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OPINION

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COVER STORY

DESTINATION MONTENEGRO

The 11-year-old country has the potential to
become a tourist hub

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More confident Indians are truly global citizen now

Indian community has never been more globally integrated than in the recent times. The announcement on H-1B visa norms by the Trump administration, dissolution of parliament and announcement of elections in the United Kingdom, new visa curbs in Australia and New Zealand, violence in Middle East countries and slow-down of African economy has directly affected India and Indians as never before. In just two decades, Indians have integrated themselves with the global community and the relationship is just indispensable. So, any event of consequence anywhere in the world has a direct bearing on us Indians.



The post liberalization era of India has offered a unique place to Indian in the global theatre. Surely, Indian was literate and hard-working but the confidence was missing. Post

liberalization, the government and private enterprise have successfully navigated themselves to enormous success route with a vision and roadmap. The entrepreneurship temper of Indian were unleashed in the world and within two decades, India is a global leader in IT&SW, healthcare, medicine, space, agriculture, telecommunications, food processing and diary, leather industry. The rise of Reliance, TATA, Birla, Infosys, Wipro, Mahindra, Sun Pharma, L&T, Shapoorji Pallonji, Apollo, JetAir, Indigo and Patanjali brands has fuelled a huge GDP growth.

Brand Modi has added tremendous value addition to India's global image. It is this change of perception that India is governed by a clean and committed leadership which has brought a huge respect for India abroad. Today, India remains the fastest growing economy of the world and the entire world is willing to engage with India on business terms. It is this unique historic opportunity that every PIO and NRI must cash in on to elevate his stature in the respective country of domicile. The great Indian story can be sold to any part of the globe with pride.

In India, the J&K and Tamil Nadu states are in trouble. Recently, the naxal belt in India has started showing signs of resurgence. The BJP RSS combine is ramping through various elections in India by decimating its political opponents. The sudden shift for right wing forces will consolidate left forces in urban and rural areas, including in universities. The right and left clash will be the continue affair in the country. Kerala and West Bengal is witnessing huge rise in extremist activities wherein rivals are going all out to wipe out opponents.

The international geo political situation is hostile, apart from the Middle East – the Korean peninsula is extremely tense. According to US President Trump, “North Korea is a big world problem, and it’s a problem we have to finally solve.” A sixth North Korean nuclear test has been anticipated for some months now.

When the US envoy to the UN, Nikki Haley, was asked what the US would do if Pyongyang carried out a nuclear test, she told NBC news: “I think then the president steps in and decides what’s going to happen.” Haley further said that the US was not “looking for a fight” with North Korea but warned Pyongyang should not “give us a reason” for one.

The US aircraft carrier Carl Vinson and its battle-group are due to arrive off the Korean peninsula after exercises with the Japanese navy. An Ohio-class guided missile submarine, the USS Michigan, docked at the South Korean naval base of Busan on Tuesday, the US navy reported, in what was described as “a routine visit”. North Korea’s state-run newspaper the Rodong Sinmun declared the country’s armed forces were ready to show their strength by sinking the carrier “with a single strike”. The entire world is watching the events with anxiety.

—Prashant Tewari, Editor-in-Chief

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ICJ COMES TO JADHAV'S RESCUE

The International Court of Justice on Tuesday stayed the execution of Indian national Kulbhushan Jadhav, who has been sentenced to death by a Pakistani military court on charges of “spying”.

The order by the Hague-based International Court of Justice (ICJ) came a day after India approached it against the death sentence handed down to Jadhav by Pakistan’s Field General Court Martial last month, official sources said.

India, in its appeal to the ICJ, accused Pakistan of “egregious” violations of the Vienna Convention on Consular Relations and asserted that Jadhav was kidnapped from Iran where he was involved in business activities after retiring from the Indian Navy but Pakistan claimed to have arrested him from Balochistan on 3 March, 2016.

Reacting to the development, External Affairs Minister Sushma Swaraj said, “I have spoken to the mother of Kulbhushan Jadhav and told her about the order of President, ICJ under Art 74 Paragraph 4 of Rules of Court.”

Swaraj said senior advocate Harish Salve was representing India before the ICJ in the Jadhav case.

ICJ President Ronny Abraham has reportedly written a letter to Pakistan government, asking it to act in such a way which would enable the implementation of any order the ICJ may issue in the case. India, in its appeal, contended that it was not informed of Jadhav’s detention until long after his arrest and that Pakistan failed to inform the accused of his rights.

It further asserted that, in violation of the Vienna Convention, the Pakistani authorities were denying India its right of consular access to Jadhav, despite repeated requests.

“Referring to ‘the extreme gravity and immediacy of the threat that authorities in Pakistan will execute an Indian citizen in violation of obligations Pakistan owes to India’, India urges the Court to deliver an order indicating provisional measures immediately, ‘without waiting for an oral hearing’,” India’s appeal said.

Jadhav, 46, was given death sentence last month by the Field General



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Court Martial in Pakistan, evoking a sharp reaction in India which warned Pakistan of consequences and damage to bilateral ties if the “pre-meditated murder” was carried out.

In its application, India had also informed the ICJ that it learned about the death sentence against Jadhav from a press release.

“India claims that ‘linking assistance to the investigation process to the grant(ing) of consular access was by itself a serious violation of the Vienna Convention’,” the ICJ release said.

The ICJ said India urged it to restrain Pakistan from carrying out the death sentence, and direct Islamabad to

take steps to annul the decision of the military court. Pakistan claims its security forces had arrested Jadhav from the restive Balochistan province on 3 March last year after he reportedly entered from Iran. It also claimed that he was “a serving officer in the Indian Navy.” Jadhav was sentenced to death for “espionage and subversive activities”.

India acknowledges that Jadhav had served with the Navy but denies that he has any connection with the government. India has also handed over to Pakistan an appeal by Jadhav’s mother, initiating a process to get his conviction overturned.

BY Opinion Express News Desk

A PERFECT GATEWAY TO EUROPE

The tiny country of the south eastern Europe is an emerging destination for tourists world over

Montenegro, one of the most beautiful and emerging new destinations of the world, is a sovereign state in South Eastern Europe. It has a coast on the Adriatic Sea to the south-west and is bordered by Croatia to the west,

Bosnia and Herzegovina to the north-west, Serbia to the northeast, Kosovo to

SPOTLIGHT: MONTENEGRO

the east, and Albania in the south east.

It was founded on 03 Jun 2006

and has a population of 6,22,400 (2015) with a GDP of \$4.250 billion USD (2016). Montenegro Capital city is Podgorica and Cetinje is designated as the Old Royal Capital. The country is having area of 13,810 km² (5,333 sq miles) with a density of 45/km² (116.5/



sq mi). The country's present president is Filip Vujanović and prime minister Duško Marković. Its legislature is called Skupština.

After the breakup of Yugoslavia in 1992, the republics of Serbia and Montenegro together established a federation as the Federal Republic of Yugoslavia, although its status as the legal successor to Yugoslavia was opposed by other former republics and denied by the United Nations; in 2003, it re-named itself Serbia and Montenegro. On the basis of an independence referendum held in 21 May 2006, Montenegro declared independence on 3 June.

Classified by the World Bank as an upper middle-income country, Montenegro is a member of the UN, the World Trade Organization, the Organization for Security and Co-operation in Europe, the Council of Europe, the Central European Free Trade Agreement and a founding member of the Union for the Mediterranean. Montenegro is also a candidate negotiating to join the European Union and NATO.



On 2 December, 2015, Montenegro received an official invitation to join NATO, hereby it would be the 29th member country.

The status of the union between Montenegro and Serbia was decided

by a referendum on Montenegrin independence on 21 May 2006. A total of 419,240 votes were cast, representing 86.5% of the total electorate; 230,661 votes (55.5%) were for independence and 185,002 votes (44.5%)





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were against. This narrowly surpassed the 55% threshold needed to validate the referendum under the rules set by the European Union. According to the electoral commission, the 55% threshold was passed by only 2,300 votes. Serbia, the member-states of the European Union, and the permanent members of the United Nations Security Council all recognised Montenegro's independence.

On 3 June 2006, the Montenegrin Parliament declared the independence of Montenegro, formally confirming the result of the referendum. Serbia did not object to the declaration. On 12 July 2011, the Parliament of Montene-

gro passed the Law on the Status of the Descendants of the Petrović Njegoš Dynasty that rehabilitated the Royal House of Montenegro and recognized limited symbolic roles within the constitutional framework of the republic.

In 2015, the investigative journalists' network OCCRP has named Montenegro's long-time President and Prime Minister Milo Đukanović 'Person of the Year in Organized Crime'. The extent of Đukanović's corruption led to street demonstrations and calls for his removal. In October 2016, a coup was attempted by 20 people, including some Serbian and Russian nationalists; the coup was thwarted.

Foreign relations of Montenegro

After the promulgation of the Declaration of Independence in the Parliament of the Republic of Montenegro on 3 June 2006, following the independence referendum held on 21 May, the Government of the Republic of Montenegro assumed the competences of defining and conducting the foreign policy of Montenegro as a subject of international law and a sovereign state. The implementation of this constitutional responsibility was vested in the Ministry of Foreign Affairs, which was given the task of defining the foreign policy priorities and activities needed for their implementation. These activities are pursued in close cooperation with other state administration authorities, the President, the Speaker of the Parliament, and other relevant stakeholders.

Integration into the European Union is Montenegro's strategic goal. This process will remain in the focus of Montenegrin foreign policy in the short term. The second strategic and equally important goal, but one attainable in a shorter time span, is joining NATO, which would guarantee stability and security for pursuing other strategic goals. Montenegro believes NATO integration would speed up EU integration.

Military of Montenegro

The military of Montenegro is a fully professional standing army under the Ministry of Defence and is composed of the Montenegrin Ground Army, the Montenegrin Navy, and the Montenegrin Air Force, along with Special Forces. Conscription was abolished in 2006. The military currently maintains a force of 1,920 active duty members. The bulk of its equipment and forces were inherited from the armed forces of the State Union of Serbia and Montenegro; as Montenegro contained the entire coastline of the former union, it retained practically the entire naval force.

Montenegro is a member of NATO's Partnership for Peace program and is an official candidate for full membership in the alliance. Montenegro applied for a Membership Action Plan on November 5, 2008, which was granted in December 2009. Montenegro is also a member of Adriatic Charter.

Montenegro was invited to join NATO on December 2, 2015 and is expected to be NATO's 29th member in 2017. On May 19, 2016, NATO and Montenegro conducted a signing ceremony at NATO headquarters in Brussels for Montenegro's membership invitation, despite Russia's objections. The government plans to have the army participate in peacekeep-

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ing missions through the UN and NATO such as the International Security Assistance Force.

Economy of Montenegro

Montenegro uses the Euro as its national currency. The economy of Montenegro is mostly service-based and is in late transition to a market economy. According to the International Monetary Fund, the nominal GDP of Montenegro was \$4.114 billion in 2009. The GDP PPP for 2009 was \$6.590 billion, or \$10,527 per capita. According to Eurostat data, the Montenegrin GDP per capita stood at 41% of the EU average in 2010. The Central Bank of Montenegro is not part of the euro system but the country is "euroized", using the euro unilaterally as its currency.

GDP grew at 10.7% in 2007 and 7.5% in 2008. The country entered a re-

cession in 2008 as a part of the global recession, with GDP contracting by 4%. However, Montenegro remained a target for foreign investment, the only country in the Balkans to increase its amount of direct foreign investment. The country is expected to exit the recession in mid-2010, with GDP growth predicted at around 0.5%. However, the significant dependence of the Montenegrin economy on foreign direct investment leaves it susceptible to external shocks and a high export/import trade deficit.

Economy - overview

Montenegro's economy is transitioning to a market system. From the beginning of the privatization process in 1999 through 2015, around 85% of Montenegrin state-owned companies have been privatized, including 100%





of banking, telecommunications, and oil distribution. Tourism brings in twice as many visitors as Montenegro's total population every year. Several new luxury tourism complexes are in various stages of development along the coast, and a number are being offered in connection with nearby boating and yachting facilities.

Montenegro uses the euro as its domestic currency, though it is not an official member of the euro zone. In January 2007, Montenegro joined the World Bank and IMF, and in December 2011, the WTO. Montenegro began negotiations to join the EC in June, 2012, having met the conditions set down by the European Council, which called on Montenegro to take steps to fight corruption and organized crime.

The government recognizes the need to remove impediments in order to remain competitive and open the economy to foreign investors. The biggest foreign investors in Montenegro are Italy, Norway, Austria, Russia, Hungary and the UK. Net foreign direct investment in 2014 reached \$483 million and investment per capita is one of the highest in Europe.

Montenegro is currently planning major overhauls of its road and rail networks, and possible expansions of its

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air transportation system. In 2014, the Government of Montenegro selected

two Chinese companies to construct a 41 km-long section of the country's highway system. Construction will cost around \$1.1 billion. Montenegro first instituted a value-added tax (VAT) in April 2003, and introduced differentiated VAT rates of 17% and 7% (for tourism) in January 2006.

In May 2013, the Montenegrin Government raised the higher level VAT rate to 19%. Podgorica Airport

In 2007, the service sector made up for 72.4% of GDP, with industry and agriculture making up the rest at 17.6% and 10%, respectively. There are 50,000 farming households in Montenegro that rely on agriculture to fill the family budget.

Montenegro Airlines was founded on 24th October 1994. The company is licensed to operate scheduled domestic and international passenger transport and charter operations, as well as for carriage of cargo and mail. Over the years, as the company, its fleet and the number of employees has grown, Montenegro Airlines has developed into a modern institution, operating in accordance with modern global standards. This assertion is backed up by our satisfied loyal passengers and numerous certificates and awards of merit.

Today, Montenegro Airlines op-

erates scheduled flights to Zurich, Frankfurt, Dusseldorf, Rome, Paris, Ljubljana, Vienna, Belgrade, Moscow, Lyon, Copenhagen, London and Saint Petersburg successfully establishing an air bridge between Montenegro and Europe.

In addition to scheduled flights, we also operate charters to many destinations, including: Helsinki, Tel Aviv, Bratislava, Graz, Nantes, Teheran, Bari, Naples and others. The Montenegro Airlines fleet consists of 5 modern aircrafts; of which three of them type Embraer 195 and two other are Fokker 100. Future development plans for Montenegro Airlines include further modernization and enlargement of our fleet with more Embraer 195s. The company is committed to conquering new markets, opening new routes, increasing flights to current destinations and increasing the number of passengers served.

Infrastructure

The Montenegrin road infrastructure is not yet at Western European standards. Despite an extensive road network, no roads are built to full motorway standards. Construction of new motorways is considered a national pri-

The backbone of the Montenegrin rail network is the Belgrade - Bar railway. This railway intersects with Nikšić - Tirana (Albania) at Podgorica; however, it is not used for passenger service. Montenegro has two international airports, Podgorica Airport and Tivat Airport. The two airports served 1.1 million passengers in 2008

ority, as they are important for uniform regional economic development and the development of Montenegro as an attractive tourist destination.

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- Tirana (Albania) at Podgorica; however, it is not used for passenger service. Montenegro has two international airports, Podgorica Airport and Tivat Airport. The two airports served 1.1 million passengers in 2008. Montenegro Airlines is the flag carrier of Montenegro.

The Port of Bar is Montenegro's main seaport. Initially built in 1906, the port was almost completely destroyed during World War II, with reconstruction beginning in 1950. Today, it is equipped to handle over 5 million tons of cargo annually, though the breakup of the former Yugoslavia and the size of the Montenegrin industrial sector have resulted in the port operating at a loss and well below capacity for several years. The reconstruction of the Belgrade-Bar railway and the proposed Belgrade-Bar motorway are expected to bring the port back up to capacity.

Tourism

Montenegro has both a picturesque coast and a mountainous northern region. The country was a well-known tourist spot in the 1980s. Yet, the Yugoslav wars that were fought in neighbouring countries during the 1990s crippled the tourist industry and damaged the





image of Montenegro for years. With a total of 1.6 million visitors, the nation is the 36th (out of 47 countries) most visited country in Europe.

The Montenegrin Adriatic coast is 295 km (183 mi) long, with 72 km (45 mi) of beaches, and with many well-preserved ancient old towns. National Geographic Traveller (edited once in decade) features Montenegro among the ‘50 Places of a Lifetime’, and Montenegrin seaside Sveti Stefan was used as the cover for the magazine. The coast region of Montenegro is considered one of the great new ‘discoveries’ among world tourists. In January 2010, The New York Times ranked the Ulcinj South Coast region of Montenegro, including Velika Plaza, Ada Bojana, and the Hotel Mediteran of Ulcinj, as among the ‘Top 31 Places to Go in 2010’ as part of a worldwide ranking of tourism destinations.

Montenegro was also listed in ‘10 Top Hot Spots of 2009’; to visit by Yahoo Travel, describing it as ‘Currently ranked as the second fastest growing tourism market in the world (falling just behind China)’. It is listed every year by prestigious tourism guides like Lonely Planet as top tourist destination along with Greece, Spain and other

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world touristic places.

It was not until the 2000s that the tourism industry began to recover, and the country has since experienced a high rate of growth in the number of visits and overnight stays. The Government of Montenegro has set the development of Montenegro as an elite tourist destination a top priority. It is a national strategy to make tourism a major contributor to the Montenegrin economy. A number of steps were taken to attract foreign investors. Some large projects are already under way, such as Porto Montenegro, while other locations, like Jaz Beach, Buljarica, Velika Plaža and Ada Bojana, have perhaps the greatest potential to attract future investments and become premium tourist spots on the Adriatic.

Education in Montenegro

Education in Montenegro is regulated by the Montenegrin Ministry of Education and Science. Education starts in either pre-schools or elementary schools. Children enroll in elementary schools (Montenegrin: Osnovna škola) at the age of 6; it lasts 9 years. The students may continue their secondary education (Montenegrin: Srednja škola), which lasts 4 years (3 years for trade schools) and ends with graduation (Matura). Higher education lasts with a certain first degree after 3 to 6 years. There is one public University (University of Montenegro) and two private (Mediterranean University and University of Donja Gorica).

Elementary education in Montenegro is free and compulsory for all the

children between the ages of 6 and 14. Secondary schools are divided in three types, and children attend one depending on choice and primary school grades: Gumnasium (Gimnazija / Гимназија), lasts for four years and offers a general, broad education. It is a preparatory school for university, and hence the most academic and prestigious.

Professional schools (Stručna škola / Стручна школа) last for three or four years and specialize students in certain fields which may result in their attending college; professional schools offer a relatively broad education. Vocational schools (Zanatska škola / Занатска школа) last for three years and focus on vocational education (e.g., joinery, plumbing, and mechanics) without an option of continuing education after three years.

Tertiary level institutions are divided into 'Higher education'; (Više obrazovanje) and 'High education' (Visoko obrazovanje) level faculties. Colleges (Fakultet) and art academies (akademija umjetnosti) last between 4 and 6 years (one year is two semesters long) and award diplomas equivalent to a Bachelor of Arts or a Bachelor of Science degree.

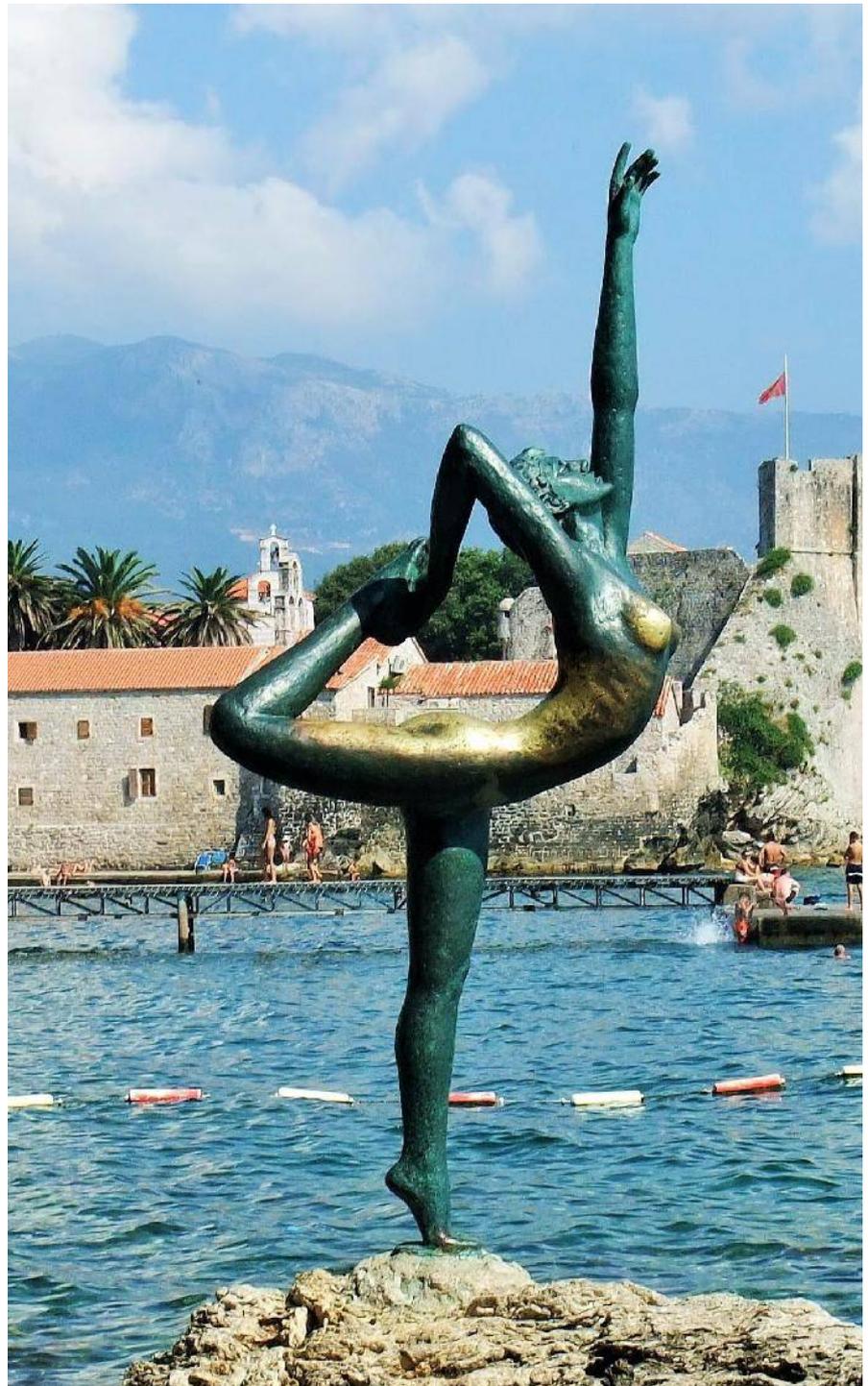
Post-graduate education (post-diplomske studije) is offered after tertiary level and offers Masters' degrees, PhD and specialization education.

Montenegrin cuisine

Montenegrin cuisine is a result of Montenegro's long history. It is a variation of Mediterranean and Oriental. The most influence is from Italy, Turkey, Byzantine Empire/Greece, and as well from Hungary. Montenegrin cuisine also varies geographically; the cuisine in the coastal area differs from the one in the northern highland region. The coastal area is traditionally a representative of Mediterranean cuisine, with seafood being a common dish, while the northern represents more the Oriental.

Media of Montenegro

The media of Montenegro refers to mass media outlets based in Montenegro. Television, magazines, and newspapers are all operated by both state-owned and for-profit corporations which depend on advertising, subscription, and other sales-related revenues. The Constitution of Montenegro guarantees freedom of speech. As a country in transition, Montenegro's media system is under transformation.



Broadcast media

State-funded national radio-TV broadcaster operates 2 terrestrial TV networks, 1 satellite TV channel, and 2 radio networks; 4 public TV stations and some 20 private TV stations; 14 local public radio stations and more than 40 private radio stations (2007)

The person instrumental in shaping India Montenegro ties is Dr Janice Darbari, a Delhi-based author has been selected for the position of Honorary Consul General for Republic of Montenegro in New Delhi.

Darbari, who also contested the Lok Sabha polls in 1999 and 2004 from

South Delhi, was appointed as the Special Representative – Emissary of the Republic of Macedonia to India in 1993. She also played key role in establishing formal diplomatic relationship with Former Yugoslavia Republic of Macedonia (FYRO) in 1995.

The Republic of Montenegro honoured her with the designation of Honorary Consul General – Head of Mission for the Republic of Montenegro in India in 2007. After that the Indian government on its part recognised Darbari as the Honorary Consul General of the Republic of Montenegro in New Delhi with immediate effect from January 1, 2008.

‘Our priority is to set up direct flight between India and Montenegro’

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Q: Montenegro is a gateway to Europe; surely it can sell its strategic location to the world looking for political, business and cultural integration with European Union. How Montenegro government do plans to market this advantage?

A: National Geographic Traveller features Montenegro among the “50 Places of a Lifetime”, and Montenegrin seaside Sveti Stefan was used as the cover for the magazine. The coast region of Montenegro is considered one of the great new “discoveries” among world tourists. In January 2010, The New York Times ranked the Ulcinj South Coast region of Montenegro, including Velika Plaza, Ada Bojana, and the Hotel Mediteran of Ulcinj, as among the “Top 31 Places to Go in 2010” as part of a worldwide ranking of tourism destinations. Montenegro was also listed in “10 Top Hot Spots of 2009” to visit by Yahoo Travel, describing it as “Currently ranked as the second fastest growing tourism market in the world (falling just behind China)”. It is listed every year by prestigious tourism guides like Lonely Planet as top touristic destination along with Greece, Spain and other world touristic places.

Q. With a total of 1.6 million visitors, the nation is the 36th (out of 47 countries) most visited country in Europe. Surely, the country must address the opportunity to tap global tourist potential to be the top ten destinations in Europe to enhance the revenue, your take?

A. The Government of Montenegro has set the development of Montenegro as an elite tourist destination a top priority. It is a national strategy to make tourism a major contributor to the Montenegrin economy. A number of steps were taken to attract foreign investors.

Q. Apart from the tourism, kindly

indicate the core sectors wherein global business community can focus on to invest in Montenegro?

A. Information Technology, Higher Education, BPO/KPO, Banking, Insurance are the sectors wherein international investors can tap entire European market while setting up base in Montenegro.

Q. Montenegro has a multi religious society, though the recent threat from rouge ideology emanating from middle east – Montenegro has any danger to tackle with the ominous problem?

A. Montenegro has been historically at the crossroads of multiculturalism and over centuries this has shaped its unique form of co-existence between Muslim and Christian population. Montenegrins have been, historically, members of the Serbian Orthodox Church (governed by the Metropolitanate of Montenegro and the Littoral), and Serbian Orthodox Christianity is the most popular religion today in

Montenegro. The Montenegrin Orthodox Church was recently founded and is followed by a small minority of Montenegrins although it is not in communion with any other Christian Orthodox Church as it has not been officially recognized.

During the intensified tensions between religious groups during the Bosnian War, Montenegro has remained fairly stable, mainly due its population having a historic perspective on religious tolerance and faith diversity. Religious institutions from Montenegro all have guaranteed rights and are separate from the state. The second largest religious denomination religion is Islam, which amounts to 19% of the total population of the country. The Islamic religious life in Montenegro is organized by the Islamic Community of Montenegro. [citation needed] One third of Albanians are Catholics (8,126 in the 2004 census) while the two other thirds (22,267) are

Q&A



mainly Sunni Muslims ; in 2012 a protocol passed that recognizes Islam as an official religion in Montenegro, ensures that halal foods will be served at military facilities, hospitals, dormitories and all social facilities; and that Muslim women will be permitted to wear headscarves in schools and at public institutions, as well as ensuring that Muslims have the right to take Fridays off work for the Jumu'ah (Friday)-prayer. There is also a small Roman Catholic population, mostly Albanians with some Croats, divided between the Archdiocese of Antivari headed by the Primate of Serbia and the Diocese of Kotor that is a part of the Church of Croatia.

Q. What is the roadmap planned to consolidate bilateral ties be-

tween India and Montenegro?

A. Our priority is to set up direct flight between India and Montenegro. It will fast track the people to people relations leading to greater business activities.

Q. Montenegro is part of NATO; however the relevance of NATO is diminishing in the new world order. How your country is bracing itself from the new reality?

A. NATO is relevant in the present world and Montenegro will remain committed to the objective of the NATO.

Q. There is a massive competition between the various emerging countries to model themselves as the knowledge economy, how

your government is bracing to the new reality of the world?

A. Montenegro leadership is aware of the importance of knowledge economy and our government is building up the necessary infrastructure to address the issue. We are fortunate to have a solid physical and digital infrastructure in the country and the focus is there to improve the technical education for capacity building. We have a strong economy and steadily, our government is promoting knowledge industry by inviting global experts and investors. Surely, Montenegro strategic location being the gateway to Europe adds to the entire push of the government.

Article & Interview conducted by Prashant Tewari

Making India invincible with the new world homeland smartechno C8 ind modules

As the threats to innocent people increase across the World, timely pure intelligence and precise solutions are paramount in decreasing the risks to life, environment as well as protecting a country's education/legal/immigration controls systems. The World Homeland Security/Smartechno (WHS) Group of Companies has now developed and designed a new critical factors C8 IND Modules package specifically for India/Indian businesses as CPEC (China Pakistan Economic Corridor) will certainly stunt the growth of India internally as well as on a Global level on many fronts.

India's political and increasing trade support for the UK (Especially Britain) now after the Brexit will further isolate India from good strong European Countries who have a strong ethics

culture and products portfolio that can make India more successful/peaceful without breaking any international laws unlike the British politicians who continue supporting/funding illegal wars in the middle East and now siding with the New USA Government's policy in encouraging further bombings of innocent people in Syria.

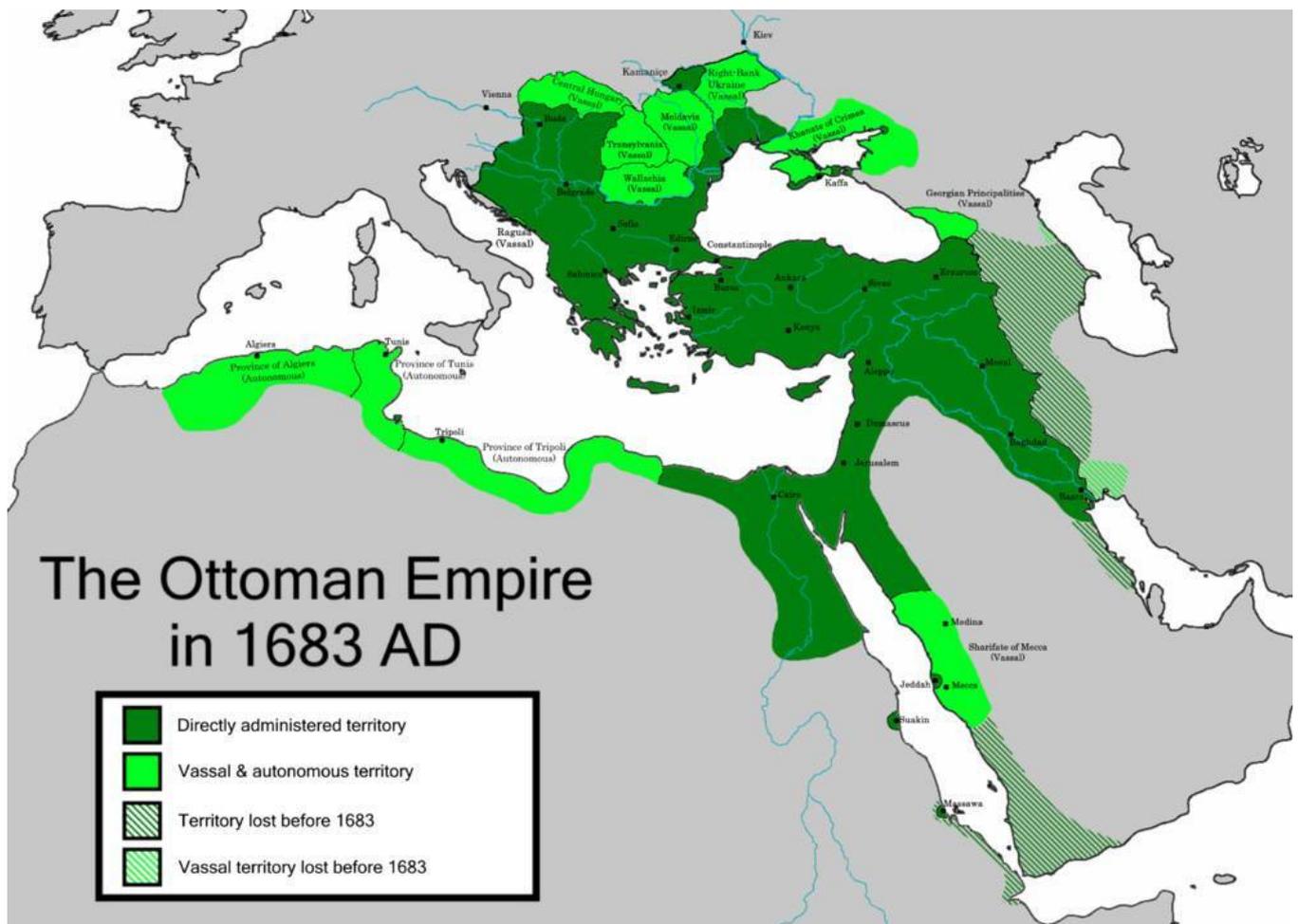
The Middle East terrorist problems (plus India and Pakistan clashes) have been created by the British politicians and the many dumb people who voted for their British political parties. The plain facts of the upheaval in the Middle East are as follows:

THE OTTOMAN EMPIRE:

The Ottoman Empire was on the losing side of WW1, Britain and France divided up the land. Both the countries

then decided without any vote by the general public living in those countries the following: France took control of Lebanon and Syria; the British took control of Palestine, Saudi Arabia, Iraq and Jordan. The Problems created by this land division are still present in the Middle East today. India and Pakistan continue clashing due to the western/British political games of "Divide and Rule" and support/supply of weapons to both Countries. CPEC is a major game changer as now China stands with Pakistan as does Russia.

India must side or remain neutral with the peaceful law abiding countries or it faces more internal terrorism turmoil because of the Indian Muslims who will be further disillusioned that India is siding with Britain, a country that is killing innocent Muslim men,





women and children in the Middle East. The UK is finished in many ways now after Brexit. There is nothing United about United Kingdom and Scotland is going to cut its ties with Britain as have many in Ireland. This leaves Britain and Wales who have absolutely nothing that is manufactured and of value to export to the rest of the World. These are more facts that cannot be denied: English tea?? England does not grow tea, sugar, not made in the UK, Coffee, not made in the UK. English education, utterly irrelevant as it has created more mass murderers, lying war mongering politicians, corrupt bankers and shyster lawyers who twist the truths towards lies that free the guilty criminals/terrorists.

CPEC: What China gets from the Project?

On the economic front, China is the biggest beneficiary as the project gives it a shortcut to Indian Ocean, bypassing the Strait of Malacca. It can access the Western part of the Indian Ocean in the most politically easiest way because of its friendly and strategic relationship

At present, China transports 80% of its oil through the Strait of Malacca. This can be deviated through the Pak route

with Pakistan.

At present, China transports 80% of its oil through the Strait of Malacca. This can be deviated through the Pak route.

On the political front, a decisive advantage for China is that Pakistan historically shows willingness to play the role of satellite state to major powers including the US.

Because of the India factor, Pakistan will remain an ally of China even by surrendering several rights to Chinese economic and strategic interests. This means that among all the OROB associate country, Pakistan offers more

strategic value to China.

There is a future option for Beijing to retain a significant army in Pakistan in the pretext of providing security to the CPEC.

What the project means for Pakistan?

The project is described as a 'game changer' for Pakistan's economic future, which otherwise has only meagre prospects to develop its economy. Pakistan's economy can get rejuvenation due to Chinese investment. If Pakistan is able to overcome its security problems, the CPEC can be a game changer. At the same time, the benefit it can get from being a transit country for Chinese goods depends upon its ability to change itself by achieve industrial progress.

The word game changer is to be carefully read along with the past great game played between US, Pakistan and Saudi Arabia on the one side and Russia, Iran and India on the other side to establish a land route to Central Asia. Pakistan's effort to be the entry point into Central Asia foiled because the opposite side



So far, the quick progress in Gwadar Kazhgar project has compelled an otherwise slow New Delhi to get an agreement with Iran to construct a port at Chabahar. In future also, the India-Iran alliance for a geographic connectivity with Central Asia partnering Afghanistan will continue; but without hurting both Beijing and Islamabad

tried hard to retain their control over Afghanistan. Now, with Chinese help, Pakistan can get a chance to become at least one of the transit points.

Pakistan can get an opportunity to develop its infrastructure – especially energy. Bulk of the CPEC is aimed to develop Pakistan’s energy sector including the construction of the largest solar energy plant in the world. China will help Pakistan to develop its resource based industries so that they can be exported to China.

Another advantage of the project is that with the potential economic decline of the Gulf States, Pakistan as a natural resource exporter can sell its commodities to the lucrative Chinese markets through the CPEC transit route.

What the project means for India?

India is the third party on which the CPEC impacts a lot of intangible and indirect effects. Given the political synergy between China and Pakistan, the CPEC will be a disguised political disturbance

for India. Its strategic content is high and capable of restricting New Delhi’s manoeuvrability in the region. In an extreme scenario, Pakistan may act as a ‘rented house’ for Chinese Military.

The project goes through the disputed Pak occupied Kashmir (Gilgit-Baltistan) is a nuisance for India.

Already, CPEC is getting lot of attention because of the direct involvement of the Pakistani military at the insistence of the Chinese leadership.

So far, the quick progress in Gwadar Kazhgar project has compelled an otherwise slow New Delhi to get an agreement with Iran to construct a port at Chabahar. In future also, the India-Iran alliance for a geographic connectivity with Central Asia partnering Afghanistan will continue; but without hurting both Beijing and Islamabad.

Our C8 IND Modules Software computerized formulas have precisely calculated that UK (Especially Britain) now after Brexit is a high risks investment Country and debt ridden for another 15 years. “Stopping all further investments

into Britain/British companies and selling your existing investments in the UK will save you from further losses. India/Indian Companies should strengthen trade/investment ties with Good European Countries who are not involved in illegal wars and India should maintain good relations with China, Russia, Canada and selected South American Countries/USA Companies. We at the World Homeland Security/Smarttechno Group of Companies support only those who abide the International laws, the innocent people irrespective of their Culture, Country or Religious Beliefs and those who wish to increase peaceful profits. Many NRIs (Non resident Indians) living in the UK Continue singing the high praises of the UK /Britain as they (The NRIs) continue taking the British pound and selling their souls/selling out India to the British as well as eroding their ethics disrespecting their forefathers and Motherland..India! We will continue to catch these types of traitors and administer our own brands of justice which is in the confines of International laws but more precisely harsher. With Our Best for the Current Indian Government that is led by a fearless Lion, Mr Narendra Modi, we will continue making India Invincible as It is not hard to make decisions once you know what your values are” –

— **Joginder (Jo) Singh Birring**

(The Global Chairman/Group President of The World Homeland Security/Smarttechno Group Of Companies)

www.worldhomelandsecurity.one

NATURAL RIGHT

Need further transparency in allotment of natural resources

The wide spread poverty and horrible living conditions in the third world countries is synonymous of the loot or illegal allotment of natural resources is the basis of enrichment of most of the corporate houses and ruling elites across the Globe. Same is the condition in India too. Natural resources namely oil, gas, coal, water and other power generating substances, land, spectrum etc. are grossly mis-utilized by political class and corporate houses. In India, till 2012, these natural resources were allotted to business houses in an arbitrary way. Country's corrupt political families and business house made fortunes by the allotment of these natural resources at throw away prices.

The expose of 2G Scam led to the introduction of auction in allotment process in natural resources. The guardian of natural resources is the government

and natural resources belong to the coming generations of the country. So the government of the day has to make judicious decisions in allotment of natural resources, considering the coming generations.

By cancelling the entire 2G licenses in February 2012 the apex court bench comprising Justices GS Singhvi and AK Ganguly observed for the auction of all natural resources. The angry UPA Government went for Presidential Reference against this observation. To confuse the Supreme Court, the key Ministers of UPA like Chidambaram and Kapil Sibal who are also lawyers asked many confusing questions in the Presidential Reference. Some questions were like this – can water be auctioned, can land allotting for welfare of poor be put for auction, can auction always need to be kept at rising prising like in

the case of power generation etc.

The Reply given by the Supreme Court to the Presidential Reference in 2012 in connection with the 2G Scam is the basic formula in allotment of natural resources. The auction outcome in coal and spectrum shows how the country started benefitting. The lakhs of crores of rupees landed in state exchequer due to auction. Till mid 2010, the exchequer got pea nuts in the arbitrary allotment of natural resources like spectrum and coal.

Let us check the figures of auction of spectrum. The first auction started in April and ended in June, with daily surging prices which rocked the country. By auctioning 3G and BWA (the so called 4G), the country mopped up Rs 1.06 lakh crore. Those days, the Government expected only Rs 30,000 crore (as per Budget of 2010).





Earlier former Telecom Minister A.Raja, with the consent of former Finance Minister P Chidambaram, allotted spectrum and 122 licences (highest ever allotment) for just around Rs 9,200 crore. The 3G/BWA auction, by gathering Rs 1.06 lakh crore, exposed the UPA Government, leading to anti-corruption movements in the country exposing the 2G scam in the public domain. The Comptroller and Auditor-General's (CAG) Rs 1.76 lakh crore loss figure on Raja's allotments were based on the 3G prices.

The anti-corruption movements led to a surge in popularity of the BJP, which was in a sleepy mode till mid-2010. The Aam Aadmi Party (AAP) was born and it tasted power with lightning speed. The ruling Congress was washed out in most elections since 2011. Public interest litigations filed by Subramanian Swamy and Prashant Bhushan led to the cancellation of licences allotted through the 2G scam and the Congress government went against the apex court order and lost in the Presidential Reference to the Supreme Court.

But the second auction directed by the Supreme Court in November 2012, was sabotaged by the Congress government and certain corporates. In a single day, the auction ended with just the issue of 19 licences. All Cabinet Ministers landed at a Press conference to blame

The anti-corruption movements led to a surge in popularity of the BJP, which was in a sleepy mode till mid-2010. The Aam Aadmi Party (AAP) was born and it tasted power with lightning speed. The ruling Congress was washed out in most elections since 2011

the CAG and the courts. It was strange to see Ministers feeling happy about loss of revenue. But all hushed up the fact that, even in sabotaged auction, the country received Rs 9,400 crore from just 19 licences, that too in small circles, while Raja had given away 122 licences for Rs 9,200 crore. All the telecom companies were in connivance with Congress government to pull down the prices of the mandated auction in 2014.

Then came the March 2014 mandated auction. More than Rs 68,000 crore came to the public exchequer. The 2G

auction rates crossed the 3G figures. In the March 2015 auction, the NDA Government gathered Rs 1.09 lakh crore. And in October 2016 auction, Rs.65,789 crores landed in treasury. In this auction also telecom cartels tried to pull down the competition to limit the benchmark prices in forthcoming auction in 2018. In total, by auctioning spectrum, the exchequer got more than Rs 3.61 lakh crore from 2010-2016. Similar are the bonanza to exchequer from the Coal Auction in the long run after Supreme Court cancelled many illegal allotments.

The CAG unearthed from 1990 to 2010, the country lost more than Rs.10 lakh crore from the arbitrary coal mines allocation. The apex auditor has only calculated the loss from the value of coal. The coal mining frauds are related to the generation of power and most of the power companies were engaged in pricing frauds also in connivance with the people in power. Frauds in power pricing means, ultimately common man lost many lakhs of crores of rupees over the years.

The Capital City Delhi is the main victim of power pricing frauds and we have seen that protests strikes against the power pricing frauds were the basic reason for the acceptability of AAP led by Arvind Kejriwal. Till the end of 2013, every persons living in Delhi will



vouch of the exorbitant billing in electricity, especially in the areas, where power was supplied by Anil Ambani's Reliance. One advantage of the AAP coming to power was the rectification of electricity bills in Delhi. Anyway no action was taken against the errant power companies when Kejriwal became Chief Minister. This is how the system works in India.

Let us check all the beneficiaries of old illegal and arbitrary auction of spectrum and coal. Answer is simple. All the major corporate houses of this country are the beneficiaries of these grand loots of natural resources. Tata, both Reliance groups, different Birla groups, Essar, Jindals, Lanco, besides several new unknown entities from south India propped up by Congress apex leadership were the major beneficiaries of the arbitrary allotment of natural resources from Independence to mid 2010. Obviously the powerful people from politics must have got their pound of flesh on this loot of natural resources.

We have seen the KG Basin oil rigging illegalities by Mukesh Ambani's Reliance. How the governments dilly dallied in taking action on the violations in oil rigging and output declaration which ultimately affect the oil pricing. The natural resource oil is given for the whims and fancies of private companies and it ultimately resulted in power pro-

We have seen the KG Basin oil rigging illegalities by Mukesh Ambani's Reliance. How the governments dilly dallied in taking action on the violations in oil rigging and output declaration which ultimately affect the oil pricing

duction and tariff hikes to the common man. One good thing Narendra Modi government did was the controlling of the purchase prices of oil from KG Basin. But here also no initiation of the criminal cases for gambling and misuse of natural resources by private operators and suffering public sector undertakings.

The Niira Radia tapes exposes how Tata and both Reliance groups involved in the lobbying of natural resources like coal, spectrum, and oil and power generation from natural resources. How Chief Ministers of the states were

bribed for getting mining licenses and how media, supposed to be watch dogs were bribed to keep silence. Majority of the business houses always made fortunes though looting or smuggling of natural resources. These frauds only happen with the help of people in power and corrupt bureaucracy.

Now, by the Reply to Presidential Reference in 2012, the Supreme Court's Constitution Bench comprising then Chief Justice SH Kapadia, Justices DK Jain, JS Khehar, Dipak Misra and Ranjan Gogoi has set out guidelines for allotment of natural resources. What we need are now the people with integrity in power and bureaucracy to adhere to the spirit of the guidelines specified by the apex court of India. We need more transparent laws, digitalised auction in all sectors and Regulatory bodies with people having integrity to handle the allotment of natural resources. Strong Regulatory Bodies are needed to check the possible cartelisation in the auction. In Spectrum auction, we have many instances of cartelisation of operators. These things are very important because natural resources belong not only to us, but also to coming generations. So we have to utilise them properly for the benefit of the country and its coming generations also.

By J Gopikrishnan
Senior Journalist with The Pioneer

Better Governance can dramatically alter the untapped potential in Manipur

When I talk to people about Manipur and my visits to our most well-known northeast state, I usually see shock and awe on the faces of whoever is listening.

The shock comes from the fact that I travel regularly, to a part of the country that's known to be "so dangerous and life threatening". The awe usually comes with a guilty confession of their ignorance "I never knew Manipur was so beautiful!"

While my words always speak happily about the land and people of Manipur, my thoughts are filled with sadness that stems from having seen some of the ground realities of the state and its people, first hand.

To his or her credit, the average Manipuri studying or working outside the state, in places like Delhi and Bangalore, won't talk to you about the terrible and seemingly hopeless problems that they and their families face back home. They'll go about doing their whatever it is they're doing, with a warm smile or cold aloofness, depending on their personalities.

They're probably putting up a brave front and working very hard, to simply survive in a place that's far from home, and supposed to be safer.

Initial conversations with friends in Manipur about Manipur, were peppered with official acronyms, unofficial code words, and underlying tension –

all covered up with light hearted banter and jokes about the state of the people of Manipur, its periodic bandhs, the multiple UGs, and how anyone with the slightest opportunity was rushing off to work in mainland India, only to face discrimination and threats of other kinds out there.

However, as they realise that I have no political or business agenda in the State, and that I was only there to satisfy a karmic connection I seem to have with the northeast and its people, much deeper conversations happened with them.

These conversations, spread over many kilometres of roads, many litres of hot and cold beverages, and even many





Loktak Lake

hours sitting in a barricaded room, revealed deep scars, constant challenges, and the hopeless frustrations of almost everyone I met. Unanimously, they all blame the government and the non-government entities for the mess Manipur is in today.

So, what is the cause of the conflict in Manipur?

The core issues in the Manipur conflict, are of identity and territory; of different identities fighting for control and autonomy over the same territories.

The problem started during the British rule over the subcontinent, and the Crown's insensitive (calculated?) handling of the transition of power to the Government of India. Add to this, as the locals are quick to point out that "the insensitive and violent management of local sentiment and issues of the entire northeast region by subsequent governments in New Delhi", didn't help heal the wounds or solve the problems of the Manipuri people.

Over the years, the conflict has led to the breakdown of law, order, and governance in the state, creating fur-

“There are so many groups and factions fighting in Manipur today, that we find it hard to remember who is fighting for what. We stay at home during bandhs nowadays due to fear of violence, but most of the time we don't know who has called for it, or why”

ther victims, who in turn have become protestors, and additional parties to the conflict. As a Manipuri friend of mine put it “There are so many groups and factions fighting in Manipur today, that we find it hard to remember who is fighting for what. We stay at home during bandhs nowadays due to fear of

violence, but most of the time we don't know who has called for it, or why”

Manipur has seen thousands killed over the decades, with atrocities committed by almost everyone involved, including State, non-state, official and unofficial entities. Some of these entities operate openly in Manipur and its neighbouring states, while others operate from across the border in Myanmar. Almost all of them are armed and trigger happy.

Reports as well as talk on the ground indicates that there are around 50 armed groups at play today, in the conflict over Manipur and its territories – both physical and emotional.

Yet, the people of Manipur are a disciplined lot, like most of the people in the northeast. They're also friendlier and politer than mainland Indians, always quick to smile and help without expectations of anything in return. Service quality is decent in most shops and restaurants.

Imphal, when not shut by a bandh, is usually bustling with daytime activity, its streets filled with two-wheelers and cycle-rickshaws and a generous sam-



Fish Farms of Manipur

Topographically, Manipur is a valley filled with green fields, water bodies and small towns, surrounded by rich green hills on all sides. Imphal, with its historic Kangla Palace and Fort, rests bang in the middle of the valley and the State, and is perhaps the safest place to be, if you're Meitei, or an outsider of unknown agenda

pling of Marutis, Hyundais and Boleros. Most neighbourhoods comprise of low rise buildings, with the usual suspects of mobile repair shops, grocery stores, roadside eateries, multi-brand home appliances stores, and roadside vends selling cheap Chinese products.

In contrast, all government buildings are fortified with barbed wires, steel doors, and armed guards all around. There is massive presence of armed forces everywhere, including the police, paramilitary forces, and the army.

When you're driving outside the

city, it is quite normal to see sand-bagged check posts at regular distances, road opening parties standing patiently on the roads, and armoured personnel carriers of the army patrolling the highways.

Topographically, Manipur is a valley filled with green fields, water bodies and small towns, surrounded by rich green hills on all sides. Imphal, with its historic Kangla Palace and Fort, rests bang in the middle of the valley and the State, and is perhaps the safest place to be, if you're Meitei, or an outsider of un-

known agenda.

The rest of the state, is no man's land, especially if you are government, or an outsider like me. So, you don't go there anywhere unannounced – like to Senapati, Ukhrul or Chandel – if you don't have friends there.

This may sound harsh, coming from someone who says Manipur is the one of the most beautiful places on earth, but that's the beginning of the irony that inhabits Manipur.

The un-economical economy of Manipur

This dichotomy of Manipur is evident from the moment you check into a hotel (there are only a handful here). The two Classic hotels I stay at in Imphal, match up to the best of hotels I've stayed in around the country. Yet there are always rooms available there, starting at 2-3 thousand rupees a night, with no hordes of business travellers or tourists landing up to indulge the hospitality.

Imphal is strategically located on Highway 39 (Now Asian Highway 1)



Kangla Palace and Fort

which runs through the state and has potential to service Assam and Nagaland, as well as become the economic expressway to South East Asia, but that seems a distant dream.

Most of the state's 7,000-odd km road network is in pitiful condition, and when not closed due to some blockade or the other, it takes hours to travel distances that would take 20-30 minutes elsewhere.

Manipur is rich in Agriculture, and many essential crops and exotic fruits and vegetables grow here. Yet we don't hear anything about it, leave alone get to taste it in the rest of India.

For those who love culture and nature, Manipur has some the most mesmerising traditional dance forms I've seen in my life! It has some beautiful heritage sites like the Kangla Fort, and places of incredible natural beauty and wildlife, like Loktak Lake, and the world's only floating national park, that is also home to the elusive Sanghai.

Ironically, Manipur produces some of the finest hospitality professionals in the country, and for the world, but tourism is almost non-existent here.

Manipur has a literacy rate of almost 80%. Most of its citizens speak not only

Manipur has a literacy rate of almost 80%. Most of its citizens speak not only English, but also Hindi, which is a rarity in the northeast. Yet, unemployment is rampant, and estimated to be as high as 30% - 40% of the population in many Kendras

English, but also Hindi, which is a rarity in the northeast. Yet, unemployment is rampant, and estimated to be as high as 30% - 40% of the population in many Kendras.

The entire State budget of Manipur, is probably less than what is paid out under MGNREGA in many states!

Despite all this, the only visible stress, and outward complaints are pointed at the unrest and conflict, with

people doing the best they can with what's available to them in the State.

The undeniable truth is, Manipur holds untold, untapped wealth and potential – not just of natural resources and tourism, but of talent that goes beyond the iconic Mary Kom.

On the ground, everyone in Manipur, from the farmer to the shopkeeper, is a Mary Kom fighting some battle or the other every day, that too, with a smile.

The Manipuri narrative (it never seems like complaints) when delivered by locals to outsiders like me, is almost always delivered with a smile or a resigned chuckle, never with anger or aggression. And the narrative is always accompanied by genuine concern to ensure, that I'm well taken care of as a guest, of the people of Manipur.

That says a lot for the real spirit of people of the people of Manipur, and it resounds with hope, for a state and people that deserve a lot more than what the past many decades have meted out to them.

By Mehernosh Shapoorjee
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 @noshtadamus

ORGANIC SUCCESS

Ramdev's Patanjali is more than just a fascinating success story



Prakhar P Misra

It takes time to accept the fact that person from extremely humble background can script mega business story, it becomes more difficult to accept the fact when he is a sadhu. One of the most interesting dramas taking place in India hardly gets a reference on the political pages, though economic reporting tends to be hysterical about it. The latter reports about the rise of Ramdev's firm Patanjali to a major corporate status. The reports claim that Patanjali makes P&G nervous, its advertisement expenses signalling a new medical multinational.

In a few months, Patanjali has become a household name. This battle has to be seen in terms of the politics of knowledge and communication. Ayurveda has been a medical system which knew its time was coming. Unfortunately, Ayurveda was often presented in a reductive way as yoga which was only one aspect of a more cosmological theory. Second, Ayurveda became an extension to the spirituality

In a few months, Patanjali has become a household name. This battle has to be seen in terms of the politics of knowledge and communication. Ayurveda has been a medical system which knew its time was coming. Unfortunately, Ayurveda was often presented in a reductive way as yoga which was only one aspect of a more cosmological theory

industry where major gurus like Sri Sri Ravi Shankar popularised it but as an extension of their spirituality. When one looks at an "Art of Living" shop, one realises Ayurveda is only part of its spiritual offerings. Baba Ramdev is the first guru to make the transition from a symbolic presentation of a civilisational idea to an actual production.

The transition to Patanjali can be seen in three steps. First, Baba Ramdev becomes a popular and a populist hero by advocating yoga and claiming that Western medicine, as practised by MNCs, was a con game adding to the

inequality in our society. Second, this argument acquires a different pace as he hyphenates politics with spirituality. He talks openly of the politics of medicine and makes it a part of the wider BJP wave. Third, he moves from politics to production and creates in Patanjali a household name to rival the likes of P&G and Hindustan Lever.

The way he does it is fascinating. First, he plays on the civilisational unconscious which sees the indigenous as a part of wider authenticity. Second, he merges the middle class consumerism with traditional values by merging a

way of life and a lifestyle consciousness. He suggests health is a way of life and then emphasises the contemporaneity of Ayurveda. Third, he widens Patanjali to include consumer goods, cosmetics, food supplements, medicalised candy and medicines. Instead of an overdramatized single product, what we have is a spectrum of fascinating goods.

Added to this was the sense of anxiety, the antics of MNCs. The vagaries that befell Cadbury, Coca-Cola, Ponds and Nestlé destroyed the immaculate trust of consumers. The MNCs also made a mistake by attacking Ramdev's scientific credentials, claiming that many of his products could not stand standardisation tests. Ramdev anticipated this by insisting on highest production criteria. But to mere idea of standardisation, he added the trust offered by heritage. People buying his products often sound patriotic.

Baba Ramdev's overall strategy has a logic which is implicit in the philosophy of Ayurveda which reads the world into microcosms - the body - and macrocosms - the world. Mediating the two

The MNCs also made a mistake by attacking Ramdev's scientific credentials, claiming that many of his products could not stand standardisation tests. Ramdev anticipated this by insisting on highest production criteria. But to mere idea of standardisation, he added the trust offered by heritage. People buying his products often sound patriotic

is medicine. His advertising style also follows an Ayurvedic grammar, focusing both on the discipline and the concreteness of the body and on the wider ecology of religion, spirituality, ethics and well-being.

Unlike commodities from MNCs, Baba Ramdev does not need stars. His asceticism confronts the exotic and sexual feel of cosmetic and lifestyle advertisements. His message is clear - you do not have to be a model to use my goods. His products do not belong to

the domain of conspicuous consumption. His treasure is in the everydayness of goods easily accessible, available and affordable. In fact, Ramdev becomes both paradigm and exemplar. He is the model.

However, Baba Ramdev understands the power of advertising. He knows he needs advertisement to break the mental link between Maggi and Nestlé. In turning this generation organic, he has to convince them that ragi can be fashionable. In that sense, Ramdev's ads,





which are tactically undistinguished, tacitly convey an understanding of the modern world. He wants to convey that the idea of heritage can create the ecology for a new consumerism.

Business growth and the major push: Yoga guru-turned-tycoon Baba Ramdev has just set the bar higher for his consumer products business—Rs.1 trillion (\$14.9 billion) in net sales, a target he thinks can be reached in 10 years, if not five. The bearded 50-year-old yoga guru has no doubt at all that Patanjali Ayurved Ltd, which he set up in 2006, will get there; it's just a matter of time.

"It'll happen naturally. I don't dream, I only work," Baba Ramdev said in a rare interview on 24 May in Haridwar, the north Indian Hindu holy town on the banks of the Ganges, which houses the headquarters of his business empire.

The target is a 20-fold increase from the Rs.5,000 crore in net sales that Patanjali posted in the business year that ended on 31 March. Next stop: Rs.10,000 crore in net sales in the year to next March. The breadth of Baba Ramdev's ambition can be gauged from the fact that Hindustan Unilever Ltd (HUL), the local unit of Anglo-Dutch consumer products giant Unilever Plc., which has been around in India since 1888, hasn't even touched one-third of Ramdev's target. In the year

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to 31 March, HUL posted net sales of Rs.32,482.72 crore.

The target also represents a third of the size of India's entire packaged consumer products market at present, estimated at about Rs.3.2 trillion a year and projected to grow 12-15% annually over the next five years, reaching Rs.6.1 trillion in 2019, according to a September 2015 report by industry lobby Federation of Indian Chambers of Commerce and Industry (FICCI) and advisory firm KPMG.

Of course, Patanjali is used to a red-hot pace of growth. The company, which sells everything from shampoo and toothpaste to biscuits and noodles, and rice and wheat to honey and ghee,

more than doubled its sales in the year ended 31 March, from Rs.2,006 crore in the previous year. (To put that in perspective, HUL's sales rose 4% in the same period.)

Baba Ramdev downplays his own role in building Patanjali the emerging consumer products giant, saying his only role is that of a brand ambassador who works for free in television commercials representing the brands his company makes. Even so, it's clear that a razor-sharp business brain is deftly charting the future of Patanjali Ayurved.

The rise of Patanjali may be backed by the faith that Baba Ramdev's millions of disciples repose in the yoga guru,

who, in 2011, briefly became a crusader against government corruption and had to hurriedly leave the Ramlila Maidan in Delhi dressed in a salwar suit lent by a female follower to escape a brutal police crackdown.

But there's also something beyond reliance on blind faith. Patanjali knows where exactly it is headed and what it should do to get there. Over the next few years, Patanjali will focus on six areas: natural medicine, natural cosmetics, natural dairy products and food, natural cattle feed and feed supplements, bio-fertilizers and bio-pesticides, and natural indigenous seeds, said Baba Ramdev.

In April, Mumbai-based Pittie Group, the nationwide distributor for Patanjali products, sewed up a distribution arrangement with Apollo Pharmacy. It also has a marketing arrangement with Kishore Biyani's Future Retail Ltd for selling Patanjali products in 243 cities across India. Patanjali Ayurveda has also teamed up with billionaire Mukesh Ambani's retail chain Reliance Retail to sell its products.

Over the next year, Patanjali will increase its retail presence through 4,000 distributors, more than 10,000 company-owned outlets, 100 Patanjali-branded stores and supermarkets, the company said in a statement recently. Over the next five years, Patanjali will set up six more factories in other parts of the country, Ramdev said, declining to divulge investment details. Patanjali currently has three factories and a bunch of contract manufacturers.

Acharya Balkrishna, Ramdev's close confidant and managing director of Patanjali Ayurved, said in a press conference on 27 April that the company will spend more than Rs.1,000 crore to set up new production units and Rs.150 crore on a research and development facility. "We'll employ about 500,000 people once all these factories are built, besides the indirect beneficiaries," says Ramdev. To build the factories, Ramdev said, Patanjali is buying land everywhere at "market price".

Patanjali's expansion is backed by a high-powered marketing campaign led by Ramdev himself. Between January and March, Patanjali Ayurved doubled the number of advertisements it airs on TV channels, according to data from television viewership measurement agency Broadcast Audience Research Council India, or BARC. Patanjali's weekly ad insertions on television jumped 102% from 11,897 in the first week of January

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to 24,050 in the week ended 25 March, according to BARC. Ad insertions by Patanjali are 20% more than those by the next most-advertised brand on TV—Cadbury, a chocolate brand owned by Mondelez India Foods Pvt. Ltd.

According to Anuja Chauhan, creative consultant at advertising agency JWT India and a writer, "Patanjali is riding on Baba Ramdev's huge fan following. The company got two things right—one, the whole India-Ayurveda connection and, second, the MNC style of advertising."

Baba Ramdev and Balkrishna converse about how good Patanjali's cattle feed is and how they can double the milk output of cows. Listening to them are more than a thousand middle-aged followers from the farming community who are attending a five-day yoga camp (attendees pay a fee of Rs.1,000-2,000 per day for such yoga camps), besides millions of television viewers. A new range of cattle feed will be launched soon, the duo says. According to Baba Ramdev, Patanjali already sells about Rs.150 crore worth of cattle feed a year and expects to cross the Rs.1,000-crore mark this year.

Patanjali's day-to-day operations are overseen by Ram Bharat, 38, who works from a huge wood-crafted office at the company's factory in Padartha, an industrial zone in Haridwar that is spread over 150 acres. On the other hand, multiple people at Patanjali believe the business brain behind Patanjali's success is none other than Swami Muktanand, a director at Patanjali. However, Muktanand's whereabouts are not known.

Yoga guru-turned-tycoon Baba Ramdev has just set the bar higher for his consumer products business—Rs.1 trillion (\$14.9 billion) in net sales, a target he thinks can be reached in 10 years, if not five. Nestle India Ltd chairman and managing director Suresh Narayanan said he believed "disruptive competition is always good to have".

"Competition energizes me. I firmly believe every company play on its strengths. Our strength is nutrition, science, health and wellness. That's what we are all about. We are good at these, and we'll be playing to it. Let's focus on what we need to do and get that right," he added. Cigarette maker ITC Ltd, which branched out into foods, home and personal care products in 2001 and reported sales of Rs.9,704.40 crore for the year ended 31 March 2016, is also aware of the formidable competition posed by Patanjali. "We have taken note of Patanjali's rapid growth and are recalibrating our strategy," V.L. Rajesh, chief executive (foods business), ITC, said in New Delhi.

Outsourcing

To be sure, there are concerns about some Patanjali products and scepticism about some of its claims. In May, the Advertising Standards Council of India (ASCI) found "gross exaggeration" in the commercials on hair oil, mustard oil and washing power made by the company. Patanjali claims to make natural ghee (clarified butter) from cow milk.

The aloe vera unit is a processing and packaging unit, which was using pulp supplied by Dhandev Resorts and Health Care Pvt. Ltd (a Jaisalmer-based company owned by Roop Ram, an Indian National Congress leader). Patanjali claims that it has its own aloe vera plantations for making aloe vera juice. And contrary to Ramdev's claims, Patanjali outsources manufacturing of some products like other packaged consumer products companies do. For instance, biscuits are made by Delhi-based Sona Biscuits (that also sells biscuits under



According to Baba Ramdev, Patanjali has more than 200 scientists who research and develop its products. These scientists are barred from meeting outsiders. “We can’t divulge the formulations and what we are developing,” said Vineet Gupta, a senior manager, declining a request by this reporter to meet the scientists

Sobisco brand) and juices by a bunch of companies, including GK Dairy and Milk Products Pvt. Ltd (this company also sells products under the Gopalji brand).

Patanjali’s juice products, which Baba Ramdev claims to be natural, contains added sugar, water and required preservatives. Haridwar-based Aakash Yog Health Products Ltd manufactures noodles for Patanjali. Aakash used to make noodles for HUL’s Knorr brand, till recently. Some of these names are mentioned in the fine print of product packets. Mint confirmed these with the managers at Patanjali’s Padartha factory.

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One analyst, who has visited Patanjali factories multiple times and spoke on condition of anonymity, says Pa-

tanjali products are essentially herbal clones. The process is simple. Top-selling products across brands are picked up from the market and then similar products are developed based on herbal formulations under Patanjali brands. Mostly, they are replicas of successful products of multinational companies,” the analyst said. “About 85% of all production is done in-house, and Patanjali is looking to replicate the success of its first food park in four other cities, including Nagpur in Maharashtra. Patanjali is also using e-commerce channels to distribute its products across India and is appointing new distributors to expand its footprint,” he wrote in his report. Ramdev says the plan is to build six more factories, each as big as the one in Padartha, and move into new areas like handlooms and organic farming.

People who work at Patanjali profess to have joined the company to promote a “good cause”—a movement that Baba Ramdev calls “swadeshi andolan” (literally, indigenous or local protest, a movement for freedom from the clutches of MNCs).

“Patanjali, which Baba Ramdev says is a zero-debt company, is right now selling everything it is making. Managing director Balkrishna said in May that there is a huge gap between domestic demand and supply.

And the man who is out to build the next consumer products giant out of India says he doesn’t view buyers of Patanjali products as consumers. Baba Ramdev is perceived to be close to India’s ruling coalition, and has appeared with Prime Minister Narendra Modi on several public platforms. But the yoga guru disclaims any interest in politics. “I want to stay the way I am—sanyas, rashtradharna... (Renunciation and duty to the nation) I want to do everything without any greed. Directly, I’ll never participate at any political position,” concludes Baba Ramdev.

The extraordinary success story of Patanjali has scripted a new corporate culture in India. Today, Patanjali is a unique case study model for global management schools wherein the entire business model is based on personality cult promoting nationalism. The son of soil card appeals to large section of urban middle class and rural community that constitute major bulk of Indian population. It is this loyal customer base that Baba Ramdev has targeted successfully to establish India’s fastest growing brand. Surely, from the days to free yoga classes to fight against corruption and now building up vast business empire is a strategy worth studying.

(With Inputs from Shiv Visvanathan & Sounak Mitra articles)

INDO-JAPAN ECONOMIC TIES

Sanjeev Sinha

The most unique contribution Japan can make to India's development is in the field of large scale, high-tech and long term infrastructure development, including financing thereof. In addition, India can expect four qualities from Japan: safety, environmental friendliness, ergonomics and strategic trust, leading to a low life-cycle cost.

A combination of such qualities is very much desirable but also creates a complexity in the assessment and the decision making process. Let us study these aspects and how the Prime Minister of India Narendra Modi's policies can help in the matter.

The Nature of Potential Japanese Collaboration with India Japan is well known for bullet trains, which is demonstrably the world's best as a combination of length, speed, frequency, service and most of all safety — not a single accident fatality despite many severe earthquakes in the total history of more than 50 years. The remote rural part of Japan is also well covered by the public transport despite a very mountainous terrain of the country through breathtaking bridges and tunnels.

Japan's urban transport systems are also a wonder, with greater Tokyo having the world's most extensive and smooth urban rail network of 158 lines with 2,200 stations serving 40 million passenger rides daily, a little more than

the total population of the region, which is also world's largest urban conglomerate, at about 35 million. This is further connected with a dense and frequent bus operation as well as increasingly pedestrian and bicycle friendly urban planning.

This is topped with a long time impeccable record for safety and on-going regular improvements on all aspects. Crucially, since the global financial crisis like Lehman shock, Japan stands out with the biggest financing appetite in terms of the amount and the time period. Japan is already the biggest financier for Asian Development Bank which in turn has India as the biggest recipient, and Japan International Cooperation Agency (JICA) being a lead-





ing ODA provider in the world with India the largest recipient for years. Japan Bank of International Cooperation (JBIC) provides up to 40 years of loans and has a big interest in India.

On the other hand this is exactly the need of the time for India — Infrastructure and the long term financing for it. Growth of Demand in India We have seen a strong demand for good quality infrastructure in India over the last decade which supports the commercial viability. Until the early 1990s masses in India would prefer free roads, which was purely a responsibility of the government. Due to various political and government inefficiencies the quality of the public infrastructure development was very pure while the government was also under huge fiscal pressure for lack of tax revenues. The lack of infrastructure also resulted in lack of manufacturing industry which crucially depends on infrastructure and hence India continued to be too dependent on imports both for energy as well as manufactured goods. The fiscal and trade imbalances grew to a state of crisis and forced India to take major steps in economic reforms in the early 1990s.

With the economic liberalization new momentum in the Indian economy kicked in. India saw major foreign direct investments coming in and also the timing coincided with the Y2K problem in the global IT industry which demanded huge software manpower. This

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was an area India could excel given the knowledge of English and relative independence of physical infrastructure like roads and power.

The IT industry created a new confidence and global exposure in India.

As Indian people travelled more frequently to developed countries for various IT related jobs they brought back a new expectation of quality. The global exposure through TV and other means also created new standards of quality and there was a new demand for high quality infrastructure even if it meant paying for the use, like toll roads. In the wake of the economic liberalization India quickly adopted privatization of infrastructure and saw more and more private sector partners coming into infrastructure development and operations through PPP models.

This new demand and PPP paradigm provides a platform for Japanese collaboration in India.

Difficulties in Infrastructure Development

Despite the demand, unfortunately various political reasons and regulatory complexity across different ministries and approval authorities has hindered a proper planning and decision making on large scale projects and that's where a big hope is on the new Modi government.

Modi government being a powerful single party government, with the credit and expectations of the Gujarat Model, is in a good position to expedite the decision making on large and complex infrastructure projects, which creates the right opportunity for Japanese engagement.

It's after 30 years that India has a single party majority in the central government. Over these 3 decades India had coalition governments of various compositions including community parties, regional parties and religion based parties with varying agendas. This led to a big difficulty in reaching agreements with long drawn debates on various aspects of social, environmental, religious, political and economic issues. The nature of the coalition governments also created a model of pacification and appeasement which further complicated the decision making process.

The election leading to PM Modi's government is also very different from the last single party majority government formed in 1984. In 1984, the assassination of then Prime Minister Indira Gandhi led to a sympathy wave putting her son Rajiv Gandhi, with little political experience hitherto, as a prime minister heading a single party majority government.

Differing agendas and styles of various political parties made even the most obvious of the decision making processes too complex. In the severe political competition, often one party would block the decision only to stop the other party to get credit for a good project. In lack of good public media and educa-

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tion there was also a lack of sufficient debate and analysis in the public for a good judgement which further encouraged the political parties to have their own petty agendas play the game.

New Political Process Leading to the Election of Prime Minister Modi

The elections in 2014 witnessed a very different approach led by intense debates and information propagation through online media like Facebook, Twitter, WhatsApp and others. As I mentioned earlier India continued to lack physical infrastructure due to inefficiency in the decision making, development and financing processes, but India could excel in the IT industry due to the

advantage of English and independence of large scale physical infrastructure for IT industry.

One more relevant factor is the theoretical and debate loving mindset of Indian people. The Indian constitution also allows a great degree of freedom of speech and expression which led to IT driven online media in India. While India is still much behind in terms of printed media, India has leapfrogged in online media.

Social Network Systems have further contributed significantly in the online information propagation and analysis. The online media also has a natural virtue of being better connected with the educated and techno-savvy people of India who are better able to judge the





political agenda and are more respected opinion leaders in their respective communities.

With a recent surge of mobile phones including smart phones supporting SNS feature, the latest elections were dominated by a very active debate on SNS and online media.

As earlier mentioned the global exposure and economic liberalisation has also put the economy and good governance on a higher agenda rather than the religious and regional political agenda which had mostly dominated the elections in the past.

Modi's humble background of poverty in childhood and being an active member of a nationwide grassroots Hindu organization called Rashtriya Swayamsevak Sangh (RSS) has also contributed to his great popularity in the masses.

Prime Minister Modi's Previous Track Record from the State of Gujarat

India is well known to be a very diverse country. The diversity is not just evident in natural and cultural terms but also in the economic situations in different parts of India. Different states of India have very different levels of economic development and infrastructure as well.

As earlier mentioned the global exposure and economic liberalisation has also put the economy and good governance on a higher agenda rather than the religious and regional political agenda which had mostly dominated the elections in the past

Narendra Modi headed the state of Gujarat as the Chief Minister between 2001 and 2014. The progress of the state during the period was a major factor in the election process as well.

Gujarat is one of the best states in various parameters. Gujarat is among the very few states of India with sufficiency of electricity which grew the electricity production by 2.5 times during Modi's tenure. Gujarat state also has better quality of roads compared to the

average condition of roads in India. The length of roads also grew by 3.6 times during the tenure of Modi with development of new roads.

The whole of country is expecting a similar state of growth in the rest of the country as well under the leadership of Modi.

Prime Minister Modi's Style of Governance

Narendra Modi's style of governance in the state of Gujarat speaks volumes. While corruption is a big problem in various aspects of India, Modi himself is known to be a very clean and selfless.

He is also a very hard working person with even very few hours of sleep a day. He also demands the same from his administration.

He is also known to be a very hands-on person with an excellent memory. He would remember the person in charge for a particular project and the performance parameters and deadlines and would often personally follow up on the matter by picking up a phone directly.

In the process, he built a close knit network of bureaucrats around him in the state of Gujarat whom he has also taken along with him to the central government into the Prime Minister's Offi

ce. A large part of critical decision making is done from the Prime Minister's Office directly under the PM's supervision. This is quite unlike the previous Prime Ministers where the decision making was decentralized to various other senior politicians as well as other members of the ruling party.

Modi has further kept the decision making closer to him as most of the senior ministers are younger than Modi himself at the age of 66. It's also observed that most of the Ministers around PM Modi are strong followers of PM Modi, which

along with a very Prime Minister's Office led decision making process is drawing analogies to the White House style model of the United States of America.

Role for Japan in the New Plans by Prime Minister Modi

For the plan for 100 new smart cities announced by the Modi Government, Japan has the world's best technology and implementation examples, like the Yokohama Smart City.

Japan has some of world's best

transport systems technology and expertise for ports, airports, highways and railways, as also noted above.

While we face many accidents in Indian transport systems, safety is another attractive and complimentary aspect of Japan. With zero fatalities in 50 years of operations of running 5 minutes behind each other, Japanese bullet trains are equipped with a technology to detect an earthquake about a minute in advance and special technology for emergency stop from a high speed of 300 kilometres per hour within the minute.

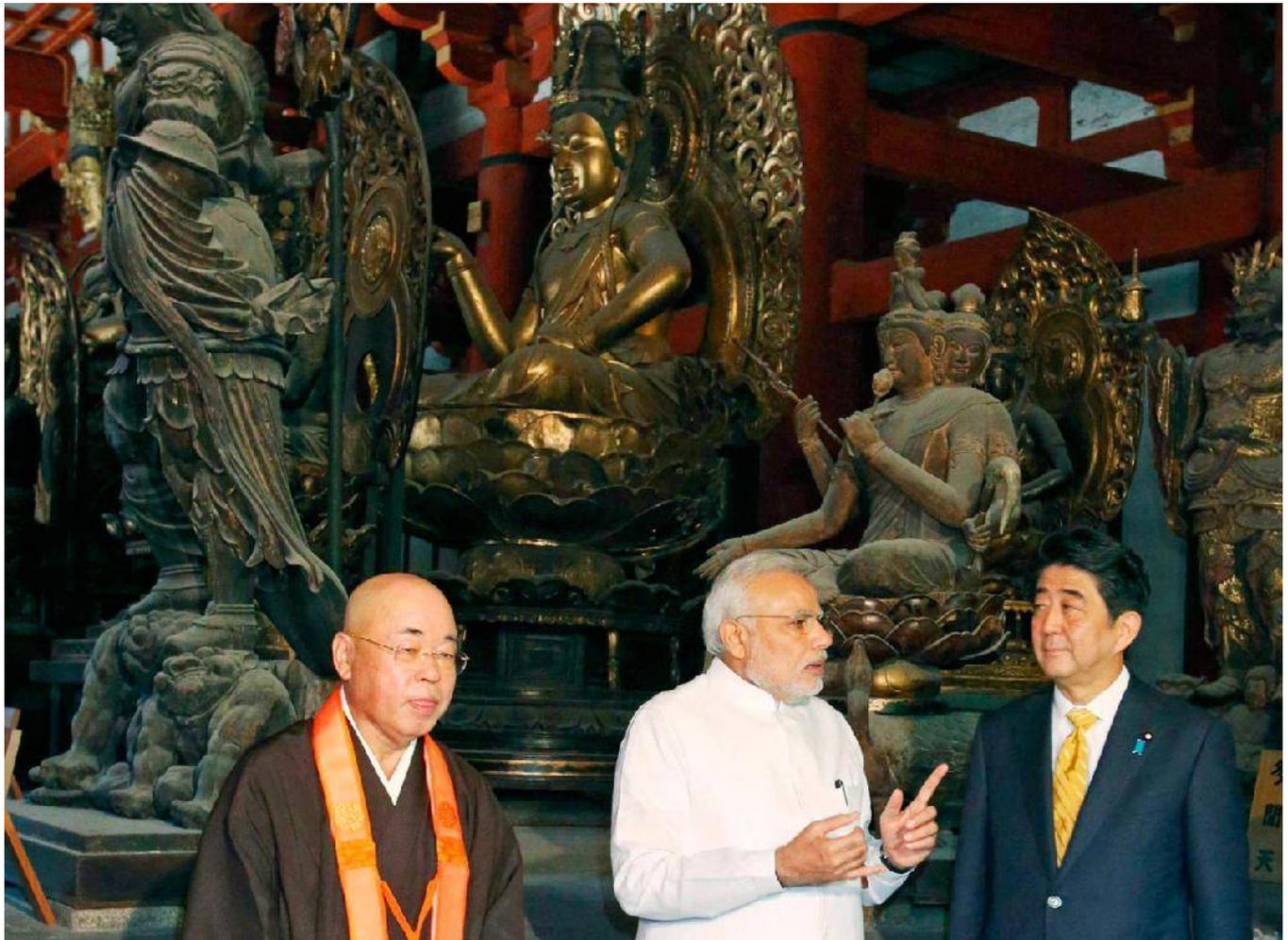
Strong safety features are commonly seen in all aspects of Japanese infrastructure systems where even a single death by accident is infrequent enough to become national TV news. Natural disasters like earthquakes and typhoons being quite common in Japan, such a strong preparedness is seen in Japan for the same that life and work continue almost as normal despite a significant earthquake.

As a personal experience, when the world media thought Japan was devastated by the earthquake and Tsunami on 11th March 2011, my Japanese colleagues continued to work to meet a

promised delivery for a client in the same afternoon. My worried brother from India researched and informed me that my office building is the strongest in the world for earthquakes and that it's safer for me to stay in here for the time being. Such earthquake resilient construction technology is much desirable for India where we also face occasional significant earthquakes.

Nuclear power has been seen as an important source of energy and India and Japan have finally reached a civil nuclear technology collaboration agreement after years of discussions due to India not being part of NPT and Japanese sensitivities to nuclear matter being to only country suffering from a nuclear bomb. Japan faced a serious and unexpected natural disaster of 15 meters high Tsunami hitting its Fukushima

Nuclear Power plant on March 11th 2011, leading to a serious accident. This adds to Japanese experience and lessons learnt from a disaster which makes the Japanese nuclear collaboration even more desirable for India and is high on PM Modi's priority list for collaboration with Japan.



After safety, the second quality of environmental friendliness is demonstrated in the least carbon footprint per unit of GDP in Japan among the large countries of the world. As the world is already facing a serious challenge of climate change and India catches up on per capita energy consumption with the industrial world, it's important for India and the world to adopt eco-friendly technology across the lifecycle of production, usage and disposal. Japan has the best of low carbon emission power production technology across different sources like thermal, hydro, solar, wind, geothermal and nuclear. Not many countries of the world have enough of such technology and capacity to finance it.

With more than \$100 billion of asset under management, one of the prime mandates for Japan Bank of International Cooperation (JBIC) and Japan International Cooperation Agency (JICA) is environment. Already there are many JBIC and JICA financed environment friendly projects in India, but there is still a tremendous untapped potential where PM Modi's plans for smart cities and new energy projects are very important platforms.

Urban Infrastructure, a leading infrastructure development and operator group of India, I facilitated an MoU of GMR with JBIC of Japan bilateral collaboration in technology and capital and can witness the willingness and potential between both the countries.

Ergonomics of Japanese systems needs to be experienced to be believed and the Japanese products exported overseas are a good sample for the same. Japanese systems are also very friendly for the physically disabled.

Last but a very important quality I mentioned is being strategically trusted. Japan respects India for the philosophy of Buddhism and Mahatma Gandhi and remembers Justice Radha Binod Pal, who gave the sole dissenting comment in the Tokyo War Crimes Tribunal, and Subhash Chandra Bose very fondly for their pre-independence collaboration with Japan. During the Japan Visit PM Modi also met the surviving colleagues of the above in Tokyo.

While India helped Japan critically with early diplomatic recognition and natural resources after the war, JICA, world's largest ODA agency was founded with India especially in mind and continues to work quietly for the humanitarian developmental needs of India. On the other hand, while with

very little mind share compared to USA, UK, Singapore or other English speaking countries, Japan is more trusted and respected in India.

This trust mandates mutual collaboration in the areas such as ports, telecommunication and defence technology. Prime Minister Modi has announced 16 new ports where discussion with Japanese ports is already underway. An unprecedented sales and future domestic manufacturing in India of defence related Japanese amphibian planes US2 is also at an advanced stage.

And in India's desperate plans to reduce the import bill by promoting domestic electronics manufactur-

The high cost of Japanese technology is an often cited concern, but that can well be compensated by the very low cost long term financing by a cash rich and very willing Japan, along with reduced lifecycle cost in the long run

ing Japan can be an ideal, trusted and equally desperate partner. Japan is in a desperate need for a market for survival of Japanese high tech electronics industry, where India is a holistic and near green field opportunity for Japan to start cost effective manufacturing in newly planned Electronics Manufacturing Clusters and cater to an expected \$400 billion Indian electronics market by 2020.

The high cost of Japanese technology is an often cited concern, but that can well be compensated by the very low cost long term financing by a cash rich and very willing Japan, along with reduced lifecycle cost in the long run. This raises possibilities of dedicated Japan-India funds which can support Japanese technology with Japanese financing.

A combination of technology with the government financing raises some debates on the international competitive bidding processes and various guidelines of the multilateral organizations like World Trade Organization, IMF and Asia Development Bank etc.

Also a longer and more rigorous lifecycle assessment process is required to fully appreciate the economic feasibility and attractiveness of the combination of Japanese technology and financing package.

India has seen too many examples of use of cheap technology and inadequate planning processes leading to failure of various infrastructure projects. This includes various power plants, city developments and infrastructure development projects. The problem is often further exacerbated because of the corruption involved in the process. India as well as foreign investors from Japan are looking up to a strong leadership of PM Modi to enforce a strong due diligence and planning process, building a confidence to focus on long term aspects and higher quality, reduce the corruption and hence improve the overall decision making process.

Looking at the example of Japan's development with a long term focus on quality, which leads to over economic efficiency, India Japan collaboration can be expected to grow rapidly through a confident decision making process expected from PM Modi.

Two major free market democracies of the world with common traditional values and mutual trust have perfect economic complementarities where Japan can provide the technology and finance for the development of India and India can reciprocate with a growth market and global human resource for aging Japan.

'The most potent bilateral relationship of the world', as Prime Minister Abe proclaimed during his visit to India, had been waiting for strong leaderships from both sides. With the two Prime Ministers Abe and Modi, expectations are now very high indeed.

Going Forward

One of the most significant contributions from Japan to India can be in large scale infrastructure projects like high speed railways, smart cities, ports and industrial zones, requiring both reliable eco-friendly technology and long term financing, where Japan is the world leader in combination. With the strong new government in India one can expect effective decision making on such large scale projects and hence a new paradigm of effective Japanese collaboration in India.

(The writer is Indo-Japan Business and Investment Advisor based in Japan)

THE MOTHER OF ALL ELECTIONS – UK 2017

Kapil Dudakia

The UK has seen some incredible developments over the past few years. No sooner had PM Cameron won the public vote in 2015 that he declared the date for the EU referendum, otherwise known as Brexit. At that time, I had advised the politicians that for the UK, Brexit was the right choice and indeed in my view, the British electorate would choose that as their preferred option. On Thursday June 23, 2016, the British electorate did exactly as I had predicted and voted to leave the EU. This set into motion a series of events that have hitherto never happened before. Within hours PM Cameron stepped down as the Prime Minister. He really had no choice since he backed the ‘remain’ campaign which obviously failed.

Of course, this led immediately to

The Labour Party and the Liberal Democrats also lost their leaders at the same time and we had several months when every major party in the UK was scrambling to select their new leader. In the end the Labour Party chose MP Jeremy Corbyn and the Liberal Democrats MP Tim Farron.

the selection of the next Conservative Party leader and therefore the new PM of UK. And what a battle that turned

KAPIL'S KALEIDOSCOPE

out to be with the likes of Boris Johnson, Michael Gove and Theresa May all throwing their hats in the ring. The victor as we now know was PM T May.

The Labour Party and the Liberal

Democrats also lost their leaders at the same time and we had several months when every major party in the UK was scrambling to select their new leader. In the end the Labour Party chose MP Jeremy Corbyn and the Liberal Democrats MP Tim Farron.

The stage was set to action Article 50 of the Lisbon Treaty. The first step in the process of the UK is leaving the EU. Months of turmoil with opposition





politicians playing all the games they could, to if not halt the process, to slow it down to a crawl. In the end, PM May put the opposition to the sword in a parliamentary vote, and guess what, the Article 50 Bill passed in Parliament by a margin of 498 to 114. So much so for the defiant opposition that crumbled in the wake of ground reality, that being that the British public would not stand for any politician who stood in the way of the decision they had made.

Under normal circumstances one would have thought that the matter was settled and the British government should just get on with the task in hand. However, modern politics is no longer that straight forward. The opposition which has a majority in the upper house (House of Lords) declared that they would do everything to frustrate the process and by so doing, undermine the negotiating strength of the British Government for Brexit. The European-bureaucrats in Brussels were loving this, knowing they also wanted to make life hard for Britain as well. As it turned out, most of the leading economic indicators continued to be favourable to the British economy. The doom merchants were being proven wrong as Britain continued to outshine most of its Euro-

Under normal circumstances one would have thought that the matter was settled and the British government should just get on with the task in hand. However, modern politics is no longer that straight forward. The opposition which has a majority in the upper house (House of Lords) declared that they would do everything to frustrate the process and by so doing, undermine the negotiating strength of the British Government for Brexit

pean partners.

The Scottish National Party (SNP) having already lost one referendum for independence wanted to instigate another one. The SNP leader Nicola Sturgeon saw an opportunity of the Brexit vote and used that to promote her favourite policy for independence. However, the continuous sniping by British opposition politicians finally pushed PM May to decide enough was enough. PM May out foxed not only the opposition, and the media, but her own party members when she declared

that she wanted a snap election to take place on 8th June 2017. In the UK, we have what is called a 'Fixed Parliament Act'. In effect, it means an election take place every 5 years. If you want one earlier, then Parliament must vote by 2/3rd majority for it to take place. Generally speaking, this would mean getting the opposition to vote with the Government of the day. Of course, when PM May threw this gauntlet down she knew that the main opposition had no choice but to back her call for an early election. Namely, how on

The state of play for the main political parties is as follows:

UK GE17 - LATEST VOTING INTENTION					
	Con	Lab	Ldem	UKIP	Lead
23-Apr	48	26	10	8	Con +22
18-Apr	46	25	11	8	Con +21
17-Apr	44	26	12	11	Con +18
13-Apr	44	23	12	10	Con +21



earth can any opposition run timid from an election? Even when it knows it's in a bad way, political expediency means the Labour Party had no choice but to say yes.

The above table indicates the current

trend in voting intentions of the British electorate. It does not take a genius to conclude that short of a minor miracle, the Labour Party will be defeated with devastating ease. They say that on current polling the seat sharing might look

This is of course just an exercise in playing with numbers. My interpretation is kept simple. The Conservative Party will win with ease and have a significant majority to get most of its legislation through the next Parliament. They will have 5 years in which to cement in their advantage subject to their policies working out and the public don't get tired of the leadership

like: Con=388, Lab=177, LDem=7 and UKIP=0. The SNP in Scotland = 56. In my view, there is much that can still happen. As they say a week in politics is a long time.

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The Labour Party will be crippled to such a degree that either it will have to dump its current unpopular leader, Jeremy Corbyn and get in a centrist like David Miliband (yes you read that correctly) or the Party as it stands will have to split. One faction (supported by most of its MPs) will try to galvanise the centre ground in politics whilst the other faction will turn into a far-left party with its dedicated core voters synchronised with its far-left ideology. What we can say is that unless the Labour Party takes some very tough decisions, and quickly, it won't get into power in Britain for a good decade and maybe even longer. Make no bones, this is now crunch time for the Labour Party, it's

very existence is now in question and if it fails then don't be too surprised if a Centre Left Party emerges of a coalition of colours to challenge the incumbent Government.

What does all this mean for UK and India relations?

The answer in simple, there is a huge opportunity to reset the relationship so it is fit for the 21st Century. Britain is no longer an imperial power with an Empire to govern. It is a small island, be it a very important and influential island, just off the coast of Europe. The fact that UK will be free of the EU means anything and everything is now on the table for discussions. The fact that India has emerged as an established 21st century powerhouse means it can demand, and it will get, what it needs. Be that from the UK or a host of other countries around the world lining up to cosy with the new India under the stewardship of its internationally popular leader, PM Narendra Modi.

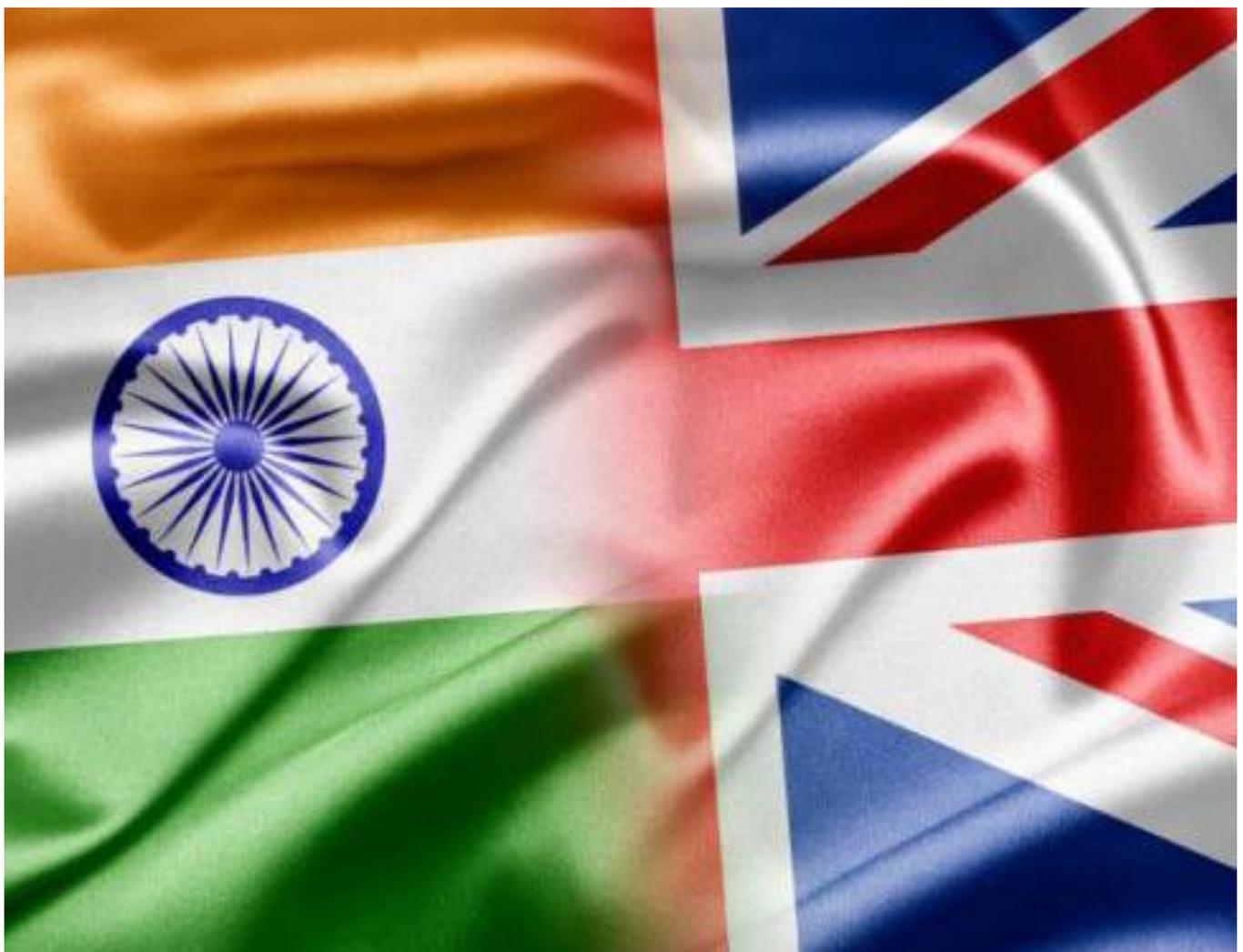
Both these countries, linked by history of course, find themselves in very similar situations. To face the 21st

Both these countries, linked by history of course, find themselves in very similar situations. To face the 21st Century with new found freedom, new opportunities and renewed self-confidence. Deals are there to be made in the interest of both. India finds itself in a powerful position that it has not seen for thousands of years. I have no doubt that these two old partners will find a new working relationship based on respect and shared values

Century with new found freedom, new opportunities and renewed self-confidence. Deals are there to be made in the interest of both. India finds itself in a powerful position that it has not seen for thousands of years. I have no doubt that these two old partners will find a new working relationship based on respect and shared values.

Europe on the other hand is in dire straits. The free for all immigration policies of the past decade are now catching

up with devastating consequences. The majority of European politicians live in their ivory towers. They hide behind politically correct rhetoric and platitudes ignoring the plight of their own people and the surge of negativity being unleashed from the silent majority via the new social media networks. The establishment elite can no longer control information flow and the diet of misinformation it depended upon to hoodwink the electorate. The news media that has





Brexit does not make the British electorate racist. The French have not suddenly become racist. And we can say that for most European countries now. What we see and experience is a cry for help from a sizeable silent majority. Unfortunately, the downside being that many of us who are classified as immigrants end up getting the brunt of these failed political policies

failed to properly scrutinise the so called politically correct rhetoric is also coming in for some legitimate roasting. When politicians fail their electorate, the media ignore the truth for want of being PC – then it's only a matter of time before the inevitable happens. And this we have witnessed in France with the far-right leader Maria Le Pen being elevated to new heights of being able to challenge for the French presidency. Think about it, in a major European country like France there is a huge proportion of people so disenfranchised that they are willing to vote for the very extreme far-right group. That means at the very grass roots millions of citizens are shouting, enough is enough, ignore us at your peril.

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ing that many of us who are classified as immigrants end up getting the brunt of these failed political policies.

The challenge for the EU is to accept its mistakes and correct them urgently. In my view, they won't do that with the resultant outcome, massive street wide public disturbances on a regular basis. In 2017/18, we will see the streets of Europe resemble war zone, and folks that is no exaggeration.

In the upcoming British elections, win for the Conservative Party is clear and so on 9th June a new era beacons and I for one would hope that for India and UK, it means a much more productive relationship that safe guards each country not only on the economic front, but also from the advances of extremism and terrorism.

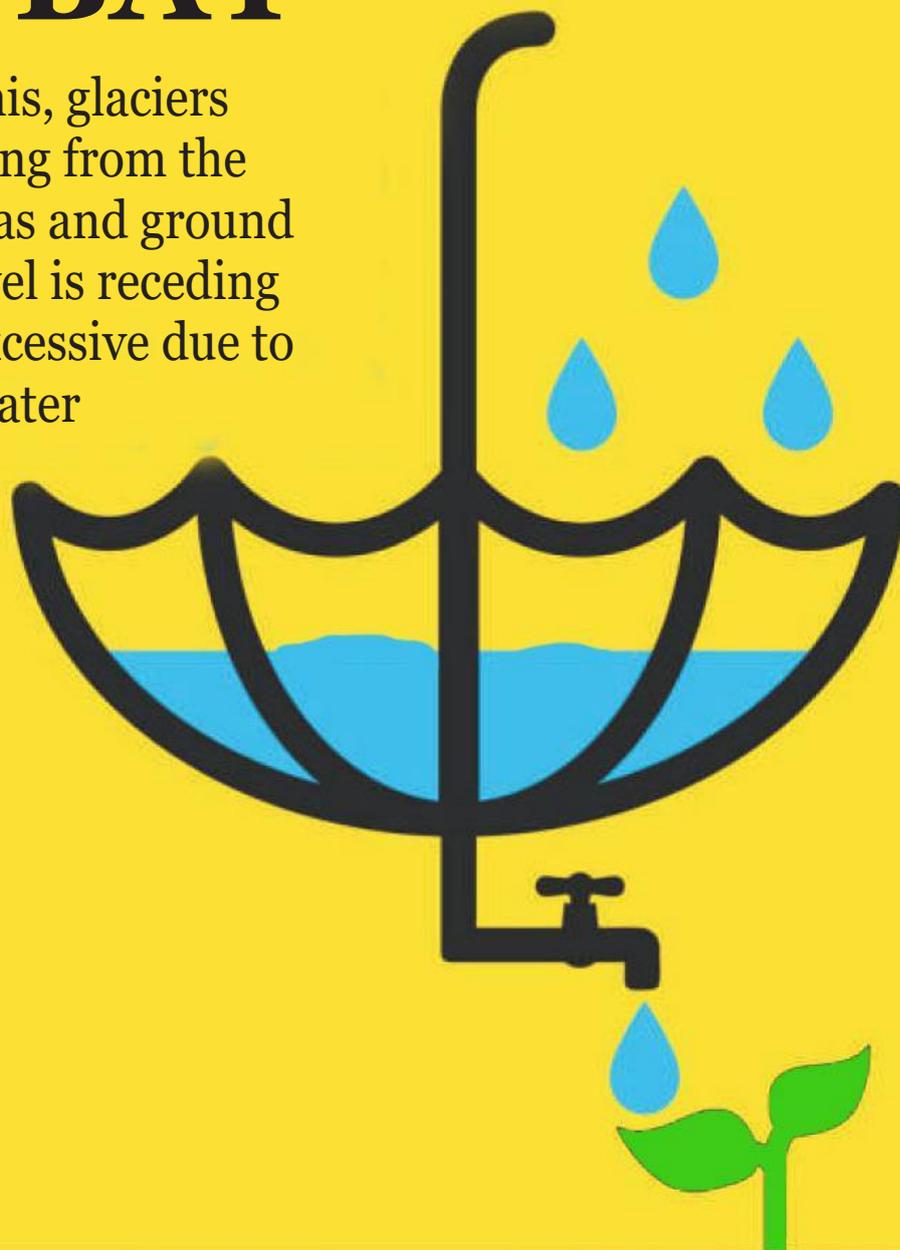
The Labour Party in Britain has increasingly moved towards the Islamic community in particular towards the Pakistani community. It seems it is now very much reliant on the Pakistani com-

munity for votes en masse to ensure it secures some of their seats. This has created a situation whereby it is now seen by many as anti-Hindu and anti-Jew. Both of these communities are looking at the Conservative party as a natural home for them in the knowledge that at least there are some aspects of shared values and goals. The Labour Party born from the Unions is also seen to be edging ever closer to some militant unions and with that many of moderate voters feel left out. We see many of these voters begin to move away from the Labour Party in favour of the Conservatives. What is even more surprising is that the working-class roots of the Labour Party also feel that they have been abandoned by their own party. We have seen a sizeable proportion of this group voting for Brexit as well as UKIP (very much the right of right party in the UK). For India one could conclude easily that a defeat for the Labour Party is the best option. The Conservatives offer the best choice for the best partnerships now and for the future. I would not be too surprised if PM Modi builds on the excellent relations he forged with PM Cameron and can now enhance those with his interaction with PM May.

With Brexit on its way, and with the General Election on 8th June, I see my glass to be full, half with new found freedom and half with new opportunities for the new millennial. This is a time to forge stronger bonds to protect the economy, but to stand firm against the disease of extremism and terrorism that affects both our countries.

RAINWATER HARVESTING TO KEEP DROUGHT AT BAY

Due to this, glaciers are melting from the Himalayas and ground water level is receding due to excessive due to boring water



Due to global warming and water scarcity, a number of seminars and conferences are being held to overcome this problem by discussing on rain water harvesting and environment, but the output is not visible.

Rainwater harvesting is a technique of collection and storage of rainwater into natural reservoirs or tanks, or the infiltration of surface water into subsurface aquifers (before it is lost as surface runoff). Rainwater harvesting is a technique of collection and storage of rainwater into natural reservoirs or tanks, or the infiltration of surface water into subsurface aquifers (before it is lost as surface runoff). One method of rainwater harvesting is rooftop harvesting. With rooftop harvesting, most any surface — tiles, metal sheets, plastics, but not grass or palm leaf — can be used to intercept the flow of rainwater and provide a household with high-quality drinking water and year-round storage. Other uses include water for gardens, livestock, and irrigation, etc.

Due to global warming there is huge scarcity of water across the globe, To overcome this, lots of conferences and

We appreciate the steps taken by various governments, may it be regarding infrastructure or any other development, but not at the cost of uprooting trees and destroying greenery

seminars are being conducted everywhere since last 15 to 20 years, but the problem still persist. People are using new techniques, which is appreciable, but we adopt very simple. As we are nature lover and are connected with nature, our solution to this problem also is related with nature.

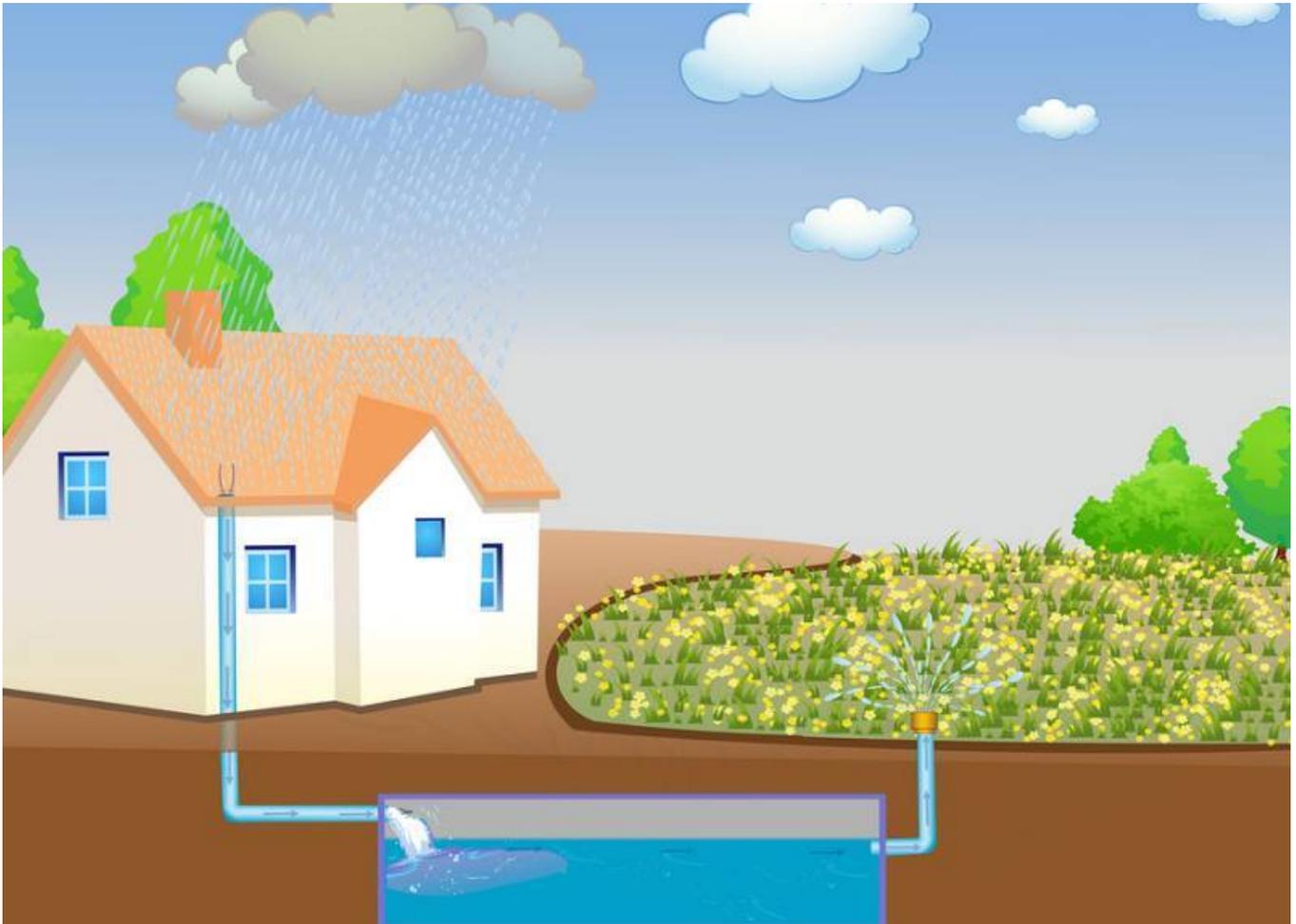
We appreciate the steps taken by various governments, may it be regarding infrastructure or any other development, but not at the cost of uprooting trees and destroying greenery.

Due to this, glaciers are melting from the Himalayas and ground water level is receding due to excessive due to boring water. Since last 200 years, wa-

ter cycle and rain water falling on earth is same, but the pattern of today is not the same. Due to excessive destruction of greenery, bursting of clouds are taking place instead of having a uniform rain and also other forms of natural calamities are occurring..

We are also aware that how big hotels are wasting water in the name of swimming water facility, water parks etc. As per the WHO report, they deliver 110 litres per day per person, but only 2 to 3 litres are used for drinking and rest are wasted.

Since we are associated in the field of environment and rain water harvesting, we are familiar with the geography of our India, may it be from Kashmir to Kanyakumari or from Porbander to Guwahati. We had the methods to develop greenery across the highways of Indian roads, can increase the ground water level by using rain water harvesting. We can also recharge the dry rivers, reservoirs, borewells etc and recycle the same water. Looking into these, the days have come when one should take the much use of rainwater harvesting and should recharge and recycle at least once a week to overcome the scarcity of water globally.



Reliance Jio plans to double network in coming months, subscribers cross 108 mn

The Modi government is pushing for 'Digital India' as its flagship scheme, the Reliance JIO becomes extremely vital component for its success. Nation of over billion people with over 100 crore mobile phones will need huge digital network to absorb its appetite of data streaming. Surely, the government through BSNL have limitation in terms of capital investment to invest in next generation technology. Reliance with its huge financial resources has the capability of investing in next generation 4G technology offering next generation services and

products. India's quest to develop itself as knowledge economy largely is dependent on the digital infrastructure available in country and Reliance JIO can be the game changer to achieve the objective.

New telecom operator Reliance Jio plans to double its network size by adding 1 lakh additional mobile sites in coming months. The company said that in terms of data usage it "has become the largest network globally" and plans to add 1 lakh mobile sites in coming months to double the network size. "Jio continues its rapid ramp-up of sub-

scriber base and as of March 31, 2017, there were 108.9 million subscribers on the network," Reliance Jio said in a statement.

With more than 110 crore gigabyte of data traffic per month and 220 crore voice and video minutes a day, "Jio has become the largest network globally" in terms of data carried and contributed to India becoming the leading country in the world for mobile data usage. "Jio users are today consuming nearly as much data as on all the mobile networks in the US and 50 per cent more data than mobile networks in China in



JIO PRIME MEMBERSHIP



a clear indication that India will adopt digitisation and Digital Life faster than anyone else in the world,” the statement said.

The MukeshAmbani-led telecom firm said that it has built a future ready network which can easily deploy 5G. “As per TRAI MySpeed Portal, Jio’s average download speed at 15.0 Mbps in March 2017 is almost twice of any other operator...Jio has the world’s largest greenfield 4G LTE wireless broadband network, with over 100,000 mobile towers. And it will add another 100,000 towers to the network in the coming months,” the statement said. Besides, Jio has been expanding its fibre-to-the-home (FTTH) business offering with beta trials initiated in a few locations.

“It would expand the scope of the beta trials over the next few months,” the statement said. The company launched its 4G service commercially on September 5, 2016 for free and crossed 50 million subscribers in just 83 days, and 100 million in 170 days, adding at an average rate of 6 lakh subscribers per day. The company started charging for mobile services from April 1 where it is also offering a scheme, Jio Prime’.

Jio subscribers opting for Jio Prime are required to pay one-time plan fee of

Rs 99 and then choose monthly rental plan starting 303. The company introduced another plan with monthly rental starting Rs 309 for Jio Prime members.

Here’s why Reliance Jio is a Game Changer for India

As 4G data services make their way into Indian markets, top telecom operators are competing to claim the highest share in the business by attracting maximum consumers.

Here’s a look at what the platform with 4G Long Term Evolution(LTE) services is offering.

1. According to a report by Credit Suisse, Reliance Jio will give high speed 4G, with a top download speed of 70 mbps, which usually stays at 15 to 30 mbps. A full movie can be downloaded in 30 seconds with 70 mbps, while the same takes around three minutes at 15-30 mbps.

2. Reliance will not just venture into 4G data services with Jio, but it also plans to introduce affordable 4G enabled devices, along with apps to work with the services offered.

3. Among other manufacturers, Intex and Huawei have tied-up with Reliance, and will launch Jio compatible devices, which will be priced between

4000 to 25000.

4. Reliance Jio also comes with a voice call service called Voice over LTE or VoLTE, which will allow users to make calls over a faster network, and experience superior call quality and also faster video services.

5. Jio Chat will offer chat, voice and video calling, conferencing and allow consumers to share files and photos, as Reliance claims to have 1 million users for it already.

6. High speed data, digital commerce and payment services on offer through Jio will be priced between Rs 300 to Rs 500 a month.

7. A tie up with State Bank of India will mean that Jio Money will emerge as a digital money and payment portal, offering secure digital payment services.

8. With 2.5 lakh kilometres of fibre-optic cables already laid, 18000 cities and one lakh villages will get access to Reliance Jio services, with an initial capacity to serve an excess of 100 million wireless broadband and 20 million fibre optic consumers initially.

9. Unlike competitors in the market, Jio will offer only 4G and will not revert to 3G or 2G services.

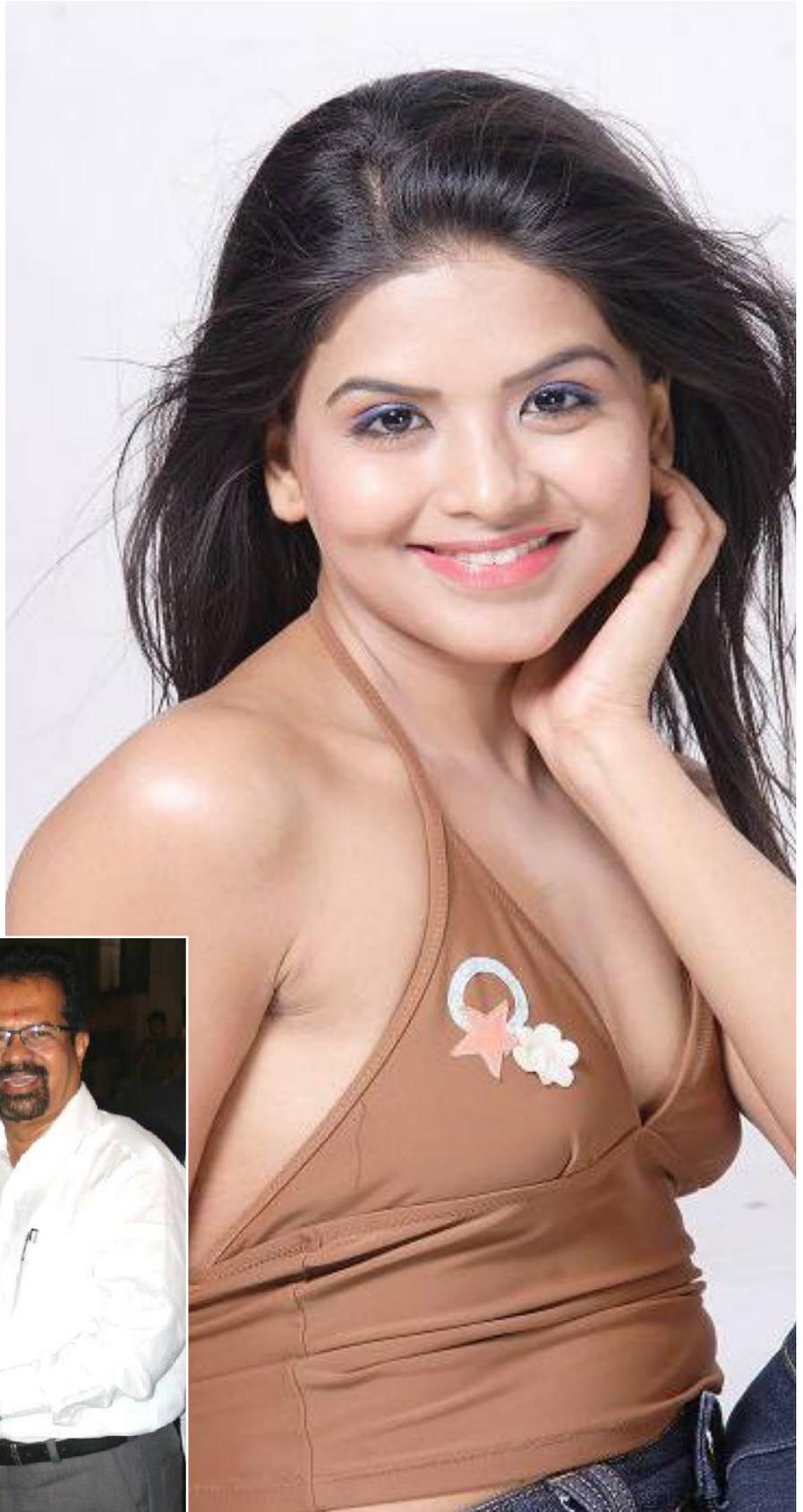
**By Sanjay Mendiratta
Inputs from PTI**

HONOUR FOR ART, SOCIAL WORK

Rashmi Pitre is an actress, painter and a poetess. She is also a trained kathak dancer. Besides, she has done many contributions to social causes.

She is also the brand Ambassador of Peacechocs - A Chocolate Brand by Wockhardt Foundation . She has completed 2000 episodes till date on Indian Television, including shows like 'Diya aur Bati Hum' on Star Plus for four years. In Pardes Mein Mila Koi Apna - a Hindi serial , she played the sister's role and a TV actress and has done as many as six shows till date. Rashmi will be seen on a new tv show soon in couple months. Rashmi has done many painting exhibitions in India, Canada, Worcester and USA. She has won many awards state and National competitions till date.

She has been recognised for her social work as well. Recently, she has received the very prestigious BMC Mayor of Mumbai's Award 2017 by the Mumbai Mayor Vishwanath ji Mahadeshwar and Rashmitai ji Thakeray for unique achievement in the field of Art -- in Painting, Acting, Poetry and Dance. Ex-Mayor, corporator Snehal Tai ji Ambekar, and all corporators and dignitaries from BMC were present on the occasion. This Award function normally happens on 8th march on Women's Day but this time because of mayoral elections it delayed and happened on 24th April.



Amazon Great Indian Sale: Apple iPhone 5S available for sub Rs 16K

Amazon India kicked off the 'Great Indian Sale' today and it is offering a wide range of discounts on the products in its platform. While there are several deals on electronics and smartphones, the hugely popular Apple iPhone 5S is available for purchase at just Rs 15,999. The sale on Amazon India's website will go on until May 14. Under the Great Indian Sale, the e-commerce platform is offering huge discounts on smartphones, laptops, accessories, televisions and fashion products. The company is offering special deals on brands like Apple, Samsung, Motorola, and Coolpad. The website is also hosting a sale of the Xiaomi Redmi 4A smartphone, but it is available only for Amazon Prime members. Under the Xiaomi sale, even Idea Cellular has offered a free 28GB 4G data offer.

The Great Indian Sale by Amazon comes after September-October in 2016, during the festival season on Dussehra and Diwali. In the latest offering, Amazon has put up several deals and discounts on the products present on its portal. There are offers on consumer electronics including smartphones have deals with 50 percent discount.

This includes the heavy discount on Apple iPhone 5S too. The company is offering discounts which go upto 70 percent on fashion and lifestyle products. Discounts on large appliances are in the range of 30 to 40 percent, and there is a discount of around 60 to 70 percent on women's and men's fashion. Deals under the sale include Indian brands like Bajaj, Prestige and Fastrack, and also foreign brands like Adidas, LG among others.

Here is a list of offers on smartphones under the Amazon Great Indian Sale:

Apple iPhone 5s (16GB)	Rs 15,999
Apple iPhone 7 (32GB)	Rs 43,999
Apple iPhone 7 (128GB)	Rs 52,999
Apple iPhone 6 (32GB)	Rs 26,499
Apple iPhone SE	Rs 20,999
Samsung Galaxy C7 Pro	Rs 25,999
Samsung On7 Pro	Rs 8,740
Moto G4 Plus	Rs 11,499 (exchange discount of Rs 9,112)
Moto G Plus (16GB)	Rs 11,499
Moto X Force (64GB)	Rs 20,999
Intex Cloud Q11	Rs 4,999
Lenovo Z2 Plus (32GB)	Rs 11,999



The Apple iPhone 5s is the number one smartphone in six Indian states including Delhi, according to a report by CyberMedia Research (CMR). The Mobilytiks Insights report covered Gujarat, Karnataka, Maharashtra, Tamil Nadu, Uttar Pradesh, West Bengal, and Delhi.

On Amazon, Apart from smartphones, there are deals on laptops, TVs, Apple Watch and the Kindle. In TVs, there is a sale on Sanyo 43-inch full-HD LED TV and 55-inch TCL Ultra-HD smart LED TV. In terms of Kindle, a flat Rs 2,000 discount can be availed on the Amazon Kindle Paperwhite (now Rs 8,999) and Rs 999 off on the All-New Kindle (now Rs 5,000). In laptops, there are discounts on the MacBook Air 13, as a part of Amazon Lightning deal.

Inputs from Opinion Express Mumbai Bureau

SWIFTER & SWANKIER

As Maruti Suzuki brings the new variant of its flagship car, TOE gives you a peep into its new features

We had the opportunity to get up and close to the all-new 2017 Maruti Suzuki Dzire for a pre-launch peep. The new 2017 Dzire does look similar to the current car but move in closer and you will find every panel to be different. But that is not the reason why Maruti Suzuki decided to drop the Swift from its name. Maruti Suzuki wants the new Dzire to have an identity of its own, especially when it is selling more than half of the units of its segment. Here is a preview of the new 2017 Maruti Suzuki Dzire

PREVIEW : 2017 Maruti Suzuki Dzire

before it is officially launched on May 16, 2017.

Looks and Styling

Think of the Swift or the Dzire and the squatty, high shoulder-line Mini-ish looks pop into your head. In times where brand connect is mirage, the

Dzire has it spot on and in no way MSIL would want to take that away. Hence, as we said before, the car looks almost the same except for the fact that it is all new. The 2017 Dzire has been built on the all-new HeartTech platform which makes the car lighter while not compromising on strength or agility of chassis.

The elongated hexagonal grille in the front gets chrome lining and a large Suzuki monogram in the centre like the Ciaz. The swept back headlamps have become more angular and sharper and now get LED daytime running lamps



embedded in them. The profile is almost the same but with subtle changes which makes the roof flow into the boot lid rather than accidentally find it. The large chrome strip on the boot and the spoiler like deck-lid remind you of the current car but the rear bumper is all new.

Cabin and Equipment

The new 2017 Dzire's cabin is a lot of beige topped with black and garnished with wood. The faux wood is found on the dashboard, the entire lower half of the steering wheel and the window trims. While the dashboard hasn't changed a lot in its layout, the centre console gets the all-new touchscreen infotainment system from Ignis/Baleno along with the automatic climate control for the top trims.

This is the first time Maruti Suzuki has gone for a flat-bottom steering

wheel, giving the Dzire a touch of sportiness inside the cabin. The usual equipment list that consists of power steering, all-four power windows, electrically adjustable and foldable wing mirrors etc will be available bringing it at par with the competition. As for the safety, you have ABS with EBD and dual front air-bags standard on the new Dzire.

Engine and Gearbox

Maruti Suzuki has built a reputation for their bulletproof powertrains that offer power with generous fuel economy. The new 2017 Dzire will continue with those tried and tested powertrains – the 1.2-litre K series petrol engine and out favourite, the 1.3 litre diesel engine.

The 1.2-litre four cylinder petrol develops 83bhp of power while the 1.3-litre turbo-diesel develops 74bhp of power and 250Nm of torque. Both the engines will come mated to a five speed manual

transmission. While you had a CVT option for the petrol before, the new Dzire will get five-speed AMT options for both the petrol and diesel engines.

Price and Competition

The Maruti Suzuki Dzire will continue to compete with the recently launched Hyundai Xcent, the Honda Amaze and the Tata Tigor along with options like the Ford Aspire, Volkswagen Ameo and the Tata Zest in the compact sedan segment. In spite of the entirely new platform and the new design, we do not expect the new car to be priced too high. We think, it may be very close to the current price, which means a price tag starting between Rs 5.35 lakh to Rs 5.6 lakh, ex-showroom, Delhi.

— **Omkar Thakur**

(Courtesy: Automotive Exchange Private Limited)



BEAUTY WITH SENSE OF DUTY

She is a role model for Indian women who knows how to balance between work and home. Model Ruhani Sharma says that while modelling is an extremely challenging profession, she knows how to prioritize and look after her daughter. Now, a resident of Hong Kong, Ruhani won the Mrs India Queen 2013. “Modelling is an extremely hectic profession but it is important to maintain a balance and give time to the family,” she says.

She has loads of international experience in big shows across PAN-Asia, Europe and USA and her celebrity status in Asia

She has been associated with Asian Film Awards (Oscars of Asia) for last three years, walking the red carpet with Bollywood and Asian film celebrities regularly

adds an X-factor. Her achievements have been captured the imagination of New York and the very prestigious magazine of NY “Prime time” interviewed her and the same was published in their February edition 2015.

She has been associated with Asian Film Awards (Oscars of Asia) for last three years, walking the red carpet with Bollywood and Asian film celebrities regularly.

Besides, recently she walked at marquee events like Los Angeles Fashion Week (October 2016), London Fashion Week House of Ikons (Sep 2016), Dubai Fashion Week London (Jan 2016), Mercedes Benz Fashion Week Doha (Dec 2015), Africa Fashion Week London (Aug 2015), London Fashion Week House of Ikons (Sep 2015), New York Fashion Week (Sep 2015)

Ruhani has been walking for top designers at various London Fashion Weeks for last couple of years. She was highly complemented by the designers for her amazing presence on the ramp, her personality and the way she showcased their clothes on the ramp.





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