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aking strong exception to Bharatiya Janata Party leader Maneka Gandhi's alleged remarks that the "ISKCON sells cows from its Gaushalas (cowsheds) to butchers", the Kolkata unit of the temple body on Friday said that they are going to file a Rs 100 crore defamation case

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against the Sultanpur MP and that notice has already been issued to her regarding the same. "The comments of Maneka Gandhi were very unfortunate. Our devotees across the world are very hurt. We are taking legal action of defamation of Rs 100 crores against her. We have sent her a notice today," Vice-President

of ISKCON Kolkata, Radharamn Das told ANI.

This came after a viral video of Gandhi surfaced recently, in which the founder of People for Animals could be heard alleging that the ISKCON is the "biggest cheat in the country which sells cows from its gaushalas to butchers".

Responding to it, Das said, "How can an MP, once a Union Minister, say a lie against such a big society without any evidence? She is saying (in the purported video) that she visited our Anantpur Gaushala but our bhakts (ISKCON members) there do not remember the visit." ANI

Journey from print media to digital portal and books



Then I began twenty years back the challenges were different, that time my struggle was to earn my salary. Today my struggle is to earn bread for all those working in my newspaper. I have very small staff and many trainee reporters on little stipend. But still from paying rent of the office to arranging salaries and other miscellaneous expenditures, when you say office or business you need to address everyday expenditures. To arrange those expenses and to sustain my newspaper I almost work 24/7. Vaidehee Aesthetic and wellness keeps me busy. I make soups, chocolates, all types of ayurvedic oils and homemade beauty products. Apart from all this I work as content writer, website developer, audits and much more. Whatever work comes my way I accept it and balance.

These days there is an excessive hustle and bustle of activity at my office.

It looks like, it's been a day of hectic meetings and amazing news breaks. As I enter my cabin, my cell phone keeps beeping incessantly and the SMS' and WhatsApp messages keep pouring in; yet I get all charged and eager to start my day. My journey as an editor-in-chief is very exciting. The news business is highly competitive and compulsive. Somehow, my mind is always at work. There were times when I didn't want to be a part of the rat race but since I am in it; I want to be the fastest to run around. Launching a Publication has been a great learning; successful launch was all possible due to the right mix of people" I tried to make my way, fighting against all odds in fourth estate by leaving main stream media to set up parallel media. It's been 15 years but I am not exhausted yet.

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in such adverse

conditions?

My fourth book
"Vednati" is
apricated by my
readers and still
maintains number one
on the ranking and its
one of the best sellers.
With newspaper's
editorial writing now

Tens of thousands of journalists are made sure that they cannot re-enter the industry. Thanks to social media, most of them have become bloggers.

Journey from print media to digital portal and books

PAGE 1

You might start with whatever intention; your value is your size but nor the content or its integrity. Being Small paper with limited reach people may not take us seriously and they prefer buying big spread-sheet newspapers than buying small tabloid. The advertisements are limited, the reach is limited, the infrastructure in inadequate and support is zero. How can one expect fair journalism to breath in such adverse conditions? Somehow, we switched to digital media, we are read and also taken seriously. Online spread has its own advantage.

I've been a journalist for 20 years now. I've gone through full-time jobs and part time, freelance jobs, from the founding and (ongoing) upgrading of Current and Politics coverages. Some non-fiction books, one is already in the market "Sikhism Vs Sickism". I wanted to write this book to seek justice for those Sikh prisoners and also wanted to fight for the tag that they are carrying as Khalistani. Well, this is my my second book. My third book is "Life Beyond complications" it reached to best sellers' category in the first week of its launch. My fourth book "Vednati" is apricated by my readers and still maintains number one on the ranking and its one of the best sellers. With newspaper's editorial writing now, I became full time book writer. My books have won many awards too.

Lots of people are worried about the fate of journalism in India. Many organizations have gone bankrupt or out of business. Many small newspapers took birth and met their end in no time. Similarly, many journalists were laid off and free lancers as such have no guarantee of work. I have seen some good writers and journalist having Pan shop and courier delivery jobs. They voluntarily write for the papers to keep their name survive in fraternity. The survival of a journalist is biggest challenge. Only main stream media or established age-old newspapers have life and also their staff who adopt to the culture of that particular news channel or newspaper.

Tens of thousands of journalists are made sure that they cannot reenter the industry. Thanks to social media, most of them have become bloggers. We have created ways that entirely new forms of media and can topple traditional broadcasting. We have new avenue as digital media without a clear profit model. There are damages, death, panic, rushing disorders. But I believe that journalists, like our smaller, more resilient are programmed to rebuild. Rebuilding is great. But is it enough?

There are many new media empires mushroomed that make the owners rich or the foundation heads glorified; but no one knows the employee's comfort and the consumer's approval. Are we in the business that breathe out with liberty, pay off our credit card bills, and settle in for another life priorities? We are anxious about the resources

and the arrangements of rebuilding media. For us its non-profit media businesses. There are three types of Media groups, one is mainstream that has bigger investment, enormous revenue gains and maximum reach. Even if they speak crap, they have viewers and buyers.

There are many news channels these days are agenda driven. Similarly, even newspapers have less news content and more of an advertisement or political campaigns. People are happy with both these mediums. They but that spread sheet by paying to hard earned money to read such news and see those advertisements. Let's not speak about news channels we all know how things are manipulated. Hardly anything in public interest. Some news channels are dangerously popular just because they are purely communal.

Citizen Journalism adds lot of value parallel to mainstream. They are respected and most of them are non-traditional journalists. Most of them are educated, more technically skilled, and more likely to be having knowledge of overall Indian population and their concerns. But citizen journalists' lake investigative reporting and historical research than traditional journalists. Somewhere we the journalists need to think what are we up to? Do we really need to change? It is absurd that the newsrooms are always under pressure and confused all the time. There is always a rush for breaking news.

When forty per cent of Indians are of insufficient literacy and the ranks of ethical journalists, already limited, which is falling day by day, when the journalism is intended support business owners and their interest, that too is a problem. journalism has changed in India, but not for the betterment.

I have started this journey of setting a new trend in journalism to mentor budding generation in this field but every day end up learning new lesson from them. Sometimes it's challenging. The fact is that the tug of war between two generations aiming towards one goal and both want to do it their way is difficult to manage at times. Whatever it may be, the news room ends up with constructive outcome. My motivation is to share some of my journey and simultaneously record and reflect on it; to share and to learn; to listen and learn from others. Approaching emotional pain as a journalist...I don't know what form this will ultimately take, but I've set off the journey.

Vardely Taman

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Voices

Advantages and disadvantages of **'Print Newspapers'**



- C.K. Subramaniam

The advantages of traditional print newspapers include the fact that they are a tangible, physical medium that can be easily shared and passed around, and that they often contain a wealth of information and detail that can be difficult to convey in other formats. They are also often considered more trustworthy and reliable than some online sources of information.

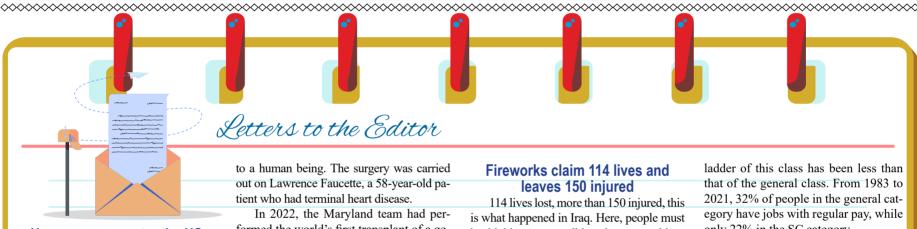
The disadvantages of traditional print newspapers include the fact that they can be expensive to produce and distribute, and that they can quickly become outdated, especially in the fast-paced world of modern news. They are also not easily portable or accessible in the same way that digital news sources are, and they can be less environmentally friendly than their digital counterparts. It is noted that printing inks may contain chemicals, including lead and heavy metals that can leach into the food, posing serious health risks over time. The FSSAI added that newspapers are often subjected to various environmental conditions during distribution, making them susceptible to contamination by bacteria, viruses or other pathogens that may transfer to the food, potentially causing food-borne illnesses.

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become outdated, especially in the fast-paced world of modern

In contemporary times, newspapers, particularly print media, are facing a crisis. Many newspaper agencies have shifted to online mode and have shut down their physical printing of newspapers due to the shortage of readers in the physical mode. Their readers now like to read the Newspaper in digital format. However, a large chunk of people is present in the world who like the physical Newspaper in a tea stall, salons, vendor shops, and sometimes in the bus and trains. Before the advent of Online news portals, people said they liked reading newspapers and drinking morning tea.

A lot of paper is wasted in publishing news articles. People believe that many things have shifted to online mode, and digital format is easy, handy, and accessible. Advertisement: Some newspapers only contain an advertisement, and the news portion is very limited. Consumers and food vendors urged to immediately stop using newspapers for packing, serving and storing food items. The ink used in newspapers contains various bioactive materials with known negative health effects, which can contaminate food and lead to health issues when ingested, which is highly dangerous and damages our organs in the



How we can counter the US stance

The US desires India as an ally and friend, but not as a politically strong nation capable of pursuing its own interests. Instead, the US prefers a politically weak coalition government in India to easily control the country and prioritize its own interests. Consequently, the US consistently criticizes India. However, India's economic performance is currently strong, and to sustain this momentum. India needs allies. China, until 2015, maintained diplomatic neutrality. However, since then, through wolf warrior diplomacy, China has been responding assertively to other countries. Therefore, our focus should be on building a 10 trillion-dollar economy first, and then we can adopt a more assertive diplomatic approach.

Md Mofidul Ali

Porcine heart transplant- a medical marvel

Surgeons of the University of Maryland School of Medicine. United States have carried out the world's second transplant of a genetically modified pig's heart

to a human being. The surgery was carried out on Lawrence Faucette, a 58-year-old patient who had terminal heart disease.

In 2022, the Maryland team had performed the world's first transplant of a genetically modified pig's heart into another dying man, David Bennett who died just two months after the procedure.

The pig heart transplanted in the second operation has 10 genetic modifications, knocking out some pig genes and adding some human ones to make it more acceptable to the human immune system.

Both the operations termed as a giant leap in the medical world and a boon in the life of humans is truly a 'marvellous medical feat'. Firstly, this Xeno transplantation could in the near future help solve the chronic shortage of organ donations. These experiments though just the beginning could be the turning point, a milestone in medical history to save the lives of patients and a big solution to organ shortage because of which thousands of patients lose their precious lives.

Further scientific researches regarding longevity and safety of the porcine heart and kidney have to be made and once this clinical xeno transplantation becomes fully successful it can put an end to non -availability of organs and will be a blessing to patients in the long list waiting to receive organs.

M Pradvu

Fireworks claim 114 lives and leaves 150 injured

114 lives lost, more than 150 injured, this is what happened in Iraq. Here, people must be thinking we are talking about terror blast, no, but is happened due to fireworks during wedding. Christian community was doing the celebrations of weeding and to mark it as a grand affair, they had brought firecrackers. As of now, there is no clue what led to such a tragic incident. Prima facie investigation revealed that building was too made with flammable material so it near impossible to douse fire once it engulfs the building. We don't know what will be the next result of investigation but one thing remains sure that government must ban such materials for construction. What's done can't be undone, but we can take precautionary steps and ban such materials altogether, prevention is better than cure.

Santosh Anjana

Uplift for Backward Class

The Constitution made provisions for reservation in legislatures and services for the upliftment of the Scheduled Caste, including Article 17 (provision to prevent untouchability), but even after 70 years, they face inequality at the social and economic level. Azim Premji University's study (State of Working India: 2023) found that the speed of climbing the economic

ladder of this class has been less than that of the general class. From 1983 to 2021, 32% of people in the general category have jobs with regular pay, while only 22% in the SC category.

Even in the field of self-employment, the percentage of SCs remained low. Perhaps the socio-economic structure is such that even the son of a Scheduled Caste daily wage laborer becomes a laborer. In 2005, 84.5% children of SC category daily wage laborers also became daily wage laborers. Despite all the so-called development in the next 14 years, in 2018 only ten percent of the youth of this category were able to leave daily wage labor and move to a better livelihood. Perhaps even today in cities, there is a reluctance in industries to provide employment opportunities to the people of this class, and the reason for this is some of the strict laws that have been put in place in favor of this class. The irony is that this economically and socially backward class is not able to uplift itself.

N Ashraf

Readers are requested to mail Letters to the Editor only at

afternoonvoicedesk@gmail.com

No postal letters will be entertained

(The views expressed are authors' own)

UBT Shiv Sena leader Sanjay Raut slams CM Shinde govt for not following by constitution, says "BJP responsible for split in Shiv Sena"



hiv Sena (Uddhav Balasaheb Thackeray) leader Sanjay Raut hit out at the Shinde Government on Friday, saying that democracy is being murdered in Maharashtra and, the BJP-led state government has been running the government completely against the Constitution and law and that the BJP is responsible for spilt in Shiv Sena.

"The Speaker of the Maharashtra Legislative Assembly is not in the delegation that is going to Ghana under the leadership of Om Birla to strengthen democracy at the international level. What is the condition of democracy here? Democracy has been murdered, for one year they have been running the government completely against the Constitution, the law and the Supreme Court," Raut said in a statement on Friday.

Speaking on the situation in Manipur, he said that the government is in complete shambles in the state. "Government, Home Ministry, Defence, Prime Minister, everything has failed. Even students are beaten. A new parliament building is set up but still, nobody wants to talk about Manipur, he asserted. "Is there a strategy to burn the country before the 2024 elections? The whole country is a witness to what's happening", Raut added.

In the same breath, taking a swipe at the BJP for the fall of the MVA government in Maharashtra, Sanjay Raut said that the BJP is responsible for the split in Shiv Sena and the voice of Marathi people - Shiv Sena is broken in the state now. **ANI**

MPCB notice case: Bombay High Court grants 'Interim Stay' to NCP MLA Rohit Pawar's firm closure



he Bombay High Court on Friday granted an interim stay till October 6 to an order issued by the Maharashtra Pollution Control Board (MPCB) asking Rohit Pawar, an MLA of the Sharad Pawar-led NCP, to close a unit of his firm Baramati Agro Ltd. A division bench led by Justice Nitin Jamdar said it would hear a petition filed by Baramati Agro challenging the closure order on October 6, and the authorities should not act on the MPCB fiat until then. The petition, filed through ad-

vocate Akshay Shinde, alleged that the MPCB order was passed "owing to political influence and considering the present political situation to pressurize the director of the petitioner company that is Rohit Pawar." Rohit Pawar, a grand-nephew of Sharad Pawar, is the CEO of Baramati Agro which is into animal and poultry feed manufacturing, sugar and ethanol manufacturing, co-generation of power, trading of agri-commodities, fruits and vegetables and dairy products. PTI

IT rules case: Bombay HC closed petitions challenging the amendment of rules, verdict likely to come out on Dec 1

he Bombay High Court on Friday closed for orders a bunch of petitions challenging the recently amended Information Technology (IT) Rules against fake news pertaining to the government on social media. A division bench of Justices Gautam Patel and Neela Gokhale said it would try to deliver its verdict on the pleas on December 1.

Solicitor General Tushar Mehta told the bench that until judgment in the case was delivered, the Union government would not notify the Fact Checking Unit (FCU) to be set up under the Rules to

identify and flag off fake, false and misleading facts on social media. Under the Rules, if the FCU comes across or is informed about posts that are fake, false and misleading facts pertaining to the business of the government then it would flag off the same to the social media intermediaries

Once such a post is flagged off, the intermediary has the option of either taking down the post or putting a disclaimer on the same. In taking the second option, the intermediary loses its safe harbour/ immunity and stands liable for legal action. A

bunch of petitions were filed in the High Court earlier this year challenging the Rules. Stand-up comedian Kunal Kamra, the Editors Guild of India and the Association of Indian Magazines have filed petitions in the HC against the Rules, terming them arbitrary and unconstitutional and claiming they would have a chilling effect on the fundamental rights of citizens. The pleas said the government was trying to be the sole arbiter and would through these Rules try to curtail citizens' freedom of speech and the right to expression. PTI

Ganesh festival: 12 deaths reported from the state during idol immersions

t least 12 persons were killed, including nine from drowning, during Ganpati idol immersions over the past 24 hours across Maharashtra, police officials said on Friday. The immersions began on Thursday on the occasion of Anant Chaturdashi, marking the end of the 10-day festivities. In Nashik, three

persons drowned in Panchvati and an equal number in Nashik Road area, an official said. Umbraj in Satara, Wajirabad in Nanded and Karjat in Raigad near Mumbai reported one death each from drowning, he added. In Ratnagiri district in the state's Konkan region, two persons were killed when a tempo ploughed into a idol immersion procession after the vehicle's brake failed. A 17-year-old girl and the tempo's driver died, he said. In Juhu in the western part of the metropolis, a 16-year-old boy was rescued from the beach amid immersion on Thursday but he was declared 'dead on arrival' by doctors at nearby civic-run Cooper hospital. **PTI**

Three people arrested for stealing vehicles in Navi Mumbai

he Navi Mumbai police in Maharashtra have claimed to have detected 14 cases of vehicle thefts with the arrest of three persons. After receiving many complaints about theft of tempos within the limits of Kalamboli police station, cops worked on CCTV footage and other inputs and arrested one Anwar Rasulkhan Pathan (39) from Panvel. Pathan's questioning led the police to Mannan Abdul Shiekh (36) from

Jalna district and Firoz Mukkaram Sheikh (49), alias Mulla of Beed, said a release from the crime unit II of the Navi Mumbai police on Friday. With the arrest of the three, the police detected 14 vehicle thefts committed in Navi Mumbai, Thane, Ahmednagar, Parbhani, Beed, Aurangabad, and Jalna, it said. The police have also recovered 10 Ape tempos, one motorcycle and one tempo engine, the release said. **PTI**



Gurukul students in mumbai were seen congratulating legendary actor Waheeda Rehman who is all set to receive 'Dadasaheb Phalke Lifetime Achievement Award' through their paintings.

Bribery allegations: I&B Ministry orders probe over claims made by Tamil actor Vishal against CBFC





nion Information and Broadcasting Ministry on Friday said the government has "zero tolerance" for corruption and has initiated an inquiry into the claim by Tamil actor Vishal that he paid Rs 6.5 lakh bribe to obtain censor certification of the Hindi version of his film 'Mark Antony'. On Thursday the actor took to social media application X to allege that officials from the Central Board of Film Certification (CBFC) Mumbai office had demanded Rs 6.5 lakh in exchange for the screening and granting of a U/A certificate for his film.

"The issue of corruption in

CBFC brought forth by actor @ VishalKOfficial is extremely unfortunate. The Government has zero tolerance for corruption and strictest action will be taken against anyone found involved," according to a statement by the I&B Ministry.

The ministry said a senior officer has been deputed to conduct an inquiry into the matter. "A senior officer from the Ministry of Information & Broadcasting has been deputed to Mumbai to conduct an inquiry today itself. We request everyone to cooperate with the Ministry, by providing information about any other instance of harassment by CBFC at jsfilms.inb@nic.in," the I&B Ministry statement read.

Filmmaker Ashoke Pandit. who is a former member of the CBFC told ANI said that Tamil actor has levelled "very serious" allegations and has demanded an investigation by the CBI. He further said that people named by the Tamil actor as having taken the money are not employees of the CBFC and therefore "whoever the money was given to has to be investigated." "There are two names he takes in his statement, M Rajan and Jija Ramdas. As per my knowledge, these two are not the employees of CBFC... Accusing a CBFC officer at this stage is not right... But if allegations are being made, then we demand a CBI inquiry because the allegations are very serious... It is obvious that any officer who demands money will not take it (directly) into his account... These two people he named should be asked if they have taken the money on someone's behalf at the CBFC... High power inquiry should be initiated," Ashoke Pandit said. ANI

MP Incident: Ujjain Bar Association demands death sentence of accused in a minor rape case



The president of Ujjain Bar Association has said that the rape incident occurred in the city has tarnished the society and they (lawyers) will seek the death penalty for the accused in the court. Speaking to ANI on Friday, President of Bar Association, Ashok Yadav said, "This incident of rape that has happened in the ancient and peaceful city is something that tarnishes the whole society and is shameful for the entire city. It seems that humanity is dead. We belong to a civilised society and if strict action is not taken against the accused, it will send the wrong message.

"On behalf of the bar association, I appeal to all the lawyers that no one should represent the accused and I also warn the police administration that no truth should be twisted. Whenever there is a trial in the court, we will protest there and will demand a death sentence for the accused. No member of the bar association will stand with these (the accused) people," he added.

According to Ujjain Superintendent of Police (SP) Sachin Sharma, the incident was reported within the jurisdiction of the Mahakal police station on September 25.

"As soon as we received the information, the girl was immediately taken for a medical examination. The girl was unable to inform the police about what had happened, so a counsellor was called to assist. The counsellor interacted with her was able to confirm to the Police about the assault," SP Sharma said. ANI

Nipah Virus: All four patients who were undergoing treatment have recovered, says Kerala Health Minister

erala Health Minister Veena George on Friday said that all four patients including a nine-year-old who were undergoing treatment for Nipah have recovered and have tested negative for the virus infection. A total of six cases of Nipah virus infection were reported in Kerala's Kozhikode district of which two persons died.

The Health Minister today said that all four patients have tested double negative and left hospital."Informing the good news that four people, including a nine-year-old boy who were undergoing treatment for Nipah, have recovered from the infection and have tested double negative (two samples tested in intervals tested negative)," the Health Minister said in a post in Malayalam on Facebook. The nine-year-old boy is the son of Muhammad Ali (47), the index case, who died due to the deadly virus on August 30. The second victim died on September 11. **ANI**

Farmers Protest: Highway blocked, trains stranded as they have demanded for 'MSP'

fter halting the trains in their protest, Farmers have now blocked the Delhi-Chandigarh National Highway too. Farmers have staged a protest on the highway going from Chandigarh to Ambala in Mohali. Rail Roko protest has been going on in Punjab since Thursday by nineteen farmer labour organizations. Farmers are sitting on railway lines across Puniab. After the railway track jam, all the routes from Delhi to Amritsar, Pathankot to Amritsar and Punjab to Chandigarh, Jalandhar, Ludhiana to Moga, Firozpur, Fazilka are completely stalled.

Hundreds of passengers are stuck at the railway stations of Punjab due to jams in trains. More than 90 trains will be affected on



Friday, out of which more than 80 trains have been cancelled. Farmers in Punjab continued their "rail roko" protest on the second day in Amritsar.

The Farmers are demanding a committee for Minimum Support Price (MSP), a financial package for losses caused by recent floods, relief from agricultural debt and withdrawal of cases regarding agitation in Delhi in 2020-21. The three-day protest called by farmers in Punjab's Amritsar led by the Kisan Mazdoor Sangharsh Committee began on Thursday and will continue till Saturday (September 30). As many as 18 trains of the Firozpur division, have been affected as members of various farmers' bodies squatted on train tracks in Ferozepur. ANI

Saturday, September 30, 2023 AFTERNOON VOICE, MUMBAI

PM Justin Trudeau allegations: Indian diaspora criticized allegations, calls it "childish"



he Indian diaspora in Canada has criticized Canadian Prime Minister Justin Trudeau's allegations against India, terming them as "childish" and have asked for concrete evidence to back the same. Trudeau recently made allegations about the Indian government's involvement in the fatal shooting of Khalistani terrorist Hardeep Singh

Nijjar on Canadian soil.

"Trudeau's allegations are childish. All his talks are in the air. There are only one to two per cent extremists here in Canada, the rest of the Sikhs do not go with them. They have their own views," an Indian diaspora member in Canada, Amandeep Singh Chabba, said. Canada has yet to provide any public evidence

to support the claim about the killing of Hardeep Singh Nijjar. Amandeep said: "The Canadian PM should have given concrete evidence for his allegations. This has resulted in divide and polarization in India-Canada relations. Trudeau's actions make me want to cry."

Amandeep further said that even big issues can be solved at the table and through diplomacy. "I want to request both nations to come at the table, talk and solve the issue," he said.

Another diaspora member, Dr Raj Jagpal, said the Canadian government is creating a divide between the Hindus and Sikhs in Canada. "This is very wrong. Trudeau should either resign or he should resolve the matter because there is no difference between Hindus and Sikhs. The government is creating this divide to get votes," he said. ANI

Pakistan blast incident leaves atleast 50 people killed, others injured at Balochistan

t least 52 people including a police officer were killed and around 50 people injured in a blast near a mosque in the Mastung district of Pakistan's Balochistan on Friday, Dawn reported. District Health Officer (DHO) Abdul Rasheed Shahi has confirmed the casualties. City Station House Officer (SHO) Mohammad Javed Lehri said a police official was among the casualties, according to a report by the Pakistan-based daily.

Dr Saeed Mirwani, chief executive of Shaheed Nawab Ghous Bakhsh Raisani Memorial Hospital, said dozens of people were undergoing treatment at his hospital while more than 20 injured have been referred to Ouetta for medical assistance, Dawn reported.

According to Mastung Assistant Commissioner (AC) Atta-ul-Munim, the explosion took place when people were gathering for an Eid-i-Miladun Nabi procession near Madina Masjid at Alfalah Road. The Mastung AC had identified the DSP who had been killed as Nawaz Gishkori. SHO Lehri said that the explosion was a "suicide blast."

The banned Tehreek-i-Taliban Pakistan denied it had carried out the attack Balochistan interim Information Minister Jan Achakzai said rescue teams had been sent to Mastung. He further said that the critically injured people were being taken to Quetta and that an emergency had been imposed in all the hos-

Switzerland: Glaciers have shrunked upto 10 pc of their ice volume



laciers in Switzerland rare shrinking, have lost a total of ten per cent of their ice volume over a period of two years as a combination of low snowfall and soaring temperatures which caused unprecedented melting, according to figures released on Thursday, CNN reported. The glaciers lost four per cent of their total volume in 2023, according to data from the Swiss Commission for Cryosphere Observation of the Swiss Academy of Sciences. This level of melting is second only to the record set in 2022 when six per cent of glaciers were destroyed.

Swiss glaciers have lost as much ice over this two-year period as was lost over the three decades between 1960 and 1990. Head of the Swiss Glacier Monitoring Network (GLA-MOS), an organization that collects and evaluates glacier data and works with the Swiss Academy of Sciences, Matthias Huss, told CNN: "The losses we've seen in 2022 and 2023 are simply mind-blowing and beyond everything we have experienced so far."

"Even though glaciers have constantly and quickly been losing mass for many decades, this is a tremendous acceleration," he told CNN, adding these extremes "would have been impossible without climate change." ANI

More than 2500 dead, atleast 186,000 people are missing while trying to cross the Mediterranean to Europe: Report

ver 2,500 people died or have gone missing while trying to cross the Mediterranean to Europe so far this year, reported Al Jazeera citing the United Nations Refugee Agency. However, approximately 186,000 people arrived in European countries during the same duration.

Ruven Menikdiwela, director of the UN High Commissioner for Refugees (UNHCR) office in New York, told the UN Security Council that out of the 186,000 people who crossed the Mediterranean, 83 per cent, which makes around 130,000 people landed in Italy, Al Jazeera reported, Adding to this, she noted that people also landed in some other countries including Greece, Spain, Cyprus and Malta. Compared to last year, the number of people who died or went missing during the sea crossing has increased this year, the Security Council was told, reported Al Jazeera. The number of those who died or



went missing during the dangerous sea crossing has surged this vear compared with last year, the Security Council was told. "By September 24, over 2,500 people were accounted as dead or missing in 2023 alone," Menikdiwela said. That number marked a large increase over the 1,680 who died or went missing in the same period in 2022.

Menikdiwela further said that the UN Refugee Agency saw "no end in sight" to the lives lost at sea and on land routes to Europe, which are similarly dangerous.

She explained to the council how the land journey from sub-Saharan African countries to sea crossing departure points on the Tunisian and Libyan coasts "remains one of the world's most dangerous", Al Jazeera reported. "Lives are also lost on land, away from public attention," Menikdiwela added. ANI

Expression

Public Relation Officer - How to become a Public Relation Officer



lijay Garg

Retired Principal Educational Columnist Malout Puniab

ublic Relation Officer commonly known as PRO has become a common term in every organization whether it is commercial or non-commercial, government or private formal or informal and that too in a very short span of time from its inception. Although this particular job is being performed from time immemorial i.e. from the times of Raja's and Maharajas or even before that from the times of Lord Rama's and Lord Krishna's when they used to send their Duta's to the other kingdoms like Angad was sent to Ravana by Rama to bring peace by releasing Sita without any fight etc.

With the time and materialization of everything and anything, the role of Duta's and PRO's of the present day has changed to a greater extent. PROs ensure internal cohesion in the company by maintaining a clear communications network between the management and employees. Its first objective is to improve channels of communication and to establish new ways of setting up a two-way flow of information and understanding.

Public relations as a career option has come into existence when lots of private or government companies and institution felt the need to market their product, service and facilities. In the times of cut-throat competition and similar products and services to sell, it is the Public image that has become important to all organisations and prominent personalities. The role of public relation specialist becomes pertinent in crisis situations when the correct and timely transmission of information can help save the face of

the organisation.

In terms of career opportunities, Public relations is broadly practised for product publicity, corporate publicity, to have better relations with the government, to publish corporate publications like a newsletter, bulletins, magazines for employees etc.

To discharge his duties with utmost efficiency a PRO must be up-to-date on current information to be imparted to the public. One must have excellent communication skills, both spoken and written so has to express thoughts clearly and simply. An effective personality and the ability to get along with a wide range of people both inside and outside an organization is necessary. A PRO must be polite always as he has to work under pressure or provocation. An organizing ability is required too, as one may have to organize conferences, lectures, exhibitions and public events. He must have selfconfidence and farsightedness. He must be able to understand human psychology and take decisions apt to the situation.

Young people with desire and capacity for hard work can get both money and satisfaction and rise to top positions very quickly in this profession. But to reach such high positions one should have to work hard and should have the requisite basic knowledge concerned with this field. For this, there are the specific short term and long term courses available which one has to undergo.

To become a PRO one has to undergo one or more of the following Courses.

Public Relation Officer Eligibility, Educational Qualification, Bachelor's degree in any discipline preferably with social sciences, liberal arts and humanities are required to take up a course in this field of PRO.

How to become a PRO?

Aspiring candidates have to follow below given steps to become a Public Relations Officer.



Step 1

Interested candidate has to appear in an entrance test conducted by the various institutions providing diploma as well as postgraduate diploma courses in Public relations. Duration of most the courses is of one year. Apart from this, there are also short-term certificate courses. However, some colleges also give admission on the basis of % of marks obtained in the qualifying class

Step 2

After completing this 1-2 years of course in which one has to go through all the major aspects like public relations principles and techniques, public relations management and administration, including organizational development, writing, emphasizing news releases, proposals, annual reports, scripts, speeches, and related items, visual communications, including desktop publishing and computer graphics, and research, emphasizing social science research and survey design and implementation.

Public Relation Officer Job Description

Public Relation Officer's main job is to make a good image of the organisation he is working in. He is responsible to present a good picture of the organisation to the public and other government and nongovernment organisation through his communication skill and influencing power.

Public Relation Officer Career Prospects and Job Opportunities

Enormous employment opportunities are available for PRO in private as well as public sector organisations. Career opportunities in this field would depend on an individual's area of specialization. Public relation officers can find employment in the corporate sector, public sector, government agencies, tourist agencies, hotels, banks and other financial institutions, private consultancy firms etc. Nowadays they can find work even with individuals like political figures, models and film stars who want their pictures, profiles and interviews published in magazines and need agents who can do the work for them so as to have an image in front of general public.

Public Relation Officer Salary

Public Relation Officer can expect to get nearly Rs. 25,000 to Rs. 30,000 as far as a starter is concerned. After gaining some on job experience one can earn as good as Rs. 50,000 per month and more.

Afternoon

Saturday, September 30, 2023 AFTERNOON VOICE, MUMBAI

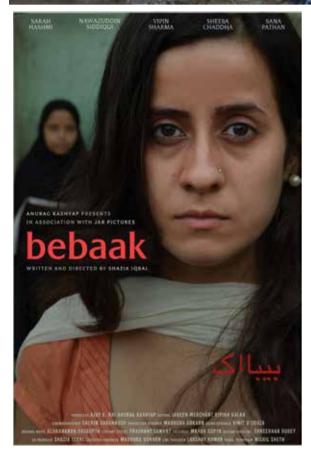
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Entertainment



Ganesh Visarjan: Actors Rajkummar Rao, Manushi Chhillar and Saiyami Kher were seen at Juhu for a clean up drive

Bollywood stars Rajkummar Rao, Manushi Chhillar and Saiyami Kher brought some celebrity heft to the Juhu beach clean-up drive here on Friday, a day after hundreds of Ganesh idols were immersed in the sea. The Cleanathon 2.0 2023 Ocean Waste Management event, organised by Divyaj and Bhamla Foundations, saw celebrities joining volunteers and locals to collect debris littered across the vast expanse of the famous waterfront. "This is a very important initiative. I come here for walks, so it feels very nice to be greeted by a clean beach. Today, I got an opportunity to participate in it myself," Rao told PTI. **PTI**



Bebaak: Director Shazia Iqbal says, "It is an attempt to initiate a nuanced discussion about hijab"

hen someone questions religion, they also challenge patriarchy, says director Shazia Iqbal, whose short film "Bebaak" is an attempt to initiate a nuanced discussion about hijab. The acclaimed short, inspired by true events, follows the life of an aspiring architecture student Fatin Khalidi, played by Sarah Hashmi, who is reprimanded by a religious leader (Nawazuddin Siddiqui) for not wearing a hijab (headscarf) during a scholarship interview. "We live in a patriarchal society and there's a 1,000 year old 'jugalbandi' between patriarchy and religion. It's still happening, they work in tandem. **PTI**

World Cup 2023: Actor Suniel Shetty pours in his best wishes to KL Rahul, Team India, says, "Play Well"



s the 13th edition of th ICC Men's Cricket World Cup is set to be played in India from October 5, citizens across the country are extremely excited to see the 'Men in Blue' in action on Indian soil. Like other cricket enthusiasts, actor Suniel Shetty is also eagerly waiting for the tournament to kick-start. This year's World Cup will be a little special for him as his son-in-law KL Rahul is going to play his second ODI World Cup, now as a mainstay in the Indian line-up, currently going through a rich run of form. Speaking to ANI, Suniel rooted for Team India and gave his best wishes to the boys.

"I believe he (KL Rahul) is my son. I don't know how to be a father-in-law. I am a better father... I call him my son only. (World Cup is approaching) My fingers are crossed. Let the best team win. We have got an extraordinary team. (hope they) play well, play hard and play fair," Suniel said on the sidelines of the promotions of Discovery Channel's 'Star Vs Food Survival' show. **ANI**

Harrasment case: Denying allegations, Rapper Lizzo requests court to dismiss lawsuit filed against her

apper Lizzo has requested the Los Angeles
Superior Court to dismiss the lawsuit filed
last month against her by three of her former
dancers. The lawsuit filed by Arianna Davis, Crystal
Williams and Noelle Rodriguez accused the Grammy
winner of sexual harassment and creating a hostile
work environment, as per Variety.

Lizzo denied the allegations. And now she has asked a judge to toss out the lawsuit. "This is the first step of a legal process in which Lizzo and her team will demonstrate that they have always practiced what they've preached — whether it comes to promoting body positivity, leading a safe and supportive workplace or protecting individuals from any kind of harassment. Any and all claims to the contrary are ridiculous, and we look forward to proving so in a court of law," said a spokesperson for Lizzo's legal camp. The newly filed documents stated the singer and her Big Grrrl touring company deny "each and every allegation" in the lawsuit and ask that it be dismissed "in its entirety with prejudice." **ANI**

