



A Students Practice Journal of the Centre for Electronic Media and Mass Communication, Pondicherry University

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Puducherry: Union Home Minister P. Chidambaram visited Pondicherry University on Dec. 27, 2008. He was accompanied by Mr. V. Narayanasamy, Union Minister of State for Planning and Parliamentary Affairs and Prof. M. Ramadoss, member of Parliament. Mr. P. Chidambaram inaugurated the School of Management building and went on to address the faculty members and students in the Jawaharlal Nehru auditorium.

The Pondicherry University FM Community Radio Station, "Puduvai Vaani" was also inaugurated by Mr. V. Narayanasamy on this occasion with a live broadcast from the auditorium.

Mr. P. Chidambaram congratulated the university for recognizing the synergy between economics, civil society and public service.

He urged the students to apply management skills not only towards earning money and building careers, but also towards various fields of public service. Emphasizing this he said, "I do hope that many of you will join our public services and add value to nation building through managing our traffic, health and education systems, space programmes and infrastructure development. The years to come will be better than the years that have gone by. The 21st century will belong to India



Clockwise: Union Home Minister Mr. P. Chidambaram.

Pondicherry University Vice-Chancellor Prof. J.A.K. Tareen, Mr. P. Chidambaram, Mr. V. Narayanasamy, Prof. M. Ramadoss, Mr. S. Loganathan at the inauguration of the School of Management building.

Prof. J.A.K. Tareen, Mr. P. Chidambaram, Mr. V. Narayanasamy, Prof. M. Ramadoss as the University anthem plays.



and Asia. You have the great opportunity to make India a bright star in the firmament."

He credited India's stability during the recent global economic downturn to her resilience as a tough player in the global market. "India's economic policies were strong and Indian banks were strong, so we were able to hold through the economic crisis," he said

in affirmation. He attributed the 9% economic growth to the hard work of the people in the agricultural, service and industrial sectors.

Speaking about the current onslaught of terrorism, he voiced the government's position on this to spare no efforts to curb this menace, adding that this duty can only be discharged with the willing cooperation and

support of the general public as well.

Mr. V. Narayanswamy in his address appealed for the need for social unity in these trying times. He echoed the Prime Minister's vision for Pondicherry University to become a world class institution. Prof. M. Ramadoss also hoped that the university would be recognised as a centre for excellence.

V.C.'s Message



I have pleasure in presenting the first issue of "THE INQUIRER" - a students practice journal brought out by the Department of Mass Communication and Electronic Media, created in 2007 with the support of the University Grants Commission.

This is the first step in a journey of a thousand miles. With the expert training and exposure that these students receive, I am sure that they will be able to secure rewarding niches for themselves in the world of media and journalism.

I wish this venture every success. May "THE INQUIRER" symbolise journalistic teaching and training at its best.

Prof. J.A.K. Tareen

Curtain Raiser

Wishing a fulfilling year ahead to all our readers. May this year be a harbinger of wellbeing, peace, creativity and achievement for you.

An increasingly vibrant campus has yet another new entrant this year. We are happy to bring to you the first issue of THE INQUIRER - a newspaper brought out by the students of M.A. Mass Communication, Pondicherry University. The spirit of commitment to the larger community by the university is also the raison d'être of THE INQUIRER. It aspires to connect academia with the world of happenings that impact and reflect issues and concerns confronting humanity today.

Over the last few months, the students have engaged in several discussions and practical exercises on reporting and feature writing. They have stepped out of

the classroom into the field - with their pens, microphones and cameras - and endeavoured to bring you stories from the campus and the community.

Envisioned as a multi lingual venture, we begin with stories in English and Tamil and hope to bring you content in other regional languages in the future. In this issue, we bring you a round-up of important events that enriched campus life in "Campus Buzz 2008". "The Wings of the Muse" bring culture and arts on the centrestage. We report on two renowned visitors to our neighbourhood - His Holiness the Dalai Lama and avant-garde dancer-choreographer Astad Deboo. While "Expressions" showcases the creative writing skills of the students, "Humanscape" brings you their attempts to explore social

concerns related to human development. We sign off with "Potpourri" - a mix of columns to inform, educate and entertain you.

This publication is a result of the team work of students, faculty and guest faculty. We invite you to write in and participate in the efforts towards community journalism.

Do send us your views, feedback and suggestions at puinquirer@gmail.com so that we can serve you better. THE INQUIRER is also available online at www.pondiuni.edu.in

Finally, we wish to thank our Vice-Chancellor, Prof. J.A.K. Tareen and Director of Culture and Cultural Relations, Prof. A. Balasubramanian for their encouragement.

Radhika Khanna
Faculty

Films for Educational Communication

Puducherry: Prakriti 2008, a festival of Indian documentary films on environment, development and human rights was held from Oct. 15-17, 2008. It was organised by the Pondicherry University in collaboration with Consortium for Educational Communication (CEC) of the University Grants Commission (UGC).

Union Minister of State for Human Resource Development, M.A.A. Fatimi inaugurated the festival. He said that the educational channels might soon become part of the direct to home bouquet of Doordarshan. He added that the Ministry of Human Resource Development had introduced several educational channels to provide knowledge to students, teachers and common people.

In the 11th five year plan, priority was given to enhance higher education from 10% to 15%. "We have to expand capacities to accommodate seven million more students at tertiary level. The Consortium for Educational Communication (CEC) has an important role in achieving this target. The UGC, the CEC and its 17 media centres were geared-up to make available courseware in e-content format to the targeted group with the help of multimedia. These courses will help significantly



to overcome inadequacy of human resources and teachers in various parts of the country," he said.

"We have to expand capacities to accommodate seven million more students at tertiary level. CEC has an important role in achieving this target."

Dr. Talik R. Kem, Director of CEC spoke briefly about CEC and its nationwide network of Education Media Centre. CEC is the apex institution of countrywide classroom television. It has been promoting indigenously produced education enrichment programmes, which upgrade, update

and enrich the quality of information and knowledge available to the youth of the country and the audience at large, for more than 24 years now, he said.

Dr. Rajendra Mishra, research scientist of CEC said, "Prakriti means Nature. Guided by our belief in reorienting education towards sustainable development, Prakriti indicates our strong emphasis on establishing direct linkages between youth, development awareness and people's participation."

Vice-Chancellor of Pondicherry University, Prof. J.A.K. Tareen said that a university should have connectivity with society and

surroundings. "Media is an important tool in helping in this connectivity. We have converted a godown into a media centre at the university. This is only a temporary arrangement and we will come up with a huge building for the centre," he added.

The films screened at the festival were *Hollow Cylinder* and *The Homecoming* produced by Nandan Saxena and Kavita Bahl, *Morachi Chincholi* by Balakrishna Damle, *Broken Hearth* and *We The People* by Supurna Sarkar, *Our Family* by Anjali Monteiro and K.P. Jayasankar, *Anant Kalakar* by Sudheer Gupta, *Miller Of Haipi* by EMMRC, Manipur, to name a few. The films dealt with environmental issues, development and human rights.

Our Family received a standing ovation by the audience. The producers of the film who were present at the festival interacted with the students giving them important ideas on film production and details on the various issues they had covered through their films. They also received the feedback of the audience which had many comments and questions following the screenings.

Rinoy Basumatary
Mass Communication

Jitendriya Jena
Mass Communication

Cycle rally on World Tourism Day



Puducherry: On Sept. 27, 2008 a cycle rally on eco-awareness was organized by the Department of Tourism Studies in collaboration with Pondicherry Tourism Development Corporation to celebrate World Tourism Day.

Students joined in large numbers in the cycle rally. It started from Hotel Ashoka at Kalapet. It was flagged off by Mr. Malladi Krishna Rao, Honourable Minister of Tourism, in the presence of Mr. S. Loganathan, Registrar of Pondicherry University.

A workshop was also organized on "Tourism Responding to the Challenges of Climate Change" which discussed measures to save the environment in order to enhance the tourism sector.

Talent hunting for BPO Jobs



Puducherry: A mega job fair from Wipro for BPO sector was held on Sept. 18-19, 2008 at Pondicherry University. The event was for immediate requirements at Wipro BPO. Various students of Pondicherry University and other affiliated colleges attended the job fair.

Speaking about the eligibility for BPO jobs, Mr. Praveen Kamath, Associate Vice-President of Talent Acquisition and Employee Branding, Wipro BPO said, "Those who have command over English, who have ability to showcase right attitude and common sense, willing to groom and interested to work in shifts can walk in. Since the competition venue is the entire globe one needs to adapt to the environment, unlearn old things and relearn new things."

He also cited the achievements of their company in recent years. Wipro BPO has approximately 22,000 employees across 12 locations, seven in India and five outside the country. "We recruit 10,000 to 12,000 employees on a yearly basis. This year we are visiting cities and places where people do not normally visit," he said. He also expressed his wish to strengthen ties with various

Pondicherry institutions so as to meet the rapidly growing need for fresh talent.

Mr. Kamath also extended his warm gratitude to Prof. A. Balasubramanian, Director of Culture and Cultural Relations, Pondicherry University for his active participation in organizing such a programme which has opened more avenues of employment for the youth.

Prof. A. Balasubramanian, said in the inaugural speech that the global employment opportunities depend upon the competencies and skills that one acquires over a period of time. He stressed graduates and postgraduates should acquire the competencies and skills required in the Information Communication Technology (ICT) and Information Technology (IT) industries.

"You need to prepare a checklist of where you will be after two years or what you should do after two years and how you are going to reach the destination. Training is an investment and is of great help in the job market. In the work culture, the talent, skillful and knowledgeable persons will not have tension. You need to mould your life to work at ease," he pointed out. He also assured the students of further job fairs in the near future.

Mr. S.K.V. Jayakumar, Placement Coordinator of the University said that 1,100 candidates were placed in different companies in the previous year. "With regard to the departments of the university, we have been achieving cent percent placement in the last ten years," he said.

Monalisha Basumatary
Mass Communication

INFONET WORKSHOP



Puducherry: The Ananda Rangapillai Library of Pondicherry University and UGC INFONET Centre, Ahmedabad organized a two day UGC INFONET Digital Library Consortium User Awareness Programme for faculty, research scholars and students of the university on Sept. 25-26, 2008.

Inaugurating the programme, Vice-Chancellor of the University Prof. J.A.K. Tareen spoke on his vision of making the institution a world class university and appealed to every research scholar and faculty to have the capability and intellectual calibre to compete with other scholars in institutions of excellence.

He said that the ongoing project of making the campus Wi-Fi would allow any student or faculty to do research at leisure working on one's laptop at the canteen or on the lawns of the campus.

Prof. J.A.K. Tareen hoped that this sort of research culture would enable the University's score of access of UGC-INFONET e-resources to move consortia, facilitating research with the maximum return of investment for the funding authorities.

Displaying usage statistics of

e-resources by the University, he said it ranked seventh in position in comparison to over 150 Universities in the country. The University had moved from the eighth rank in 2006 to seventh in 2007 with nearly a lakh downloads of full text research articles. It had contributed about 846 research papers since 1987, with 3,926 citations at an average of 4.64 citations per article, he added.

Pondicherry University was a member of the consortia of over 150 universities in the country for access to over 5,000 e-resources including electronic journals and electronic databases for major publishers. The UGC INFONET consortium was established three years ago.

Around 15 international publishers made presentations on enhancing search skills on this occasion.

Rinoy Basumatary
Mass Communication

University-Industry Council Meets at PU

The partnering of industry and academia – a future in the making!

For long has the association between industry and the world of academia remained distinct and separated. Whilst the academic world provided talent to industry through the market, there was little active collaboration between them in pursuit of common objectives. However, the coming of a global marketplace and the rapid shift towards a knowledge based economy the world over is now beginning to blur the divide between the hitherto separated worlds of academia and industry.

Today the world of industry is beginning to wake up to the reality that our universities can be used to stimulate, incubate and fulfil a wide variety of research goals. They are catchments of great talent, which

can be used for the benefit of industry, academia, the economy and society at large. Many governments in developing nations are realizing the potential inherent in such an association and are beginning to actively encourage it.

The 3rd University-Industry Council Symposium was held at the Pondicherry University on Nov. 21-22, 2008. It was an evolving step in this new and emerging partnership between Indian industry and Indian academic institutions. Titled "Future Strategies: Action Now," this symposium, sponsored by the Confederation of Indian Industry, put the focus on the benefits that could accrue from such an exchange. The four sessions of the symposium were devoted to the key elements that

defined such partnering and how to realize it in practice. They were anchored by eminent resource people from India and abroad known for their expertise and deep understanding of this emerging trend. The symposium overviewed those factors needed for a successful marriage between institutions of learning and industry, along with the difficulties and challenges that such an encounter could generate.

The roles of Government, universities and industrial associations were analysed along with the policies, incentives and initiatives needed to foster and strengthen such partnerships.

Tejas Joseph
Guest Faculty

South Zone Vice-Chancellors Conference in Pondicherry University

Puducherry: The Association of Indian Universities and Pondicherry University jointly organized a two-day South Zone Vice-Chancellors Conference at Pondicherry University on Sept. 11-13, 2008.

Eminent academician Prof. Anandha Krishnan delivered the keynote address. The central theme of the conference was 'Basic Science Education and Research: Constraints and Challenges of Universities'. Vice-Chancellors from the South discussed various issues concerning the declining interest in basic sciences and ways and means to create a sustained interest in research in science among students.

Inaugurating the conference, the President of Association of Indian Universities, Prof. A.M. Pathan said, "The declining interest in basic sciences is a universal trend and is not new to India. We need to find out ways to address the challenges."

Pondicherry University Vice-Chancellor, Prof. J.A.K. Tareen said that there are different factors contributing to the declining interest in basic sciences. "One of the factors is the drive of the job market. Students prefer to look for openings immediately after completing their graduation. They are pulled towards areas like bio-informatics, biotechnology, man-



agement and information technology sector. There is no good investment in science education. The bulk of grants are going to IITs. Regular universities have been producing manpower for the sustenance of the country's industries for the last 50 years. They get lower funding," he added.

D. Purandeswari, Union Minister of State for Higher Education, in her presidential address said that the government has also come out with a task force which would look into the matter regarding the decline in science education.

Prof. A. Gnanam, former Vice-Chancellor of the university and Chairman of National Assessment and Accreditation Council said that the declining interest in fundamental sciences is not only restricted to subjects such as physics and chemistry but also for electrical and mechanical engineer-

ing disciplines. Academicians however came out with a number of solutions to solve the crisis. Dr. Aruna Sivagami, Vice-Chancellor, Mother Theresa Women University said that there should be wide spread emphasis on encouraging students to take up basic science courses from the school level, to create sustained interest in students.

Prof. J.A.K. Tareen suggested that the attention of students should be drawn towards sciences with an assurance of a career in the particular stream. There is also a need for change in policy of the government for sustained grants for universities rather than one-time grants. "Government should try to improve funding and initiate development of basic science education and science laboratories," he added.

At the end of the conference, a cultural extravaganza was performed by the students of the university in the evening.

**Arathi Krishnakumar
Rinoy Basumatary
Suja Das
Mass Communication**

The Global Economic Downturn No need for panic

Puducherry: On Sept. 17, 2008, the Department of International Business organized the industry-institute interface on Global Economic Downturn.

Dr. Mohan K. Pillai, Professor and Head, Department of International Business welcomed the gathering. Mr. M. Manoharan, faculty member highlighted the scope of the seminar.

Vice-Chancellor, Prof. J. A. K. Tareen, in his presidential address laid emphasis on mass momentum and steady government economic policies to counter global economic downturn.

Mr. D. Sampath Kumar, Associate Editor, Business Line, in his keynote address, gave a statistical review of rate of growth and economic activities in USA. "If the U.S.A. suffers from any economic growth, its effect is felt throughout the globe. One percent of reduction of growth in USA is 0.5% in Europe and 0.75% in India. The crude oil rate increased from 45\$ to 70\$ per barrel and India struggled to cope with this international scenario. Current micro policies, oil sector, rise of per capita income in

U.S.A have all led to a crisis in global finance," he said.

He also urged for steady government policies to tackle the present economic crisis which is now prevalent and gave a surprising look towards our policy makers citing the example of Singur.

Dr. Panneerselvam, Dean, School of Management, and Mr. S. Kaundheya, Chief Executive Officer, i-Horse BPO Solutions Pvt. Ltd., in their felicitation address added some fuel to the discussion asking to focus on the local markets.

In the panel discussion, Dr. K. Jaffer, Chairperson, ETA Ascon, West Asia Exports Ltd., gave importance to the political and social stability in the world to address this problem.

"Unemployment, insecurity, inflation are to be blamed for this crisis," said Mr. B. Nedumaran, Head, Corporate Affairs, Ma Foi. He also gave importance to employability, multi-skill personality, and use of human resources to tackle the current situation.

**Jitendriya Jena
Mass Communication**

Wi-Fi enabled campus soon

Puducherry: Pondicherry University will soon have Wi-Fi facilities enabled in the entire campus. The university has plans to approach laptop manufacturers to offer students and partial bank support to buy them.

Bharat Sanchar Nigam Limited (BSNL), Puducherry entered into a formal agreement to establish an integrated communication network at the campus. Vice-Chancellor of the university Prof. J.A.K. Tareen said, "We are making the entire campus Wi-Fi enabled so that the students will be in a position to access information anywhere in the campus. At a cost of Rs. 2 crore, the work has commenced and the project will be completed soon. BSNL would look after the project for the next three years," he said. "BSNL has started to lay optical

fibre connecting 44 buildings in the university campus including hostels. They are using 25 km of optical fibre for the work," General Manager of BSNL, Puducherry, R. Marshal Antony Leo said.

Once the project is completed the university will have all the communication infrastructures like optical fibre connectivity to all buildings, IP voice telephones to all faculty and officers, wireless internet throughout the campus and structured calling network for all buildings.

Deputy General Manager Telcom, BSNL, A. Robert J. Ravi, said that there will be a in-built security system and only systems authenticated by nodal incharge could enter the network.

**Monalisha Basumatary
Mass Communication**

The Sports Pavilion

Puducherry: Different sports events were organized by the Dept. of Physical Education, Pondicherry University.

Inter-collegiate Cricket Tournament was held from Sept. 22-30, 2008 in which 32 teams participated. Tagore Arts College won the trophy defeating Pondicherry University Community College.

The Kabadi competition was held from Sept. 18-20 at Karaikal in which 15 teams participated. Pondicherry University won the championship defeating AAGSA College, Karaikal.

The badminton competition was



held at Yenam from Sept. 29-30. The Rajiv Gandhi Engineering

College won the trophy and the Pondicherry Engineering College was the runners up.

Dr. P.K. Subramanian, Head, Dept. of Physical Education spoke to THE INQUIRER. He said, "The Dept. of Physical Education selects the best players every year for various tournaments held at different parts of the country. The department needs good coaches and more infrastructure like a cricket stadium, and floodlight courts. We expect to have these in the near future."

**Jitendriya Jena
Mass Communication**

Know your University

Departmental exchanges: Anthropology, Biotechnology, Subramania Bharathi School of Tamil Language and Literature

Puducherry: 'Know your University', a monthly programme organized by the University was held at J.N. auditorium of Pondicherry University on Dec. 22, 2008. Coordinator of the Programme, Prof. S. Murali, Dept. of English gave the welcome address.

The Dept. of Anthropology, Biotechnology, Subramania Bharathi School of Tamil Language and Literature shared the working of their departments. Dr. A. Chellaperumal, Reader and Head of Anthropology Department spoke on the programmes offered, thrust areas of research and the achievements of the department. The department focuses on "giving voice to the voiceless" and has studied the tribal communities of Andhra Pradesh, Andaman and Tamil Nadu and also has done extension work to get recognition for tribals in Puducherry. In the future, the department plans to strengthen visual anthropology and establish an anthropology museum.

The Biotechnology Department's activities were summarized by the Head of the department, Dr. M. Sakthivel. He shared

that though established in 1992 as a centre, it was upgraded to a department in 1999. The department has recently got the first U.S. patent to protect findings on "Dimer of phenazine-1-carboxylic acid." The department has completed 12 researches and has 8 ongoing projects. Their research collaborators include Kansas State University, USA and Danish Government Institute, Denmark.

The audience next got to know the Subramania Bharathi School of Tamil Language and Literature. Prof. S. Arokiyanathan said, "The department was established in 1986 in Karaikal and later transferred in 1987 to Puducherry." The department has got a Kamban chair to do research on the Ramayana epic. They have done several UGC research projects which include the dictionary of Siddha literature and dictionary of Tamil folklore. A thematic volume is also brought out each year by the department.

In his concluding address, the Vice-Chancellor, Prof. J.A.K. Tareen said that the programme effectively contributed to sharing with each other.

**Arathi Krishnakumar
Mass Communication**

Opportunities to study abroad Seminar on higher education in UK

Puducherry: A seminar on higher studies in United Kingdom was organized by the British Council and the Dean of Students Welfare on Sept. 19, 2008. Dr. K.M. Tamizhmani, Dean of Students Welfare delivered the welcome address.

L. Dhansekaran, Head, Education UK, gave a brief introduction about the British Council. He said that the British Council is UK's international organization for educational opportunities and cultural relations and its purpose is to build mutually beneficial relationships between people in UK and India through collaborations in arts, culture, education, science and technology.

"The International English Language Testing System (IELTS) was a must for Masters in Business Adminis-

tration. We advise that students take the IELTS as it will help in getting admissions and at the time of getting visa. In case students have any difficulty in English communication skills, then IELTS gives an opportunity for them to get additional support from universities before the starting of the course through pre-session English programmes," he said.

The British council is actively functioning in 109 countries and 227 towns and cities worldwide. "We are currently working in the areas of English language teaching, building education and research collaborations through the UK India Education and Research Initiative," he added.

R. Nim Bahadur, Manager of Education UK, gave a brief

introduction on scholarships for students pursuing their higher studies in UK. They can apply for scholarships such as Commonwealth Shared Scholarships Scheme, Dorothy Hodgkin Postgraduate Awards and other fellowship plans. British scholarships include reimbursement of tuition fees and boarding expenses.

Regarding selection of universities, he said a Quality Assurance Agency in UK visits individual departments of universities and checks on categories such as course content, curriculum, teachers experience, research activities, projects, percentage of students who pass and how soon students get employment.

**Rinoy Basumatary
Mass Communication**

The Dalai Lama in our neighbourhood!

Human unity and Universal amity: a timeless message for a globalizing world society



The Dalai Lama inaugurates the Pavilion of Tibetan Culture, Auroville
Photo: Olivier, Auroville



Young Aurovillians in Tibetan attire with the Dalai Lama
Photo: Ireno Guerci, Auroville

A decade into the new millennium has already borne witness to a startling number of changes and developments. The phenomenal growth of the Asian economy, the unsettling spectre of terrorism and the shrinking of time and space due to the internet are some of these. Also on record is the growing awareness for a more sustainable way of life by the world community and the deep longing for harmony and understanding amongst the different nations of the world in a rapidly globalizing environment.

We went to hear the charismatic and renowned spiritual and political leader of Tibet, the Dalai Lama, on Jan. 20 when he visited Auroville to inaugurate the Pavilion of Tibetan Culture. Perhaps it was ordained that this event to celebrate human unity coincided with another significant one in the western world – that of the swearing in of Barack Obama, America's first coloured president – that bespeaks of new times to come in world politics!

Tibetan culture, according to His Holiness, is representative of compassion, non-violence and goodwill to all. These qualities are sorely needed in today's world. Material development alone is not a guarantee for peace. As life depends on a compassionate cultural heritage, it is important to make efforts for its preservation wherever it may

be found, he noted.

In the address that followed, he requested the services of a translator so that he could convey his respect and greetings along with his thoughts and ideas to the local people present. Buddhism was one of ancient India's foremost examples of radical thinking and philosophical sophistication, he expounded. "We always consider Indians our



The Dalai Lama visits the Matri Mandir, Auroville. Photo: Ireno Guerci, Auroville
In conversation with the Dalai Lama. Photo: Olivier, Auroville

gurus, while we are the chelas", he quipped. He expressed his deepest admiration and regard for old Indian Buddhist masters, logicians, and thinkers such as Nagarjuna and Bodhidharma (the founder of Zen), both of whom hailed from south India. With his characteristic humility he asserted, "I am just an ordinary and ignorant human being. I am like a messenger and communicator of ancient Indian thought; the real owners of that

thought are you."

Speaking about the various crises that gripped the world in its relentless grasp presently, he pointed out that an extremely self-centered attitude was at the source of much personal and collective suffering that humankind experienced. Disdain for the culture and ways of life of others generated a harmful viewpoint that led to war and



conflict. Emotional attachments – to one's own thinking and preferred way of life – are mostly mental projections which limit our world view and obstruct our vision for a happier and better world for all. He assured us that if we learnt to consider 'the other' as being more important than ourselves, then we could develop genuine empathy. Such an expansive feeling for our fellow beings would be one that was 'being oriented' rather than "action-

oriented" and capable of transcending prejudice and reaction. Developing a sense of concern for the well being of all will not come spontaneously and requires training and a new type of reasoning, he stressed. This is the role of the education of tomorrow. Its responsibility is a great one as it will have to change old patterns of thought and behaviour to create a new world where human unity and universal responsibility is on everyone's agenda.

Turning his attention to health, he stated that the physical wellbeing of the body is affected by our mental and emotional states. Positive mental attitudes help bodily health. To illustrate this he shared with us his experience after a recent surgery he underwent for the removal of his gall bladder. Though it was a complicated surgery lasting almost three hours, he recovered in a week's time. He attributed his quick recovery to his genial, jovial and calm mental state. The pursuit of peace and happiness can also be treated as a secular scientific enterprise. Just like secular medicine was used to treat disease, the practice of mindfulness and whole-heartedness were tools that could be employed

in the service of individual and societal health and happiness, he strongly felt.

The concept of 'universal responsibility' has become the core of his political thought and philosophy today. He has repeated time and again that this is his "first commitment"; the others being inter-religious dialogue and the cause of Tibet. During the past years, His Holiness has talked extensively about ethics and the ethical life as being the only ways to save the planet and humankind from chaos and destruction. This approach applied not only to the fields of environmental protection, business, administration or education, but to all fields of life equally. For him, ethics are fundamental and deep human values that help to put humankind, not only man, at the centre of our thoughts.

This is the first step towards what he calls 'universal responsibility' – a new world order in the making and one that we will all have to learn to partake in. He ended the session with a heart warming salute and plea to the young, both in the audience and in the world at large, saying, "You are the 21st generation and hope lies with you."

Radhika Khanna
Rinoy Basumatory
Tejas Joseph
V. Nathy

1st ANNUAL EXHIBITION

(PHOTOGRAPHY STUDENTS 2007-08, SAIMC)



Hola Mohalla Festival, Anandpur Sahib -
Nilay Jyoti Talukdar



Mall Road, Shimla -
Kiranjit Baruah



Five Rathas, Mamallapuram,
Tamil Nadu - Nilay Jyoti Talukdar



Bike Rickshaw, Gujarat -
Tanul Trivedy

Students of SAIMC (Sri Aurobindo Institute of Mass Communication), New Delhi exhibited their work in Puducherry from Dec. 23-28, 2008. They started their journey from New Delhi on June 14th 2008, and exhibited their photographs at Alliance Française (New Delhi); Exhibition House, Sri Aurobindo Ashram (Puducherry); Gallery Square Circle, Kala Kendra (Auroville) and ended on Jan. 11, 2009 at Lalit Kala Academy (Chennai).

Nitin Rai, Head, Creative Photography, SAIMC says, "Learning photography does not mean just becoming technically good; utmost importance is given to evolve the inner vision. Photographers

must see things that a lay person can't see. They must develop the sensitivity and discipline of the medium to capture the right moment in its rightful space. They should be observant of the smallest details around them." The works of his students evokes the varied ways in which people relate to situations and environments. Reflecting myriad moods and expressions of the people, the photographs communicate their ways of seeing.

An exhibition such as this showcasing the work of students inspires and encourages youth people to come out and express their talents and share them with the larger community.

V. Nathy
Mass Communication

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The Poetry of Human Motion



Photos courtesy: Astad Deboo Dance Company and Kala Kendra, Auroville.

Auroville: On Dec. 29, 2008, Astad Deboo performed "Rhythm Divine" accompanied by the Hula group. Astad walked the parameter with eight Manipuri dancers at the Bharat Nivas auditorium.

The one and a half hour show witnessed a collage of flying, catapulting and pirouetting human forms to the incredulity and delight of the audience. The movements drawn from the whirling dervishes of sufism evoked a mood of surrender and wonder. One could only marvel at the phenomenal control over the body and its exact movements choreographed to great precision yet affording flexibility and scope for improvisation. The performance provoked various questions in the audience - what we see, is that a symbol or a drum; tradition or modernity; choreography or philosophy? What are the connotations that we bring to the rhythmic images?

Helping us to transcend normal human experience, Rhythm Divine it was.

Radhika Khanna
Faculty

Astad Deboo is a unique dancer. Though classically trained, he is by definition a practitioner of modern dance. Astad Deboo can be single handedly credited with bringing experimentalist modern dance forms to the Indian stage.

He is known for his work with small creative groups with whom he takes two elements of dance - improvisation and experiment - to new and untried heights. Blending and fusing diverse movements - from gymnastics, martial arts and classical dance - within a theatrical format in support of abstract themes is his forte.

Astad trained in Kathak with Prahlad Das in Kolkatta and with E.K. Panicker in Kathakali in Kerala. Both

these dance forms are distinct from each other. One gives importance to whole body movements (particularly the limbs), whilst the other concentrates on facial expressions and delicate hand gestures. To this native repertoire he has added his experiences from modern dance in America and Europe, studying under renowned dancers like Martha Graham, Pina Bausch and Alison Chase. Armed with this eclectic bag of skills he has experimented with a variety of forms, themes, concepts and performance spaces and has collaborated with other dancers, composers and designers to create innovative works of aesthetic value all over the world.

Recipient of the Sangeet

Natak Akademi Award for Creative Dance in 1995, Astad Deboo has performed at the Great Wall of China, with the cult rock band from the 70's, Pink Floyd, in London and at the 50th anniversary of the American Dance Festival. Deboo was commissioned by fashion designer Pierre Cardin to choreograph a dance for Maia Plissetskaia, prima ballerina of the Bolshoi Ballet.

He has given command performances for the royal families of Japan and Thailand. He was the first contemporary dancer to perform at the Elephanta and Khajuraho festivals and has conducted workshops at the London School of Contemporary Dance and the China Academy of Arts, Beijing.

Apart from his various collaborations with groups and individuals abroad, he is known for his commitment to working with the Action Players of Kolkata. Also known as the "Deaf Group", this is a group of theatre and dance professionals who are hearing impaired. He also works with the Hula group of Manipur known for their highly gymnastic/martial arts oriented movements.

Artistic performances affect audiences in different ways - from entertaining and informing to provoking and inspiring. Astad Deboo seems to situate his audience in a new category altogether, that of speechless wonder!

Tejas Joseph
Guest Faculty

Art Gallery



K. Vasanth. M.A. Mass Communication



Iyappan. E M.A. Mass Communication

Pondicherry University in Community Service

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PUDUVAI VAANI 107.8 MHz
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Pondicherry University launches community FM Puduvai Vaani 107.8 MHz. The new Community Radio Service (CRS), initiated and implemented by Pondicherry University is now on air with its transmission from 6 - 10 a.m., 1 - 2 p.m., 5 - 9 p.m. on weekdays (Programmes in Tamil) and 6 a.m. to 6 p.m. on Saturdays and Sundays (Programmes in Tamil, English and other languages). The FM reaches a distance of about 20 km radius from the university campus. Besides the faculty and students of the university, programmes are also presented by the people of the community. The language of broadcasting primarily includes Tamil and English.

Puduvai Vaani has been started with an aim to create awareness among people to improve the quality of their lives. Puduvai Vaani is the public broadcaster to awaken, inform, enlighten, educate and entertain. Including programmes on women empowerment, communal harmony, health and education, it aspires to voice various developmental issues and concerns. It brings out the hidden talents of the students in and around the University campus and also offers opportunities for the practical sessions for students of the Centre for Electronic Media and Mass Communication.

Listeners feedback and suggestions for programming are invited at puduvaivaani@gmail.com

ஆற்றில்

அன்றைய தினம் அதிகப்படியான மழை அரசு மற்றும் தனியார் பள்ளிகளுக்கு விடுமுறை விட்டபட்டிருந்தது. அதிகமான மழையின் காரணமாக குமரன் படிக்கும் பள்ளியை ஓட்டியுள்ள ஆற்றில் வெள்ளம் பெருக்கெடுத்து ஓடியது. மறுநாள் மழையின் தாக்கம் குறைய பள்ளி மீண்டும் வழக்கம் போல் இயங்க ஆரம்பித்தது. ஆனால் ஆற்றில்

பார்த்ததும் முருகன் ஆற்றின் கரை ஓரத்தில் இறங்கி விளையாட குமரனும் சற்று இறங்கினான். இறுதியில் முருகன் இறங்கி விளையாட ஆரம்பித்தனர். ஆற்றில் நீரின் வேகம் அதிகமாக இருக்கவே குமரனை மெதுவாக நீர் இழுத்து சென்றது. சிறிது நேரத்தில் குமரனின் கூக்குரல்... காப்பாத்துங்க! காப்பாத்துங்க!! என்று கேட்க அவனை பார்த்த



சிறிய சனாமி போல வெள்ளம் ஆர்ப்பித்துக்கொண்டு ஓடியது. அரசு பள்ளியில் பயிலும் குமரன், ராஜீ, முருகன் முவரும் நண்பர்கள். குமரன் வீட்டிற்கு ஒரே மகன் என்பதால் அவனுடைய பெற்றோர்கள் அவன் மீது அதிகமான பாசம் வைத்திருந்தனர். அன்றைய தினம் குமரனின் தாய் அவனை பார்த்து செல்லம் பார்த்து ஓரமா போப்பா, ஆற்றில் வெள்ளம் வருதாம் அங்கு போகாதப்பா என்று கூறினார். பள்ளி உணவு இடைவேளையின் போது ராஜீ, டேய் ஆத்துல வெள்ளம் வருதாம் நாம போய் பார்ப்போமா? என்று குமரனையும், முருகனையும் கேட்டான். குமரனும் வெள்ளத்தை பார்க்க வேண்டிய ஆர்வத்தில் சரிவென்று கூறினான். முவரும் பள்ளியை கட் செய்து மதியம் ஆற்றிற்கு சென்றனர்.

முருகன் பயத்தின் உச்சியில் நண்பனை காப்பாற்ற வேண்டும் என்ற வேகத்தில் அவனும் நீரினுள் சென்றான். நீரின் வேகம் அதிகமாக இருந்ததினால் இருவரும் அடித்து செல்லப்பட்டனர். கரையில் இருந்த ராஜீ ஐயோ! ஐய்யோ!! என்று அளறியடித்தபடி ஓடி இதனை பார்த்த ஊர் மக்கள் நீரில் குதித்து இருவரையும் காப்பாற்ற முயன்றனர். ஆனால் முருகனை மற்றும் இழுத்து வந்து கரையில் போட்டனர். குமரனை காணவில்லை. இந்த சேதி பள்ளிவரைச் செல்ல பள்ளியில் இருந்து அனைவரும் வந்து விட்டனர். பின்னர் வெகு நேரம் கழித்து குமரனின் உடல் கரைக்கு எடுத்து வரப்பட்டது. குமரன் இறந்த செய்தியை கேட்டு அவனுடைய தாய் அளறியடித்தபடி ஓடிவந்து அவனை கட்டி தழுவி புலம்பினாள்.

ஆற்றில் நீரின் வேகம் அதிகமாகக் காணப்பட்டது. அதிகமான நேர

பிரபாகரன்
Mass Communication

பத்மஸ்ரீ ஜ.அ.கா. தரீன்

கல்விப் பணியில் சிறந்து விளங்கியமைக்காக இந்திய அரசின் பத்மஸ்ரீ விருது பெற்ற புதுவை பல்கலைக்கழக துணைவேந்தர், பேராசிரியர் ஜ.அ.கா. தரீன் அவர்களை பேராசிரியர்கள், மாணவ, மாணவியர்கள் மற்றும் அலுவலக ஊழியர்கள் சார்பாக வாழ்த்துகிறோம். துணைவேந்தர் பேராசிரியர் ஜ.அ.கா. தரீன் தலமையில் எங்களின் கல்வியினை தொடர்ந்து வளர்த்துக் கொள்வதில் மாணவர்களாகிய நாங்கள் மிகவும் பெருமீதம் கொள்கிறோம்.

சிரிக்க வைக்கும் வேலுமாமா

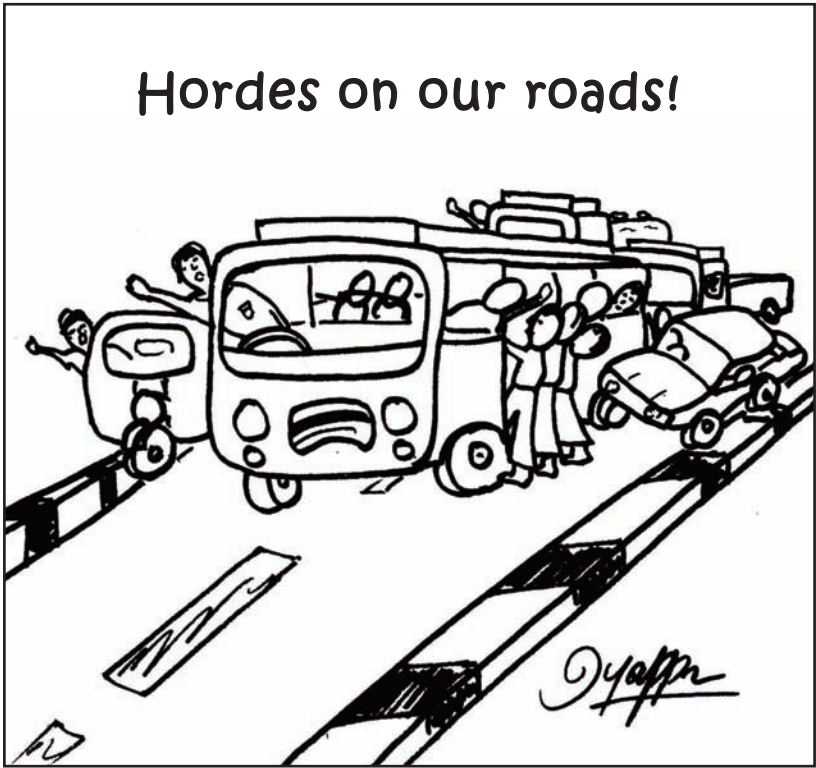
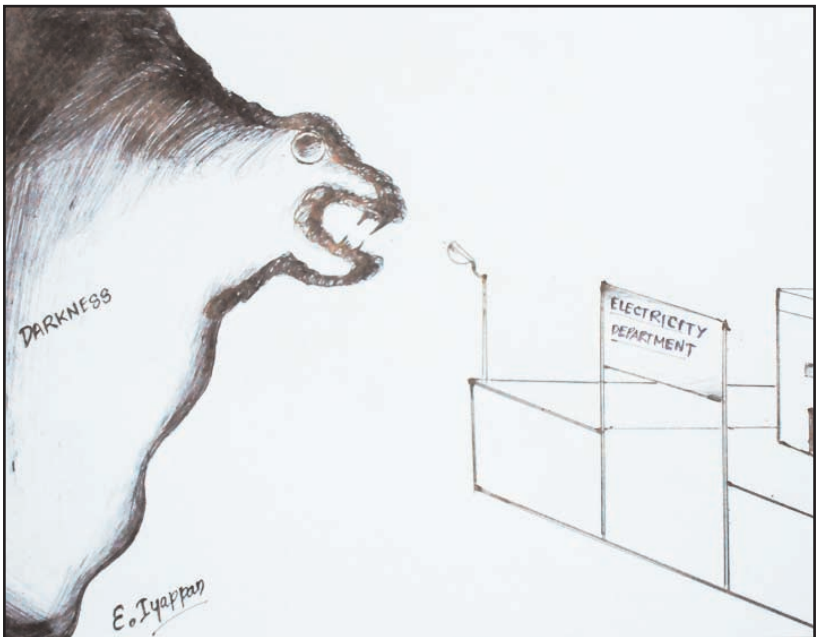
உற்சாகம், கொண்டாட்டம், குதூகலம் இது இவர் இருக்குமிடம், ஆம் குழந்தைகளின் மாயாவாய் அவர்களை சிரிக்க வைக்கும், நாடகத்துறையை பயிற்றுவிக்கும், அந்த பெரும் பணியில் தானும் சந்தோஷப்பட்டு, நாடகத்துறையை வளர்த்து வரும் வேலுமாமா என்கிற ச.வேலுசுவாமி. இவர் புதுக்கோட்டை மாவட்டத்தில் ஒரு சின்ன விவசாய குடும்பத்திலிருந்து வந்து நடிகராகும் ஆசையோடு புதுவை பல்கலைக்கழகத்தில் நாடக கலை மேற்படிப்பை படித்தார். நாடகத்தின் ஈர்ப்பால் 'ஆழி நாடக குழு' என்ற குழுவை தொடங்கி சிறப்பாய் அனைவரையும் சிரிக்க வைத்துக் கொண்டிருக்கிறார். நாடகத்துறையில் அவர் ஈர்ப்புக்குக் காரணமாய் அவர் சொல்வது உலக வரலாற்றின் கண்ணாடியாய் இருந்து, வரலாற்றுக்கெல்லாம் வடிவம் தந்து, மனிதனை உலகமறியச் செய்யும் ஊடகமாய் நாடகம் இருப்பதுதான் என்பதாகும். அவர் கல்லூரியில் பயின்ற காலத்தில் அவர் துறையில் இயக்குனர் திரு.பாலசுந்தர் முன் நடைபெற்ற முதல் நாடகமான 'ஔரங்கசீபில்' நடக்க வாய்ப்பு மறுக்கப்பட காரணமாய் இருந்த அவரின் குழந்தைமுகம் இன்னாளில் அவரின் முகவரியாய் ஆனது என்று சொல்லலாம்.

குழந்தைகளுக்கு முகமுடி, பொம்மை செய்வது பற்றி கற்றுக்கொடுக்க போன போது எதிர்பாராத விதமாய் அன்றைய நிகழ்ச்சி நிரலில் வர வேண்டிய நடர் வராத காரணத்தினால் அந்த கேம்பின் தலைமையாய் இருந்த ஏ.ச.தேவிகா அவர்களிடம் ஒப்புதல் பெற்று, தன் கல்லூரி காலத்தில் தன் Project-க்காக தயாரித்த நாடகமான 'கடல்பூக்க' நாடகத்தை எளிமையான முறையில் மக்களோடு மக்களாக (ஆதாவது Inter Active Theatre) நடத்தப்படும் விதத்தில் நடத்திக் காட்டினார். அது அன்று பெற்ற பாராட்டுகளினால் 3000 முறைகளுக்கு மேல் அரங்கேற்றப்பட்டு விட்டது என்பது குறிப்பிடத்தக்கது.

மக்களை தன் தேவலோக யானைகள் மூலம் சிரிக்க வைத்து மனதளவில் மீட்டதான் அந்த நேரத்தில் அங்கு கலந்து கொள்ளவந்த திரு. கிளிண்டன் அவர்களை ஒன்ஸ்மோர் கேட்க வைத்த அவரின் திறமை பாராட்டுக்குரியது. தமிழ்நாடு, கர்நாடகம் போன்ற மாநிலங்களுக்கும் சுவீட்சர்லாந்து, ஜெர்மனி போன்ற ஐரோப்பிய நாடுகளுக்கு சென்று நாடகம் நடத்திய அனுபவம் பெற்றவர், இந்த வேலுமாமா. எத்தனையோ நாடகங்கள் நடத்திப்பினும் ஆனந்த விசுனின், சுட்டி விசுனின் ஆரம்ப விழாவுக்கு (2000-ஆம் ஆண்டு) "மகுடகாரன்" என்ற நாடகத்தை திரு. நாசர் மற்றும் சின்ன பசங்களோடு சேர்ந்து மகிழ்ந்து கொண்டாயது அவரின் மறக்க முடியாத அனுபவம் என்பது அவரின் கருத்து. சங்கீத நாடக அகாடமி, புதுதெலுலி சங்கீத நாடக அகாடமி, புதுதெலுலி புதுவை கலை பண்பாட்டுத்துறை, புதுவை அரசு ஆகியோரால் சிறப்பிக்கப்பட்டவர். திருப்பூர் தமிழ்சங்க அலாண்டு சமீபத்தில் அவருக்கு தரப்பட்டது. அவரின் அங்கதூரன் குழந்தைகளுக்கான நாடகத்தொகுப்பு நேரு இலக்கிய விருது புதுச்சேரி அரசால் தரப்பட்டுள்ளது. எத்தனையோ விருதுகள், பாராட்டுகள் அவர் பெற்றிருப்பினும் அவரின் பெரும் பாராட்டாய் அவர் நினைப்பதாக சொல்வது குழந்தைகள் அவருக்கு அன்போடு கொடுக்கும் சின்ன சின்ன பரிசுகளே. நாடகம் பற்றிய கருத்து அவரிடம் கேட்கப்பட்டபோது அவர் கூறியதாவது நாடகம் மனிதனின் அச்சம் தவிர்த்து, வெட்கம் தவிர்த்து வெளிப்பட வைப்பது. ஒவ்வொரு மாணவரும் நடிகர்களை போல கூச்சுறியது தன்னம்பிக்கையோடு வெட்கமற்றமலம் செய்பவரே வேண்டும். ஒவ்வொரு ஆசிரியரும் ஒரு நாடக நடிகரை போல் இருக்கும் குழலையே வசீகரமான போதனைக்கு தயார்படுத்தவேண்டும். கார்த்தியையே உருவாக்கிய நாடகம் இங்கு கேலி கூத்தாய் இருப்பது வேதனையான ஒன்று, நாடகத்தின் நிலை வளர்ச்சியில்லா நிலையில் இருப்பது போல் தெரிந்தாலும் உயிரினங்களின் உயிராய் இருக்கிற நாடகம் அழியாது. அது உயிரினங்கள் அழிந்தால் மட்டுமே சாத்தியம் என்பதற்கும் குழந்தைகளை சிரிக்க வைத்துக் கொண்டே ஓடிக்கொண்டிருக்கும் இவரின் கலைப்பணிக்கு இன்னும் எத்தனை விதமான களங்கள் காத்திருக்கின்றதோ!!!

வெ. அறிவுக்கனி
Mass Communication

Cartoonscape



Kavidhai Kelungal...

<p>உதவி ஏ மனதா!! இன்று! யாருக்கு? உன்னால்! என்ன உதவி ஆனது? என்பதை உன் நாட் குறிப்பில் எழுதிப்பார்... நாட்கள் நகர்ந்த பின்னும், உன் நாட்குறிப்பின் பக்கங்களில்</p>	<p>வெற்றிடங்களே...! நிறைவாய் இருக்கும்., அந்த வெற்றிடங்கள் நிறைவாகத் தொடங்கினால்...! நீ மனிதம் உணர தொடங்கிவிட்டாய்.. மண்ணின் புனிதம் உணராத தொடங்கிவிட்டாய்!!!</p>	<p>நண்பன் அன்பில் வெண்பனி ஓடை... துன்பத்தில், நிழல்தரும் குடை...!</p> <p>சோதனை வாழ்வின் அனுபவப்பாடம் படிக்க.,</p>	<p>காலம் திறந்து வைக்கும் புத்தகம்</p> <p>முதியோர் இல்லம் முகவரி தந்து முன்னேற்றியவர்களை, முகவரி கழித்து முதுமையின் பயணம் முடியும் வரை - நாம் அனுப்பும் "வனவாசம்" வெ. அறிவுக்கனி</p>
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இன்னும் ஏன் பிச்சைக்காரர்கள்

நமது இந்தியா எவ்வளவோ துறைகளில் பல சாதனைகளை நிகழ்த்தி முன்னேறினாலும், பிச்சை எடுக்கல் என்பது ஆங்காங்கே அப்படியேதான் இருக்கச்செய்கிறது. இன்றைய சமுதாயத்தை எடுத்துக் கொண்டால் பிச்சை எடுப்பவர்களில் பெரும்பாலானோர் பெண்களும் குழந்தைகளும் உள்எனார். இப்படியொரு காட்சியினை ஏன் இன்னும் நாம் பார்க்கிறோம். பிச்சை எடுத்தலின் இன்றைய நிலைமையை கீழ்வரும் சில வரிகளில் காண்போம்...

படத்தில் உள்ள பெண்மணியின் வயது (43) இருக்கும் அவர் பெயர் பச்சையம்மா ஊர் விழுப்புரம் மாவட்டம் ஆசிரைச் சேர்ந்தவர். அப்பெண்மணியை நான் புதுவை கடற்கரை சாலையில் கண்டேன். அவரை சந்தித்து பேசியபோது அப்பெண்மணி சொன்ன காரணம்...

எனக்கு ஒரே ஒரு பொண்ணு மட்டும்தான் நான் ஜந்துமாத கர்ப்பினியா இருக்கும் போதே என் புருஷன் என்ன கைவிட்டு போயிட்டார். அதற்கப்புரம் இந்தப் பெண்ணை பெத்து வளர்த்து ஒருத்தன் கையில் பிடிச்சுக் கொடுத்தேன். பிறகு கொஞ்சம் நாள் போனதும் நான் யாருடைய உதவியும் இல்லாமல் தனிமையாகிவிட்டேன். என் பொண்ணுங்கூட என்ன வந்து கவனிக்கவில்லை. இந்த பிச்சை ரோட்டுலதான் பிச்சை எடுப்பேன். யாராவது சாப்பிட ஏதாவது கொடுத்தாங்கனா அதை சாப்பிட்டு விட்டு ஓரமா எங்கேயாச்சும் படுத்துக்குவேன். வேலை செய்ய முடியுமன்னு கேட்டீங்கனா எனக்கு உடம்புக்கு இப்ப ஒன்னும் முடியலை, அதனால் எந்த வேலையும் செய்ய முடியாது. ஆனால் உட்கார்ந்த படி ஏதாவது வேலை கொடுத்தா சிறு சிறு வேலைகளைக் கண்டிப்பா செய்வேன். அப்பறம் எனக்கு முதியோர் பென்ஷனோ, ரேஷன் கார்டோ கிடையாது. நானும் இதைப்பற்றி யாரிடமும் உதவி கேட்டதில்லை. யாராவது உதவி பண்ணாங்கனா ஆசிரமம் போன்ற விடுதியில் தங்கிக் கொள்கிறேன். இனிமே பிச்சை எடுக்க மாட்டேன்.

இவர்களையும் போன்றவர்கள் பிச்சை எடுப்பதற்கு காரணம் அவர்களது குடும்பமும் ஒரு காரணம். பாதுகாப்பற்றவர்கள், 'அரசாங்கத்தில் பல வழிமுறைகள் இருந்தாலும்கூட கண்டுபிடிக்கவதில்லை.' இச்சமுதாயம் எதற்காக இவர்களை ஒதுக்கி வைக்க வேண்டும்?

அடுத்ததாக ஒரு வாலிபர் அவர் பெயர் வீரமணி வயது (24) குறவர் இனத்தைச் சேர்ந்தவர் பாலாள் வீற்றுக் கொண்டிருந்தார். 3 சிறுமிகள் பிச்சை எடுத்து விட்டு அந்த வாலிபரை அடைந்தார்கள். அப்போது அவர் கூறியதாவது... இந்த 3 பொட்டப் புள்ளைகள் எங்களைச் சேர்ந்தவர்களை இல்ல அவர்களுக்கு அப்பா, அம்மா எல்லாரும் இருக்காங்க, நான் பள்ளிக்கூடம் போனது கிடையாது. லாஸ்பேட்டையில், பங்களாமேடு என்னும் இடத்தில் எங்கச் சாதிகாரங்களுக்கென தனியா வீடுங்க இருக்குது. ஆனாலும் இந்த அறிவுக் கெட்டாங்க இப்படி பண்ணுதுங்க. எங்க சாதியில் நாங்க சரியா படிச்சது இல்லீங்க எங்களால் முடிஞ்ச அளவு இந்த மாதிரி வேலையத்தான் செய்யமுடியுது. 2001-ஆம் ஆண்டு அரசாங்கம் எங்களுக்கு பட்டா கொடுத்தாங்க அதில நாங்களே சின்னதா ஒரு குடிசையைப் போட்டு தங்கி இருக்கிறோம். ஆனால் வீட்டுக்கு லைட் வெளிச்சம், தெருவிளக்கு, சரியான தண்ணீர் வசதி அமைச்ச தரலீங்க. கூலி வேலைன்னு பார்த்தாக்கா எங்கள யாரும் கூப்பிட மாட்டாங்க சாதி



பச்சையம்மா



பாகுபாடு பார்ப்பதால் ஒதுக்கீத்தான் பார்க்கறாங்க. வருமானம் பத்தாததுல சின்ன பசங்களையும் பள்ளிக்கு அனுப்பாம பிச்சை எடுக்க விடுறாங்க.

இவர் பேசியதை வைத்து பார்க்கும் போது, படிப்பறிவு இல்லாததாலும், சாதி பாகுபாடு பார்க்கும் வழக்கத்தினாலும் பல சமுதாயங்கள் முன்னேறுவதற்கு தடையாக இருக்கிறது. பொருளாதார சூழ்நிலையின் காரணமாக பிள்ளைகளையும் விட்டு பிச்சை எடுக்கவைக்கும் அவலநிலை ஏற்படுகிறது. 'சமுதாயத்தில் முன்னேற்றத்திற்கு பல திட்டங்கள் அரசாங்கத்தில் இருந்தாலும் அவை முழுமையாக செயல்படாதது ஏன்?' சிந்திக்க வேண்டும்.

படித்தவர்களின் மத்தியில் இதைப் பற்றி விழிப்புணர்வு இல்லாததற்கு காரணம், அவர்கள் கற்கும் கல்வி முறையில் சமுதாயத்தைப் பற்றி குறைந்த அளவு போதிப்பதே. ஒரு சிலர் பிச்சை எடுப்பதை வழக்கமாகக் கொண்டும் மற்றவர்களையும் கட்டாயப்படுத்தி ஈடுபடுத்தியும் வருகின்றனர். இது சட்டப்படி குற்றமாகும். கடமை உணர்வு உள்ள ஒவ்வொரு இந்திய குடிமகனும் இது போன்ற அவலநிலையைப் போக்க முன்வர வேண்டும்.

அன்பரசர்

Mass Communication

New approaches to an old problem Child labour and an emerging Indian society

Child labour is a menace that threatens the future of a society, particularly in developing nations that have not been able to modernize many of its traditional institutions. Its predominance as a social problem over others is reflected in the high child work participation rates in India, which is higher than any other developing country currently.

Child labour contributes significantly to a poor family's income. The logic (and the mathematics) is a simple one. By keeping children away from school and out at work – in a variety of unskilled and casual occupations – the income of poor families is considerably augmented. However, few understand the long term losses incurred here. Young children deprived of education lose the ability to widen their horizons and skills, which curtails their growth as individuals and limits their social and economic participation as they develop into adulthood eventually. This is the ultimate price (a very heavy one indeed!) of missing education in the critical years of a child's development.

I try to illustrate the widespread nature of this problem with an example (one of many that almost all of us have experienced in Indian cities) from real life that I encountered. I used to take my motorbike for repairs to a certain workshop, where a boy aged 12 was working. I called him over one day and asked him why he chose to work rather than go to school. He revealed to me that his family was very poor (capable of earning only one meal a day at best) and needed his income.

He could not go to school even though primary education was provided for free in Tamil Nadu along with a free lunch designed

specifically to upgrade the nutritional needs of children from poor households. Statistics, however, reveal a high dropout rate despite this "incentive". The urgency of their need, unfortunately, masked the importance and value that

found it hard to enforce compulsory child education upon its masses either through lack of political will or a vision for the future. Indian society (unlike many of its western counterparts) is not a homogenous one. It is made up of

many classes and sub groups with their own social and economic backgrounds differing from one another, which makes it hard for a government to come up with a unifying policy on education.

Poverty and child labour go together. They will have to be addressed in tandem.

The children of poor families are forced to work to provide



economic support (however meagre) to their families. Poor families are also large ones with many mouths to feed. To these people survival is more important than the projected "future benefits" of education or social mobility. Outlawing child labour is not the solution for a country like India.

Our political masters and institutions will have to find creative ways to address this problem. Night schools and support for innovative NGO programmes is one way. Mandating corporate responsibility (in the various commercial sectors that children work in) through providing "valuable educational interventions" is one other. The internet and mobile communications can be leveraged to great advantage in helping to bring about a fully educated Indian society someday. To these can be added a host of dynamic and modular education initiatives (both individual and collective).

Child labour, which until then was natural and routine, now became a human rights issue. The constitutions of democratic nations enshrined the importance and necessity of child education making it compulsory and legal. However, developing nations, like India, have

Sandosh Kumar J. M.
Mass Communication

Hordes on our roads!

The problem of crowding on our roads and streets

Just a few centuries ago there were no modes of transportation. One finds it hard to believe but that is the fact. People used to walk to their destination. Even bullock carts were considered a luxury. And you thought that just walking to that nearest shop would be like conquering the Everest.

Over the years many changes have taken place. Many means of transportation which have come into existence have turned out to be both a boon and bane to human beings. The greatest evidence to this is the growth in the accident statistics. Pollution is the other adverse effect known to all.

Anybody who lives in a metro faces a major challenge on the roads and that is the traffic jam. But have you ever considered why

this occurs? The millions of motor vehicles on the roads of many countries are the main cause. But we turn a blind eye to it. The mornings and evenings are the rush hours where one is not comfortable even if driving a car. Busy streets are often jammed with the "gleaming" cars. Main roads linking the cities are often too crowded.

They are constantly being maintained and improved to relieve crowded conditions. But the main streets of many small towns are even now clogged with two wheelers, buses, cars and even bicycles. For the commuters, the most hectic part of their schedule is not when they work but it's the time when they have to travel to and fro. What adds more to the increase in crowded traffic conditions are the banks which offer

huge two and four wheeler loans.

Along with a good number of increase in vehicles, there is also a huge rise in accidents. More than five thousand accidents are being filed in courts every year in Puducherry alone. Knowing this, one can analyse the death toll that happens each year.

Above all, what contributes more to our traffic problems are the small roads which are not extended according to the increase of vehicles and population. Heavy vehicles find it difficult to pass through the congested roads which creates more and more hours of traffic delay.

People are seen standing on the footboard of crowded buses. It is due to the inadequate transport system that they are literally forced to do this. The only thing the people find ironic, is that there

are many buses to the route to which the number of passengers are less. Don't believe it? Then just think about how much time you have wasted just to board that crowded bus from Pondy (town) to the university. Your experience will tell you that what is said above is true. But for some people who take this as an adventure, just one piece of advice. Think whether this is necessary. Putting your life in such danger will bring you nothing.

However, one thing is for sure that India may be shining but the road and transport system is not. It's our duty to make our road systems sufficient along with our government.

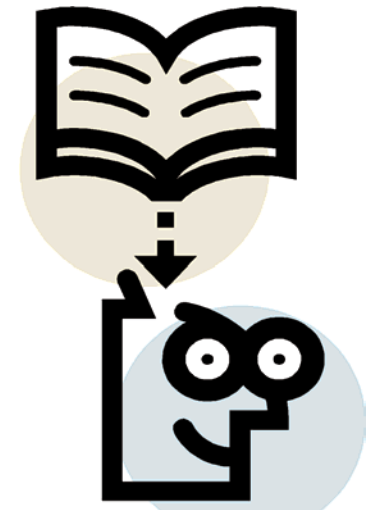
(Illustration on facing page)

V. Arivoucan
Mass Communication

The English Classroom

Language is a medium of communication. It reveals the culture and gives an identity to a person. So in order to communicate with people we need better language.

In India, people follow diverse languages and dialects, out of these twenty two are official. It is not possible for everyone to learn all the languages for communicating with others. English is considered as the



universal language, link language and also an official language. We can develop our English skills for better means of communication.

In this column, we are introducing some simple tips. These tips if followed will help improve your English.

Introduction to primary and auxiliary verbs:

Primary verbs are:

For past tense: was, were

For present tense: is, am, are

For future tense: will be

Auxiliary verbs corresponding to:

Was: I, he, she, it

Were: we, you, they

Is: he, she, it

Am: I

Are: they, we, you

Will be: I, she, he, it, they, you, we

There are specific formulas to form sentences using primary and auxiliary verbs:

Formula I: Noun - auxiliary - verb - preposition - article - noun

Example: I - am - going - to - the - market.

In the given sentence, I is a noun, am is an auxiliary verb, going is a verb, to is a preposition, the is an article, and market is the other noun or object. If you follow this formula, it will help you to form correct sentences.

(To be continued...)

Suja Das

Mass Communication

THE INQUIRER is a lab journal of the students of the Centre for Electronic Media and Mass Communication, Pondicherry University. It is also available online at www.pondiuni.edu.in Suggestions and inputs are welcome at puinquirer@gmail.com

To have a Good Night's Sleep

Are you getting enough sleep? To a large extent, we can control the quantity and quality of our sleep. Here are some tips to help you:

Stick to a sleep schedule. Go to bed and wake up at the same time each day - even on the weekends.

Exercise is great but not too late in the day. Avoid exercising closer than 5 or 6 hours before bedtime.

Avoid caffeine and nicotine. The stimulating effects of caffeine in coffee, colas, teas, and chocolate can take as long as 8 hours to wear off fully. Nicotine is also a stimulant.

Avoid alcoholic drinks before bed. A "nightcap" might help you get to sleep, but alcohol keeps you in the lights stages of sleep. You also tend to wake up in the middle of the night when the sedating effects have worn off.

Avoid large meals and beverages late at night. A large meal can cause indigestion that interferes with sleep.

Drinking too many fluids at night can cause you to awaken frequently to urinate.

Avoid medicines that delay or disrupt your sleep, if possible. Some commonly prescribed heart, blood pressure, or asthma medications, as well as some over-the-counter herbal remedies for coughs, colds, or allergies, can disrupt sleep patterns.



Don't take naps after 3 p.m. Naps can boost your brain power, but late afternoon naps can make it harder to fall asleep at night. Also keep naps to under an hour. Relax before bed. Take time to unwind.

A relaxing activity, such as reading or listening to music, should be part of your bedtime ritual.

Take a hot bath before bed. The drop in body temperature after the bath may help you feel sleepy,

and the bath can help relax you.

Don't lie in bed awake. If you find yourself still awake after staying in bed for more than 20 minutes, get up and do some relaxing activity until you feel sleepy. The anxiety of not being able to sleep can make it harder to fall asleep.

Ten foods that help you to get solid 8 hours of sleep. They are Bananas, Chamomile tea, Warm milk, Honey, Potatoes, Oatmeal, Almonds, Flaxseeds, Whole-wheat bread and Turkey. The most easiest ones are warm milk and whole-wheat bread.

Warm milk. It's not a myth. Milk has some tryptophan, an amino acid that has a sedative-like effect, and calcium, which helps the brain use tryptophan. Plus there's the psychological throw-back to infancy, when a warm bottle meant "relax, everything's fine."

Whole-wheat bread. A slice of toast with your tea and honey will release insulin, which helps tryptophan get to your brain, where it's converted to serotonin and quietly murmurs "time to sleep."

Source: Internet

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See a little bit of France in India!

Pondicherry, now reverted to its old name 'Puducherry', is a part of India in the south, quite different as it carries an aura of a unique past - its 300 year affair with France.

Being a former colony of France, it experienced the expressions of French culture in myriad forms, from architecture and town planning to language and cuisine. Happily for us, an aura of this erstwhile French presence still lingers in the streets and sights of Pondicherry.

Pondicherry (affectionately alluded to as *Pondy* by its residents and visitors alike) was the capital of French India for almost three centuries before it became independent, at about the same time that India became free of British sovereignty.

Pondicherry has changed considerably over the years from its independence. Today it is like any modern and developed Indian metro with its share of busy shopping centers, crowded eateries and bars, splendid hotels, guest houses and resorts. However, there is a part of Pondicherry that is distinct and different from the rest of it. This is the famed French quarter with its colonial mansions, criss-crossing roads, gardens, historical monuments and the promenade by the sea - all remnants of a time when the French were here and sought to build a home for themselves



The Church of Our Lady of the Angels



Aayi Mandapam

away from their homeland.

Today, Pondicherry is a bustling tourist town visited by large number of people from India and abroad. Apart from its many amenities, it is the simple charm of *Pondy* that draws people to it time and again. Visitors come here to relax before returning to their routine and stress filled lives. Alternative health, yoga, meditation, ashrams, temples and samadhis are the main stay of *Pondy*, giving it the reputation of a spiritual tourist center. In addition there are many institutions of repute like L'Institut Français de Pondicherry (French Institute of Pondicherry), L'Ecole Française d'Exterme Orient (The French school of Far-Eastern studies), Alliance Française and the Lycees Française - the only institution in Puducherry preparing students for the Baccalaureate outside of France.

There are of course some fine

monuments that include the *Mairie* building that presently houses the Pondicherry Municipality, the spirited and restored *Le Café*, which used to be the port office at one time, the French *war memorial* in Goubert Avenue, the French *consulate building*, the *old light house*, the *Aayi Mandapam*, built during the time of Napoleon III and the *Romain Rolland Library*, *The Church of Our Lady of the Angels* and the *statue of Joan of Arc* at Dumas Street and so on.

In addition to the monuments there are a few other socio-cultural leftovers that are popular even today. One is the *Masquerade*, held in March-April, a popular mask festival at which brilliantly costumed and masked townspeople of Pondicherry dance down its streets to the music of trumpets and accordions. During the Eve of the Bastille Day, retired

soldiers parade the streets in war finery, singing the French and Indian National anthems.

The French Food festival in Pondicherry is a keenly looked forward to event with restaurateurs offering a wide and delectable spread of Creole, European and native cuisine.

Traditional arts and crafts flourished in the time of the French and are still a flourishing activity in Pondicherry. There are numerous cottage and private enterprises producing a great variety of handicrafts, pottery, incense and leather items that are a shoppers or collectors delight.

The next time you feel the need to have a taste of France in India, look no farther than Pondicherry, the 'Rivera of the East', truly a toast to cultural diversity!

V. Nathy

Mass Communication

Photos courtesy: Pondicherry Tourism

Random Bytes

- The largest frog in the world is called Goliath frog. Frogs start their lives as 'eggs' often laid in or near fresh water. Frogs live on all continents except Antarctica.
- Apart from humans, baboons are the most adaptable of the ground-dwelling primates and live in a wide variety of habitats. When water is readily available, baboons drink every day or two, but they can survive for

- long periods by licking the night dew from their fur. Baboons use over 30 vocalizations ranging from grunts to barks to screams. Nonvocal gestures include yawns, lip smacking and shoulder shrugging
- Cats have over one hundred vocal sounds, dogs only have about ten.
- A rat can last longer without water than a camel can.

- A chameleon's tongue is twice the length of its body.
- Snails can sleep for 3 years without eating.
- At birth, a panda is smaller than a mouse and weighs about four ounces.
- A woodpecker can peck twenty times a second.
- Coca-Cola is better at cleaning your drain pipes than products like Drainex.

- Your stomach has to produce a new layer of mucus every two weeks or it will digest itself.
- Lightning strikes about 6,000 times per minute on this planet!
- Dentists have recommended that a toothbrush be kept at least 6 feet away from a toilet to avoid airborne particles from the flush.