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CRUSADE

A CPG CLARION CALL

FEATURING FOUNDER'S DAY



ISSUE 50

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SPECIAL REPORT KANDEEPAM EZHUGA



“Some people come in your life as blessings, others come in your life as lessons”

Founder's Day celebration reminds us of this quote but the only difference is that our founder stood both as blessings and lessons. Thousands of people have already experienced our founder's blessings and thousands have already cherished the lessons provided by our founder. Legends never die, so do their works and creations.

“You can't start the next chapter of your life, if you keep re-reading your last page”

Our founder is living through the business entities, educational institutions, charitable trusts and his family legacy. The next three generations have never stopped living with the legacy created by our founder but they went on to create history and this continues till today. The important thing with our founder and his family is that they never stopped with the profit they gained through the business but kept on expanding their charitable work through their business and educational institutions.

“Life isn't about finding yourself. Life is about creating yourself” – George Bernard Shaw.

His service to humanity through politics, education, spirituality and business couldn't be measured with naked eyes. He himself was an enormous volume of books to be studied and probably, an entire lifetime may not be sufficient enough to complete it. As an iconic businessman, a strong politician, an exotic spiritual man and an excellent humanitarian, our founder has left a permanent mark in the pages of history. The empire that our founder founded is not a mere accident but it's a gift that life gave him for his hard work, honesty, spirituality and humaneness.

“Let your dreams be bigger than your fears and your actions be louder than your words”

Let's hold on to the values that our founder had sown. He lived through the above quote throughout his life. Let's expand the horizons of our mind-set and let's not limit ourselves and our dreams. Let the blessings of our Founder hover on us in whatever we do and wherever we go.



EDITORIAL

63rd FOUNDER'S DAY



The 63rd founder's day was celebrated by the NIA institutions on MCET campus on February 7th 2017, in the memory of the founder of NIA institutions Mr. Nachimuthu Gounder and Arutchelvar Dr. Mahalingam. The day became remarkable for three reasons, remembering the Founders, awarding two outstanding NPT alumni with NPT Jewels award, and presenting "Kongu Naattu Saathanaiyaalar" award to a person for his/her outstanding achievement & service in Kongu region.

The NIA family from various areas (Management family, Administration family, Faculty Family, Student Family and the public) were present in large numbers to witness this magnificent event. The centenary Centre, where the event was held was filled with a sense of gratitude, respect, excitement and expectation. Of course, they were witnessing the life of the two legendary Founders who left their foot marks in the pages of history. The impression was so strong that the whole auditorium was resonating the words of these legends.

Legends never die, so do our Founders. Yes! They live in the hearts of everyone who walk through their institutions.

Prof. C.Ramaswamy , secretary , MCET addressed the gathering and dignitaries of the day with a warm welcome and also added a special note about the guests of honor. He pointed out that the "kongu nattu sathanaiyalar " award is given to achievers and accomplishers in the field of education, spirituality , social development etc since 2003.



He briefed on various initiatives that NIA institutions have undertaken and successfully implemented. He also reminded the gathering about various scholarships that the management had initiated to help the students who struggle financially.

Presidential address was delivered by Dr. V. K. Krishnaraj Vanavarayar. He emphasized that 'the worthiness of an award depends upon how , when and who receives it and gives it ". In this accord, this award is worth since it is given to those who are really eligible for it without any discrimination. He told that sustaining success in this competitive world is really a difficult thing and one needs perseverance by saying that **"If one wants one can be ordinary and if one wants one can be extraordinary"**.



He said that "All try, only a few succeed, out of them very few sustain and only a handful of those lead a meaningful life". Mr . Nagarajan is one among those who has accomplished a meaningful success. He is the one who pulled out possible out of impossible. He reasoned out why this award function is held at this institution instead of hotels. It is due to the possibility that atleast one among the students present here will be inspired by these legends.



Dr. P. A. Periyasamy, professor, chemistry department read out a vazhthu madal (felicitation) on behalf of the institution written for Mr.R.Nagarajan. He read out that Mr. R. Nagarajan is a Gandhian and devotee of Vedhathri Maharishi. He praised him as "Venmai puratchiyin vendhan" (King of white revolution). He is considered as one of the pioneers who has brought the Tamizh tradition back to the track. He has brought many remarkable changes in the lives of poor weavers. He brought back the pride of dhotis among the youngsters.



Mr.K.R.Nagarajan received “Kongu Naattu Chaathaiyaiyalar” award from Dr.M.Manickam , chairman of MCET and Mr.M.Hariharasudhan, correspondent. He began his talk by seeking blessings from vedhathri Maharishi and Arultchselvar. He greeted and thanked all the dignitaries for choosing him for the award. He reminisced 5 principles that B.K. Krishnaraj Vanavarayar once told him. They are, always be honest, Success is a step by step process, everything needs proper Planning, be dedicated and be an Able leader.



He insisted on the point that “one’s success shouldn’t be at the expense of other people’s failures”. He related a story of this business initiative with the latter statement. He also pointed out that the success story of how optimistically he projected all the depressing things that happened in his life.

He told that all the struggles that he had undergone has paid dividends. He also shared that what he started with one small shop has become a dhoti empire now. He humbly agreed that he has earned the respect for dhoti back and that’s what makes him more happy.



Mr. M. A . Devarajan , on behalf of NPTC Alumni he thanked the institution for this award and further he explained the hurdles he had to cross to attain this level.

The very formal and well coordinated function was turned up into an very comfortable and relaxed state by Mr. Sugi Sivam who further preceded over the function. He accentuated that “ never judge a person by his action but by his reaction”. He recounted the best tales in the life of famous and inspiring personalities such as M.R.Radha and M.G.Ramachandran. He illustrated the necessity to be grateful to one’s mother nation with a piece of incident that took place in Dr.A.P.J’s life. He fondly recalled that the two legendary founders are the face of Pollachi and the present generation is giving a face lift.





Dr. M. Manickam in his presidential address appreciated the student community and brought out the importance of getting into manufacturing. He also insisted on the importance of learning new languages to be globally competent.



Correspondent Mr. M. Hariharasudhan congratulated the award winners and invited the students to focus on the task at hand. He wished all the students to progress and succeed in all their endeavours.



63RD FOUNDER'S DAY





Kandeepam Ezhuga **An exhilarating Experience**

16-02-2017
THURSDAY

Our college offers enough programmes to strengthen the intellectual, emotional and physical well-being of the students. All the programmes aim at providing a holistic approach towards the overall development of the students. Kandeepam Ezhuga is one such programme that worked towards bringing a paradigm shift in the minds of the budding engineers of our college. Kandeepam Ezhuga team, under the leadership of poet and writer Marabin Mainthan Mr. Muthiah discussed on nine areas and a brief report is given below.

Co-ordination of Body, Mind and Intellect - The importance of synchronizing various senses of the body with mind and intellect was discussed during the inaugural session. It was suggested to be flexible enough to perceive and understand things in a different perspective. The importance of exercise was also stressed.

Channelizing energy, time and resources - The importance of staying focused by channelizing one's energy, time and resources was elaborated.

The session insisted that there is a world with lots of distractions and equal amount of opportunities. Where we channelize and spent our energy, time and resources will determine whether we will be successful or not.

Reading habits and application of knowledge – Reading makes a complete man and it was insisted on this session. The importance of not just reading but selective reading, continuous reading and life-long reading were also explained.

Unleashing the Potential and nourishing the Core Competency – This session brought out the need for a true self-realisation in terms of physical, mental and spiritual aspects. It was insisted that the students could perform better if they understand what they like the most and what they do naturally. Understanding one's core competency is almost a difficult part of one's life but once it happens then whatever the efforts one takes will bear fruit.

Bringing the change and being the change – Final & Valedictory Session - The final and

The need for change and the benefits of such change was discussed. It was insisted that the change should start from one's self. It also touched upon the importance of working along and growing along with others while in a job.

Power of effective Communication Skills and overcoming mind blocks

- Everyone in this world has ideas but the winner is always the one who communicates it. For engineers, it's communication skills that will be the driving force behind our success. The students were urged to learn new languages, especially the global language, English and national language, Hindi. Students were also urged to communicate empathetically.

Competition and Compassion go hand in

hand - It's a competitive world and one should be passionate towards one's goal and compassionate towards others. The speaker insisted that one should work on their own and also with others. This needs a compassionate mind set towards others without any prejudices. One should know how to create a winning formula by working with others in the competitive world.

Creativity, Innovation and Execution - The importance of creativity was discussed during this session. It was stressed that only creative people would be able to invent and only creative people will be successful in their respective fields.

valedictory session of Kandeepam Ezhuga was conducted on 16th February 2016. The session started with the prayer song and Dharani of II EIE and Kovarthani of II EEE read a brief report on Kandeepam Ezhuga 9 sessions held so far in English and Tamil respectively. Three students shared their feedback about Kandeepam ezhuga session.

Prof.C.Ramasamy, Secretary, NIA institutions, explained the context of Kandeepam Ezhuga which included why Kandeepam Ezhuga, why second year students and the importance of such programmes as moral and emotional boosters to keep oneself motivated.

Marabin Mainthan Mr. Muthaiah introduced the special speaker Dr. Jayanthasri Balakrishnan and recalled the first session. He fondly recalled how this programme got shaped up. He also insisted that everyone is capable of changing themselves and thus bring change in the world.





Dr. Jayanthasri Balakrishnan appreciated the students for participating in such programmes. She brought out the need for being competitive and at the same time being compassionate at work and life. she pointed out that one's kandeepam should be continuously mended and kept ready to be used in any situation and urged that the students should stay relevant.



She invited the students to be more open and practical rather than living under protected environments. She emphasized that life would throw fresh challenges everytime and one should be ready to tackle them with the existing skills, she added.



There was an interesting interactive session facilitated by the special speaker and students shot their questions and got them clarified. Altogether being part of Kandeepam Ezhuga programme was exhilarating and motivating. All the students left completely satisfied and fulfilled. We beleive that they would apply things that they learned in real life when needed.



Believe in your Karma

"Every action has an equal and opposite reaction", science says. The action and reaction is your karma, say the religions. The survival of the human community against the food cycle, survival of the fittest exist. Ultimately, when looking into the basic need of any born organism here, is food. Being fond of animal flesh, human brain planned and built a trap, that is to dig a hole on the prey's usual road but unfortunately, he got stuck in the pit. Humans despite the intelligence, is always imprinted with love and sympathy, that would make 98% of the passerby to save the man with no other choice out of the pit but there exists another 2% that don't make the same mistake like the 98 other.

According to Jain philosophy, being left with no other choices in the trap is the effect of karma of him. Saving him becomes a sin and to walk by would be a wise man's decision. It could be due to the reason that the man saved from his traps, could do a serious crime, that is totally hated in the world and the sin he committed is attributed to the one who saved him because he wouldn't have committed the crime, had you not saved him. Butterfly effect could be employed here, which attributes small causes for big consequences, similar to the spark creating a forest fire but this philosophy seems to be a rain drop being the reason for the fire. To help, is a good habit to any culture on this planet, but here is the contradiction.

**Karma is like a boomerang,
what you throw will come back.**

Karma is like an echo what you say will be echoed.

It is karma that decides the fate of everyone and karma is not a written program to bring out a desired output, instead it is the action of your decisions. The basic decision of waking up for the day, activates your karma and keeps you alive for the day but it's not always the decision that births the karma. From growing from a caterpillar to butterfly, not all succeed. A simple demotivating statement to be added here is, "you can't achieve all you wish to". If it needs to reach you, it will and the vice versa applies. Hard work could get your dreams come true, but when your karma doesn't support, you will not.

Karma is like a boomerang, what you throw will come back. Karma is like an echo what you say will be echoed. So, it's really important what we give to this world because whatever you give is going to be accumulated in your karma. At a certain point of time when all that is added up gains momentum the reward or punishment will be imminent.

So here, the ultimate idea is not to discourage humanitarian acts and demotivate one from flying high above the sky. Karma is the ultimate truth that exists and nothing here can change it. Believe in your karma and what you deserve will reach you. Live your life without any risks and you will get the best result as you gain out of your risks, since Karma exists.



Kaushik Shankar Subramanian

III ECE

MY LIFE JOURNEY

PART II

Days passed like clouds during a windy day and I completed my secondary school in the year 2012 with 93% and higher secondary in the year 2014 with 91%. I was also awarded "The Student of the year" in the years 2012 and 2013. I chose BE Computer Science and Engineering at Dr. MCET with only 5 seats left in the counselling. And I have written a diary on my first year and second year in my previous crusade articles. I had mentioned few lines of my first and second year diary. "Time waits for none and Time belongs to none". Days marched like soldiers but, I still remember the first day of second year. I stepped into the department that I chose months back. 2nd year taught me what life is and friendship as my contacts in the college grew everyday as I involved myself in college activities, helping my friends especially my seniors in organizing functions, events and designing poster using photoshop.

Third Year

The day when I was chosen as IT Coordinator of SGS, I felt that I should do something for the welfare of the students and make students feel that SGS is "By the students and for the students". I was chosen as Minister of Education (similar to Co-curricular Coordinator SGS) in SSGC (School Students Governing Council), a forum like SGS in my school. There is no application to be filled or an interview for the posts in SSGC selection as the team was chosen based on the skills observed by the teachers.

After coming to college, I came to know that there is a forum like SSGC that exists here for the students. I wanted to be a part of a challenging environment that would help me grow in my personal and intellectual self while contributing to the growth and success of the students and college. I applied for EMT volunteer (Graphic Designer) and got selected but apart from graphic designing, I got involved myself in other categories of the EMT. I contributed my best in whatever was entrusted to me. TECHSYM was the turning point for me, working day and night preparing for the grand symposium. I worked as Workshop Coordinator along with Kavim (Present SGS Treasurer). and I was awarded as "one among the best Volunteers of TECHSYM".

During my second year, I applied for web designing and graphic designing in EMT. I worked with few of my friends and few seniors for the designing works of First year Orientation. And then I got a chance to work technically for Uddeshah-March (Website Designer). Working technically, learning new stuffs and sharing what I learnt, were my objectives and IT coordinator role gave me a platform for my passion. Uddeshah (October) was my first event to prove my uniqueness. The team "Artist United", a team of Tech Geeks, Innovative minds and Graphic Designers was the first team when Jayavignesh was the IT coordinator (2015-2016). When I stepped in the office as IT coordinator, I decided to expand the team. I wanted to include girls in the team because "designing was considered to be only boys' job while more girls are also good designers". I chose three girls and three boys to be part of the Artist United. The team was expanded and website work for Uddeshah (October) was completed in a week and we took one month to make Uddeshah (March) website better. Expanding the team made things possible in short span of time. In the following week, Software and Android Applications were completed. I was on my toes and kept my team on its toes to accomplish the task.



HARSHAVARDHAN
III CSE

MY FIRST EXPERIENCE ON STAGE

I sat in second row in a big hall among a huge crowd and it was August 2014 and the time was around 10.30 am. Yes, it was the inaugural day of my college life. Suddenly, there was an announcement from the president of Student Guild of Service (SGS) asking for any volunteers from the first year students to come on to the stage and share their opinion about our college. I was confused and question kept ringing in my mind “why can’t I try in front of this huge crowd and if not now then when”. Before I realized I saw my hand going up and I started walking towards the stage. I also heard students and faculty members applause and it sounded like a heavy rain lashing against the ground. When I went on to the stage, my internal energy of happiness was greater than my nervousness. Unfortunately when I stood in front of the mike, I couldn’t talk and words were drying out. A long silence prevailed in the hall and after a while I heard voices that encouraged me to go ahead. First year HoD Dr. Ravindaran helped me to complete my speech.



At the end of the day we have to speak and get our job, so why not start talking during the speaking activity classes and gain that confidence.

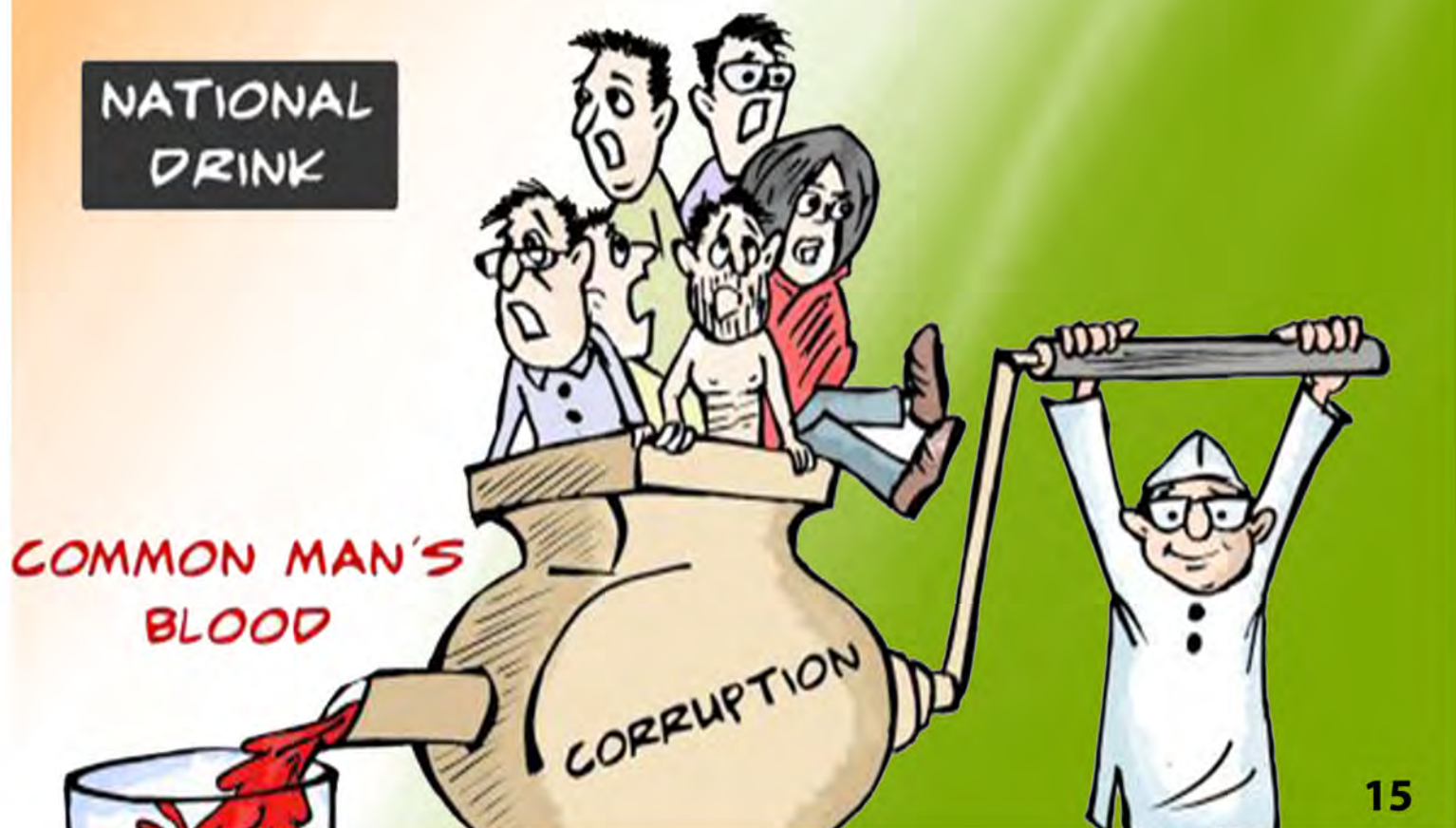
Although I felt bad at first for not speaking at the first instance, I felt very happy that I was bold enough to go to the stage. Few months later in another meeting, when my first year HoD identified me and congratulated me in front of others for the braveness which I showed on the inaugural day, I was on cloud nine. SGS president, wherever saw me used to call me fondly as "FIRST DAY SPEAKER OF THE YAER ". If I hadn't thought positively during the first day I would not have got such name and fame. One more important thing I learned was that our teachers are our biggest motivators and if we could digest their suggestions and follow them we could reach new heights. At times we don't give enough importance to our speaking skills during the LSRW activity which provides ample opportunity and motivation to speak in front of others. Friends, at the end of the day we have to speak and get our job, so why not start talking during the speaking activity classes and gain that confidence.



R. LOGESH
III Mech

ENEMIES OF INDIA

In 2016, India's economy is the 6th largest economy in the world measured by nominal GDP and 3rd largest by Purchasing Power Parity [PPP] i.e., \$2.30 trillion(nominal) and \$8.72(PPP) but there is poverty, there is discrimination, there is agriculture problems. The major reason for these things is corruption. So what is Corruption? It is the unethical act performed by an individual using their power of position or authority against law. Corruption starts from the greedy person who is in authority. 'Corruption' is the tool used by rich to hide their black money. Even amidst all the competitions and challenges for a government job, we get trapped by the politicians at the end. Every job needs a qualification but in India the first prerequisite is money. If right people are not at the right place then five letters tends to extent its border, meaning 'wrong' things would happen. This paves the way to debacle, even if you don't choose corruption corruption will choose you and corrupt officers will choose you. What is the only difference between corrupted and correct person?





Can you guess? Do you think it is bank balance? Never! It is the undocumented and unaccounted hidden money. In order to stop this, it is really important that we understand the basic of democracy, "FOR THE PEOPLE, BY THE PEOPLE and OF THE PEOPLE". Everything is in our hands because we are representatives of INDIA. Never get trapped in to the hands of corruption.

The second reason for India's poverty is black money. Black money is the money which is hidden from government's eye by not paying taxes. According to census, If black money comes out , India would be able to pay its loan and can give up to Rs.2,00,000 to each citizen of India. The rule brought by respected Prime minister, Mr. Narendra Modi is one of the best in bringing the hidden black money out. According to this rule, every citizen is expected to exchange the money via bank or post office. It will make black money holders to pay taxes. Corruption and black money are interconnected and they go hand in hand.

Friends, India is our mother country and let's not be part of the corruption and black money. Let's help our country progress by contributing by all means. Let's not criticise the rules and regulations and give lame excuses for not following it.

"Choice is left to us; it's our right to make India ours".

**MANIMARAN
II CSE**



Global Warming

"The average temperature of the Earth has risen between 0.4 and 0.8 °C over the past 100 years"

Global warming is the term used to describe a gradual increase in the average temperature of the Earth's atmosphere and its oceans, a change that is believed to be permanently changing the Earth's climate. There is a big difference of opinion among many people, and sometimes in the news, on whether global warming is real or reel (some call it a hoax). But climate scientists, looking at the data and facts agree that the planet is warming. While many view the effects of global warming to be more substantial and more rapidly occurring than others do, the scientific consensus on climatic changes related to global warming is that the average temperature of the Earth has risen between 0.4 and 0.8 °C over the past 100 years.

How is this warming compared to the previous changes in Earth's climate? How can we be certain that human-released greenhouse gases are causing the warming? How much more will the Earth warm? Answering these questions is perhaps the most significant and difficult scientific questions that confront our time.

The increased volumes of carbon dioxide and other greenhouse gases released by burning the fossil fuels, land clearing, agriculture, and other human activities, are believed to be the primary sources of the global warming that has occurred over the past 50 years.



Scientists from the Inter-governmental Panel on Climate carrying out global warming research, have recently predicted that average global temperatures could increase between 1.4 and 5.8 °C by the year 2100. Changes resulting from global warming may include rising sea levels due to the melting of the polar ice caps, as well as an increase in occurrence and severity of storms and other severe weather events.

30 percent of the sunlight is reflected back to the space because of the white clouds and ice. Remaining 70 percent is being absorbed by the lands, ocean, etc., when they absorb the energy, earths microscopic water and the gas molecules are turned into tiny heaters that radiate the heat. If there is no greenhouse effect, the earth's average temperature would be very cold and might reach -18°C.



The atmosphere today contains more greenhouse gas molecules, so huge amount of the infrared energy emitted by the surface end up with global warming. We as one human race has got the sole responsibility of protecting our environment by preventive measures that would sustain the earth and its creatures.



Pradeep. B

II EEE

BECOME A RACER

If you're reading it right now, you're reading something that's available nowhere on the internet. So without wasting much time let's kick start your racing career.

Step 1 : Race school and certificate - It all starts with FMSCI (federation of motor sports clubs of India), the apex central body which controls motorsports in India. Enroll yourself in an FMSCI recognized racing academy and complete the training. Following are the list of FMSCI registered racing academies, *RACR (Rajini academy of competitive racing)*, *Honda ten10 racing academy*, *Apex racing academy*, *California superbike schools (CSS)* and *MMSC racing academy*.

Training from these academies will cost you from Rs.3000/- and go all the way up to Rs.60000/- depending on what academy you choose. The certificates from only the above mentioned academies are valid for getting into one-make championships. Don't waste your money in other 'so called' racing academies out there.

Step 2 : The all important FMSCI license - If you have a regular two-wheeler license you can directly apply for FMSCI license from the FMSCI website. If you're younger than 18 or don't have a regular driving license, you can use your training certificate from your FMSCI recognized racing academy and apply for FMSCI license.





Step 3 : Your first race

One make championships in India are held for Yamaha, Honda, Suzuki & TVS motorcycles. Your FMSCI license and training certificates are mandatory for one-make championships, you can apply for one-make championships through their respective websites or by directly visiting MMSC in Chennai. The cost for a race starts at Rs.12lakhs. No. just kidding. Trying to see if you're still awake. The cost for a race is as low as Rs.2000/- which includes riding gears and race prep bikes. Yes! They give you riding gears and race bikes for just Rs.2000/-. That's it! Go racing. Admonition from the experienced.

Whether you win or lose the race doesn't matter. At the end you'll feel like a racer and that's all. Nothing changes. Because in a country dominated by cricket there's no life for motorsports. If you really want to be a successful racer, you should start racing as early as 10 years of age and should be able to spend humongous amount of money to support your racing journey to which I can safely assume you can't afford because if you could, you won't be reading it right now. But it's always safe to pursue racing as a passion and not a career. So spend some money, quench your thirst for adrenalin, have fun and try your level best to bring up motorsports in India. I'll finish it off by saying "If you aren't addicted to motorcycles then you aren't lucky enough but don't ignore safety rules"



Vijaykrishna

III Auto

P O E T R Y

தெளிவான வானம்போல்
சில ஆண்மனம் இல்லை
அவன் தரும் தொல்லைகள்
பெண்களை விடுவதுமில்லை
அவன் நெஞ்சில் ஈரம் இல்லை
மனிதம் கொஞ்சமுமில்லை
கயவர்கள் திருந்திடல் வேண்டும்
நாகரீகம் காத்திடல் வேண்டும்

நீ கருவாக காரணம் பெண்தான்
நீ உடலாக ஊனும் பெண்தான்
அவள் ரத்தம் பாலானது
நித்தம் உன் பசிதீர
உயிர்கொடுத்து உனை ஆளாக்கினாள்
பெண்ணை மண்ணில் மதிப்பதற்கு
எப்படி நீ மறந்தாய்
காமத்தில் தொலைந்தாய்

கதை கேளு கதை கேளு
கதை கேட்டு மனிதனாகு
மூன்று வயது பிள்ளை
விளையாடசென்றாள்
மனித மிருகத்திடம் சிக்கினாள்
ஐந்து வயது பிள்ளை
பள்ளி சென்றாள் கல்வி பயில
அரக்கன் கண்ணில் பட்டாள்

மனிதம் மலரட்டும்

பெண்மை சிறக்கட்டும்

21 வயது பெண்

வேலைதேடிச்சென்றாள்

அவள் வேலை பார்த்திட

அரக்கன் பின்தொடர்ந்தான்

கண்ணே மணியே என்றான்

வாழ்வே நீதான் என்றான்

காரியம் ஆனதும்

காலை வாரிச்சென்றான்

பெண்களில்லா உலகம் சூனியமாகும்

மீண்டும் நரகமாகும்

பெண்களில்லா உலகம் காடாகும்

மீண்டும் காட்டுவாசிகளின் இருப்பிடமாகும்

பெண்களில்லா உலகம் வீணாகும்

கடவுளில்லா கானகமாகும்

பெண்கள்தான் நம் நண்பர்கள்

பெண்கள்தான் நம் கடவுள்கள்

பெண்மையை மதித்திடு காமத்தை அடக்கிடு

அன்னையும் தமக்கையும்

பெண்களென்று உணர்ந்திடு

விழித்திடு திருந்திடு

மண்ணில் அவள் எண்ணம்போல் வாழ்விடு

சுதந்திரமாக உலவவிடு

கல்வி பயிலவிடு

நாகரீகம் காத்திடு

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