

#STORYTELLING

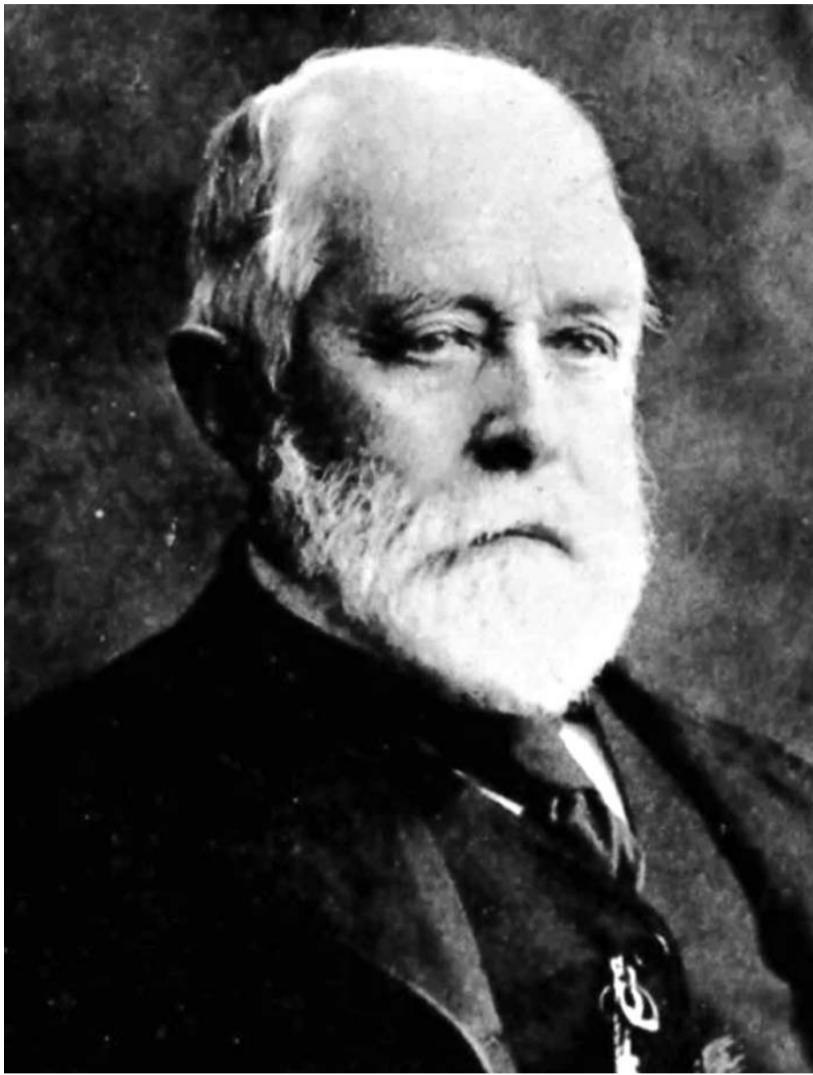
It's Not Water It's Feelings

They estimated that this tap water was worth over Rs. 1000 dollars. Why? Because now, they were not buying water. They were buying feelings



A filled wine bottles with tap water and sold them for 1000 dollars and people actually paid for it. An Australian creator Stanley Chen said this when he was trying to prove something weird about how our brains work. So, he created a fake luxury water brand Acqua di Rubinetto, which literally means tap water in Italian. He filled empty wine bottles with water straight from the sink. He was attempting to test how much does storytelling and perception change brand value. He then brought these bottles to a water tasting event he hosted in an upmarket gallery, where wine sommeliers swirl, sniff and judge like its fine wine. He told the judges these waters came from secret springs in Japan, Antarctica, rare glaciers. The judges swirled it, smelled the vapour, and tasted drops from their hands. They estimated that this tap water was worth over Rs. 1000 dollars. Why?

Because now, they were not buying water. They were buying feelings. Stanford researchers found that when people think something costs more is more expensive, their brain actually experiences more pleasure, even when the product is identical. They tested this with wine, painkillers, and energy drinks. In one study, 85 per cent of people felt less pain when they were given an expensive sugar pill, compared to only 61 per cent, when given cheap one. Same sugar pill, different price tags, different results. Your customers are not buying your product. They are buying the story you tell them about it, the feeling that they get owning it. The person they become on using it. Stanley proved that with enough context, the right bottle, the right words, and the right atmosphere, even tap water becomes priceless. So, stop competing on features and price. Start building feelings because there is nothing stronger than storytelling.



Robert Bruce Foote.

• Kshema Jatuhkarana

Why is Robert Bruce Foote, an Englishman, considered to be the 'father of Indian prehistory'? What is the significance of 'Madrasian Culture'? Read on for the fascinating story of a man who made Madras an unforgettable name in anthropology. This August, Madras (present-day Chennai) will be 384 years old. And Madrasian Culture will be 1.5 million years old. Wait, what kind of convoluted calculation is this? Well, 'Madrasian Culture' is the scientific name of a prehistoric civilization that practised the cutting-edge technology of the Lower Palaeolithic period (early stone age), called 'Madrasian Industry'. What could have qualified as cutting-edge technology then? Making stone hand tools with sharp cutting edges, of course. Puns aside, that really was an industry then. One of the earliest proofs of such a tool-making society was unearthed near Chennai by a brilliant British scientist. So significant was the discovery that Madrasian Culture became the standard against which similar discoveries were benchmarked! This is the story of the man who made Madras an unforgettable name in anthropology!

How old is the Earth? Till about the early 19th century, Western scientists might have said 'about 6000-7000 years.' This was based on a certain interpretation of the Bible. But in 1858, Charles Darwin jolted the

scientific establishment with a theory that proposed a gradual geological and biological evolution that took millions, not thousands, of years. While the debate was on, a young scientist named Robert Bruce Foote joined the Geological Survey of India (GSI). He was already familiar with Darwin's work.

Charles Darwin

The GSI had been formed in 1851, mainly to map India's mineral wealth, so that the British could exploit it. But it also spawned some scholarly research by passionate scientists like Foote. When Foote reached Madras in 1858, the GSI was surveying the rocks of Trichy (335 km away). One of the team members had died of a heatstroke on the field, and Foote was the replacement. Not an ideal start to a career. The team successfully completed their task and returned to Madras after three years. He also made a friend in William King Jr., a colleague with whom he would later make outstanding discoveries.

At Madras, he began to deliver lectures at the College of Engineering (which is now in Guindy). He also met Peter Percival, a university teacher who gave up his missionary profession to pursue a career in Indology. He was a progressive thinker, a Tamil and Telugu scholar who had published dictionaries for both languages and translated the works of the ancient Tamil poet Arvaiyār. The mutual admiration between the two intellectuals led to a close bonding and Foote was a frequent visitor to the Percival home at Luz, Mysalopore. There, he met



Government Museum, Chennai.

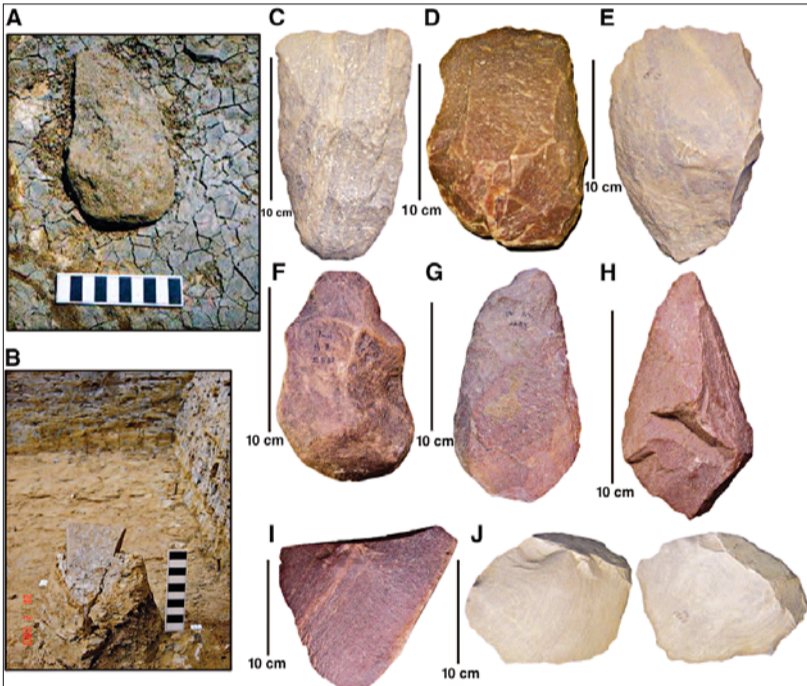
It's Madrasian Culture...

Foote was a geologist by training, and he could have dismissed it as a passing distraction. However, his intellectual curiosity and scientific temper drove him to pursue this random event to its logical end. Sitting in far off India, he had kept himself abreast of developments in geology, biology, anthropology and archaeology. And so, he was able to connect the dots and recognise the scientific importance of what he had discovered. He made his first international presentation in 1866. He was admitted as a Fellow of the Geological Society of London in 1867, and later, a Member of the Royal Anthropological Institute.



First batch of geologists employed by GSI.

#WONDERS



Acheulean tools excavated from Attirampakkam.

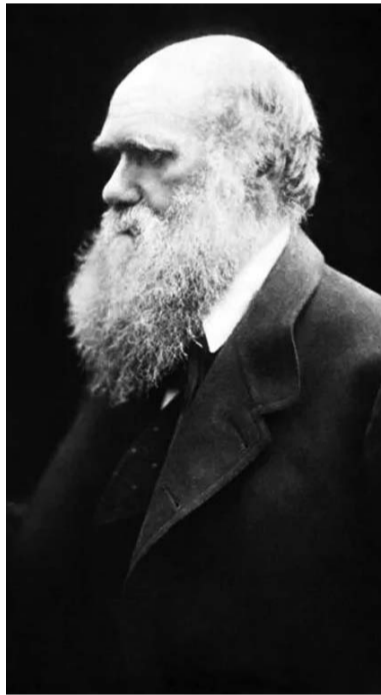
Percival's daughter, Elizabeth Anne. They were married at St. Thomas Church in Santhome in 1862.

The year 1863 was a turning point in Foote's life. He was blessed with a son, Henry (who would later assist him in his geological expeditions). And he made an amazing discovery near the parade ground at the cantonment in Pallavaram, then a village outside Madras, but now part of the greater metropolitan Chennai. He spotted a piece of quartzite stone and realised it was not a natural shape: it had been worked upon by human hands. It looked like the head of an axe or a cleaver that a prehistoric human would have used for digging roots, or cutting meat. It was a 'bi-face' or a tool which had a sharp edge on both sides; which would have been a technological breakthrough for its times. Foote had read about a similar find in Saint Acheul in France before Darwin's theories had gained widespread acceptance, so, it rang a bell. Just four months later at Attirampakkam (on the banks of the Kortallayar river, about 60 kms from Madras), Foote and King found more prehistoric artefacts. This enthused Foote to return to



Hand axe found at Saint Acheul, France.

Pallavaram and search more rigorously. Lo and behold, he found a few more tools. He sent his collections to England for analysis and learnt that he had indeed found something unique: a highly skilled prehistoric society that once inhabited Madras!



Charles Darwin.

His findings were supportive of Darwin's theory.

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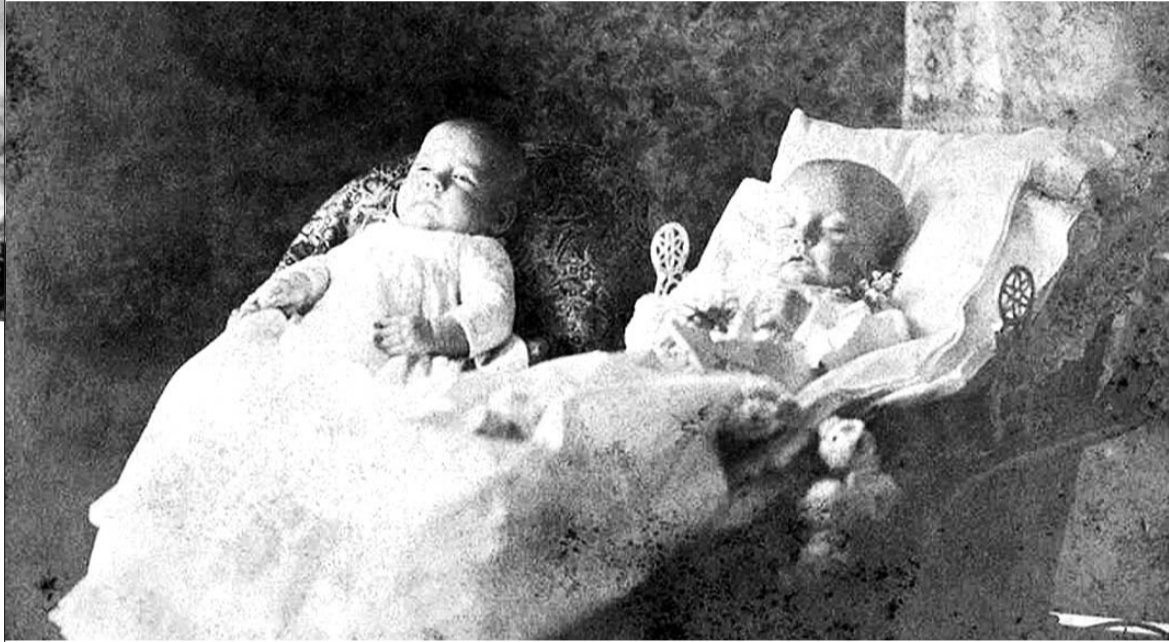


Rose Day: Celebrating Love and Affection

Rose Day, celebrated every year on February 7, marks the beginning of Valentine's Week and is a special occasion to express love, friendship, and admiration. Exchanging roses has become a timeless tradition, with each colour conveying a unique message, red for love, yellow for friendship, pink for gratitude, and white for peace. Beyond romantic gestures, Rose Day also celebrates bonds with family and friends, reminding us that small acts of affection can brighten someone's day. From gifting fresh blooms to sending thoughtful notes, the day encourages heartfelt connections and the simple joy of sharing love through roses.

#PAST

Crazy Things That Were Considered Normal



Parents refrained from giving their child a name until they were sure that the child would survive into their fifth year

History is full of practices and norms that seem downright bizarre or even cruel by today's standards. What we now consider common sense would be tempting fate, as many babies didn't live long enough to reach a proper name day.

was high, sometimes as high as 30% or more, parents refrained from giving their child a name until they were sure that the child would survive into their fifth year. The belief was that naming a child before this age would be tempting fate, as many babies didn't live long enough to reach a proper name day.

physically demanding jobs such as working in farms, factories, or as laborers. They were expected to grow up quickly and start pulling their weight in the family economy. This was a sharp contrast to modern expectations, where childhood is a time for education and leisure.

2. Childhood Didn't Really Exist for Many Children

In the past, childhood as we know it, a period of protection, education, and development, didn't really exist for most children. Until the 19th century, children were often viewed primarily as economic assets rather than innocent, carefree beings. For many, especially in lower social classes, childhood was a time of hard work rather than play.

By the age of five or six, many children were already contributing to the household or family business. For example, young boys were sent to work as apprentices, often in

Conclusion: A Look Back at the Past

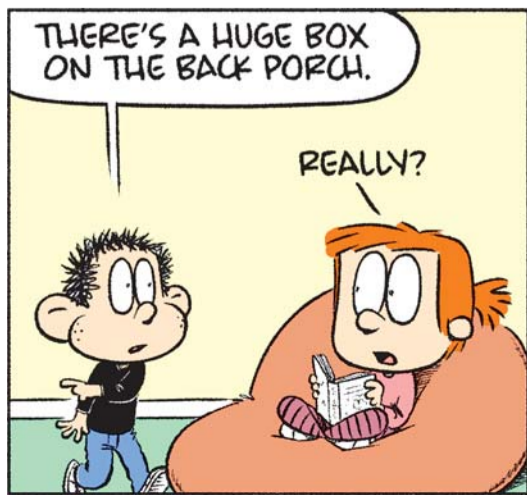
When we look at the way people lived in the past, it's hard to imagine a time when child mortality was so high, or when children were expected to work at such young ages. The idea of childhood as a time for education, play, and nurturing is a relatively modern concept. These historical practices, however harsh or strange they may seem to us today, were simply the realities of life in eras where survival was a daily struggle, and resources were scarce.

As society has evolved, we've come to value the protection and well-being of children in ways that would have been unimaginable in the past. Modern concepts of childhood, education, and gender equality have drastically changed the world, and while the past may seem harsh, it also serves as a reminder of how far we've come in ensuring that children can enjoy a safe and nurturing environment as they grow up.



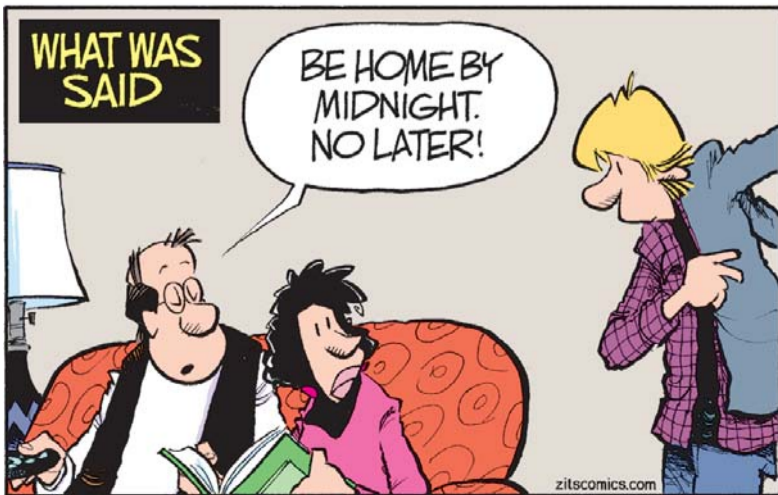
The Government Museum in Egmore is exhibiting artefacts from renowned geologist Robert Bruce Foote's collection.

BABY BLUES



By Rick Kirkman & Jerry Scott

ZITS



By Jerry Scott & Jim Borgman