

# THE BEACON

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## Job orientation for ICMS students

Aasline Dsouza & Meghana S

**Campus:** With our core ethos being 'Never Finished', we are always on the lookout for the right talent to work with us, said Aditi Baldani, senior talent director of FCB India on Tuesday at the placement orientation program held at St. Joseph's University, Bengaluru.

FCB (Foote, Cone & Belding) group is a global advertising and integrated marketing communications company with three mainline creative agencies, FCB Ulka, FCB Interface and FCB India. With its six branches across India in Mumbai, Delhi, Bengaluru, Chennai, Kolkata and Kochi, the company is part of the Interpublic Group of Companies.

Trainees are hired every year for StarOne - a program where the company hires entry-level talent from colleges and trains and prepares them for bigger roles. "The trainees are hired every year for a one-month internship and later given a year-long rigorous training where they will be exposed to the departments of creatives, servicing, planning and management. We are looking for a will to learn from the students we recruit, and skills will eventually be acquired as we teach them," she said.

Aliza Siddiqui, Talent Executive of FCB Ulka discussed the works, campaigns, clients and achievements of the company along with the selection process and package details for the trainees selected after the interviews. The trainees are hired as a part of the FCB group across India.

## Budget 2023: Blueprint for a brighter economy

Abhirami Nair & Parnika S

The Indian economy is on the right path and is heading towards a bright future, said Nirmala Sitharaman, Union Finance Minister while presenting the Union Budget of 2023 on Wednesday. Tabling the budget for the fifth time she prioritised seven segments named 'Saptrishi' which emphasises inclusive development, reaching the last mile, infrastructure and investment, unleashing the potential, green growth, youth power and finance sector. The capital expenditure outlay has been enhanced by 33% to 10 lakh crore Rs which would be 3.3% of the GDP- almost three times the outlay made in 2020. Enhanced capex of 10 lakh crore Rs has been allocated for infrastructure developments. In the education sector various changes have been made- in the next three years,



Finance Minister presenting the Union Budget 2023

CNBCTV18

the government will employ 38800 teachers and support staff for 740 Eklavya Model Schools that educate tribal students. The government will set up a digital library for children and adolescents to compensate for the missed education during

the Covid times. States will be encouraged to set up physical libraries at panchayat and ward levels. In the agriculture sector- the agriculture credit target will be increased to rupees 20 lakh crore with a focus on animal husbandry, dairy and fisheries.

Green growth efforts to help reduce carbon intensity have been declared to create more green job opportunities, reported The Hindu. An individual with an annual income of Rs 9 lakhs will have to pay only Rs 45,000 in taxes. No tax for income

up to Rs 3 lakh; 5% tax on Rs 3-6 lakh; highest tax rate of 30% on income above Rs 15 lakh has been proposed under the new I-T regime.

**Income tax rebate limit raised to 7 lakh under new regime**

The Indian Railways has been allocated a capital outlay of Rs 2.4 lakh crore. This is the highest-ever allocation to the national transporter and continues on the trend followed last year with gross budgetary support of Rs 1.37 lakh crore in fiscal 2022-23. Budget 2023 will be the last full Budget of the Modi government in its second term with the next Lok Sabha election due in April-May of 2024.

## A tribute to 'Varakavi' Bendre on his birth anniversary

Anirudh J

**Bengaluru:** The Kannada Sahitya Parishat celebrated renowned poet Dr DR Bendre's 127th birth anniversary by organising a lecture "Bendre Namana" on Tuesday on his works and achievements. Dara Bendre is well-known for his contribution to Kannada literature and has won many awards including the prestigious Jnanapith award. The lecture emphasised the human values, tradition and culture upheld by the poet through his works.

MR Kamala, a famous author and staunch admirer of DR Bendre observed how his works impacted the reader's



Remembering Bendre

Anirudh J

'Anthakarana' (conscience). "He has written more than 1000 poems, and all have a fragment of conscience in them. His pure conscience must have been the source of his love and

respect for women, especially for his mother," she said. Kamala expressed, "Surprisingly, Bendre used to see women in everything, particularly in nature. In one of his works,

he describes man as a feeble-minded person, and a woman is the one who corrects him and transforms him into a good being. This is the reason why he named himself 'Ambikathanayadatta' (Ambika's son, Datta)."

Basavaraj Kalgudi, writer and director of the Kannada study centre at Bangalore University, spoke about Bendre's distinctiveness in his creative writing and said, "In his times, Bendre used to bring innovation to the literature. He led the Navodaya movement in Kannada literature, which aimed to bring about a new era of creative writing inspired by the rural life of Karnataka."

## RBI gives relief to SBM customers

Joyce Rodrigues

The Reserve Bank of India (RBI) on Tuesday permitted the customers of the State Bank of Mauritius (SBM) to use their debit cards to withdraw money from physical outlets till March 15.

On January 23, the RBI banned the SBM from allowing foreign remittance under sections 35A and 36(1)(a) of the Banking Regulation Act, 1949. As per the RBI's press release of January 23, the ban is due to certain supervisory concerns observed in the bank.

Venkat Srinivasan, a banker, claims that the ban is caused due to improper documentation while opening a new account.

The State Bank of Mauritius is involved in transactions with several fintech companies. To get many customers, both the fintech companies and SBM are in a rush and hence lose out on the document procedures like Know Your Customer (KYC). The documentation procedures like KYC are needed for RBI to track the transaction of the money and identify money laundering.

According to Srinivasan, Mauritius is India's favourite tax haven. Most of the money coming to Indian stocks are from Mauritius, which is a strategy of turning the black money into white.

## Capturing nuances through lens

Jesblin & Chandrasoodeshwar

**Campus:** A documentary is a unique way to express reality. It is a true story told distinctively and is a representation of it through artistic means, said R P Amudhan, a renowned filmmaker and media activist.

The Department of English and the student association of St. Joseph's University joined hands to organise the 'Social Justice Film Festival'. The two-day film festival witnessed the screening of 11 films on Monday and Tuesday.



R P Amudhan

Jesblin

Speaking to The Beacon about his experience as a documentary filmmaker, Amudhan expressed that

the challenge in making documentaries is the filmmaker goes out with the camera and captures reality. "The filmmaker must be open-minded as reality is often much larger and more complex than their own understanding. It is important to not underestimate it," he added.

Amudhan has perfected the concept of a travelling film festival over the past five years, moving from city to city with documentaries and filmmakers. The first edition at SJU took place in 2022.

## 'BBC film ban undemocratic'

Kavya S

**Bengaluru:** Restricting free speech by the BJP is an abuse of power and is against democratic principles. It smacks of undemocratic and authoritarian style, said Ajay Kamath, state secretary of All India Democratic Students Organisation.

'India: The Modi Question' is a two-part BBC documentary series which was banned in India as it portrays Narendra Modi as complicit in the infamous 2002 Gujarat riots when he was the chief minister of the state. Its first part was released

on January 17, followed by the second part on January 24. Later, the government of India issued a ban invoking a law passed in 2021 that gave the government more control to monitor social media.

"We appeal to the students in particular and common people in general, to oppose such undemocratic measures taken by an authoritarian government and raise their voices to defend democratic rights and its practices," said Kamath. Discussing the BJP's communal agenda played in the Gujarat genocide in 2002 is crucial, he added.