

Editorial

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Cleaning river bank an awaited measures; but driving home aged people is not a good sign of wise government

The recent drive against encroachers to river banks in Imphal area is a much awaited measures. Govt. response to the call for preservation of Rivers needs applause from all section of people across the state. This should have been done a long time back. When Ahanthem Romenkumar was the Superintendent of Police in Imphal West way back in late 80s, encroachers along the Numbul River bank have been dismantled and it was appreciated by one all. Had the then government understood the importance of what Ahanthem Romenkumar had initiated the problem facing today would have solved and perhaps the bad name on Numbul River of being the most polluted River could have been prevented. Well, its not late, the present government is doing well when it comes to the concern for the preservation of Rivers.

Saying so, on second thought, it become important to see on whether the government is sincere enough in rendering their service for preservation and protection of the River. When almost all constructions at the River Banks of both Imphal and Numbul River had been demolished, why not they are taking up measures to make it clean. Leaving all the materials on the side of the River makes the River bank more polluted than before. The way the dismantled structures are left is not a sign of sincerity in the effort to make the River bank free from pollution.

On one hand not every structure constructed on the river bank polluted and obstruct the river flow. Some structures like the waiting sheds instead of giving obstruction to the river flow gives life and hopes to many senior citizens of the state. When one gets old they spare their times with their colleagues by sharing their experience at places where they are not disturbed. Imphal is now a crowded city, there are hardly any place for the aged people to relax at evening. Well there are some place like the Bir Tikendrajit Park in the middle of the city where aged people gathered, but due to locomotion problem many aged people are happy enjoying with their old friends in their locality.

Now after the sheds they spend for leisure during evening have all been dismantled. Aged people now stopped coming out as they now have no place to gathered in their locality. Neither there are good transportation which could take them to some peaceful place nor the government had arranged clubs for clubs for aged people where they could comfort themselves. Yet the government keeps on talking about respecting the aged people.

When government is serious in preservation of the River Banks equal seriousness should be in their mind about the aged people too. Before dismantling, some issues of social problems should have been well discussed and consulted with grass hood level bodies like the ward members or corporators or councillors or the Panchayat members, as they are the one who understood the problem of their locality.

Government much have plan a way out about these aged people before dismantling the shed they depends for few hours relaxation.

This is being said because old is gold and we need them to live longer so that we learnt from their experience on bringing peace in the state. There is no denial to the fake that age brings experience, and with experience comes wisdom. These citizens have accumulated a lifetime of experiences and wisdom which is for us to learn and benefit from.

They are often viewed as people who are past their productive stage therefore becoming a burden to their families and are often mistreated and abused. Their opinion does not matter much ad are often ignored and neglected. There have been instances where the old are physically abused.

A pragmatic solution to the problems plaguing the older people in the state needs to be brought out and put into action in right earnest for them to have a better life and a sense of participation. Indeed it is the society which will stand to benefit from the vast experience and wisdom these people have acquired in their lives and their studied opinion and inputs will definitely be a guiding principle in the formulation of various plans and schemes.

A place to start can be recreation homes where the senior people at the close proximity to discuss various issues with the youths and even government officials can and should consult them in their official capacity with the old who have had experienced the particular field or department.

The steps taken up by these wise people should be appreciated and encouraged with more opportunities for the youths be made to increase interaction which will lead to mutual appreciation on both sides which in turn will enable to build a balanced and improved society.

Well, even though it is felt necessary to dismantle the Sheds on the river bank where aged people gathered, the government should have think of an alternative cleaning the River bank.

It is not late , government can certainly think of a way out to solve the issue of establishing an alternative place where the aged people can have some leisure time and that too which are not far from their locality in consulting with the local bodies members.

In the course of changing time, we have seen various trend related to Advertisement, Marketing and Branding which gives a new hope in upcoming days. The important aspects are that the Digital Media, Social Media and Influencer Marketing are its foundations. The Importance of Increase in *new trends on the advertising market and effect of Technology* in Advertisement is important. Now Advertisement is not limited to newspaper and Television. A new trend is all about advertised your product on Social Media and in Digital Media. Statistics show that Print Media, Television and Social/ Digital Media are increasing by 8%, 12% and 24% annually. In upcoming years the Digital Market and Social Media will see an increase. The Reason is very clear where ever the advertisement agency found their customer the agencies will try to attract them. This shows that in 2018 it will be the dominant area.

In 2018 all the hot brands will have their focus on Digital and Social Media. Digital Media will be the most expanded area. According to the atmosphere what we have seen in 2017, there will be the dominance of Digital, Social and Influencer Marketing. In 2018 there will be an effect of 'ART' i.e. 'Augmented Reality Technology in Advertisement Market. Advertising World will see interference in an increase of videos in upcoming years which already have started in Social Media. Due to which distance have decreases between Brand and the customer, and we are about to see regional players in it very soon. But every brand will have its focus on Digital Media. The decreased in distance between Brand and

Social and Digital Media Determiner of 'Market Trend' and 'Political Path'

By- Atul Malikram

Consumer is due to uses of Smartphone. There is estimation that digital media will increase 25%-30% in 2018 because now Brands are now able to reach the customers easily.

There are approximately 12 to 15 crore people in the country who uses the Internet on which 3 crore people are daily online users. Other than this there are 5-6 crore people who use the social networking sites and mainly are Facebook and LinkedIn users. Among the Internet users, 70% people watch the videos of Reality shows, Movie Trailers and Advertisement etc. There are more than 10,000 internet cafes in a country. Other than this, there 20 crore mobile phone connections of which 15% are Smartphone which has internet facilities in it. These figures are very comprehensive but as compared with the population of 1.2 billion it seems to be less, that why when we see Digital Media as a Supporting Medium there is no surprise on the fact. However, it's a matter of thinking that, Are we having any parameters to scale this? And in case of access, will the digital media adopt a bigger format soon?

It is very surprising that the format of Media Market is changing very soon. When we see backwards in 80's there was a dominance of print media in India and there was only two Government Television Channel which is owned by Doordarshan. The 90's is the era of Liberalisation of an economy in a country, which increases the dominance of Television in the world of Media. In New Century up to the rise of Luxury and Premium brand, creative people of print media have reduced to the only

promotional advertisement. Until the end of 90's mobile phones are been used by only some class of people and now we can see every person with mobile in his hand. Now it is very common to send SMS to respond to an event. If we define Digital in Large-scale with the inclusion of mobile and internet, then the scene of entire communication seems to be changed and can be related exactly what had happened in 90's with the immerse of television. This change can be occurring at any time. The screen of Mobile and Computer can be the dominant medium of communication and mutual discussion.

Most number of Marketers has major work of spreading messages to the most number of customers. In last two decades with the power of mass, media branding has helped them a lot. At the time of immersing of the internet, the people related to mass media consider it the best way of keeping in touch with the customer personally but its power is more than this. Roadies is the best show, especially for youth on MTV. It has started as reality show 10 years ago. In 2008 considering youth, Roadies had decided to take a help of Social Media. Today Roadies has 37 lakh followers on its Facebook page. 'Roadies background' has started with the facility by which everyone can be connected even when the show is not broadcasting. It was able to make its own identity. The success of Roadies is the best example where Digital and Social Media can be reached.

Digital Media in Politics

In Politics now PR (Public Relation) Agencies and Digital

Companies are deciding the victory or defeat of anyone. They are now teaching the politicians how to make Public Relation Campaign and art of capture public pulse. It is said that Political players are quite clever. But now the real strategies makers are coming forward said to be cleverer than the politicians. Now Digital and Social Media Company are helping out the politicians. It seems to be odd for the Politics but as per current increase in the youth population, there is a need to change the current trend of the politics. Because, when every sector of life is being corporatized, it is necessary to put politics out of the old fashion.

Branding and Image Building is the main work of PR (Public Relation) Companies. By making the positive image of Political party and Politicians in a society, their 'electoral fair can find its sea-shore. Talking about work procedure of PR Companies, they are able to make a positive image of their political client in front of Public or Target Audience. Until now voters only have the knowledge name and face of their Leader, but these companies show the positive side and their activism to the public, which is very necessary. And these both are done with the help of Social and Digital Media. The Party and Politicians get major benefit from it, as the public came to know about the Program, Image, Thinking, their Activeness, and Viewpoint. There will be no surprise if, in upcoming years, elections will be held through Digital and Social Media.

(Writer Atul Malikram is the director of Building Reputation, PR and Digital Communication Company since 1999 and Political Analyst.)

KARUNA-

Please kindly read the message and not the messenger

By -Thangjam Yumjao Meitei

Karuna generally translates as "Compassion" in English and is a concept used in the spiritual paths of Hinduism, Buddhism and Jainism. The word comes from the Sanskrit **kara**, defining "to do" or "to make", implying an action-based form of compassion rather than the pity or sadness associated with the English word.

According to Buddhism, Karuna is an aspiration, a state of mind, wanting others to be free from suffering. It's not passive nor empathy alone but rather an empathetic altruism that enthusiastically endeavors to free others from suffering. Genuine compassion must have both wisdom and loving-kindness (Metta). That is to say, one must understand the nature of the suffering from which we wish to free others which can be rather define it as wisdom and one must experience deep intimacy and empathy with other sentient beings. It is the doing of something to alleviate suffering. It is a key element of the yogic path, opening the door to the enlightenment and oneness with the universe.

It is a mind that is motivated by cherishing other living beings and wishes to release them from their suffering. Sometimes out of selfish intention we can wish for another person to be free from their suffering; this is quite common in relationships that are based principally on attachment. **If our friend is ill or depressed, for example, we may wish him to recover quickly so that we can enjoy his company again; but this wish is basically self-centered and is not true compassion. True compassion is necessarily based on cherishing others.**

When a dog sees her puppies in pain she develops the wish to protect



them and free them from pain and this compassionate wish is her **Buddha seed**. Unfortunately, however, animals have no ability to train in compassion, and so their **Buddha seed cannot ripen**. Human beings, though, have a **great opportunity to develop their Buddha nature**. Through meditation we can extend and deepen our compassion until it transforms into the mind of great compassion – the wish to protect all living beings without exception from their suffering. Through improving this mind of great or universal, compassion it will eventually transform into the compassion of a Buddha, which actually has the power to protect all living beings. Therefore the way to become a Buddha is to awaken our compassionate Buddha nature and complete the training in universal compassion. **Only human beings can do this.**

In general everyone already has some compassion. **We all feel compassion when we see our family or friends in distress, and even animals feel compassion when they see their offspring in pain.** Our compassion is our Buddha seed or Buddha nature, our potential to become a Buddha. It is because all living beings possess this seed that they will all eventually become Buddhas.

There are different types of **Karuna**. In this world, people's compassion is based on love and is emotional. To those they like, they show compassion. To those they dislike, they do not show compassion. This kind of compassion is called **love-affinity compassion**. It is based on worldly love.

The Karuna of bodhisattvas is called **dharma-affinity compassion**. The bodhisattvas know that all dharmas are equal. The compassion that one has for sentient beings should be the same that one has for oneself. This compassion is based on a profound and true principle. The compassion of Buddhas is called **great compassion**. It arises entirely from a pure mind, an impartial mind, and a mind that knows everything is one entity. This is true compassion and loving-kindness.

In Buddhism specifically for sentient beings with reference to liberating them from the suffering of samsara, the cycle of birth and death. Particularly in wisdom and compassion are the two primary virtues and as such, so much can be characterized as having to do with compassion that any bibliography on the topic is by necessity somewhat arbitrary and highly limited in its selections. Regardless, it can be argued that

certain figures carry a special emphasis on compassion. Bodhisattvas, who vow to bring all sentient beings to awakening, and among them especially Avalokiteśvara (Tibet. Chenrezig; Ch. Guanyin; Japan. Kannon), and cosmic buddhas, especially Amitābha and Amitāyus (China. Amitofo; Japan. Amida). Buddhists compassion is their Buddha seed or Buddha nature, our potential to become a Buddha. It is because all living beings possess this seed that they will all eventually become Buddhas.

Karuna is the very essence of a spiritual life and the main practice of those who have devoted their lives to attaining enlightenment. It is the root of the Three Jewels – **Buddha, Dharma, and Sangha**. It is the root of Buddha because all Buddhas are born from compassion. It is the root of Dharma because Buddhas give Dharma teachings motivated solely by compassion for others. It is the root of Sangha, because it is by listening to and practicing Dharma teachings given out of compassion that we become Sangha, or Superior beings.

People with this name have a deep inner desire for travel and adventure and want to set their own pace in life without being governed by tradition. They tend to be creative and excellent at expressing themselves. They are drawn to the arts and often enjoy life immensely. They are often the center of attention and enjoy careers that put them in the limelight. Thus they tend to become involved in many different activities and are sometimes reckless with both their energies and with money.

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