

# Amazon River ensures potable water in sea



R Muthu Kumar addressing the gathering

## Largest telescope soon in SA



BRICS Generation president R Muthu Kumar honoring SSN College principal Dr S. Salivahanan.

## IGrandee from Madurai ensures strong African e-network

# BRICS, the next development block

Mini Olympics among BRICS nation mooted

**PK.Vijayarathy**

UN, SADC, COMESA ...oh ! What are we reeling out? Hold it -these are some of the popular acronyms standing for organizations of various countries that came together to pool human resources, political will and financial power to attain certain goals for the benefit of the people of the respective members and their citizen.

The latest congregation of such countries is the BRICS - standing for Brazil, Russia, India, China and South Africa. Generally the blocks created give a lot of emphasis for mutual trading aiming to create a common market and hoping to keep their economy going .

BRICS is a bit different in this respect. The countries forming BRICS have development as the central agenda. When we say "Development " it translates into a multi layered objectives that may have to be pursued by the member countries.

The BRICS development layers could be infrastructure, education, sports, cultural and of course trade and commerce.

As all the above lofty goals need to be funded, the BRICS countries have created a development bank by the

name New Development Bank -NDB. Currently the NDB is based in Shanghai the great Chinese city and headed by our own banking wizard KV Kamath whose achievements as a development banker and retail banker are world famous and we as Indians can be justifiably proud of. Now that "BRICS" is born and growing day by day it has can be left to the powers that be to take it to its logical conclusion - Right? ..NO certain people in Chennai thought differently ...

" B R I C S GENERATION"- the brainchild of R Muthu Kumar Editor of Trinity Mirror and Makkal Kural newspapers, at its helm of affairs with other precious members drawn from the society as it committee members for details check www.bricsgen.org.

"BRICS Generation"- arguably is a very unique idea that aims to take the BRICS ideologies and objectives to the Society level , an attempt never attempted in trading block ideas.

One year ago "BRICS GENERATION"-was launched with a lot of enthusiasm and it was almost time to observe the first anniversary.

Buoyed by the invaluable support of the Russian Cultural

Centre in Chennai and its Cultural Director Mikhail Gorbatov, with ample encouragement from Indo Russian Chamber of Commerce secretary Thangappan the "BRICS GENERATION"-organised a function ,wherein important topics were presented by eminent speakers who are very experienced in their respective field. Opening the seminar titled "BRICS Science" and playing an impeccable host cum master of ceremonies Muthu Kumar, underlined the objects of BRICS Generation. Chairman of Gem granites group of Companies R.Veeramani a doyen of Tamilnadu Industry, delivered the key note address and took the audience literally on a globetrotting sojourn, eloquently elaborating each and every BRICS country's historical ,cultural , geographical and political profiles.

One of the awe striking moments was when Veeramani, highlighted as to how the great Amazon River in Brazil pumped fresh water into the ocean to make the sea-water potable upto a nautical distance of 50 kilometres , a feat seen nowhere in the world.

He thus took the audience into a vivid understanding as to how each of the BRICS countries can contribute to one another and the world at large.

to be together and how it will benefit the members and the world at large.

Then the CEO of IGrandee technologies Madurai S. Gopal explained how the unthinkable was achieved when his Company won a contract to transform the education system, and teaching methods of Africa. A start up from Madurai, the success of IGrandee was truly inspiring.

As we know that South Africa is always remembered for poverty and disease. However the Indian pharma industry with its vast experience to produce high quality -low priced medicine has made immense contribution to reduce the mortality of morbidity of SOUTH AFRICA -

This truth was driven home during a very elaborate presentation by (Self) PK.Vijayarathy, former CEO of Ajanta pharma (Mauritius ) Ltd. The next surprise pack was a short video presentation by Dr. V.Bharadwaj, an astrophysicist working as a post-doctoral research fellow at the university of Durban South Africa. He highlighted to the great enchantment of the audience that South Africa is building the largest telescope ever by the mankind and the data generated will be more than what is crunched by the internet !

The best was saved for the last by Muthu kumar himself, winding up into the deliberations of the seminar he emphatically appealed that a BRICS Olympics must be put together for the benefit of the member countries. The sports flavour is already in the air thanks to RIO OLYMPICS

and the audience applauded the laudable idea of Muthukumar for suggesting a mini

Olympics which can be called a BRICS Olympics. Hopefully it will be soon that our

Indian athletes will rub their eyes and gold medals around their neck.

nations with pride in their eyes and gold medals around their neck.

### Essay contest in English, Tamil

BRICS GENERATION jointly with  
Russian Centre of Science and Culture in Chennai,  
Indo-Russian Chamber of Commerce and Industries

**Topics**  
Science and progress  
or  
Science & Technology in  
Brazil, Russia, India, China,  
South Africa (BRICS Members)

Last date for submission extended till  
**August 22, 2016**  
Rules:  
Submission must be from students enrolled in the college  
It must be the original work  
Only one submission per student  
For Rules & Regulations check our website  
[www.bricsgen.org](http://www.bricsgen.org)

Prizes	தமிழ் கட்டுரைகளுக்கு பரிசு
I <sup>st</sup> Prize - Rs.5,000	முதல் பரிசு - ரூ.5000
II <sup>nd</sup> Prize - Rs.3,000	இரண்டாம் பரிசு - ரூ.3000
III <sup>rd</sup> Prize - Rs.2,000	மூன்றாம் பரிசு - ரூ.2000
10 Consolation Prizes - Rs.1000	10 ஆறுதல் பரிசுகள் - ரூ.1000

**Participation Certificate for all**

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Global alliances, coalitions undergoing sea change: 'Gem' Veeramani

# BRICS, spring board for India to become economic super power: Muthu Kumar

Chennai.

As representatives of the world's emerging economies, the BRICS countries are sure to gain a lot with flourishing cooperation in science and technology, and to highlight the importance of various members in the BRICS bloc, Brazil, Russia, India, China and South Africa, BRICS Generation a organisation formed in Chennai to bring together individuals from various walks of life to voice their views and also sensitise people about the importance of emerging trends in BRICS nation, and a event to highlight the developments in science among BRICS nations was held in Chennai last week.



Gem Veeramani



Dr. Azad



Gem Granites chairman R. Veeramani inaugurated the event and made his observations.

BRICS Generation founder President R. Muthu Kumar, Editor, Trinity Mirror and Makkal Kural welcomed the august gathering and explained to the audience the vision and mission of BRICS GEN, his brain child. In the course of his address, he explained the active role that BRICS Gen can play in bringing the key strength of BRICS countries to India in promoting Trade and cultural activities.

He also suggested that India can think of a Mini Olympics among BRICS nations.

The event is organised by members of BRICS Generation, a society formed to sensitise on BRICS activities and the far reaching moves taken up to promote trade, infrastructure development, cultural exchange etc., among BRICS nations. BRICS Generation will also promote Tamilnadu as a peaceful destination for international events like peace summits and business meets. Gem Granites chairman R. Veeramani, who has experience in dealing with Russia, Brazil, China and South Africa in his inaugural address observed that BRICS member countries, on the whole, have faced significant political and economic challenges.

Technologically, economically, and even institutionally, no single country in the world is capable of overcoming these challenges alone. It is obvious that against the backdrop of the changing landscape, alliances and coalitions would have to transform as well.

He also said that it was a proud moment when

## South Africa leads in education, I Grandee CEO

S. Gopal made a presentation about the I Grandee Software Technologies in the field of education in Africa. He explained how they have virtually reached every school/college in the remotest corner of South Africa and imparted Knowledge successfully to students. The company's Virtual Tele-Ed live addressed the demand requirement in the integrated learning and tele education scenario with synchronous and asynchronous learning components. He explained how the system provides a collaborative environment for sharing knowledge. It brings virtual class rooms in multi class environment with seamless two way interaction among teachers and students in a collaborative environment. The system will improve interaction among all participants: student to student, student to teacher, Student content, Teacher, Teacher content and content interaction. The system is also designed to create and manage courses, monitor progress and interactions. It also conducts exams, assess the performance and issue certificates. It also quantifies the earnings of each teacher/professor according to their inputs and time. The company expects to launch the products in Tamil Nadu.

In the question and answer session whether science experiments is possible, Gopal explained how it can be done visually and remotely.



peace loving India has assumed chairmanship of the influential BRICS block comprising five countries having 42 per cent of the world population and combined GDP of over \$16 trillion.

He also explained how Brazil is similar to India in many respects. He said it is the fifth largest country in the world. He spoke about the rich mineral wealth of Brazil and how trade can be beneficial to both India and Brazil. He spoke about the fun and soccer loving people and their sweet nature. He asked the audience who are interested to do trade with Brazil, to learn Portuguese.

### Russia in the forefront of science

Veeramani, spoke about how dynamic Russia has been as forerunners in Science, Technology, space research, medicine and cultural outlook. He said

that Saint Petersburg is the most Westernized city of Russia which it knows as its cultural capital. He also cited how great Russia is in medical research and performing surgery. He drew the attention of the audience to the fact that Russia was the first to establish a space station in 1971.

He said that Russia is a leading producer of a wide range of minerals including Gold.

### Trend setting China

China has become the world's fastest growing major economy. It has the largest Purchasing power. China and India enjoy the largest population in the world. He enlightened the audience on how China was pioneer in tea, porcelain, paper and silk exports. Most of the people follow Buddhism. He explained the role of China and US in trade both being the first and second largest economy.

He gave a brief about South Africa and how it's becoming strong in world economy and its ambitious plan to be one of the leaders in astronomy and space science.

### Knowledge power house Tamilnadu

Veeramani was giving a detailed account of how Tamil Nadu can boost cultural and business trade with the rest of the world. He explained that only in Tamil Nadu you have temples for the nine planets. He explained how Indians have been pioneers in astronomy much before Copernicus. He said it is time to explore deeply every aspect of the Tamil language of the past and write a "Tamil History/South Indian History which has not been done so far in depth. He suggested that such venture can only be undertaken after a deep study of the submerged temples and

pending archeological excavations. He also explained that only Indian Ocean has the name as it's an indication of how old our civilization has been.

The name has its origin hundreds of years ago. BRICS has immense potentialw

Co-operation on the economic front is one of the focus areas of India's policy towards BRIC, Senior Anna University Professor Dr. A. Azad who is an expert in Manufacturing Systems and Reliability Engineering, said while presenting an overview of BRICS nation and how they are powerful today in the world economy. He said that the four BRIC countries are the most promising emerging markets and its economic potential is immense. With the huge human intellectual strength, with a population of 2.8 billion or 40 percent of world population and



## Let us learn from SA's pharma success: Vijaysarathy

Vijaysarathy who has 40 years of rich experience in the Indian and Global pharmaceutical industry, gave an overview of South Africa's pharmaceutical market which is the largest in Sub Saharan Africa. He said that there is a huge anticipated growth for both generic and finished products. The SA market is forecast to reach 65 billion \$ by 2020. He explained how Indian companies like Cipla who are pioneers in the anti HIV drugs are doing well in the area. He also explained how tough it is to go through an extremely complex process involving registration with the MCC. He also explained that there is huge potential for anti aids drugs and other generic products. Indian pharmacy industry is already penetrating the market in a big way. The potential is there for more players who are ready to go through the tough procedures and norms. And India certainly has the capacity for such diversification. Exporters could take advantage of great opportunities in India's growing pharmaceutical, IT and hi-tech sectors. For instance, exports of pharmaceuticals - India's 5th top export - have grown by over 50 per cent since 2011 he said.



accounting for over 25 percent of global GDP, it is forecast that India and China would become the leading players in trade by 2050.

Azad affirmed that if the present trend continues, India will be the number one economy in 2050. Muthu Kumar in concluding remarks thanked all the invitees and participants and said that BRICS GEN will act as a bridge to enhance the presence of BRICS nation in Tamil Nadu multi dimensionally.

He also said that BRICS countries, on the whole, have faced significant political and economic

challenges as growing oppositions from various economic powerful nations including America are seeing their hegemony shaken are trying to break the cooperation among the BRICS nations, however, India has bucked the trend.

Now the world's fastest-growing major economy - with GDP growth rates reaching 7 per cent and above in recent years - its limited exposure to slowing Chinese trade demand and the bonus of low global oil prices have been vital to the country's recent success.

Ultimately, by diversifying its export profile, India can fast track its growth and BRICS bloc surely opens vistas for future prosperity.

BRICS Generation will also promote Tamilnadu as a peaceful destination for international events like peace summits and business meets, he said.

A video presentation by astrophysicist Dr Bharadwaj Vijaysarathy was also screened. He is at present with University of Durban, South Africa as Post-doctoral research fellow.