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MoFPI's incentives boost farmers' income

Aileen Raju

In a significant effort to bolster the food processing industry and enhance the income of farmers across the nation, the Ministry of Food Processing Industries (MoFPI) has been encouraging and providing incentives for the growth of related infrastructure. Through a series of central sector schemes, the government aims to maximise the potential of agro-product processing and foster the overall development of the sector.

According to a press release issued by the Ministry of Food Processing Industries on July 25, 2023, entrepreneurs in the food processing sector are receiving credit-linked financial assistance in the form of grants-in-aid under the flagship scheme, Pradhan Mantri Kisan SAMPADA Yojana (PMKSY), Production Linked Incentive Scheme for Food Processing Industry (PLISFPI), and PM Formalisation of Micro Food Processing Enterprises (PMFME).

One of the most significant aspects of these programmes is that they are not restricted to certain regions or states. Instead, they work on a demand-driven strategy, spreading their impact over the whole country, including Karnataka's rural districts.

The success of these initiatives is further reflected in the significant number of projects located in Karnataka such as two Mega Food Parks, 17 Cold Chain projects, four Agro-Processing Clusters, 19 Food Processing Units, and 3 Backward & Forward Linkages Projects.

Union Minister of State for the Ministry of Food Processing Industries, Shri Prahlad Singh Patel, emphasised the government's commitment to empowering farmers and driving growth in the food processing sector.

Caffeinated with aesthetics

Priyanka Gond

BENGALURU: "The pandemic has forced us to develop and adapt, which has ultimately helped advance our company. Theka Coffee has not only maintained its business but also expanded it despite the pandemic's difficulties," said Bhupinder Madan, founder of Theka Coffee.

Theka Coffee, a 2017 startup that offers coffee through portable, eye-catching kiosks in bottles, recently established its operations in Koramangala, Bangalore. Since the store was featured on Shark Tank and received money from them in

Safety at stake, ride services face allegations

Megha Mukundan

BENGALURU: After a woman was sexually harassed by a Rapido bike driver, many have come out with the horrid experiences they faced on such platforms. Responding to a social media poll conducted by The Beacon, many replied that the drivers are often rude, unprofessional and demand more money than the actual fare.

Last Sunday a woman activist lodged a complaint against the driver after she faced harassment during a bike ride. As per her account, the driver arrived in a different vehicle saying that the registered one was under service. As the bike reached a remote location, the driver allegedly started masturbating. However, she remained silent, fearing for her safety. But things went worse when he started texting and calling her after the ride. The activ-



Representational Image

ZeeBusiness

ist took to Twitter to share the issue, to which the police responded and took action.

The reporter working on this news story has further found that this is not an isolated incident and the drivers are arrogant and unfair at times. "The Rapido bike ride I booked last month ended up being a traumatic journey. The driver was

drunk and I could smell the foul odour instantly. While I added a stop and was making a purchase, he visited a beverage shop nearby, which made his riding even more dangerous," said Praseetha, an IT professional in Bengaluru. She also added that the driver dropped her far before her stop, after which she had to walk to the destination.

The issue doesn't pertain only to Rapido, as the respondents shared about having similar issues with Uber as well. Another source had to pay the petrol bill to an Uber auto driver, as he refused to complete the ride without her obliging. Although the complaint was registered via Uber customer care, the source alleged that

no necessary action was taken against this.

Drivers asking the customers to cancel the ride and pay directly, demanding more money, and smoking inside the auto are some of the other recurring issues that the people shared. Another customer revealed that he was threatened to be left midway at midnight, if not paid Rs 200 extra to the driver.

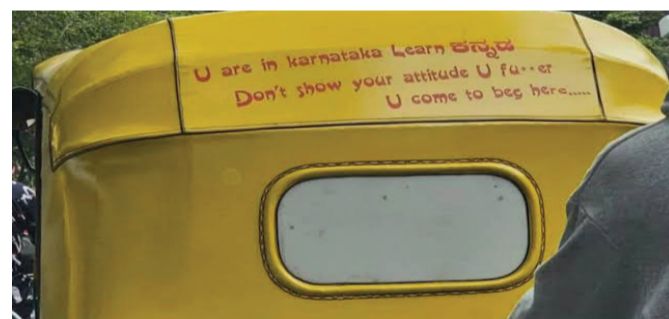
The incident has also sparked a discussion on social media, where people expressed their concerns about public transport being unsafe for women and them being left with no choice but to book a bike when autos cancel the ride. However, the woman activist said that she is not only booking a sexual harassment case but is also considering pressing charges against Rapido with the transportation department.

Intolerance being flaunted as regional pride

Ashish Bhandarkar

Karnataka has been observing an increasing binary of linguistic intolerance and exceptional hospitality simultaneously. From the past five years in Bengaluru, there have been plenty of incidents where people have treated someone as an outcast just for being a non-Kannadiga as well as instances where people have gone out of their way to help them, said Ashima Sharma, an Amazon employee dependent on public transport for everyday travel.

On July 24, a Twitter



Public display of xenophobia

News18

user named Roshan Rai took to the platform to share a picture of an auto-rickshaw with an offensive decal, deeming it to be xenophobic and intolerant of Kannada speakers, which has sparked an outrage on the platform. The decal read "You are in

Karnataka, learn Kannada. Don't show your attitude, you fu**er. You have come to beg here." The tweet has left netizens divided.

Talking about the tweet, Sharma said, "The comments on the post itself elucidate the split mindset of

people in Karnataka. While some have supported the derogatory message, some have proclaimed it to be disgraceful. This division of people on a linguistic basis must be addressed and dealt with by people all over the country."

Vikas Yadav, an auto-rickshaw driver from Bihar, based in Bengaluru, said, "There is an evident conformity among employees of public transport, where non-natives are looked down upon and are excluded in the important factions where most of our professional decisions are taken."

A return into the past melodies

Jesbin Sam

BENGALURU: Shyamakrishna Soudhari unquestionably succeeded in elevating Carnatic music to the next level of recognition globally, said, R Vasudevan Nair, a Carnatic musician and student of Shri Palghat KS Narayanaswamy and Shri Neyveli Santhanagopalan.

On July 23, The Bangalore International Centre (BIC) conducted a musical event called 'Shyama Krishna Sodari,' where famous Carnatic musician R Vasudevan Nair introduced the musicality of Syama Sastry's compositions to Domlur people. Throughout the event, musicians like Vasudevan, Violinist Anand Viswanathan and Mridangam artist Phanindra Bhaskara delved into some of the laya intricacies that Sastry has commonly used and portrayed how Shastri handled these ragas.

Speaking to The Beacon, Nithya, one of the attendees of the event, said that she is overwhelmed to see the love for traditional musical forms like Carnatic despite living in the modern era. "Carnatic music is pleasant to hear and it relaxes the mind and soul," she expressed.

Elon Musk rebrands Twitter

Anuja Jose

Seventeen years after the launch of the now rebranded social networking site, Twitter gets a new name change by Elon Musk.

On July 24, Musk announced that Twitter would now be called X and a change in the iconic logo, the bluebird.

"And soon we shall bid adieu to the Twitter brand and, gradually, all the birds. If a good enough X logo is posted tonight, we'll make go live worldwide tomorrow," tweeted Musk on July 23. Musk calls X "the everything app", as he hopes to rebrand Twitter as a platform

for not just communication but also for financial transactions. "The Twitter name made sense when it was just 140 character messages going back and forth – like birds tweeting – but now you can post almost anything, including several hours of video," he said in a tweet.

On Monday, he shared a picture of a gigantic X, projected onto Twitter's headquarters in San Francisco captioning it as, "Our headquarters tonight". Users all around the world expressed their opinions on the sudden change with the hashtag #ByeByeBirdie trending.



Representational Image

thekacoffee.com

2021, the business has been booming.

The demand for their cold brew coffee on the internet has been out of control as they finish their 15 lakhs bottle mark. "Coarsely ground coffee is steeped in cold water for 16–36

hours to produce cold brew, which produces coffee that is smoother, less acidic, and higher in caffeine. We utilise 100% Arabica coffee beans responsibly sourced locally from regions like Chikkamagaluru and Coorg," said Madan.