

JMC Magazine

Lab Publication of Department of Journalism & Mass Communication,
Osmania University, Hyderabad

HELLO WORLD



JMC Magazine

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USHERING IN

On 5th November, students and teachers of Arts College came together to celebrate a fresh start

Osmania University College of Arts and Social Sciences on Tuesday kicked off the new academic year for its post-graduation students with an impactful briefing on the institution's history, culture and procedures.

The Centenary e-Classroom, where the event was held, was filled to the brim with eager first-year students. The day commenced with a warm welcome to the students and the dignitaries. Student advisers Dr. Konda Nageshwar Rao and Dr P. Swathi familiarised the students with various amenities available in the College, such as libraries, placement cell and sports lounge. The 'Sahayam' psychological counseling centre and the Civil Services Academy offering coaching for UPSC aspirants were also mentioned.

In his address, the chief guest Prof. Jitender Kumar Naik, Officer on Special Duty to the Vice Chancellor, encouraged students to be perfect in their endeavours.

Arts College Principal Prof. Syeda Talath Sultana addressed students, putting the time they are going to spend in the University in a larger perspective.

Vice Principal Dr. Ram Shepherd Bheenaveni motivated students

to achieve a paradigm shift in their personality as part of their learning. All the department heads motivated students to be committed and resilient in their lives.

Prof. S. Kamalakara Sharma, Head, Department of Telugu, ignited a wave of enthusiasm among students with his statement, “చదువుకోవడం ఒక యోగం, OU లో ఉండగలగడం ఒక ఆనందం, అన్ని శాఖల వాళ్ళకి ఇది ప్రించాత్మకం.”

Prof. B. Vijaya, HoD of English, put forth a valuable suggestion to the college administration to design the Almanac in coordination with the hostel accommodation schedules, standing as a true spokesperson for all. The event concluded with the prize distribution for winners of elocution and essay-writing competitions held in August,

Written by P. Aparajitha and R. Bhoomi Sri

followed by a virtual tour of the campus.

Prof. Jitender Kumar Naik, OSD to the Vice Chancellor, being felicitated by Arts College Principal Prof. Syeda Talath Sultana.



NEXT LEVEL

Two Professors from the Department of Telugu win laurels on their appointment as Vice Chancellors

Written by H. Mallikarjun

Amid a large gathering of enthusiastic students and teachers, the Department of Telugu on Wednesday felicitated two of its senior faculty members — Prof. V. Nithyananda Rao and Prof. Surya Dhananjay — as they took over the reins at two esteemed state universities.

With the appointment of Prof. Rao and Prof. Dhananjay as Vice Chancellors of Potti Sreeramulu Telugu University and Veeranari Chakali Ilamma Women's University, respectively, the tally of varsity academic heads produced by the Department touched a university high of 12.

Speaking at the event, Osmania University Vice Chancellor Prof. M. Kumar expressed support for mother tongue as a medium of instruction, at least until secondary level of education.

Prof. C. Kaseem described the event as a moment of bonhomie and said these were much needed. He expressed concern over the working of universities in state, and asked Prof Rao to fulfill student aspirations and Prof Surya to help women students rise as role models for girls in the state.

Dr. Kamalakar Sharma, Head of Department of Telugu, commended the senior professors on their achievements recalling the obstacles they had faced to study and how they have had illustrious careers in the university.

Prof. Veldanda Nithyananda Rao's PhD thesis in 1994 explored the genre of parody in Telugu literature. He also supervised of five M.Phil.s and 6 PhDs. A recipient of the Gurajada Apparao Gold Medal in MA, he went on to author several critical essays, biographies and projects.

Prof. Surya Dhananjay began her journey with the department in 1999. She received doctorate for her research on 'History of Banjara Literature in Nalgonda' and has since written numerous books depicting history, culture and literature of the Banjara tribe and Telangana state as a whole.



She has also served in administrative positions including the office of Women's Hostel Warden and Director of Centre for Women Studies.

Prof. Rao reminisced moments shared with colleagues over his 28-year association with the university and thanked them for organising the event. He underlined the challenges of administration amid shortage of funds and personnel.

Prof Surya explained how the university gave career and personality to a girl from a village with no education, and moulded her into an executive head with integrity and responsibility. "The event certainly gave me a lot of confidence as I embark on a new journey", she added.



Arts College principal Prof. Syeda Talath Sultana, and faculty members Dr. S. Raghu and Dr. A. Vijaya Laxmi also spoke at the event. A song written and presented by PhD candidate Ms. Sravani highlighted the selfless efforts of the two professors in driving many students to excellence.



VC flags declining quality

Vice Chancellor Prof. M. Kumar did some plain speaking at the felicitation programme. Referring to the problem of low attendance of students in the classrooms, Prof. Kumar said it was an open secret that class work had degraded across departments, and asked students to be regular to fully utilise the opportunity of studying in the University.

Prof. Kumar also underscored the declining quality of research in the university and attributed it to a lack of information on validation practices among scholars and an absence of faculty with certain national and global certifications.

Talking about recent appointment of heads of state universities, Prof Kumar stated that the selections were made purely on merit. He concluded with a positive statistic about the increasing enrolment of women students and talked about plans to build more women's hostels on the campus if the graph continues to go rise.

SWIPE RIGHT

If all goes as planned, visitors to the University Library will be able to use digital cards for entry and transactions.

Written by G. Abraham Noel

The Bharat Ratna Dr. B.R. Ambedkar Memorial Library at Osmania University plans to introduce digital library cards to be used both for entry into the library and for accessing various resources and services.

Dr. Achala Munigal, University Librarian (I/c) disclosed this to Osmania Courier on Saturday on the sidelines of the National Library Week events.

Dr. Munigal pointed out that despite the library operating with a limited trained staff, "we are committed to providing the best possible service to students."

She acknowledged that there were some infrastructural challenges that still need to be addressed as it was over 60-years-old library. "While we are doing

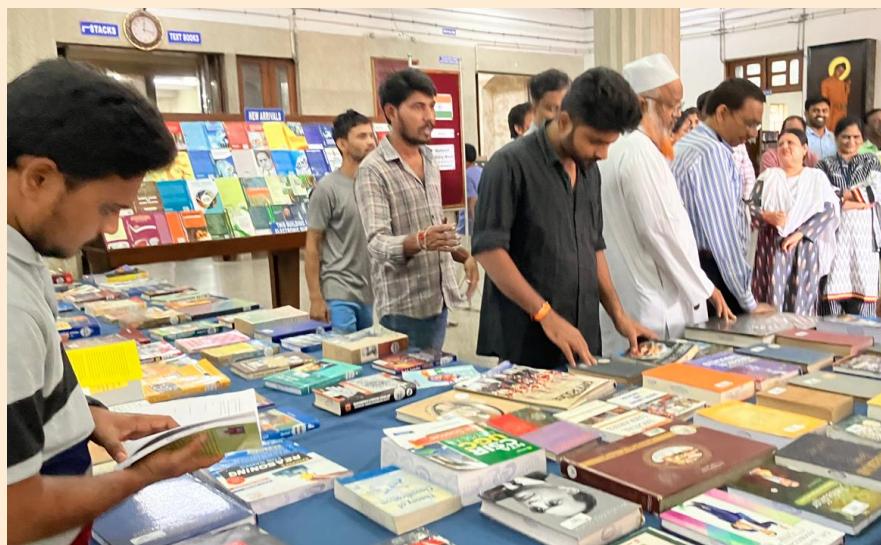
our best with the available resources, there are plans to address these issues in the near future, ensuring an even better experience for our students," she said.

The Library is celebrating National Library Week from 14th to 21st November, with various events and activities aimed at highlighting the importance of libraries in education and society.

The week-long celebration honours the legacy of Iyyanki Venkata Ramayya, also known as the "Granthalaya Pitamaha." Iyyanki is widely regarded as the architect of the public library movement in India, and his contributions are celebrated during the week since 1968 as declared by the Indian Library Association (ILA).

In connection with the celebrations, a book exhibition has been set up in the Library, attracting a steady stream of visitors. The exhibition features both old books from the archives and newly purchased books on subjects ranging from the history of Hyderabad to science, technology, and the Indian Constitution.

The collection will be updated every two days, ensuring that visitors have access to fresh materials, said Dr. Munigal. The event also featured a gathering, where students spoke about the vital role of librarians and libraries in shaping their futures.



MYSTERY ROOM

What is so special about Room No. 322 in New Godavari Hostel?

Room No 322 in New Godavari Hostel saw five students being forced to vacate and two new students allowed to occupy the room in the recent round of hostel admissions — leaving many boarders wondering as to what is so special about that room.

Usually, first-year M.A. and M.Sc. students are allotted to Kaveri C Hostel. As it was full, some 1st year boys were given accommodation in the already overcrowded New Godavari Hostel.

They were not allotted particular rooms — that is, room numbers were not mentioned on their mess cards — except for two students who were specifically allotted to Room No. 322.

Five other students who were already in the room were asked to vacate. They were shifted to the opposite room, where there were no functioning lights and fans until two weeks later.

When yet another first-year Political Science student was allotted to New Godavari, the assistant caretaker made it clear that Room No 322 was out of bounds and that he would be accommodated in some other room.

The caretaker was evasive when pressed about the reason. He indicated that some friends of the students in R. 322 would be moving in from other rooms.

Students wonder if it is reasonable to keep a room reserved when another student is waiting with luggage. They plan to take the matter to Arts College Principal and the Registrar.

Written by K. Sumanth Reddy



WITH FERVOUR

Arts College celebrates the 75th Constitution Day

Written by H. Mallikarjun

Patriotic fervour prevailed in the University College of Arts and Social Sciences as students and faculty celebrated 75th Constitution Day on 26th November.

The programme was organised by students of the Public Administration to underline the need for understanding the Indian constitution not only as a codified law document but as a living force guiding its citizens to peace and excellence, and resolved to ensure its implementation and condemn its misuse.

Prof. C. Kaseem, the newly appointed Principal of Arts College, spoke at the event, attended by senior professors and administrators of the college and headlined by noted poet 'Praja Kavi' Jayaraj.

After garlanding a portrait of Dr. Ambedkar, the speakers along with the audience took a pledge by reading the Preamble to the Constitution. A flute performance by a first-year student was followed by a video about historic events that led to formation of the Constituent Assembly and the Drafting Committee.

Dr. Konda Nageswara Rao, from the Department of English, hailed the convergence of divergent opinions in the Constituent Assembly in the preparation of the rough draft of the Constitution. He recalled the work of the seven-member Drafting Committee that shaped the document into its current form. Tracing the origins of a charter of rights back to 13th century Europe, he said the idea of a constituent assembly was taken from France and talked about the sheer will and commitment exhibited by the Assembly for over three years to draft the constitution.

Dr. Ram Shepherd Bheenaveni, Vice Principal, UCASS, opined that people in the country cannot imagine life without the Constitution. He described it as a supreme document that eliminated hierarchies prescribed in ancient scriptures around the world. He highlighted the dangers that anarchic capitalism posed to constitutional bodies, and added that action was required at this critical juncture.





Mallesh, an MA Public Administration student, attributed the absence of the words 'socialist' and 'secular' in the Preamble at the time of the adoption of the Constitution to possible ambiguities that may have arisen and claimed that Ambedkar hinted about these ideals in other parts of the Constitution for future generations to work on.

The role of the Constitution as a treatise for personal development was pointed out by Dr. P. Swathi, Head of Psychology department. She said many things would fall into place if each individual pursues their fundamental duties with integrity.

Another student, Ankith, said that the promised shared values of justice, equality, liberty and fraternity form the soul of the Constitution and the country.

'Praja Kavi' Jayaraj described the Constitution as a book written with love, defining love as listening to others problems and empathising with them. "Those who believe in democracy benefit the most from Constitution," he said, narrating anecdotes to show how it changed forever the way people lived. He told students that Ambedkarism embraced him in his quest for humanism, and on the request of students, performed a song that he wrote about Dr. B.R. Ambedkar's life, contributions and legacy.

Prof. Kaseem explained the significance of the Preamble as an embodiment of the multitude of values and diverse provisions given in the Constitution. He said that the Constitution was not just a guide for future citizens but also a tribute to great souls who sacrificed themselves for India's freedom, and that the flesh and blood put in by Ambedkar for three whole years is a testament to this tribute. He praised the Constitution for its impact on education and added that women and people who were once denied education are now studying and pursuing illustrious careers in Arts College.

Correlating fundamental duties to responsibilities of the stakeholders of the College, he suggested that both teachers and students should perform their duties, the former in imparting quality education and the latter in receiving it with diligent effort.

On a lighter note, he lauded a student of Public Administration, Sathvika, for confidently hosting the entire program while terming public speaking as a highly valued art, and commended other students for planning and setting the stage for a successful event, which was also attended by Dean of the Faculty of Arts, Prof. Syeda Talath Sultana and Prof. B. Lavanya, Head of the Department of History.

EARLY START

The present status of Hyderabad as a global city is built on some very early foundations, says author Dinesh C Sharma in his new book.

Early creation of knowledge institutions like Osmania University and continuity in government policy through the decades were the two factors that underpinned the growth of Hyderabad into a globalised city, said Dinesh Chandra Sharma, author of a recent book, *'Beyond Biryani: The Making of a Globalised Hyderabad'*.

Mr. Sharma, an alumnus of the Department of Journalism & Mass Communication at Osmania University, participated in an interactive session with the students at his alma mater on Tuesday (26th November).

"The present status of Hyderabad is not just a product of liberalisation. Its foundations had been laid in the form of knowledge institutions like Osmania University and industrial research institutions like the Regional Research Lab, which later became the Indian Institute of Chemical Technology," Mr. Sharma said.

While the modernisation of the city after the 1908 floods was the starting point, the post-1948 period saw public sector undertakings such as IDPL serve as a launch pad for new sectors, he said.

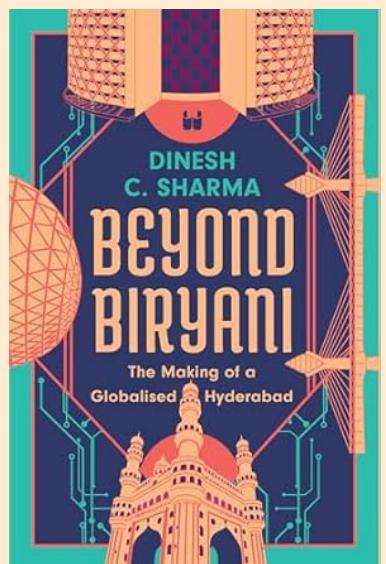
"The city had favourable pre-existing factors and the industrial ecosystem which helped it benefit from globalisation," he explained.

Referring to the growth of IT sector in the city, Mr. Sharma said: "Madhapur area was selected for IT hubs in 1992 by the then chief minister N. Janardhan Reddy. Chandrababu Naidu modelled the Vision 2020 policy and the Cyberabad enclave on the lines of similar projects in Malaysia. There has been continuity in government policy since in the early 1990s. This policy stability is what led to investments."

He also mentioned the Telugu diaspora as a major factor in the continued growth of Hyderabad as a technology hub.

Striking a nostalgic note, Mr. Sharma said it was wonderful to come back to the Department, and recalled his career milestones starting with his stint at Press Trust of India.

Advising journalism students to develop a specialisation, he said, "I developed an interest in science and technology when I joined PTI because they had a science service." He asked the students to put themselves in a global context.



Beyond Biryani: The Making of a Globalised Hyderabad, by Dinesh C. Sharma. (Westland Books)

Below: Author Dinesh C. Sharma (standing, centre) with some of the first-year M.A. (JMC) students and faculty members.



HIGH HOPES

Why the residents of congested Kaveri hostel are eager to move into a new building.

Written by Uday Kiran T.

A month into the harsh realities of hostel life, some boarders are looking with hope towards a new building taking shape nearby.

Located near New Godavari Hostel on Osmania University campus, the upcoming hostel is a three-storeyed structure with many modern amenities. It has over 160 rooms, with each floor featuring a reading room, a multi-purpose room, washing area, and a sick room.

These features have cast quite a spell on the inmates of Kaveri, especially, given its double burden.

A few years ago, the deteriorating Krishnaveni Hostel was shut down, and its students were accommodated in Kaveri Hostel. As a result, the number of students in Kaveri has exceeded its capacity. Even the reading rooms have been converted into regular rooms to

accommodate the numbers. Consequently, students no longer have a reading room and are forced to travel a long distance, even late at night, to the University Library.

Additionally, since there is no mess facility within the hostel, Kaveri students must walk approximately half a kilometre to the mess hall. The pathway lacks proper lighting, forcing students to walk in the dark, which causes anxiety and fear among them.

The mess is in a mess too. “I was eating in the mess hall when a piece of plaster fell from the ceiling onto my plate. The roof is in a bad condition, and I am constantly worried that it might collapse,” says Narendra, a first-year Philosophy student.

“On the way to the mess hall, I encountered venomous snakes. On the same day, I saw both a Russell’s viper and a cobra. Our University Health Centre and the Tarnaka RTC hospital don’t even have anti-venom,” says Aravind, a first-year Chemistry student.

Given these difficulties in the Kaveri Hostel, students are hoping the administration will allocate the newly constructed hostel to them.



LITTER NOT

People should carry their waste with them until they find a proper disposal bin, rather than litter the streets.

Written by Majjathi Sai Teja
Yadav

Waste management in India remains a major concern, with public littering being a significant issue. Many citizens are irresponsible regarding garbage disposal and the cleanliness of surroundings. As India is the most populous country in the world, it is quite tough for the government alone to maintain cleanliness. Public contribution is crucial to solve the issue.

During my recent visits to tourist destinations such as Kondapochamma Reservoir in Telangana and Lambasingi Hill Station in Andhra Pradesh, on one side there are breathtaking views, with lush green trees, mountains, lakes, and picturesque locations that will make us fall in love with these places. On the other hand, the place is full of waste left by the visitors, such as empty water bottles, snack wrappers, and plastic bags.

Recently, the same experience repeated with the newly launched, high-speed Vande Bharat trains. The train provides hassle-free journey with top class facilities and luxurious experience to passengers. But people discarded waste in the compartments at will.

Unfortunately, this situation is common in many other public

spaces across the country. All credit goes to those Indian citizens who consider throwing waste on roads as their right and disposing waste in a dustbin as a sin. Additionally, some people throw waste out of car windows while travelling, without even thinking where it will end up. Ironically, many of these people are educated individuals who pride themselves as an intellectuals.

According to a report released by Plastic Overshoot Day by Swiss non-profit EA Earth Action, India is among the twelve countries responsible for 60 percent of the planet's mismanaged plastic waste. People should carry their waste with them until they find a proper disposal bin, rather than littering wherever they want on the streets. Those traveling by car should use a small dustbin within the vehicle or stop near a disposal bin to dispose the waste properly.

If all the citizens follow this strictly, at least some of the time, efforts and money will be saved which government spends for cleaning. Educating children about the importance of keeping our surroundings clean from childhood is essential. Just as we keep our homes, cars, and gardens clean, we should think the same about public spaces and tourist spots. Every piece of waste disposed properly contributes to a cleaner environment and has a positive impact on society.



FLARES HURT

Accidents show how important it is to be careful with firecrackers and open flames during celebrations.

There has been a significant rise in fire-related incidents in

Hyderabad around Diwali. The Telangana State Disaster Response and Fire Services Department reported receiving a total of 33 distress calls, with Hyderabad alone accounting for 26 of these.

Several incidents involving firework-related accidents occurred in areas such as Yakutpura, Himayatnagar, Hayathnagar, Saroornagar, and Secunderabad. These incidents affected various locations, including shops and apartments, resulting in injuries and substantial property damage.

In addition to this, at the state-run Sarojini Devi Eye Hospital, 48 people, including 20 children under 12, were treated for eye injuries, with eight requiring admission though no surgeries were necessary. A few minor cases had also been reported the day before Diwali.

Dr. M Neeraja, resident medical officer at the hospital, noted that two children needed minor procedures under anaesthesia to remove foreign objects from their eyes, and confirmed that the injuries among the admitted patients were not severe.

A couple died from asphyxiation late Monday night after a fire broke out in their home while they were preparing food for the Diwali festival. According to police, the accident occurred when sparks from

a gas stove ignited a box of firecrackers, causing it to burst and release smoke throughout their two-room house. The intense smoke led to the couple's suffocation, while another family member sustained injuries in the incidents.

Written by G. Abraham Noel

These unfortunate events have turned what should be a joyful Diwali into a sad time for many families in Hyderabad. The accidents show how important it is to be careful with firecrackers and open flames during celebrations. In the future, better safety measures and awareness can help prevent such tragedies and bring safer, happier celebrations for everyone.



POLL PODCAST

Media pundits credit Donald Trump's youngest son Baron Trump for recognising trending channels in the podcast industry.

Written by H. Mallikarjun

Americans have spoken, and their vote powered former president Donald J. Trump's return as the 47th President of the United States of America. As the curtains fell on one of the most consequential and polarizing election campaigns in world democracies, the scale of Trump's mandate — with a projected 312 electoral college votes and 50.4% of the popular vote — became clear.

Numerous analyses are awaited in ensuing months studying reasons for the victory of Trump and fall of Democrat presidential candidate Vice President Kamala Harris. But a key observation is certain: that the presidential campaign is as significant as the result, if not more. It had an irreversible impact on quite a few domains in American society, including the media. An amalgamation of public opinion and political strategy reordered the prominences of different media used for dissemination of information. With news networks losing credibility among many groups in pursuit of ratings and shaping opinion, new media like podcasts on YouTube and Spotify rose in popularity. Influencers offered insights into the ideologies, careers and personal lives of the candidates, and laced them with humour or contemporary issues.

Podcasts emerged as 21st century's alternative to radio programs later evolving as downloadable fun, elaborate and thematic discussions with one or more guests, ranging from comedy and entertainment to news and self-improvement. Podcasting was made easy by hosting companies like SoundCloud allowing podcasters to produce content and distribute on streaming platforms like Spotify and YouTube where people saw and heard them. The podcast industry in America thrived with quantity and quality on the backdrop of vast exposure to information and social media. Awareness also soared and podcasting is no longer a niche medium.

The entire situation was symphony for Trump's campaign advisers. They knew that he would not get any love from the news industry this time around and Trump couldn't worry less as he swept the Republican primaries with high favourability ratings among Republican supporters. Nevertheless, his team recognized the importance of media coverage in the White House race and chalked out a strategy that would give him more screen time, less confrontations and ultimately get the better of those great podcast statistics. While Trump's old friend and UFC president Dana White facilitated these events, advisers also credit Trump's youngest son Baron Trump for recognizing trending channels in the podcast industry.



For the apprentice who embraced tabloids, reality TV, Twitter and cable news, the shift to podcasts and online streamers wasn't difficult given that he also gets to ditch CBS's 60 minutes. Trump's trusted adviser James Miller says that one key goal of the podcasts was to generate a relatability factor with the former president. "When you're able to communicate the relatability, then voters feel even more strongly that the policies you're pushing for are being done because you want to help them", Miller added. The format also allowed Trump's art of weaving long and meandering stories into the message he wants to put across, which he fondly termed as 'the weave'. And so a streak of podcasts with diverse demographics and influencers from different walks of life continued, that later seemed to be positive weights balancing narratives drawn from unfavourable opinion polls and poor debate performance.

Trump started with YouTuber Logan Paul's Impaulsive interview where he spoke about the first debate with Biden, raising \$140 million as a convicted felon and friendships with Putin and Kim. It set the tone for streamers like Adin Ross who did a 1-hour stream with half a million people tuned in to see him please and entertain Trump, while the latter found himself interacting with live chat. A complete contrast was his talk on the All-in podcast hosted by four venture capitalists in the tech industry, where he spoke extensively about his economic policies to an audience largely bent towards capitalist ideals.

Trump opened about his late brother's alcohol addiction and why he refrained from drinking and smoking, on "This Past Weekend with Theo Von" that garnered over 15 million views. Asking important questions about healthcare, medical debt, drug lobbyists and opioid crisis, Theo strikes casual conversations aimed at getting simple and practical solutions from the presidential candidate. Trump talked about

surviving the assassination attempt and aftermath in great detail on the Flagrant podcast that got 8 million views. Relatively serious audience saw him speak about psychology of winning, politics as a dirty game, power, mortality and religion with MIT computer scientist Lex Fridman. After venting out on Kamala Harris, Obama, Biden and mainstream media on entrepreneur Patrick Bet-David's podcast, he criticized Democrats for pushing 'wokeness' and attacking manhood and religion in America on the Outkick podcast.

His known passion for golf was displayed in a fundraiser match play versus a US Open champion. Just ten days prior to final polling, Trump made his highly anticipated appearance on "The Joe Rogan Experience", America's most popular podcast. Rogan has audience across a diverse spectrum happy to give hours for his guests. They talked about a range of subjects – man of the moment Elon Musk, his first term as president, tariffs, energy, media bias, North Korea, border security and immigration policy, US-China relations and conspiracies. The 3-hour interview that amassed 1.5 million views per hour in the first day of uploading, gave Trump enough time and space to communicate with voters one last time before polling.



INSIDE JOB

Cyberabad police recently arrested the branch manager of SBI Sanathnagar for orchestrating a Rs. 5 crore loan scam for 5% commission.

Written by P. Aparajitha

The Economic Offences Wing of Cyberabad police on 6th November arrested eight individuals, including a former branch manager, in connection with a ₹4.8-crore loan fraud that exploited the lending protocols of the State Bank of India (SBI) at Sanatnagar branch. Those arrested include Karthik Rai, a former branch manager, along with seven accomplices who allegedly facilitated and orchestrated the large-scale scam.

The scam came to light following a complaint by SBI Sanatnagar branch manager Ramachandra Raghavendra Prasad Paparapatti, prompting an EOW investigation. The arrested

individuals—Matteppally Srishanth, Pole Vishal, Dagala Raju, Sudhansu Shekhar Parida, Md. Wajeed, U. Sunil Kumar, Bhaskar Goud, and Amanchi Upender—are accused of forging loan documents and diverting funds to unauthorised accounts.

According to police, the activity took place between June 2020 and June 2023. Karthik Rai,

who allegedly received a 5% commission on each fraudulent loan, approved applications that included falsified salary slips and fake identification documents. This enabled loans to be sanctioned without necessary verification protocols. In total, ₹4.8 crore was distributed across 67 accounts through unauthorised loans.

The operation was led by Md. Wajeed, with assistance from Dagala Raju, a loan agent. Together, they recruited Matteppally Srishanth and Pole Vishal, who posed as employees of Telangana State Residential School and College for Girls to obtain loans using fabricated documents. Sudhansu Shekhar Parida managed the creation of fake salary slips and ID cards, while Amanchi Upender, owner of a Xerox shop in Prakash Nagar, supplied falsified identification. Bhaskar Goud, a stamp maker, provided rubber stamps used to authenticate forged documents.

In total, ₹4.8 crore was distributed across 67 accounts through unauthorised loans. With Karthik Rai's approval, the group secured ₹1.02 crore across eight loans by falsifying borrower identities and employment information. The conspirators retained a 30% share of each loan amount, resulting in a total collection of ₹30 lakh, which was subsequently divided and transferred to third-party accounts.



GIANT LEAP

India's broadcasting behemoth finally takes the leap into online streaming with 'Waves'.

India's public broadcaster Prasar Bharati has launched its new streaming platform 'Waves', with Goa Chief Minister Pramod Sawant doing the honours at the opening ceremony of 55th International Film Festival of India (IFFI).

The launch marks a major step for Prasar Bharati, as it ventures into the growing OTT platform space with a complete infotainment ecosystem.

Many new films and shows are already on Waves, including some which are to be screened at IFFI, such as 'Roll No. 52' — made by a student grad from Annapurna Film & Media Studio — and 'Fauji 2.0,' a modern adaption of Shah Rukh Khan's show Fauji.

The platform will also evoke some nostalgia as it brings to the viewers a range of classic content from its archives, including Ramayana, Mahabharata, Shaktimaan, Hum Log, Buniyaad, Bharat Ek Khoj, etc.

As it comes from a public broadcaster, Waves will also carry many social awareness campaigns, such as on cyber security awareness partnering with CDAC, MeitY. Central government ministries and some States have also joined hands with Prasar

Bharati to co-develop and deliver content such as docudramas, fictional shows, and reality shows with entertainment value as well as a message.

Waves promises Indian stories with an international outlook. It offers content in 10 genres of infotainment in more than 12 languages. It also offers video-on-demand, 65 live TV channels, and online shopping through open network for digital commerce (ONDC)-supported e-commerce platform.

The visual experience of Waves platform fuses Indian ethos with a modern look-and-feel. It comes with a friendly user interface, cross-platform compatibility, personalised profiles, and curated playlists.

Written by Goutham Juttukonda



WORD'S WORTH

How a chance encounter in a library led to a discovery of the magic of language.

Written by *Yadhu-X*

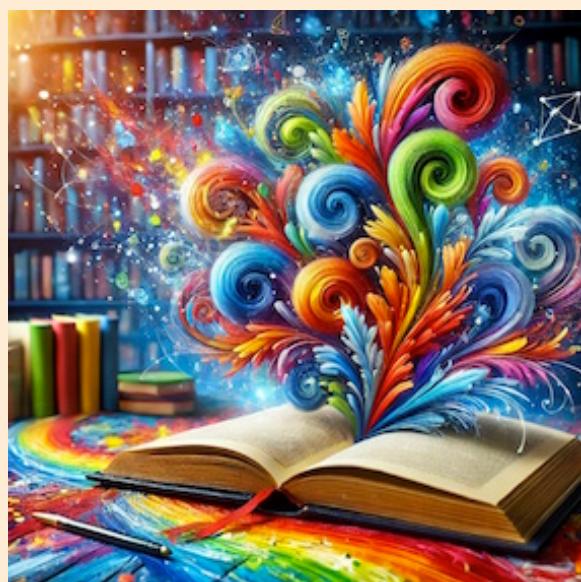
At the recently concluded book fair at Dr. B.R. Ambedkar Library on the Osmania University campus, I had the chance to pick up A Textbook of Logic by Krishna Jain. As I flipped through the pages, One chapter, focusing on the relationship between language and logic, caught my attention. It made me think about how deeply intertwined language is with our thoughts, reasoning, and even day-to-day functioning.

The author begins by emphasising the role of language as the primary vehicle through which ideas and concepts are transmitted. Think about it: without language, how would we communicate even the most complex ideas? Language allows us to share our thoughts, engage with new concepts, and, ultimately, contribute to society's collective knowledge. It is through language that we define, discuss, and refine the ideas that shape our personal beliefs

and the world we live in. In fact, the very essence of human progress—whether in science, philosophy, or culture—relies on the ability to articulate and share ideas effectively.

But language doesn't just serve intellectual purposes; it's also the most common platform for social interaction. Whether it's a simple conversation or a heated debate, language is at the heart of how we connect with others. It's a tool that binds societies together, helping us understand each other, express emotions, and form relationships. Think of how much of our daily interactions rely on language—whether we're conversing with friends, colleagues, or strangers, language is what makes these exchanges possible. It's almost impossible to imagine a world without it.

However, there's also a darker side to language. The author argues that incorrect use of language leads to fallacious reasoning, and I couldn't agree more. Language isn't just about conveying messages; it's about doing so clearly and logically. Misusing language can create confusion, distort truth, and lead to faulty conclusions. And the consequences of fallacious reasoning can be significant, whether in personal relationships or larger societal debates.

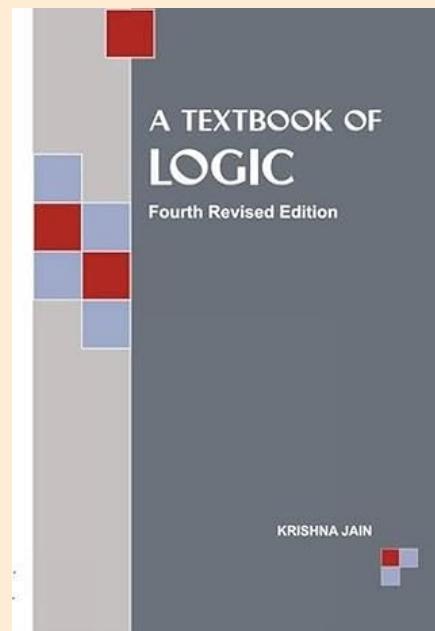


Language and Thought

One of the most intriguing insights from the book is the idea that language actually creates thoughts. This idea really resonated with me. It's easy to think of language as just a tool for expressing pre-formed ideas, but the author suggests that it plays a crucial role in forming those ideas in the first place. This is especially true in soliloquy —the act of speaking to oneself. When we engage in internal dialogue, language is the framework through which we process our thoughts, solve problems, and reflect on our lives. It's language that organises our thoughts, helps us make sense of the world, and allows us to explore complex emotions and ideas. Without language, much of our internal world of feelings and impressions would remain disorganised.

As I reflect on these insights, I realise that language isn't just a means of communication; it's a powerful force that has historically been used to inspire, manipulate, and deceive. In many ways, it serves as a driving force behind the decisions and actions that have shaped the world we know today. More than just a tool of expression, language plays a key role in our cognitive processes. The clearer and more precise our use of language, the more effectively we can reason, argue, and navigate the complexities of the world around us.

*A Textbook of Logic, by
Krishna Jain*



NOT RIGHT

Finance Minister Nirmala Sitharaman is wrong when she says patriarchy is just leftist jargon.

Written by Anusha Y.

During a session with students at Jain University recently, Union finance minister Nirmala Sitharaman denied the existence of any inequality faced by women in the country. She called the concept of patriarchy a part of leftist jargon and urged the young students to beware the trap.

When a student asked Ms. Sitharaman about how patriarchy halts women and if she experienced the same, she countered by saying that patriarchy in a country like India was impossible and that it was rather a guise that some women use to hide their personal inefficiency.

She then went on to say that women in India can achieve their full potential by illustrating the names of some well-known female inspirations. In doing so, she turned a blind eye towards the underprivileged women facing struggles because of resource scarcity as a result of government actions.

Although her real intent might be to encourage women to utilise the opportunities, many young women across the country find this argument derisive, especially coming from the only female union minister of the country.

While this argument mostly feels like a general ignorance of a union minister towards the concept of patriarchy, it also showcases the attitude that highly positioned authorities have to cover their inability to reach out to general public and identify gaps in society.



MILL → KITCHEN

Why tackling the growing adulteration of ginger garlic paste needs end-to-end vigilance.

Sony Gold from Bowenpally, Magic from Khammam, and SKR and Umani from Hyderabad — unheard of, but probably not untasted. These are some of the makers of adulterated ginger garlic paste caught by various government agencies in November alone.

More than 4,000 kg of the paste was seized from these units, along with adulterants like citric acid and synthetic food colour. Samples were sent to laboratories for confirmation of adulteration, and their licences were suspended under the provisions of Food Safety and Standards Act, 2006.

The units were found operating in highly unhygienic conditions ranging from water stagnation and loose plastering, to open environments without insect-proof screens or clean walls at the least. Numerous labelling irregularities were also identified, with no record of pest control, water analysis or medical fitness. One of the units operated without a valid licence from Food Safety and Standards Authority of India (FSSAI).

The story is not new: In October, officials nabbed a man from Asifnagar sending out bulk orders of adulterated paste without

expiry dates or batch numbers. In August last year, sleuths of Cyberabad Special Operations Team seized 3.5 tonnes of the paste from a unit, working without food and trade licences while also printing advance manufacturing dates to dupe the consumers.

Citizens have expressed shock and alarm that tainted versions of their staple spice are being sold in the market. “This news eliminates the already diminishing trust I have on quality of food products in the market,” said Mrs. Devayani, a resident of Bagh Amberpet in Hyderabad. Though many households do not depend on retailers for ginger garlic paste, they are concerned about the scale of contamination and potential health risks it poses.

Written by H. Mallikarjun



According to officials, a common adulterant was Xanthan Gum used to increase the paste's thickness.

On the other hand, most restaurants depend on wholesale suppliers for stocks of the condiment. For instance, Sony Gold Ginger & Garlic Paste, which is now under suspension, used to sell the paste to eateries throughout India via wholesale e-commerce websites. Food operators are already on their toes this year with continuous raids followed by grave implications.

Owner of a reputed fast food chain in the city said, "We attempt to make key ingredients by ourselves now, because misleading labelling and adulteration of ingredients that we buy are also landing us in trouble."

Adulteration of ginger-garlic paste involves adding substances to enrich its appearance, smell or quantity. Arrested operators of the unit in Bowenpally were accused of mixing citric acid in the paste to enhance the aroma, a key characteristic. Although citric acid has its benefits, it can pose health risks. Its use in the paste is problematic, particularly its role as a preserving agent can help manufacturers tweak labelling norms and promote repackaging.

In Katedan, officials confiscated 50 kg of synthetic food colour



Tartrazine, also called FD&C Yellow #5, widely used in food and pharmaceuticals over the years. But its usage in the paste is undesirable according to FSSAI regulations and is linked to health problems ranging from allergies to cancer.

According to officials, another adulterant was Xanthan Gum used to increase the paste's thickness. Primarily a stabilising agent for water-based solutions, it does not play this role in a ginger-garlic paste and could instead cause digestive issues.

An element common in all the raided units is unsanitary conditions. Cobwebs on walls, loose plaster flakes on the ceiling, exposure to external environments, and stagnant water near grinding and cleaning points were found during the raids.

FSSAI sets rules for manufacturing of ginger-garlic paste under Food Products Standards and Food Additives, 2011. The paste should not contain natural or synthetic colour, total soluble solids should not be less than 15% and paste should not occupy less than 90% of the container it is stored in. Microbial standards for the paste on the basis of process hygiene criteria as well as food safety criteria are also to be adhered to along with usable food additives and recommended maximum levels.

Moreover, the Packaging and Labelling Regulations, 2011 specify standards for plastic containers, labels, wrappers, and contents on pre-packaged foods. Nutritional information, declaration regarding food additives, name and complete address of manufacturer, net quantity by weight, lot/code/batch and FSSAI licence number are some of the details to be displayed on the label.

The framework set up by FSSAI for an adulteration-free market can be impactful only with strict, regular and systematic enforcements of their regulations. Along with raids on food eateries and manufacturing units in the state this year, there is a need for large-scale registration and licensing drives on a zonal basis

Mahipal, a student of Osmania University, hinted at the possibility of unlicensed units manufacturing adulterated ingredients on a large scale only once, operating till their shelf life expires, earning profits and then closing business before they come under radar. Such practices are quite possible if new strategies corresponding to increasing number of micro- and medium-scale food manufacturing units especially in the city, are not formulated.

A comprehensive database based on state-wide census of food manufacturers is needed. Also, regular follow-ups on licences, documents and records subject to expiry is needed. Reverse tracing from restaurants seized due to use of adulterated ingredients can potentially lead to the seller. An

obstacle for this is the existing use of wholesale e-commerce websites used by these units for selling.

Cyber crime officials may help understand and eliminate this loophole. The ongoing parallel inspections of restaurants and food manufacturing unit, perhaps to exploit their interdependence, can assist food safety sleuths to quell adulteration.

Finally, being a responsible consumer whether an individual, wholesale or retail purchaser, goes a long way. Just reading FSSAI guidelines, taking time to see whether the product in question poses any health risks and questioning sellers will empower customers to pursue a market free of adulteration.

As eateries are being widely held accountable this year for use of adulterated ingredients, they now look for alternative options. Even as most households traditionally make ginger garlic paste by themselves, recent revelations may have strengthened the resolve of several individuals to follow suit.

Representational picture of the milling of ginger garlic paste.



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