

# THE BEACON

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## Content summit '24: B'luru's first

Sinchan Saha

**BENGALURU:** Content creation is ever-changing and evolving in line with audience preferences and tastes. Good content will find its way to the audience, irrespective of language and other barriers, explained Mark Chandran, head of marketing from Nippon Paint India PVT LTD, who was one of the panellists discussing how consumers and brands can embrace marketing.

Hosted by Fourth Dimension Media Solutions, Bengaluru experienced the first-ever South India Content Summit 2024 at the Grand Lalit Ashok on Tuesday, January 9. The discussions were conducted on the progress of content creation, marketing and understanding across various industries, and emerging trends as well as audience spectrum.

Discussing the audience mix, Smitha Vasudevan, General Manager of Marketing of Malayala Manorama pointed out, "What matters today is to understand the audiences and how you perceive the audiences and how they perceive the brand as well as how they consume content. Brands should also focus on the keynotes of content that resonate with them, irrespective of demographics or geographics."

The relevance of millennials was underrated, only to realise later that they constituted 50% of the target population, said Chandrashekar Reddy, the head of sales and marketing of Gemini Edibles and Fats India PVT LTD.

## Beware! Fixed deposit accounts at risk

Hemalatha Y N

**BENGALURU:** Recent incidents of internal politics and mismanagement within banks have adversely impacted customer welfare. In a startling development, Narayan, an Andhra Bank account holder, discovered his account frozen shortly after his fixed deposit matured. The ensuing struggle for answers has left individuals like Narayan disheartened and frustrated, highlighting the need for improved banking practices.

Narayan was dismayed when his account remained blocked for over 15 days following the maturity of fixed deposits initiated on December 8, 2018. Attempting to withdraw the matured amount, Narayan discovered the sudden account blockage. Despite reaching out to the bank, he encountered delays and received inadequate responses. Initially,



Bank frauds from FY 2017-2022

India Times

the bank attributed the issue to a technical error, promising a resolution within a few working days. However, subsequent visits revealed that the account had been blocked due to an uncleared loan of 12 lakhs supposedly availed by Narayan. "When I requested to show the said loan documents, the bank

claimed to have no records." Further, the bank authorities seem to attribute the situation to the merger of Andhra Bank with the Union Bank. Thus, Andhra Bank implied Union Bank's responsibility for the account blockage. Narayan contemplates legal action, perceiving the situation as a consequence

of internal politics and mismanagement within the bank. Speaking to The Beacon, the Andhra Bank manager said that account blocks may occur due to transactions exceeding limits or failure to maintain a minimum balance. Blocking of fixed deposit accounts could also result from unpaid

loans, including older ones. He assured that customers are informed before any account blocking occurs.

"We will not block any accounts without sending the notice; first we will inform the customer by sending a notice to their postal address, which states that a certain due amount is to be paid to the bank. If the customer doesn't follow up or clear that amount, we don't have any other way to collect the penalties or the amount from the customer rather than blocking the account. However, with regards to this specific case where a customer's account was blocked without taking any loan, I will investigate and provide the necessary resolution." He also acknowledged the importance of maintaining the safety and security of customer funds, expressing regret for any inconvenience caused.

## Borewell-digging continues amidst protest

Anu Priya

**BENGALURU:** Chaos ensued among the residents of Nallurahalli, Whitefield on January 5 as they objected to an alleged illegal digging of a borewell at a vacant site. Although the BWSSB and Kamataka Ground Water Authority visited the site after the residents complained about the rigged-mounted vehicle used and people digging the borewells vacated the site, they returned soon after the authorities left and resumed the digging. This episode continued a couple of times and later the authorities went incommunicado, complained the residents.

Citizens of Nallurahalli suspected an illegal digging on



Special Arrangement

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January 5 and reported it, resulting in the BWSSB taking action against the violators. Along with the support of police, the site was evicted of all equipment. However, the digging resumed and the authorities chose to turn a blind eye, said the residents.

This is continuing in the Mahadevpura Zone despite the warning of Minister for Minor Irrigation NS Boseraju against illegal digging of Borewells. "Majority of the residents aren't aware of the issue and the law is drafted in a complicated way

and no clarity is provided to the public. Therefore, if there is a one-page infographic or information, people can act on it accordingly," stated Sandeep Anirudhan, Convenor of the Namma Whitefield RWA Federation.

Despite Bengaluru having been declared a red zone due to depleted levels of underground water, several commercial buildings have committed violations which has led to groundwater extraction in upwards of 1000 ft. Due to this 80 percent of borewells have dried up, added Sandeep. Additionally, due to the red zone status, nobody can be granted permission to drill borewells.

## CM Siddu calls out Centre's decision

Kessiah Joseph

**BENGALURU:** CM Siddaramaiah condemned the decision of the Central government to reject en masse all tableau proposals for the Republic Day parade. In light of the upcoming Republic Day celebrations, the Central government has snubbed Karnataka by rejecting tableau proposals sent for the Republic Day parade to be held in New Delhi on January 26. The CM labelled this rejection as an insult to seven crore Kannadigas. The proposed tableau, including tributes to Nalvadi Krishnaraja Wodeyar, Kittur Rani Chennamma, and Nadaprabhu Kempegowda aimed to showcase the state's rich history and development. Siddaramaiah accused the BJP-led government of political bias against the now Congress-ruled state citing a series of grievances, from devolution of tax to the sale of key infrastructure. The chief minister urged the Central government to rectify this injustice. "It is not too late yet," he said. Deputy Chief Minister Shivakumar on Wednesday tweeted, "The intention was to introduce the Nalvadi Krishnaraja Wodeyar, the founder of New Karnataka, pioneer of social justice to the country and to make the brand Bangalore known worldwide and to tell the glory of Kittur Chennamma through still images."

## Efficiency or exhaustion?

Dattatraya Dutta

In a recent interview, Infosys founder Narayana Murthy defended his comments on 70-hour-a-week advice for India's youth for more efficiency while several other CEOs like Nikhil Kamath from Zerodha and Bhavish Agarwal from OLA backed this statement. This stirred an intense debate on social media platforms. These long work hours propositions lack empathy and come from a business owner's rather than an employee's perspective, opined by the users. Murthy, who emphasises that

he put in more than 10 hours of work every day in his youth, fails to recognise that this work was for a business owned by him and not as an employee for some other organisation says Sauradeep Roy, a young IT employee based in Pune. He disagrees with the 70-hour workweek philosophy of Murthy and believes there is no correlation between longer work hours and productivity; instead, longer work hours might result in exhaustion, which would further deplete employee productivity. "I have

read an article in the UK that advocated for a 4-day work week to increase productivity. I, however, have a 5-day work week, which is also quite alright." Shaun George, a consultant firm employee in Bengaluru, said, "I have worked almost 70 hours a week for a start-up before, but I was often exhausted there with no social life, leading to a lack of interest in work. The company I work for now has a structured 5-day work week, and my productivity here is far better."

## Drunk driving drives death rate

Nidhi B

**BENGALURU:** In an interview with The Beacon, Traffic Police Inspector Eshwaraiiah K highlighted rising Bengaluru road accidents, attributing them to drivers' neglect of rules. To address this issue urgently, January 11-17 is observed as Road Safety Week, aiming to raise awareness and promote responsible driving. "In this crucial week, we implement measures to curb road accidents, raise awareness on safety practices, and educate the public on traffic adherence. In 2023, weekend drunk driving led to a rise in death rates. Bengaluru Traffic Police deployed

cameras, speed meters, and road illuminations strategically to deter violations and enhance safety," said Eshwaraiiah. Eshwaraiiah notes a concerning trend where people prioritise fines over following traffic rules. Identifying accident-prone areas near Bengaluru borders including Byatarayanapura, Kengeri, Peenya and KR Puram, he underlined the need for strict rule adherence. Warning against Bluetooth-equipped helmets as distractions, he praises Janasamparka Vedike for effective dispute resolution through meetings every 2nd and 4th Saturday.