

Bangladesh to diplomats: Myanmar is lying, How will we digest this?

Siam Sarower Jamil, IT Correspondent Dhaka, June 13,

Bangladesh has urged the international community to ramp up pressure on Myanmar so that it creates an environment conducive to Rohingya repatriation. After briefing diplomats stationed in Dhaka on Wednesday morning, Foreign Minister Dr AK Abdul Momen said Bangladesh has clarified its position about the matter. He said: "They told us that they are with us. We told them to increase pressure on Myanmar to create a conducive environment. "Almost all of them have agreed to do so."

Foreign Minister AKM Abdul Momen told reporters that recently the Myanmar minister said that Bangladesh is responsible for all the Rohingyas going to Bangladesh. Bangladesh is not cooperating in any kind. His statement is not correct. Bangladesh is always ready to return Rohingyas. He said, Myanmar is lying continuously. They does not keep talking. Myanmar was supposed to take back the Rohingyas. But it was not possible due to their non-cooperation. Due to the Rohingyas, different types of crimes are committed in Bangladesh's territory. He said, 6 months ago when



our meeting was held with Myanmar Joint Commission, they said they were working to get Rohingyas back. They have repeatedly promised to take Rohingyas. But no Rohingyas is yet to return. Even those who are in Myanmar's no-manland are not even back. The Foreign Minister said, we do not want to say anything against the neighboring country. Because they are our friends. But they are lying about taking Rohingyas back. How will we digest such lies? I request them to take back the Rohingyas. We will appeal to their friendly countries about the return of Rohingyas.

In the briefing at State Guest House Padma, Momen expressed his dissatisfaction over Myanmar's failure to ensure security and a conducive environment—in Rakhine State—in line with the provisions of the bilateral instrument for the repatriation of Rohingyas. Bangladesh is now hosting over 1.2 million Rohingyas. Most of them came to Bangladesh after the Myanmar military launched a brutal offensive in the pretext of a "clearance operation" on August 25, 2017. Refugees and rights groups have accused the military and its local collaborators of

crimes, including: murder, rape, torture, loot, and arson. The UN's top human rights official described Myanmar's crackdown and treatment of Rohingyas as a "textbook example of ethnic cleansing." Although Dhaka and Nay Pyi Taw have signed an agreement for repatriation, it has seen no progress. Prime Minister Sheikh Hasina has blamed Myanmar's reluctance to take back its people as a major barrier to repatriation. "The problem lies with Myanmar. It [Myanmar] in no way wants to take them back. There is the problem," she told the media on Sunday.

India Influence Report 2019 reveals how influencer marketing is becoming an indispensable part of brand's marketing metrics as well as image positioning campaigns of major political parties in India

By: Davs Kangjam

Zefmo's India Influence Report 2019 paints a positive outlook for the influencer marketing landscape while focusing on silver linings of the industry's commendable journey in a very short span of time. With the incredible success of influencer campaigns in the consumer market, it has created new avenues for the industry and now it is in the irreversible process of permeating to all spheres of human life, including politics and elections. The 2019 parliamentary elections process across the country and the recent announcement of BJP's thumping win gave us a clear picture of the extensive demand and use of social media and social media influencers to successfully reach out to voters and strike a chord with them.

The increasing penetration of internet across the nook and corners of the country has also empowered and helped social media influencers nowadays in taking up a critical role in shaping the course of most of the decisions that their followers take, including their voting preferences. And it has led to a paradigm shift in the planning and focus of political campaigns.

India Influence Report 2019 by Zefmo Media Private Limited revealed what drove political parties and marketers in India to integrate influencer marketing for an impactful campaign. As per the report, 65% marketers and strategists shared that it helped in increasing (brand) awareness and recall; 50% of the respondent also agreed that it is effective in managing (brand) reputation and sentiments while 47% says it is effective in reaching out and influencing the new target audience.

For the first time in the history of general elections in India, the social media influencers were seen playing an important role to reach out to targeted audiences in various parts of the country.

We see the influencer marketing industry gradually maturing with brands across verticals and size, political parties, individuals relying heavily on influencer-driven campaigns nowadays for their product or campaign positioning as well as messaging.

In 2018, while 92% marketers/strategists were expected to launch at least one influencer campaign, the report reveals that the popularity of influencer marketing has considerably increased in 2019 with 94% marketers/strategists finding it more effective and 85% continuously exploring innovative ways to collaborate with social media influencers. The report further indicates that 76% marketers/strategists are looking to increase their budget allocation on influencer marketing campaigns this year compared to 62% last year.

India Influence Report 2019 has been prepared by Zefmo after conducting a detailed survey involving all the stakeholders, ranging from brand custodians to content creators across the Indian ecosystem in the last few months. Positive Outlook for Influencer Marketers/Strategists India

Influence Report 2019 clearly indicates that the perception of influencer marketing has further improved among the brands that are increasingly recognizing the value addition offered by the influencer campaigns, in terms of grabbing more eyeballs for their products and services. India Influence Report 2018 had revealed how influencer marketing was being seen as a marketing tool that can help brands leverage their product or image effectively. The 2019 report underlines the indispensability of social media influencers as critical marketing tools who help the brands in getting their (product and service) messages conveyed across with more passion, creativity and authenticity. Why marketers look at it as impactful & integral? Respondents participating in Zefmo's survey for the 2019 India Influence Report agree on 3 major points as to why influencer marketing remains an integral tool to the overall marketing campaign.

60% believe that influencer marketing helps in reach to consumers/audiences or believe that influencer marketing helps in reach to consumers/audiences or potential consumers/audiences 56% say it effectively helps in connecting with both millennials and centennials

45% see it as a better alternative to traditional advertising. The survey clearly shows that more and more marketers/strategists are now inclined to explore innovative ways of integrating social media influencers with their marketing strategy. India Influence Report 2019: Key takeaways

The report sheds lights on many positives of the influencer marketing industry. It reveals how marketers/strategists are opting for influencer campaigns to create awareness, manage reputation and influence the new audience.

Salient points : 94% marketers/strategists found influencer marketing to be an effective form of marketing. 73% of marketers/strategists have revealed that they actively engage social influencers as part of either 'always-on' program, integrated program or campaign basis while 27% are still experimenting with influencer marketing. 70% marketers/strategists responded "Yes" when asked if "exclusivity with social influencers is better for their brand?" According to this report, there has been a palpable change in consumer behaviour in India in terms of how they look at social media influencers. Earlier, the purchasing behaviour of the consumers was heavily influenced by the product messaging relayed through advertisements. However, things have started to change now with the consumer displaying the propensity to repose greater faith and trust in those people, celebrities or otherwise, who he follows on social media platforms.

The survey unambiguously underlines how the social media influencers and

influencer marketing are playing a critical role in shaping the decisions of the people, and not just purchasing decisions but even voting opinions. The marketers/strategists are gradually realizing the potential and power that the influencers wield and how influencer marketing produces incredible results when strategically integrated with the marketing mix.

"We are increasingly witnessing that the penetration of internet and social media is playing a very important role in the lives of people in India and influencers as a key part of the social media universe are actively making an impact by spreading positive messages and increasing diversity," said Shudeep Majumdar, Co-founder, Zefmo. "We have seen influencers playing a very critical role in spreading great positive effects and promoting things like body positivity, spreading messages about speaking out about the #MeToo movement which has rapidly changed the way people think about and approach sexual assault, and environmentally conscious movements like veganism. Increasingly these trends are changing our expectations about our rights, about what we can do to get support, and about it being okay to say you are after all human."

The influencer marketing industry is expected to hit \$10 billion by 2020, according to an AdWeek report, and the increasing popularity of the industry can be gauged by the way it is expanding to every nook and cranny of the digital ecosystem - from brand campaign to political campaign. Budget allocation & engagement: Upward trend continues. The survey indicates that the influencer marketing industry is set to grab a bigger chunk of budget allocation and campaign engagement in 2019.

Key Points: 76% marketers/strategists are of the view that the influencer marketing budget in 2019 will remain the same compared to last year or increase 60% marketers/strategists opined that their influencer marketing campaign will start from a minimum of 5 lacs and will go beyond 25 lacs on the higher side with more marketers/strategists opting for the latter. 69% marketers/strategists are clear that social influencers will be engaged more during launches in 2019. 61% said they will engage influencers to build and enhance reputation. 40% are of the view that 2019 will also see more engagement of influencers to promote and distribute content in terms of the content format influencers can help leverage as per the India Influence Report 2019, 55% marketers/strategists are convinced that reviews and Designing a creative influencer marketing campaign is not an easy task and its effectiveness does not necessarily depend on the strategy. There are certain challenges that need to be kept in mind while running an influencer marketing campaign. As per the report, the top three things that need to be taken into consideration for a successful campaign are:

(Contd on page 4)

PM Modi leaves for Bishkek to attend SCO summit

Agency New Delhi June 13,

Prime Minister Narendra Modi has left for Bishkek, the capital of Kyrgyzstan this morning to attend the meeting of Council of Heads of States of Shanghai Cooperation Organization - SCO.

Presidents and Prime Ministers of 8 member countries will participate in this multilateral international forum which will also be attended by 4 head of states as observers.

The SCO is a China-led eight-member economic and security bloc. In July 2015 in Ufa, Russia, the SCO decided to admit India and Pakistan as full members and both the countries officially joined SCO as full members during the Astana Summit in 2017. Important issues including global security situation, multilateral economic cooperation, people-to-people exchanges and topical issues of international and regional importance will be

discussed during the Shanghai Cooperation Organisation Summit.

Afghanistan will also be one of the focus areas in the summit. On the sidelines of CHS meeting in Bishkek, Prime Minister will hold a number of bilateral meetings, including with Chinese President Xi Jinping, Russian President Vladimir Putin and President of Iran Hassan

Rouhani. During his Bishkek visit, Prime Minister will also inaugurate India- Kyrgyz Business Forum on June 14. The Council of Heads of State- CHS is the supreme decision-making body in the SCO. It meets once a year and adopts decisions and guidelines on all important matters of the organisation. The CHS

meeting is scheduled for today and tomorrow. This will be the second CHS meeting after India became a member of SCO. Prime Minister Modi had also attended the last CHS meeting in Qingdao (China) on June 9-10, last year. This will be Mr Modi's first multilateral summit after his re-election as the Prime Minister.

Cabinet approves Aadhaar and Other Laws (Amendment) Bill 2019

Agency New Delhi June 13,

Union Cabinet has approved the Aadhaar and Other Laws (Amendment) Bill 2019 to replace Aadhaar and Other Laws (Amendment) Ordinance 2019. This will enable UIDAI to have a more robust mechanism to serve the public interest and restrain the misuse of Aadhaar. After the

amendment, no individual will be compelled to provide proof of possession of Aadhaar number or undergo authentication for the purpose of establishing his identity unless it is so provided by a law made by Parliament.

For the convenience of the general public in the opening of bank accounts, the proposed amendments will allow the use of Aadhaar number for authentication on a voluntary basis as an acceptable KYC document. The Bill will be introduced in the ensuing session of Parliament.

Giving a major push to reforms in the education sector, Cabinet has approved the introduction of Central Educational Institutions (Reservation in Teachers' Cadre) Bill 2019. Briefing media in New Delhi

last evening, Information and Broadcasting Minister Prakash Javadekar said it will allow filling up of more than 7,000 existing vacancies by direct recruitment in Teachers' cadre.

The amendment will also ensure providing 10 per cent reservation to Economically weaker section. The move is expected to improve the teaching standards in the higher educational institutions by attracting all eligible talented candidates belonging to SCs, STs, Socially and Educationally Backward Classes and economically weaker section.

The bill will replace the Central Educational Institutions (Reservation in Teachers' Cadre) ordinance 2019 and will be introduced in the forthcoming Parliament session.

Lost

I have lost my original mark sheet cum certificate for my 3rd Professional MBBS Part-I exam held in 2017 bearing Roll No. 14026 on the way between Ladies Hostel JNIMS, Porompat to New Checkon Bazar on June 10, 2019. Finders are requested to hand it over to the undersigned.

Sd/-
Dr. Premi Golmei
Noney,
Contact No. 8787347216

Name changed

I, the undersigned, Tejinder Kaur, W/O Manmeet Singh Arora, a resident of Simran Hardware and Electrical, Thangal Bazar Imphal West, Manipurdore hereby declare that I have abandoned, relinquished and renounced the use of my old name Tejinder Kaur Arora, W/O Manmeet Singh Arora, as I have assumed my new name Tejinder Kaur.

Sd/-
Tejinder Kaur

Name changed

I, the undersigned, Elangbam Anita Devi w/o Tonjam Kanthamala Singh, a resident of Lillong Chajing, Imphal West -795130, do hereby declare that I have abandoned, relinquished and renounced the use of my old name Tonjam Anita Devi w/o Tonjam Kanthamala Singh as I have assumed my new name Elangbam Anita Devi.

Sd/-
Elangbam Anita Devi