming a fashion victim, be sure of having the essential must-haves from a woman's closet and incorporating it in your wardrobe. It is not necessary to spend all your savings on your grooming, but one should have the basics in place to look the look in corporate sector. **Kavita Shyam** finds out what would make you tick as the perfect working woman, all out to take on the world at work and knows how or where to put her money. Well exactly where she can see it (on her wardrobe)!

**White Shirt-** This is versatile and its classic. A crisp white shirt is a wardrobe staple for all you working women in any field. Team it up with a pair of trousers or skirts or white legged pants and you could win a few projects and compliments hands down. Tuck it in, with a nice belt and you have your fashion quotient in place. Just make sure they are crisp white and well ironed. You can pair it with a scarf, small broach, add diamante to the rims or the usual coat option. You could add thermals or stockings underneath your bottoms for pulling through the fine nip in the air. A white shirt can be dressed up with a cardigan or dressed down with a pair of leggings. Its worth a splurge!

**Scarves/ stoles-** Taking notes from European women, women back home have found love in their scarves. From plain, printed, striped, polka dotted varieties, the fabrics are endless. The full sized shawls are cumbersome to carry along, so stick to shorter ones in stoles. They come in silks, cotton, khadi, tussar, chiffon, wool, denim, synthetics etc. It is a sureshot style accessory which can be tied around in million ways- on the bag, used as a watch band, can be used as a neckpiece wherein you can tie a chunky pendant, belt, headgear (only if you out on an office picnic). You can pair them with you salwar-kameez, your kurta, formal shirt, and even with your halter top if you are going out for an office party.

**Blazer-** This is a statement piece, if you have blazers in casual and formal look, in basic colours like black, blue and beige you are more or less ready to hit the marquee. You can go in for trench coats, capes as well to add the glamour factor to your wardrobe. Not only id it your best bet during the winter months, but they do make heads turn in a way which say- what men can do, women can perhaps do better!

**Dark Bottoms-** You should invest in branded and well fitted pants, wide legged trousers, long or mid-length or pencil skirts if you work for the corporate or media firm. In fact a pencil skirt is the new power skirt and comple-



ments any body type. Even A line skirts in linen or cotton with a good drape are ideal for summers. Choose your colour from grey, beige, black, brown options and you can team it up with almost any shirt/ formal top or kurta appropriately. Choose a conservative cut if you are heavy bottomed, but if you have a flaunt-worthy figurine then all you need to buy is well fit pair of bottoms with either the shirt out or tucked in

with a belt for more chic-ness or wearability.



Mostly corporate culture lets you wear non-fancy, simple, stylish, well cut, traditional attires which are subtle on the eyes! Make sure your attire is not to baggy, loose or figure hugging, just the right silhouette can make a world of a difference to the way you carry yourself and your outfit.



**Shift Dress-** A well fitted classic shift dress are perfect for a busy working woman. From hues in black, grey, beige or even checks, plaids or tartan is perfect dress to transform you from day to night look. Even the classic plain coloured one in white linen can look effortlessly fashionable while a black dress can be a go to dress for all occasions. Throw in a belt, scarf, stole or coat to elevate the look notches higher.



**Traditional Wear-** From tunic-leggings, sari, salwar-suit to just about anything that you feel comfortable in.

You can even add a zip-on sari to your work wardrobe, they can be a blessing when you are in a rush to get to work. Mostly corporate culture lets you wear non-fancy, simple, stylish, well cut, traditional attires which are subtle on the eyes! Make sure your attire is not to

baggy, loose or figure hugging, just the right silhouette can make a world of a difference to the way you carry yourself and your outfit.

**Bags-** Make sure you have a small pouch which holds all you make up essentials (read kajal, lipstick, lip balm, mascara,

moisturiser, cotton pads and hair comb). Your office bag should be spacious enough to fit in your wallet, make up, visiting cards and papers. Again it should be in solid



colours(preferably leather) and nothing to jazzy or fancy! A big duffel bag would be a no unless you hit the gym post work, however, try getting yourself an over-sized bag in tan or black which looks ideal for office wear and can accommodate all your essentials in one go.



**Belts & Shoes-** Belts are no longer just for the sake of holding your pants up! They have become the accessory of choice that gives a style boost to jackets, dresses, pants and cardigans. Ballet flats for everyday work wear. While black pumps are the versatile shoes which can go with almost anything and everything you decide to wear. You could be wearing this baby tremendously. To an office party or a launch or a meeting/ gathering can have you invest in an espadrille, stilletoes or wedge heels. Make sure the heels are not too fragile, stiff or high heeled coz then a disastrous fall might just be in store for you. Footwear can be bought in basic colour tones- grey, black, white, cherry, tan.



A glimpse of Women Wardrobe

Your make-up should also be minimalistic, basic makeover to accentuate your features is good enough to get to work. Also make sure you pamper yourself weekly, with your manicure, pedicure in place besides put your best face forward with the sunscreen in place. Wear a bright smile and a fine attitude to look and feel your brightest even in the dullest hour of your work day.

**Jewellery-** You must invest in a classic small Tahiti pearl-set, sterling silver or a diamond set which consists of studs-pendant-ring with a light weight chain. The more delicate and fine your bracelet, the more it will make you look elegant and refined especially to business meets and formal do's. Teaming up office attires with fine jewellery stylizes your look and adds a feminine touch. Do not over-indulge or get heavy on jewellery in office, it sure looks unprofessional to the core. Simple, neat pieces of jewellery are enough to accessorize yourself well.

If your office indulges in Friday dressing then embrace coloured trousers. For a stylish look, wear them in neon colours especially in spandex fabric, which will give the look of jeggings.

While your make-up should also be minimalistic, basic makeover to accentuate your features is good enough to get to work. Also make sure you pamper yourself weekly, with your manicure, pedicure in place besides put your best face forward with the sunscreen in place.

Wear a bright smile and a fine attitude to look and feel your brightest even in the dullest hour of your work day.

Here's to simplifying all your style woes and help you set a style statement of sorts in your work place. While your work may get monotonous, make sure your daily wardrobe screams classiness

and elegance. With all these tips in tow, you could be well in public memory for being an inspiration to an ultimate wonder-woman!

**No wonder Coco Chanel is best remembered for her quote- " Every girl should be classy and fabulous".**

Ideas for Women Closet



## Vineet Kumar takes a sneak peek into the NRIs' engagement in various fields

### INDIAN AMERICAN SCIENTISTS HONORED WITH IEEE AWARDS



Dr Sanjay Madria receiving Faculty awards

Dr. Sanjay Madria, a professor in the Department of Computer Science at Missouri University of Science and Technology, is a recent recipient of the IEEE Computer Society's Golden Core Award. The Golden Core Award is a plaque awarded for long-standing member or staff service to the society.

Madria's research revolves around resource management, data management, security and handling attacks in wireless sensor networks, mobile ad hoc networks and cloud computing. In the Web and Wireless Computing Lab, the Indian American researcher has small miniature devices called motes that can self-organize themselves to create a wireless sensor network and can send data to a given base station. While Madria received his B.S. degree from Delhi University, he earned his master's degree as well as his doctorate degree from the Indian Institute of Technology, Delhi.

Two Indian American professors have received a 2014 IEEE Technical Field Award in their respective fields.

The IEEE Andrew S. Grove Award, which recognizes outstanding contributions to solid-state devices and technology, was presented to Dr. Sanjay Kumar Banerjee, a Cockrell Regents Chair professor of electrical and computer engineering and director, Microelectronics Center at the University of Texas, Austin, "for contributions to column-IV MOSFETs and related materials processing."

Dr. Balaji Prabhakar, a professor at Stanford University in Stanford, Calif., received the IEEE Innovation in Societal Infrastructure Award "for his demonstration of the innovative use of information technology and distributed computing systems to solve long-standing societal problems, in areas ranging from transportation to healthcare and recycling."

# NRI NEWSBIN

### INDIAN AMERICAN ABRAHAM PANNIKOTTU TO DEVELOP ZERO PRESSURE TIRE FOR THE US MILITARY

Getting a flat tire is never convenient. In a war zone, it can be deadly and very dangerous. While special operations vehicles have been loaded with extra armor to protect troops in Iraq and Afghanistan, the tires remain vulnerable to attacks by improvised explosive devices (IED). The unique carbon fiber multiple hoop tire design by American Engineering Group may be the key to a new Zero Pressure Tire that could keep military vehicles running faster and longer after an attack.

Indian American Abraham Pannikottu owned American Engineering Group (AEG) has received a \$1 million Phase II project grant from the US Department of Defense (DOD) to develop a tire that will continue running even after being shredded by roadside bombs or gunfire. Though military vehicle tires are now equipped with run-flat inserts, the DOD wants to upgrade to a zero pressure tire that's better at carrying heavier loads and can quickly move soldiers out of harm's way.



When engineers at American Engineering Group began working on tire designs, they settled on a flexible multiple carbon fiber hoop structure - which functions like air inside a tire. Along with carbon fiber multiple hoops for strength, the design allows shrapnel and high-caliber bullets to pass through the tire. During project phase I testing in 2011, the tire continued to run well - keeping the same functional road performance - even after receiving several rounds of gun shots.

Zero pressure tires have been around for a long time, with major drawbacks such as bumpy rides and overheating. The American Engineering Group (AEG) prototype dissipates heat and has the tire flexibility and strength to support the heavy military pick-up weight while providing a relatively smooth ride.

In a 5,000-square-foot lab in Akron, Ohio, AEG works on different combinations of polymeric elastomeric materials to make the multiple carbon fiber hoops that are bonded to the carcass of the tire. Finding the right combination of hoop dimensions and materials is the challenge. A softer material provides good durability and flexibility but wears out sooner. A harder material lasts longer but also generates more heat.

Eventually, zero pressure tires will be tested by the military at Proving Grounds to demonstrate results of mine blasts and handling during obstacle encounters. Since the tire is still under development, there's no price tag. AEG is expected to develop a tire that costs the same or less than current military tires.

## GOPIO 25th ANNIVERSARY CONVENTION TO BE HELD IN TRINIDAD & TOBAGO



The Global Organization of People of Indian Origin (GOPIO International) will be holding its 25th (Jubilee) Anniversary in Port of Spain in Trinidad & Tobago, with a 2-day gala celebration on 27th to 29th May, 2014 preceding the annual Indian Arrival Day commemoration in that country. GOPIO International Trinidad & Tobago Chapter will be the convention host, along with a well organized convention team which includes GOPIO's regional and international chapters, executives, councils and life members, as well as businesses, government, organizations and academic supporters. Hosting of GOPIO 25th (Jubilee) Anniversary in Port of Spain has been enthusiastically endorsed and supported by the Government of Trinidad & Tobago, prominent persons of Indian origin and several chambers of commerce, businesses, organizations, academicians and academic institutions, media and others.

The strong relationship between GOPIO and Trinidad & Tobago began with the formation of GOPIO in 1989 with high level representation of several prominent persons from Trinidad & Tobago, as well as other countries of the Caribbean region. This relationship blossomed to continuing participation in GOPIO at the highest levels at GOPIO's major events and GOPIO's many visits to Trinidad & Tobago over the years. In addition, the International Chapter of Trinidad & Tobago is among the most active and vibrant of GOPIO's many chapters globally, addressing current and critical community issues such as spousal abuse, alcoholism, education, children and health concerns. GOPIO is proud to have hosted Trinidad and Tobago Prime Minister Kamla Persad Bissessar on 12th January, 2012 at special reception/dinner in Kolkata during her visit to India as the chief guest at Pravasi Bharatiya Divas 2012.

## INDIANS TO GET VISA ON ARRIVAL FOR BAHRAIN GRAND PRIX

Indians will be granted visa on arrival for the formula one Bahrain grand prix event next month, the Bahrain government has announced.



India's name figures in the list of 46 countries released for the contest that takes place from April 4 to April 6. Expatriates living in the Gulf Cooperation Council (GCC) countries can also obtain an F1 visa on arrival, organisers said in a statement released on the Bahrain News Agency.

The two week multiple re-entry visa can also be used for entry into Bahrain between March 23 and April 6.

In order to make the process at the entry point smoother, citizens of these countries should utilise the online service to obtain their visas prior to arrival, organisers said.

Citizens of other countries must have a guarantor to obtain a visa. The guarantor can be a Bahraini commercial entity or a Bahraini individual.

## HINDUJA BROTHERS AMONG UK'S TOP 3 RICHEST FAMILIES

The UK-based Indian family - Srichand and Gopichand Hinduja of the Hinduja Group, a multinational conglomerate with a presence in 37 countries with businesses as diverse as trucks and lubricants to banking and healthcare, are among the five richest families in the UK which have together amassed more wealth than 20% of entire British population.



Together worth \$10 billion, the Hinduja family along with four other British families have been shown to have more wealth than 12 million poorest Brits.

Pointing to a worrying trend of the rich becoming richer and the poor becoming poorer, global charity Oxfam revealed that a handful of billionaires - which includes property investor Charles Cadogan, Sports Direct boss Michael Ashley and the Hinduja brothers have amassed a combined wealth of £28.2 billion, more than the poorest 12.6 million people in Britain.

Top of the pile is Gerald Cavendish Grosvenor, the 6th Duke of Westminster and owner of more than 100 acres in London's Mayfair and Belgravia. His family's wealth is estimated at \$13 billion. He is followed by property tycoons David and Simon Reuben, whose combined worth sits at \$11.5 billion, while the London-based brothers Srichand and Gopichand Hinduja are in third place with a combined wealth of \$10 bn.



Meera Joshi

## NRI woman to be in charge of NY's taxi and limousine agency

An Indian-origin woman has been nominated by New York Mayor Bill de Blasio to lead the city's crucial taxi and limousine agency, which regulates the city's expansive network of yellow and green taxis and livery cabs.

Meera Joshi, nominated to serve as Chairwoman and Chief Executive Officer of the New York City Taxi and Limousine Commission (TLC), had most recently served as the agency's General Counsel under former mayor Michael Bloomberg's administration, a statement issued by the mayor's office said. Joshi termed her nomination an "honour" and said she is committed to the de Blasio administration's agenda of providing equitable taxi and for-hire transportation services and safe streets for all New Yorkers.



Nisha Agarwal

## PIO lawyer set to lead NY Mayor's immigrant affairs department

An Indian-origin lawyer has been appointed by New York Mayor Bill de Blasio as head of immigrant affairs in his office and will be responsible with seeing through the city administration's immigration agenda as well as improving outreach to immigrant-owned businesses.

Nisha Agarwal, daughter of Indian immigrants and a Harvard Law School alumna, will be commissioner of the NY Mayor's Office of Immigrant Affairs.

In announcing the appointment, de Blasio said Agarwal has a passion for social justice, an attribute he said she learnt from her Indian parents and shaped by "hearing stories of her grandfather's role in the non-violent struggle for Indian independence, led by Mahatma Gandhi."



Kush Sharma

## After tiresome 95 rounds, Indian-origin student wins spelling bee

A 13-year old Indian-origin boy has emerged as the winner of a spelling bee contest in the US in an epic verbal duel that lasted a total of 95 rounds, after judges ran out of words in a previous marathon round held last month. Kush Sharma, a seventh-grader at Frontier School of Innovation spelled out "definition" to clinch the Jackson County Spelling Bee title in Missouri, and a berth in the Scripps National Spelling Bee in Washington in May.



Prof. Suprakas Sinha Ray

## South African NRI recognized with prestigious internal award

Prof. Suprakas Sinha Ray (42) recently bagged one of the most prestigious international awards for polymer processing. Ray, director of the CSIR/Department of Science and Technology (DST) National Centre for Nanostructured Materials (NCNSM) received the Morand Lambla Award (MLA) from the International Polymer Processing Society (IPPS) at its 29th conference in Nuremberg, Germany.

Prof. Ray joined South Africa's Council for Scientific and Industrial Research (CSIR) in 2006. At the time, there was little research activity in his field and he was tasked with putting together a group of researchers in the field of nanotechnology in 2007; the team has grown to about 50 staff members.



Sangeeta Bhatia

## MIT scientist develops an easy paper test to detect cancer

MIT (Massachusetts Institute of Technology) scientist Sangeeta Bhatia has developed a cheap, simple, paper test that can detect cancer, circumventing expensive approaches such as mammograms and colonoscopy. The diagnostic, which works much like a pregnancy test, could reveal within minutes, based on a urine sample, whether a person has cancer, MIT said in a statement announcing the amazing breakthrough, adding that while this approach has helped detect infectious diseases, the new technology will allow non-communicable diseases to be detected using the same strategy.

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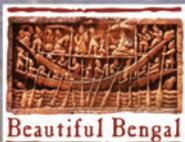


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