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From the Publisher’s desk



This issue of *Vandemataram* is fortunate to have the exclusive interviews of Dr Abdul Kalam and Dr Y S Rajan, duo of India Vision 2020. Both of them have given very valuable thoughts on the roles of Industries in realizing the

vision 2020.

Presently, India is facing all the challenges of development. We are in a take off stage. With the initial euphoria, of growth and development, a tendency may set in to become complacent. As Dr Kalam says in his interview, we need to sustain the growth continuously for a period of ten years to become the developed Nation.

Indian youth who are in a well placed position and NRIs have a greater role to

play in the development of the Nation, particularly the rural segment. In his interview, Dr Rajan has cautioned us that nearly 18 million children in each age group are added ‘unprepared’ for modern economy. He rings an alarm bell, which may affect us after ten years.

There are few organisations of youngsters like India Sudar, Dream India, Everest, Suyam, etc. who are doing a bit of their dedicated services silently These are not sufficient. There should be more participation from the elite educated youth and NRIs in the Nation building.

Vandemataram will continue to function as a link to connect all like minded people, who are engaged in the Nation building.

**K.Srinivasan, Prime Point Foundation
Publisher, Vande Mataram e-zine.**

From the Editor’s desk – Road to Action

Vandemataram enters another edition with ever bubbling optimism. From the time we embarked on this journey surprises sprang from all the corners. We take great pride in bringing to light the “Unsung Heroes” in our society.

When Dr.Kalam unveiled his bold developed India 2020 Vision there were few takers. But time saw admirers multiplying and more believers blooming. Today almost anyone can explain his notion of India in a more optimistic way. Of course, not avoiding the issues at hand we are witnessing silent transformation.

Indian youth have been shown the power to Dream and where it can lead us to. All have unique yet significant part to execute. Especially Indian women have a greater role to play in Vision 2020. No understatement

to say she plays a pivotal role in laying the foundation of future development - as a Mother, student, teacher, professional and a citizen. Road to action in development is incomplete without her liberty. As World celebrates International Women’s day this month we stand to applaud their achievements and look forward to greater roles.

Armed with all this, future looks more exciting, but not without challenges. India Vision group will strive to drive the “Road to Action” rather than just pointing the lacunae. Pragmatism reveals team work is the best way forward for action and we will do just that. So that we just do not talk but also DO. We invite you all to dream BIG – as a team!! *Vande Mataram!!*

Editorial Team

Enhance the innovation and invest in R & D



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

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

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

National economic development is powered by competitiveness. The Competitiveness in turn is powered by Technology and Innovation. Indian This will need enhancing the innovation and also investing in Research and Development to generate Technology locally.

Industry has to build International Competitiveness. There is a direct relation between Innovation Index and Competitiveness index.

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

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

The Indian Industry has to work to achieve below 10 in the Global Competitiveness Index. That is my view.

Another aspect is 'Profit with Integrity'. Profit with Integrity should become the motto of the Corporate, which is essential for sustainable growth.

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

When we grow, we have to look for inclusive growth. To spread the growth to rural sector, we have to create nearly 7000 PURA (Providing Urban amenities to Rural Areas) Complexes covering about 6,00,000 villages, where 70% of the people live. Creation of PURA Complexes will need active support of Corporate India. The Corporate should adopt few PURA Complexes and develop PURA Enterprises to local talents. This is very important. This will ensure faster development of the whole Nation. Another aspect is fulfilling Corporate Social Responsibility (CSR). Two major areas of CSR are:

- Providing quality education to all eligible candidates with employment scheme; and
- Providing health care to all the citizens.

In addition to the two major areas, Corporate can consider providing quality employment to 'differently abled persons' by imparting quality training and skills. The Corporate should contribute for bridging rural – urban divide and also harmonious working of three sectors, namely, Agriculture, Manufacturing and Service Sectors.

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

“Corporate can consider providing quality employment to 'differently abled persons' by imparting quality training and skills”



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

<http://tinyurl.com/2y5lse>

Leveraging ancient scientific knowledge

Sri Maharshi Research Institute of Vedic Technology (SRIVT) has been endeavoring to unravel valuable information and material from ancient Indian treatises for the benefit of Human society. The research team at SRIVT, consisting of nearly 30 experts drawn from a variety of disciplines in Vedic Sciences and Modern Sciences, has been working with a high degree of commitment to the cause of popularizing Vedic Sciences and technologies. Visit <http://www.srivt.org/home.asp> for more details

“Continual change is the unchanging reality “



Dr Y S Rajan, Principal Advisor to Confederation of Indian Industry (CII) and co-auth of the book India 2020, was kind enough to give as an exclusive podcast interview on the "Role of Indian Industries in realising Vision 2020". Excerpts:

'Change' is the essence. India is going through a very rapid change, especially after 1997. This is a rapid change.

Many do not realise. Go to any part of India, whether Bangalore or Gurgaon or Kolkata or Lucknow, there is a change. These changes should have taken place 20 years back. Because world is changing fast, technology, business and consumer pattern are changing very fast. Though, we realised little late, we are doing well.

One major change we all need in India is the "change of mindset". We all think India is a great super power. If some people want India to become Super Power, it is fine. I see not as a Super Power. I want every Indian to have very good income to live. That should be the goal. We need the change of mindset. Many people think we are great. We are not great. The people and the country have got potential to become great. We need to achieve it and others will then say we are great.

Firstly, most important thing that is facing the country is "demographic dilemma". This will be realised after 10 years and not now. There are 20 million children in each age group. 2% of the children get professional education; 8% get ordinary higher education; the other 90% are different types of the school drop outs, etc. If this system continues, every year, and if they are not changed, we will not

have bottom of the pyramid, but will have only tip of the pyramid. This 90% should be converted in the interest of industry, consumers and every body.

Second important aspect is that we need to realise the agricultural reality. We hear more about the suicide of farmers. We should realise that agriculture can extend only up to some point. We may get Rs. 2 to 2.5 lakhs income per hectare, if there is a good monsoon and if there is no attack from pests. We have to learn to reduce the number of people dependent on agriculture. We need to siphon them off to other areas. We need to learn to create some form of activity, to accommodate the people siphoned off from agriculture. Within agriculture, irrigation and infrastructure need to be improved. It is a collective job. Later on we have to move into hi-tech agriculture which would mean much lesser people but greater income and also much greater national wealth creation.

Third important aspect is major 'domestic consumption of IT and IT enabled services'. Today, bulk of the Indian IT industry is dependent on orders from foreign countries like US, UK and other countries. How much we do for our own e-governance and for our own industries using IT? If it is done, it will generate employment opportunities in this country. The young boys and girls, who have studied up to 10th standard, can be employed for collecting the various data. The IT industry which is dependent on

Every year, under each age group, we are adding 18 million unprepared children for modern economy. All Corporate and every citizen should do something for this.

foreign countries may get into problem. Hence, we have to increase the internal domestic consumption of IT.

I am aware that Indian Science and Technology and R & D do not reach the industries. Many of the R & D systems are 'stand alone'. We may do satellite and all. That is fine. People have to learn how to inject newness in the industry. Our R&D systems have to be geared to make India succeed in global markets. There should be public opinion to create more and more industries. There may be objections from various sides, including environmentalists. We need to create more industries of major mass production in our villages and other areas. This will help to deploy the surplus manpower from the agricultural industry.

It is good that numbers reserved for small scale sector have gone down. Now the bigger sectors can enter. Bigger industries, who take over the market of these small industries, should also develop ancillary industries to help the displaced SME's employees. This will help

the small people to thrive. We cannot leave these people to market forces.

I don't say that big players are not needed. They are needed for mopping up huge funds. At the same time, they should also do much more than usual Corporate Social Responsibility. They should create lot of ancillary industries, throughout the country, so that chain gets formed.

Also new industries can go to second and third tier smaller towns. It will be difficult in the beginning. Now the communication

system has improved, due to mobile phones. If they go there, they will have all necessary resources cost effectively. They will also find that the people working there are more ethical and want to prove themselves. By this, we can also take care of the 'inclusive growth'

Yes the Agenda before India is the change in all the above sectors to be effected rapidly. Then India will become a force to be counted in the world.

Today, bulk of the Indian IT industry is dependent on orders from foreign countries like US, UK and other countries. How much we do for our own e-governance and for our own industries using IT?

Great Indian inventions and discoveries

- Did you know that India has had many contributions to Trigonometry as early as Aryabhata's period?
- Did you know that history of metallurgy in India dates back to 1700 BC?
- Did you know that Sushruta, [6th century BC] was world's first surgeon?
- Did you know that 'Vaimanika Shastra', an ancient book described the science of aeronautics?

Know more at: <http://greatindiadiscoveries.blogspot.com>

Women in 2020: Strengthen the roots



What are women in (rural) India today aspiring to? Are they aspiring to be home-makers? Or are they aspiring to realize their dreams? Are they even free to dream?! Or do they believe that dreaming is hopeless

in a land where their dreams will never take flight? Do they passively give into societal censure, parental and monetary restrictions? Or do they voice their hopes and wishes? Do they even have a voice?!

Do our rural women have the power to give themselves the hope of a better life?

That's a difficult question to answer. It all boils down to education. The situation is quite dismal since for every 100 girls that enroll in Schools in rural India, only eighteen reach class 8, only nine reach class 10 and just one reaches class 12. Well it's the time to think of some probable solutions.

Understanding the psyche of the rural poor, a monetary incentive (of say a 100 rupees a month) for every girl child that goes to school and an additional Cash Prize for a girl who appears for the exams and passes, can bring about a substantial increase in female child enrollments in schools. Additional stress needs to be laid upon women entering the science streams (medicine, engineering, automotives etc) rather than just the traditional domains that women have been in for the past centuries.

The manufacturing companies or industries that encourage the count of women employees should be given some tax benefits. Women need to be motivated to pursue their studies and subsequently their careers. This can also be initiated at the rural level. Strong self-sufficient women and women entrepreneurs from villages which are in proximity to a said village can be given good mileage. Locals will easily identify with these known individuals who were in similar situations and who have masterfully handled their strife and struggles by turning to education and its benefits. These local role-models can be a part of the school curriculum to help, guide, motivate and

give the female students a realistic, achievable goal. To include such activities in the curriculum, can be made mandatory by the government.

It may be a long while before the rural men accept their women as bread-winners but it won't be too long before the men start recognizing their women as potential financial contributors, in addition to their role of contributing to the welfare of the children and the home. We long to see the day when a rural woman managing her home and her career is seen as a norm rather than just the odd exception.

Only with a remarkable role played by women we can achieve the vision 2020. Because India's Future lies in her villages and India's strength lies in her Women.

(Jayashree Jayaprakash works as an IT engineer in Bangalore. She can be reached at jjayasree@gmail.com)

Only with a remarkable role played by women we can achieve Vision 2020

Join India Vision group

http://groups.yahoo.com/group/India_Vision_2020/

Visit our website: <http://www.indiavision2020.org/>

Student's Corner – "Dream Big!"

Students speaking about "India of their Dreams"

Compiled by Gayathri Nayak, a student of Journalism, Chennai. Gayathri can be reached at jgayathrinayak@gmail.com

Now-a-days, we Indians have more to make merry about than what we have had in a while (recall Godhra, corruption cases, Cricket world cup loss...). Without thinking about our innate liabilities and problems, we are today taking bold steps to 'stand-up' crushing global giants. Even in the field of nuclear advancements, space research, information technology, we Indians have achieved a lot.

But, individually analyzed, Indians are perceived as enigmatic people. Perhaps this stems from ignorance!

I dream that one day, we will take the world by a storm and we will rise like never before to dazzle the world.

This bold message in my mind comes not from fantasy!

I dream; because it is possible... We will make it happen!!

Rajeshwari Mani, I B.Com- MOP Vaishnava Chennai

I envisage an India without corruption, over-storage and under-usage. A multi-cultural land that respects various multitudes; a country telling a story that's driven by culture and success stories where pride is a natural feeling devoid of aping a second nature.

If Indians manage to translate these into reality – we can proudly proclaim to have truly progressed with the ages, and wipe away the traces of restrictive and redundant society.

My dream is that we can awaken India to its own magnificence, and help it grow from strength to strength. Our greatest strength lies in the culture and knowledge accumulated over the ages, all the fuel needed to power our way in this millennium can from within, the sooner we realize that, the greater our chance of becoming a Global Leader.

Mehhana, II MA (Communication) - MOP Vaishnava Chennai

A country, which takes pride in itself, respects and treasures knowledge for the culture it has; a country, which does not waste energy aping the West, but channelises its energy in rekindling its own heritage.

India of my dreams, is a country free from poverty and corruption, red-tapism and bureaucracy, a country having completely-educated citizenship, liberated women force, equal opportunity to all through the abolishment of child labor, casteism, social evils and more importantly, a check on its teeming population.

Given these reforms, India of today will surely grow into a forthcoming and exemplary nation in development and approach. India till then truly can mobilize her potential towards becoming a Super Power.

Leena, II MA (Communication) - MOP Vaishnava Chennai

Our ex-president has asked us to "Dream Big", here I am dreaming for a day when our Mother India can smile, a smile so big that it can radiant beyond boundaries.

I am looking forward to that day when our people's president Dr.Kalam's vision of "India 2020" becomes a reality. Time is running out – so let us get into action.

Aarthi.M, I MA (Communication) - MOP Vaishnava Chennai

Food for Thought – Who is responsible?



**A flower yet to blossom is seen selling flowers.
Who's responsible? What can you do about it?**

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