

THE BEACON

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

Friday, 27 May 2022 / St. Joseph's College (Autonomous) / Vol: 16 Issue: 119 / www.sjcdeptcomm.wordpress.com

Data must guide public policy

Gautam Nagar

Data collection and analysis tools are crucial aspects in formulating public policy and evaluating existing programmes pertaining to water supply and planning. This was the crux of the inaugural ceremony of the Public Policy and Program Evaluation Workshop held on Monday, conducted by the Grassroots Research and Advocacy Movement in collaboration with the Industrial and Labor Relations School of Cornell University, New York.

D Thara, IAS, Additional Secretary, Ministry of Housing and Urban Affairs, the chief guest for the ceremony, delivered a keynote address on the importance of monitoring and programme evaluation for policy making, focused specifically on water supply and security in urban areas. "Any government policy or scheme has important factors – policy, process, public, and the internal departments of the government," she stated. She explained how these factors should work in tandem to develop a well-rounded and sustainable policy.

Stressing upon an outcome-based policy formation rather than funding alone, D Thara referred to the AMRUT Urban Water Information System – an online monitoring system that takes stock of the water supply system existing in cities to achieve their objectives. She said, "The monitoring consists of three verticals – enquiring of the water infrastructure, how much water is collected, and the location of a water body." She added that the monitoring system was important since it provided information about 11,000 water bodies.

The intelligence-based system can help usher in a more collaborative formulation of public policies and planning, she added.

Akshaya Tritiya all year-round for Kammanhalli residents

Pushparaj C

"The Gold Street of Bengaluru", is the lustrous new name by which Kammanahalli Main Road is now popularly known amongst the residents of the area. The advent of several jewellery stores in a single lane has managed to grab the attention of the customers and residents alike.

Shashikala, a resident of Kammanahalli said, "We are surprised to see so many gold shops in a single lane. I believe that like Commercial Street, Brigade Road,

ASCI's definition of inclusivity broadens

Pavana J

People working in the advertising industry have always been aware of the need for inclusivity in the industry and advertisements, and the new guidelines by the Advertising Standard Council of India (ASCI) has given them the armour they needed.

The ASCI on Wednesday updated its code of conduct purportedly to add more inclusivity in the advertising realm. Advertisements that hurt sentiments of people belonging to a large section of the society that are often not represented at all, or misrepresented, specially based on their sexual orientation, age, physical or mental health conditions will now be considered a violation of the ASCI code. The ASCI code that already required ads to not discriminate anyone on the basis of caste, creed, gender, or nationality has now identified and included more



Making it a safe space for all: ASCI

areas where discrimination could occur.

"This decision of the ASCI will have a positive impact on the media industry as a whole and not just the advertising industry. Even though not a lot of people discuss or critique advertisements like they do films, unless they're bound

to study it, visual medium is what influences audience the most – be it ads or films," said Shyam Mohan, a senior copywriter at Dentsu Webchutney. "The cultural change is finally being encoded and openly accepted by the industry. Even though a certain level of inclusivity always existed

amongst people working in the industry, it didn't make a difference on screen as the audience weren't as aware. Even when they would lash out at problematic ads, it would be towards very selective issues. It's great to see this being put down on paper," he said.

The younger professionals in the industry have constantly been trying to reassess and adapt to societal changes; most agencies have been incorporating inclusivity in their work for a long time before it was officially laid out by the ASCI, he said. Digital advertising agencies have in fact been doing more of this and for longer than mainstream advertising agencies. This revision of the code of conduct will only persuade the ones left behind to climb onto the bandwagon, he added.

Most brands these days want to tell a story and connect with their audience on a more

personal level. This update helps advertisers convey a brand's story to a larger target audience, said Ashna Arif, Content Director, Pinklemonade Communications. "Contrastingly, some brands have at times shut down similar ideas due to the fear of potential backlash, but to know that this is now backed up by the ASCI gives us more confidence to pitch better ideas to them," she added.

With May being celebrated as the Mental Health Awareness Month and June as the Pride Month, it's very heartening to see a governing body like the ASCI proactively work towards making it a safer environment for the more vulnerable communities and giving back to society, she said. "This official update of the code of conduct was much needed, even though a little late, as it benefits the industry and the society collectively," she added.

Submit report in 24 hours or face action says minister

Saishyam Srikanth

Housing and Infrastructure Development Minister, describing the plans to tackle the upcoming monsoon, said that officials have been ordered to survey houses that get affected by waterlogging and submit a report to the Zonal Commissioner within 24 hours. The minister added that strict action would be taken against officials who do not comply with this order.

On Wednesday, a West Zone meeting to prepare for the monsoon was held at the Bruhat Bengaluru Mahanagara Palike Head Office. Along with the minister, the meeting was



Preparing for the monsoon's onslaught

attended by Bangalore South MP, Tejaswi Surya, Congress MLA Dinesh Gundu Rao and BBMP Commissioner, Tushar Giri Nath.

The minister said that 1369 people in low-lying areas had been affected due to waterlogging during this month's rains and 25,000

rupees would be paid to each household which had suffered damage.

Somanna also acknowledged the fact that the city is unplanned and has witnessed uncontrolled growth which has made it very difficult to govern. "We have tried to bring a certain level of

improvement, over the years, through our policies. But one thing is true for sure. I have been in this field for 40 years and this time during the rains, there has been a positive change in the (efforts put in by the) workers. We will continue to push for further change."

Answering the question of why no permanent solution had been brought, he said, citing the instance of his constituency, Govindaranjanagar, "The cleaning of primary and secondary drains before the rains had helped reduce the impact of the heavy rain."

SJC's Emporio brings cheer to B-School students

Sharon Anna James

CAMPUS: Justina Francis, an international student studying at Jain University said, I feel so good being here, I am new to India and it has been a good experience being in a different institution.

The School of Commerce of SJC organised a 2-day fest, Emporio, on May 25 and 26. The inter-collegiate event provided a platform for students from across India to display their competitive spirit and business knowledge by applying their abilities through various business events.

Students from across the country took part in events such as a business quiz, a fashion walk, HR-PR, and 'Best Manager'. "Forty colleges were invited but some couldn't come due to exams... Emporio is one of the biggest associations in St. Joseph's, and being part of it makes me really proud," said Miriam, treasurer of the commerce council. The event was inaugurated by Satshya Tharien, an influencer who enthralled the crowd.

'Hedgewar now, Godse in the future'

Sanjana Anand

BENGALURU: The BJP-led Karnataka government has included a lesson on RSS founder Hedgewar, turning school textbooks into a BJP manifesto, said Vasudeva Reddy K, Student Federation of India (SFI) State Secretary.

To register their disagreement against the changes made in school textbooks by the government, various progressive organisations have planned a protest on May 31.

Vasudeva said, "The Karnataka Textbooks Review Committee is led by Rohit

Chakrathirtha who is unaware of the education system and was a part of the IT cell of the BJP. They have also removed Bhagat Singh's chapter and added a chapter about K B Hedgewar which is an insult to freedom struggle and freedom fighters."

Farooq Bayabe, the State Vice President of National Students Union of India (NSUI) said, "If they're inserting a lesson on the RSS chief, they wouldn't hesitate to include a lesson on Godse as well."