



Cause Related Marketing



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Enlightened Self Interest

The changing Indian world-view

- A new pride in the idea of India

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- A belief in our tryst with destiny, at the centre of the world stage

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- Also, a guilt about those not part of India Shining

- A desire to give back
- A desire to re-connect

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- A desire to re-connect



Social causes as marketing platforms



**The TOI's journey in
Cause Related Marketing**

Classical role of newspaper

- Objective reporter of news
- Not a player/ participant

Huge opportunity for an enhanced role

Newspaper as

- thought leader
- opinion mobiliser
- change agent
- activist

A campaigner for a better life for
readers

A campaigner for a better life for
readers

... and for the society and nation's
progress



The TOI's journey of social activism

A small beginning: The Kolkata Maidan

- TOI, a late entrant into Kolkata; an ‘outsider’

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- Kolkata, a city with a heart

A small beginning: The Kolkata Maidan

- TOI, a late entrant into Kolkata; an ‘outsider’
- Kolkata, a city with a heart
- To shorten the process of being seen as an ‘insider’ who felt for the city, decided to adopt a cause



Zahira stung by Tehelka charge

Candid Camera Catches BJP MLA Claiming He Paid Her Off

18,00,000 REASONS TO TURN HOSTILE?
 Zahira Khan, a BJP MLA from the Howrah constituency, is being charged by Tehelka for allegedly paying a woman to pose as a prostitute in a candid camera video. The woman, who is now being held in custody, is alleged to have posed as a prostitute in a candid camera video. The video shows Zahira Khan in a compromising position with a woman who is posing as a prostitute. The video was leaked to the media and has caused a major scandal for Zahira Khan.

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PMO targeting Advani in Babri case: NDA

The Prime Minister's Office (PMO) is targeting Atal Bihari Vajpayee's ally, L.K. Advani, in the Babri Masjid case. The PMO is alleged to be spreading rumors that Advani is involved in the case. This move is seen as an attempt to weaken Advani's position within the NDA government.

Time to feel, time to heal: Times for Maidan rebirth

The city's lungs, too, need their breath of fresh air. And that is exactly what the TCI project promises to give the Maidan. From getting arguably the best brains in urban landscaping to work on it to getting everything it was waiting for - meditative and sunset gardens, art court, chic plaza, the works - a grand makeover awaits the Maidan. Read on, if you care for the city and, probably, its most-loved natural showpiece.

CLEAN LENS CARE
WIPIT
YOU MAKE IT!

Poor Karnataka kids get dud TB pills free

Approx 10 lakh TB patients in Karnataka are getting dud pills. The state government has admitted that the pills are ineffective. This has caused a major health crisis for the state's poor population.

Boy gets bail in MMS case

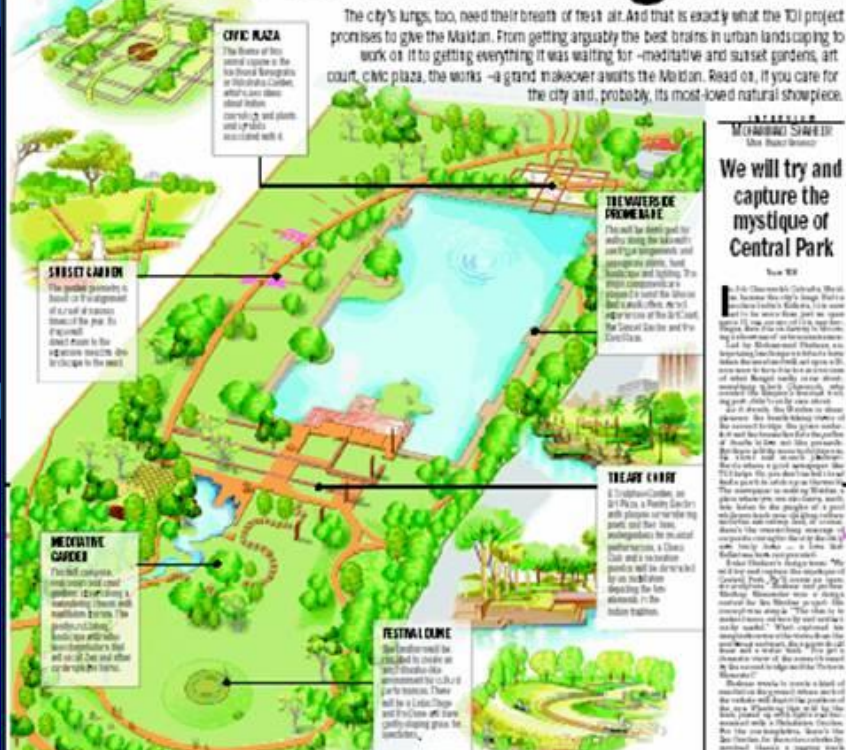
A 17-year-old boy has been granted bail in an MMS case. The case involves the boy's alleged involvement in the creation and distribution of MMS content. The court has granted bail to the boy on the condition that he remains in the custody of his parents.

La Dolce Vita Collection
ZODIAC
 POWER QUALITY SUPERFACERS

Taste-track: Free speech vs public good
Free Speech vs Public Good

Paradise Regained

The city's lungs, too, need their breath of fresh air. And that is exactly what the TCI project promises to give the Maidan. From getting arguably the best brains in urban landscaping to work on it to getting everything it was waiting for - meditative and sunset gardens, art court, chic plaza, the works - a grand makeover awaits the Maidan. Read on, if you care for the city and, probably, its most-loved natural showpiece.



Setting the green wheels in motion

The TCI project promises to bring a parkland to the city's lungs. The project is a multi-phased development that will transform the Maidan into a green space. The project includes the construction of a park, a plaza, and a water feature. The project is expected to be completed by 2012.

THE RUN-UP TO A MAIDAN YOU ALWAYS WANTED

August 2004	September 2004	December 2004	The Parks
The first round of meeting...	Collaboration and exchange...	Finalizing the plan...	A park, public park...



- TOI, a recent entrant in many other new cities
- City-level causes to become a 'voice of the city'
 - Kolkata maidan
 - Followed by city level causes in Bangalore, Lucknow, Hyderabad, Pune...

- From city-level celebration...
- To an India Poised for the big leap



India v/s India

There are two Indias in this country.

One India is straining at the leash, eager to spring forth and live up to all the adjectives that the world has been showering recently upon us.

The other India is the leash.

One India says, give me a chance and I'll prove myself. The other India says, prove yourself first and maybe then you'll have a chance.

One India lives in the optimism of our hearts. The other India lurks in the skepticism of our minds.

One India wants. The other India hopes.

One India leads. The other India follows.

But conversions are on the rise. With each passing day more and more people from the other India have been coming over to this side. And quietly, while the world is not looking, a pulsating, dynamic, new India is emerging.

An India whose faith in success is far greater than its fear of failure. An India that no longer boycotts foreign-made goods but buys out the companies that make them instead.

History, they say, is a bad motorist. It rarely ever signals its intentions when it is taking a turn.

This is that rarely-ever moment. History is turning a page.

For more than half a century, our nation has sprung, stumbled, run, fallen, rolled over, got up, dusted herself and cantered, sometimes lurched on. But today, as we begin our 60th year as a free nation, the ride has brought us to the edge of time's great precipice.

And one India - a tiny little voice at the back of the head - is looking down at the bottom of the ravine and hesitating.

The other India is looking up at the sky and saying, it's time to fly.

Or are we going to roll up our sleeves, get up and actually do something about it.

The truth is this.

Thinking can happen from an armchair. But doing must happen on your feet.

Thinking may be a great way of getting things started. But doing is the only way to get things done.

And let's face it. You are never really caught in a traffic jam.

You are the traffic jam.

Today we are in our 60th year of independence. That works out to more than half a century.

And we're still happy being called a potential superpower, an emerging economy or a sleeping tiger?

THIS MUST CHANGE.

AND IT'S ONLY POSSIBLE IF SOME OF US SEIZE THE DAY AND DARE TO BE THE CHANGE.

So let's stop basking in our glorious past or daydreaming about our great future. Let's start by dominating today.

And domination starts with DO.

D.O.

Two simple letters.

Place them side by side however, and they form a word potent enough to turn a mass of people into a nation.

Do

The last time we decided to Do or Die it changed the map of the world. Today, the eyes of the world are on us again.

So what are we going to do?

How are we going to turn from a land of philosophers into a nation of do-ers?

Are we going to keep thinking about what we should be doing or do something about what we're thinking?

Are we going to simply shrug our shoulders, blame our infrastructure, our bureaucracy and our political system?





THE TIMES OF INDIA



THE EXTRAORDINARY MEN AND WOMEN WHO TRANSFORMED INDIA | P 5-24

SHAH RUKH KHAN ON WHAT IT MEANS TO BE A LEADER | P 3

LEAD INDIA

AN INDIA POISED INITIATIVE

India in Search of Leadership

Walk across to the management section of any bookstore and you'll find shelves jammed with books on leadership — how to be a leader, various kinds of leaders, 'secrets' of successful leaders, leadership in times of change... It's endless. Given the sheer volume of writing on the subject, you'd think our streets would be teeming with leaders.

And yet, the country faces a crisis of leadership. Governance has all but collapsed. In critical areas such as public administration and state-funded education and healthcare, there's little or no confidence in government's ability to deliver a modicum of service. Corruption is eating into the innards of our system, the bureaucracy's a shadow of what it once was, and the political class, for the most part, doesn't appear terribly interested in stemming the rot.

In the series of in-depth reports and analyses we published in the first phase of our India Poised initiative,

the collapse of governance consistently came through as the most serious deterrent to a better quality of life. The malaise pervades both city and village. Roads built at great cost resemble the moon's surface within months, yet the same contractors are hired to repair them, for a price. Our municipal schools are struggling to impart even basic education. Open spaces meant for the citizenry are being quietly hawked to builders in complete disregard of land use laws. Large swathes of India live in darkness, literally. Drinking water, sanitation and basic hygiene remain a privilege — it's hardly surprising that diarrhoea kills 4.50 million every year, more than in any other country. Three-fourths of the population grind by on Rs 20 a day. A large chunk of the money marked for floods and other calamities sinks without a ripple. News of farmer suicides is now strong, transformational leaders, who can't pollute? Is it because the best and the brightest are just not interested in getting into politics — either because

armed forces — once a source of great national pride — have been breached by charges of corruption and indiscipline.

India fares abysmally on the global corruption meter. According to Transparency International, 20% believe government does not fight corruption at all; 39% think its fight against corruption is ineffective; and 15% say that far from fighting corruption, government actually encourages it.

This is a difficult place for businessmen to function. A global survey ranks India among the worst countries for doing business. Whether it's starting or closing a business, enforcing contracts, paying taxes, or registering property every procedure takes an inordinately long time. Believe it or not, it takes an average of 10 years to close a business! Red tape is a big reason, but an equally vexing reason is that palms have to be greased for anything to move.

And yet, the economy is growing at a scorching pace, people are making money hand over fist, confidence is brimming over. Surely, there must be something our leaders are doing right? The invariable response to that is, India's booming in spite of its netas and babus, not because of them. And that it is India Inc that's driving much of the change. Indian businessmen are competing aggressively in global markets, snapping up large multinationals, hiring thousands of young people every month at hitherto unheard-of salaries, and turning investors into millionaires overnight. Our entrepreneurs are gaining respect in boardrooms and markets across the world for their ability to combine vision and ambition with execution. Some started from scratch, others inherited businesses and expanded them dramatically. It may be a sign of our times that they're becoming role models for a new generation.

If India Inc can produce so many strong, transformational leaders, why can't politics? Is it because the best and the brightest are just not interested in getting into politics — either because



Illustration: Aji Ninari Design Nirmal, Chanchal Masumdar

it's considered 'too dirty' or because it's difficult for a person from a middle-class, professional background to financially support himself and his family without compromising his integrity? Or is it because few believe they can make a difference to an entrenched system. If that's the reason, it's a chicken-and-egg bind.

Imagine a situation where our political establishment is able to attract honest, dedicated people. What a powerful combination it would make: Leaders who inspire confidence and trust at the helm of a nation bursting with energy and creativity — where the political leadership works through enlightened policy-making and an efficient, clean administration to unleash the power of millions of skilled, industrious citizens. Indians abroad have been in the pipeline for their intelligence and hard work. It's the same gene pool here. What we need are conditions conducive for extraordinary achievement.

It would be naive to believe that anyone, however unimpeachable, can survive in the political arena without a few compromises, without some amount of give-and-take — politics, after all, is about the art of the possible. But don't forget that's partially true of business as well. If big firms, which for decades thrived by bending the system, could have substantially cleaned up their act — and lived to tell a profitable tale — why can't we, as the voting public, demand better governance from our elected representatives? In the past 15 years, business has increasingly discovered the virtues of good governance, not necessarily because of a sudden stab of con-

science, but because of the premium foreign investors place on transparency. The resultant rise in valuations has far outstripped the money that could have been made through any financial sleight.

It's not as if the political establishment has no leaders who can inspire trust and confidence — just that there aren't enough to go around. The bureaucracy too has exceptionally fine officers, but the conditions in which they work breed frustration and disillusionment. We need to attract new people into the political arena, people who can act as change agents. They don't necessarily have to be the type that can lead a charge into the valley of death. But they should be willing to dig in for the long fight, defy decades of conventional wisdom, ignore the cynic and take the skeptic along — and most importantly, have the conviction and passion to do the right thing. The India Poised series profiles a number of unsung heroes who have radically changed the world around them, often against seemingly insurmountable odds. None of it happened overnight.

The Times of India has, since the beginning of the year, celebrated achievements of which we as a nation can be proud. There is a great deal to celebrate, most notably that we have kept the democratic faith, unlike many nations which slid into anarchy and dictatorship after they won Independence. India's priorities, such as its emphasis on education, have also been largely in the right direction.

This is a nation poised for greater glory, provided we can realise our full potential. TOI believes the multiplier effect of good governance will be explosive. It's the traditionally disenfranchised sections who stand to benefit the most — people who waste away on the margins of society without access to housing, healthcare, education or justice. The elite can insulate themselves from poor governance — they can send their children to expensive schools and colleges and get the best medical treatment. They are not as battered by the deep injustices of the system as the child on the street, or the woman in the slum. As a nation, meaningful progress will elude us until we can construct a matrix where the margin is integrated with the mainstream. It requires strong leadership. There's a Welsh proverb that says, "He that would be leader must be a bridge."

This is a nation crying out for leadership in public life, at every level. TOI's Lead India initiative is a small step in that direction. Some may greet it with skepticism, even cynicism. A beginning needs to be made somewhere. In some fashion. We hope a few potential leaders will emerge out of it. Even if our initiative helps focus the attention of our 10 million readers on the issue of leadership, we'll have done our job. We're here to start the fire, be the catalyst.

There must be at least a few out there who are ready to stand up and be counted.

■ Jaideep Bose

from
INDIA
POISED
TO
INDIA
REALISED

REWRITE INDIAN POLITICS. USE A PEN.

NOMINATION FORM (SELF)

What is Lead India?

Lead India is an initiative by The Times of India to seek out the next generation of leaders for the nation. Today, the political system is full of people who are either career politicians or born into politics. The best and the brightest stay away from politics because they are put off by the tortuous path up the political ladder. The Lead India programme will endeavour to bring a new breed of political leaders into the limelight. It will create a platform where candidates who are not career politicians but are otherwise qualified to lead the country can come forward.

What are the various stages of the Lead India programme?

The Lead India programme will run for about six months to finally select three People's Leaders - one final Lead India winner, and two runners-up. It will be divided into three phases:

Phase 1: REGISTRATION PHASE: 14th August 2007 to 7 September 2007

This phase shall comprise of a call for entries. Eligible Indian citizens can register through a registration form and submitting it to The Times of India. In case you know of any deserving person fulfilling the eligibility conditions, you can nominate them by sending LEADN by sms to 8888 or nominate online at www.lead.timesofindia.com. The Times of India will contact the nominated individual and invite them to fill the Registration form. All entries will be evaluated by an eminent jury to shortlist the 64 most deserving candidates for personal interviews, resulting in 8 candidates per city.

Phase 2: CITY ELIMINATIONS: October 2007

In each of the 8 centers, the 8 candidates shortlisted in Phase 1 shall be evaluated basis their performances in debates, opinion papers, projects, personal interviews and other evaluation techniques as decided by the expert panel to eliminate all but 1 candidate in each city. This phase will result in 1 city finalist from each of the 8 cities.

Phase 3: NATIONAL FINALS: November/December 2007

This phase will decide the Lead India final winner, and two runners-up. To get there, the 8 Phase 2 finalists (1 finalist from each of the 8 cities) will have to undertake tasks that test them on the ability to conceive national goals; resilience; sense of social responsibility; capability to translate vision into pragmatic action; ability to rally people around a cause; and the ability to execute. Audience votes and the jury's decision on their performance will both determine the winners.

In which eight centres will the Lead India programme take place?

Delhi, Mumbai, Kolkata, Bangalore, Ahmedabad, Lucknow, Pune and Hyderabad. Applicants can register for the programme in any city of his/her choice by sending the Registration form to the address specified for that city or register online.

Who can register?

Indian Citizens between the ages of 25 and 45 years as on 1.8.2007 and holding a valid voter ID card are eligible. For the details of eligibility and rules pertaining to non-participation, log on to www.lead.timesofindia.com

How to register?

Advertisements containing the Registration form will be released regularly in The Times of India w.e.f. today. Registrations Forms should reach The Times of India at the addresses mentioned in the form latest by 7th Sept 2007. Registration Forms can also be filled online on www.lead.timesofindia.com by 6pm on 7th Sept 2007.

What qualities are we looking for in the applicants of the Lead India programme?

Applicants shall be evaluated on attributes relevant to the political system - viz Ability to - Conceive of a goal for the nation, Sense of social responsibility, Capability to translate his vision for the nation into specific action, Rally people around his ideas, and Resilience.

What will be the judging process?

Applicants will be judged by a jury of eminent people prominent in varied spheres such as Politics, Education etc. who will evaluate the candidates at every stage. The decision of BCCL shall be final and binding on all participants.

What will happen to the Lead India Final Winner?

The Lead India programme is designed to enable the best and brightest potential leaders of India to cut short the normally long-winded path up the political ladder. Using the combined weight of all media channels of the Times Group - India's leading media house - the programme will showcase the winners' leadership skills to millions of our countrymen... thereby placing them right at the doorstep of the opportunity to participate in the Parliamentary Elections 2008-09. With the kind of media build-up the winners will receive and the extent of public support the candidates would already have garnered, we believe national as well regional parties would vie to offer them a party ticket for the forthcoming elections.

All finalists will be groomed on various aspects of political leadership by eminent mentors spanning the fields of economics, political science and foreign and domestic national policy.

In addition, the Lead India Final Winner will be awarded a corpus of Rs. 50 lakh for funding a public welfare project of his choice. He will also receive an entry into the Leadership Development Program at the John F Kennedy School of Political Leadership.

Name*:

Date of Birth*:

Highest Educational Qualification*:

Occupation*:

If self employed- Describe nature of business _____

If salaried _____

Designation: _____ Company: _____

If others _____

Languages known* _____

Address: _____

E-mail: _____ Ph: _____

I agree to abide by the terms and conditions of the Lead India Programme.

(For details of Terms and conditions, log on to www.lead.timesofindia.com)

Cut out this ad and send to any of the following offices of The Times of India at: **DELHI:** 7 Bahadurshah Zafar Marg, New Delhi - 110103; **MUMBAI:** The Times of India Building, Dr. D. N. Road, Mumbai - 400001; **KOLKATA:** 105/7A, S.N. Banerjee Road, Kolkata-700014; **BANGALORE:** S&B Towers, 2nd Floor, 40/1, Mahatma Gandhi Road, Bangalore-560001; **HYDERABAD:** 8-2-351, Road No. 3, Banjara Hills, Hyderabad-500034; **AHMEDABAD:** 139, Padia Chambers, Ashram Road, Ahmedabad-380009; **PUNE:** 577, Fergusson College Road, Shivajinagar, Pune-411004; **LUCKNOW:** 16, Rana Pratap Marg, Lucknow-226001.





I AM THE I IN INDIA

The day I was born in this country, this country was also born in me.

I can feel it running through my guts when I'm angry and throbbing through my veins when I'm glad. I am India and India is me.

Starting today, I have decided that I will not point fingers at anyone any more. Instead, those fingers will be pointed at me.

I am the system that does not work. I am the pothole on the road that doesn't get filled. I am the FIR that doesn't get filed. I am the bridge that doesn't get built.

Everything that's wrong with this country starts with me. And will soon end with me.

I am India and India is me.

The final and decisive stage of Lead India begins today. Watch the 8 national finalists battle it out at 8 pm on Star One.



I am the idea that India awaits.



Ujjwal Banerjee
Winner, Mumbai



Rajendra Misra
Winner, Bangalore



Soumya Mishra
Winner, Hyderabad



Devang Nanavati
Winner, Ahmedabad



Ranjit Gadgil
Winner, Pune



Dipayan Dey
Winner, Kolkata



Abha Singh
Winner, Lucknow



Sanjiv Kaura
Winner, New Delhi

Lead India is now in its final and decisive stage. Watch the 8 national finalists battle it out every Saturday at 8 pm on Star One.



THE SEARCH IS ON

IT'S THE FINAL ROUND TONIGHT. AND INDIA IS LEADING.

What do you call a contest in which the winners outnumber the participants?

In fact, do you call it a contest at all?

Last year, the Lead India initiative dusted off 6 decades of indifference to take its first determined steps.

Steps that would travel a road lined with cynical litter and well-meaning discouragement.

Today, many overwhelming months later, we find ourselves confronted with one blunt question.

If this is what we as citizens could do in just 6 months, what have we as a nation been doing for 60 long years?

It is not a question that needs answering. For there are more important posers that confront us.

What, for instance, do the next sixty years hold for us?

Or for that matter, even the next six years?

To be honest, it may well boil down to whether you put aside 60 minutes this evening to watch the world's largest democracy rewrite its destiny.

Because, whoever you decide to root for, India will still be in the lead.



FINALS TONIGHT AT 8PM, ONLY ON STAR ONE.



Bennett, Coleman & Co., Ltd.



US ELECTIONS: THEY CAN LEARN FROM INDIA'S POLITICAL DIVERSITY

DEEP FOCUS | P 12



ON A PEN DRIVE! WHAT IT TAKES TO BE A WRITER

TIMESLIFE!

TASLIMA NASREEN ON WHY INDIA MUST LET HER STAY

SPECIAL REPORTS | P 10

NEW DELHI

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SNAPSHOTS

Raj Thackeray warns of more 'reactions'



Barring Hindi and English television channels from attending his meetings, Raj Thackeray on Saturday said more "reactions" against north Indians in Mumbai would follow if the Maharashtra Navriman Sena was provoked. He said his opposition to Chhath puja was due to its being used as a 'show of strength'. P 9

15 held in Nagpur lynching: Fifteen people have been detained for the lynching of Congress leader Gyaneshwar Sathawane at an election meeting in Mouda, 40 km from Nagpur. P 17

Mumbai chill continues: Northerly winds continued to chill Mumbai on Saturday as the temperature stayed at 8.6 degrees celsius, from the previous day's 8.5 degrees. P 13

All parties to blame for Nandigram: National Human Rights Commission has pulled up the Bengal government, CPM and the land agitators for the violence in Nandigram last year leading to loss of lives and property. P 9

'Now or never on N-deal': Pressing for speedy completion of the Indo-US nuclear agreement during the current Bush administration, the US has hinted that it is a now-or-never opportunity for India to clinch the deal. P 17

HIV diagnosis botched up: A woman in Orissa has claimed a compensation of Rs 10 lakh from the state for being erroneously diagnosed as HIV-positive when she was pregnant. P 15

EU warning to Musharraf: European Union's election observation mission to Pakistan has warned "there would be implications for President Musharraf" if the agency reports any irregularity in the February 18 polls. P 25

US to bring own food for Olympics: Unsure of food standards in China, the US Olympic committee will ensure its athletes get food shipped from the US when they land for the Olympics. P 22



Misra journeys from village to Lead India via IIT & US



Lead India winner R K Misra and finalist Devang Navanavati (L) with PM Manmohan Singh at the PM's residence on Saturday

Return To Roots Through Dream Project Clinches Victory

TIRES NEWS NETWORK

It was a journey that began 42 years ago in Sonari, a small, impoverished village in UP's Sitapur district. The stage shifted to IIT Kanpur, then Tokyo University. A series of start-ups followed, with a stint in the US thrown in. But on Saturday night, Life came full circle for R K Misra. As he outlined a plan to set up a cooperative dairy farm to transform life in the village where he was born, the jury and audience was visibly moved.

After 10 rounds of challenging tasks and the scrutiny of hawk-eyed judges, it proved to be the decisive moment, helping Misra emerge winner of the Lead India contest. The man who never hesitates to speak his mind has often said that he believes he could be prime minister of India within 18 years. He has now taken a huge stride forward towards his ambitious goal.

On Saturday, Misra showed just why he has been a successful entrepreneur. Asked how he would utilize the prize money of Rs 50 lakh if he won, he rattled off a well thought-out plan with time-bound targets and actionable goals. Wasn't he thinking small by focusing on just a dairy farm, asked permanent jury member Kiran

Lead India is an important initiative taken by The Times of India. It's in the right direction. Oceans are made drop by drop, and this is how mighty movements grow.

Manmohan Singh | PM

Lead India is the best movement I have come across in the recent past. The ignited mind of the youth is the most powerful resource on, above and below the earth.

APJ Abdul Kalam | EX-PRESIDENT

Bedi. "I believe in leading by example. This farm will not only provide sustainable employment but also serve as a role model for other villages. The biggest problem in India is ineffective implementation. There is a lot of talk, but little action. That is why my motto is 'work more, talk less'."

FULL COVERAGE ON FACING PAGE

Misra to a round of thunderous applause. Questions from the other judges followed. As a person born in UP who is now settled in Bangalore, what did he feel about protests against migrants, asked India's solicitor-general Goolam E Vhanavati. "I don't think most citizens support such protests.

They are carried out by a handful of people with vested interests. Treat them as a law and order problem, crack down on them, and the problem will vanish," responded Misra.

When former Madhya Pradesh CM Dieraj Singh asked him how he would ensure an efficient service delivery mechanism to rural areas, Misra mentioned his efforts to improve Bangalore's roads through public-private partnership. He suggested making panchayats aware of the Right to Information Act. He also paid tribute to another special judge, RTI activist Arvind Kejriwal, saying, "I am a huge fan of his."

► PM Lauds Lead India Initiative, P 19

Kidney Kumar back, whisked to CBI HQ

Taken Out Of Airport From Special Exit

Vishwa Mohan & Dipak Kumar Dash | TNN

New Delhi: Kidney racket kingpin Amit Kumar was brought here by a CBI team from Kathmandu on Saturday evening after Nepal — despite initial noises to the contrary — quickly gave its nod to his deportation. Within hours, he was handed over to the team which brought him back to the capital by evening and whisked him away to its COO complex office, avoiding reporters and photographers waiting for the doctor.

Amit was reportedly taken out of IGI airport through a special exit which is normally used by customs officials. He was driven to the CBI headquarters in a taxi from which he stepped down a few metres away from the agency's office and walked fast to enter the building.

Forty-year-old Kumar, flown in on an Air-India IC-814 flight, will go for the mandatory check-up after which the preliminary round of interrogation will begin. Wearing a black jacket, Kumar smiled at the sight of the huge media presence at the heavily-guarded CBI headquarters but, unlike in Kathmandu, he didn't respond to any questions.

Soon after formally taking over the probe from the Haryana Police, the CBI on Friday registered a case against Kumar and others under various sections of the IPC, including 120B (criminal conspiracy), 32B (voluntarily causing grievous hurt by dangerous weapon), 342 (punishment for wrongful confinement) and 420 (cheating), and under sections 18 and 19 of the Transplantation of Human Organs Act of 1994.

If convicted under all these charges, Kumar could face life imprisonment.

► FULL COVERAGE, P 4



DOC IN DOCK: Amit Kumar, accompanied by sleuths, at the CBI headquarters in Delhi after his arrival from Kathmandu

I was doing society a service: Dr Amit

TIRES NEWS NETWORK

Kathmandu: Not only is he unrepentant but kidney scam kingpin Amit Kumar thinks he is doing society a service. "I am a doctor by profession," the 40-year-old accused told Nepal police after his arrest from a holiday resort in south Nepal on Thursday.

In a statement to the police, he didn't deny transplanting kidneys for money and insisted he had done nothing wrong during his surgeries at the Star Max Life Care Hospital in Gurgaon. He even boasted that the number of transplants was about six times more than the figure suspected by UP and Haryana police.

"I have been running the hospital for 15 years," Kumar told police. "Doing kidney transplants is my main business," he said. Patients from the US, Canada and European

countries came to his hospital where he had conducted over 3,000 transplants, the statement said.

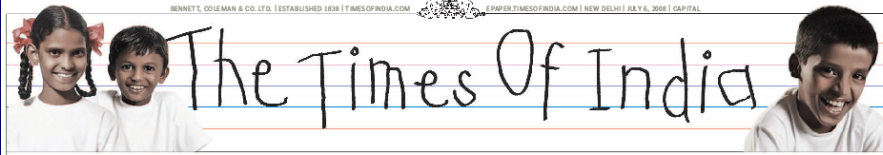
"In India, there are legal complications," he said. "Different states have different organ transplant laws. In Haryana, the law is slightly relaxed, which is why I opened my hospital in Gurgaon."

For each transplant, Kumar said, he charged Rs 3 lakh to 4 lakh. He said donors were not coerced. "I paid them Rs 25,000 to Rs 1 lakh... I did not force anyone to donate their kidney, the transplants were done with the donors' consent. Therefore, it was not a crime."

And then he suggested he was doing social service. "The donors were poor Indians, the recipients, rich foreigners. I was their go-between. I served them. I took some money for the service but that's not a crime either."

Teach India

Empowering common readers to take part
in nation and society-building



The Class of 2008.

It's a class unlike any other.

The children won't come in with handkerchiefs neatly pinned on uniform pockets. But in clothes that probably bear stains of soot or grease.

What you teach here isn't something that'll help a child get to the next class. But to a future free of poverty and deprivation.

Learning won't happen from textbooks. But from pages borrowed from your life and often, from the lives of the students themselves.

You don't get paid here. Yet you will return home each day with riches no remuneration can match.

Come to think of it, you've never seen a classroom this size. The walls after all, are the four corners of your country.

And when a child from this class passes, the nation will graduate. From being the world's largest illiterate population to the world's largest literate workforce.

So whoever you are, whatever you do, here's calling out to the teacher in you. Good Morning Teacher!

And welcome to the class of 2008.

Today we commence the Teach India movement. A movement that will bring together educated individuals who are willing to teach and underprivileged children who have the desire to learn. Sixty of India's most committed NGOs, schools and other social organisations have already stepped up, and now we are counting on your participation. All we ask of you is a pledge of two hours a week. Log on to www.teachtimesofindia.com and discover how these two hours will make the difference to a child's life.

TEACH INDIA
Let's learn to teach

Bring back



**Auto
Meters**

CHENNAI HAS EVERYTHING GOING FOR IT, EXCEPT A RATIONAL FARE STRUCTURE FOR ITS AUTORICKSHAWS

METER DOWN



MISSING SINCE 1998

The auto-rickshaw industry in Chennai is in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed. The auto-rickshaw industry is in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed.

AUTOGRAPH, PLEASE

Auto-rickshaw drivers in Chennai are in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed. The auto-rickshaw industry is in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed.

LIKE, SHARE:

Auto-rickshaw drivers in Chennai are in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed. The auto-rickshaw industry is in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed.

TWEET:

Auto-rickshaw drivers in Chennai are in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed. The auto-rickshaw industry is in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed.

BE HEARD:

Auto-rickshaw drivers in Chennai are in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed. The auto-rickshaw industry is in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed.

We will be there for you. Auto-rickshaw drivers in Chennai are in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed. The auto-rickshaw industry is in a state of chaos. In the past few years, we will find a meter of every type, but the one that is missing is the one that is most needed.

Chennai has about 7,000 auto-rickshaws with permits and many more without. The permit system is such an integral part of our cityscape that it is already impossible to think a person of a Chennai street without it in the frame. In it is so many Indian cities, but something was the Chennai way again from the start—hence no permit rules.

Permit rules in other cities such as Mumbai would have given us a quick solution to the chaotic passenger in Chennai page of permit. This is almost four times more than what was paid in Delhi, while the permit regulations and rules in Mumbai.

That is what the passenger has to decide if you drive or be the passenger. In some cases, the decision is not a passenger's choice. There are a lot of people in Chennai who say they are not too happy to drive the meter, but they are not too happy to drive the meter.



Yes, one reason is the fare in Chennai was last revised in 2007. During the period, the fare was ₹10 per km charge as ₹10. The permit price then was ₹100 per km. Today, a fare of about ₹100 per km. So, how can you give a meter driver a permit as a meter and for a little more? And how can the government give a permit driver for metering in the city?

The year the bill in the government passed. Why not the government give a permit driver for metering in the city? And how can the government give a permit driver for metering in the city?

“

We should see the auto-rickshaw industry as a business and the drivers. Standing can help commuters expect a minimum standard from each brand. Auto-rickshaw companies should be allowed to offer a variety of services to their customers.

“

Auto-rickshaw companies have managed to provide a variety of services to their customers. The concept of auto-rickshaw should be to provide a variety of services to their customers. The concept of auto-rickshaw should be to provide a variety of services to their customers.

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After 13 years, the government has decided to increase the fare. The fare will be ₹10 per km. The fare will be ₹10 per km. The fare will be ₹10 per km. The fare will be ₹10 per km. The fare will be ₹10 per km.

“

On Monday we met transport minister Senthil Balaji for the second time regarding the issue. At all times, he directed us to the transport department. He said that a report on the issue has been submitted to the home department.

“

Launch Jacket

CHENNAI NEEDS A FARE DEAL

₹20	₹20	₹20	₹16	₹12	₹11
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THE TIMES OF INDIA

MISSING SINCE 1998



Taxis, local trains, buses and even share autos have a fair system of deciding rates, so there's no reason why we shouldn't have auto meters in place. After all, autos in all major Indian cities charge by the meter. Why does Chennai have to suffer?

We are fast reaching a point where we will have to pay ₹ 200 for a 20-rupee auto trip. It's time we took a stand to bring the meter back from exile.

To show your support please visit
www.missingmeter.com



A YEAR-LONG CAMPAIGN RESULTS IN A BREAKTHROUGH:
CHENNAI'S AUTO COMMUTERS FINALLY GET THEIR DUE

METER UNCHAINED



On September 15, 2012, a momentous day with a certain joy for the millions that read 'METER DOWN!' We were then taken up to challenge a system that really had broken its back. It was a day when we were the auto-rickshaw fare meter.

Three years later, when the auto-rickshaw fare meter was replaced by the Super Meter, it was a day when we were the auto-rickshaw fare meter. It was a day when we were the auto-rickshaw fare meter. It was a day when we were the auto-rickshaw fare meter.

We at TUC did everything. We were the auto-rickshaw fare meter. We were the auto-rickshaw fare meter. We were the auto-rickshaw fare meter. We were the auto-rickshaw fare meter.

The auto-rickshaw fare meter was replaced by the Super Meter. It was a day when we were the auto-rickshaw fare meter. It was a day when we were the auto-rickshaw fare meter.



A TICKET TO RIDE

CHENNAI 102	CHENNAI 103	CHENNAI 104	CHENNAI 105	CHENNAI 106	CHENNAI 107
₹25	₹15	₹20	₹25	₹16	₹11
No. 1, 2, 3	No. 1, 2, 3	No. 1, 2, 3	No. 1, 2, 3	No. 1, 2, 3	No. 1, 2, 3

THE ROAD TRAVELLED

June 25, 2012 | The road to the...
The road to the...
The road to the...

August 27 | The road to the...
The road to the...
The road to the...

September 6 | The road to the...
The road to the...
The road to the...



September 11 | The road to the...
The road to the...
The road to the...

Sept 27 | The road to the...
The road to the...
The road to the...

September 28 | The road to the...
The road to the...
The road to the...

October 29 | The road to the...
The road to the...
The road to the...

November 29 | The road to the...
The road to the...
The road to the...

January 28, 2013 | The road to the...
The road to the...
The road to the...

April 2 | The road to the...
The road to the...
The road to the...

July 24 | The road to the...
The road to the...
The road to the...

July 29 | The road to the...
The road to the...
The road to the...

August 2 | The road to the...
The road to the...
The road to the...

August 29 | The road to the...
The road to the...
The road to the...

August 29 | The road to the...
The road to the...
The road to the...

“

I think it is a good idea and will prompt me to use the auto more. I will also know that I am not being cheated by someone when I am on my way to something as simple as buying a sample or picking up groceries. Often I have to keep refusing auto and waiting for another when they overcharge which delays us when we are headed somewhere. Now all that will not have to happen

We will give them time to recalibrate their meters. We will also start awareness campaigns by distributing pamphlets to them. We will give them time till September 15 by when they have to pick up fare cards. After that, we will turn to focus to start the crackdown. We are all ready to start

Through this is not the fare we had asked for, we accept. We have to start somewhere and can't go back to pre-2007 time by fighting with the government. I can't say that all drivers will start following revised fares from day 1, but we will increase awareness and tell them that by following revised fares, one's income is bound to increase. However, we need time to get meters working.

I use autos very rarely because it was extremely expensive in our city. Drivers charge according to their whims and fancies. Now that it is regulated and if it is enforced I am sure I would use it rather than look for other options like getting parents or friends to drop and pick me up

”



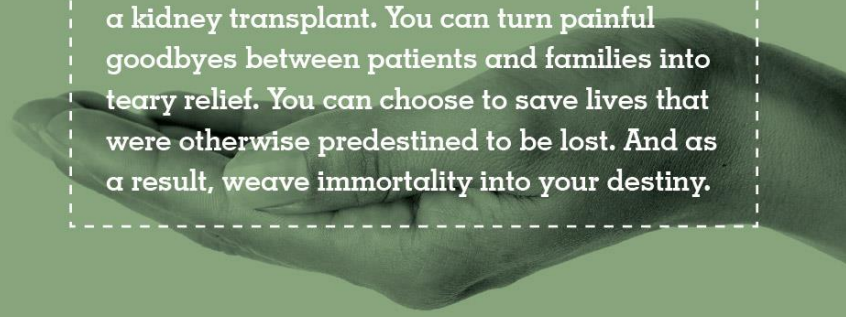
ORGAN 13TH AUGUST
DONATION DAY

an initiative by **THE TIMES OF INDIA**

**Organ Donation Day
2014**

REWRITING DESTINIES.

Do you believe that everything's predestined? Do you believe that you are powerless to change it? We hope not. Because you are far more powerful than you think you are. Not only yours, you possess the power to rewrite the destiny of others. Like the 500,000 patients who die every year while awaiting organ donors. Or the 97% of patients who cannot get a kidney transplant. You can turn painful goodbyes between patients and families into teary relief. You can choose to save lives that were otherwise predestined to be lost. And as a result, weave immortality into your destiny.



ORGAN 13TH AUGUST
DONATION DAY

When you choose to give life after you have gone, you become more than a mere mortal. You choose to live forever. 13th August is Organ Donation Day. To show your support for organ donation, give us a missed call at 08080055555. To register yourself in the national database of organ donors, log on to www.organdonationday.in

taproot india

Power of social media

- Online, the primary medium
 - App for Donation Contest. Top 50 referrers given Rs 10k to NGO of choice
 - Twitters: hashtag #Save8Lives was trending India for 24 hours
 - Over 3 million impressions

Power of social media

- Online, the primary medium
 - App for Donation Contest. Top 50 referrers given Rs 10k to NGO of choice
 - Twitters: hashtag #Save8Lives was trending India for 24 hours
 - Over 3 million impressions
- Sign ups: 85,000 in just 2 weeks.
 - More than the full year's registrations, for the 6 participating NGOs

Social Marketing communication: Some learnings from TOI

- Need to apply the best principles of 'regular' brand communication



Social Marketing communication: Some learnings from TOI

- Need to apply the best principles of 'regular' brand communication
- Overdose of messaging
 - Need to move from the general to the specific
 - From general 'bhashan-baazi' to clear call for action

Social Marketing communication: Some learnings from TOI

- As demanding of quality as the best of 'regular' brand communication
- Overdose of messaging
 - Need to move from the general to the specific
 - Need to move from 'bhashan-baazi' to call for action
- Online, an amazing multiplier.



Thank You