

Editorial

Imphal, Friday, December 11, 2015

Mirage over the horizon

Progress and development are inherent rights of every human, and even when the most reluctant of authorities take a benign interest on the various necessary and essential efforts and services, the march towards development cannot be halted permanently, although there will possibly be instances where negative impacts have been felt. The present conflicts and political crisis in the middle-east and Africa are instances that once again drive the point home. Closer home, things aren't as rosy and cheerful as it is made out to be. The undercurrents of intolerance and inefficiency has been a constant threat to the efforts and attempts to steer the country forward where inclusive progress and developmental efforts are given precedence over religious superiority or social and financial hierarchy. Back home, things are still more complicated and confusing than ever before. On the one hand, claims of serious intents towards progress are being lauded and trumpeted as if the very proposal is as good as its achievement, while on the other, the very social fabric that has hitherto kept the diverse and often conflicting communities together has started to fray, raising serious concerns about an outbreak of confrontations and violent hostilities amongst the coexisting indigenous groups and communities which will definitely drag the state back further from the rest of the world and civilization. Yet there are lights at the end of the tunnels, literally. The construction of Jiribam-Tupul-Imphal railway line-one of the most challenging projects by any standard-is slowly but surely inching towards completion. The opportunities and relief this will provide the people of the alienated state will be enormous. Meanwhile, the trial run for the Imphal-Mandalay bus service is also drawing to a successful closure and if things go according to plan, the people from the two regions can hope to travel and commence trade in as early as a year. The two projects, amongst the many being envisaged or are currently in operation in the state are being followed with heightened anticipation by the people, prominently because they represents the aspirations of the people to explore places and discover cultures and experience different ways of life- an opportunity which has long been hard to avail owing to the unfavourable geographical, political and social conditions. The sense of euphoria and optimism should however be tinged with caution and restraint. Things which would have done immense good for the people if allowed to progress without the inexplicable delays and obstructions have turned out to be reasons for protests and agitations. It would not be an exaggeration to state that the public has become acutely cynical and suspicious of the development projects being carried out in the state, and with valid reasons. Half-hearted efforts, shoddy and unregulated workmanship, frequent cost over-runs and behind-schedule works, dubious quality of materials and management are some of the more common occurrences in the state in all spheres of public works. As happened enough times in the past, the expectant wait might very well turn out to be a mirage on the horizon unless we stay alert and ready to voice our concerns at the slightest hint of foul play.



Wanted Sub-Editor

Imphal Times is looking for an experience sub editor with excellent writing skill in English who can read Bengali written script. Working hour is 12 noon till 3 pm. Honorarium is Rs. 3000 p/m. Preference will be given to candidate who had already work in English daily as desk editor. Age no bar, and Imphal Times have no problem with those candidates working in other newspaper at night shift.

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Advertisements & its impact on children

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Via the magic of multimedia brings us closer to the other part of the world. With the stroke of a button we can update the happenings around us. In the contemporary society one cannot do without multimedia and advertisement goes hand in hand.

Click on the T.V., internet and any sort of multimedia, from the morning breakfast till the late night, be it soaps, movies, reality shows etc. What pops up is advertisement here and there. Advertisement has become so integral part of our life and society that we cannot imagine any event; news paper, magazines, T.V. soaps, cinema etc. without advertisement. As I saw my kids glued to T.V, I went to my memory lane ,where as soon as I came back from school, had evening snacks and ran with my friends at "lampak" playing games . Gone are the days where children went out together at Leikaigi Lampak and play games. Like we used to play during our childhood. Above all no lampak are to be seen, community halls replaced the indigenous lampak. What they do today is watch t.v. surf internet or play games on mobiles or playstation etc.

The impact on adult may be

problematic but outcome is devastating for children. . In the 80's the target were housewives ,then to youth and now the focus shifted to children. Most of the advertisements especially Television are targeted to Children: with powerful messages from various media to woo their mind and heart. Television is no longer a source of entertainment for children. They showcase the must haves for a kid making them a consumer even before they have reached the age of 3. Advertising to children is a sensitive and emotionally charged

Issue because they are easily influenced and like to experiment with new things whether it is a product or the way it is advertised. Children today live in a multimedia world. There are more 10 channels, and periodicals along with number of FM channels in India moreover in the internet. Whenever T.V. is on in the home it teaches the young viewer so many things about themselves as well as about other. All over the world children have this natural affection from television. It not only entertains them but also is the most powerful teacher of the various programmes like soap, movies, documentaries. Children are more attracted to advertisements since it tell them a story stuffed in a few seconds, which take them to fairy world of

the strongest, wisest, coolest and simply the best.

More recently, advertising is also accused of being a factor in causing children's obesity .

The Medium of marketing of most advertisements are of celebrity famed where children are attracted to. Soft drinks, which contain pesticides almost 27 times higher in India according to the finding of Delhi Based Ngo, Centre for science & Environment Intake of such products is found normal with the growing Children who take it as a part of regular diet instead of nutritious homemade juices like lime, and other fruit juices. And Since children are very fond of clowns and cartoon characters which form the advertising mascot for the target audience.

The early onset of diabetes is mainly due to the changing food habits. A couple of years ago, people in the age group of 20-35 yrs Used to suffer from diabetes. But now children aged anywhere between 3 moths and 17 years are also developing diabetes, which is a causes for great concern. Obesity is not a serious health problem, but it is a prime precursor of many non-communicable diseases like diabetes, hypertension, cardiovascular diseases gall bladder ailments, cancer, psycho- social problems

breathlessness, sleep disorders, asthma, arthritis , weak bones and reproductive hormone abnormalities.

Children nowadays decide on what kind of clothes they want to wear or which are influenced by the advertisements shown all over media, billboards & magazines. But cause a threat to the parents who have budget constrain to satisfy their children's need causing emotional distress among them. Ask a girl, who would you like to look like? Obviously the answer would be -A Barbie doll. All the girls want to be a Barbie doll image & or some stars who has a stick like figure , by doing that they hamper their physical health , and ads are also responsible for the problem of child obesity for promoting energy drinks and food products that have relatively high fat and sugar and salt. Children are more vulnerable to advertisement ,therefore its a great concern for the parents and teachers to develop the will power and self esteem in children, so as to bring the kids to judge and criticize them. They should also be taught how to become less influenced by the messages in the ads., and also Parents need to teach their children the importance and value if money.

National & International News

APCC accuses Governor of murdering democracy

ANI
Itanagar, Dec.11: Accusing Arunachal Pradesh Governor J.P. Rajkhowa of taking steps that amounted to a murder of democracy in the state, Arunachal Pradesh Congress Committee (APCC) president Padi Richo said that the rank and file of the party would organise a rally from Rajiv

Gandhi Bhawan to Raj Bhawan on Saturday to register their protest against the former. "A constitutional head is not expected to behave the way present governor has been behaving, which has also demolished all our hopes that, being from our neighbouring state of Assam, he would work for co-existence and herald peace

among the people of the state along with the Assamese," Richo said in a statement. "We feel that his continuation in office would destroy the prevailing peace as well as age-old inter-state relations with the people of Assam," he added. He also drew a comparison between the avoidable action of the

governor by pre-poning the Assembly session and Prime Minister Narendra Modi approving the CBI raid on the official bungalow of the Himachal Pradesh Chief Minister, Virbhadra Singh, on the day of his daughter's marriage. He said that the APCC would stage a "Delhi Chalo" move soon.

OROP: Four ex-servicemen threaten suicide

ANI
Ludhiana, Dec 11: Four ex-servicemen threatened to jump off the water tank in Ludhiana by six o'clock today evening if the government failed to fulfill their demands. The war veterans are demanding an increase in pension for the disabled ex-servicemen and the war widows. Meanwhile, several protesting war veterans have returned their gallantry medals. The One Rank One Pension (OROP) scheme will ensure uniform pension payments to all ex-servicemen of the same rank and years of service, regardless of the year in which they retired.

Arunachal's majority Nyishi community to protest against governor on Dec. 14

ANI
Itanagar, Dec. 11: Strongly objecting to Arunachal Pradesh Governor J.P. Rajkhowa's move to pre-pon the sitting of the state assembly a month earlier than scheduled, the Nyishi Elite Society (NES), which is the majority community in the state, and headquartered in Nyirubjolli, described the decision as unconstitutional act. Bengia Tolun, President of the NES, said that the NES executive committee and all of its members would undertake a protest march on December 14 from the capital complex to the Indira Gandhi Park in Itanagar to expose what they called the governor's malafide wrong doings.

In a statement issued to the media after its executive meeting in Naharlagun on Wednesday, the NES said the governor's decision to summon the sixth sitting of the sixth State Assembly of Arunachal Pradesh from December 16 to 18, 2015, instead of holding it between January 14 and 18, 2016, was a move that was "hot and hasty". The NES said the governor's motive appeared to be two-pronged, the first being wholly anti-Nyishi, as reflected in asking the Deputy Speaker (a non-Nyishi) to preside over the impeachment motion against the Speaker (a Nyishi), when he himself was facing a similar impeachment motion. This pick and choose principle with regard to impeachment, they warned would set an unhealthy precedent for the future. Secondly, they said that the governor is guilty of pursuing a pro-Assam

attitude as reflected when he sought to remove the immunity status enjoyed by Speaker Nabam Rebia, so that he could be taken in for custodial interrogation on a falsely implicated case related to the Assam-Arunachal boundary dispute. The NES executive committee also maintained that the governor writing to the Prime Minister's Office in September on the issue of the Lilabari-Holongi Airports issue must be seen as a continuation of his anti-Nyishi stance. They said that there are established rules and procedures that guide the functioning of the Arunachal Pradesh State Assembly and the governor's actions clearly suggest that Speaker Rebia is being communally targeted for being a Nyishi. They said that the governor is the titular head of the state, and must act on the advice of the council of ministers headed by Chief Minister Nabam Tuki, and sign all documents prepared and forwarded to him by the State Assembly secretary. They said that he had no authority to prepare the agenda of the business of the house which is the domain of the Business Advisory Committee of the State Assembly. They said that he has violated his constitutionally prescribed role in five instances, namely (1) Moving a motion of impeachment against the Speaker (2) Authorizing the Deputy Speaker to preside over the sitting who is facing impeachment motion higher in numbers earlier than the Speaker (3) directing the presiding officer not to alter the party composition of the house (4)

ISIS 'finance chief' killed in US airstrike

ANI
London, Dec. 11: The finance chief of Islamic State of Iraq and Syria (ISIS) has been killed in a US-led coalition airstrike, an American military spokesperson said. According to The Daily Express, Muwafaq Mustafa Mohammed al-Karmouh, also known by his code name Abu Salah, was killed in the bombings in the recent weeks. US military spokesman Colonel Steve Warren confirmed the deaths from the Iraqi capital Baghdad. Colonel Warren said Salah was "one of the most senior and experienced members" of the militant group's financial network. The Pentagon also confirmed that a senior leader of ISIS was killed in Libya.

New born killed, three injured in CNG cylinder blast

ANI
Thane, Dec 11: A new born child was killed and three others were injured after a CNG cylinder blast in an ambulance in Thane district of Maharashtra. The three injured included the mother of the new born. The ambulance caught fire after the blast late night on Thursday. Fire tenders rushed to the spot to douse the fire. The injured have been admitted to the hospital. Further details are awaited.