

Chief Minister launches new innovative scheme under War on Drugs 2.0

IT News
Imphal, June 10:

Chief Minister N. Biren Singh today launched a new innovative scheme "Cultivation of Horticulture Crops as an Alternative to Poppy Cultivation in Hill Areas" under "War on Drug 2.0". He also launched the Brand "Manifresh". The launching programme was organised by the Department of Horticulture and Soil Conservation at its Office Complex at Sanjenthong.

Speaking on the occasion, N. Biren Singh maintained that the Government was committed to its War on Drugs Campaign and there would be no question of moving back in its effort to root out drug menace from the State. Continuing that his Government had no enmity with anyone or any community, he added that the campaign was started with the aim to conserve forest areas, to uproot poppy cultivation, drugs trafficking and its consumption ensuring a better future for the younger generations.

The Chief Minister informed that 355 farmers from Kangpokpi, Kamjong and Ukhrul Districts who earlier depended on poppy cultivation for their livelihood had been benefited with alternative



arrangements under the very War on Drugs Campaign. He stressed the need of the concerned officials to visit various villages and meet the farmers, making them aware of the ill effects of poppy cultivation and about the initiatives of the Government towards providing alternative arrangements for earning their livelihood. He also expressed his desire that concerned officials should conduct camps at different places to timely provide saplings and seeds for suitable alternative cropping.

Terming the people's unwavering support to the War on Drugs Campaign as a historic movement against drugs, he assured the farmers not to worry about marketing platform for their produce as the Government has provision for buyback of their produce and added that cold storage facilities had also been set up in many places. Mentioning the TRIFED initiative which is committed to transform the lives of tribals in India, he informed that more than 400 Self Help Groups had been formed

in the State employing around 50,000 tribal women mainly on fruit processing. Outlets for selling the products had been opened at many places outside the State, he added.

N. Biren recalled the early initiatives taken by Peh Village by uprooting the poppy plantation in their areas for which Government had rewarded the villagers with 10 Lakh Rupees. He added that around 130 villagers of Peh had been benefitted under phase-III of "Mission Organic Value Chain Development for North East-

ern Region" (MOVCDNER). He expressed satisfaction on the people's support to the initiatives taken up by the Government and assured that the Government would provide all requirements for alternative cropping.

Delivering his speech, Horticulture and Soil conservation Minister Letpao Haokip stated the State Government under the supervision of Chief Minister N. Biren Singh had started providing saplings of high value and nutritional crop varieties, which is of high demand from outside the State too, as alternative to poppy plantation. Plantation of such high value crops would be economically more helpful to the farmers, he added.

Continuing that the Government would provide saplings and buyback certificates to the farmers, he stated that they need not worry about selling their products. With the success of the initiatives of the Government, we would be able to see a significant change in the economy of the State with self-sufficiency, he added. He appealed to the public to avail the opportunities provided under various welfare programmes of the Government.

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AR apprehends PREPAK insurgents



IT News
Imphal, June 10:

Shelon Battalion under the aegis of IGAR(South) apprehended two active insurgents of proscribed group PREPAK near Aivomjang village, Chandel district on June 7, 2022.

Based on specific intelligence input, troops of Assam

Rifles launched an operation which led to the apprehension. Two AK series rifles along with 31 rounds of 7.62mm caliber were also recovered from insurgents.

The apprehended insurgents, recovered weapons and ammunitions were handed over to Chakpikarong Police Station for further legal action.

Assam Rifles foils smuggling of timber

IT News
Imphal, June 10:

Shangshak Battalion under aegis of IGAR (S) foiled Timber Smuggling in general area Changa of Kamjong District today.

The Assam Rifles troops intercepted 03 x trucks

loaded with illegal timber in general area Changa, evaluated to be worth Rs 3.84 crores.

The seized timber along with apprehended smugglers and vehicles were handed over to Forest department, Finch Corner for further legal action.

Centre issues 'Guidelines on Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022'

PIB
New Delhi, June 10:

The Central Consumer Protection authority (CCPA) under the Department of Consumer Affairs has notified 'Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022' with an objective to curb misleading advertisements and protect the consumers, who

may be exploited or affected by such advertisements.

The guidelines seek to ensure that consumers are not being fooled with unsubstantiated claims, exaggerated promises, misinformation and false claims. Such advertisements violates various rights of consumers such as right to be informed, right to choose and right to be safeguarded against potentially unsafe products and services.

The CCPA has been established under section 10 of the Consumer Protection Act, 2019 for regulating matters relating to violation of the rights of the consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers and to promote, protect and enforce the rights of consumers as a class.

In exercise of the powers conferred by section 18 of the

Consumer Protection Act, 2019, to CCPA, the Guidelines were notified

Misleading advertisement has already been defined under section 2(28) of the Consumer Protection Act, 2019.

The present guidelines define "bait advertisement", "surrogate advertisement" and clearly provides what constitutes as "free claim advertisements".

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22nd Death Anniversary of Arambam Somorendra was observed at MCM Office, Moreh Bazar



IT News
Moreh, June 10:

Rich floral tributes were paid to the portrait of Arambam Somorendra besides observing a two minutes silence as a mark respect to the departed soul.

Mayanglambam Thoiiba (President-MCM) Members/office-bearers/Executive/Advisors/Womenfolks and

AMSU representative & Lainingthou Sanamahi Puya Sandok Lup, Moreh among others attended the death anniversary function.

In his speech Mayanglambam Thoiiba President Meetei Council Moreh said Arambam Samarendra was a Pioneer, Writer, Artist, Social Activist & dedicated his whole life to promote a better Manipur,

adding that remembering a personality like him on his martyrdom day is indeed appropriate.

The programme was jointly organised by Meetei Council Moreh (MCM), Kha Nongpok Apunba Nupi Lup (KHNANL) & All Manipur Students Union, (AMSU) Tengnoupal District Committee at the Office of the Meetei Council Moreh.

Ancovax: Centre launches India's first COVID vaccine for animals; can neutralise both Delta, Omicron variants

Agency
New Delhi, June 10:

The Centre launched Ancovax, a Covid-19 vaccine for animals on June 9. The Ancovax vaccine on equines is an inactivated SARS-CoV-2 Delta (COVID-19) vaccine for animals. The immunity induced by Ancovax neutralises both Delta and Omicron variants of SARS-CoV-2. The vaccine contains inactivated SARS-CoV-2 (Delta) antigen with Alhydrogel as an adjuvant. It is safe for dogs, lions, leopards, mice and rabbits.

Union Minister of Agricul-

ture and Farmers' Welfare launched animal vaccine and other diagnostic kits developed by the ICAR-National Research Centre on Equines, Hissar, Haryana. The diagnostic kits launched include CAN-CoV-2 ELISA Kit. It is a sensitive and specific nucleocapsid protein based indirect ELISA Kit for antibody detection against SARS-CoV-2 in Canines. The kit is made in India and a patent has been filed for the same. No other comparable kits for detection of antibodies in Canines are available in the market.

Tomar praised the scientists for making India self-reliant in

manufacturing indigenous vaccines against coronavirus.

"The Council's scientists' unparalleled contributions have made the country succeed not only in essential crops' production; but, in the various fields of agricultural and allied sciences as well at the global level", Tomar said after launching the vaccine through video conferencing.

"It is due to the untiring contributions of Scientists that the country stands self-reliant in developing its own Vaccines more rather than importing. This is really a big achievement", he added.

The Union minister said that the superb work done by our scientists have made us all proud and the international community is also in awe of India's achievements.

The research work of our scientists is commended everywhere, which makes us all proud, he stressed.

During the Covid crisis which disrupted even the developed and technologically advanced nations, we are proud that under the leadership of our Prime Minister Narendra Modi, our countrymen demonstrated an unparalleled vision of discipline, Tomar added.

★ Editorial

Recharging underground water be harvesting rain water is the need of the hour

Experts today agree that due to increasing pollution and the mass deforestation taking place at various part of the world, particularly in the developing and the underdeveloped countries, has raised the mercury level making human unbearable at cities and town of many countries.

The temperature is increasing due to which climate change is taking place causing direct effect on the rainfall. This leads to excessive rainfall which leads to floods and will cause drought at many places. Taking the form of water, it goes ahead while destroying, but when there is less rainfall then ground water is exploited for the supply of water. Due to excessive groundwater exploitation, about two-thirds of the water blocks in the entire country have gone into the dark zone i.e. dangerous condition and the situation is getting worse continuously. Only about 8 percent of the total rainwater is being used underground, while the exploitation is many times more.

Atal Bhujal Yojana is an effort of the Central Government to improve the condition of ground water, which is to be accomplished by Jan Jagran (especially in rural areas) through State Governments. However, the State Governments and the officers of Irrigation and Water Resources Department are not seen working for implementation of the Yojana.

It is high time that the general public collect rainwater underground by making rainwater harvesting system wherever necessary and wherever it falls, while supporting Prime Minister Narendra Modi's proclamation "Rain water, whenever it falls, wherever it falls". Store the rainwater from the roof by making drums and underground tanks and keep wide-mouthed pots, tubs, buckets etc. in the open during heavy rains. The water that will be collected in it is as if you have created it because water cannot be made in any mill or factory and in this way crores of liters of groundwater will be saved from exploitation. If the people still do not wake up and keep emptying the ground like this, then even drinking water will not be available, so take a pledge that we will save rainwater and increase groundwater.

Rain water should not be wasted, recharge should go into the ground. Ground water will improve, water will increase, everyone will have to save water. The danger of groundwater exploitation is great, giving quick orders for earthquake

Water should be recharged to increase groundwater, everyone will have to save water.

Do We Need Answer Script's Carbon Copy In MPSC Exam?

By: Ph. Didar

The Manipur Public Service Commission was set up in 1972. Since its inception many examination have been conducted in free and fair manner. But in the midst of its journey of recruitment process some black sheep in the department has deteriorated the image of the commission with their malicious intention inter-alia victimised many aspirants. One such example is the cancellation of MPSC 2016 Batch by the order of Hon'ble Supreme Court and subsequently gave its verdict to re-conduct the mains examination.

In the sidelines, the present Government has transformed many sectors which aimed at all round development. Credit goes to Hon'ble CM so called People's CM. In pursuit to this, the government has revolutionised and envisioned the hope of every people of Manipur with its development activities vis-a-vis trying to curb corruption from grassroots level. Mention may be made of some changes that has been brought under his leadership are bridging Hill valley gap, Bandh free state, reducing highway Extortion, Enactment of Mob Lynching Act, New Road drainage policy, strengthening conservation of paddy land and wetlands act, war on drugs, Transfer and posting policy, Quarter allotment policy, Eviction of Land encroachers policy and climate change policy and many more left to mention in this public domain.

Meanwhile, one department which still left untouched is the Manipur Public Service Commission where the dreams of many aspirants who would nourish the future administration of Manipur flourish. On 18th of this month, the Government in its cabinet meeting unanimously accepted to fill 323 vacant post (MCS, MPS, MFS, SDC, EO) as seen in poknapham local daily. Moreover, it has also been decided to frame Manipur Civil services combined competitive examination rules and regulations, syllabus 2022 in toto. A welcome steps for the government and an awakening gesture for aspirants.

Now, the major question is How transparent the upcoming Examination will be? Will there be any policy to provide carbon copy for answer script's of the candidates so that everyone may trust the commission hitherto not at all and end of justice in the name of corruption free examination? We hope the government will direct the concerned authorities to frame the new rules and regulations considering the gravity of the issues underlying in MPSC recruitment process.

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For advertisement kindly contact: - 0385-3590330 (O). For time being readers can reach the office at Cell Phone No. 9862860745 for any purpose.

Bringing back Section 66A through the UN Convention Route

Is Narendra Modi Govt bypassing the Supreme Court Order?

By: Aditya Amir

Is Section 66A of the Information Technology Act making a comeback? This at a time when restrictions on Freedom of Expression are beginning to get the upper hand over free speech. The return of Section 66A is bound to lead to further restrictions and keep people from posting critical remarks on the workings of the government, speak truth to power. The Supreme Court had knocked out Section 66A from the IT Act seven years ago.

Now, say people alarmed at the prospect, the Modi Government is bringing the provisions of the dumped Section back into operation through the backdoor. The backdoor happens to open into the front door of the United Nations. And the UN right now is engaged in talks to draw up a new UN treaty on fighting cybercrime.

Reports are that India has forwarded its own "criminalisation of offensive messages" protocol to the UN, and has done a pretty good job of copy-pasting Section 66A's language. The very same language that was used to haul up anti-government activists, including cartoonists and students.

The danger is that the Modi government could very well inform the top court, post the passage of the restrictions through the UN, that, hey, look, this is not "us" doing it, but the "international body", and India is bound to adhere to, and cannot kick its "international obliga-

tion" out the window. The Section 66A restrictions then would be back to haunt online speech. Cartoonists and journalists could once more be targeted.

Retired Supreme Court Justice Madan B. Lokur told online news portal 'The Wire' that it was "beyond shocking that the government is trying to introduce Section 66A through backdoor legislation." He wondered who the government was sending a "message" to? The apex court, the constitutional law experts, or "to freedom of speech supporters"? Perhaps, to all and sundry, "regardless of what the Constitution and the Courts may say"?

Since May-end, a panel of UN experts has been studying the different provisions of "criminalisation of cybercrime". The ad hoc panel will submit its report to the 78th session of the United Nations General Assembly in 2023-24. As part of the exercise, UN member states were asked to submit suggestions on "criminalisation, general provisions, and procedural measures/law enforcement."

India's made its submissions on 13 categories of offences, including on damage to computer systems, cyber terrorism and child pornography. "The Indian proposal lists 'Sending offensive messages through communication devices etc.' in Section 4(d). It then defined criminality in three ways. One, offensive information, and that which

is "menacing in character."

Two, false information disseminated for "causing annoyance, inconvenience, danger, obstruction, insult, injury, criminal intimidation, enmity, hatred or ill will, persistently by making use of such computer resource or a communication device." Three, electronic mail or electronic mail message that causes annoyance, inconvenience or deceives/misleads."

This is language that is not different from that of the axed Section 66A, a copy-paste job. In fact, "Section 4(d) in India's submission is an exact replica of the language used in the erstwhile Section 66A of the Information Technology Act."

The Supreme Court had struck down Section 66A on March 24, 2015. Section 66A was introduced in 2008 and was widely misused by law enforcement agencies. There was a glaring ambiguity in terms such as "offensive" and "menacing in character". These gave the agencies extraordinary powers to lodge cases and arrest anyone.

The Supreme Court order striking down Section 66A of the Information Technology Act was issued by a division bench of Justices J. Chaleswar and R F, terming Section 66A "unconstitutionally vague", and "struck down in its entirety being violative of Article 19(1)(a) and not saved under Article 19(2)". Today, seven years on, the United Nations has received India's

proposal to use the same language in the new UN convention that had been struck down by the Indian SC. This UN convention, once it is ratified by UNGA, will be legally binding on each member-state of the United Nations.

And that is where the danger is; danger to civil society and the common citizen at large. The Government of India will have free rein to introduce legislation that has the same language the SC had declared "unconstitutional". Not that the demise of Section 66A had made a difference. In July 2021, it was learned that despite its constitutional end, Section 66A was still being used, and as many as 1,300 cases had been lodged under its provisions after its annulment.

This compelled the Modi Government to write to the states. As for the UN convention, there is rising concern over it, primarily because it could directly and indirectly impact individual rights. Government control over online content wasn't what the UN set out to achieve. FoE could be hit in every country that puts its signature to the treaty. India under Prime Minister Narendra Modi appears more than eager to accept, and sign. Anti-cybercrime laws come in very handy to persecute. Freedom of expression will be the first casualty, followed by the quelling of basic human rights.

(IPA Service)

Prime Minister Modi has changed India's destiny



By: Anurag Singh Thakur

Seven days may be a long time in politics, but eight years is too short a time in a nation's history. Yet, in this short time Prime Minister Narendra Modi has raised the global profile of India and restored to the nation, in large measure, its lost pride, prestige and glory as Vishwaguru. As we enter the ninth year of his leadership as Prime Minister, not only will India rise further at home but also in the world. The course of India's destiny has been firmly set.

PM Modi's 'India First' policy—of placing the national interest above conventional geopolitics—has no doubt propelled India's rise abroad. A deft mix of hard and soft power projection, coupled with a robust demonstration of India's expertise in technology and its application that will ensure the Fourth Industrial Revolution does not pass us by, has added heft to the 'India First' policy architecture. PM Modi's thrust on unabashedly promoting India's civilisational heritage and its culture has provided it with clout.

Previous Governments have tried to project India's soft power, but those efforts had a limited impact. Promoting tourism without focusing on tourism-related infrastructure, or restricting India's many-hued appeal to only one monument, or, worse, showcasing the lowest denominator of popular culture as India's heritage, restrained India's rise on the soft power front. PM Modi has brought about a sweeping change in this approach, enlarging the canvas and including

complementary elements. For example, Yoga is now a household name around the world, thanks to PM Modi's initiative in getting the UN to declare June 21 as 'International Day of Yoga' and backing it up with multiple initiatives to popularise this unique civilisational inheritance of India and turning it into a gift to the world from this ancient land.

In the past, 'Vasudhaiva Kutumbakam' had become a vacuous slogan, a cliché which had lost its strong moral connotation. Saying the 'World is one family' and living this eternal truth anchored in India's civilisational ethos are two different things. PM Modi has shown that India not only believes in this dictum, distilled from the wisdom of its ancient sages and contained in its ancient texts, but also lives it. Hence, when the developed world showed its reluctance to help others with COVID-19 vaccine, PM Modi stepped forward to help neighbours as well as distant countries. 'Vaccine Maitri', in many ways, was India's finest moment in recent times when we showed to the world that we are different as a nation and as a civilisation; that we do not subscribe to the developed world's view that 'the devil take the hind most'.

'Vasudhaiva Kutumbakam', for PM Modi, is not only about pandemic assistance. India was the first country to reach out with disaster relief when a terrible earthquake struck Nepal, even before other countries in the region stirred themselves into action. At a time when Sri Lanka is going through turbulent times, India has unhesitatingly stepped forward to help tide over the crisis. The world has turned its face away from Afghanistan after the fall of Kabul and the rise of the Taliban. Regardless of the security implications of this momentous event, India has chosen to provide food relief to the people of Afghanistan. In the past, it was India which had gifted Afghans with a Parliament

House and built one of Afghanistan's most important dams.

The list of India living the lofty principle of 'Vasudhaiva Kutumbakam', of reinstilling values in how we perceive and engage with the world, is long, just as PM Modi's vision is vast. For instance, even while placing a restraint on the export of wheat for compelling domestic reasons, India has made it abundantly clear that countries which need wheat will be provided with wheat on a case-to-case basis. Underlying this decision is the deeply moral view that if the world is one family, food security cannot be for India alone. While other world leaders pay lip service to values and principles, PM Modi ensures values and principles guide India's engagement with the world.

The story of 'Digital India' is too well-known to be recounted. We now host the third largest number of startups and boast of 100 Unicorns. We have one of the finest UPIs which has made digital payments far more popular than in other countries. The world's largest COVID-19 vaccination drive was managed and monitored digitally. Digital inclusion has been the cornerstone of PM Modi's 'Digital India' policy. Unlike others, we are willing to share technology. On climate, India has led the way on renewables, especially solar energy, resilient development and green investment, serving as a lighthouse to the reluctant.

This burst of exuberance we see, the confidence among Indians that they can do it because PM Modi believes it can be done, is all pervasive. Our sportspersons, among the finest exponents of 'Young India' and inspired by the 'can do' Modi Mantra, are excelling and bringing home trophies that we could only dream of earlier. Bollywood is no longer only about popular culture of a certain variety. Our hugely talented film industry has stepped forward to combine creativity, culture and technology to produce world class content that can compete with the best

globally. Entertainment media and technology have merged seamlessly to make India a content sub-continent, an ideal platform for content producers around the world. India is poised to be both the largest consumer as well as producer of content. Recognition has come, most recently, by way of India being designated this year's 'Country of Honour' at Cannes.

The vastness of what India is—and what the world is yet to discover about this great nation—is exemplified by the gifts PM Modi carries with him for world leaders. No two gifts are similar, no two gifts come from the same place. Each is unique, each symbolises a tiny piece of the great mosaic of India's soft power in its truest sense; each celebrates the greatness of India's achievements and accomplishments as a civilisational nation. Today, India can send a mission to Mars and Moon; India can make supersonic missiles and aircraft carriers; India can produce the finest creative minds; India can rapidly cover the infrastructure gap; India can manage a debilitating pandemic better than other countries and restart its economy faster than anybody else; India can effectively reduce poverty and inequality; and, India can stand tall as the world's largest democracy.

As India celebrates the 75th anniversary of its independence, it must be recognised that in these eight years PM Modi has laid the foundation for India's unrestrained rise for decades to come. India shall continue to prosper at home and India's stature shall continue to rise in the comity of nations. As an ancient civilisation takes its rightful place in today's world, India shall be acknowledged as Vishwa Guru—a self-confident and self-reliant nation that leads and inspires. PM Modi has truly and irrevocably changed the course of India's destiny.

(The author is India's Union Minister for Information & Broadcasting and Sports & Youth Affairs.)

ASCI's Guidelines on Harmful Gender Stereotypes in Advertising Released

Guidelines Lay Down Boundaries for Unacceptable Portrayals to Create Progressive Gender Depictions



Union Minister for Women and Child Development Smriti Irani (third from left) releasing ASCI's guidelines on harmful gender stereotypes. ASCI Chairman Subhash Kamath and others look on.

IT Correspondent
Mumbai, June 10:

The guidelines that guard against harmful gender stereotypes prepared by the Advertising Standards Council of India (ASCI) were released by Union Minister for Women and Child Development Smriti Irani at an event held in New Delhi on Thursday.

The guidelines are based on a study report by ASCI and Futurebrands focusing on women. They also provide guardrails for the depiction of other genders. ASCI will consider stereotypes from the perspective of the group of individuals being stereotyped. The use of humour or banter is not likely to overcome the underlying issue of such harmful stereotypes. The guidelines do not intend to prevent ads from featuring glamorous, attractive, successful, or healthy people, the ASCI's statement said.

On the occasion, ASCI Chairman Subhash Kamath said that "the new guidelines have been created after extensive consultation with many partners- both from industry, as well as civil society organizations, including the *Unstereotype Alliance Australia* and UNICEF. These guide-

lines are a big step forward in strengthening ASCI's agenda to shape a more responsible and progressive narrative".

Speaking at the launch of the guidelines Union Minister for Women and Child Development Smriti Irani said, "While there are women who are happy with the incremental change that has been made in the advertising industry, women of my generation are a bit more impatient. It is time not only for the men but also for the women in the advertising industry to step up. This is a very important move, and I believe that there is a long journey to be undertaken to turn the thinking but it's required now. Work in this area must move with more and more speed and organizations like ASCI should lead this, the action beginning with its member base".

While advertisements may feature glamorous people, they must not suggest that an individual's happiness or emotional wellbeing depends on conforming to these idealized gender-stereotypical body shapes or physical features, the ASCI said in a statement.

Advertisements that are aimed at children may feature a specific gender but should not

convey that a particular children's product or activity, is inappropriate for one or another gender(s). For example, someone chiding a boy playing with dolls or girls from jumping around because it is not the typical activity associated with gender.

Advertisements should not mock people for not conforming to gender stereotypes. For example, an ad may not belittle a man for carrying out stereotypically female roles or tasks or make fun of a same-sex relationship.

Undesirable gender ideals
Similarly, the advertisements should not reinforce undesirable gender ideals. For example, an advertisement must not depict that family members create a mess around a home, while a woman is solely responsible for cleaning it. Similarly, a woman returning from work may not be shown as solely responsible for doing household duties while others around her are at leisure.

An advertisement may not suggest that a person fails to achieve a task specifically because of their gender e.g., a man's inability to change nappies or a woman's inability to park a car. This does not prevent the advertisement from

showing these stereotypes as a means to challenge them. Also the ad may not suggest that a short man, a dark woman, or any individual who is overweight has difficulty finding a job or a partner due to this aspect of their physique.

Sexual objectification of characters

Advertisements should not indulge in the sexual objectification of characters of any gender. For example, an online takeaway service featuring an image of a woman wearing lingerie lying back in a provocative pose behind various fast-food items would be considered problematic. If the ad uses a suggestive image of a woman that bears no relevance to the advertised product, the ad would be considered as projecting women as sexual objects and thus a gender stereotype that is likely to cause harm.

Advertisements cannot provoke or trivialize violence (physical or emotional), unlawful or anti-social behaviour based on gender. Similarly, the ad should not encourage or normalize voyeurism, eve-teasing, stalking, emotional or physical harassment, or any similar offenses. This does not prevent the advertisement from showing these depictions as a means to challenge them.

Gender portrayal is a complex and nuanced issue and the guidelines provide an interpretation of ASCI's Chapter III which deals with ads that can cause harm to individuals or society. The advertising, through subtle and implicit depictions, reinforces certain harmful stereotypes and overlooks the aspirations of individuals and groups. A recent study by Kantar Group, a media company based in the UK shows that 64% of consumers believe that advertising reinforces rather than helps eradicate harmful gender stereotypes.

India sees 7,584 new Covid cases, highest daily surge in nearly 3 months

Agency
New Delhi, June 10:

India registered its highest daily spike in nearly three months with 7,584 new Covid cases as the country witnesses a fresh surge in several parts. Twenty-four deaths were recorded during the same period, taking the overall death count to 5,24,747.

Maharashtra, the state with highest overall cases, recorded 2,813 cases, the sharpest rise any state saw in 24 hours. This was followed by Kerala, which recorded 2,193 cases. Maharashtra has logged over 79 lakh cases so far, while Kerala has 65 lakh infections

registered since the start of the pandemic.

While Karnataka recorded 471 cases, Delhi logged 622 fresh Covid infections.

India's daily Covid-19 infection rate has seen a huge rise, prompting state governments and air authorities to bring back mandatory face mask rules. So far hospitalizations remain low as most of the reported cases are mild.

India has recorded 4,32,05,106 cases of Covid so far, and it has the highest overall cases in the world after the United States.

According to the latest health bulletin by the ministry, the country's active caseload saw an increase of 3,769 infections

and stands at 36,267. It currently comprises 0.08 per cent of the total tally.

The nationwide recovery rate was recorded at 98.70 per cent. As per the government data, 42,644,092 people have recovered from the viral disease so far. The case fatality rate is at 1.21 per cent, the ministry said.

The daily positivity rate was recorded at 2.26 per cent, while the weekly positivity rate was at 1.50 per cent.

A Bloomberg report highlights that about 69 per cent of India's 1.4 billion people have been administered with both doses of the Covid-19 vaccine. Whereas, 3 per cent have had a booster dose.

One NSCN(U) insurgent lays down arms, joins mainstream



IT News
Imphal, June 10:

Somsai Battalion under the aegis of IGAR(S) persuaded the homecoming of one cadre of NSCN(U).

The cadre surrendered one .22 pistol along with 19 rounds and four Chinese hand grenades to Assam Rifles in presence of Manipur Police at Somsai, Ukhrul district, on June 8, 2022.

Security Forces complimented the cadre for this decision and wish that all those who have chosen the wrong path, join back into the mainstream and live a happy and peaceful life.

AR conducts Lecture on Anti Drug

IT News
Imphal, June 10:

Loktak Battalion Assam Rifles under the aegis of IGAR (S) organised lecture on Anti Drug Awareness to acquaint the local youths about the ill effects

of drugs at Ningthiching village of Bishnupur District, Manipur yesterday.

During the interaction, the youths took the solemn oath to fight against drug abuse and get involved in nation-building activities.

The local populace applauded the efforts made by Assam Rifles for organising such event and requested to frequently conduct these kind of lecture so that the local youths and students can be benefited.

The Impact of Noise Pollution



By: Vijay Garg

Not only air and water pollution on earth, noise pollution has also become a major cause of crisis. Recently, the annual report of the United Nations Environment Program (UNEP) has come out. According to this report, Moradabad district of Uttar Pradesh in India has been described as the second most noise pollution city in the world after Dhaka, the capital of Bangladesh. Moradabad is among the top eight cities in the world where the average noise level has reached above one hundred decibels. In Dhaka the noise level reaches up to one hundred and nineteen decibels during the day, while it is recorded at one hundred and fourteen decibels in Moradabad, located on the banks of the

Ramganga river.

The list also includes cities such as Kolkata and Asansol (nine decibels), Jaipur (eight-four decibels) and Delhi (eighty-three decibels), where noise frequencies have been found to exceed the World Health Organisation's prescribed standards. Significantly, in its guidelines issued in 2018, the World Health Organization had issued different parameters for different sources of noise pollution during the day.

According to this, the noise level during the day in road traffic should not exceed fifty-three decibels, fifty-four in rail transport, forty-five decibels during the operation of airplanes and windmills. The noise above this is considered very injurious to health. Obviously, rising noise levels are a sign of great danger, which cannot be ignored any longer.

The situation of noise pollution in fast growing cities on the path of industrialization and urbanization is becoming dire day by day. According to the World Health Organization (WHO), noise has become the second largest environmental

cause of health problems after air pollution. The high frequency sounds emanating from the transport and industry sectors are making people untimely ill.

This is having an effect on life expectancy. Many cities of the world are deeply affected by noise pollution. In New York City, for example, nine out of every ten commuters on public transportation are exposed to noise above the set limit of seventy decibels. At the same time, more than seventy per cent of the population of Barcelona city of Spain is suffering from noise level higher than fifty-five decibels.

A fifteen-year study on residents of the Canadian city of Toronto found that exposure to road traffic noise increased people's risk of heart disease and the incidence of diabetes by eight percent and high blood pressure by two percent. increased by.

With every decibel increase in noise during the day in many cities, the risk of heart diseases is increasing manifold. For the global population already suffering from air, water and soil

pollution, tackling noise pollution is no less than a challenge. Noise pollution arises from roads, railways, airports, industries and large events.

Generally in cities where there is more traffic and industry, noise pollution has taken the form of a permanent problem. But now even the villages are not untouched by it. The use of agricultural plants in villages and sound devices like TVs, mobiles and loudspeakers have affected the 'hearing' of the villagers.

Loud, light and melodious sound is an important and valuable part of everyday life. But when the ambient sound turns into noise, it starts adversely affecting our mental and physical health. Noise pollution is increasingly viewed as a top environmental risk and public health burden across all age groups and social groups.

It is such a serious environmental and invisible threat that it is affecting some parts of our body as well as mental health. Unwanted and unpleasant noises can disturb and make us stressed. This disturbs sleep and makes it difficult for people

to sleep. Hearing of loud sound weakens our hearing and leads to deafness.

According to the United Nations, about 1.5 billion people around the world are currently living with hearing loss. At the same time, a report by the World Health Organization shows that by the year 2050, one out of every four people in the world, or about twenty-five percent of the population, will be living with some degree of hearing loss.

Indeed, the adverse effect of noise on public health is a growing global concern. Sounds of eighty-five decibels or more are believed to cause damage to a person's ears. Exposure to loud noises can increase the risk of high blood pressure and heart disease.

Children, the elderly and pregnant women are most affected by this. Loss of memory, trouble concentrating, and studies and writing are also common due to living in high-noise areas. People who stay in such areas for a long time, they start speaking louder than before and they also start having trouble hearing low sounds. This has a negative effect on their body and mind.

The situation of noise pollution is becoming dangerous due to industrialization and urbanization

Tinnitus, also known as ringing in the ears, is a common disease caused by noise pollution. The human ear is unable to hear audio (frequency less than twenty Hz) and ultrasonic (frequency more than twenty thousand Hz) sound. The constant high frequency in the ears weakens the eardrum of children. Continuous exposure to noise for eight hours a day can cause permanent hearing changes in children, including the inability to hear certain frequencies.

Increasing noise not only affects the animals living on land, but has also emerged as a major problem for marine life. In fact, the noise of ships, underwater drill machines, sonar equipment and seismic tests have also destroyed the peace of the marine environment. Due to this, marine organisms, especially mammals, have to face many problems. The vibrations produced by the noise make sea creatures uncomfortable.

Control of noise is also necessary so that the earth can be

saved from another disaster and the life of all living beings can be protected. In order to preserve biodiversity, it has become very important to control it.

Of course, the government has been making efforts to control noise pollution, but until the society does not come forward, this problem will not end. There has to be a sense of responsibility towards the environment within everyone, only then this earth will be able to live again.

Under the Noise Pollution (Regulation and Control) Rules-2000, the use of noise generating devices, bursting of loud crackers, playing horns on the streets and use of musical and musical instruments at loud noises is prohibited. Along with this, the noise level has been fixed at seventy-five decibels in industrial areas, sixty-five in commercial areas, fifty-five in residential areas and fifty decibels in quiet areas during the day time in this law. If we stop making noise at our own level then the whole environment can be free from noise pollution.

SC dismisses pleas seeking special stray round of counselling for NEET-PG

Agency
New Delhi, June 10:

The Supreme Court on Friday dismissed a plea to direct the government and the Medical Counselling Committee to conduct a "special" stray round of counselling to fill up 1,456 vacant seats from NEET-PG 2021.

A Vacation Bench of Justices M.R. Shah and Aniruddha Bose said another round of counselling at this point of time would affect medical education and create confusion, which, in turn, would affect public health.

The Bench noted that the seats had remained vacant despite eight to nine rounds of counselling. They were hardly any takers for these seats mainly for non-clinical courses. The counselling for NEET PG 2021 has now finally been closed. The 2021 academic year has already been delayed by 1.5 years.

Now, the counselling process for NEET-PG 2022 is about to commence. Another round of 'special stray' counselling for the 1456 seats may coincide with the upcoming PG 2022 counselling process and create confusion. Hence, the court said, the government and authorities had taken a conscious decision to stop the counselling process for PG 2021.

"The Medical Counselling Committee and the Union of India have to adhere to the time schedule for completing the admission process and the current schedule of NEET PG 2021 which is already behind time schedule... not to have another stray round is in the interest of medical education. There cannot be any compromise on the quality of medical education as it affects public health," the court observed in the order.

The court noted that out of 40,000 seats up for counselling, only 1456 had remained vacant, most of which were non-clinical seats. The Supreme Court on Thursday, while reserving the case for orders, had indicated that 'stray' rounds of counselling to fill up the vacant seats cannot go on forever. Additional Solicitor General Balbir Singh, for the Health Ministry, had submitted that out of a total 1,456 vacant seats in NEET PG 2021, over 1,100 were allocated to private colleges while the government had 300 vacant seats.

Mr. Singh said seats were mostly for non-clinical courses. "These courses are mostly for those who prefer an academic life. They would not be medical doctors but would be qualified to teach subjects

like anatomy, etc. Very difficult to get jobs. So students do not opt for these courses though there are seats available," the law officer had explained.

Mr. Singh had also noted that 76.7% of the vacant seats belong to private institutions and students did not find it feasible to enroll for expensive non-clinical courses in these colleges which would ultimately not even guarantee them employment.

Advocate Gaurav Sharma, appearing for the National Medical Commission, had submitted that vacant seats in non-clinical courses was an annual phenomenon. The court, on Wednesday, on a petition filed by a group of doctors led by Astha Goel, led by senior advocate Rachna Srivastava, advocates Charu Mathur and Milind Kumar, had taken serious note of the 1456 vacant seats.

Later, the Chief Minister flagged off the vehicles carrying planting materials which were to be provided to farmers of 5 districts including Chandel, Kamjong, Kangpokpi, Tengnoupal and Ukhrul. Planting materials of Ginger, Turmeric, Large Cardamom, Low chilling apple, Pineapple, Kachai lemon and Tamenglong Orange will be distributed to the farmers of the 5 districts as the First Phase. While, winter vegetable seeds will be distributed by October 2022 as the Second Phase.

Dutch MP Comes in Support of Nupur Sharma in a Prophet Remarks Row

By Raju Vernekar
Mumbai, June 10:

While over 15 West Asian countries have sent official messages to India condemning suspended BJP spokesperson Nupur Sharma's alleged derogatory remarks made over Prophet Mohammed, Geert Wilders, the Dutch lawmaker has supported her saying India should not have apologized over the matter.

After the al-Qaeda threat to Sharma, a far-right Dutch MP Geert Wilders, has come out with a couple of tweets in support of Sharma. He said that "Appeasement never works. It'll only make things worse. So my dear friends from India, don't be intimidated by Islamic countries. Stand up for freedom and be proud and steadfast in defending your politician #NupurSharma@NupurSharmaBJP who spoke the truth about Muhammad."

"It is ridiculous that Arab and



(Left) Dutch lawmaker Geert Wilders (Right), Suspended BJP spokesperson Nupur Sharma.

Islamic countries are angered by Indian politician #NupurSharma@NupurSharmaBJP for speaking the truth about #ProphetMuhammad who indeed married Aisha when she was six years old and consumed the marriage when she was nine. Why does India apologize?" he added. "My message to them is: go to hell. You have no morals. We stand for the truth. We stand for freedom," he further said.

Whereas an Iranian External Affairs Minister Hussain

Amir Abdollahian after Wednesday's meeting in a tweet said "pleased to meet PM Modi and External Affairs Minister S Jaishankar and other Indian officials to advance our bilateral strategic dialogue. Tehran & New Delhi agree on the need to respect divine religions & Islamic sanctities & to avoid divisive statements, determined to bring relations to new heights."

However back home, veteran actor Naseeruddin Shah exhorted the three Khans of

Bollywood, Shah Rukh Khan, Salman Khan, and Aamir Khan for keeping quiet over the Prophet controversy. In a TV interview, the actor said that these big actors 'had too much to lose' and therefore couldn't speak about the topic.

"I cannot speak for them. I am not in the position they are in. I feel they think they would be risking too much. But then, I don't know how they explain it to their conscience about it".

In the meanwhile the Bhiwandi (near Mumbai) city police have served a notice to Naveen Kumar Jindal, suspended media head of the Bharatiya Janata Party (BJP)'s Delhi unit, asking him to be present before the police station on June 15 in a case of hurting religious sentiments by making derogatory comments on Prophet Mohammed. An FIR has been registered on a complaint given by Maulana Mohamed Noori, 48, an Imam by profession and resident of Bhiwandi.

Nitish Kumar says No Need For Anti-conversion Law in Bihar, Stumps BJP

IPA
Patna, June 10:

Strong differences of opinion continue to widen the gulf between Bihar Chief Minister Nitish Kumar and his ally BJP. After CM Nitish's initiative on caste census compelled alliance partner BJP to also come to the fore on the issue, the canny CM has now said that there was no need for any anti-conversion law in Bihar. Nitish

Kumar has asserted that Bihar is a place where the members of different religious communities, irrespective of any barrier, live in peace and harmony, which precludes the necessity for such a law. This move comes despite the leaders of the BJP, the ruling alliance partner with the JD(U) in Bihar, have been demanding such a law for a while. Senior state BJP leaders had earlier urged the Bihar government that

Rohingyas and Bangladeshis have illegally sneaked into Bihar and they should not be counted in the caste-based census to legitimize their stay. However, Nitish Kumar, who controls the JD(U) and credits his influence and rise in politics to the secular socialist movement, is questioning the narrow perspective and could also be seen as sending a strong message to his ally, BJP.

Contd. from Page 1

Chief Minister launches new....

Later, the Chief Minister flagged off the vehicles carrying planting materials which were to be provided to farmers of 5 districts including Chandel, Kamjong, Kangpokpi, Tengnoupal and Ukhrul. Planting materials of Ginger, Turmeric, Large Cardamom, Low chilling apple, Pineapple, Kachai lemon and Tamenglong Orange will be distributed to the farmers of the 5 districts as the First Phase. While, winter vegetable seeds will be distributed by October 2022 as the Second Phase.

Additional Chief Secretary (Horticulture and Soil Conservation) P. Vaiphei, Director, Horticulture and Soil Conservation Honey Chara, Project Director, Manipur Organic Mission Agency (MOMA) K. Devadutta Sharma, farmers and other officials also attended the programme among others.

It may be mentioned that to combat drug menace which had become a social problem, the State Government had taken multi-pronged approach through inter departmental efforts to provide alternative livelihood to poppy cultivators with a sustainable integrated farming system. An amount of Rs. 400 Lakhs is earmarked for the year 2022-23 for implementing the alternative liveli-

hood to poppy cultivators. An Annual Action Plan with different components is also prepared for implementation with a target of 500 nos. of Farmers covering about 500 acres in the districts of Chandel, Kamjong, Kangpokpi, Ukhrul and Tengnoupal Districts.

"Manifresh" which is a combination of words derived from the Word Manipur & Fresh Horticulture Products of the state. The produces include both fresh and processed horticulture products. The Logo and Brand had been launched to bring the entrepreneurs under a common platform and banner through Brand Building initiative.

Similarly, clear Guidelines are laid for duties of manufacturer, service provider, advertiser and advertising agency, due diligence to be carried out before endorsing and others. Guidelines aims to protect consumer's interest through bringing in more transparency and clarity in the way advertisements are being published, so that, consumers are able to make informed decisions based on facts rather than false narratives and exaggerations.

Centre issues 'Guidelines on....

Keeping in view the sensitivity and vulnerability of children and severe impact advertisements make on the younger minds, several preemptive provisions have been laid down on advertisements targeting children. Guidelines forbid advertisements from exaggerating the features of product or service in such manner as to lead children to have unrealistic expectations of such product or service and claim any health or nutritional claims or benefits without being adequately and scientifically substantiated by a recognized body. Guidelines says that advertisement targeting children shall not feature any personalities from the field of sports, mu-

sic or cinema for products which under any law requires a health warning for such advertisement or cannot be purchased by children.

Disclaimers in advertisements play a pivotal role from consumer perspective since, in a way it limits the responsibility of the company. Therefore, guidelines stipulates that disclaimer shall not attempt to hide material information with respect to any claim made in such advertisement, the omission or absence of which is likely to make the advertisement deceptive or conceal its commercial intent and shall not attempt to correct a misleading claim made in an advertisement. Further, it provides

that, a disclaimer shall be in the same language as the claim made in the advertisement and the font used in a disclaimer shall be the same as that used in the claim.

Similarly, clear Guidelines are laid for duties of manufacturer, service provider, advertiser and advertising agency, due diligence to be carried out before endorsing and others. Guidelines aims to protect consumer's interest through bringing in more transparency and clarity in the way advertisements are being published, so that, consumers are able to make informed decisions based on facts rather than false narratives and exaggerations.

Sports

44th Chess Olympiad's official logo launched in Chennai



IT Correspondent
Chennai, June 10:

Tamil Nadu Chief Minister MK Stalin on Thursday launched the official logo for the historic 44th edition of the Chess Olympiad, to be held in Mahabalipuram near Chennai from July 28 to August 10.

As the country is all set to host the world's biggest chess event for the first-time ever in

100-year history of the Olympiad, a vibrant logo, expressing the excitement with its exuberant colors, was unveiled in Chennai as All India Chess Federation's President Sanjay Kapoor, Secretary and Olympiad Director Bharat Singh Chauhan alongside other dignitaries were also present on the occasion.

"This is the first time that India is hosting a sporting

event of this magnitude in any discipline and we decided that the Mascot of the Olympiad should be the 'knight' popularly known as the stuntman on the chess board" AICF Secretary and Olympiad Director Chauhan said at the launch while talking to the media.

With less than 50 days remaining for the upcoming edition of the Chess Olympiad, AICF officials have been work-

ing round the clock to ensure a smooth conduct of this prestigious event.

"We want to set this Olympiad as a milestone for other sporting events in India. This Olympiad is going to not only script history but also inspire generations. I'm confident that our team at AICF will leave no stone unturned in making this event a huge success," AICF President Kapoor added.

FIDE has earlier announced the introduction of the Olympiad Torch Relay from this year's event, celebrating the popularity of the game in India, the land chess originated from.

A record 343 teams in open and women's sections from 187 countries across the globe have registered so far for the 44th Chess Olympiad, which will see India's two teams each participating in open as well as women's section.

Assam Rifles conducts Yoga Sessions to Commemorate 8th International Yoga Day



IT News
Imphal, June 10:

Mantripukhri Battalion Assam Rifles under IGAR (S) conducted a Yoga session to commemorate the 8th International Day of Yoga,

2022 at DAV Public School, Sangakpam Bazar, Imphal East yesterday.

The event was organised to spread awareness and benefits of Yoga among the students. The event was attended by total 350 students and school

staff. The event concluded with refreshments and interaction with attendees and School Management Committee.

The School Management Committee appreciated the efforts of the Assam Rifles in promoting yoga in the school.