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ABCD makes lives easier

Jenett Jose

Kerala's Wayanad district became the first in the state to guarantee that the tribal population has the all necessary documentation. Through the Akshaya Big Campaign for Document Digitisation (ABCD) campaign, the district government has made six documents available to all tribal citizens: the Aadhaar card, ration card, bank statements, birth and death certificates, voter ID cards, and health insurance.

In 2021, the ABCD program was introduced in Wayanad, the district that holds the largest number of tribal people. The district administration accomplished the remarkable record by offering 64,670 tribal beneficiaries 1,42,563 services through 26 campaigns spread across 23 panchayats and three municipalities.

The first phase of this campaign was introduced on Nov 9, 2021 in Thondernad panchayat as a pilot project. "Even though the concept was first developed in 2016 by Akshaya Initiatives, we were unable to acquire permission as it was a bit expensive financially," said Jincy Joseph, Akshaya Coordinator, Wayanad.

The camp assisted people without bank accounts in opening one, pensions, voter ID and other paperwork. The ST department and BPL categories have started this project as the initiative was successful. On January 18, 2023, Thariyod Panchayat hosted the last campaign.

"The tribal people used to experience huge difficulty getting their necessary documentation before this campaign. But because of this program, people who didn't even have a birth certificate had all of their essential paperwork within two days," said ST promoter Vineeth C. B. Kaniambetta.

'Reminiscing the beauty of Mother India'

Sowmya A

CAMPUS: St. Joseph's University celebrated its first Republic Day as a university on January 26.

The institution was officially accorded the status of a university in July 2022 by the state government and it celebrated the 76th Republic Day in the presence of faculty members, NCC and NSS troops. The flag was hoisted by the Pro-Chancellor and Vice Chancellor of the University.

The Pro-Chancellor, Fr. Swebert D'Silva, addressed the gathering. He spoke about the Indian Constitution and its fundamental rights. He said, "Everyone has the right to freedom of speech and expression. No one should be discriminated against on the grounds of religion, race, caste, sex or place of birth." Fr D'Silva also spoke about the importance of preserving the personal liberty and life of individuals. Claiming



The Republic Day celebration at SJU

Shariq Ahamed

that the youth are the future of the nation, he asked them to preserve our constitution and fight towards the truth to implement the constitution fully in the country.

Vice Chancellor, Fr Dr Victor Lobo, reminisced about the beauty of India. Fr Lobo said India was the trail of the human race and the place of birth of human speech. He

praised, "India is the mother of history, grandmother of livelihood and great-grandmother of religion." He said that the country had a great history, exotic architecture,

and lands filled with richness. He explained what India and Indians meant to the rest of the world. Referring to what Albert Einstein said about Indians, he recalled: We owe a lot to the Indians, who taught us how to count, without which no worthwhile scientific discovery could have been made. He expressed how Indians are praised all over the world by people.

Fr Lobo asked the students to love the motherland. He praised the soldiers who plan battles and are away from home for being the reason behind every citizen's peaceful sleep and expressed that it can never be paid back and forth.

NCC cadets belonging to both the army and air wing were awarded ranks by the dignitaries. The list of cadets who were selected for the Republic Day Camp as a part of the contingent to march in Delhi was announced and applauded.

"Conspiracy" of Jan 26, 2020 remembered

Megha Mukundan

Republic day is not just another national celebration for Indians, anymore. It was on this day, exactly two years ago, violence broke out following the tractor parade of Indian farmers, who were protesting against the newly introduced agricultural laws. It was chaotic, and it was unprecedented and has come to be known as one of the striking events that Indian history can never forget.

The protest was peaceful from its initial days. But on that day, everything turned upside down as some of the



File photo: The tractor parade being tear-gassed

GettyImages

"protestors" entered the Red Fort and raised a Nishaan Sahib, the Sikh religious flag. Following that, many were injured, barricades were damaged and a protester even died as his tractor overturned. Farmer organisation leaders claimed that the

violence was a conspiracy, and has nothing to do with the protest or the protestors.

Speaking to Beacon, H V Divakar, the State President of All India Krishak Khet Majdoor Sangathan (AIK-KMS), said that the day could never be forgotten. "That day,

it was planned to destroy the unity of the farmers," he said as he stated that the farmers still feel like January 26th is a day of protest, rather than it being republic day.

Although the national movement was withdrawn, as the government agreed to their demands, Divakar says nothing has been put into reality yet. "Many fighters are still not released from jails, and what they have told before the withdrawal, they have done nothing till now," he said. He also added that the movement is still going on in various parts of the country in small groups.

The 'ad-venture' of advertising

Aileen Raju & Anuja Jose

CAMPUS: Advertising as an industry is quite fun but also challenging at the same time, said Reevan Rego, a senior brand executive at FCB Ulka.

The Josephite Media Forum conducted a talk session named 'Industry Insider Series on Advertising' on January 25.

"You need a crazy amount of passion, like leaving everything else to focus solely on advertising," emphasised Rego. The advertising that is taught at colleges only accounts for ten per cent of what one must deal with in the actual world.

Although there are various departments in an advertising agency, each employee must work together efficiently. "The work routine in an ad agency begins with the planning team who comes up with a strategy. It is followed by the client servicing team. The creative department handles all the artwork and the copy team does all the writing," he added.

He also mentioned one of his works with Amul Milk, 'Aage Badhta hai India', which he considers his prized effort.

'Much needed convenience for employees'

Anjali Singh

BENGALURU: The city of Bengaluru has officially opened its first-ever evening post office, located on Museum Road. The Evening Post Office (TEPO) was inaugurated by the Chief Postmaster General of Karnataka, S Rajendra Kumar.

The evening post office, which is the second one in the state of Karnataka, was inaugurated on Jan 16. The first one was opened in Dharwad last year.

TEPO will offer various postal services, including a



The launch of TEPO Times of India

speed post service and an Aadhaar centre for kids and adults to renew their Aadhaar cards. The office will also have a reading room where people can read books along with a cup of coffee. This was done to attract more visitors, especially youngsters

and working professionals, explained Chief Postmaster General, S Rajendra Kumar.

"The evening post office will provide much-needed convenience for working professionals and employees of the IT sector, as well as schools and colleges nearby. It will allow them to access various postal services after their regular working hours," said Kumar.

The Indian Post Office is planning to open many more centres like TEPO across Bengaluru in the future, he added.

A proud moment for SJU

Jesbin Sam Mathew

CAMPUS: The cadets of St. Joseph's University have undoubtedly elevated the college's pride to a national level on Republic Day, just like they do every year.

On the 74th Republic Day ceremony in Rajpath, Delhi, three NCC cadets from St. Joseph's University were chosen to march down the Kartavya Path. Two of them are from the Air wing, while one is from the Army wing. Cadet Vishal Rao, Lead-

ing Flight Cadet Charan Gowda, and Cadet Sergeant Sai Subramanyam are the students who got the golden opportunity.

Speaking to The Beacon, Lokesh A, Cadet Warrant Officer of SJU, said, "They couldn't have achieved anything like this without the help and dedication of their seniors." Seniors have always pushed themselves forward, to bring out their best. He said that being a Josephite meant carrying the legacy that their seniors had set for them.