

World Environment Day Observed: 75 lakh saplings to be planted within August

IT News
Imphal, June 5:

Chief Minister N. Biren Singh today stated that the State Government is targeting to plant 75 lakh saplings across the State within the August month of this year. The initiative is being taken up as a part of Azadi Ka Amrit Mahotsav to mark 75 years of Independence.

The Chief Minister was addressing the gathering at the observation function of World Environment Day held today at Sewage Treatment Plant (STP) Site, Heirangothong Maibam Leikai, Imphal. The State Level observation was organized by the Directorate of Environment & Climate Change on the United Nations theme "Only One Earth".

To ensure achievement of the plantation target, N. Biren stressed the need to allocate each college in the State, with the task to carry out plantation drive at one hill located in valley areas. He continued

that tree saplings for the same would be provided by Horticulture and Forest Department while the expenses are to be borne by Forest Department. He also sought support and involvement of all sections of people, Local Clubs and different Riders' Groups in the initiative to mitigate the degradation of environment and climate change.

The Chief Minister informed that tree plantation had been carried out at around 300 hectare of land under the Green Manipur Mission so far and the plantation drive is still going on. He informed that an amount of around Rs. 300 crore had been allocated for conservation of water bodies at Lamphelpat.

Speaking about the Sewage Treatment Plant where the World Environment Day was observed today, he stated that household wastes from 73 drains, along the Nambul River, are brought to the Treatment



Plant through pipelines. The treated water would be used for irrigation covering 43 hectares of adjacent agricultural land, he added. He informed that rejuvenation of other rivers would also be started. He urged the public not to dump waste into the river, instead put the waste in a dustbin so that it could be

collected from their residence by concerned authority. Lastly, he appealed to all the public to support and take their part in making the Green Manipur a reality.

Forest and Environment Minister Shri Th. Biswajit, while delivering his speech, expressed happiness on seeing involvement of many

women in the World Environment Day observation. He informed that the Forest and Environment Department is taking up steps to revive around 1384 number of spring sources and also to conserve around 1591 number of water bodies in the State. He further stressed on the plan of the Department to

rejuvenate major polluted rivers of the State.

He further announced that the Government has made a plan to set up a Sewage Treatment Plant at Porompat for treatment of waste generated from Jawaharlal Nehru Institute of Medical Sciences, by sidelining the waste from flowing into Kongba River. This would help in preventing pollution of the river, he added.

Expressing concern on the temperature rise in the State owing to climate change, Biswajit urged the public to start planting trees and take part in conserving nature.

MLA for Langthabal AC, Karam Shyam stated that the observation of World Environment Day under the theme "Only One Earth" had made the whole world a family, making every citizen take responsibility to save nature. Stressing the need for a collective responsibility in giving a true meaning to the World Environment Day, he

appealed to everyone to plant a tree today.

Chief Secretary, Dr. Rajesh Kumar, Additional Chief Secretary M.H. Khan, Principal Chief Conservator of Forest A.K. Joshi, Vice Chancellor, Dhanamanjuri University Prof. N. Rajmuhon Singh, Director, Environment & Climate Change Dr. Y. Nabachandra Singh, Officials of Environment Department and members of Royal Riders Manipur attended the programme among others.

As a part of the programme, the Chief Minister led the other dignitaries in planting tree sapling at the STP site.

World Environment Day Stickers and T-shirts and Caps were also released.

Brand Ambassador, CM's Green Manipur Mission Miss Valentina Elangbam was also felicitated during the programme.

Later, N. Biren flagged off Royal Riders "Motorcycle Rally" to spread awareness on World Environment Day

Police turn deaf on complaint to recover JCB Excavator which has not been return after hiring on February 2021

IT News
Imphal, June 5:

Complaint lodged to the Imphal West Police station for recovering of a JCB Excavator, which was hired by two individuals in February 2021 till today seems to be laying dull for reasons best known the police authority.

The JCB Excavator bearing registration No. MN01-6665 (Chassis No. 37999 and Engine No. 9816029535) is owned by Special Contractor identified as Ningthoujam Kumar Meitei. Two individuals identified as Ningthoujam Thoiba Singh and Angam hired the JCB excavator on February 27, 2021 on oral agreement of paying Rs. 5000/- (Five Thousand) per day as rent for the excavator. A sum of Rs. One lakh was also reportedly



deposited as advance rent to the owner by the two individuals. The two persons had also reportedly agreed to pay hiring charge of the JCB Excavator on completion of every month starting from February 27, 2021. Cell Phone No. provided to the owner of the excavator by the two individuals are 8787730334/6009822247 (Ningthoujam Thoiba Singh) and 8119851141 (Angam), as per the complaint lodged to the

Police.

The two persons then fail to response to calls by the owner Ningthoujam Kumar Meitei when asked for payment of the hiring charge on completion of one month.

As the two individuals didn't response or neither return the JCB Excavator even after completion of 10 months, the owner of the JCB Excavator lodged a complaint to the Imphal West Police pleading for recovering of the

Excavator hired by the two Individuals on December 1, 2021. The Imphal West Police had filed an FIR in connection with the complaint for arrest of Ningthoujam Thoiba Singh (45 yrs) of Nongmaikhong Mayai Leikai near D.S.A. Ground Municipality Office, Kakching District Manipur. However, even after five years the person has not been arrested and question about the whereabouts of the JCB Excavator.

Speaking to Imphal Times owner of the JCB Excavator, Ningthoujam Kumar Meitei said that he fear his excavator be taken to border area by the two individuals. He said that if the police remain dull in finding his lost vehicle then trust to the law enforcing agency may be lost. He urged the higher authority to look into the matter.

Tree planted at Langjing Achoubagi Old Age Home on the occasion of world environment day



IT News
Imphal, June 5:

On the occasion of World Environment Day 2022, the Kangla Accupressure, Alternative Therapy, Treatment Research & Training Centre and the Yoga Nature Cure

Accupressure, Alternative Therapy & Research Centre organised a tree planting programme at Langjing Achoubagi Old Age Home.

Rakesh Naorem, a Social & Cultural Activist, stated at the event that we should plant more trees before humans start

carrying oxygen cylinders on our backs.

Rakesh Naorem further said that World Environment Day was established in 1972. This year's World Environment Day commemorates the event's 50th anniversary. Sweden will host World Environment Day in 2022, with the theme "Only One Earth," emphasising sustainable living in harmony with nature. We must try not to harm the environment in the face of climate change.

During the event, Secretary of the Old Age Home, KC. Gita Devi, stated that nature is very important for all living beings to survive and thrive, it protects our lives, and it is our first duty to protect nature in any way we can. To make our planet healthier and greener, we must plant more trees. On the occasion of World Environment Day, we plant saplings in this old age home to make our planet healthier and greener.

AR apprehended an UG

IT News
Imphal, June 5:

Manipur Police has apprehended a suspected PLA insurgent in Khurai Soibam Leikai, Imphal East district on June 4, said a statement by the Assam Rifles.

The apprehended person was actively involved in extortion activities on behalf of the prescribed group in the valley areas and handed over to Porompat Police Station for further investigation, the statement added.



India's efforts to protect environment multi imensional, says PM Modi

Agency
New Delhi, June 5:

Prime Minister Narendra Modi Sunday addressed a programme on 'Save Soil Movement' here on the occasion of World Environment Day. Isha Foundation founder Sadhguru Jaggi Vasudev had also participated in the event held

at Vigyan Bhawan in New Delhi. The gathering was first addressed by Jaggi Vasudev, popularly known as Sadhguru. PM Modi's participation in the programme is reflective of the shared concerns and commitment towards improving the health of the soil in India. PM Modi announced India has achieved target of 10 per cent ethanol blending in petrol five

months before deadline. The policies related to biodiversity and wildlife that India is following today have also led to a record increase in the number of wildlife: PM Modi told the gathering at the 'Save Soil Movement' programme attended by several experts in the field and environmentalists.

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PM CARES for Children : A Visionary Approach



By - Er. Prabhat Kishore

A large number of children have lost both parents or surviving parents or legal parents or adoptive parents during the period of the COVID-19 pandemic starting from 11th March 2020 to 28th February 2022. The whole country stands with such children in difficult time. To support such orphan children, the "PM CARES for Children" schemes have been launched across the country on 29th May 2021. The scheme is a determined step taken by the country for a golden future

of such children.

The scheme aims to ensure comprehensive care and protection of children who have lost their parents to the COVID pandemic, in a sustained manner, enable their well being through health insurance, empower them through education and equip them for self-sufficient existence with financial support of Rs 10 Lakh on reaching 23 years of age. The child should not have completed 18 years of age on the death of the parents.

The PM CARES for children scheme shall provide educational assistance entitlements - (i) Support for Boarding and Lodging to the extent feasible in the government residential schools, (ii) Uniforms, Textbooks, Tuition Fees, Notebooks, Stationery, Transport facilities to the beneficiaries. Children above 10 years of age can be enrolled in Kasturba Gandhi Balika Vidyalaya, Netaji Subhash Chandra Bose Awasiya Vidyalaya,

Eklavya Model Schools, Sainik School, Navodaya Vidyalaya as per the guideline of the concerned institution.

All identified and verified children will be enrolled as beneficiaries under the Ayushman Bharat Pradhan Mantri-Jan Arogya Yojana (PM-JAY) Scheme with a health insurance cover of Rs 5 Lakh. The cover under the scheme includes all expenses incurred on Medical examinations, treatment & consultations, Pre-hospitalisation, Medicine & medical consumables, Non-intensive & intensive care services, Diagnostic and laboratory investigations, Medical implantation services, Accommodation benefits, Food services, Complications arising during treatment and Post-hospitalisation follow-up care upto 15 days.

A lump-sum amount will be directly transferred to the post office account of the beneficiaries. A pro-rata amount will be credited upfront in the account of the beneficiary such that the corpus becomes Rs 10 Lakh at the time of attaining the age of 18 years. On attaining the age of 18 years, the beneficiary will receive a stipend till the age of 23 years by investing the corpus of Rs 10 Lakh. They will receive an amount Rs 10 Lakh on attaining the age of 23 years. The

central government has promised Rs 4000/- for daily basic needs of children through other schemes.

For the execution of the scheme, Ministry of Women and Child Development (MoWCD) is the nodal Ministry at the central level; Department of Social Justice or Department of Women & Child Development is the nodal agency at the State level and District Magistrate is the nodal authority at the district level.

Various Ministries and Departments have a crucial role to play in providing facilities and services to the children as per their needs. The Department of School and Literacy will ensure that the beneficiary children receive educational assistance; Department of Higher Education will facilitate loans and scholarships; The Ministry of Health and Family Welfare will ensure insurance cover under PM-JAY scheme. The Ministry of Social Justice and Employment, Ministry of Tribal Affairs and Ministry of Minority Affairs will accommodate the children identified under their scholarship programme. The Department of Economic Affairs will facilitate investment of the fixed deposit in an instrument to ensure stipend after 18 years of age and

lump-sum payment of Rs 10 Lakh at 23 years of age.

Identification of beneficiaries will be done by the District Magistrate with the assistance of police, District Child Protection Unit (DCPU), Child Line & Civil Society organizations. Gram Panchayat, Anganwadi & ASHA network will be sensitized to report such children to CWC. The identified child will be registered within a week time on the online portal developed for the purpose. The detailed verification of the beneficiary will be done by the CWC and will be uploaded on the portal within 15 days. After the recommendation of CWC and confirmation of the DM, the account of eligible beneficiaries will be opened in the Post Office. Children below 18 years of age will have a joint account with DM; whereas in case of children of 18 years or above a single account will be opened.

Upon receiving approved list of beneficiaries on the portal, MoWCD will transfer the lump sum amount to the account of DM. Subsequently, the DM will provide funds to the children's account and to the institutions responsible for their education, health or other activities. According to MoWCD, uptill now more than 4000 children

from all corners of the country have been approved and the process is on.

The National Commission for Protection of Child Rights (NCPCR) has claimed that 147492 children have lost either both their parents or one of their parents due to the Covid-19 pandemic and other reasons between March 2020 and 29th May 2021, but data of only due to Covid is not available. According to MoWCD, 9042 applications from 33 States/UTs have been received on the "PM CARES for children" portal, out of which 4345 beneficiaries from 31 States/UTs have been approved. In reality, neither the government nor any NGO has complete data of children orphaned during the Covid. The Government should ensure proper survey of such children. Only then, the developed policies and programmes can benefit them. Also the society should come forward to adopt such children for their welfare.

PM CARES for children is a holistic approach to cover children, who lost their parents during the worldwide pandemic Covid-19. It is hoped that through this ambitious scheme, the lives of such unfortunate children will be settled to some extent and they will move ahead on the path of a bright future.

Significance of World Environment Day, Theme and More

By - Vijay GarG

Change is a very obscure word that can mean both good and bad things — depending on the context. The world is changing at an unprecedented rate right before our eyes. And while the changes in technology and innovation are signs of how well the human race is doing, changes in our Earth's climate are concerning.

The climate crisis has exacerbated extreme weather events that kill or displace thousands, while resulting in trillions of dollars in economic losses. These disastrous consequences are pushing humanity towards a change of a different kind: a change in our priorities. We need a world where policy makers care more about the environmental aspects of any given project over the monetary viability.

The best way to make this happen is to spread awareness and make people realise just how dire and precocious our positions are. To do so, the World Environment Day is celebrated annually — to stress on just how close the Earth is to tipping over the point of no return.

First observed in 1973, World Environment Day is characterised by the United Nations Environment Programme (UNEP) as "a global platform for inspiring positive change". The event is celebrated on June 5 every year. And this time, the global environment summit that first took place 50 years ago will be hosted by Sweden.

What is the theme of World Environment Day 2022?

The theme of World Environment Day 2022 is Only One Earth, focusing on "Living Sustainably in Harmony with Nature".

The world population is steadily inching towards 8 billion, and we're using the equivalent of 1.6 Earths to maintain our current way of life, the United Nations Environment Programme (UNEP) reported. Naturally, the ecosystems cannot keep up with our demands and, as a result, are fast declining.

Now more than ever, we need to remember that we only have one Earth and are running out of time to save our planet. Which is why the theme for this year's World Environment Day — only one Earth — fits the current scenario perfectly.

Why is World Environment Day important

World Environment Day urges all of us to protect our natural surroundings. With millions of people from over 150 nations taking part, it is now the world's largest environmental event. The goal is to involve governments, businesses, civil society, schools, celebrities, cities, and communities in boosting environmental awareness and celebrating environmental action.

According to UNEP, despite a slew of climate agreements, progress toward halting climate change is still too slow. Individuals and civil society must play a critical role in raising awareness and pressuring governments and the private sector to make large-scale changes.

Therefore, World Environment Day 2022 calls for "collective, transformative action on a global scale to celebrate, protect and restore our planet," encouraging everyone, everywhere, to live sustainably and address the climate catastrophe.

How will climate change impact the planet if no action is taken?

In the next two decades, there is a 50% chance that global warming will exceed 1.5°C. To limit global warming to 1.5°C by the end of the century, annual greenhouse gas emissions must be cut in half by 2030.

Ecosystem degradation will affect the well-being of an estimated 3.2 billion people, or 40% of the world's population. Under a business-as-usual scenario, annual plastic waste entering aquatic ecosystems could nearly triple from 9-14 million tons in 2016 to 23-37 million tons by 2040. Even in the most optimistic scenario, in which net-zero emissions are achieved by 2050, global warming will continue!

All things considered, renewable energy investments that can generate high economic multipliers are the need of the hour, as they have a high potential for crowding in private investment, and are an essential step toward economy-wide decarbonisation.

Rare praise of Bangladesh PM Sheikh Hasina from Pakistan

By - Samina Akhtar

The Padma Bridge project is a dream project for Bangladesh. This bridge is planned to transform connectivity between Bangladesh's southwest and the rest of the country, particularly Dhaka. Several years ago, the World Bank brought suspicions of wrongdoing against this project. The majority of people, including some authorities at the time, believed that the Padma Bridge could not be built without World Bank funding. Prime Minister Sheikh Hasina, on the other hand, has stated unequivocally that the Padma Bridge can be built on a self-financing basis. At that critical juncture, yes, we can build the Padma Bridge with our own money.

Bangladesh's Padma bridge is scheduled to be inaugurated on June 25. On June 25, the Padma Bridge will be inaugurated in all 64 districts of Bangladesh at the same time, to commemorate the event, there will be similar programs all around the country, including a laser show in Dhaka's Hatirjheel. For five days, special programs will be held in four districts: Munshiganj, Madaripur, Shariatpur, and Dhaka. The inauguration of the Padma Bridge will be open to all parties and international representatives (even World Bank!).

Amidst these, in a rare move, a Pakistan based researcher on Thursday (June 02, 2022) praised the contributions and roles of Bangladesh PM Sheikh Hasina in building a prosperous Bangladesh.

The Pakistani media has praised Prime Minister Sheikh Hasina's confidence, wisdom, and bold choice to build the Padma Bridge with the country's funds ahead of its inauguration.

Dr. Malika-e-Abida Khattak, an educator, researcher, and international analyst in Pakistan's Punjab province, published an article titled "The Story of the Padma Bridge in Bangladesh: Something Bigger Than Just a Bridge?" in Pakistan's most widely read Daily Times.

In a recent article hailing the completion of this massive project, a number of Pakistani English publications referred to Prime Minister Sheikh Hasina as the embodiment of Bangladesh's progress. Sheikh Hasina had to navigate through a maze of difficulties, but she arrived at her

target and established the truth by firmly facing the conspiracy that was disseminated during the construction of the Padma Bridge, according to the statement.

The international community must also be aware of Bangladesh's ongoing prosperity and Prime Minister Sheikh Hasina's dedicated service to the country's people. In an article titled "Story of Bangladesh's Padma Bridge: More than a Bridge," Dr. Malika-e-Abida Khattak said, "The world got an opportunity to realize once again the capacity of Bangladesh in the Hasina era."

Bangladesh is a country that has demonstrated its strengths on numerous occasions. Bangladesh's economic potential and image have been established all over the world as a result of the construction of the Padma Bridge with its own money.

The intellectual people of Pakistan are no less interested in Padma Bridge. Abida Khattak "Bangladesh's much-anticipated Padma Bridge is a dream project. It is going to be inaugurated on June 25 this month and Prime Minister Sheikh Hasina will inaugurate the long-awaited bridge at 10 am."

She wrote about the plot against the bridge, stating that the World Bank had withdrawn its guarantee due to bogus allegations of corruption and that other funders had done the same. The future of the Padma Bridge was in jeopardy, and construction work on the bridge was put on hold. Critics burst out laughing, causing a swarm of harsh comments that Sheikh Hasina would never be able to build the bridge.

In the article describing Prime Minister Sheikh Hasina as the epitome of Bangladesh's development, a Pakistani English daily said Sheikh Hasina had to walk through a maze of obstacles to get to her destination and establish the truth by firmly confronting the conspiracy that was spread at the time of the Padma Bridge's construction. She wrote, "The Padma Bridge bears the signature of Ms Hasina's visionary leadership."

It is true that today the Padma Bridge is not just a bridge. It is a symbol of the dignity of the Bengali nation. The nation that was once ridiculed as a "bottomless basket", Bangladesh, which was known

abroad as a country of poverty and flood plague. There is nothing to underestimate the glory that Sheikh Hasina has created. A successful leader is one who can show the dream to the people and make that dream a reality. The father of the nation showed the Bengali nation the dream of independence, she made that dream a reality. His daughter Sheikh Hasina has also shown the dream to the nation and she has made that dream a reality. This is the difference between Sheikh Hasina and others.

When Bangladesh unveils the now-completed 6.15-kilometer railroad bridge across the mighty Padma in June, it will send a powerful message to the rest of the globe. Bangladesh Prime Minister Sheikh Hasina's single greatest success in her "Golden Decade" in the office is the construction of the Padma Bridge, Bangladesh's largest infrastructure project to date. She was the one who opted to proceed with the roughly \$4 billion projects using Bangladesh's own funds after the World Bank made a big fuss over alleged but later debunked corruption allegations.

Sheikh Hasina, the Prime Minister of Bangladesh, decided in a cabinet meeting in July 2012 that the government will fund the construction of the Padma Bridge with Bangladeshi funds. The Canadian Supreme Court dismissed claims of corruption in the Padma Bridge in 2016, calling them "baseless." Bangladesh is a stigma-free country. The Prime Minister's "challenge" was successful.

Few leaders from the Third World would have dared to do what Hasina did. She promised a comprehensive investigation into the corruption charges at initially, but she needed the World Bank funds to get the project off the ground. When the World Bank took too long to provide the monies, she told them to pack their belongings and go.

China and Malaysia offered finance almost away, but Hasina decided to build the bridge with Bangladesh's own funds, citing the country's growing foreign exchange reserves and the flourishing economy as motivation. Some claim she gave the contract to a Chinese firm but refused to take Chinese

funds. What a bold decision of a Prime Minister!

Bangladesh is currently on its journey to become a developing country. Furthermore, the Padma Bridge is more than just a bridge; it represents our progress, pride, and superiority. Above all, the fortitude and devotion of Bangabandhu's daughter Sheikh Hasina have resulted in self-dignity, self-identity, and merit. Bangladesh has also made considerable progress in its quest to become one of the world's happiest countries.

Sheikh Hasina has had huge success. This will also be evaluated in the future. There will also be research. Sheikh Hasina has triumphed over the tremendous task of the Padma Bridge. Bangladesh has already progressed to the status of a developing country. The Padma Bridge will expedite the country's progress. This bridge will play a vital role in bringing Bangladesh closer to the developed world. The decision to construct the long-awaited Padma Multipurpose Bridge, which is due to open for traffic on June 25, improved the country's international image and boosted national confidence.

Bangladesh is such a success story, with its people doing incredible feats. A fresh and inspiring chapter titled "Padma Bridge," written by Prime Minister Sheikh Hasina has been added to that incredible story. Bangabandhu's "political will" was important in Bangladesh's formation.

Similarly, Sheikh Hasina's political resolve is at the heart of the Padma Bridge's implementation. It was her unwavering drive to build it, as well as her courage in overcoming many of the adversities that befell it along the road, that allowed the nation to see what it did yesterday: the completion of the bridge's physical framework. The dream of millions of Bangladeshis has come true thanks to Prime Minister Sheikh Hasina's innovative and proactive leadership. Pakistan's Dr. Abida Khattak has portrayed the real scenario in her write-up. Thanks to Dr. Malika-e-Abida Khattak. Yes, It's More Than Just a Bridge!

(***The writer is a Dhaka-based freelance writer and women and human rights activist.)

Letters, Feedback and Suggestions to 'Imphal Times'

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Twitter, YouTube Asked to Pull Down Derogatory Deodorant Advertisement

By Raju Vernekar
Mumbai, June 5:

The Union Ministry of Information and Broadcasting (I & B) has asked Twitter and YouTube to immediately pull down an inappropriate and derogatory advertisement of a deodorant that is circulating on social media.

Kshitij Aggarwal, Assistant Director (Digital Media), I&B, in a letter dated June 04 to Twitter and YouTube, referred to the video - LAYER R Shomali 15 OPT2 HINDI SUB HD terming it as "insulting and harassing based on gender". The video has been viewed by close to a million and also shared on other social media platforms. As such the video showing an inappropriate and derogatory advertisement of deodorant be pulled down immediately.

The Ministry said that the advertisement of a deodorant brand is detrimental to the portrayal of women in the interest of decency or morality and is in violation of the Information Technology Rules 2021. The Television channel on which the advertisement appeared has already pulled it down in its directions, the ministry added.

These advertisements were earlier aired on SonyLIV during England versus New Zealand match in June 2021. In one of the ads, a group of men is seen entering a room that had a young couple. The couple gets startled.

In another ad four men are shown stalking a woman in a store. They are heard saying "there are four of us, but there is only one, who will get a shot". It then shows the visibly shocked woman turning to them uncomfortably



The controversial ads of a deodorant

when one of them goes to grab a single bottle of 'Shot' perfume kept on a rack.

These 15-seconds of each advertisement were made by a Mumbai-based advertising company - Triton Communications, for Advaxis Venture Limited, a customer-focused organization based in Ahmedabad (Gujarat). These ads were suspended by the Advertising Standards Council of India (ASCI) following criticism for being 'disrespectful towards women'. However, they have resurfaced again on social media.

"The above-mentioned videos are detrimental to the portrayal of women in the interest of decency or morality, and in violation of rule 3(1)(b)(ii) of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, which inter-alia provides that the users shall not host, display, upload, modify, publish, transmit, store, update or share any information which is insulting

or harassing based on gender," Aggarwal stated in the letter to Twitter and YouTube.

In light of the above the intermediary Twitter is hereby notified under clause (b) of sub-section (3) of section 79 of the IT Act not to host the tweets containing the concerned videos on its platform," the I&B ministry letter stated.

The ministry also referred to ASCI's earlier notification to the advertiser to suspend the ad on an immediate basis. The ASCI lays down the Code for self-regulation in advertising on TV by rule 7(2)(ix) of the Cable Television Network Rules 1994. The ASCI has found the video to violate its guidelines. The concerned videos were broadcast on TV, the letter stated.

In turn, the ASCI wrote on Twitter that "The ad is in serious breach of the ASCI Code and is against the public interest. We have taken immediate action and notified the advertiser to suspend the ad, pending investigation."

Meanwhile, the Delhi Commission for Women (DCW) chairperson, Swati Maliwal on Saturday tweeted that the advertisements reflected "toxic masculinity in its worst form". The ad seeks to promote rape culture. The DCW has written to Union Minister for Information and Broadcasting Anurag Thakur seeking urgent action against a body spray advertisement that trivializes sexual violence. She has asked the minister to build robust systems "to make sure that such filthy advertisements that promote rape culture are never played again on mass media. A heavy penalty should be imposed on the particular brand so that other companies refrain from such advertisements, the DCW stated in a release.

Maliwal also issued notice to the Delhi Police Cyber Crime team and sought registration of an FIR and removal of the content from mass media. The DCW has also asked the Delhi Police to provide an action taken report on the matter by June 09.

Raksha Mantri Shri Rajnath Singh to be on a three-day visit to Vietnam from June 8

PIB
New Delhi, June 5:

Raksha Mantri Rajnath Singh will pay an official visit to Vietnam from June 08-10, 2022, at the invitation of Vietnam's Minister of National Defence General Phan Van Giang. The Raksha Mantri will start his visit by paying respects to Late President Ho Chi Minh at his Mausoleum in Hanoi.

Rajnath Singh will hold bilateral talks with General Phan Van Giang, during which both the Ministers will review defence cooperation between the two countries and explore new initiatives to further strengthen the defence engagements. The two Ministers will also exchange views on regional and global issues of shared interest. The Raksha Mantri is also scheduled to call on the President of Vietnam Mr Nguyen Xuan Phuc and Prime Minister Mr Pham Minh Chinh. At the Hong Ha Shipyard

in Hai Phong, the Raksha Mantri will preside over the handing over ceremony of 12 High Speed Guard Boats constructed under the Government of India's \$US 100 million Defence Line of Credit to Vietnam. This project is significant in the context of the growing defence industry cooperation with Vietnam and exemplifies Prime Minister Shri Narendra Modi's vision of 'Aatmanirbhar Bharat' and 'Make in India, 'Make for the World'.

During the visit, Shri Rajnath Singh will also visit the training institutions of Vietnam at Nha Trang, including the Telecommunication University where an Army Software Park is being established with the \$US 5 million grant from Government of India. He will also attend a community event organised by the Embassy of India, Hanoi and interact with the Indian

diaspora in Vietnam.

India and Vietnam share a Comprehensive Strategic Partnership since 2016 and defence cooperation is a key pillar of this partnership. Vietnam is an important partner in India's Act East policy and the Indo-Pacific vision. Bilateral defence engagements have expanded over a period of time to include wide-ranging contacts between the two countries, including defence policy dialogues, military-to-military exchanges, high-level visits, capacity building and training programmes, cooperation in UN Peace Keeping, ship visits and bilateral exercises.

The Raksha Mantri's visit on the historic occasion of 50 years of establishment of India-Vietnam Diplomatic relations and 75 years of India's Independence will further consolidate the bilateral defence cooperation and the Comprehensive Strategic Partnership.

Govt to launch 'Clean and Green' campaign on World Environment Day

Agency
New Delhi, June 5:

The Ministry of Housing and Urban Affairs will launch a 'Clean and Green' campaign on World Environment Day on Sunday. Under this campaign, Urban Local Bodies across the country will hold awareness programmes to free the country from single-use plastic and

contribute to improve the environment.

The Ministry also has issued a detailed advisory to State and Union Territories in this direction. In the advisory, the Ministry has instructed to ban Single-Use Plastic by 30th of June. The Ministry further said that States and Urban Local Bodies have to enter into Memorandum of Understanding with nearby

cement plants or other industrial units. It also directed to ensure that a part of the plastic waste generated is used either as an alternative fuel in cement plants, or for road construction purposes. The advisory stresses on large-scale people participation to carry forward the message of Single-Use Plastics ban and enforcement.

NMDC - The Eco-Friendly Miner celebrates World Environment Day 2022

PIB
New Delhi, June 5:

India's largest producer of iron ore, the National Mineral Development Corporation Ltd., (NMDC) under Ministry of Steel celebrated the World Environment Day 2022 on the keynote of 'Only One Earth' at its Head Office in Hyderabad. Mukesh Khare, Professor at the Indian Institute of Technology, Delhi was the Chief Guest for the event with Vineet Pandey, CVO, NMDC as the Guest of Honour. NMDC's ED (Production and Safety) B. Sahoo, ED(Commercial) A.K. Padhy, CGM (Resource Planning and Environment) M. Jayapal Reddy and senior officials were also present.

A global environment expert and among the top researchers on air pollution concerns in India, Professor Khare praised NMDC's vision on Sustainable Mining Objectives of the company and said, "The mining major's decades of commitment towards the environment and the community is building a robust ESG framework. In the future, the miners and engineers should look at an economic, engineering efficient, and ecology conscious approach to



mining." NMDC has built a sturdy afforestation programme and has planted over 3.0 million trees in and around its projects. Reiterating NMDC's resolve towards reforestation, Vineet Pandey said, "We mine in ecologically sensitive areas and it is our duty to restore the mines back to their natural state. The theme 'Only One Earth' has been relevant for 50 years and will continue to find relevance to their natural state."

NMDC's mining complexes have earned a 5 Star Rating from the Indian Bureau of Mines for their responsible

mine and resource planning. Contributing to the Government of India's push towards Green initiatives, the company has invested in renewable power generation, practices zero-waste mining, and is laying a 15 MTPA slurry pipeline for environment-friendly ore transport.

Wishing his employees a happy Environment Day, NMDC CMD Sumit Deb said, "The phrase 'Eco-Friendly Mining' is typically an oxymoron but we have been able to transcend this with environment conservation at the core of our business.

With being the largest iron ore producer of India, NMDC plays a pivotal role in embracing and advocating eco-friendly mining."

On the occasion of World Environment Day 2022, B. Sahoo led the employees to take an oath to contribute to environment conservation and healing. NMDC employees received Jute Bags, Clay Bottles, Biodegradable Pens, and plants. The Environment Department of NMDC also conducted essay writing and elocution competitions on May 23, 2022 and the winners were felicitated

World Environment day to be observed at Bishnupur and CCpur district

IT News
Imphal, June 5:

As a part of the world-wide celebration of "World Environment Day" across the globe, Loktak Development Authority (LDA) celebrated the World Environment Day today at Loktak Lairembi Ground, Thanga, Bishnupur District, Manipur.

Union Minister of State, External Affairs & Education Dr. RK Ranjan Singh; President, BJP Manipur Pradesh Smt. A. Sharda Devi and MLA, Thanga AC T. Robindro grace the programme as dignitaries.

The Program have two sessions namely Morning and Afternoon Session. Community tree plantation along the foot hills of Thanga, Sendra and Karang in the Morning Session at 7:30 A.M. and Cycle Rally from Maibam Lokpa Ching mark the occasion.

The World Environment Day is the biggest international day for the environment. Led by the

United Nations Environment Programme (UNEP), and held annually since 1973, it has grown to be the largest global platform for environmental outreach and celebrated by millions of people across the world.

In relation to the celebration of World Environment Day, Chairman of the Loktak Development Authority cordially invites all to attend at the World Environment Day programme.

At Churachandpur, th National Service Scheme, National Cadet Corps of Rayburn College, Gangpimual, in association with Churachandpur Forest Department organized Tree Plantation Drive on the occasion of World Environment Day at Rayburn College campus.

As a part of this campaign, a solemn program was organized in the campus graced by the presence of the ShivanandSurve, SP, Esther LalitankimSerto, Divisional Forest Officer, Lunkhomang T. Haokip, Range Forest

Officer, Principal, Deans, faculties, and students from various departments who enthusiastically engaged in World Environment Day campaign.

Speaking on the occasion, Esther urged the participants of the event to protect the world we live in, rejuvenate our only earth and take the initiative to promote afforestation. "The theme of this year's environment day is Only One Earth and we must come together to take efforts to make our planet clean and green for generations to come" she added.

A tree plantation programme was also conducted as part of the celebration at the campus of the institute.

Students showed a lot of energy, but more importantly, they came together with the goal of working for our planet. The event was a success, with enthusiastic participation and efficacious awareness towards our green environment.

Edited by Rinku Khumukcham. Owned and Published by Ibovajima Khuman at Keishamthong Elangbam Leikai, Imphal and Printed by him at M/s Imphal Times Printers, Elangbam Leikai Imphal West. Contact No. 2452159. Resident Editor- Jeet Akoijam