



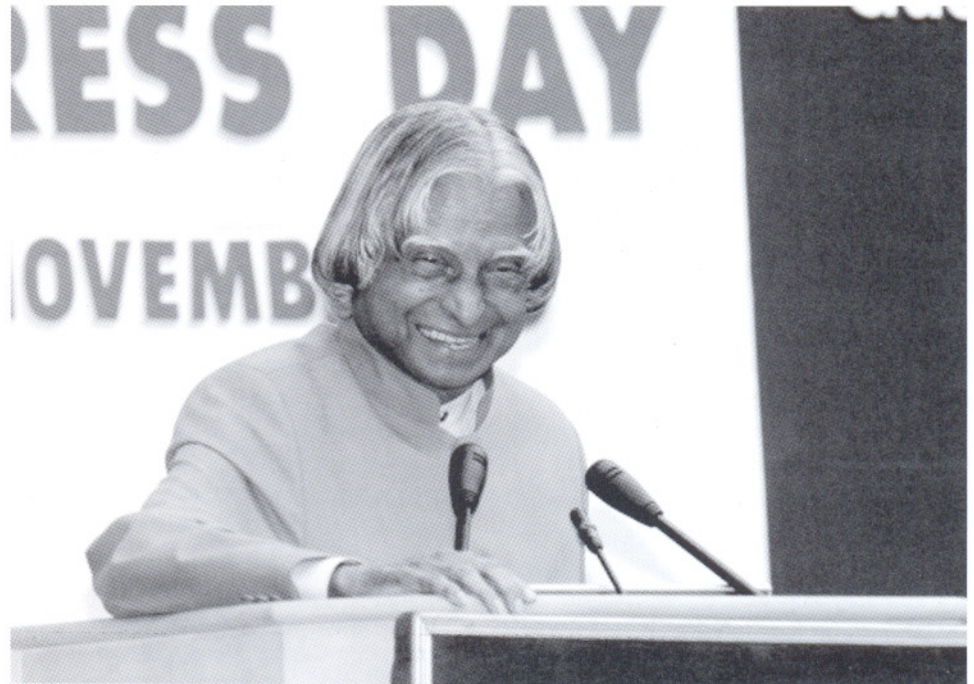
**research
perspective**

16th November 2006

Press a partner in National Missions

—President Dr. Kalam

ADDRESS AT THE PRESS COUNCIL OF INDIA ON THE CELEBRATIONS OF NATIONAL PRESS DAY, NEW DELHI



I am delighted to participate in the National Press Day. I would like to greet all of you on this great occasion. Forty year is indeed a big period and definitely Indian Press would have grown in many spheres of reporting. From now, to the year 2020, is a very important period for the nation. National Press definitely has to get transformed into media of billion people and above all they have to play a vital role as a partner of India's economic development. The combination of economic development and preservation of values system drawn from our civilizational heritage will transform India into a happy, prosperous and safe nation. Friends, when I see you all, you are very important component of the society, I recall my experiences of visiting all the States and Union Territories, and witnessing the unique ambience of the seven hundred million people living in 600,000 villages equivalent to 200,000 Panchayat's. What is that ambience? I call that ambience as, "A scene of sweat". It is the farmers in the agricultural field, it is the fishermen in the rough seas, it is the worker in the industries, teachers in the schools, knowledge workers in the laboratories, knowledge and Pharma industries, health workers removing the pain at all times in healthcare institutions and many other people, who have to be always remembered by this great media community. In politics, there are two components: political politics and the other important element development politics. Most of you give importance to political politics. The nation's important need is development politics. Your reporting in this area is essential. That is how I have selected the topic for discussion today as "Press a partner in National Missions".

Media as a partner in national development.

Friends, I would like to share with you a few experiences that are relevant to the media today.

(a) Fellows of NVA:

M.S. Swaminathan Research Foundation (MSSRF) is engaged in the

capacity building activity for rural development through rural youth. The Foundation had organized a meet of the national fellows some time back. The title of "Fellow" is normally attached with the academicians, intellectuals, scientists, historians and economists. Here, the fellows I am talking about are the farmers, fishermen or craftsmen drawn from various walks of life, who can make a difference to people living in the rural ambience. Their only potential is experience and enthusiasm to serve society.

I had met and interacted with over 140 fellows coming from different rural parts of the country. It is indeed a celebration of our rural core competence. The Foundation has really thought of an innovative scheme to recognize and train the people who are wedded to rural development and empowering them to promote rural transformation in certain areas. Particularly, I was impressed by the choice of fellows such as Mr. Anwarji of Balipara, Assam who has core competence in

education, suitable for local people in areas such as literacy, sanitation and the use of ICT. Ms. Pushpa Ben of Village Sokhada, Gujarat who has the core competence in water conservation and vegetable vending; Ms. Vijyantha Raut of Nimgoan Bhogi, Maharashtra who has the core competence of social work particularly in micro credit movement, Mr. Narsingh Singh from Charanwala Bajju village of Rajasthan who has the core competence in Computer education in rural areas; Mr. V. Deenadhayalan from Umbalchery village, Tamil Nadu with core competence in indigenous live stock keeping and also practicing animal healing using herbal plants. This clearly indicates the spectrum of experience of the fellows selected. I would recommend that journalists should interact with such grassroot social reformers and bring out their core competence, dedication and experience in serving rural communities, which can become a model for our youth to follow.

Friends, after I took over as President,

apart from visiting States for participating in various functions, I also have interacted with students and people from rural areas wherever possible. I have also addressed the State Legislatures wherever possible. So far I have addressed 12 State Legislatures. In my addresses, the central message has been how the State can be economically developed with high Human Development Index, and how to increase the per capita income of the State? I normally give 8 to 10 missions. These missions have been developed based on the inputs from the Planning Commission, consultation with State ministries, the core competence of the State and the rural development profile of the State which are mapped to Vision 2020 targets. I would suggest that the media personnel should study, research and analyze these missions and put forth the actions and suggestions to the executives, leaders contribute to the development of the corresponding States.

(b) Pro-active Media:

I would like to share with you an out-of-the box solution. After my address to the Kerala Legislative Assembly on the "Missions for Kerala's prosperity", there was a detailed discussion in the Kerala Assembly amongst all political parties. As you know, the media in Kerala is very alert and dynamic. They took up the mission and extended the discussion to the people and all the political leaders, inviting suggestions from all of them. I would like to share with you how Malayala Manorama contributed to the document which I presented to the Kerala Assembly. Malayala Manorama translated this document "Missions for Kerala's prosperity" and ensured that it reached all the readers and various active development groups. Also the media organized six workshops, in different places in the State for discussing all the ten missions and seeking the operational problems and their solutions. In this workshop, ministers, political leaders, government functionaries and media personal participated. I also interacted with them during the concluding session through video conferencing. The media finally submitted their recommendations to the Government for implementation. This proactive step undertaken by the media shows how the media can be an effective

partner in the national development.

Friends, I am sharing this experience with you, which is very important for the media to be a partner in national missions, such as Developed India 2020, PURA and the recently sanctioned "Bharat Nirman" programme with an investment of Rs. 1,74,000 Crore to be executed in 4 years by the Government. There is another important programme, called the Rural Employment Guarantee Scheme covering 200 districts. In addition, the Government has also passed an act called the "Right to Education Act" for providing compulsory and free education to all children between 5 to 13 years. All these programmes are very important national programmes and particularly the media should take interest, highlight the positive aspects and provide solutions to difficult aspects through nationwide consultations. This will certainly make a difference in the implementation of the programme and bring smiles to the faces of our billion people.

The economic development has got a tremendous link with the standards of ethics in the country and dynamics of globalization. Hence I will be discussing certain development goals in our country. Now, I would like to discuss some of the innovative development programmes that need media attention, which I have come across in different parts of the country.

(c) PURA (Providing Urban Amenities in Rural Areas):

The integrated method which will bring prosperity to rural India is called PURA, which envisages four connectivities: the physical connectivity of village clusters through quality roads and transport; electronic connectivity through telecommunication with high bandwidth fiber optic cables reaching the rural areas from urban cities and through internet kiosks; knowledge connectivity through education, skill training for farmers, artisans and crafts persons and entrepreneurship programmes. These three connectives will lead to economic connectivity through the establishment of enterprises with the help of banks, micro credit and marketing of products. We need to establish approximately 7000 PURA Complexes in

the country encompassing over 2 lakh Village Panchayats.

(d) Operational PURA:

There are already four operational PURAs in the country pioneered by private institutions independent of Government efforts. They are the Periyar PURA in Vallam, Tamil Nadu, Loni Pura in Loni, Maharashtra, Chitrakoot PURA in Madhya Pradesh and Byrraju PURA in Andhra Pradesh. Now I would like to share the experiences of my recent visit to Byrraju PURA in Bhimavaram, Andhra Pradesh. Byrraju Foundation of Satyam Computer Services has undertaken the mission of establishing 32 Ashwini centers benefiting 116 villages with a population of around 500,000 people. It has provided electronic connectivity through wireless (512 kbps to 2 mbps), knowledge connectivity in cooperation with the National Academy of Construction, Hyderabad and other domain experts, thereby creating economic connectivity in these vilages

(e) Economic Connectivity:

During the last 4 years of its operations it has skill enabled and knowledge enabled people in areas such as construction tailoring, garment production, IT and spoken English. This programme has resulted in the creation of 3000 jobs with the minimum earning of Rs. 3000 per month which is 3 times that of the earlier earning potential. A rural BPO Gram IT, established in Jallikakinada center has trained unemployed graduates in IT skills and spoken English and employed one hundred people to do BPO operations such as transaction processing of Human Resource data of Satyam Computers as back office processing; data processing of one million self-help-group members of Andhra Pradesh such as financial data, accounting data, spending patterns and cultural aspects under the programme "Mapping the bottom of the Pyramid". This Gram IT BPO has led to the 10% reverse migration from Hyderabad to Bhimavaram. I am sure the Model can be replicated by many of our IT companies in the rural sector to create PURA clusters and bring rural transformation. Journalists assembled here today can definitely study this PURA and analyze the impact it has made in improv-

the quality of life for the people living in this cluster. Based on this study, they can spread the message of the benefits of PURA to different regions in the country. Now I would like to talk about the important facility established by the Ministry of Agriculture which should be brought to the notice of all rural people in the country for deriving maximum benefits.

(f) Chhattisgarh Bhaktara PURA:

Recently, I was in Chhattisgarh, where I inaugurated a PURA complex at Baktara village in Arang Tehsil of Raipur District. This PURA complex covering 22 villages with a population of 36,000 people is coming up and very soon it will be a vibrant PURA with high quality 4 lane roads with Battery operated and Bio-diesel buses, 1000 modern dwelling units, quality health care facility with 250 bed hospital and a state-of-the-art school by DAV Institution and paramedical and nursing training institutions. The Corporate have committed to establish these facilities linked to the schedule of commission of the PURA within next 5 years. I thought of sharing this experience with you to give an idea how the areas are fast developing in different parts of our country. Central Government is planning to create 2 PURA clusters in each district across the country as a part of the 11th plan programme. Media's interest in PURA is indeed will be the interest of village development of the country and there by economic development of the nation.

Media Research

I have a suggestion particularly to the members of the media consisting of editors, journalists, correspondents and reporters. In our country, it is essential to have research wings in academic institutions developing media personnel in reporting news, event analysis and highlights. This will enable our journalists to carry out original research on topics of national interest and provide solutions to medium and long term problems. The owners of newspapers should encourage research being carried out by experienced and young reporters for acquiring post-graduate qualifications which will improve the quality of content of the print media. Participating media members must realize

that continuous updating of knowledge in research environment is essential for all media personnel. For example, before any issue is discussed in foreign newspapers, they send it to an internal research group where data is studied; verified and factual news is generated and sent for publication. When there was a critical comment about outsourcing to India, a US journalist stayed in India and studied the issue and found out that the companies engaged in Business Process Outsourcing (BPOs) were carrying out business using imported equipment from USA and Europe. Thus, they found that the BPO industries provided an indirect market for the hardware industries of the USA and Europe. Immediately this was reported in the Indian media in a big way. Similarly a Discovery Channel media person wanted to study India's growth in Information Technology; Thomas Friedman came to India and stayed for a month and visited Bangalore and other places. Based on his news analysis he wrote a book titled "The World is Flat". Such is the power of research. I would suggest our Indian newspaper agencies should encourage research being carried out by our correspondents and journalists within India in academic research institutions, which will definitely improve the quality of our reporting and enhance the participation of journalists in national development missions.

Missions for media

In the present development context of the nation, I would like the media to take up the following missions for immediate implementation.

1. A media movement: Developed India before 2020.
2. Media becoming a development partner in the programme of PURA (Providing Urban amenities in Rural Area) – connectivity is the focus.
3. Celebrating every aspect of the success of the people of the State and the Nation particularly in rural areas.
4. Evolution of corruption free India before 2015.
5. Promoting an enlightened society, which means education with value

system, transforming religion into a spiritual force and building economic prosperity of the nations based on their core competence. For this mission, a unique world body is essential.

6. Print media and electronic media should bring honor to the womanhood.
7. Scanning and digitizing all old issues of the print media since its establishment and store in a digital library to preserve our national heritage and make it available for research.
8. Media should evolve a code of conduct among themselves for ensuring that all reporting is analyzed, evaluated, and researched prior to publication. This is essential for peace, prosperity and safety of the nation.

Conclusion

Friends while I am discussing the necessity of having the code of conduct for the media, I would like to share with you a healthy practice being evolved and followed by a newspaper which is published all over the country. They have appointed a consultant exclusively for maintaining the standard of the newspaper reporting and nurture the name of the paper, thereby ensuring that all the guidelines are adhered to by the reporters. There is a constant review of the quality of reporting and improvement in the guidelines. This may be followed by the media organizations all over the country to continuously improve the quality and maintain the consistency of news reporting.

The Members of Press council of India may undertake the task of motivating every citizens of the nation to work towards transforming India into a developed nation well before 2020. This is the mission which has to be done unitedly by all the media organizations. Once again let me greet you all on the occasion of the 40th National Press Day and wish you success in your mission of igniting the minds of our youth for making positive contribution towards the development of our nation. May God Bless you.



Prime Minister Sri Manmohan Singh on 5 October underlined the need for India to find ways to encourage the phenomenon of 'reverse brain drain' to boost knowledge economy, by attracting the best minds from the Indian diaspora to teach and guide research at the country's leading educational and research institutions. "Some of our brightest students have gone abroad and done well in the advanced fields of research. Many of them have been returning home for varying periods of time as visiting faculty at the institutions in India. Many are taking up work assignments in private sector research institutions and companies. This reverse brain drain must be encouraged," the prime minister said.

He was speaking at the inauguration of the concluding session of the platinum jubilee of the National Academy of Sciences India (NASI) in

We must facilitate reverse Brain drain: Manmohan

Mumbai on 5 October. Mr Singh said India's visa regime, employment regulations and rules, especially in universities and government institutions, must respond to this new phenomenon.

The UPA government would address issues that the country's knowledge economy could benefit from the reverse brain drain,' he said. Addressing scientists, Mr Singh said, "the responsibility of making India a leader in the global knowledge economy of the 21st century rests as much on your shoulders as it does on those of our political and business leaders."

"All stake holders must willingly accept the challenge of working in a concert, to make India a major growth pole of the evolving global economy," Mr Singh said. Referring to the growing privatisation of advanced research in science and technology as well as the role of multinationals in knowledge generation, Mr Singh said the challenge before India was to find new ways to sustain adequate incentives for the generation of new knowledge while at the same time making it available at affordable prices to poorer nations. He pointed out that countries like Korea and China were "leap-frogging" ahead of India due to their mastery over science and technology. He said there was widespread concern about the decline in standards of research in Indian universities and Indian Institutes of Technology (IITS). Mr Singh said, "there is widespread concern about the decline in the standards of our research work in universities and even in the IITS. A more fundamental challenge is to attract more and better students,

both men and women, to the science streams at the school and college levels."

"There is a widespread recognition of the fact that leadership in the modern age rests on the way we harness science for the development of the economy. Even newly industrialising nations like China and South Korea have leap-frogged ahead of us in their mastery over science and technology," Mr Singh said.

"In recent months, I have encountered growing concern among our scientists that China has overtaken us in the field of science. If this is true, we must ask ourselves why is it so and what can we do about it?" he added. Mr Singh said his government was in the process of evolving a strategy to rejuvenate science and had increased financial allocations for teaching related subjects in the country. "We are also committed to increase the annual expenditure on science and technology from less than 1% of our GDP to two per cent in the next five years," he added.

Mr Singh said India's challenge is to encourage girl students to pursue a career in science-teaching and research," he said adding the economic incentives had to be oriented in such a way that more bright students opt for a career in science. The Prime Minister said with the launching of three more advanced institutes for scientific research by the UPA government, he was confident that this "quantum leap in high quality science education will herald a new era in the development of modern science in India."

Academies suggest ways to boost B.Sc. Students' morale

Science academicians feel that the low morale of B.Sc. students is a "worrying feature" of the higher education scenario.

A large number of college students pursuing B.Sc. degrees, several of them talented and motivated, feel 'left out' and 'discarded' by the system. Most of them pursue their degrees without any enthusiasm or motivation and are constantly looking for opportunities to change to 'professional streams'. Young students should be freed from the excessive pressure of studies in class 12 and should not have to choose subjects under "parental pressure",

Two premier science academics have strongly advocated a plan to open 20 engineering schools that would offer a post B.Sc. two year B.Tech. degree, followed by a two-year M.Tech. programme, to boost the morale of B.Sc. students and enhance the perceived status of conventional B.Sc. degrees in universities as a career option. The proposal forms part of the recommendations submitted by the Bangalore-based Indian Academy of Sciences (IAS) and the Delhi-based Indian National Science Academy (INSA) to the Planning

Commission for the 11th Five-Year Plan on 'Higher education in science and research and development: The challenges and the road ahead,' IAS president Professor T V Ramakrishnan told.

The setting up of the engineering schools would entail Government funding of about Rs.1700 crore, comprising a one-time grant of Rs.1500 crore for the development of infrastructure and a recurring grant of Rs.200 crore for laboratories, maintenance and ancillaries. When implemented, the proposal will allow freedom of movement for meritorious students between science and technology streams and industrial research and development. As a result, students can choose between technology, basic sciences and teaching streams at the age of 20 when they can make more "informed decisions".

The plan provides increased choice after a bachelor's degrees that bright students will choose to study sciences and basic sciences in larger numbers, thereby adding to the prospects of quality research in basic sciences.

Besides, it will help develop human resource that is comfortable with both science and

technology and is, therefore, more tuned to converting knowledge into innovation for wealth generation.

It will also enable the creation of human resource for industrial R&D in many key areas.

The measure "will provide greater choice in career development to the meritorious amongst the 16 lakh students with undergraduate degrees in science," says the IAS-INSA paper.

"The first non professional degree (B.Sc.) by itself is unlike professional degree of not much value or societal attractiveness, unless it is of educationally good quality, obtained in a lively research environment and is supplemented by a professional edge (additional skill-building that adds to employability or research experience, it said.

The engineering school suggested by the IAS-INSA combined will offer B.Tech. degrees in frontier areas of industrial R&D, such as robotics, design, micro-electronics, materials and nano-materials, chemistry and chemical engineering, software engineering, nuclear sciences and nuclear technology, bio-medical sciences and biotechnology.

स्वतंत्रता दिवस और युद्धभूमि के दृश्य

स्वाधीनता दिवस के मौके पर बीएचयू के एनसीसी कैडेटों ने रोमांचकारी युद्ध का नजारा पेश किया तो स्केटिंग पर सवार एन सी सी बालाओं ने मां सरस्वती की आराधना नृत्य से की। सीएचएस गर्ल्स व खालसा इन्टर कालेज एवं केन्द्रीय विद्यालय बीएचयू की छात्राओं ने रंगारंग सांस्कृतिक कार्यक्रम पेश किये। मौके पर एन सी सी के प्रतिभावान कैडेट व विवि के कई कर्मचारियों को सम्मानित किया गया।

बीएचयू में स्वतंत्रता दिवस उत्सव की शुरुआत मालवीय भवन में कुलपति द्वारा झंडोत्तोलन के साथ हुई। एम्पीथियेटर ग्राउन्ड में कुलपति प्रो. पंजाब सिंह ने ध्वजारोहण किया तथा अपने भाषण में शिक्षा और नैतिकता के समन्वय पर बल दिया व महामना के आदर्श की याद दिलायी। केन्द्रीय कार्यालय पर कुलसचिव एन सुंदरम ने ध्वजारोहण किया तो छात्रसंघ भवन एवं सुदरबगिया स्थित लाला लाजपत राय प्राथमिक पाठशाला में छात्र अधिष्ठाता प्रो. वी के कुमरा ने झंडोत्तोलन किया। महिला महाविद्यालय में प्राचार्या प्रो. सुशीला सिंह ने ध्वजारोहण किया।



सूचना एवं जनसम्पर्क अधिकारी कार्यालय में नवसुसज्जित आधुनिक मीडिया सम्मेलन कक्ष का 25 सितम्बर '06 को कुलपति प्रो. पंजाब सिंह ने उद्घाटन किया। इस अवसर पर उन्होंने बड़ी संख्या में एकत्रित पत्रकारों से बातचीत की और कक्ष की सुविधाओं के सार्थक उपयोग की अपील की।



CONCERN OVER CRIMINALISATION OF POLITICS

Expressing grave concern over criminalisation of politics, the Union Minister for Human Resources Development Sri Arjun Singh exhorted youths to come forward to liberate Indian democracy from criminals. He was expressing his views in a seminar on “the role of youths in nations’s building” held at Swatantrata Bhawan on 20 August here, on the occasion of Sadbhavana Diwas. It may be noted that the Congress Party celebrates birth anniversary of former Prime Minister Late Rajiv Gandhi as Sadbhavana Diwas on August 20 each year.

On the demand that all the four colleges affiliated to Banaras Hindu University be freed from financial assistance of UP Government and fully attached to University Grant Commission the Union Minister for Human Resources Development asked Vice-Chancellor to have a talk with the Chairman of University Grant Commission on this matter so that these colleges could be provided all grants by the University Grant Commission.

Today the criminals have entered the politics and they are making the entire structure of Indian democracy cripple, said Sri Singh. He called upon the youths to free Indian democracy from criminals.

The commitment is the biggest gift of human being but its definition changes from time to time for self-interest, said Sri Singh and added that the present politics lacks the commitment. If you make commitment only for votes, you commit mistake, as the voters have become



HRD Minister, Sri Arjun Singh laid down foundation for Lecture Theatres

aware in this last 60 years of Independence, he said.

Recalling the contribution of Late Rajiv Gandhi in strengthening the democracy and realising the importance of youths in the 21st century, Sri Singh expressed that once the former Prime Minister had said that the dreams which youths see have great significance and at the same time, how to materialise their dreams too has great importance. He said that Sri Rajiv Gandhi had advocated decentralisation of power for removing irregularities in democracy.

While speaking on the occasion the local Member of Parliament Dr. Rajesh Mishra urged the minister that all the four affiliated colleges to Banaras Hindu University be provided all the grants from University Grant Commission so that these colleges do not depend upon state government for grant.

It may be noted here that these colleges get grant from University Grant Commission and state government as well.

Former president of Delhi University students' Union Ms Alka Lamba expressed concern over lack of patriotic feeling among the youths who have forgotten their duty towards the nation. There are some countries who are making attempts to make India slave again in the name of religion and caste, she said appealing the youths to come forward to fight against corruption, terrorism, communalism and casteism and this would be a real tribute to late Rajiv Gandhi.

Besides, Sri Bhola Pandey, AICC member and former Vice-Chancellor of Gorakhpur University Prof R K Mishra also expressed their views and recalled the contribution of former Prime Minister Late Rajiv Gandhi in Nation's building and appealed the youths to follow the path shown by him. The BHU Vice-Chancellor Prof Panjab Singh appealed the youths to follow the path shown by Mahamana Pandit Madan Mohan Malaviya and Late Rajiv Gandhi.

Earlier, Sri Singh laid down the foundation stone of lecture hall complex for Institute of Technology, Faculty of Science, Faculty of Arts and Faculty of Social Science at the IT-Directorate premises.



HRD Minister addressing large gathering on Sadbhawana Diwas