

Newsletter

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Nehru Centre



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Events At a Glance...

Culture Wing

मराठी संगीत नाटक महोत्सव

The 18th मराठी संगीत नाटक महोत्सव will be organized from 28th to 30th September 2010.

Nehru Centre Auditorium

Lecture

Lecture Series: "India in a Globalized World"

Ms. Shaheen Mistri will deliver a lecture on "The Role of Social Entrepreneurs and NGOs in Human Development".

Friday, September 24, 2010
5:30 p.m.
Hall of Harmony

Library

Ban Plastics

An interactive workshop for students of Stds. VI-VIII on the hazards of using plastics and their damage to the environment. A film screening and talk will be followed by cloth-bag making activity.

Tuesday, September 7th, 2010
10:30 am to 1:30 pm
Hall of Vision, Unit C
Discovery of India Building

By registration only

Contact: Arati Desai, Librarian
Phone: 2498 3921

India in a Globalized World



Dr. Sorab Sadri delivering his lecture

The fifth lecture of the series titled "India in a Globalized World" was delivered by Dr. Sorab Sadri – Professor and Director, Bharati Vidyapeeth University's Abhijit Kadam Institute of Management and Social Sciences, Solapur. He spoke on "Some Bottom of the Pyramid Issues in creating New Ventures."

Dr. Sadri divided his lecture in three parts. The first part dealt with C. K. Prahalad's paradigm. The second part attempted to shed light on India's economic development. The third emphasized the need to promote entrepreneurship through innovation and sustainable development so that the trickle down effect of modernization is felt at the lowest levels of civil society: the bottom of the pyramid. The first part of his talk is covered in this issue.

Following are the excerpts:

Several books and journal articles have been written on the potential market by members of business schools offering consultancy on the burgeoning market. They include 'The Fortune at the Bottom of the Pyramid' by C. K. Prahalad of the University of Michigan, a great thinker who maintains that the 'Base of the Pyramid' (BOP) initiative must come not only from the large industry but from the small and medium enterprises (SME) Sector.

Digressing from this maintained position, Dr. Sadri said "Research shows that a small business is a business that is privately owned and operated, with a small number of employees and relatively low volume of sales. Small businesses are normally privately owned corporations, partnerships or sole proprietorships..."

In India small and medium enterprises (SME) is a generic term used to describe small scale industrial (SSI) units and medium scale industrial units. Any industrial unit with a total investment in its fixed assets or leased assets or hire purchase assets up to Rs. 10 million is considered as a SSI unit and investment upto Rs. 100 million is considered as a medium unit. In addition an SSI unit should neither be

contd. on page 2

contd. from page 1

a subsidiary of any other industrial unit nor can it be owned or controlled by any other industrial unit.

The SME sector produces a wide range of industrial products such as food products, beverage, tobacco and tobacco products, cotton textiles, wool, silk, synthetic products, jute, hemp and jute products, wood and wood products, furniture and fixtures, paper and paper products, printing publishing and allied industries, machinery, machines, apparatus, appliances and electrical machinery. SME sector also has a large number of service industries.... The small scale sector in India comprises of a diverse range of units from traditional crafts to high-tech industries....

SSI is one of the significant segments of the Indian economy, contributing about 7 percent to the Indian GDP and providing employment to over 28 million people. The Indian SME segment's current production value is almost Rs. 16000 crore. It contributes to around 40% of industrial production and exports. It manufactures more than 8000 diverse products, ranging from low-tech items to technologically advanced products.

The SSI sector targets both domestic as well global markets. SSI's is recognized as the engine of growth, accounting for about 70% of employment and contributes a significant amount for the growth of GDP. Globally, 99.7 percent of all enterprises in the world are SME's and the balance 0.3 percent are large scale enterprises. By contrast, the SSI sector in India accounts for 95 percent of all industrial units.

The SSI units continue to create employment. The number of employed in the SSI sector went up from 260.13 lakh in 2002-03 to 271.36 lakh in 2003-04. this sector is next only to agriculture in employment. And the trend shows that the SME and SSI sectors are well on the

upward growth path. Hence their importance cannot be overlooked....

Referring to the logic of Prahalad on the issue, Dr. Sadri observed that 'the distribution of wealth and the capacity to generate incomes in the world can be captured in the form of a socio economic four tier pyramid. At the top of the pyramid are the wealthy, the social elite and the super-privileged. They have numerous opportunities for generating high levels of income. At the other extreme, the base of the pyramid, are about 4 billion people on subsistence of less than US\$ 2 per day. They comprise a sizeable market which is often missed out on and the book argues that there is where management strategists must focus their attention in the years to come. Some larger companies are already doing their bit but the effort by a vital few is not enough. What is required is that the SME sector enters the fray and exploits the bottom of the pyramid through innovative approaches to selling. The strength of these innovative approaches is that they should create opportunities for the poor by offering them choices and encouraging self esteem....

Some Misconceptions

Prahalad passionately pleads for a better approach to help the poor. He posits an approach that involves partnering with them to innovate and thus creating a win win scenario wherein the poor are actively

encouraged and at the same time, the companies providing goods and services to them are in profit. Prahalad has argued that low income markets present a prodigious opportunity for the world's wealthiest companies to seek their fortunes and bring prosperity to the aspiring poor. The presence of these initiatives creates the climate for economic growth that presents 'freedom as development'. The strength of these initiatives is that they tend to create opportunities for the poor by offering them choices and encouraging self esteem. But before that happens a certain amount of unlearning and relearning is called for. The following are some of the dominant assumptions which are flawed and these must be set aside if developmental growth has to be attained using the poor sections of the society.

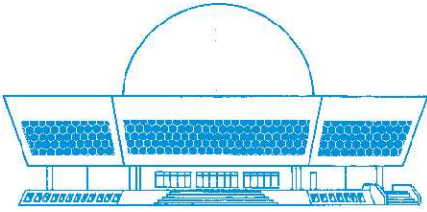
- i) Distribution access to the BOP markets is very difficult and therefore represents a major impediment for participation of large firms.
- ii) The poor are not brand conscious and value conscious.
- iii) The BOP consumers are neither well-connected nor networked.
- iv) The BOP consumers do not readily accept advance technology.

(to be continued)

What Nehru said...

I have great admiration for Sanskrit. If there is one thing which embodies the greatness of Indian thought and culture in the past, it is Sanskrit. We do not talk Sanskrit now, but the Indian languages of today are either directly descended from Sanskrit or, like the Southern languages, have been closely allied with it. The background of thought and culture of the Southern languages, whether Tamil, Telugu or Malayalam, is closely allied to the background of thought and culture of the Northern languages because of Sanskrit and its effect on the whole of India. I do not say all of Sanskrit is good; but it has provided the roots on which India has grown up. If we cut away those roots it will be very bad for us; we become superficial human beings.

Septembe 4, 1959



NEHRU PLANETARIUM

SKY SHOW:

"Secrets of the Sun & Conquest of the Moon"

12 noon (Hindi), 1:30 pm (Marathi)
3 pm (English) & 4:30 pm (Hindi)

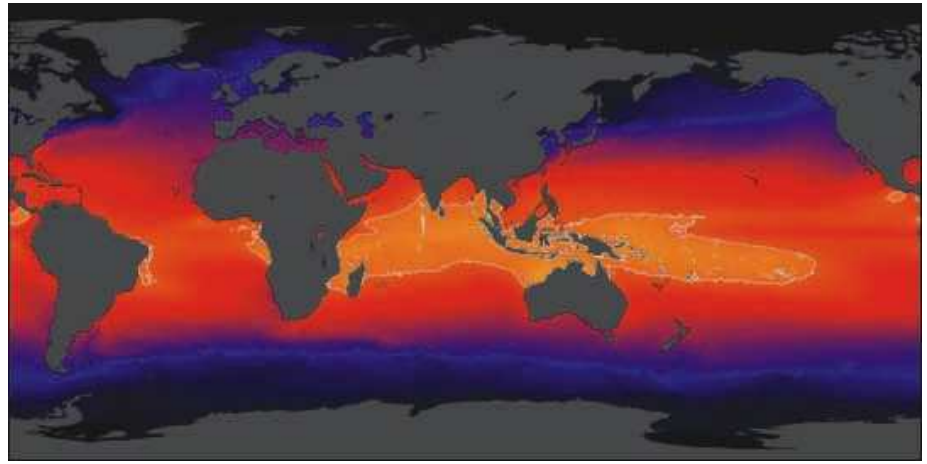
MONDAY CLOSED

Threatening Rise in Sea Levels

In this column on Astronomy we normally 'look up' and talk about stars, planets and the Universe around us. All this time we tend to ignore the fact that our feet are rooted on a planet that too deserves at least an occasional mention here. A recent study that has shown that the sea levels in our area are rising has prompted us to 'look down' this time.

This research conducted by scientists at the University of Colorado at Boulder (CU) and the National Center for Atmospheric Research (NCAR) also in Boulder, USA. It was reported on 14 July this year and it tells us that the sea-level rise in Indian Ocean is alarming and is at least partly a result of climate change. The rise is especially high along coastlines of Bay of Bengal and Arabian Sea, as well as Sri Lanka, Sumatra and Java. The Indian Ocean sea levels are rising unevenly and threatening residents in some densely populated coastal areas and islands the study concludes. The rise--which may aggravate monsoon flooding in Bangladesh and India--could have future impacts on both regional and global climate.

The key player in the process is the Indo-Pacific warm pool, an enormous, bathtub-shaped area spanning a huge
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Sea-level in Indian Ocean and Arabian Sea is rising

area of the tropical oceans stretching from the east coast of Africa to the International Date Line in the Pacific.

This Warming is Anthropogenic

The most disturbing fact about climate change is that it is anthropogenic that is caused primarily because of human-generated emissions in greenhouses gases. The warm pool has heated by about 0.5 degrees Celsius in the past 50 years.

It is believed that mid-ocean islands such as the Mascarenhas Archipelago, Maldives, coasts of Indonesia, Sumatra and the north Indian Ocean may experience significantly more sea-level rise than the global average.

Interestingly, while several areas in the Indian Ocean region are experiencing sea-level rise, sea level is lowering in other areas. The Seychelles Islands and Zanzibar off Tanzania's coastline are its examples.

The patterns of sea-level change are driven by the combined enhancement of two primary atmospheric wind patterns known as the Hadley circulation and the Walker circulation. The Hadley circulation in the Indian Ocean is dominated by air currents rising above strongly heated tropical waters near the equator and flowing

pole-ward at upper levels, then sinking to the ocean in the subtropics and causing surface air to flow back toward the equator. The Indian Ocean's Walker circulation causes air to rise and flow westward at upper levels, sink to the surface and then flow eastward back toward the Indo-Pacific warm pool. "The combined enhancement of the Hadley and Walker circulation form a distinct surface wind pattern that drives specific sea-level patterns," says a scientist. The complex circulation patterns in the Indian Ocean may also affect precipitation by forcing even more atmospheric air down to the surface in Indian Ocean subtropical regions than normal, the study says.

Piyush Pandey

Director, Nehru Planetarium

Special Astronomy Lecture

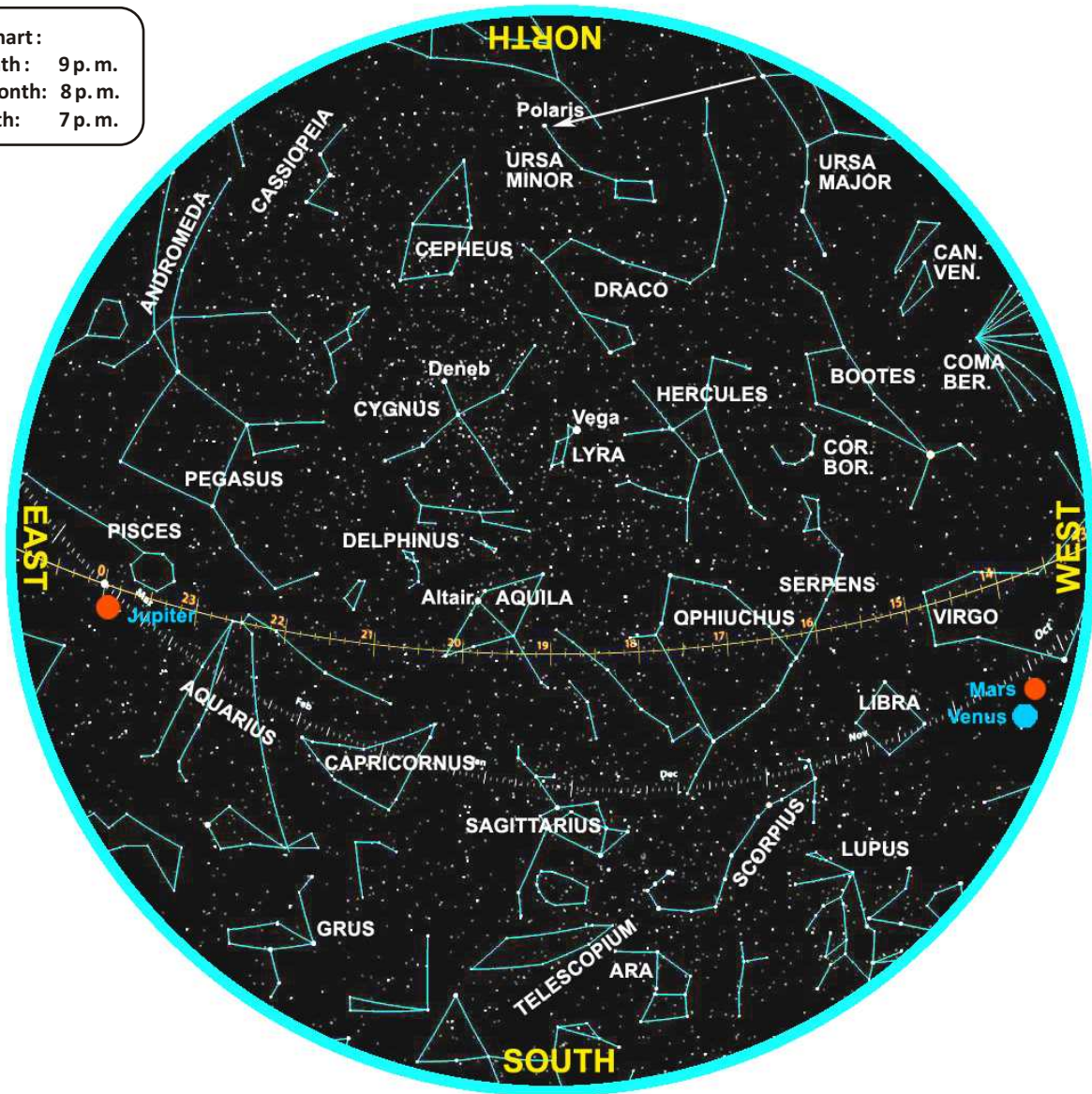
Prof. Jayant Narlikar will speak on "**A Search For Very Old Stars**" - based on his current research work.

Wednesday, 15th September 2010
from **5:00 p.m.** onwards.

Venue:
Hall of Culture
Discovery of India Building

STAR CHART FOR SEPTEMBER 2010

Use the Chart :
 Early month : 9 p. m.
 Middle month : 8 p. m.
 Late month : 7 p. m.



Hold the chart vertically before your eyes and turn until the geographical direction you are facing shows at the bottom of the chart. Three planets, Venus and Mars (in Virgo) and Jupiter in Pisces are within the chart boundaries for the time the chart is drawn. Saturn too is in Virgo and can be seen till the 13th in early evening sky. After the 10th Mercury can be seen in morning sky in Leo.

Phases of the Moon (timings in IST hh:mm)			
Last Quarter <i>(Krishna Paksha Ashtami)</i>	New Moon <i>(Amavasya)</i>	First Quarter <i>(Shukla Paksha Ashtami)</i>	Full Moon <i>(Poornima)</i>
01 Sep., 22:52	08 Sep., 16:00	15 Sep., 11:20	23 Sep., 14:47

मराठी संगीत नाटक महोत्सव

The 18th मराठी संगीत नाटक महोत्सव will be organized from **28th to 30th September 2010**.

The following dramas will be presented.

Tuesday, 28th September 2010, 6:00 pm

संगीत आख्यान कालिदास

Presented by Bharat Natya Samshodhan Mandir, Pune

Wednesday, 29th September 2010, 6:00 pm

संगीत ऐश्वर्यवती

Presented by Khalwayan, Ratnagiri

Thursday, 30th September 2010, 6:00 pm

संगीत स्वरविभ्रम

Presented by Gandharvabhushan Jairam Shiledar Sangeet Natya Seva Trust, Pune

**28th to 30th September 2010
6:00 pm each day
Nehru Centre Auditorium**

Entry: Entrance Cards will be available on 24th September 2010 from 10:30 am until availability of entrance cards from the Booking Counter of Nehru Centre Auditorium.

Nehru Centre's 14th Theatre Festival 2010

The eight days 14th Theatre Festival – 2010 was inaugurated by Shri M. K. Raina, renowned theatre director of India on 2nd August 2010 with his play "Chanda Mama Dur Ke" in Hindi. Twelve more dramas in different languages – Hindi, Marathi, English, Malayalam, Sanskrit, Urdu, Bengali and Gujarati were presented from 3rd to 9th August 2010.

The festival was appreciated by the drama loving audience.



Shri M. K. Raina inaugurating the Theatre Festival by lighting the lamp



A scene from "Mobarak"



A scene from "Chehre"



A scene from "Sangeet Bayaa Daar Ughad"



A scene from "Khidkya"



A scene from "Geli 21 Varsh"



A scene from "Ek Budha Din"



A scene from "Agra Bazar"



The Art Gallery

Open from 11:00 am to 7:00 pm daily

PROGRAMMES FOR SEPTEMBER 2010

NANDKUMAR JOGDAND



Painting by Nandkumar Jogdand

Nandkumar received M.F.A. in Creative Painting and Art Teacher's Diploma from Aurangabad.

He has had many shows to his credit. His paintings are abstract in acrylic on canvas.

**Tuesday 31st August to
Monday 6th September 2010
(AC Gallery)**

DR. N. R. KONDEKAR

Dr. Kondekar is a self taught artist. His paintings are landscapes and portraits in acrylics. He is presently a Vice President of Apcotex Industries Ltd. in Mumbai.

**Tuesday 31st August to
Monday 6th September 2010
(Circular Gallery)**

ANWAR HUSAIN PATTEKARI

Anwar Husain has G.D.A. in Painting and Dip.A.Ed. from Kalavishwa Mahavidyalaya, Sangli.



Painting by Anwar Husain Pattekar

He has received many awards on State level. His paintings are realistic with themes in acrylic on canvas.

**Tuesday 7th September to
Monday 13th September 2010
(AC Gallery)**

ANIL TELHARKAR

Anil has completed graduation in Fine Arts from Nagpur University. His paintings are based on ancient Indian sculpture and miniature style in water colours.

**Tuesday 7th September to
Monday 13th September 2010
(Circular Gallery)**

**RAMCHANDRA KHARATMAL .
VIJAYKUMAR DHUMAL .
VARSHA KHARATMAL .
BHASKAR MANDOLU**

Ramchandra has secured G.D.A. in painting from Satara, DipAEd. from Pune and has A.T.D. from Solapur. He has had many shows in India and won many awards. His paintings are realistic in unique style in acrylic and oils on canvas.



Painting by Ramchandra Kharatmal

Vijaykumar has G.D.A. in Painting, A.T.D. and A.M. from Satara. His paintings are on 'Bulls' in various mediums like acrylic, pastels, pencils.



Painting by Varsha Kharatmal

Varsha secured G.D.A. in Painting from Satara. She has widely exhibited in India. Her paintings are on women and are painted in Indian style.

Bhaskar had G.D.A. in Painting. His paintings are abstract in water colours. He has had many shows to his credit.

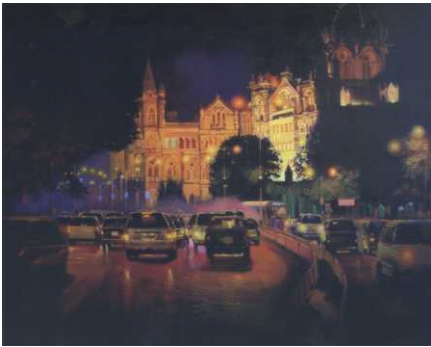
**Tuesday 14th September to
Monday 20th September 2010
(AC Gallery)**

AMIT SOLANKI

Amit has G.D.A. in Painting from Dhule. He has participated in many shows in India and won awards. His paintings are realistic in oil on canvas.

**Tuesday 14th September to
Monday 20th September 2010
(Circular Gallery)**

DEEPAK R. PATIL



Painting by Deepak Patil

Deepak has secured G.D.A. in Painting from Dhule and Dip.A.Ed. from Pune. He has had many shows and won many awards. His landscapes and portraits are realistic in acrylic and oils on canvas.

**Tuesday 21st September to
Monday 27th September 2010
(AC Gallery)**

GIRISH GHARAT



Painting by Girish Gharat

Girish has A.T.D. from Rishikesh Chittrakala, New Delhi. His paintings are figurative in acrylic on canvas.

**Tuesday 21st September to
Monday 27th September 2010
(Circular Gallery)**

PRAFULL SAWANT

Prafull received G.D.A. in Painting from Nasik with first class and Dip.A.Ed from Sir J J. School of Art, Mumbai. Presently Lecturer in Chittrakala Mahavidyalaya, Nasik.



Painting by Prafull Sawant

He has had many shows, won many prestigious awards in India and abroad. His landscapes and portraits are in oils and acrylic on canvas and in water colour.

**Tuesday 28th September to
Monday 4th October 2010
(AC Gallery)**

SIDDHARTHA SUKLA . SRIHARSHA SUKLA

Siddhartha received B.F.A. degree and Diploma in Computer Aided Graphic Designing from Bhubaneswar.

He has participated in art exhibitions in India and abroad. His landscapes are in collage. He is hearing impaired artist from Orissa.

Sriharsha has B.F.A. from Bhubaneswar. She has also been trained in Computer Graphic Designing and Patta Chitra from Orissa.

She is also hearing impaired and does portraits in collage.

**Tuesday 28th September to
Monday 4th October 2010
(Circular Gallery)**

'Chatak' - 2010 (A Monsoon Show of Professional Artists)



Shri Shrikant Jadhav inaugurating the 'Chatak' - 2010 (A Monsoon Show of Professional Artists) by lighting the traditional lamp

The 'Chatak' - 2010 (A Monsoon Show of Professional Artists) was inaugurated on 23rd July 2010 by Shri Shrikant Jadhav, an eminent painter. The event was attended by participating artists and large number of art lovers.

FOR PRIVATE
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DISCOVERY OF INDIA EXPOSITION

Glimpses

Know Your India: Continuity & Change – Sultanate

Decline of the Sultanate

The Sultanate of Delhi was a victim of its own contradictions. As a militarized polity, its economic needs were insatiable. In trying to quench them it created conditions that led to its doom.

Constant military activity was essential for a state that depended so heavily on its army. Raids for booty were profitable only to a point. Annexation too could become self-defeating. Muhammed bin Tughlaq discovered that the costs of governing distant provinces in the Deccan were disastrous. His economic policies also led to large scale peasant revolts in the Doab which crippled not only his main source of income but also the area from where he recruited his army. The invasion of Taimur in 1398 and his sack of Delhi exposed the weakness of the defunct Sultanate and reduced it to the position of just another provincial kingdom. The ultimate failure of the Sultans lay in their inability to work out a durable arrangement with the powerful class of rural intermediaries. Without their co-operation no medieval state could function successfully.

Regional Centres

The collapse of the imperial authority of the Delhi Sultanate did not mean the end of the political processes it had initiated. These were continued by the states that began emerging from the time of the Tughlaqs.

Bengal was the first to reassert its independence. The Bahmani Kingdom in the Deccan was next. Both were distant provinces where submission to Delhi had been difficult to enforce. In Gujarat, Malwa and Jaunpur, Tughlaq-appointed governors declared independence when Delhi and its prestige had been pillaged by Taimur. The founders of the Vijaynagar kingdom had been once captured by Muhammad bin Tughlaq and had been sent back in a desperate attempt to hold this southern province.

(to be continued)

Exposition open from 10.30 am to 5 pm - Every Day except Monday

TO OUR READERS

Kindly write to us if there is any discrepancy in the address (or name). It is our aim to reach this publication well before the beginning of the month, to ensure that you do not miss any programmes of Nehru Centre.

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"GURU-SHISHYA"

BABA GAJBAR & GANPATRAO

WADANGKAR

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