

THE BEACON

PRACTICE NEWS BULLETIN OF THE PG STUDENTS OF JOURNALISM AND MASS COMMUNICATION

Wednesday, 08 March 2023 / St. Joseph's University / Vol: 15 Issue: 75 / www.sjcdeptcomm.wordpress.com

Snippets of history for future generations

Jesbin Sam Mathew

BENGALURU: One of the main objectives of historians and authors is to educate the next generation about cultural pride by providing them with the facts, said Dr Uday S Kulkarni, author of the book "The Mastery of Hindustan: Triumphs and Travails of Madhavrao Peshwa."

The book was released on March 5 in an event titled "Rescuing an Empire," held at the Bangalore International Center. It is about Madhavrao Peshwa's life after the third battle of Panipat. The book includes ten appendices, an introduction to the principal characters, nearly twenty-four maps, over seventy colour pictures of persons, forts, unpublished original documents, over 1300 references, a bibliography, and an index. It is Dr Kulkarni's seventh non-fiction book that deals with 17th and 18th-century Indian history.

Speaking to The Beacon, Sampath said, "As in data or new documents emerge, the history that we write also changes, and that's one of the motives for authors to research."

Author and former surgeon commander of the Indian Navy, Vikram Sampath, and author and historian Vikram Limsay were also part of the discussion.

TCS' stand against layoffs lauded

Sowmya A

While technology giants like Amazon, Wipro and Infosys are laying off their employees to cut down their costs and boost their profit margins, an initiative by TCS (Tata Consultancy Services) is receiving appreciation from everywhere.

Recently, TCS announced that no employees will be laid off from the company, instead, they will be given a hike in their salary and trained if they underperform in the work. Additionally, TCS announced that they will be hiring professionals from startups.

Prathiksha Rajan, an HR recruiter at TCS, said that this announcement was much awaited by our company. She expressed her satisfaction with the management's choice, as the employees of TCS don't have to wor-



TCS Campus at SIPCOT, Chennai

Wikipedia

ny about losing their jobs.

Adding to it, Rajan told The Beacon, she has always been instructed to hire only a sufficient number of employees and not excessive and they don't need to fire their employees. "As the TATA group is well known for its charitable activities, this initiative by our compa-

ny is like adding one more feather to the cap," she said.

Milind Lakkad, chief human resource officer of TCS, told PTI that the other technology firms were forced to lay off their employees as they hired more people than they required. He added that the company strongly focuses on enhancing the

talents of the employees to provide them with long careers once they are hired.

Madhan Periyasamy (name changed), who was fired by Infosys recently said that he lost his job after failing the internal test conducted by Infosys. Although he was aware that he was weak as a fresher, he should have

been given a second chance or adequate training, he said. "Though I don't have any financial constraints, I feel bad for not being able to be independent." He also expressed concern about some of his colleagues who are unemployed now and facing difficulties to run their families.

Some of his colleagues are the only breadwinners in the family, and they are struggling to meet their ends. Although it is understandable that the company is laying off workers due to economic constraints, providing an advance warning or some compensation like Google would have helped, he added.

When Google laid off its employees, it announced it would provide the employees with severance and other benefits like immigration support, and health-care support for six months.

This is a pro-people's protest: Congress

Megha Mukundan

BENGALURU: The two-hour-long bandh on March 9 called by the Karnataka Congress will be a strong protest against the corruption of the ruling BJP, said the Congress spokesperson Dhruv Jatti. The bandh was announced on Sunday, following the arrest of Prashanth Madal, son of BJP MLA Madal Virupakshappa, by Lokayukta in an alleged case of bribery.

Lokayukta had seized Rs 8.02 crore in cash from Prashanth, from his residence and private office, during an operation last week. The of-

ficers alleged 40 lakhs of this amount is the bribe that he sought from a company supplying raw materials to the Karnataka Soaps and Detergents Ltd (KSDL). Prashanth was serving as the chief accountant of the Bangalore Water Supply and Sewerage Board.

Speaking to The Beacon, Karnataka Congress spokesperson Dhruv Jatti said that the protest will be in the interest of the public. "The government is cheating people, and Congress is looking forward to working for a non-corrupt system. It is going to be a pro-people's protest," he

said. He also added that the party expects complete support and cooperation from the general public. Congress leader DK Shivakumar had already announced earlier that the bandh will be from 9 am to 11 am, and the schools, colleges, health services or transport will not be disturbed.

Although the mode of protest is not made public yet, Jatti affirmed that the protest will be on the ground, and will be headquartered in Bengaluru. "More details will be announced shortly," he added. The party had also staged a protest earlier in

Bengaluru, demanding the resignation of Chief Minister Basavaraj Bommai.

Meanwhile, Bommai stated that the arrest took place since the government does not tolerate graft, and similar incidents happened when Siddaramaiah was the CM, although the case was not investigated properly. According to The Indian Express, he also said that the state government has pointed out 59 such cases during the Congress regime, to the Lokayukta and the agency will investigate those cases too, to bring the truth out.

Metal types fueled the era of writing

Jenett Jose

BENGALURU: Technological advancements have had a profound effect on the development of scripts and languages in India, said Karthik Malli, an independent researcher and writer, on the impact of metal type on typography.

Karthik Malli gave a talk on 'Scripting Modernity with Metal Type' on March 5 at the Bengaluru International Centre (BIC) as part of the Design History Now series.

Malli discussed the evolution of metal typesetting in India and how it intersected with language politics and technology. "Print was a revolutionary new technology allowing for new forms of expression and the wider circulation of text," he said. He also added that the technology of print has become so closely associated with literary modernity that it has come to signify the moment in the real issues.

Prior to the introduction of metal type, scripts were often handwritten or carved onto wooden blocks, which limited their availability and accessibility. Metal type, however, made it easier to create standardised scripts that could be easily reproduced and distributed, allowing for wider circulation of text, he explained.

Lilac Interludes: Creating sustainability

Aileen Raju

BENGALURU: The art flea market serves as a platform for groups of individuals to engage in sustainable commerce by providing numerous locally made items to customers, said Nayanika Singharay, one of the organisers of 'Lilac Interludes'.

The "Lilac Interludes," a spring-summer collection curated by Art & Flea Project, allowed Bengalureans to experience a plethora of flamboyant prints, spring wardrobe essentials, rich self-care products, hand-



Art & Flea Market @artandfleaproject

crafted gift items and an abundance of unique pieces to purchase. The two-day event was conducted on the 4 and 5 March at the Bengaluru International Centre, Domlur.

According to Singharay,

shopping in malls just allows the customers to purchase the item, however, at a flea market, they could talk to the entrepreneurs learning about their backgrounds, including how they got their start in business and what drove them. "If you look at Art by Medha, one of our sellers, she probably started her company for her own leisure hours and exploration, but as she received more admiration from others, she may have felt inspired to sell her products," she added.

Reliving childhood memories

Srijit Ray

BENGALURU: Tiggie, India's first-ever exclusive brand for hot chocolate, was founded by Anuva Kakkar in the hopes of making customers relive their childhood.

A stall was put up in the Under 25 Summit, conducted by Groww, on the 4th and 5th of March, and despite the scorching heat, the chocolates were sold out by end of the day.

Available in various flavours, these are quite reasonably priced as compared to their competitors in the market. "From procuring the finest cocoa in Pollachi, Tamil Nadu

to dispatching it pan India, every step is systematic and handled with love," said Kakkar.

In the initial days, there were lots of ups and downs, but she did not give in. "Every day seemed busy with preparing hot chocolate. I got positive feedback from customers and was also cash efficient. I realised that this business model of creating freshly prepared hot chocolate wasn't going to scale," Kakkar said.

She concocted a mix that has a rich aroma and perfect consistency, which is what defines Tiggie Hot Chocolate Mix.