

State pays tribute to Mahatma Gandhi on Martyrs' Day



IT News
Imphal, Jan. 30:

Martyrs' Day, the death Anniversary of Mahatma Gandhi was held today at Gandhi Memorial Hall, Imphal.

The function began with singing of National Anthem followed by wreath laying ceremony at Mahatma Gandhi's statue by Hon'ble Governor Shri La Ganesan who is the Chief Guest of the

function and joined by Ministers and Officers from different departments. A two minute silence was also observed as a mark of respect to the departed soul.

It may be mentioned that, Martyrs' Day is observed on the death anniversary of Mahatma Gandhi, who successfully led his country to freedom from the British Empire. It was observed today to commemorate the 75th Death

Anniversary of Mahatma Gandhi, who was assassinated on the same day in 1948. Born Mohandas Karamchand Gandhi, is widely regarded as 'Bapu', or 'Father of the Nation' in India.

On this day, Indians from all around the world come together to celebrate the legacy of a great hero and acknowledge the futile destruction caused by violent extremism.

Union MoS for Education and External Affairs, Dr. RK Ranjan stresses on the need to learnt our history

IT News
New Delhi/Imphal, Jan 30:

Union Minister of State for Education and External Affairs Dr. Rajkumar Ranjan Singh today said that students from eight standards to under graduate level need to learn the history of our civilization and culture to enhance knowledge and wisdom from our ancestor.

Speaking as chief guest to the exhibition on 'Glory of Medieval India : Manifestation of the Unexplored-Indian Dynasties, 8th – 18 Century' organized by the Indian Council of Historical Research, Ministry of Education, Govt. of India held at Lalit Kala Akami near Mandi House, Metro Station, New Delhi, Dr. Rajkumar Ranjan said that these dynasties which ruled India in the medieval period fostered a culture of artistic creativity, intellectual growth, scientific progress and above all a spirit of democracy and tolerance of various strands of thought. It was under their rule that the nation made substantial strides in various sciences such as architecture and metallurgy. Many of these have been designated as UNESCO world heritage sites for having cultural, historical and scientific significance, he added.

Dr. Ranjan further said that our country India is one of



the oldest continuous civilizations of the world and this must be a matter of great pride for any nation. The history of medieval India dynasties is a glorious chapter in Indian history.

"It is a tyranny that when we read about this period of history we find it usually glorifying invaders like Mughals who were hostile to India culture and the Indian dynasties which thrived during that period have not been given due acknowledgement", Union MoS RK Ranjan said.

The Union MoS further added that it is very important to inform the public especially youngsters and those from 8 standard to under graduate with pride for any nation. The history of medieval Indian dynasties is a glorious chapter in Indian history.

Successful experiments were made in the field of democratic local self-government and various religious and philosophical schools of thought not merely co-existed peacefully but were

even given patronage and encouragement by these ruling dynasties highlighting the underlying democratic spirit of India civilization, the Union MoS for Education and External Affairs, Dr. Ranjan said.

The inaugural session of the Exhibition was also attended by Dr. Balmukund Pandey, Organising Secretary, Akhil Ithas Sankalan Yojana.

Manipur and Assam CMs companied Manik Saha while filing nomination for upcoming Tripura Assembly Election

IT News/Agency
Agartala, Jan 30:

Manipur Chief Minister N. Biren Singh and Assam Chief Minister Himanta Biswa Sarma today companied Tripura Chief Minister Manik Saha while filing nomination for the upcoming state Assembly Election scheduled on February 16, 2023. The last date to file nominations for the February 16 Tripura polls is today.

Tripura Chief Minister Manik Saha filed his

nomination from the Town Borodowali assembly constituency. Ahead of filing his nomination Tripura Chief Minister held a road show at Agartala town along with Manipur Chief Ministers N Biren and Himanta Biswa Sarma. Thousands follow the Chief Minister during the road ahead of filing the nomination paper.

In the meantime Manipur Chief Minister N Biren visited Manipuri communities temple puthiba Laipham at Agartala with the



CM N. Biren Singh and CM Himanta Biswa Sarma, during filing of nomination by Tripura Chief Minister Manik Saha

Manipuri Tripurites, CM Biren uploaded picture of his meeting with the Manipuri Tripurites at social networking site.

Manipur Chief Minister N. Biren Singh left Imphal today for Agartala at around 9.30 am today. He was accompanied by PHED Minister L. Susindro (@ Yaima). After filing the nomination of the Tripura Chief Minister Manik Saha, Chief Minister N. Biren Singh along with PHED Minister Susindro return back to Imphal today evening.

MPCC paid tribute to Mahatma Gandhi on his death anniversary

IT News
Imphal, Jan 30:

Manipur Pradesh Congress Committee today paid floral tribute to Father of Nation Mahatma Gandhi on Martyrs Day at Congress Bhavan, BT Road here in Imphal.

The day is observed across the nation as Martyrs' Day in commemoration to the death anniversary of the Mahatma Gandhi.

MPCC leaders including former Minister, MLA K

Ranjit, former speaker of the Manipur Legislative Assembly Th. Lokeshwar along with other functionaries of the MPCC and the Youth wing leaders paid floral tribute to the father of the nation at Congress Bhavan on his 75th death anniversary.

Congress leaders and CLP leader of the Congress party O Ibobi, Gaikhangam and President K. Meghachandra were not attended as they are attending the Bharat Jodo Yatra at Srinagar.

Adani Group Terms Hindenburg's report as "Myths of Short Seller"

By Raju Vernekar
Mumbai, January 30:

While the New York-based investment research firm Hindenburg's report has created a stir in India with Adani Group's shares nose diving, the group in a 413 page rebuttal termed the report as malicious and baseless on Sunday.

In a statement, the Adani Group claimed that "the document is a malicious combination of selective misinformation and concealed facts relating to baseless allegations to drive an ulterior motive. This is rife with conflict of interest and intended only to create a false market in securities to enable Hindenburg, an admitted short seller, to book massive financial gain through wrongful means at the cost of countless investors".

Hindenburg Research LLC, an investment research firm, founded by Nathan Anderson, focuses on activist short-selling. In its report on January 24, Hindenburg stated, "we reveal the findings of our 2-year investigation, presenting evidence that the \$218 billion Indian conglomerate Adani Group has engaged in a brazen stock manipulation and accounting fraud scheme over the course of decades."

The report indicated that Gautam Adani, Founder, and Chairman of the Adani Group, has amassed a net worth of roughly \$120 billion, adding over \$100 billion in the past 3 years largely through stock price appreciation in the group's 7 key listed companies, which have spiked an average of 819% in that period.

"Even if you ignore the findings of our investigation

and take the financials of Adani Group at face value, its 7 key listed companies have 85% downside purely on a fundamental basis owing to sky-high valuations", the report said and flagged concerns about debt levels and the alleged use of tax havens.

The Adani group has come out with Rs 20,000 crore follow-on public offer (FPO) and as a sequel to the report, seven listed companies of the conglomerate have lost a combined \$48 billion in market value.

Adani stated that out of 89 questions raised by Hindenburg, some of these questions are in regards to the group's related party transactions, Directorate of Revenue Intelligence and court cases. Besides there are 21 questions which cannot be claimed to be the result of any investigation over a 2-year



The Hindenburg report on Adani group creates stir in India. (Inset: Nathan Hindenburg, Gautam Adani).

period or any such assertion as they were disclosed in public documents all the way back from 2015 onwards.

Adani said the short seller "falsely claimed that 'Emerging Market Investment DMCC' gave a loan of USD 1 billion to 'Mahan Energen'. In fact the 'Emerging Market' acquired the USD 1 billion 'unsustainable debt' of

"Mahan Energen" from its lenders for USD 100 as part of a resolution plant duly approved by the National Company Law Tribunal under the Indian Bankruptcy Code.

Adani Green Energy Hindenburg has raised questions around the offer for sale undertaken by Adani Green Energy Limited in 2019 while maliciously ignoring the fact that in India the process

for OFS is a regulated process implemented through an automated order book matching process on the platform of the stock exchange, Adani noted.

Gautam Adani's brother Hindenburg said that Gautam Adani's elder brother Vinod Adani through several close associates manages a vast labyrinth of offshore shell entities in Mauritius, Cyprus, the UAE, Singapore, and several Caribbean Islands. The

Vinod Adani-associated entities have no employees, independent addresses and no phone numbers. Despite this they have collectively moved billions of dollars into Adani's publicly listed and private entities. Besides 13 websites were created for Vinod Adani-associated entities on the same days, featuring only stock photos, without naming employees

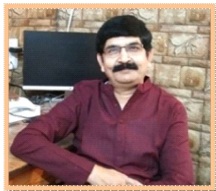
and listing the same set of nonsensical services, such as "consumption abroad" and "commercial presence". In response, the Adani group said Vinod Adani does not hold any managerial position in any Adani-listed entities or their subsidiaries and has no role in their day-to-day affairs.

Questions on third party entities

About public shareholders, Adani stated that the shares of listed companies on Indian stock exchanges are traded on a regular basis and a listed company is not required to have information on its public shareholders and investors.

In the meanwhile Adani Group has threatened to file a defamation suit, whereas Hindenburg has said it will demand documents in legal discovery process if Adani Group files a lawsuit in the United States.

Why Bank Employees demand Five Day week ?.



By- Vinod Chandrashekar Dixit

Recently Sunil Kumar – General Secretary of FBOIOA and Advisor of AIBOC who is a good orator & blistering speaker with broad knowledge of disciplinary proceedings in Banking and IBA should understand that Five Day's Banking is not only need of the hour but essential for better output by the Employees. In view of the changing banking scenario and needs of customers, accessibility of alternate delivery channels, bank unions have been demanding five days in a week working.

Bank unions are demanding that banks should have 5-day week on the lines of the Government of India employees. A shorter working week leads to less burnout, making staff happier and more focused in their roles. Five days a week is a basic demand of bank employees as it plays a vital role in the productivity of Bank as well as the health & stress level of Bank Employees. The work pressure in the banking industry is the highest in the country. Mental health also plays a big factor in productivity at work. Five days week will give the same results in fewer hours so that Bank employees can get more time to pursue other interests, spend time with loved ones, and manage their lives. It will also help banks in reducing cost. Bank employees would be less stressed or take sick leave as they will have time to take rest and recover. A five-day week is already available in the international banking system. Bank employees will get more time to balance their personal life also they will be charged to come on Monday morning to work after two days of rest. Working more hours does not



mean working better. Five days week is something that points towards working smart and Six days week is considered people working hard. In one study, Microsoft found that when they reduced their employees' working week from five days to four, they saw a 40% increase in productivity. Research has shown that a well-rested mind boosts endorphins, which helps one focus better at work. It will also bring in a gigantic change in the banking sector, especially in customer service and work efficiency of bank employees.

The demand for 5-day banking has been there in the charter of demands for quite some time now but the government is yet to accede to the demand because banks are often considered to having a lot of social responsibilities and they are also given the responsibility of carrying out the financial inclusion activities. Bank employees, who have demanded a holiday on Saturdays and Sundays of each week, have explained that five days is enough for banks to have technical assistance such as mobile apps and net banking services. Experiments with a four-day workweek in the United States have been taking place since at least the 1990s.

The Share market in working for five days, the Reserve bank operates five days, and the Life Insurance Corporation of India works five days a week. Implementation of five days week is not going to affect customer service as alternative channels of delivery such as ATMs, net banking and phone banking allows individuals to conduct banking transactions on weekends. Customers can now have access to their bank accounts 24x7, without going to branches. More than 60 per cent of all transactions have migrated to digital channels. Further, it will also be a progressive step in the direction of Digital India in conformity with our PM Narendra Modi's vision. With digital India, banking available in alternative channels, a five-day week demand is just and needs acceptance. Five days working will certainly promote an equal workplace as employees would be able to spend more time with their families and better juggle care and work commitments.

Battle ready BJP and impuissant opposition



By- M.R.L. LALU

A battle ready BJP? Does it rattle the rest of the parties that are eagerly waiting for a potential eradication of the saffron saga? It probably does. A repeat of 2019 in 2024 would further shake the existing ambience of political aspirations of many warlords in India. Alarm signals from different corners of the country are evocative of the dangerous battle readiness of one political outfit, the BJP. More and more aggressive groupings of desperate naysayers would transform their perennial calumny into frantic hobbos and undeniably in extreme situations, they would choose to merge their intentions and emotions intermingling in one heave of unity. Situation is slowly changing. We see it vividly but little

speck of dust is withering the clarity. The 'Modivta', with its axiomatic collaboration with the Hindutva is all set to peel out the bulges of anomalies.

2024 will be a prestige battle for all parties. Impatience to stitch new coalitions is thickening in the air. The National Executive of the ruling BJP saw its ultimate leader's headmaster role. He admonished the party cohorts to remain vigilant before they spit contentious vocabulary on issues that would catch up fire with severe rapidity. He had special reference to the cancel culture against Hindi movies. The controversial 'Pathan' movie now would have a smooth sailing without any Hindu radical outrage. With the nine states due to go to polls before the National Election, Modi understands the electoral value of his image. He literally cautioned his party men to come out of the shadow of the Modivta and work hard taking the success stories of the government's initiatives ensuring the last mile delivery to a larger audience. He is aware of the discontent among the opposition and pacing towards a third term, the opposition parties would utilize their last ounce of energy to patch up new equations. With his party's humongous victory in his home

state, one thing is clear that brand Modi's indomitability is his clarity of vision and his administrative acumen, a colossus for the last two decades. The Hindutva that his opponents accuse him of is the plank that he consecrated with his ethno-nationalist ethics. His policies and politics had an unequivocal impact on the larger welfare of the country and a huge audience is always ready to swallow his views without any ambiguity. This should worry the entire opposition.

Modi's moves throughout his tenure in the last eight years have been futuristic and he kept chasing his ambitious targets. His target oriented steps to put India on the pedestal of a developed nation were more convincing than the vilifying propaganda that his opposition came out with. Along with the country's emergence as a strong global player, Modi ensured its cultural renaissance on an international scale and his visits to different countries could transmute India's image from an average overcrowded country to one of the potentially democratic nations. The parties desperately trying to fence his popularity with vehemence could so far gain nothing. Their defamatory exercises to paint him

as a divisive and hate-inciting majoritarian dictator always misfired. The position of the opposition on the Prime Minister often gets scrambled and underrated as the parties opposing him frequently fail to establish their indoctrinated views. Modi's prominence as a successful politician for the last two decades and his ability and agility to remain popular in public opinion surveys with his reputation towering internationally cannot be the result of his political trickeries. Without a certain level of sincerity, no politician can stick to the popularity that he has been able to carry forward.

Impregnated with its animated vision of uniting the country, the Congress seems to have lost its credibility with its teeny-weeny temperament on the essence of Indianness. The party's long march to revive its lost reliability is at its last leg. Metamorphosed into his bearded holy man's appearance, Rahul Gandhi seems to have garnered the idea of Bharat Jodo from Adi Shankaracharya's spiritual strides across the landmass of India. The Congress leader's interactions with the media throughout his yatra produce a spiritual caricature of a political leader.

contd. on page 3

Public Relation as managerial job



By- Er Prabhat Kishore

In simple terms Public Relation (P.R.) means a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public. The emphasis on words 'deliberate, planned and sustained' implies that to be successful, P.R. activities should be planned in detail and implemented on a continuing basis rather than by a hit and miss method. It also envisages two-way communication to resolve conflicts of interests for promoting correct understanding and appreciation of the work of a particular organization. This understanding for a lasting effect, has to be based on truth, knowledge and full information.

Sometimes Public Relation is bracketed with propaganda and liaison work meaning there by that a public relations officer is meant for gaining some out of the way advantage of favour for the organization. The function of propaganda is not to convert or

make people accept an idea after evaluating if properly and being confirmed by its logical presentation. Propaganda seeks to create followers and keep them in line. Propaganda does not call for ethical conduct. A man indulging in propaganda, to suit his purpose, can destroy the facts or even falsify them. Publicity is also a one-way affair. Sometimes it is taken to be synonymous with a 'gimmick' or a 'stunt'. In any case, it is one-way affair in which the reason of the receiving audience is not always considered important. In fact, there is a saying that 'publicity keeps public relations'.

In the new social order, a P.R. functionary is not only responsible for informing or communicating, but also make himself and the organization for which he works, accountable to the concerned publics for which he says. The word 'public' is being used here advisedly. It has to be clearly understood that there is not one public, but 'publics' to be dealt with common interest group of people like opinion leaders of society employees of an industrial organization and consumer using its products or the shareholders. In many cases, the number of persons constituting the 'concerned public' in respect to an organization becomes so large that they can be described as masses. A P.R. functionary, therefore, has to take recourse to the mass media for

reaching out to people. That apart, in the contemporary world generally, and in a democratic set up specially media by itself is potent force-an important public in its own right being the opinion leaders of the society. So, for a P.R. man the mass media is both a tool as well as target.

The target audience for a P.R. man can be put into three categories: (1) Those who know you and like you, (2) Those who know you and do not like you, and (3) Those who neither know you nor care.

The idea is to reach a position where those who know you and like you stay that way; where those who know you and do not like you change their opinion; and those who neither know you nor care wish they could meet you and do business with you. In which case you are enjoying good public relations? That is the idea of every public relations person and is achieved through effective communications. To be welcomed in, understood and remembered, a message must be designed for: (1) The mental needs, (2) desires and (3) limitations of the audience.

Four wings of PR

There are four activities similar to Public Relations-Publicity, Advertising, Propaganda and Lobbying.

'Publicity' is often taken as synonymous with public relations. Publicity is just reporting day-to-day activity, but that is not public

relation. It is one-way process. For example, the government may talk of law and order today and the next the problem may concern the relief measures being provided to flood victims. On other occasion the government may be reporting about the steps taken to improve agricultural yield. So, all this is day-to-day reporting. But public relation stands for complete and comprehensive range of activities for projecting the organization as a whole and not in parts.

'Advertising' is the paid form of non-personal presentation and is the communication of message about an idea, a product or a service by an identified sponsor to a specified audience with the object of eliciting a desired response. Any communication that satisfied the dictates of the last sentence is advertising. Thus a puppet play that communicates a message on sanitation of a village audience or the speech of a great orator at a public meeting is as much advertising as a Door-darshan spot, a hoarding or a press ad.

The way to judge advertising is to judge it for innovativeness in the manner in which it does it and for its ability to elicit the desired response from the defined target audience. Advertising gives us too many choices. It is resorted to for selling and buying both. It is not total public relation, but a tool of public relation.

contd. on page 3

Why India, Myanmar, Bangladesh need to pursue 'trilateral cooperation' strategy?

By-Jubeda Chowdhury

CONNECTIVITY is the cornerstone of any regional economic cooperation and integration. The effectiveness of regional networks in facilitating the flow of goods, services, people and knowledge can be defined as regional connectedness. Countries can benefit from regional and sub-regional cooperation through connectivity for sustainable economic development, terrorism prevention, climate change mitigation and poverty reduction.

Geographically, Bangladesh has two neighbouring countries, having two seaports. When it comes to leveraging connectivity initiatives in South and Southeast Asia, Bangladesh has huge potential. Trilateral cooperation between Bangladesh and its two neighbours, India and Myanmar, can boost the region's regional socio-economic and security status.

The foreign policy of Bangladesh suggests continued friendship with all countries and the government is strongly following the policy of 'friendship

to all, malice towards none'. Myanmar is Bangladesh's next-door neighbour, with which Bangladesh shares a border with India. Myanmar and Bangladesh are almost on the same geopolitical axis, yet trade and other bilateral issues have never been effectively handled. Bangladesh and Myanmar's relationship has changed in the twenty-first century. The initial lack of convergence between India and Bangladesh's energy policies aided China's successful implementation of a Myanmar-China gas (and oil) pipeline project.

Beyond trade and other collaborations, national security is another aspect of Bangladesh-India relations. Bangladesh

shares 1,879 kilometres of border with India's north-eastern region. India's north-eastern region is home to 475 ethnic groups which makes the region complex from socioeconomic and security perspectives. Bangladesh and India are now focusing on connectivity to enhance and secure their bilateral trade and address security concerns. For an improved trade relation between Bangladesh and the Seven Sister region, according to the ministry of external affairs, a total of 31 projects are at various stages of implementation. The government of India is actively involved in over a dozen projects in Myanmar. Among them, most prominent are the 160 kilometre long Tamu-Kalewa-Kalemyo road, the

construction of the Rhi-Tiddim road in Myanmar and the Kaladan Multimodal Transport Project.

Bangladesh, India, and Myanmar, the three neighbours, have shared history. Therefore, these neighbours can easily improve their relations in multi-dimensional aspects by promoting cooperation. India has the 'Act East' policy to promote connectivity of the Northeast region with its neighbouring states. Bangladesh is also promoting its 'Look East' policy to utilise the geographic advantage of Bangladesh in terms of its location as the gateway between the Western Asia and Eastern Asia. On the other side, Myanmar has natural resources with solid regional connectivity.

However, the domestic turmoil, sudden regime change, sanction from the international world and the Covid outbreak have lessened the economic growth of Myanmar.

By promoting trilateral cooperation, the door for opportunities will open for all. The four possible opportunities are highlighted here. Firstly, trilateral cooperation will boost connectivity. The Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation and the Bangladesh, China, India and Myanmar Economic Corridor, regional organisations require regional connectivity for effective operation. The interconnectivity would reduce the cost and time of

contd. on page 3

Letters, Feedback and Suggestions to 'Imphal Times'

can be sent to our e-mail: imphaltimes@gmail.com.

For advertisement kindly contact: - 0385-3590330 (O). For time being readers can reach the office at Cell Phone No. 986260745 for any purpose.

President of India to address the 31st Foundation Day event of National Commission for Women

PIB Delhi
New Delhi, Jan 30:

President of India Droupadi Murmu will address the 31st Foundation Day of the National Commission for Women in Delhi tomorrow i.e. on January 31st, 2023. The theme of the programme is 'Sashakt Nari Sashakt Bharat' aimed at acknowledging and celebrating the stories of women who have excelled and paved their journey to leave a mark. Union Minister for Women and Child Development t Smriti Zubin Irani and MoS, WCD, Dr. Munjapra Mahendrabhai will also grace the occasion. The National Commissions, State Commissions for Women, Embassies,

dignitaries from the legal fraternity, Departments of Women and Child Development, MLAs, University and College teaching faculty and students, senior officials from the police department, military and para military officials, National and State Legal Services Authority, members of the NCW advisory Committee, ex-Chairpersons and Members of the Commission, and NGOs will be a part of the event. The Commission is organizing a two-day event to celebrate its 31st Foundation Day from 31st January, 2023 to 1st February, 2023. On the second day, a panel discussion will be held with extraordinary women who have led the path of inspiration and empowerment

for several others. Through this discussion, the Commission aims to provide a platform with diverse and varied exchange of dialogue focusing around gender equality in decision-making and leadership roles of women belonging to different socio-economic backgrounds. NCW was founded in January 1992 as a statutory body under the National Commission for Women Act, 1990. It was established to review the constitutional and legal safeguards for women, recommend remedial legislative measures, facilitate redressal, or grievances, and advise the government on policy matters affecting women.

Government convenes an all-party meeting ahead of the Budget Session

Agency
New Delhi, Jan 30:

The Government has convened an all-party meeting today ahead of the Budget Session of Parliament beginning tomorrow. The meeting will be held at 12 noon at Parliament House Complex. Parliamentary Affairs Minister Pralhad Joshi,

Union Ministers, and floor leaders of political parties representing both Houses of Parliament will attend it. At the meeting, the Government will seek cooperation from all political parties to ensure the smooth functioning of both Houses of Parliament during the Session. The Budget Session of Parliament will commence on

the 31st of this month. The Session will start with the address by President Droupadi Murmu to the Joint sitting of both Lok Sabha and Rajya Sabha in the Central Hall at 11 a.m. The Economic Survey will also be tabled in both Houses on the first day of the Session. The Union Budget 2023-24 will be presented on the 1st of February.

Maharashtra NCC directorate Wins Prestigious PM's Banner at R-Day Camp-2023



Maharashtra NCC contingent receiving PM's banner from Prime Minister Narendra Modi

IT Correspondent
Mumbai, January 30:

The Maharashtra contingent of the National Cadet Corps (NCC) Directorate won the prestigious Prime Minister's Banner at the Republic Day Camp (RDC)-2023 event for the second year in a row. Maharashtra's NCC contingent comprising 111 cadets won the Champions Trophy and the Prime Minister's Banner at the RDC-2023 for standing first overall in addition to winning a haul of trophies and laurels/medals, a defence statement read. Bagging the overall championship trophy was a result of the year-round effort of winning back-to-back all the

Sainik camps and shooting competitions, it said. Twenty-two cadets from the Maharashtra NCC directorate walked the Kartavya Path as part of the All India NCC contingent. Cadet Pujari Shivananda Ashok had the privilege to command the Republic Day parade contingent. Number 02 Maharashtra Naval NCC Unit was adjudged "The Most Entertaining Naval Unit (MENU)" and Cadet Astha Singh was awarded for as the best Senior Wing Cadet (Navy) by PM Narendra Modi. The Maharashtra directorate team was also declared winner in the flag area competition. Cadet Vaibhavi Vyas was declared the best Master of Ceremonies (MC) for the RDC

events, the statement said. The Maharashtra NCC directorate also won the awards for best directorate in Air Wing competition and the best squadron in flying. The directorate teams also achieved the first position in the Inter-Directorate Sports Shooting Competition and the Thal Sainik Camp (girls). Major General Y P Khanduri, Additional Director General (ADG) of Maharashtra NCC directorate said it was a stupendous achievement to win the RDC banner competition 19 times and consecutively for the last two years. Kudos to the entire team of NCC Maharashtra directorate for their hard work, dedication and sincerity, he added.

Contd. from Page 2

Battle ready BJP and impuissant.....

His spiritual gimmicks do not qualify to match the deep-rooted spiritual sentiments of India. The whole makeover of the Gandhi scion appears to be a deliberate imitation of Narendra Modi, who has largely managed to attract the attention of the political and spiritual class of India. Rahul Gandhi's religiously enlightened version of the new avatar is seen quoting from the Vedas and other Hindu texts and referring to the Hindu deities. Running around the circles on an imaginary unification of India, the Congress and its revivalist should not forget its rabid acrimony on India's civilisational heritage throughout the decades of Congress Raj in India. The complete revival of the Congress before 2024

is not less than boiling the ocean. Interestingly, the Congress thinks that the BBC controversy on the Gujarat riots portraying Modi as a butcher will sell like hot cakes. Before the state elections and the national election, the party's shatterproof vigour is ready to expose Modi through the BBC revelations. After the Ayodhya movement, it was the Godhra train carnage that got the Hindu sentiments emerging as a political unity. Modi's astounding post Godhra victory in 2002 in his home state exemplified this Hindutva sentiment gaining a fillip. His strongman image was cultivated through consistent hard work while his genuine visionary approach strengthened the

country both militarily and economically. India's G20 presidency this year brings it a significant strategic role to play. The BBC documentary would probably be a shot in the arm for the BJP and Modi. Taking a long stride across the country would not erase the Congress party's past karmas and their consequences. It had never shied away from demonising the Modi phenomenon. And whenever it did, the resultant impact was its defeat. Every time its anti-Modi rhetoric backfired and brought shame to the oldest political party. Indubitably, Rahul Gandhi's yatra does not hold any justifiable reason to whitewash the barbarity that one of the minority communities had at

the hands of the Congress. It has conveniently forgotten the massacre of Sikhs post-Indira assassination. The majority of the BJP voters wouldn't be surprised as the BBC let its cat out of the bag. The British media with its colonial mindset has always been spiteful on India. At present, Modi's nationalist image is extremely capable of toppling this slanderous global agenda. Crying for spilt milk is futile. The Godhra accusation on Modi would not change the mindset of the Indian polity. It has its resolute plans for India and Modi is totally aware of the fact that every cloud has a silver lining. For him, there is still space to go for an extra mile before 2024 elections.

Public Relation as managerial

'Propaganda'-means a collection of cardinals or an association for propagation of a doctrine. It is on record that 'Pope Gregory 14th' set up an institution for spreading the message of the Bible. Again in the 17th century, a college of propaganda was set up by the Roman Catholic Church for countering the activities of the Protestants and this organization was called Institute of Propaganda. Actually, propaganda initially was not considered a bad word. In fact, it was during the 2nd world war only when the word 'Propaganda' assumed a bad connotation.

Gobbles used to say that to change an environment to absorb whatever was said and one was free to distort facts or even falsify to effective ends. So propaganda has come to mean publicity not necessarily related to realities. There is no place for such an activity in PR. 'Lobbying' involves educating selected groups of public more intensely to get their support. A lobbyist is more like an advocate holding brief for the organization in states. In USA, lobbying is a legal activity which has been brought under the purview of

the federal law. In the Senate and Congress of USA, lobbyist has to register themselves under this federal law. In Russia (former USSR), lobbying is not resorted to forgetting support of government functionaries. But in different organization, cells are created which are managed by an individual who is designated as an 'agitator'. His job is to lobby among the people, who work with forgetting their support to policies and programmes to parties and governments. Summing up, Public Relation can be defined as a managerial function which

evaluates public aptitudes, identifies the policies and procedures of an organization with the public interest, and evaluates a programme of action and communication to earn public understanding and acceptance. The correct Public Relation strategy is to: (1) Inform, (2) Educate, and (3) Persuade, through effective communication and create understanding and obtain the willing co-operation of the public.

(The Author is a technocrat and educationist)

Why India, Myanmar, Bangladesh need to.....

transporting consignments. According to BIMSTEC's official web site, the BIMSTEC Master Plan for Transport Connectivity is a comprehensive 10-year strategy and action plan (2018-2028) supported by the Asian Development Bank for improving the subregion's transport linkages, which includes (1) roads and road transport, (2) railways and rail transport, (3) ports and maritime transport, (4) in-land water transport, (5) civil aviation and airport development, (6) multimodal and intermodal transport, (7) trade facilitation, and (8) human habitation.

The Asian Highway, another development project for connectivity, which is being built with funding from the Asian Development Bank, will improve land connectivity between the two countries and improve trade relations. Bangladesh's Dohazari-Cox's Bazar railway line is nearing its completion. The BCIM is also a proposed network of roads, railways, waterways, and airways that would connect India's Northeast, Bangladesh, Myanmar, and the Chinese province of Yunnan under an appropriate legal framework.

The BIMSTEC and BCIM promote connectivity, which encourages businesses to invest more in cross-border businesses. The Northeastern region is important for India for two

reasons. First, its physical location and another is its natural resources. India's north-eastern region shares its border with Nepal, Bhutan, China, Myanmar, and Bangladesh. After opening Integrated Check Post in Agartala and Srimantapur between Bangladesh and India's north-eastern region, Moitri Setu will improve trilateral relations in the region. The ICP Sabroom and ICP Agartala will become commercial hubs of international commerce in South and Southeast Asia. A multi-modal connection through Ashuganj in Bangladesh to Tripura and the Sithwe-Kaladan River Project to Lunglei in Mizoram is planned for improved connectivity. It will energise the re-connections of other road networks through Moreh (Manipur) and Ledo (Assam) to Myanmar. This can then further be linked to Thailand and to the road network system in Southeast Asia.

Secondly, from economic perspective, Bangladesh is a better choice for foreign investment because of its geographical location and political stability. As it is now known, Myanmar has long been noted for its abundance of natural resources. Suvarnabhumi, which means 'Golden Land' in Sanskrit, has been associated with Myanmar for over two millennia. Myanmar and Bangladesh signed a

border trade agreement in May 1994 to enhance border trading. In September 1995, they established regular border trade between Maungdaw, a town in Myanmar's Rakhine State, and Teknaf, an upazila in Bangladesh's Cox's Bazar district.

In the 5th summit of BIMSTEC, Sri-Lanka invited Myanmar and proposed 'walk-and-talk' for the sake of regional connectivity and trade. The revival of old silk corridors within Bangladesh, China, India, and Myanmar is currently a contentious topic. However, the regional experts predict that the BCIM-EC will cost about \$22 billion to build, and its trade potential stands at \$132 billion. In 2020, India exported \$871M to Myanmar and imported \$742M from Myanmar. According to 2020 report, India and Myanmar have agreed to collaborate to introduce India's RuPay Card in Myanmar as soon as possible and to investigate the construction of a digital payment gateway. On March 15, 2022, the government of Myanmar made a decision to make the Indian rupee convertible to boost border trade with India. According to the commerce ministry, border trade between Myanmar and India reached US\$1.42 million as of October 22, 2021.

Thirdly, from a national security perspective, the trilateral relations can improve the border security

of three countries and the region. The close ties between China and Myanmar is a concern for India. In addition, Myanmar shares a border with India's Northeastern states. In November 2021, India became more concerned after the attack on the 46 Assam Rifles by Manipur 'terrorist' group, People's Liberation Army. To contain insurgent groups in the Northeastern region and to tighten security to control the Rohingya exodus in India, India follows her 'dual-track' policy with Myanmar.

Bangladesh also participated in the Armed Forces Day parade of Myanmar in 2021. Bangladesh is working to make a platform for a fruitful negotiation with the Myanmar Junta for a successful and sustainable Rohingya repatriation. According to strategic analysts, there are about 30 insurgent groups in Northeastern region. Members of these groups reportedly took shelter in the neighbouring countries which demand cross border cooperation. The trilateral cooperation therefore will create collective security for counter-terrorism effort in the region.

The regional connectivity and cooperation will bring about win-win results in trade, communication, security, energy, tourism, science and technology for Bangladesh, Myanmar and India.

Adani's \$2.5 billion share sale faces crucial day after Indian rout

Agency
New Delhi, Jan 30:

Gautam Adani faces a critical day on Monday with his flagship company's \$2.5 billion share sale's second day of bidding overshadowed by a \$48 billion rout in the Indian billionaire's stocks which was sparked by a U.S. short seller's report.

Seven listed companies belonging to the Adani conglomerate, which is led by Asia's richest man, saw sharp falls in their values after Hindenburg Research report last week flagged concerns about high debt levels and the use of tax havens.

Adani Group has called the report baseless and said it was considering taking action against Hindenburg.

For 60-year-old Adani, the stock market meltdown has been a dramatic setback for a

school-dropout who rose swiftly in recent years to become the world's third richest man, before slipping to rank seventh on the Forbes list last week.

The secondary share sale by Adani Enterprises opened for retail and institutional investors on Friday, but saw only 1% subscriptions as the company's stock fell 11% below the minimum offer price.

Adani Group told Reuters in a statement on Saturday that the sale remains on schedule at the planned issue price, even as sources said bankers on the country's largest secondary share sale were considering extending the timeline beyond Jan. 31, or tweaking the price due to the fall in its share price.

"It is important for the Adani Group to ensure the share sale goes through — If they stick to the price and don't reduce

it, and the stock doesn't bounce back, nobody will be keen to apply," said Mumbai-based market analyst, Ambarcresh Baliga, who advises various family offices.

"Monday's trade will be critical."

"FREE FALL"
Some Adani Group stocks have surged more than 1,500% in the last three years amid aggressive expansion in businesses that include ports, power generation, airports and mining.

Adani Enterprises has set a floor price of 3,112 rupees per share and a cap of 3,276 rupees for the secondary share sale — well above their close of 2,761.45 rupees on Friday.

Arun Kejriwal, founder of Kejriwal Research & Investment, said investors were likely to wait until the last day of the share sale to see if the price band is tweaked.

"I expect that the free fall seen of Friday may abate but recovery back towards a level prior to this fall may be difficult," he added.

Indian regulations say the share offering must receive minimum subscription of 90%, and if it does not the issuer must refund the entire amount.

Maybank Securities and Abu Dhabi Investment Authority are among investors who bid for the anchor portion of the issue.

On Saturday, index provider MSCI said it was seeking feedback from market participants on Adani and was monitoring the factors that "may impact the eligibility of those relevant securities" in MSCI indexes.

There are at least six Adani Group companies in the MSCI India Index, with a cumulative weight of 4.31%.

Aim of Bharat Jodo Yatra is to save liberal, secular ethos of India: Rahul Gandhi

Agency
Srinagar, Jan 30:

Congress leader Rahul Gandhi on Monday said the aim of his Bharat Jodo Yatra was to save the liberal and secular ethos of the country which, he claimed, was facing an assault from the BJP and the RSS.

"I have not done this (Yatra) for myself or for the Congress but for the people of the country. Our aim is to stand against the ideology that wants to destroy the foundation of this country," he said at a rally here to mark the culmination of the 136-day march.

The rally went ahead despite heavy snowfall in the city. Gandhi said the RSS and the BJP were targeting the liberal and secular ethos of the country by inciting violence.

Recalling the moments when he was informed about the assassination of his grandmother and father — former prime ministers Indira Gandhi and Rajiv Gandhi — over phone calls, the former Congress president said the inciters of violence will never understand that pain.

"Those who incite violence — like Modi, Amit Shahji, the BJP and the RSS — will never understand this pain. The family of an Army man will understand, the family of the CRPF personnel who were killed in Pulwama will understand, Kashmiris will understand that pain when one gets that call."

"The aim of the yatra is to end the phone calls announcing the deaths of loved ones — be it a soldier, a CRPF jawan or any Kashmiri," he added.

Gandhi challenged the BJP

top brass to undertake a yatra like his in Jammu and Kashmir, saying they will never do it as they are scared.

"I can guarantee you that no BJP leader can walk like this in Jammu and Kashmir. They will not do it, not because they won't be allowed to but because they are scared," he said.

Gandhi said he was advised against walking the Jammu and Kashmir lap on the grounds that he might be attacked.

"I thought over it and then decided that I will walk in my home and with my people (in J&K). Why not give them (his enemies) a chance to change the colour of my shirt, let them make it red."

"The people of Kashmir did not give me hand grenades, only their hearts full of love," he said.

PEC wishes IITG's Alcheringa, reminds sacrifice of corona media warriors

By a Correspondent
Geneva, Jan 30:

Press Emblem Campaign (PEC), the global media safety and rights body, wishes all success to the Indian Institute of Technology Guwahati's annual festival Alcheringa kick starting on 2 February with an aim to celebrate the nation's victory over one of the most significant pandemics in recent history and also encourage the attendees to rejuvenate and rejoice in the success. PEC insists on lauding the sacrifice made by physicians, health and sanitation workers and also media workers during the Covid-19 pandemic.

The 27th edition of Alcheringa, the four-day extravaganza in the IIT Guwahati premises, will be organised with the theme of



'Pledge to Persist'. Recognised as the largest cultural festival in northeast India, Alcheringa (also known as Alcher) will witness over 80 events with thousands of participants. PEC president Blaise Lempen conveys his greetings to the participants and expresses hope that the celebration of victory would pave the way to mark the contribution of corona warriors in every corner of the

planet.

Initiated by a group of IITG students, the festival will incorporate various competitions including Electric Heels (group dance competitions), Voice of Alcheringa (solo singing competition), Halla Bol (street play competition), Rock-O-Phonix (rock band competition), Mr and Ms Alcheringa (personality contest), Haute Couture

(team-based fashion designing event), etc and also back-to-back live concerts, incredible pro shows, highly-anticipated creators camp and never-before-seen informal activities.

In earlier occasions, Alcheringa hosted popular artists like Sajid Wajid, Mika Singh, Lucky Ali, Mohit Chauhan, Shankar-Ehsaan-Loy, KK, Shaan, Sonu Nigam, Vishal Dadlani, Shekhar Rajvani, Ash King, Sachin Jigar, Amaal Mallik, Gaurav Taneja, Karan Sehgal, Arunabh Kumar, Babar Ali, Deepak Pareek and many more, informed the media communication head Muhammad Bin Quasim. He expects that participants from more than

500 colleges and hundred thousand visitors would make the event a memorable experience for everyone.

Sports

Fifth Khelo India Youth Games 2022 to begin in MP; Manipur team expecting medal in all events

Agency/IT News
Bhopal, Jan 30:

The fifth edition of Khelo India Youth Games 2022 is commencing in Madhya Pradesh today.

Union Information and Broadcasting, Sports and Youth Affairs Minister Anurag Singh Thakur and Chief Minister Shivraj Singh Chouhan will inaugurate this sports extravaganza today at 7 pm at TI Nagar Stadium in Bhopal. Union Minister of State for Sports Nisith Pramanik and other dignitaries will also be present on the occasion.

The hearts of about six thousand players from across the country will beat in MP from today on this theme song of the games. In these games, players will dedicate their entire skill for more than 250 gold medals in 27 sports events.



Earlier yesterday a team of Manipur's players attending the Khelo India team was flagged off by YAS Minister K Govindas. Director of YAS Phulendro said that already a team of players from the Manipur have been departed on the previous day and the Manipur team is expecting to medal in almost all team and individual events.

Around 13,000 officers and 2,000 volunteers have been deployed to make this thirteen-day event successful till February 11 in eight cities of Madhya Pradesh, Bhopal, Indore, Ujjain, Jabalpur, Gwalior, Mandla, Balaghat and Maheshwar.

The Khelo India Youth Games was started in 2018 on the advice of Prime Minister

Narendra Modi. At that time the name of these games was Khelo India School Games.

The purpose of these games is to find and groom sports talent at the local level and nurture them for national-international sports events. So, get ready to see the thrill of youthful passion, stamina and healthy competition from today.

In Focus India G20: Understanding Infrastructure, Building Cities of Tomorrow

By: V. Anantha Nageswaran and Aparajita Tripathi)

One of the immediately observable identifiers of a region's economic status is the quality of its infrastructure. As a driver of economic growth, infrastructure spending is emphasised by Governments all over the world as a lever for employment and enhanced socio-economic development. World Bank states that a 10% increase in infrastructure spending correlates directly with a 1% increase in GDP over time.

After the G20 was formed in 1999 to deliberate on global economic and financial issues in the wake of the Asian crisis, it was thought that given the Group's combined population and economic strength, topics for discussion under its ambit must be expanded. Thus, in 2009, the Group was designated the 'premier forum for international cooperation' at a Leaders' level. Infrastructure was recognised as one of the developmental pillars, finding a strong footing in the 2012 Los Cabos Summit, which emphasised a strong correlation between infrastructure investment, productivity and standard of living.

Since then, the topic has not only garnered much interest but also generated a substantial body of work for advancing the cause of infrastructure, especially around financing, investments and leveraging private sector participation. The year 2014 saw the establishment of institutional support for infrastructure through the Global Infrastructure Hub (GI-Hub) based out of Australia and the Global Infrastructure Facility (GIF) by World Bank.

In parallel, as the world moved towards recognising the importance of infrastructure, developments, such as the emphasis on PPP or Public Private Participation, were also captured by the Infrastructure Working Group (IWG) in G20. It is now well recognised that despite significant public spending on infrastructure worldwide, further scaling up

will require a concerted effort from different financing sources — the private sector, multilateral and bilateral and other international organisations. Financial Instruments should be well diversified, and the climate for private participation must be enabled. This was also well captured in the successive Presidencies of Turkey, China and Germany. The necessity of recognising Infrastructure as a separate asset class was undertaken in the Argentinian Presidency of 2018. Since then, G20 has pushed for incorporating sustainability in infrastructure through different modes such as quality indicators, using technology for informed decision-making and scaling up private participation.

With the baton passed to Indian Presidency in 2023, the infrastructure agenda is seen through the lens of 'Vasudhaiva Kutumbakam' or one world, one future. India's new contribution to IWG will be the flagship priority of 'Financing Cities of Tomorrow', which has never been addressed earlier exclusively in G20.

By 2050, nearly two-thirds of the world's population will live in urban areas, so a wave of next-generation urbanisation will span across continents within developing and developed countries. This has the potential to ramp up global growth significantly due to the strong correlation between urbanisation and GDP. With over 80% of GDP generated in cities, urbanisation can be a bright spot if it is well-managed and sustainably oriented.

In the last few years, India has advanced the work in urban cities through the policy of saturation of provisioning of urban utilities, be it housing under Pradhan Mantri Awas Yojana (PMAY), sanitation (Swachh Bharat), drinking water (Har Ghar Jal), urban infrastructure reinvigoration (AMRUT), uptake of mass transit options such as metro-

BRTS etc., and technology-based city upgradation (Smart City) etc.

However, going forward, developing and developed countries must look to a future that any country in the world has not yet addressed. Given the Net Zero commitments by countries, the ravaging effects of climate on urban and fiscal resilience and the diverse pool of people who will inhabit future cities, cities of tomorrow must be made sustainable, resilient and inclusive.

As Pune gets ready to host the first IWG meeting under G20 India Presidency in the upcoming week this January, it is a good time to remind ourselves that to address the challenges of the future, cities must substantially take upon a new avatar — self-reliant, self-confident and financially empowered. Municipal governments must look to plan not only the strategy for cities but also find the resources to translate the visions into reality.

A complementary dialogue for municipal commissioners on urban governance in Pune University will accompany the first IWG meeting. Another event around the challenges and strategy of financing for cities of tomorrow will be hosted by ADB. The intended speakers are expected to share valuable insights on how countries can advance sustainable urban development while meeting the priorities of different segments of the population.

In the movement towards the ideal envisaged by this year's Presidency, what is better than to bring the focus back to the oldest building blocks of the world — the imposing but humble, expansive but regional, connecting but distributed — Infrastructure?

(V. Anantha Nageswaran and Aparajita Tripathi are Chief Economic Advisor and Consultant, respectively, in the Ministry of Finance, Government of India. Their views are personal).