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"We Said.. We Are Doing" Poster Unveiled by Minister Kondapalli Srinivas



Vizianagaram: October 25,"State Minister Kondapalli Srinivas unveiled "We Said.. We Are Doing" poster prepared explaining development, welfare schemes taken up in two and half years of alliance government rule.In this program held at Minister's party office in Vizianagaram, Minister released posters with details of individual benefits, social infrastructure, Super Six - Super Hit schemes

done in Gajapathinagaram constituency.Speaking on this occasion, Minister said alliance government is fulfilling promises given in elections, working with aim of providing welfare to every household and on other hand extensively undertaking development programs. He suggested workers to go into public through these posters in local elections.Alliance leaders, workers participated in program.

YSRCP alleges TDP-backed fraudulent nominations

Amaravati: YSRCP accused TDP leaders and workers of filing unauthorised nominations in the opposition party's name in the ongoing MPTC and ZPTC elections, allegedly after preventing genuine YSRCP candidates from filing their papers. In a representation to the State Election Commission on Saturday, YSRCP general secretary and MLC Lella Appi Reddy sought an immediate inquiry, criminal action against those responsible and an investigation



into the role of election and police officials. A copy was marked to the Election Commission of India. Follow Poli- See 2nd page

Jagan's Letter To Sharmila: YSRCP accuses Chandrababu of exploiting family dispute

Amaravati: YSRCP on Saturday released a letter written by party president Y S Jagan Mohan Reddy to his sister and state Congress president Sharmila, seeking to counter Chief Minister N Chandrababu



Naidu's allegations over the family dispute surrounding the venue for Sharmila's daughter Anjali's wedding. The party accused Chandrababu of turning a personal disagreement into a political weapon to divert attention from the controversy over violence during the ongoing local body elections. The YSRCP claimed that attacks at nomination centres and alleged irregularities in the Parishad election process had triggered widespread concern. It said the YSRCP's legal battle had led to Supreme Court directions

See 2nd page

Over 50,000 nominations validated for MPTC, ZPTC polls in Andhra

Amaravati: Nominations of over 50,000 candidates were found valid for MPTC and ZPTC elections in Andhra Pradesh, scheduled to be held on November 3.According to the State Election Commission (SEC), after scrutiny of nominations, a total of 50,815 nominations were found valid.As many as 46,045 nominations were valid for 9,829 Mandal Parishad Territorial Constituencies (MPTCs). The nominations of 4,770 candidates were filed valid for 659 Zilla Parishad Territorial Constituencies (ZPTCs).For MPTCs, 19,760 candidates of the Telugu Desam Party (TDP) have filed nominations. Its ally Jana Sena Party (JSP) has filed 4,330 nominations, while another ally, BJP, has filed 1,049 nominations. The partners in the ruling NDA have not reached a formal seat-sharing agreement for these elections. Several aspirants from all three parties have filed their nominations. The leadership of the three allies are trying for an understanding to put up a united



fight.A total of 17,726 candidates from the YSR Congress Party have filed nominations.For MPTCs, 1,693 candidates from TDP have filed nomination papers. JSP and BJP have filed 587 and 227 nominations, respectively. YSRCP has fielded 1,445 candidates.Appeals against rejection of nominations were filed on October 25 before the concerned Revenue Divisional Officer (RDO) in the case of MPTCs and before the District Collector in the case of ZPTCs. The appellate authority will dispose of appeals on

October 26.According to the SEC, October 27 will be the last day for withdrawal of candidatures. The same day, a final list of candidates will be published.Polling, wherever necessary, will be conducted on November 3. Repolling, if any, will be held on November 4. Counting of votes will be taken up on October 5.About 2.81 crore voters are eligible to cast their votes in elections to be held in 28 Zilla Parishads.Out of the total 663 ZPTCs, polling will be held for 659 ZPTCs. Similarly, polling will be held for 9,829 MPTCs out of 9,858 MPTCs in the state.

Parishad Polls: 51,902 MPTC, 5,724 ZPTC papers under scrutiny amid tight security

Amaravati: Scrutiny of nominations for the MPTC and ZPTC elections began across the state on Saturday amid tight security, with election officials examining papers in the presence of candidates and police taking precautionary measures at sensitive centres to prevent clashes between rival political groups. A total of 51,902 nominations have been filed for 9,829 MPTC seats and 5,724 nominations for 659 ZPTC seats across 28 districts, according to the election figures. The party-wise data shows the Telugu Desam Party (TDP) leading with 22,013 MPTC nominations, followed by the



YSR Congress Party (YSRCP) with 20,556. Jana Sena filed 4,609 nominations, while the BJP submitted 1,150. Independents accounted for

2,301 nominations. For ZPTC seats, the TDP filed 2,078 nominations and the YSRCP 1,815. Jana Sena submitted 679 nominations. See 2nd page

Muslims threaten to boycott Kondapalli civic polls

Vijayawada: Muslim residents of West Ibrahimpatnam have threatened to boycott the upcoming Kondapalli municipal elections if the authorities fail to resolve a dispute over the alleged encroachment of a public space used by people from different communities for decades. The residents staged a sit-in protest near a mosque in West Ibrahimpatnam on Sunday,



objecting to the alleged encroachment of a site containing a well, where a shed was

reportedly constructed and gates installed. Police personnel were

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KING
DAILY NEWSPAPER

The death of mod-
esty: How political
entitlement is rotting
the republic

Humility is the solid foundation of all virtues-Confucius There was a time when public power was approached not as a personal inheritance, but as temporary, fragile stewardship. From the dusty fields of ancient Rome to the founding of modern constitutional democracies, the benchmark of political greatness was defined by restraint—the noble willingness to surrender authority for the greater good of the nation. Leaders were expected to approach power with a degree of reverence, an acute awareness of their own limitations, and a solemn sense of responsibility to the citizens who entrusted them with authority. Today, that sentiment feels like an artifact of a bygone era. Across modern political landscapes, a quiet tragedy is unfolding. The humility that once anchored democratic leadership is vanishing, replaced by a virulent, unchecked culture of entitlement. When politicians view high office not as a privileged duty granted by the electorate, but as an inherent right owed to them, the moral fabric of a nation begins to fray at its very seams.

The erosion of political humility is far more than a stylistic shift in public discourse; it represents a fundamental breakdown in the implicit social contract between those governed and those who govern. Historically, the democratic ideal rested on the concept of the citizen-statesman—individuals who entered public life reluctantly out of civic obligation, served with distinction, and returned to private life without expecting lifelong deference or institutional privilege. In the contemporary arena, however, political office is increasingly viewed as an asset to be owned, expanded, and protected at all costs. Modern politicians routinely operate as though they are immune to the very standards, economic burdens, and laws they impose on the citizenry. Whether through the self-serving perks of insider privilege, the blatant misuse of public resources for personal branding, or an absolute refusal to accept accountability for policy failures, the underlying message sent to the public is unambiguous: there is one set of rules for the governed, and another for the rulers. When leadership morphs into an untouchable aristocracy, public trust—the ultimate currency of a free society—evaporates.

What we have lost: This rampant entitlement becomes even more stark when measured against the giants of history who understood that real political strength lies in self-restraint. History repeatedly demonstrates that a nation’s long-term moral strength depends on leaders who deliberately subordinate their ego to institutional duty. These leaders understood a fundamental truth that modern politicians have forgotten - political authority gains its true legitimacy not through force, vanity, or perpetual tenure, but through moral integrity and voluntary restraint. The corrosive mechanics of modern entitlement: This behavioral transformation did not occur in isolation; it is actively nurtured and incentivized by modern political architecture. Driven by hyper-partisan media environments, campaign finance structures that reward performative outrage, and algorithmic echo chambers, politicians are insulated from genuine accountability and dissenting perspectives.

Parishad Polls: 51,902 MPTC,
5,724 ZPTC papers under
scrutiny amid tight security

Continu, from1st page

nations, while the BJP filed 255. Independents filed 263 nominations. The scrutiny process has assumed significance in several sensitive areas following clashes and stone-pelting incidents during the nomination phase. In Anantapur Rural mandal, scrutiny for 36 MPTC constituencies is being conducted at the MPDO office under heavy police security. The process in the Uravakonda constituency is also taking place amid tension. Check Voting Info Also Read SEC sets Oct 27 deadline to submit Form B in parishad polls Advertisement At Yellanuru in the Singanamala constituency, officials are scrutinising nominations behind iron barricades at the MPDO office. Police have erected barricades and fencing to prevent rival groups from confronting each other. Former YSRCP MLA Kethireddy Pedda Reddy has been placed under house arrest at his residence in Tadipatri as a precautionary measure. Officials will publish the details of the scrutiny and allow candidates whose

nominations are rejected to appeal on Sunday. Appeals will be examined on Monday. The withdrawal of nominations will end at 3 p.m. on the 27th, after which the final list of candidates and their election symbols will be announced by the respective election authorities. Meanwhile, the extended nomination period for four urban local bodies ended at 3 p.m. on Saturday, in compliance with Supreme Court directions. New nominations were accepted for 18 wards in Tirupati Municipal Corporation and 11 wards in Kadapa Municipal Corporation. The nomination process also concluded for 11 wards in Rajampet Municipality and all 32 wards in Mydukur Municipality. The scrutiny and publication of final candidate lists for these urban local bodies will follow the prescribed election schedule. Meanwhile, speculation continues over a possible postponement of polling for the MPTC and ZPTC elections. The State Election Commissioner has not announced any decision on changing the polling dates.

Jagan’s Letter To Sharmila: YSRCP
accuses Chandrababu of exploiting family dispute

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and brought the state’s election-related developments into national focus. The party alleged that Chandrababu was now targeting Jagan’s character to shift public attention away from those issues. The letter, dated October 9, 2026, sets out Jagan’s objections to holding Anjali’s wedding at his Bengaluru residence in Yelahanka. Jagan said a wedding would bring catering workers, decorators, event managers, photographers, videographers and numerous guests into the residential premises, many of them strangers to the family. Such movement, he argued, would pose security risks and expose the house and its surroundings to photographs and videos circulating outside. “I currently reside here.

Hosting an event of this nature would unnecessarily draw everyone’s attention to this residence,” Jagan wrote, stressing that he could not compromise the safety and privacy of his family. He added that he would have taken the same position even if the wedding involved his own daughters, Harsha or Varsha. Jagan said he had already conveyed his objections through family members nearly two months before the wedding, but alleged that Sharmila proceeded with the arrangements and printed the Bengaluru residence as the venue on the invitations. In the letter, he asked her to reconsider and suggested a convention centre or destination wedding venue.

Officials Should Be Alert in Wake of
Cyclone Arnab: Collector Vetri Selvi

Eluru, October 25, “District Collector K. Vetri Selvi ordered district administration to be alert in view of meteorological department warning that heavy rains, severe winds will blow for next 3 days in district due to cyclone. “Collector ordered Irrigation Department officials to take measures to prevent breaches to rivers, tanks, canals due to heavy rains. “Officials should alert people about intensity of cyclone so that people in river basin areas do not go into river when cyclone crosses coast. “She said control room has been set up at Eluru Collectorate with phone numbers 18002331077, 08812-224519, 9491041419. She said problematic areas should be identified in advance



and precautionary measures should be taken to avoid any loss of life and property. “Collector Vetri Selvi said official machinery should be ready to face any situation.

PGRS Program Cancelled Until
Local Elections Process Is Completed
- District Collector K. Vetri Selvi

Eluru, October 25: Eluru district Collector K. Vetri Selvi said in a statement on Sunday that PGRS program has been cancelled in Eluru district till local body elections process is completed i.e. till December 3rd, due to implementation of Model Code of Conduct for local body elections in Eluru district. Collector Vetri Selvi informed that applicants can also register their complaints through official website meekosam.ap.gov.in, and people can call 1100 toll-free number to know



information about their complaint registration, complaint status etc.

Bhoomi puja
performed for
hotel complex



Amaravati: Bhoomi Pooja for the Crowne Plaza hotel complex, to be developed by Indroyal Hospitality Services Private Limited at Shakamuru in Amaravati, was performed on Sunday in accordance with traditional rituals. The programme was attended by APCRDA Commissioner V Vijay Rama Raju, MPJ Raju, Project Manager, Economic Development Department; P Siva Pradeep Reddy, Executive Engineer; Sugathan Janardhanan, Chairman, Indroyal Hospitality Services, Suni Sugathan, Director; and Biju Prasad, Chief Financial Officer (CFO). The hotel complex is proposed to be developed on four acres at Shakamuru, Amaravati, at an estimated cost of Rs 350 crore. The project is expected to generate employment opportunities for approximately 500 people.

Muslims threaten to
boycott Kondapalli civic polls

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deployed in the area to maintain law and order and prevent any untoward incidents. The protesters alleged that some individuals had encroached upon the land traditionally used by people belonging to various communities. They expressed concern that gates had been installed and the shed locked overnight during the election period, claiming that such actions could trigger communal tensions. They demanded a thorough inquiry into the incident and urged the authorities to ascertain whether influential individuals or political leaders were involved. They also called upon the government to reclaim the allegedly encroached land and ensure that it remained accessible to all communities.

YSRCP alleges TDP-
backed fraudulent
nominations

Continu, from1st page

tics The representation alleges that YSRCP candidates were subjected to violence and intimidation, their nomination papers were snatched or torn, and they were prevented from entering nomination centres. Simultaneously, TDP leaders, workers and their relatives allegedly filed nominations as YSRCP candidates without party authorisation, creating a false impression that the opposition was allowed to contest freely. In Palnadu district, the complaint cites alleged unauthorised nominations in the Macherla Assembly constituency. In Karampudi, TDP leader Venkata Narasimha Rao allegedly arranged for his wife, Jakka Sarada, to contest as a YSRCP candidate for Karampudi MPTC-2. The party also reports three such nominations in Macherla mandal, six in Veldurthi, two in Rentachintala, four in Durgi and one in Karampudi. In Durgi, Marasu Venkata Rao, described as a close associate of TDP MLA Julakanti, allegedly filed a nomination for the Kolagatla MPTC segment. In Chittoor district, the complaint names Pushpamma, wife of TDP leader Govindappa; TDP leader K Shankarappa; Deepika, wife of TDP leader Srinivasulu; TDP worker Krishnamurthy; TDP leader Rajendra Naik; and Lavanya, wife of TDP worker Gangadhar am, in connection with alleged nominations in YSRCP’s name across Jeedimakulapalli, Ramakuppam and Veernamala.

National Conference for Women Journalists in Hyderabad Becomes a Platform for Their Rights!



AMEER HUSSAIN CRIME BEURO CHIEF :A two-day national conference for women journalists has commenced in Hyderabad, jointly organized by the Indian Journalists Union (IJU), Media Education Foundation India (MEFI), and the Telangana State Working Journalists Union (TSWJU). Hundreds of women journalists from various states across the country have gathered here, calling for the protection of their rights and a unified struggle. Speaking as the chief guest, the State Minister for Women and Child Welfare, Danasari Anasuya (Seethakka), emphasized that they are merely fighting for the rights guaranteed by the Constitution.

She asserted that a woman holding a microphone and asking questions should never be viewed as an enemy. Following this, retired High Court Judge Justice Radharani advised journalists to verify facts for every piece of information to uphold the integrity of the profession. She also urged for the strict implementation of the POSH (Prevention of Sexual Harassment) Act within every media organization. Other prominent figures, including Malkajgiri DCP Sumathi and Telangana Media Academy Chairman K. Srinivas Reddy, also participated in the conference and shared their insights.

A Struggle for Rights, Not a Plea for Charity Clarification by Minister Seethakka

The primary duty of journalism is to uncover the truth: Justice G. Radharani
Move beyond the confines of the desk embrace field reporting
Take a step forward: CP Sumathi
Hyderabad conference serves as a platform for the unified struggle of women journalists



Hyderabad Bureau: We are fighting for the rights guaranteed to us by the Constitution; we are not seeking charity from anyone. A woman holding a microphone and asking questions is not an enemy. No one can suppress the voices of journalists who strive for the greater good of society," asserted Danasari Anasuya (Seethakka), the State Minister for Panchayat Raj and Women & Child Welfare. A two-day national conference for women journalists, organized jointly by the Indian Journalists Union (IJU), Media Education Foundation India (MEFI), and the Telangana State Working Journalists Union (TSWJU), began with great grandeur on Saturday at the Tourism Plaza Hotel in Hyderabad. Attended by hundreds of women journalists from various states across the country, the conference focuses on the protection of the rights of women journalists. "Uncovering the truth is the primary duty of journalism: Justice G. Radharani" "Justice G. Radharani, a retired High Court judge and current President of the State Consumer Disputes Redressal Commission, emphasized that the core purpose of journalism is to expose falsehoods in society and bring the truth to light. She noted that while Article 19(1) of the Constitution guarantees freedom, Article 19(2) serves as a reminder of the associated responsibilities. In this era of AI and digital media, she stressed that 'fact-checking' is essential to maintaining credibility. She



further called for the effective implementation of the 'Prevention of Sexual Harassment (POSH) Act' within media organizations and workplaces. "Women journalists must take a bold step forward in field reporting: CP Sumathi" "Women journalists should not limit themselves to the confines of an office. Malkajgiri Police Commissioner Sumathi expressed her hope that women would take the lead in field reporting, overcoming the challenges encountered on the ground. She noted that women possess the ability to effectively analyze any issue. Meanwhile, Ayesha Basam, Chairperson of the Karnataka Media Academy, urged women in newsrooms to showcase their talent and prioritize stories that highlight a human-centric perspective. Zero tolerance for attacks while on duty The leaders strongly condemned the attacks on female journalists while performing their professional duties, as well as the character assassination campaigns carried out on social media platforms. IJU (Indian Journalists Union) President Aleinder Singh Amma praised the courage recently demonstrated by journalists like Seetara Chopra. The conference was attended by K. Srinivas Reddy of the Telangana Media Academy; IJU leaders D. Amar, Y.S. Srinivas, and D. Somasundar; TSWJ State President K. Virahat Ali; General Secretary K. Ramarao; and senior journalists Swapna, Raneshwara Kalyanam, and Attaluri Aruna, among others.

A SRINAVAS JOINT DIRECTOR HYD METROPOLITAN WATER SUPPLY & SEWERAGE BOARD IN ACB NET



AMEER HUSSAIN CRIME BEURO CHIEF :SEIZURE OF UNACCOUNTED CASH FROM THE POSSESSION OF THE JOINT DIRECTOR, HYDERABAD METROPOLITAN WATER SUPPLY AND SEWERAGE BOARD (HMWS&SB), KHAIRAT ABAD, HYDERABAD. On receipt of information through an anonymous call that a higher official of the HMWS&SB, Khairatabad, Hyderabad, was carrying cash allegedly collected illegally from his office and proceeding towards his residence, the ACB City Range II team kept surveillance. On 24-10-2026, at about 7.00 PM, the Maruti Swift Car bearing No. TS08 GQ 3699 was intercepted at opposite Metro Residency Apartments, Raj Bhavan Road, Hyderabad. It was ascertained that the said vehicle belongs to Sri A. Srinivas, Joint Director, HMWS&SB, Khairatabad, Hyderabad. During the surprise check conducted by the ACB officials, an amount of Rs. 2,40,000/- (Rupees Two Lakhs Forty Thousand only) of unaccounted cash was found in the possession of Sri A. Srinivas, in the said

car. On enquiry regarding the possession of such cash while returning from office, he failed to provide satisfactory explanation and gave inconsistent versions. "In view of the above, the said unaccounted cash was seized under a panchanama for verification of the corruption angle, for taking further necessary action and for intimating the Income Tax Department. **CALL PHONE NUMBER 1064 (TOLL FREE NUMBER)** : In case of a demand for a bribe by any Public Servant, the public is requested to contact the ACB Toll Free Number, i.e., 1064, to take action as per Law. ACB Telangana can also be contacted through social media platforms WhatsApp (9440446106), Facebook (Telangana ACB), and X (X/ formerly twitter @ Telangana ACB). The QR Code of ACB is also displayed in all Government Offices and prominent public places to contact ACB, Telangana. The name and details of the victim/complainant will be kept secret. **P.R.O. Anti-corruption Bureau, T.G., Hyderabad.**" "ACB Telangana

Minister Seethakka's Clarification Uncovering truth is journalists' primary duty: Justice G. Radharani

Move beyond desk - Embrace field reportingTake one step forward: C.P. Sumathi
Hyderabad conference stands as platform for united struggle of women journalists

Hyderabad Bureau: "We are fighting for rights conferred to us by Constitution; we are not asking for charity from anyone. Woman holding microphone and asking questions is not enemy. No one can suppress voices of journalists working for welfare of society," clarified State Minister for Panchayat Raj, Women and Child Welfare Danasari Anasuya (Seethakka). Two-day national conference for women journalists jointly organized by Indian Journalists Union (IJU), Media Education Foundation India (MEFI), and Telangana State Working Journalists Union (TSWJU), started grandly on Saturday at Tourism Plaza Hotel in Hyderabad. This conference attended by hundreds of women journalists from various states across country, focuses on protection of rights of women journalists. Uncovering truth is primary duty of journalism: Justice G. Radharani Retired High Court Judge and current President of State Consumer Disputes Redressal Commission Justice G. Radharani emphasized that main purpose of journalism is to expose untruths in society and bring truth to light. She stated that while Article 19(1) of Constitution guarantees freedom, Article 19(2) reminds of responsibilities related to it. She stressed that in this era of AI and digital media, 'fact-checking' is very essential to

maintain credibility. She called for effective implementation of 'Prevention of Sexual Harassment (PoSH) Act' in media organizations, offices. Women journalists should boldly step forward in field reporting: CP Sumathi Women journalists should not limit themselves to office. Malkajgiri Police Commissioner Sumathi said, women journalists should overcome challenges encountered at field level, and be at forefront in field reporting. She stated women have ability to effectively analyze any issue. On other hand, Karnataka Media Academy Chairperson Ayesha Basam said, women working in news organizations should showcase their talent, bring to light stories giving priority to humane angle. Strict stance on attacks in discharge of duties Leaders strongly condemned attacks happening on women journalists performing professional duties, as well as campaigns going on social media platforms demeaning their personality. Indian Journalists Union (IJU) President Alsinder Singh Amma, appreciated courage recently shown by journalists like Sitara Chopra. In this meeting, Telangana Media Academy's K. Srinivas Reddy; IJU leaders D. Amar, Y.S. Srinivas, D. Somasundar; TSWJ State President K. Virahat Ali, Gener al Secretary K. Ramarao; and senior journalists Swapna, Raneshwara Kalyanam, Attaluri Aruna and others participated.

SARAS Mela–2026: APCNF Experts Create Awareness Among SHG Women on Natural Farming and Kitchen Gardens



Vijayawada, October 25:As part of the National SARAS Mela–2026, an awareness and interaction programme was conducted at the Convergence Pavilion for Self-Help Group (SHG) women from Krishna District on the principles and practices of Andhra Pradesh Community-Managed Natural Farming (APCNF). The programme was attended by Mr. G. Srinivasa Rao, District Project Manager, NTR District, RySS; Mr. Praveen Sreeramsetty, Thematic Lead, ICT; and Mr. T. Visveswara Rao, Thematic Lead, Strategic Communication, from Rythu Sadhikara Samstha (RySS), APCNF. The experts interacted with the SHG members and explained the importance of adopting natural farming practices to improve soil health, strengthen crop resilience and promote sustainable agriculture. “The session highlighted the significance of natural farming kitchen gardens in promoting household-level food security and access

to fresh, nutritious produce. The participants were also oriented on the importance of Pre-Monsoon Dry Sowing (PMDS) in improving soil microbiome and soil structure. These practices help enhance soil health and enable crops to better withstand adverse weather conditions and other natural vagaries. “The experts further explained the nine universal principles of Andhra Pradesh Community-Managed Natural Farming (APCNF), emphasising their role in promoting ecological balance, sustainable cultivation practices and reduced dependence on external agricultural inputs. “The interaction provided an opportunity for SHG women to understand practical approaches to natural farming and explore ways to adopt these practices in their households and communities. The programme underscored the importance of convergence between rural livelihoods initiatives and natural farming in strengthening women’s participation in sustainable agriculture. “The awareness session at the Convergence Pavilion reaffirmed the commitment of SARAS Mela–2026 to promoting knowledge sharing, sustainable livelihood opportunities and the empowerment of rural women through community-based initiatives.

National SARAS Mela–2026 Hosts Interactive Session on Social Commerce for SHG Women Entrepreneurs

Vijayawada, October 25: As part of the Entrepreneurship Development Programme at the National SARAS Mela–2026, held at Punnami Ghat, Vijayawada, the India SME Forum organised an interactive session titled “Social Commerce: Turning Connections into Customers” to equip Self-Help Group (SHG) women entrepreneurs with practical insights into leveraging social media and digital technologies for business growth. “The session featured Mr. Sushil Modi, Co-Founder and CEO of Ziplip; Mr. Majunath, Founder of Sampati AI Commerce Intelligence Platform; and Mr. Ashish Tendulkar, Omnichannel Specialist, as panellists. Around 350 aspiring SHG entrepreneurs from Guntur, Krishna and NTR districts participated in the programme and interacted with the experts, seeking clarification on using platforms such as WhatsApp, Instagram and Facebook to promote and sell their products. “The panellists emphasised that social media can serve as a powerful and cost-effective channel for reaching customers, building brand visibility and expanding market access. They highlighted the importance of understanding the purpose of using social media for business, exploring the potential of Artificial Intelligence (AI), and identifying the right market for each product. “The participants were advised to clearly understand what they are selling, whom they are selling to, and what customers need before developing and marketing their products. Whether selling sarees, pickles, cosmetics or other goods, entrepreneurs need to identify their target customers based on factors such as age, gender, preferences and purchasing behaviour. Understanding customer needs and aligning products accordingly were highlighted as essential steps towards business success. “The experts also stressed the importance of presenting products attrac-



tively on digital platforms through high-quality photographs, appealing product descriptions and effective online promotion. The concept of the 4 Ps of the marketing mix—Product, Price, Place and Promotion was highlighted as a fundamental framework for developing effective marketing strategies and improving sales. “As part of the practical demonstration, Jayapradha, an SHG entrepreneur from Eluru district, showcased her jute bags and other products and demonstrated ways to present products attractively to capture customer attention. The demonstration offered participants practical insights into product display and customer engagement in the digital marketplace. “Dr. Ramaiah, Assistant Professor, School of Management, The Apollo University, was also associated with the session. “The programme provided a valuable platform for SHG women entrepreneurs to strengthen their understanding of social commerce, digital marketing and customer engagement. It reaffirmed the importance of equipping rural women with digital skills and market-oriented business knowledge to expand their enterprises, increase sales and build sustainable livelihoods.

PCI India Highlights Public Procurement Opportunities for SHG Women at National SARAS Mela–2026



Vijayawada, Andhra Pradesh: PCI India, in partnership with the Ministry of Rural Development (MoRD), Government of India, is promoting public procurement opportunities for Self-Help Group (SHG) women through a National Resource Cell. At a special session held during the National SARAS Mela–2026 in Vijayawada, representatives highlighted successful models and emerging opportunities for SHG-led enterprises to access government markets by leveraging the Government of India’s public procurement policy. “Mr. Vishal Sinha, Team Lead, National Resource Cell, and Ms. Jaya presented examples of SHG enterprises successfully delivering products and services to government institutions. These included Didi Ki Rasoi, SHG-managed canteens and laundry services in government hospitals, school uniform stitching by SHG women in West Bengal, waste management services, and water services at Kochi Metro. “Mr. Rajiv Singhal, National Mission Manager, National Mission Management Unit (NMMU), MoRD, emphasised that public procurement can significantly expand market access and strengthen livelihood opportunities for rural women. By enabling government departments to procure products and services from SHG enterprises, while ensuring quality standards, public procurement can help women-led businesses grow sustainably.

Uttar Pradesh’s Take Home Ration Initiative: A Successful Model “Sharing Uttar Pradesh’s experience, Mr. Adeel Abbas, Associate Director – Women Economic Empowerment, PCI India, highlighted the Take Home Ration (THR) initiative, jointly implemented by the Uttar Pradesh State Rural Livelihood Mission (UPSRLM) and the Department of Child Development. “Through this initiative, SHG women have established 204 THR manufacturing units, providing regular employment to approximately 4,000 women. According to the information shared during the session, these enterprises have produced 43.2 lakh metric tonnes of THR and generated revenue exceeding ₹1,830 crore through supplies to the Integrated Child Development Services (ICDS) programme. “The initiative

has enabled participating women to become Lakhpati Didis, contributing to the vision of the Hon’ble Prime Minister of India for women’s economic empowerment. “Mr. Abbas explained that several key measures contributed to the initiative’s success. These included a long-term seven-year Memorandum of Understanding (MoU), advance payments equivalent to two months’ requirements to SHGs, and settlement of the advance in ten instalments. These arrangements helped ensure regular payments through the ICDS system. SHG members also received comprehensive training in THR production, quality control, and timely delivery to Anganwadi Centres (AWCs). “Fisheries as an Alternative Livelihood through Interdepartmental Convergence” Mr. Abbas also highlighted the collaboration between UPSRLM and the Department of Fisheries to promote tank-based fisheries as an alternative livelihood opportunity for SHG women. “Under this model, women make an initial investment of ₹60,000 and receive a ₹30,000 subsidy through the Pradhan Mantri Matsya Sampada Yojana (PMMSY). The initiative has created livelihood opportunities for more than 1,000 SHG households.

The model demonstrates how coordination between government departments can facilitate access to resources, create additional income opportunities for rural women, reduce poverty, and promote the productive utilisation of government schemes. Public Procurement: A Catalyst for Women’s Economic Empowerment “The session underscored the potential of public procurement as a powerful instrument for rural economic transformation. By identifying procurement opportunities, facilitating market linkages, providing appropriate preference and support to SHG enterprises, and ensuring quality standards, state governments can help women-led businesses access stable markets and expand their operations. “The approach is aligned with the Government of India’s Viksit Bharat @2047 vision and can contribute to inclusive economic development, sustainable livelihoods, and the long-term economic empowerment of rural women.

Eluru District SP Reviews Local Body Elections Arrangements

Chintalapudi, October 25, “As part of arrangements for upcoming local body elections, Eluru District SP K. Pratap Shiva Kishore inspected polling station set up in Recharla village under Chintalapudi Police Station jurisdiction. “In this inspection, SB CI MVS Malleshwara Rao, Chintalapudi CI Kranti Kumar, SI Satish Kumar participated.



Vijay Sethupathi starrer ‘Baththa’ to premiere on Netflix on October 29

Hyderabad: Tamil actor Vijay Sethupathi’s latest emotional drama ‘Baththa’, which won widespread critical acclaim during its theatrical run earlier this month, is all set for its digital premiere on Netflix on October 29 (Thursday). The makers announced that the film will be available in five languages: Telugu, Tamil, Kannada, Malayalam, and Hindi. Directed by Balaji Tharaneetharan and produced by filmmaker Atlee, ‘Baththa’ released in theatres on October 1 and garnered strong reviews from both audience members and film critics for its storytelling and performances. The plot revolves around a feared gangster named Baththa who finds himself trapped inside a school restroom by a young boy. The narrative explores the boy’s actions and the subsequent emotional transformation within the



protagonist. Alongside Vijay Sethupathi’s lead performance, the film features child actor Sabari in a pivotal role, with Lijomol Jose playing the male lead’s wife.

Janhvi Kapoor reflects on past month with candid Instagram photo dump

Mumbai: Actress Janhvi Kapoor has offered a glimpse into her life over the past month, sharing a series of candid moments featuring driving lessons, her first experience of a hailstorm, pancakes and unfiltered selfies. Taking to Instagram, the actress reflected on recent weeks through a collection of pictures, giving her followers a peek into her everyday experiences and lighter moments. Janhvi also added a playful touch to her post by mentioning “questionable body doubles” and explaining that she had only learnt to drive very recently. “Good skin days using questionable body doubles because I learnt how to drive like 3 minutes ago, my first hail storm!!! Golden Hof pancakes, and exhausted ugly selfies to keep the fam updated about my mental state but thank you god for what this past month has been no place like back to the grind,” she wrote. From capturing her first hailstorm to sharing pictures of food and tired selfies, the actress offered a candid look at the little moments that made up her month. The photo carousel features Janhvi flaunting her glowing skin and making goofy faces, alongside candid selfies and glimpses of her recent experiences. Janhvi’s post also reflected her gratitude for the experiences of the past few weeks as she prepared to return to her work routine. The actress, who continues to remain active on social media, often shares glimpses of her personal and professional life. Meanwhile, Janhvi Kapoor is set to appear alongside Varun Dhawan as a guest on the third episode of the popular chat show ‘Koffee with Karan 9’. The makers recently unveiled the teaser for the upcoming episode, offering a glimpse into



the candid conversation between the guests and host Karan Johar. In the promo, Varun and Janhvi revealed that the filmmaker had stopped speaking to them. Janhvi even joked that she had gained weight during the period when Karan was not talking to her. Explaining his side of the story, Karan admitted that he had been hurt by both actors. “I was hurt with both of you,” the filmmaker said. Responding to him, Janhvi quipped, “I gained weight when we stopped talking.” Sharing the teaser on social media, Karan wrote, “@varundvn & @janhvikapoor on my couch...need I say more? This one was all madness and love + a very special (longstanding) guest. Koffee with Karan Season 9, Episode 3, streaming Wednesday at 7pm, only on The Peacock Hub on JioHotstar.”

‘Singa’: Gopichand film gears up for next schedule in December

Hyderabad: The unit of director V Venkat’s eagerly awaited action entertainer ‘Singa’, featuring Telugu star T Gopichand in the lead, has wrapped up an extensive shooting schedule, completing 50 per cent of the film’s shooting. Sources close to the unit said the team had successfully completed an extensive schedule for which elaborate sets resembling a forest environment were erected. They added that preparations were underway for the next phase, with even more expansive sets being constructed. The next schedule is slated to commence on a grand scale in December this year. Sources close to the film’s unit said ‘Singa’ would be a high-profile action entertainer marking the directorial debut of leading action choreographer V Venkat. The film is being produced by Vijay Chilla and Shashi Devireddy under the 70mm Entertainments banner, which has earned a reputation for backing distinctive and impactful stories. The film, sources said, would be a blend of action, emotion and drama and was being designed to showcase Gopichand in a powerful new role. V Venkat, they added, had developed a gripping narrative packed with intense moments and strong emotional depth. Malayalam actress Anarkali Nazar plays the leading lady in the film.



‘Singa’ will mark her Telugu cinema debut. The project also boasts a formidable technical crew. Renowned cinematographer Shamdat ISC is handling the visuals, while Sam CS is composing the music. National Award-winning editor Sreekar Prasad has been entrusted with the editing. The film’s production design is being overseen by Rama Krishna-Monika, while sound design is being handled by Sachin Sudhakaran-Hariharan. Sources said 70mm Entertainments was mounting the film on a lavish scale, aiming to ensure high production values and technical standards in an effort to deliver a grand cinematic experience.

Mithila Palkar looks back as ‘Little Things’ completes 10 years

Mumbai: Actress Mithila Palkar called her show ‘Little Things’ “the gift that keeps giving” as the series completed 10 years since its premiere on Sunday. She expressed gratitude for the continued love the show has received over the years. Sharing fond memories of the beloved drama, Mithila wrote on her social media account, “10 years ago, on this day, the first episode of this show released. And 10 years later, even today, we are so lucky to be able to soak in the love and bask in the glory of this little labour of love called #LittleThings — the



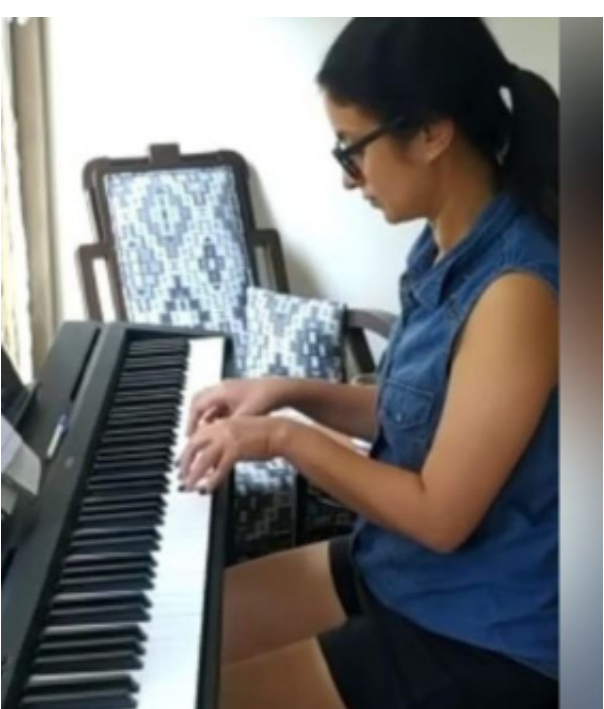
gift that keeps giving ?? . Do you have a favourite episode or season? Tell us! (sic)” Mithila’s co-star Dhruv Sehgal took to the comments section and wrote, “Wow, ten years @mipalkarofficial! Lucky to have been part of this show and the team. A show made from love and friendship. Favourite episode(s): Bed and Breakfast, Vertical Housing, Rectangles and Senior Citizens.” Actress Mahima Makwana also commented, “It’s one of my most favourite shows!! Kavuuu and Dhruv are all heart.” The romantic comedy series was created by Dhruv Sehgal. Starring Mithila as Kavya Kulkarni and Dhruv as Dhruv Vats, ‘Little Things’ also features Abhishek Bhalerao as Murthy, Navni Parihar as Ila Kulkarni, Kavya’s mother, and Rishi Deshpande as Satish Kulkarni, Kavya’s father, among others. Directed by Ajay Bhuyan and Ruchir Arun, the show follows a live-in couple in Mumbai — Kavya Kulkarni (Palkar) and Dhruv Vats — and explores their everyday lives and the changing dynamics of their relationship. The first season of ‘Little Things’ premiered on Dice Media’s official YouTube channel on October 25, 2016, and ran until November 22, 2016. Netflix later acquired the series. The second season premiered on the streaming platform on October 5, 2018, followed by the third season on November 9, 2019. The fourth and final season of the series was released on October 15, 2021.

Rasika Dugal highlights importance of children’s cinema ahead of ‘Little Thomas’

Mumbai: Actress Rasika Dugal took piano lessons for her upcoming drama, ‘Little Thomas’. The ‘Mirzapur’ actress took to her official social media handle on Sunday and shared a few videos of her practice sessions. She revealed that the sessions took place at home, on set, between shots and in her van, whenever they could find the space and time. Sharing her journey of mastering a new skill, she wrote on the photo-sharing app, “We practiced at home, on shoot, in between shots and in the van... jahaan jagah mil jaaye, jab bhi waqt mil jaaye! Practiced slow and fast, on beat and off! Practiced through the mess-ups and the give-ups... Giggled through some mis-

takes and ploughed through others. (sic)” “Life lesson — persistence is fun. And being a loopy person (if you are one... you know what I am talking about) has some benefits,” Rasika added. The ‘Manto’ actress pointed out that learning something new requires a patient, encouraging and uber-cool teacher. “Just absolute, pure joy getting to learn this for our beautiful little film Little Thomas... Agar naya skill seekhne ko mil jaaye toh aur kya chahiye,” she wrote, expressing her joy about the upcoming film. Meanwhile, ahead of the release of ‘Little Thomas’, Rasika highlighted the need for films that children can relate to. She shared a statement saying, “Cin-

ema is a wonderful way to expand your world and fuel your imagination. Many of the thoughts and ideas we have as adults can be traced back to the films we watched growing up. We therefore need films that children can relate to — films that embrace their curiosity rather than dismiss it.” Rasika added that films made for children can be entertaining without being frivolous. “Children’s cinema can be entertaining without being frivolous and meaningful without becoming preachy. I would love to see more filmmakers explore stories that children can enjoy and that open up new possibilities for their imagination,” she added.



Antonelli faces Verstappen challenge after stunning US GP qualifying

Austin: Mercedes driver Kimi Antonelli said he expected a challenge from Red Bull at the United States Grand Prix on Sunday after taking a surprise pole position in qualifying in Austin. Antonelli beat Red Bull's Max Verstappen by 0.179 seconds to top the Q3 timesheets, clocking 1:34.035 for his seventh pole position of the season at the Circuit of the Americas. He has a chance to make history in Austin by becoming the youngest-ever F1 champion. To do so, he needs not only to win the race but also for other results to go his way. With Red Bull and Ferrari posing a challenge in Austin, even a race win for Antonelli is far from assured, as Verstappen and his Red Bull teammate Isack Hadjar start behind the championship leader. Antonelli was pleased with his qualifying performance but knew that winning the race would not be easy. "I'm very happy. It was a good qualifying. Having a clean run helped to build momentum. We didn't make mistakes, and I'm very happy with that. "I felt good in the car, especially in Q3. It was tricky with the wind because the balance was changing quite a lot from corner to corner, but that last lap was looking good. "I pushed a little bit more and just lost it, which was a shame, but still very happy with the result and looking forward to tomorrow." The 20-year-old Italian acknowledged the chal-



lenge posed by the two Red Bull drivers starting behind him. "We'll try to win," he said. "Hopefully we'll get off the line well, and then hopefully we can set the pace and win the race, but it's not going to be easy. "Red Bull and Max have been very strong, and also Isack has been up there in qualifying. It's not going to be easy out there, but we're ready to do our best." Antonelli has an opportunity to clinch his maiden F1 title in Austin and break Sebastian Vettel's record as the youngest F1 champion. To achieve that, he needs to win the race, while also hoping that teammate George Russell finishes ninth or lower and Lewis Hamilton finishes outside the top four. That would secure him the 2026 F1 title with five races remaining after the US Grand Prix. Otherwise, his rivals would remain in contention. However, Antonelli holds a 102-point lead over his nearest rival, Russell, with only 150 points remaining to be won across the six scheduled races, including the US Grand Prix.

Henry ruled out of T20I series, Ferguson to miss third match against India

Wellington: New Zealand pacers Matt Henry and Lockie Ferguson will undergo scans on Tuesday to determine the extent of their injuries, head coach Rob Walter said as the team arrived here ahead of the third T20I against India, scheduled for Tuesday. Henry has been ruled out of the remainder of the T20I series and will stay back in Christchurch before joining the ODI squad in Auckland on November 2, two days before the first ODI. The pacer bowled just two overs in Saturday's match before walking off with what skipper Mitchell Santner described as a "tight calf". Ferguson, who also left the field as a precaution, will miss the third T20I in Wellington. He is expected to return to the squad for the final two matches in Auckland and Hamilton. "Those two are being assessed. They'll go for some scans on Tuesday after the public holiday. We'll have some more information as to where things stand. Obviously, like always, we're just hoping for the best. That'll allow for the quickest turnaround," Walter said in a video shared by New Zealand Cricket (NZC) on Sunday. He further explained that New Zealand had planned from the outset to rotate their fast bowlers throughout the series, both to manage workloads and to prepare some of them for the subsequent five-match ODI series and two-Test series. As part of this plan, Adam Milne missed the previous match, while Kyle Jamieson will play the third T20I before staying back in Wellington to feature in a Ford Trophy match for Canterbury at Basin Reserve. Blair Tickner will join the squad for the final three matches, while Josh Clarkson will come in for the last two games. Matt Fisher will join the squad as cover for the Wellington T20I. "Right from the outset, we've said that we're going to use a number of different fast-bowling options. That is to manage workloads and allow some bowlers to get ready for the longer formats of the game that are coming up. Sometimes, playing back-to-back T20 games is not the way to do that.



"We've left Matt Henry at home. Lockie Ferguson is set to miss a game. Adam Milne missed the last game. We're trying to really work through our rotations of fast bowlers. Blair Tickner and Matt Fisher will be joining. "As we try to move our way through the process, it's not a perfect science, but we're doing our very best to give everyone a chance to get ready. But also put their best foot forward when they do run onto the park. Hopefully, it's going to work out for us," Walter added. He also reserved special praise for skipper Mitchell Santner, whose four-wicket haul in the previous game nearly carried New Zealand to victory on a surface that offered little turn. Walter lauded Santner's variations in pace and use of the crease. "If I start with the bowling, I think sometimes it's unappreciated just how skilful he is. Last night was a great demonstration of his full repertoire of skill-set. It wasn't a pitch that was turning a hell of a lot. There was a little bit of bounce on offer. "But just the way that he moved the ball around the crease and played with his pace. If you're really appreciative of the art, it was a hell of a display. "He really swung the game in our favour, to be honest. It was a pity we couldn't get over the line, because a performance like that deserves a win, I guess. But that's not how the game works." Asked to assess Santner's leadership, Walter said, "From a leadership point of view, it's just calmness, as always. Just calmness in those situations. It's great to be able to lean on him as a calm head, even when there's a lot going on. The players are hugely respectful of his leadership and the way he leads the team."

Hyderabad cricketers Tilak and Nitish share the secret behind India's win



Christchurch: Hyderabad cricketers Tilak Varma and Nitish Kumar Reddy reflected on India's impressive win against New Zealand at Hagley Oval in Christchurch, praising each other's performances after the victory. The two Hyderabad players were recently at the centre of India's heart-breaking defeat to the West Indies in Hyderabad, where they failed to pull off a miraculous win while chasing a target of 248. However, they helped India bounce back with a stellar win against New Zealand in challenging conditions on Saturday. Tilak scored an unbeaten 51 off 26 balls, while Nitish remained unbeaten on 26 off 13 deliveries after Naman Dhir provided hope with his 31 off 17 balls during the chase. Tilak and Nitish referred to the loss against the West Indies in Hyderabad but felt that "God always has the right time" for things to happen. Their unbeaten 69-run partnership in Christchurch helped the Men in Blue chase down a target of 181 for an unlikely win. "Guys, I have the player of the match today," Nitish began the interaction after the win in a video shared by the BCCI. Tilak was quick to reply, "I have the game changer of the match today." The two reflected on their partnership, which proved decisive. "Tilak, tell me, how did you feel about our partnership in the middle? For me, it felt absolutely amazing," Nitish asked. "I also felt very good about it. Back in Hyderabad, both

of us basically thought that if we could win the match that day, it would mean a lot to have two Telugu guys out in the middle. But, as I always say, God always has the right time for us. We have to keep following the process and keep working hard, and the right things will come at the right time," Tilak said. The second T20I was played on the same surface as the first, and the wear and tear were clearly visible, with the ball gripping and making stroke play challenging. Moreover, the ground's large dimensions made hitting sixes difficult. "More than that, with difficult conditions and a big ground, I think the wicket was really challenging today. Especially if you see, it was a big ground, the slower side was challenging, and when they were bowling bouncers, the ball was coming through quickly. So, it's not easy to hit sixes whenever you want. "Honestly, if you see the first game, it was easy to hit sixes. But in this game, as everyone knows, it was pretty challenging. When a challenge comes, you know how we want to play smartly. That's how we played today. We wanted to show our fitness levels and put our core work into the game by running those twos, taking singles and running hard. Whenever we wanted, we hit sixes," Tilak added. The two players kept the scoreboard ticking with quick runs and found boundaries at crucial stages to seal the game on the second-last ball, with four wickets in hand.

Finger injury keeps Shardul Thakur out of Mumbai's Ranji Trophy fixture

New Delhi: Mumbai will be without experienced all-rounder Shardul Thakur for their Elite Group D Round 3 clash against Haryana, which begins at the BKC Complex on Monday, as he continues to recover from a finger injury. Thakur has been sidelined since sustaining the injury during a training session ahead of the season's opening round. Although he has resumed training with the Mumbai squad, he has yet to regain full match fitness. He was initially expected to miss at least the first two rounds, with the team hoping he would be available for the Haryana fixture. Mumbai, however, have decided against rushing his return and will field the same squad that registered a convincing victory over Himachal Pradesh in Bilaspur in their previous match, according to ESPNcricinfo. The 34-year-old last featured in the Duleep Trophy quarter-final for West Zone against North Zone in late August. He took one wicket in 14 overs and scored 10 runs in his only innings as West Zone suffered a 54-run defeat. While working towards his return to competitive cricket, Thakur is also set to take up commentary duties for some of India's ongoing T20 Internationals



against New Zealand. Mumbai have made an impressive start to their Ranji Trophy campaign, securing consecutive innings victories to collect 14 points and move to the top of Elite Group D. They opened their campaign with an innings-and-155-run win over Chandigarh at the Wankhede Stadium before defeating Himachal Pradesh by an innings and 97 runs in Bilaspur. Mumbai will continue to manage their resources carefully, with several players unavailable. Vice-captain Ayush Mhatre is recovering from a hamstring injury, while opener Yashasvi Jaiswal is in New Zealand for the upcoming Test series after featuring in the India A series. Haryana, meanwhile, also enter the contest after winning their opening two matches, setting up a clash between the top two teams in the group.

Top 10 firms lose Rs 1.56 lakh crore in market value last week



Mumbai: The combined market capitalisation of eight of India's 10 most valuable listed companies declined by Rs 1.55 lakh crore last week as a broad-based sell-off in equities weighed on valuations, with HDFC Bank and Bajaj Finance accounting for the largest share of the losses. The decline came during a holiday-shortened trading week in which the benchmark indices witnessed significant pressure. The Sensex dropped 1,605.44 points, or 2.15 per cent, while the Nifty fell 546.15 points, or 2.36 per cent. Reflecting the weakness in the broader market, the total market capitalisation of all BSE-listed companies fell by Rs 20.79 lakh crore over four trading sessions, ending at Rs 451.83 lakh crore compared with Rs 472.62 lakh crore on October 16. Among the top 10 most-valued firms, eight companies together lost Rs 1,55,671.9 crore in market value. In contrast, Tata Consultancy Services (TCS) and Larsen & Toubro (L&T) were the only companies in the elite club to end the week with gains in their market capitalisation. Buy Maps HDFC Bank recorded the sharpest erosion in value, with its market capitalisation declining by Rs

55,506.95 crore to Rs 10.67 lakh crore. The lender's shares fell around 5 per cent during the week. Bajaj Finance was the second-largest loser as its valuation dropped by Rs 34,180.51 crore to Rs 5.77 lakh crore. Reliance Industries also witnessed a substantial decline, with its market capitalisation falling by Rs 27,065.08 crore to Rs 16.10 lakh crore. The valuation of Life Insurance Corporation of India (LIC) decreased by Rs 21,062.24 crore to Rs 4.81 lakh crore. Telecom major Bharti Airtel saw its market value shrink by Rs 9,360.75 crore to Rs 11.79 lakh crore, while State Bank of India's valuation fell by Rs 4,338.46 crore to Rs 8.83 lakh crore. Similarly, the market capitalisation of Infosys declined by Rs 2,881.38 crore to Rs 4.69 lakh crore, while ICICI Bank's valuation slipped by Rs 1,276.53 crore to Rs 10.02 lakh crore. On the gaining side, TCS added Rs 23,517.56 crore to its market value, taking its overall valuation to Rs 9.15 lakh crore. Engineering and infrastructure major L&T also bucked the negative trend, with its market capitalisation rising by Rs 1,788.66 crore to Rs 5.02 lakh crore.

Elon Musk unveils X Money feature that could let users send \$1 by long-pressing Like button

New Delhi: Elon Musk on Sunday announced a proposed X Money feature that would allow users to send \$1 to another user by long-pressing the Like button, furthering his vision of turning X into an all-in-one platform for social networking and financial services. Announcing the feature in a post on social media platform X, Musk suggested that the functionality could provide a simple way for users to transfer small amounts of money to others on the platform. The feature is expected to make it easier for users to tip content creators and support posts they appreciate without leaving the app. The proposed payment mechanism is part of Musk's broader strategy to transform X, formerly Twitter, into an "everything app" that combines social networking, messaging, payments and other digital services within a single ecosystem. "We're adding long press on like to send someone \$1 via X Money," Musk wrote on X. Under the proposed system, users would be able to initiate a \$1 payment to a post's author by pressing and holding the standard Like button, with the transaction processed through X Money. While the concept has generated interest among users



and creators, the company has not yet disclosed a detailed rollout timeline or broader eligibility requirements. X Money recently launched in the United States, offering services such as peer-to-peer money transfers and an X Visa debit card that can be used for both physical and digital transactions. The debit card can also be linked to Apple Pay, enabling contactless payments where the service is supported. The platform has also promoted features aimed at simplifying international transactions, although the exact benefits and conditions vary depending on user eligibility and applicable terms. For now, X Money remains focused on the US market. The company has not announced when the service or the newly proposed Like-button payment feature will become available in other countries, including India, one of the world's largest digital payments markets.

Meeting Adani Vidya Mandir alumni shows what talent and opportunity can achieve, says Gautam Adani



Ahmedabad: Adani Group Chairman Gautam Adani on Sunday said meeting 14 former students of Adani Vidya Mandir was a powerful reminder of how education can transform lives when talented children are given the right opportunities and support. Sharing his thoughts on the social media platform X on the occasion of Sharad Purnima, Gautam Adani said he met 14 young alumni, each with a unique journey and inspiring story that began at Adani Vidya Mandir. "On this auspicious Sharad Purnima, it was heartwarming to meet fourteen remarkable young people. Fourteen different journeys. Fourteen moving stories that all started at Adani Vidya Mandir," the Indian billionaire stated. According to Adani Group Chairman, the alumni have gone on to build successful careers across diverse fields, including medicine, law, engineering, accountancy, science, policing and the merchant navy. He said the achievements of these former students demonstrate what can be accomplished when talent is nurtured and opportunities

are made accessible. "From doctors and lawyers to IIT engineers, CAs, scientists, police and merchant navy officers, they show what talent and opportunity can achieve," Gautam Adani noted. The billionaire industrialist noted that the interaction reinforced his belief in the transformative power of education and the role teachers play in shaping the future of young minds.

Gautam Adani also praised the accomplishments of the alumni, saying their journeys reflect the impact of educational institutions that encourage students to pursue their aspirations. Expressing pride in their achievements, he wished them continued success and encouraged them to keep aiming higher in their professional and personal lives. "Meeting these inspiring alumni was a powerful reminder of what education can make possible when talent meets opportunity and when teachers believe in the dreams of every child. Proud of each one of you. Keep soaring!" the Adani Group Chairman mentioned.

Youth linking traditional crops with new opportunities: PM Modi on Northeast's millet revival

New Delhi: Prime Minister Narendra Modi on Sunday highlighted the revival of millet cultivation in parts of the Northeast, praising local communities and farmers for reconnecting with traditional crops and creating new economic opportunities through innovative millet-based products. Addressing the 139th episode of his monthly radio programme, 'Mann Ki Baat', PM Modi recalled the global response to India's initiative to mark 2023 as the 'International Year of Millets'. He said the initiative had helped people recognise the cultural significance of millets, known as 'Shree Anna', and encouraged renewed interest in their cultivation and consumption. Buy Maps "You may recall that, at India's call, 2023 was celebrated as the 'International Year of Millets.' It received a very positive response globally. Through this initiative, people discovered how deeply the superfood 'Shree Anna', i.e. millets, are rooted in our own culture. In the Northeast, too, there has long been a rich tradition of millet cultivation; however, over time, people had begun to drift away from it. Now, that situation is changing," the Prime Minister said. Highlighting an example from Meghalaya, PM Modi spoke about Khanduli village in the West Jaintia Hills district, where millets have traditionally been an important part of the local food culture. He said that despite the crop's long-standing significance in the region,



the number of farmers cultivating millets had declined over time. Against this backdrop, the Prime Minister highlighted the efforts of two women friends from the village who took the initiative to develop new products using millets. Instead of limiting the grains to traditional uses, they explored ways to add value to them and expand their appeal among consumers. "Lending value addition to these grains, they developed items such as cookies, cakes, and muffins, as well as baby food. This led to an increase in the sales of millet-based products and a subsequent rise in the demand for millets themselves," he said. PM Modi noted that the growing popularity of these products had helped generate greater demand for millets, encouraging farmers to resume cultivation. He said such initiatives demonstrated how innovation and entrepreneurship could support traditional agricultural practices while creating new livelihood opportunities for rural communities. "In the village of Sadolpara, located in the West Garo Hills district of Meghalaya, some new initiatives are underway.

PCI India Highlights Public Procurement Opportunities for SHG Women at National SARAS Mela–2026



Vijayawada, Andhra Pradesh: PCI India, in partnership with the Ministry of Rural Development (MoRD), Government of India, is promoting public procurement opportunities for Self-Help Group (SHG) women through a National Resource Cell. At a special session held during the National SARAS Mela–2026 in Vijayawada, representatives highlighted successful models and emerging opportunities for SHG-led enterprises to access government markets by leveraging the Government of India’s public procurement policy. “Mr. Vishal Sinha, Team Lead, National Resource Cell, and Ms. Jaya presented examples of SHG enterprises successfully delivering products and services to government institutions. These included Didi Ki Rasoi, SHG-managed canteens and laundry services in government hospitals, school uniform stitching by SHG women in West Bengal, waste management services, and water services at Kochi Metro. “Mr. Rajiv Singhal, National Mission Manager, National Mission Management Unit (NMMU), MoRD, emphasised that public procurement can significantly expand market access and strengthen livelihood opportunities for rural women. By enabling government departments to procure products and services from SHG enterprises, while ensuring quality standards, public procurement can help women-led businesses grow sustainably. Uttar Pradesh’s Take Home Ration Initiative: A Successful Model “Sharing Uttar Pradesh’s experience, Mr. Adeel Abbas, Associate Director – Women Economic Empowerment, PCI India, highlighted the Take Home Ration (THR) initiative, jointly implemented by the Uttar Pradesh State Rural Livelihood Mission (UPSRLM) and the Department of Child Development. “Through this initiative, SHG women have established 204 THR manufacturing units, providing regular employment to approximately 4,000 women. According to the information shared during the session, these enterprises have produced 43.2 lakh metric tonnes of THR and generated revenue exceeding ₹1,830 crore through supplies to the Integrated Child Development Services (ICDS) programme.



The initiative has enabled participating women to become Lakhpati Didis, contributing to the vision of the Hon’ble Prime Minister of India for women’s economic empowerment. “Mr. Abbas explained that several key measures contributed to the initiative’s success. These included a long-term seven-year Memorandum of Understanding (MoU), advance payments equivalent to two months’ requirements to SHGs, and settlement of the advance in ten instalments. These arrangements helped ensure regular payments through the ICDS system. SHG members also received comprehensive training in THR production, quality control, and timely delivery to Anganwadi Centres (AWCs). Fisheries as an Alternative Livelihood through Interdepartmental Convergence Mr. Abbas also highlighted the collaboration between UPSRLM and the Department of Fisheries to promote tank-based fisheries as an alternative livelihood opportunity for SHG women. Under this model, women make an initial investment of ₹60,000 and receive a ₹30,000 subsidy through the Pradhan Mantri Matsya Sampada Yojana (PMMSY). The initiative has created livelihood opportunities for more than 1,000 SHG households. The model demonstrates how coordination between government departments can facilitate access to resources, create additional income opportunities for rural women, reduce poverty, and promote the productive utilisation of government schemes. Public Procurement: A Catalyst for Women’s Economic Empowerment The session underscored the potential of public procurement as a powerful instrument for rural economic transformation. By identifying procurement opportunities, facilitating market linkages, providing appropriate preference and support to SHG enterprises, and ensuring quality standards, state governments can help women-led businesses access stable markets and expand their operations. “The approach is aligned with the Government of India’s Viksit Bharat @2047 vision and can contribute to inclusive economic development, sustainable livelihoods, and the long-term economic empowerment of rural women.

National SARAS Mela–2026 Records Rs1.07 Crore Sales in a Single Day; Goan Fugdi Dance Captivates Visitors.



Vijayawada, October 25 : The National SARAS Mela–2026, being organised at Punnami Ghat, Vijayawada, continues to witness an encouraging response from visitors, with cumulative sales reaching ₹8.24 crore and 3.60 lakh products as of October 24, 2026. “On October 24 alone, the Mela recorded impressive sales of ₹1.07 crore, covering 82,730 products, reflecting the growing popularity of products made and marketed by Self-Help Group (SHG) women entrepreneurs from across the country. The event also attracted an impressive footfall of more than 63,000 visitors on the day. “The vibrant cultural programmes organised alongside the exhibition added to the festive atmosphere and drew large crowds to the venue. In addition to the classical performances of Kuchipudi and Bharatanatyam, the traditional Fugdi dance performed by women from Goa emerged as a major attraction. “Fugdi, a lively and energetic folk dance of Goa, captivated audiences with its distinctive rhythm and coordinated movements. The performers danced in circles and lines,

creating rhythm through rapid footwork and a characteristic “foo” sound made by blowing through their mouths, without the use of musical instruments. The unique performance drew enthusiastic crowds and added a special cultural dimension to the Mela. The cultural performances encouraged more visitors to explore the exhibition stalls, providing greater visibility to the products showcased by SHG women entrepreneurs. The increased visitor engagement contributed to the strong sales recorded during the day, highlighting the role of cultural programmes in enhancing the overall visitor experience and supporting rural women-led enterprises. “The National SARAS Mela–2026, organised jointly by the Ministry of Rural Development, Government of India, and the Andhra Pradesh State Rural Livelihoods Mission (APSRLM/SERP), continues to provide a national platform for rural women entrepreneurs to showcase their products, connect with customers and expand their market opportunities.

National SARAS Mela–2026 Hosts Interactive Session on Social Commerce for SHG Women Entrepreneurs

Vijayawada, October 25: As part of the Entrepreneurship Development Programme at the National SARAS Mela–2026, held at Punnami Ghat, Vijayawada, the India SME Forum organised an interactive session titled “Social Commerce: Turning Connections into Customers” to equip Self-Help Group (SHG) women entrepreneurs with practical insights into leveraging social media and digital technologies for business growth. “The session featured Mr. Sushil Modi, Co-Founder and CEO of Ziplip; Mr. Majunath, Founder of Sampati AI Commerce Intelligence Platform; and Mr. Ashish Tendulkar, Omnichannel Specialist, as panellists. Around 350 aspiring SHG entrepreneurs from Guntur, Krishna and NTR districts participated in the programme and interacted with the experts, seeking clarification on using platforms such as WhatsApp, Instagram and Facebook to promote and sell their products. “The panellists emphasised that social media can serve as a powerful and cost-effective channel for reaching customers, building brand visibility and expanding market access. They highlighted the importance of understanding the purpose of using social media for business, exploring the potential of Artificial Intelligence (AI), and identifying the right market for each product. “The participants were advised to clearly understand what they are selling, whom they are selling to, and what customers need before developing and marketing their products. Whether selling sarees, pickles, cosmet-

ics or other goods, entrepreneurs need to identify their target customers based on factors such as age, gender, preferences and purchasing behaviour. Understanding customer needs and aligning products accordingly were highlighted as essential steps towards business success. “The experts also stressed the importance of presenting products attractively on digital platforms through high-quality photographs, appealing product descriptions and effective online promotion. The concept of the 4 Ps of the marketing mix—Product, Price, Place and Promotion was highlighted as a fundamental framework for developing effective marketing strategies and improving sales. “As part of the practical demonstration, Jayapradha, an SHG entrepreneur from Eluru district, showcased her jute bags and other products and demonstrated ways to present products attractively to capture customer attention. The demonstration offered participants practical insights into product display and customer engagement in the digital marketplace. “Dr. Ramaiah, Assistant Professor, School of Management, The Apollo University, was also associated with the session. “The programme provided a valuable platform for SHG women entrepreneurs to strengthen their understanding of social commerce, digital marketing and customer engagement. It reaffirmed the importance of equipping rural women with digital skills and market-oriented business knowledge to expand their enterprises, increase sales and build sustainable livelihoods.

Gas Cylinder Explodes, Household Items Guttled

Kamavarapukota, October 25: Pilli Lakshmi (65), an elderly woman belonging to Veerisetigudem village in mandal, lives alone in a tin-sheet house. On Sunday around 10 AM, she noticed gas cylinder leaking and immediately became alert and ran outside. “Shortly after she came out, cylinder exploded suddenly. Due to impact of this accident, house was completely destroyed, tin roof collapsed to ground. All belongings in house were destroyed and she was left with only clothes she was wearing.

