

T M Krishna moves HC against IT rules

Govt told to file counter affidavit on musician's challenge

NEHA ALAWADHI
New Delhi, 10 June

The Madras High Court (HC) on Thursday asked the Centre to respond within three weeks to a writ petition filed by Carnatic vocalist T M Krishna, who moved the HC against the recently notified Information Technology (Guidelines For Intermediaries And Digital Media Ethics Code) Rules, 2021.



The Ramon Magsaysay awardee said the IT Rules, 2021, as the new regulations are commonly called, impose "arbitrary, vague, disproportionate, and unreasonable" restrictions on digital and social media intermediaries

The Ramon Magsaysay awardee said the IT Rules, 2021, as the new regulations are commonly called, impose "arbitrary, vague, disproportionate, and unreasonable" restrictions on digital and social media intermediaries, reported LiveLaw.

In the writ petition filed on behalf of the artist by the Internet Freedom Foundation (IFF) and advocate Vrinda Bhandari, he says: "Without privacy, it's impossible to create and perform. And the privacy that ought to be afforded to us all is intrinsically linked with our right to freedom of expression. Our Constitution contains a commitment to the liberty of imagination. Censorship sans reason offends this commitment. It is in furtherance of my rights to the freedom of expression and privacy that I am filing the present writ petition. I submit that the impugned rules offend my right as an artist

and cultural commentator, by both imposing a chilling effect on free speech, and by impinging on my right to privacy."

Krishna's main contention is that the IT Rules violate his fundamental rights, and go against the provisions of the parent act, the IT Act, the IFF said in a post.

In his affidavit, Krishna said the code of ethics to be followed by publishers of news and current affairs content and online curated content establish "vague responsibilities on producers of online curated content that will only inevitably lead to a chilling of the creative process".

The Indian Newspaper

Society (INS) also wrote to the Prime Minister and the information and broadcasting (I&B) minister last week, asking them to exclude traditional newspapers from the IT Rules.

The rules for digital publishers, said INS, were "regulatory overreach, and it is unnecessary to ask news organisations to follow another set of guidelines, which are meant primarily and exclusively for categories of organisations and intermediaries who are not covered by the Press and Registration of Books Act".

The government in February announced a three-stage regulatory regime for controlling content, which includes a two-stage self-regulatory mechanism - one at the company level, the other at an industry level - followed by a government-controlled oversight system under the I&B ministry.

This will also include an inter-departmental committee (comprising various ministries), which will be the highest call for redress of all grievances if a complainant is dissatisfied with the decisions taken by the self-regulatory bodies.

The Ministry of Electronics and Information Technology and the I&B ministry have provided three weeks to file their counter affidavit. The matter will be heard after four weeks, said the IFF.

More women taking higher education: Govt survey

VINAY UMARJI
Ahmedabad, 10 June

On the back of a marginal 3-per cent rise in total enrolment, India's gross enrolment ratio (GER) improved to 27.1 per cent in 2019-20 (FY20), against 26.3 per cent in 2018-19 (FY19) for the 18-23 age group.

According to the latest All India Higher Education Survey (AISHE) for FY20 released by the Ministry of Education, while the total enrolment and GER improved year-on-year, the pupil-teacher ratio in universities and colleges fell from 29 in FY19 to 28 in FY20.

Commenting on the 10th AISHE report, Union Minister of Education Ramesh Pokhriyal noted that in the last five years, the number of institutions of national importance grew 80 per cent, from 75 in 2015 to 135 in 2020. In the same period, student enrolment rose 11.4 per cent, along with 18.2 per cent growth in female enrolment.

The total enrolment in higher education in FY20 stood at 38.5 million, with 19.6 million male and 18.9 million female students, with the latter constituting 49 per cent of the total enrolment, against 37.4 million total enrolment — of which 19.2 million were male and 18.2 million female at 48.6 per cent in FY19.

ESSAR

ESSAR SECURITIES LIMITED

Add.: Regd. Office - 56, New No. 77, C. P. Ramaswamy Road, Abhirampuram, Chennai - 600 018, Tamil Nadu, India.
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NOTICE

Notice is hereby given that pursuant to Regulation 29 read with Regulation 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the meeting of the Board of Directors of the Company will be held on Friday, June 18, 2021 at Essar House, 11, K.K. Marg, Mahalaxmi, Mumbai 400 034, Maharashtra, inter-alia to consider and approve the Audited Financial Results of the Company for the quarter and financial year ended March 31, 2021 amongst other items mentioned in the agenda, if any.

The aforesaid notice is also available on the Company's website at www.essar.com and on the website of the Stock Exchange at www.bseindia.com.

For Essar Securities Limited
Sd/-
Rachana H Trivedi
Company Secretary

Date: June 10, 2021
Place: Mumbai

Indian Overseas Bank

Information Technology Department
Central Office : 183, Anna Salai, Chennai-600002
Indian Overseas Bank (IOB) invites bids for the following : GEM RA Reference Number: GEM/2021/RA/78124 DATED 05.06.2021
FOR SUPPLY, INSTALLATION AND MAINTENANCE OF 12000 NUMBER OF DESKTOPS

The BID document for the above tender is available in GEM portal website <https://gem.gov.in> for further details and future amendments, if any, keep referring to the above website. For further communication, contact us at email: midwd@iobnet.co.in, Landline number: 044-28519466
Note: Previous Tender Ref: RFP/ITD/02/2020-21 dated 20.05.2020 for Supply, Installation and Maintenance of 12000 number of desktops stands cancelled.

Notice is hereby given that pursuant to Regulation 29 read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a meeting of the Board of Directors of IFF Agro Industries Limited will be held on **Thursday, 17th June, 2021** to consider and take on record the Audited (Standalone and Consolidated) Financial Results of the Company for the quarter and financial year ended 31 March, 2021 beside other matters.

The information contained in this notice is also available on the Company's website www.iffagro.in and also on the website of Stock Exchanges viz. Bombay Stock Exchange Ltd - www.bseindia.com and National Stock Exchange of India Ltd - www.nseindia.com

For IFF Agro Industries Limited (Ritesh Agarwal)
Company Secretary
Place : Kolkata Date: 10.06.2021

TATA

TATA INVESTMENT CORPORATION LIMITED

CIN: L67200MH1937PLC002622
Regd. Office: Elphinstone Building, 10 Veer Nariman Road, Mumbai- 400 001
Tel: 022-66658282 Fax: 022-66657917 E-mail: tcl@tata.com
web: www.tatainvestment.com

NOTICE OF THE 84TH ANNUAL GENERAL MEETING, E-VOTING AND BOOK CLOSURE

Annual General Meeting:
NOTICE is hereby given that the Eighty-Fourth (84th) Annual General Meeting ('AGM' or 'Meeting') of the Members of Tata Investment Corporation Limited ('the Company') will be held on Monday, 5th July, 2021 at 11.00 a.m. (IST) through Video Conferencing ('VC') facility / Other Audio Visual Means ('OAVM') ONLY, to transact the businesses set out in the Notice of the AGM. In accordance with the General Circulars issued by the Ministry of Corporate Affairs dated 8th April, 2020, 13th April, 2020, 5th May, 2020 and 13th January, 2021 (collectively referred to as 'MCA Circulars') and the Securities and Exchange Board of India ('SEBI') Circulars dated 12th May, 2020 and 15th January, 2021, the Company has sent the Notice of the 84th AGM along with the Annual Report 2020-21 on Tuesday, 8th June, 2021, through electronic mode only, to those Members whose e-mail addresses are registered with the Company or Registrar & Transfer Agent ('Registrar') and Depositories. The requirement of sending physical copies of the Notice of the AGM has been dispensed with vide MCA Circulars and the SEBI Circular.

The Annual Report 2020-21 of the Company, inter alia, containing the Notice and the Explanatory Statement of the 84th AGM is available on the website of the Company at www.tatainvestment.com and on the websites of the Stock Exchanges viz. www.bseindia.com and www.nseindia.com. A copy of the same is also available on the website of National Securities Depository Limited ('NSDL') at www.evoting.nsdl.com.

Remote e-Voting:
In compliance with Section 108 of the Companies Act, 2013 ('the Act') read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended from time to time, Secretarial Standards - 2 issued by the Institute of Company Secretaries of India on General Meetings and Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company is providing to its Members the facility of remote e-Voting before the AGM and during the AGM in respect of the businesses to be transacted at the AGM and for this purpose, the Company has appointed NSDL for facilitating voting through electronic means. The detailed instructions for remote e-Voting are given in the Notice of the AGM. Members are requested to note the following:

- The remote e-Voting facility would be available during the following period:

Commencement of remote e-Voting	From 9.00 a.m. (IST) on Friday, 2nd July, 2021
End of remote e-Voting	Upto 5.00 p.m. (IST) on Sunday, 4th July, 2021

The remote e-Voting module shall be disabled by NSDL for voting thereafter and Members will not be allowed to vote electronically beyond the said date and time.

- The voting rights of the Members shall be in proportion to their share of the paid-up equity share capital of the Company as on Monday, 28th June, 2021 ('Cut-Off Date'). The facility of remote e-Voting system shall also be made available during the Meeting and the Members attending the Meeting, who have not already cast their vote by remote e-Voting shall be able to exercise their right during the Meeting. A person whose name is recorded in the Register of Members / Register of Beneficial Owners as on the Cut-Off Date only shall be entitled to avail the facility of remote e-Voting before / during the AGM. Members who have cast their vote by remote e-Voting prior to the Meeting may also attend the Meeting electronically, but shall not be entitled to vote again.
- A non-individual shareholder or shareholder holding securities in physical mode, who acquires shares of the Company and becomes a Member of the Company after the despatch of the Notice and holds shares as on the cut-off date, may obtain the User ID and Password for e-Voting by sending a request at evoting@nsdl.co.in. However, if the shareholder is already registered with NSDL for remote e-Voting then he/she can use his/her existing User ID and password for casting the vote.
- Individual shareholders holding securities in electronic mode and who acquire shares of the Company and become a Member of the Company after despatch of the Notice and hold shares as of the cut-off date may follow the login process mentioned at point 30(B)(i) of the Notice of the AGM. Members can also login by using the existing login credentials of the demat account held through Depository Participant registered with NSDL or Central Depository Services Limited ('CDSL') for e-voting facility.
- A person who is not a Member as on the cut-off date should treat the Notice of the AGM for information purposes only.

Mr. P. N. Parikh (Membership No. FCS 327) or failing him Mr. Mitesh Dhabliwala (Membership No. FCS 8331) or failing him, Ms. Sarvari Shah (Membership No. FCS 9697), of Parikh & Associates, Practising Company Secretaries, has been appointed as the Scrutiniser to scrutinise the remote e-Voting process before / during the AGM in a fair and transparent manner.

Registration of e-mail addresses:
Members who have not yet registered their e-mail addresses are requested to follow the process mentioned below, on or before 5:00 p.m. IST on Monday, 28th June, 2021, for registering their e-mail addresses to receive the Notice of the AGM and the Annual Report 2020-21 electronically and to receive login-id and password for remote e-Voting:

a) Visit the link: https://tcpl.linkintime.co.in/EmailReg/Email_Register.html
b) Select the Name of the Company from the dropdown list: Tata Investment Corporation Limited.
c) Enter the Folio No. / DP ID, Client ID, Shareholder Name, PAN details, Mobile no. and E-mail address. Members holding shares in physical form are additionally required to enter one of their share certificate numbers and upload a self-attested copy of the PAN card and address proof viz. Aadhaar Card, Passport or front and backside of their share certificate.
d) The system will send OTP on the Mobile No. and E-mail address Enter your e-mail address and mobile number.
e) Enter OTP received on Mobile No. and E-mail address.
f) The system will then confirm the E-mail address for the limited purpose of service of Notice of AGM alongwith Annual Report 2020-21 and e-voting credentials

The above system also provides a facility to the Members holding shares in physical form to upload a self-attested copy of their PAN Card, if the same is not updated in accordance with the requirements prescribed by SEBI. For permanent registration of their e-mail address, Members holding shares in demat form are requested to update the same with their Depository Participant ('DP') and to the Registrar for those Members holding shares in physical form.

Update of bank account details:
Members who have not updated their bank account details for receiving the dividends directly in their bank accounts through Electronic Clearing Service or any other means may follow the below instructions:

Physical Holding	Send the following details/documents to the Registrar of the Company TSR Darashaw Consultants Private Limited latest by 15th June, 2021.: a) a signed request letter mentioning your name, folio number, complete address and following details relating to bank account in which the dividend is to be received: i) Name and Branch of Bank; ii) Bank Account Number & Type allotted by your bank after implementation of Core Banking Solutions; iii) 11 digit IFSC Code; iv) 9 digits MICR b) original cancelled cheque bearing the name of the Member or first holder, in case shares are held jointly; c) self-attested scanned copy of the PAN Card; and d) self-attested scanned copy of any document (such as AADHAR Card, Driving License, Election Identity Card, Passport) in support of the address of the Member as registered with the Company.
Demat Holding	Members holding shares in demat form are requested to update their bank account details with their respective DPs.

In case of any queries/grievances pertaining to remote e-Voting (before the AGM and during the AGM), you may refer to the Frequently Asked Questions (FAQs) for shareholders and e-voting user manual for shareholders available in the download section of www.evoting.nsdl.com or call on the toll-free number : 1800 1020 990 and 1800 224 430 or send a request at evoting@nsdl.co.in.

Helpdesk for Individual Shareholders holding securities in electronic mode for any technical issues related to login through Depository i.e. NSDL and CDSL:

Login type	Helpdesk details
Securities with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call at toll free no.: 1800 1020 990 or 1800 224 430
Securities with CDSL	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at 022-23058738 or 022-23058542 / 43

Book Closure and Dividend:
Notice is further given that pursuant to Section 91 of the Act and the Rules framed thereunder, the Register of Members and the Share Transfer Books of the Company will remain closed from **Friday, 18th June, 2021 to Monday, 28th June, 2021 (both days inclusive) for the purpose of the 84th AGM and payment of Dividend of Rs. 24/- (2400%) per Ordinary Shares of Rs. 10 each of the Company.** The dividend, if declared by the Members, will be paid on and from Wednesday, 7th July, 2021. In view of the ongoing of Covid-19, in case the Company is unable to pay the dividend to any Member in their bank accounts through electronic or any other means, due to non-registration of bank account details by the Members, the Company shall despatch the dividend warrant/cheque to such Members at the earliest, on normalisation of postal services and other activities.

Pursuant to the Finance Act, 2020, dividend income is taxable in the hands of the Members and the Company is required to deduct tax at source ('TDS') from dividend paid to the Members at rates prescribed in the Income Tax Act, 1961 ('the IT Act'). In general, to enable compliance with TDS requirements, Members are requested to complete and / or update their Residential Status, PAN, Category as per the IT Act with their DPs or in case shares are held in physical form with the Company / Registrar by submitting the written request duly signed by the 1st named shareholder along with self attested copies of above documents on or before Tuesday, 15th June, 2021. The detailed process/ Forms of the same is available on the website of the Company at www.tatainvestment.com.

For Tata Investment Corporation Limited
Sd/-
Manoj Kumar CV
Chief Financial Officer & Company Secretary

▶ FROM PAGE 1

SpiceJet...

The airline has forged tie-ups with warehouses and foreign cargo operators to increase the network. For instance, in February, it inked an agreement with African airline Astral Aviation through which it will get access to send its logistics products to African cities like Johannesburg, Dar Es Salam and Nairobi.

Although Bhatia was unconvinced about the potential of this business earlier, he's now looking to step up ordering dedicated freight aircraft. IndiGo has hired former SpiceJet chief financial officer Kiran Koteswar as an advisor for the cargo project and is now building a team led by chief commercial officer Willy Boulter. The airline has been poaching executives from major cargo operators like FedEx and Blue Dart too. "We have a dedicated team under vice-president Vipin Mohla since 2013. Kiran has joined as a consultant to help with our freighter project," Boulter confirmed.

While the airline has already ordered four Airbus A321 freighter aircraft, it is now exploring the viability of Airbus A330 to get into long haul cargo business.

Applied Materials..

The government recently floated an EOI inviting prospective global as well as Indian consortiums to set up a manufacturing plant and also suggest what incentives would persuade them to go ahead. The government has earmarked over \$1 billion as incentives for the sector.

Applied Materials is also bringing its venture capital fund, Applied Ventures, into the country to invest in start-

ups in the deep technology space. "In the last two years, there have been a lot of tech-based start-ups. Our approach will be to act as an accelerator, first partner with them and wherever we see value, invest in them, provided they are related to the semiconductor business," said Suraj Rengarajan, Applied Materials CTO in India.

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GST Council...

Also taking into account that the vaccine is procured mostly (around 90 per cent) by the Central and state governments, which supply it to the people by and large free, any reduction will not have a direct benefit for the people (who are getting it gratis anyway), or the government (as GST paid by the government comes back to it as tax revenue and the states getting 70 per cent share) or the manufacturer.

More on business-standard.com

Uploading...

That puts YouTube, India's (and the world's) largest over-the-top (OTT) platform, in a piquant position.

"In 2020, YouTube outperformed the Google business," says Kia Ling Teoh, senior analyst, TV and video advertising for UK-based Omdia. Of Google's \$147 billion advertising revenues in 2020, YouTube brought in \$20 billion, pitching it directly against the \$25 billion Netflix. On sheer numbers, YouTube is the world's largest OTT player with over 2 billion users. On revenues, Netflix, with 210 million paying subscribers, is the biggest.

In February this year, when Google declared its numbers, 468 million Indians used the internet to watch video, listen to music, read news or socialise, among other things, says Comscore India data. The

bulk of these, 440 million, used YouTube. That is more than two times as much as the next OTT - Times Group's MX Player. Media Partners Asia estimates YouTube's revenues at ₹4,000 crore in calendar 2020. So on value, it is bigger than Kalanithi Maran's Sun Network and over half of Zee. If you add parent Google to the maths, then YouTube is part of India's second-largest media firm. "We see YouTube as TV of sorts. The YouTube masthead is as dominating as a full page ad," says Shrikant Shenoy, general manager, Lodestar UM, a media buying agency.

YouTube, however, consistently plays down the entertainment angle in its growth, choosing to point out instead to the ecosystem it has created. "We have moved from being the most entertaining place to being the most useful," says Raghavan.

Over a decade back, when major broadcast or entertainment firms entered online, YouTube was their first destination. Now most have their own OTT brands. Yet, "we are not a competitor. Broadcasters still upload and look at us from the windowing (the lag between the first/second/third release of fresh content) or promotional lens. We look at them through a partner lens," says Raghavan. Think of YouTube as the world's largest auditorium where anyone can come and showcase a talent, information or anything else, and if it works, like it did for Bhuvan Bam, Village Food Factory or Ranade, make money from it.

The gateway to the internet

And that brings this to the first point about YouTube —its focus on the 'creator economy' to drive advertising revenues across geographies, genres, devices, audiences or any other variable you can think of. "Globally there are two things driving Google's performance, search and YouTube advertising," points out Vivek Couto, executive director, Media Partners Asia.

He adds, "Unlike rivals, it has a tighter synergy with (parent) Google, it is a monetisation metric. Over the last 6-10 years YouTube has invested a lot in product innovation. This helps in ad formats, content delivery. YouTube has led with the lowest CPMs (cost per thousand or mille)."

Lodestar UM estimates that the cost of advertising on YouTube is 75 per cent more than other digital brands, but is 35 per cent less than broadcast TV. "CPMs are very market driven," is all Raghavan says.

Globally, Google rarely shares any numbers on YouTube. And there is no break-up of its revenues. The bulk of it still comes from advertising. To change that the firm has introduced all sorts of

other revenue streams -- subscription for its music and some videos, member fees that creators like Ranade charge for special episodes which are split with YouTube. Many of these other streams are rising, says Couto. This is possible because of the focus on a broader more all-encompassing ecosystem.

That brings it to the second point about the YouTube machine. "The streaming market has two ecosystems. The one with YouTube, TikTok et al and the other with premium video players such as Disney, Netflix and Amazon Prime Video," explains Couto. Media Partners estimates that 58 million Indians subscribed to OTT in 2020, up from 12 million in 2018. That then knocks off the premium audience completely from YouTube or services like it, pushing it further into the free ecosystem where competition could be Taka Tak, Moj or Dangal TV. And in this market, "you don't know what kind of consumer you are getting. Anyone with a smart phone is on digital. At this (mass market) end, TV does the job (better)," says Shenoy.

Raghavan doesn't agree. "The needs of a consumer are no longer homogenous. The premium consumer may be watching 50 other things on YouTube. A large number of YouTube consumers watch catch-up TV, movies, music, web series. As a consumer, we have ceased to be the person who is entertained only by a soap," he points out. For instance, a single person wanting to cook with the two ingredients or another one wanting to install a telescope among millions of others go to YouTube. It offers content across a spectrum of needs -- entertainment and news are just a few of them.

"The YouTube business model has redefined the business model in the entertainment space. It is not just about videos but also the creator," says Raghavan, pointing to Ranade and her ilk. All media companies find audiences and monetise them. YouTube has simply scaled it to another level.

Tata Digital...

IMG has raised a total of \$150 million from marquee investors such as IFC, Sequoia India, Omidyar Network, and South Korea's Redwood Global.

After this acquisition, Tata Digital will have a presence across three key online commerce segments -- grocery, lifestyle fitness, and pharmacy. Last month, the company received approval from the Competition Commission of India (CCI) to acquire a majority stake in online grocery player BigBasket.

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