



## Election Commission of India in the dock

The Madras High Court has pulled no punches in holding the Election Commission of India (ECI) 'singularly' responsible for the spread of the second wave of Covid-19 in the country. The court has even said that ECI officials may be booked on murder charges. This is a scathing indictment of the poll panel's conduct of the elections in four states and a UT over the past month amid the devastating pandemic. Sadly, the strictures have shown the ECI in a poor light because of its decisions, though the polling staff had accomplished the Herculean task of holding elections during a health emergency.

### Editorial

There is no doubt that polls are a constitutional obligation that the ECI has to fulfil, come what may, but the sheer chaos they unleashed could have been avoided with foresight and planning. The poll schedule for West Bengal — eight phases spread over 34 days — had come under fire from the outset. Such a long-drawn-out exercise was a recipe for disaster as the virus was getting uncontrollable by the day. Even as Covid cases kept rising in recent weeks, the ECI refused to club the remaining phases, citing logistic challenges and legal constraints. Though the spectre of large gatherings becoming superspreaders of infection loomed large, the commission allowed crowded roadshows and rallies. It was as late as April 22, with only two phases of polling left, that the ECI imposed a ban on roadshows and vehicle rallies in the state.

The poll panel has now prohibited all victory processions and celebrations after the counting of votes on May 2. The move is welcome, but it will all boil down to enforcement. It remains to be seen what action, if any, would be taken against the offenders. There is a growing perception that the ECI is reluctant to act against certain big fish. The credibility of this constitutional body has repeatedly come under a cloud as doubts have been raised about its neutrality. The ECI needs to go the extra mile to dispel such notions and reaffirm its commitment to remain Indian democracy's watchdog.

## Intellectual Property is pivotal for Industry 4.0

**New Delhi:** IP should be seen as a powerful tool for economic development. IP can be instrumental in keeping the competitive advantage for enterprises and can help in getting innovative ideas and concepts for theft and enhancing the overall work of the company in the eyes of investors. It allows the innovator to control and ensure the quality of supplies while maximizing the low cost for low and middle-income countries. It allows the innovator to preserve the regulatory to the cost from richer markets leading to future investments from present investment mentioned Prof. Ashutosh Sharma, Secretary, Department of Science & Technology, Government of India in a session organized by PHD Chamber of Commerce and Industry on World IP Day-themed "IP & SMEs: Taking your ideas to market".

Prof. Ashutosh Sharma mentioned that with the coming of Industry 4.0, the focus has been to control the flow of information and knowledge along with data which is transformed into information, knowledge leading to innovation and development. IP is pivotal for Industry 4.0 is what we called as knowledge. We need to take control of information i.e. to use knowledge to create new sources of economic opportunities. The control and flow of information need to be controlled, it needs to be embedded into what and how we do it.

He shared that the department is training a large number of women scientists for a year to file IP and everything else related to IP. Prof. Sharma emphasized that MSME is a sector that needs to be empowered and they need to invest in building their IP. SMEs need to be acquainted with the Intellectual Property (IP) system to avoid getting into activities that burden the legalities at the same time ensure business success.

He mentioned that while we are focusing today on IP, its management, and flow, many aspects come into play when we talk about taking ideas to market. We need to have a holistic understanding of what succeeds in the market. The startups in other nations of the world use IP to leverage themselves in the market which helps them to sustain at the same time help them exit in a profitable way. The industry needs to handhold startups and pulls knowledge, information, and IP from the startups.

Prof. Sharma said that the issues related to IP have become critical for the world. Policymakers around the world have emphasized creating a robust IP regime and an ecosystem that encourages innovation. The invention is a black box that takes in money and produces knowledge. Invention and innovation need to work together for the success of the economy and society.

Mr. Sanjay Aggarwal, President, PHD Chamber of Commerce and Industry in his presidential address deliberated about the importance of World Intellectual Property (IP) Day, a day which aims to increase the general understanding of IP and the role that IP rights play in encouraging innovation and creativity. This year's theme being "SMEs and taking ideas to market" as set by WIPO intends to celebrate the ingenuity and creativity that lies behind every SME, their courage to make a difference, and the contributions they make in enhancing our daily lives and helping SMEs build stronger, more competitive businesses and better able to identify and protect the more promising ideas. Mr. Mohit Jain, Chair, MSME Committee, PHD Chamber while sharing his industry perspective, challenges and opportunities mentioned that IP aims to prevent others from wrongly profiting from their creations or inventions, Filing Patent and Trademark can prevent them from Copy write the ideas of SMEs and MSMEs. Mr. DP Goel, Co-Chair, MSME Committee, PHD Chamber while deliberating the importance of IP for SMEs and MSMEs leading to growth in the economy, proposed a formal vote of thanks to all the delegates and participants.

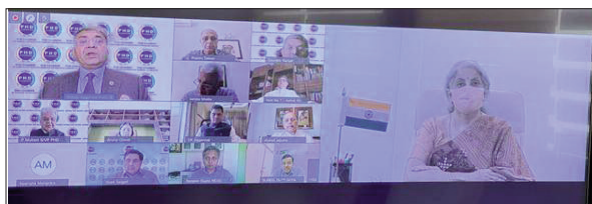
## Prime Star UBON BT- 5690 Headphone

**New Delhi:** UBON, one of India's leading gadget accessory and consumer electronics expands its product line with the launch of brand new premium quality BT-5690 Prime Star Headphones which can stream powerful sound upto 12 hours at a single charge. These headphones are equipped with 32 mm UBON drivers and are easy to use because of the wireless Bluetooth technology. The headset has a built-in dual microphone which provides a 360 degree surround sound support. Its independent CPU delivers a crystal clear sound and a deeper bass music and is equipped with durable connector.

# Government is reviewing and monitoring the situation regularly and working arduously: Smt. Nirmala Sitharaman

**New Delhi:** Provision of oxygen, vaccines and their logistics to people affected by coronavirus is being ensured, given the recent surge in cases of COVID-19 pandemic across the country. This was stated by Union Minister for Finance & Corporate Affairs Smt. Nirmala Sitharaman in a virtual session organised by the PHD Chamber of Commerce and Industry here today. Speaking at the event, Smt. Sitharaman mentioned that the Government is reviewing and monitoring the situation regularly and working arduously for a better co-ordination between States, hospitals and suppliers of oxygen and vaccines to match the demand and supply in the country.

The Finance Minister stated that the Prime Minister himself is monitoring the situation with



eminent doctors and vaccine manufacturers. The import of vaccines, certified by international bodies has been allowed in India; support is being extended to manufacturers by the Government by way of giving advances and vaccination drive against corona virus has been allowed for people aged 18 years and above from 1st May 2021. She added.

Smt. Sitharaman said a slew of announce-

ments have been made in regard to the drug Remdesivir and custom duty for export has been waived and quantity for export has been held back for use in country considering the requirement of Remdesivir injection.

These announcements are expected to increase the availability of the injection, the Finance Minister said.

For oxygen supply, the government is identifying idle manufacturing capacities to match the demand and supply in the country, Smt. Sitharaman said.

Smt. Nirmala Sitharaman said that the way forward to tackle the current situation is through micro containment zone so that life and liveli-

hood can be protected.

Sh. Sanjay Aggarwal, President, PHD Chamber of Commerce and Industry, said that the Central Government had last year acted swiftly and extended the timelines for compliances under various corporate laws and the same steps and support measures are required this year also.

The Union Finance Minister assured that the valuable inputs received from PHD chambers of Commerce and Industry will be considered for the industrial and economic growth of the country.

Former presidents, senior managing committee members and members from industry also participated in the virtual interactive session with the Union Finance Minister.

## "The Future Workforce Reset – 2021 and Beyond"



Embracing the new normal, JK Business School (JKBS), organised its much-awaited HR Conclave virtually this year. An annual tradition at JKBS, every year the B-School organizes HR Conclave and brings top HR professionals on a single platform that deliberate insightful sessions on various aspects of the HR industry. The theme for this year conclave was – "The Future Workforce Reset – 2021 and Beyond". The mega conclave saw participation by 500+ eminent corporate personalities, industry, academia and student

community. Bridging the gap between industry and academia, this conclave gave students an opportunity to gain industry insights from renowned industry dignitaries and their views on the current trends.

The conclave witnessed well-known HR experts from various industries which include Yuvaraj Srivastava, CHRO, MakeMyTrip, Gopal A. Iyer, Associate Director, EY GDS GigNow, Harjeet Khanduja, VP HR, Reliance Jio, Priti Narain, Market HR Leader, Google India, Rajiv

Kapoor, ED and CEO – Group, Head HR, UNO MINDA and Vishal Sehgal, MD, Nischay EduCorp. The conclave was inaugurated with the director's Prof Sanjiv Marwah speech followed by a welcome address by keynote speaker Rajiv Kapoor, ED and CEO – Group, Head HR, UNO MINDA along with opening remarks by individual panelist, open discussion of the panel, Q&A round followed by vote of thanks.

Addressing the conclave, Prof. Sanjiv Marwah, Director, JK Business School said, "Technology has changed the paradigm of the business, its pace of acceleration has baffled most business processes and learning, training & HR function is no different. From sources of hiring, selection programmes to industrial training every process has seen a new way of conduction. Thus, it is very important for every organisation to bet big on tech-

nology and online way of functioning as it is not a mere replacement but here to stay for long."

Welcoming the panelist, Ms. Sonia Arora, CRC Head, JK Business School said, "The year 2020 was filled with many challenges and emphasized the need for companies to establish new codes in every area including recruitment and talent acquisition. Current talent pool requires more soft skills, with analytical thinking and problem-solving abilities who are flexible and agile. With this thought it gives us immense pleasure in hosting this year's HR conclave virtually while embracing the new normal." For the success of any organisation, it is important to build a healthy working environment and emphasising on the same, Mr. Rajiv Kapoor, ED and CEO – Group, Head HR, UNO MINDA said, Time is difficult, many organizations are still in the process to adjust

to the new normal.

Moderating the session and giving students a detailed perspective to the current industry norms, Mr. Vishal Sehgal, MD, Nischay EduCorp, said, "The year went by with drastic changes in the way we function. As we enter a new landscape in 2021, the shift to digital will become more significant as companies seek to transform in the face of new challenges, leveraging data to enhance practices, deliver value and create alignment with a deep-dive focus on outside/in approach. As challenging as it seems, this is an exciting time to be in HR if challenge, innovation and personal growth interests you."

Adding to the key requirements for the future of the workforce, Mr. Harjeet Khanduja, VPHR, Reliance Jio, said, "For an organisation to be future-ready, it must be ready at present first. Thus, it is vital for every individual & organisation

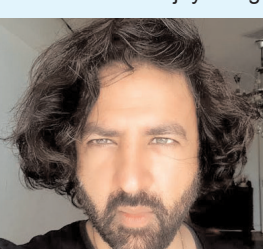
to be adaptable, flexible and agile with time."

Concluding the discussion, Ms. Priti Narain, Market HR Leader, Google India, said "2020 was a defining year for businesses, as a responsible entity it is very important for organizations to take data-driven decisions, promote work-life balance and consider mental and physical wellbeing as the top priority."

The event witnessed an open discussion on "The Future Workforce Reset – 2021 and Beyond" between the speakers and HR heads of various companies in search of right strategies to embrace the new normal and future of work. The resoundingly successful event gave students of JKBS a chance to personally interact with the speakers and the esteemed audience, giving them an opportunity to experience industry trends up close and making them industry ready.

## Lucifer Circus's latest Swayam campaign hits out at patriarchy

Actor-ad filmmaker Gaurav Chanana's production house Lucifer Circus is today best known for campaigns with a soul. Their latest Swayam campaign conceived by Sujoy Roy of Ogilvy produced by Gaurav Chanana and directed by Deepak Thomas is the talk of Tinseltown with actors like Ajay Devgn and Kajol appreciating these relevant ad films that stress on the importance of gender sensitization.



Actor Kubbra Sait expresses that this campaign "perfectly encapsulates simple advertisement with a punch message in it," while Masaba confesses, "I love this. Important and powerful." Aparna Sen has also shown her support by sharing the campaign on her Twitter handle.

The two 35-second films convey how men can think and steer conversations to lead to a change and bring about a safe and equal world for women. Says actor-filmmaker Gaurav Chanana, "the films show the difference that meaningful conversations can create. Such thought enables a society to clearly shift from men being 'protectors' to true gender equality. The idea is to hit out at patriarchy and celebrate a different kind of masculinity; one that is progressive and empowering."

Cricketer Harbhajan Singh also speaks vocally of a thought shift as the need of the hour. His reaction is to one of the ad films on two young cricketers appreciating a female bowler who clean bowls a male batsman with effortless ease. "If we men change the way we see and act wisely, the world will be safer and better for women," avers Harbhajan Singh.

Anand Mahindra has the last word. "This campaign puts the onus on men to change the way they think and act. If men change, the world is better and safer for women." Need we say more!

## Grand opening of the first professional film studios of North India

**New Delhi:** "It seems only yesterday when we were all waiting for the history to be written created on the grand opening of the first professional film studios of North India under the title Marwah Films And Video Studios. Huge crowd inside and outside the premises was proof of the excitement which was prevailing

among the people of the country," remembered DR. Sandeep Marwah founder of Noida Film City while talking about 10th March 1991.

The presence of legends like Krishna Raj Kapoor, Shammi Kapoor, Surinder Kapoor, Boney Kapoor, Anil Kapoor, Yash Chopra, F.C. Mehra, Prem Chopra, Sanjay Kapoor, Vinod Pandey, Indra Kumar, Ashok Thakaria, Gulshan Kumar, Rakesh Roshan, Tulu Sharma, Rakesh Nath, added a lot to the opening of function at Marwah Studios.

The glamour in tons thrown by Madhuri Dixit, Shilpa Shirodhkar, Padmini Kolapur, Poonam Dhillon, Beena was unmanageable even by the educated and sophisticated crowd of Delhi.

The launching of Door Dardarshan's commissioned serial Khali hath was another big attraction for the 2000 people busy clicking pictures and having autographs from their most lovable stars.

"Marwah Studios has come a long way, our parents' blessings. Thirty years we have proved to the World that honesty and hard work can bring you much needed results even from a barren land," expressed Marwah.



Seven World records, formation of hundred organizations, two Million People in film tourism, delegates from 145 countries, 700 Awards from all over the World, degree and diploma to 20,000 Media Experts, Cultural Ambassadorships from Government of 60 countries and titles like Global Cultural Minister, Global Peace Ambassador, Global Media Guru, Man of Asia, from the most reputed art and cultural organizations have induced Marwah Studios to constitute their own national and international awards.

The contribution of Marwah Studios cannot be ignored at any stage. The first in many segments and departments brought the name of Sandeep Marwah in the list of Living Legends. His cooperation in many other sections of society is par excellence be it education, environment, large social issues, government campaigns etc.

Sandeep Marwah, Icon of India, renowned International media personality, chair for many international organizations is still the man of masses, just a call away.

## Trishaan Shetty, a new star of martial

### arts

**Mumbai:** Trishaan Shetty, the son of India's martial arts expert Chitah Yajnes Shetty, has achieved the new feat in the martial arts. Recently he won the first prize in the International zoom tournament organised by "Empty hand combat LLC", Nampa, Idaho, USA by sifu Cosmo



Zimik and the "Best Hand to Hand Technique Performer" award of the "Sri Lankan Traditional Indigenous Martial Art Association" (STIMA) by Guru Piumal Edrisinghe. Trishaan plays football matches and tournaments on behalf of the Mumbai-based "Fuego Tormento Football School". Now he has began giving tips and training in martial arts to national and international people online.

About the martial arts training which he is giving and the awards he won, Trishaan Shetty said, "I want to thank both the martial arts institutes, who gave me this honour. This became possible because of my father who gave me training right from my childhood. I want to reach martial art at national and international levels the way my father did. In fact I want to do still better. I have already made the beginning by starting imparting training online in these days of coronavirus pandemic. The younger generation appreciates it very well."

## Get the OPPO F19 Series on Easy EMIs

**Pune:** The Bajaj Finserv EMI Store has announced an exclusive offer on the OPPO F19 series. Customers can purchase the OPPO smartphone online by paying just Rs. 10. Additionally, they will also get cashbacks benefits worth up to Rs. 4,500 on the EMI Store.

The OPPO F19 series has three models-OPPO F19, OPPO F19 Pro and the OPPO F19 Pro+. Priced at Rs. 21,490, the base variant of this series (OPPO F19) is available on No Cost EMIs starting Rs. 1,266. All the mobile phones in this series are available on No Cost EMIs on the Bajaj Finserv EMI Store.

OPPO smartphone runs on the advanced Android 11 based ColorOS 11.1. All the three phones have an in-display fingerprint sensor, face unlock, a USB Type-C port, and a 3.5mm audio jack. The smartphones are available in three colours namely Fluid Black, Crystal Silver and Space Silver.

Upon purchasing the OPPO smartphone, customers will get:

1. Cashback up to Rs. 1,500.
2. Mobile recharge vouchers up

to Rs. 1,500

3. Electricity bill vouchers Rs. 1,500

Customers need not step out of their homes to claim this offer, and conveniently purchase the OPPO smartphone online from the safety and comfort of their homes.

## Acneologist Dr. Suyomi Gets Champions of Change Awards

**Mumbai:** Renowned Acneologist Dr. Suyomi Shah, MD Dermatologist and Certified Trichologist (IAT Australia), has been felicitated with the prestigious National Award "Champions of Change 2020" by the Interactive Forum on Indian Economy (IFIE), a non-profit recognized by Govt. of India, for her exemplary achievements. Dr. Suyomi Shah, who is popularly known as Dr. Su, received her award from Shri Bhagat Singh Koshiyari, Hon'ble Governor of Maharashtra & Goa, who was the Chief Guest at the Champions of Change Awards ceremony held in Goa.



Dr. Su's followers refer to her as an Acneologist, a moniker that she has rightfully earned through her hard work, was among the many luminaries who also received their awards at the gala ceremony for their contribution in various fields including their efforts in India's fight against the pandemic that has rocked the nation. She was the youngest amongst all the awardees. Some of the other prominent awardees included Shri Pramod Sawant (Hon'ble CM GOA), Shri Shripad Naik (Hon'ble Union Ayush Minister of India), Raj K Purohit (Indian Politician), Suresh Jain (India politician), M.K Stalin (Indian Politician, Tamil Nadu), Sonu Nigam, Hema Malini, Sushmita Sen among several others. Speaking on her spectacular achievement, Dr. Su said, "It is a great honour to be called a Champion of Change. It is the validation of the confidence that I have in my work and I am so grateful for all the appreciation from my followers around the world. I sincerely hope that I am able to reach out to as many people as possible and help relieve them from the immense trouble they have to face in life due to acne."