Editorial
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Festival of Democracy hypes

The festival of democracy gains momentum with first phase polling in 91 parliamentary constituencies across the country concluded without much unwanted incidents.

Voters turn out reached 69.43% as per report of the Election Commission of India. 91 out of 543 seats is not a big number but the polling patterns showed the fate of political party in the remaining seats which will be held in phases. Congress party, the main rivalry of the ruling BJP seems to garner more confidence after the completion of the first phase poll, while the ruling BJP seems to be a desperate.

This has been opined as poll analysts cited Modi's unusual address-to-the-nation for an anti-satellite missile, a biopic and webseries about him, an entire channel called NaMo TV devoted to his speeches, both Modi and party president Amit Shah making blatantly communal speeches and invoking dead soldiers to appeal for votes, and tax officers carrying out raids on opposition leaders. It seems as if the BJP scrambles to produce something new if its leadership seems to believe that it is unable to control the narrative for even two days.

The congress party seems more exited not because the party has succeeded in securing more seats in the first phase poll held on April 11, but because they are confident that other rival political party which are against the principal and agenda of the BJP have gone up its popularity.

Post election scenario on who will go with who is a matter yet to be discussed as everything is fair in love and war.

BJP's electoral strategy not only remains the same but also harden on issues to make the nation a one religion nation. This has been opined in view of the content of the party's manifesto at which they promise making the Citizenship Amendment Bill, 2016 as the law of the country and also ensure that the National Register of Citizens is implemented across the entire country if it forms the next government.

It's a fact that people across the North Eastern states of India which have just 25 MPs with lion share in Assam had uproar when the BJP led NDA alliance had passed the Bill at Lok Sabha. This region was put on fire to the cost of human lives when the BJP and its alliance was all set to table the bill at Rajya Sabha. Yet, the leaders of the party including Party's National President Amit Shah and Prime Minister Narendra Modi keep continuing saying that they will make CAB as law if comes to power. Even the architect of the BJP in NE state Sarbananda Sonowal, who is also the Chief Minister of Assam had been advocating the CAB bill. As for the BJP leaders of Manipur the tone for support of the Bill is different except for a BJP MLA Radhakishore, from Oinam Assembly constituency here in Manipur. While Radhakishore speaks straight the need for CAB, Chief Minister N. Biren Singh and the state president of the BJP says that there will be provision that CAB will not affect the state.

Sarbananda Sonowal chemistry on his support to CAB may benefitted the BJP. When NRC comes into force it was declared around 40 lakhs people in Assam as illegal immigrants. Among the 40 lakhs if CAB is introduced half or people who are not Muslim will get citizenship without much difficulties which means that the 20 lakhs plus voters will favour the BJP.

But why the Manipur BJP supports CAB is a matter need to be pondered. Worth mentioning here is the statement by one BJP spokesperson which stated that 60 to 70 % of the people of Manipur do not know what is CAB. He said so to let the people think that CAB will in no way effect in the election.

But why BJP national leaders are playing with fire in NE people is a matter need to be pondered too. 25 out of 543 + 2 MPs is not a matter. By playing with fire with the NE people the BJP is expected more MPs from mainland India including West Bengal. The BJP leaders not only play with the sentiment of the people of the NE but also stand tough with its policy at Jammu and Kashmir for abrogation of the article 370 and 35 (A). 6 MPs area there in J& K and losing seats in either NE or in J& K is not an issue but will add more support in Hindi heartlands which have maximum number of MPs.

The BJP is in its right strategy whether it lost seats in the two parts of the country, they may come to power. Saying so desperateness of the leadership is easily noticed with the way they campaign. Yes, everything is fair in war and love but people expect a fair game in politics for the people get the real taste of Democracy.

Profits Can Wait As Freshworks Targets A Cloud Market Dominated By SAP And Salesforce

Courtesy The Wire
Anu Raghunathan

Cloud services giant Salesforce faced an unlikely gatecrasher at its annual Dreamforce convention last September: a blimp floating above its eponymous tower in downtown San Francisco emblazoned with the slogan #failsforce. In case anyone missed the message, a marching band and a "hit refresh" lounge were stationed at street level urging customers to look for affordable alternatives. The message was also beamed across billboards, banners as well as digital and radio ads.

Behind the stunt was nine-year-old Freshworks, an up-and-coming rival to Salesforce founded and run by 44-year-old Girish Mathrubootham. Last May, the company bombarded rival ServiceNow's annual convention in Las Vegas with walking billboards and taxi banners around the city. It also served free coffee and breakfast to participants outside the venue. "We are on a mission to put easy-to-use business software in the hands of the people who need it," says Mathrubootham. "It's time for a change. You don't need expensive and bloated cloud software."

Already a hit among small and midsized enterprises, Freshworks is out to grab more of the large companies that now rely on bigger players such as SAP and Salesforce in a global market for cloud application services that market researcher Gartner says will top $117 billion by 2021. To do that, Freshworks raised an additional $100 million

in July from existing investors Accel, Sequoia and CapitalG, a fund run by Google parent Alphabet, in a deal that valued Freshworks at $1.5 billion. Profitability can wait, says Mathrubootham: "I can be profitable if I want to. But if I am not growing enough it may be a lost opportunity when the competition grabs it."

Headquartered in San Bruno, California, Freshworks already boasts annual recurring revenue of $100 million, almost 2,000 employees across nine offices worldwide, and 150,000 clients, including Cisco, Toshiba and Zomato—still small in comparison with Salesforce's $13 billion revenue and 29,000 employees.

Mathrubootham got into the cloud after completing his engineering degree and getting an M.B.A. in 1998 from the University of Madras. He held a couple of software jobs and started a computer education company in 2001 before moving that year to network management firm AdventNet, which later went into cloud computing and was eventually renamed Zoho. Known to friends by his first initial "G," Mathrubootham spent almost a decade at Zoho developing multiple products and learning the nuances of the business. "He's always been a very positive and very high-impact guy," says Kumar Vembu, Zoho's former president, who recruited Mathrubootham. "He's very expressive and articulate."

You May Also Like

Sensing an untapped opportunity in the customer support segment, Mathrubootham quit Zoho in

2010 to start Freshworks (originally named Freshdesk), along with five friends who had worked with him at Zoho at different points in time. Freshdesk started out in a 700 square-foot office in a Chennai suburb that cost the company $100 a month in rent. "We decided to give this a shot for two years," says Mathrubootham. "This was like a rocket—either you hit escape velocity and take off or you fall into the Bay of Bengal."

Besides Salesforce and ServiceNow, Freshworks competes with more than 600 other companies—including Zoho, eGain, SugarCrm and Zendesk—in the crowded market for cloud-based enterprise software. Freshworks is already well entrenched among small and midsized enterprises, and gets more than 65% of its revenue from companies with 500 or fewer employees.

"Freshworks is affordable, reliable and has a great set of features," says Avnish Anand, cofounder of Indian jewelry retailer CaratLane, which has been using Freshworks' customer support product for the last four years to track merchandise exchanges, repairs, returns and refunds. Indian billing and subscription platform Chargebee is another customer. "They offer an integrated suite of products for sales; customer support; recruitment management and compliance," says Krish Subramanian, cofounder of Chargebee, which uses seven of Freshworks' nine products.

But Freshworks hasn't had the same traction with larger companies and their more

complex business processes, Gartner says. To lure them, Freshworks says it plans this year to incorporate additional artificial intelligence, machine learning and workflow automation—features already offered by Salesforce—in its offerings. "This will strengthen their product portfolio," says Brian Manusama, a senior director analyst at Gartner.

Freshworks is also growing through acquisitions. The company bought nine companies in India and the U.S. for undisclosed sums over the past three years. With two-thirds of its business coming from the U.S. and Europe, it's now rapidly expanding across Africa and the Asia-Pacific region. Freshworks' help desk software now has an average contract size of $300 per month—10 times more than what it was back in 2010—and offers more features to larger businesses. The average revenue from some customers could also be as high as $1,000 per month for an integrated customer engagement suite that offers sales, support and marketing services. Mathrubootham says his goal is to boost annual recurring revenue tenfold to $1 billion, though he declines to say how soon.

It's that kind of scalability that excites Freshworks' investors. "G has a very good product understanding from a user's standpoint," says Shekhar Kirani, a partner at U.S. VC firm Accel, which invested $1 million in 2011 for a 23% stake in Freshworks. "He has a lot of learning in his back pocket and a clear plan of how he'd win."

Why we're editing women scientists onto Wikipedia
And here's why you should, too, say Jess Wade and Maryam Zaringhalam.

Courtesy The wire
Jess Wade & Maryam Zaringhalam

Marie Curie is one of the most famous women in science. But her first page on Wikipedia was shared with her husband — until someone pointed out that, perhaps, her scientific contributions were notable enough to warrant her own biography.

That's the beauty of Wikipedia. It is the fifth most popular website in the world and notches up more than 32 million views a day. A community of volunteer editors collaboratively edit, update and add content to democratize access to a common and constantly updating collection of knowledge. But as with any democracy, results are determined by those who choose to participate. Who edits Wikipedia — and the biases they carry with them — matters.

Studies have found that somewhere between 84% and 91% of Wikipedia editors are male. While some might argue that an editor's gender shouldn't affect their ability to participate, the fact remains that only 17.7% of Wikipedia biographies written in English are about women. Women fare the worst in articles written in Tajik, the official language of Tajikistan, making up only 1% of biographies.

What we choose to edit is informed by what we know — not only in terms of our scientific expertise, but also from our own lived experiences. For women and people in other under-represented groups in science, that knowledge

includes an intimate understanding of how our contributions are downplayed or outright erased from the history of science. The Wikipedia community should reflect the populations it serves — in race, ethnicity, gender and sexual orientation. The US National Science Foundation has invested money to understand and bridge the gender gap on Wikipedia, and we are hopeful that more efforts to better recognize the contributions of all other under-represented groups will follow. In 2012, Emily Temple-Wood, an undergraduate student at Loyola University in Chicago, Illinois, began to write biographies of women in science onto Wikipedia. At the time, she was pushing back against systematic biases against women in the sciences, writing biographies after her biology classes despite harassing e-mails from online trolls. She founded the WikiProject Women Scientists and shared the 2016 Wikipedian of the Year Award with Rosie Stephenson-Goodknight, longtime Wikipedia editor and co-founder of the WikiProject Women in Red. Women in Red serves to turn the dead-end red links about women on Wikipedia into clickable blue ones, and since 2014 has increased the proportion of biographies on women from 15% to 17.7% of the total.

WikiProjects are organizations of groups of contributors who work together to improve Wikipedia. They provide a sense of community when you're editing alone, ways of tracking page creation and opportunities for improving existing pages. On

their Talk pages, you'll find ideas for whose pages to edit, invitations to virtual 'edit-a-thons' and research guides. These projects have a long-lasting impact on the quantity and quality of pages made.

Before the WikiProject Women Scientists, the quality of an average Wikipedia biography about a woman was generally rated significantly worse than most other pages on the encyclopaedia. Now, biographies of women are generally rated more highly than other pages on the site. There are several other WikiProjects we are following, including the WikiProjects LGBT studies and Under-representation of science and women in Africa.

So often, we hear that girls in science need more role models and inspiration. We're asked, 'Where are the women in science?', as if we're not already here, working in the lab or the field. So we respectfully disagree. There are plenty of role models if you do the work to find them. And, despite their best intentions, many campaigns to highlight women scientists can be reductionist, cynical and boring — celebrating a woman's gender rather than her achievements. Discovering a fantastic woman scientist as you were reading up on a new experimental technique or research area on Wikipedia is much more compelling than finding her separated from her expertise in a page of 'the Top 50 women you should know.'

Wikipedia allows us to write and edit history as it's happening, highlighting the work of women and people in under-represented minority groups in the moment,

rather than looking back at a dated textbook decades in the future. A Wikipedia biography can give a scientist credibility: the encyclopaedia is indexed so regularly by Google that it appears at the top of the page and is regularly used by journalists looking for sources. With a Wikipedia biography, scientists can become a lot more human than they are on a university website — complete with their public engagement, personal stories and out-of-office-hours experiences. Editing Wikipedia is easy, free and rewarding. It's a thing to do with friends or your community, and might well fill out your CV. All you need is a Wi-Fi connection, a Wikipedia account and a bunch of neutral, reliable sources, along with a couple of hours to spare. Pick a biography you like from elsewhere in Wikipedia and copy the structure, using sections to separate education, research and awards. It's important to check that the person you're writing about meets the Wikipedia notability criteria for academics and that writing their biography isn't a conflict of interest (so avoid writing bios for your family, friends or supervisors). Be bold, but not reckless. If you're nervous, reach out to other editors in the community.

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