## PROTECT PRESS INTEGRITY

In a democracy like India, the media is often regarded as the fourth pillar of the state-a watchdog of public interest and a vital instrument for upholding transparency, accountability, and truth. However, in recent years, there has been a growing concern over the misuse of media identity by individuals and groups who exploit the credibility and influence of journalism for personal or political gains. This alarming trend not only damages the image of the media but also undermines public trust in legitimate journalism.

The misuse of media identity manifests in several ways. There are self-proclaimed "reporters" or "media persons" who operate without affiliation to any recognized media organization but carry forged press cards or fake identification badges. Many of them misuse these identities to gain undue access to restricted areas, influence officials, evade law enforcement, or even extort individuals and businesses. Some social media influencers, under the guise of "citizen journalists," spread misinformation and sensational content, blurring the line between genuine reporting and propaganda. The result is a dangerous erosion of credibility, where the public struggles to distinguish between authentic journalists and imposters.

This menace calls for strong institutional intervention. Media associations and press councils must introduce stricter verification systems for accreditation. Genuine journalists should be issued standardized, tamper-proof press cards that are recognized across institutions. At the same time, there should be clear legal provisions under which impersonation or fraudulent use of media credentials is treated as a punishable offense. Law enforcement agencies must be empowered to act swiftly against those who misuse media identities to obstruct justice or manipulate narratives.

Equally important is the role of media houses themselves. Responsible organizations must ensure that their correspondents follow ethical journalism standards and that credentials are issued only to verified staff or freelancers with a proven record. The proliferation of online "media portals" without registration or editorial accountability must also be checked. Governments, while regulating such misuse, must, however, tread carefully to avoid curbing press freedom - any regulation should target impersonation and fraud, not dissent or legitimate criticism.

Public awareness, too, plays a crucial role. Citizens must be cautious about the sources of news they consume and verify information before accepting it as fact. Media literacy campaigns can help the public identify credible outlets and discourage the spread of fake news and false claims made under the banner of journalism.

True journalism thrives on truth, responsibility, and public service. The misuse of media identity is an insult to those who risk their safety to report the truth. It is imperative that all stakeholders - government agencies, professional bodies, media organizations, and the public - unite to preserve the

# Technology based tourism Integrated marketing communication-Adaptability and Assimilation



Tarketing has emerged as a tool to generate revenues in this competitive environment. Usually the traditional marketing communication using the basic tools were used in

ing tourism. However, with the advent of Internet and social media, information technology literally embraces a major chunk of the advertising pie and in the sector like tourism, this has taken a major role. Using integrated marketing communication, many companies in the tourism sector have taken to reach the target market. With electronic data interchange, integrated information technology reaching the tourists who could actually reach their destinations are now becoming easier. This article dwells into the ways of information technology use in marketing communication in the larger perspectives of

Marketing communication has become the backbone of the effective functioning of an organization in the information technology era. Many companies are very much dependent on the services provided by these players in the market. This is only in the nascent stages and once the technology grows, it will also grow in the same proposition. We are now talking about going "global" which means every such organization should start looking at the basic impediment of language problems. The complexities of business increase to the maximum and hence top management of research organisations should give more importance to cross cultural communication. What is considered okay in one society may be a taboo in another one. This is where tourism products can be affected. With the advent of sophisticated technologies, it becomes easier for a manager to communicate. We are now living in the era of interactive communication. A person at Venice can easily talk with a per-

Technology has shaped the way communication is dealt.

Research suggests that a person's own travel files, as a vacation planning reference, was more popular than information sources previously reported in travel studies. These tourists considered themselves skilled and experienced travelers, were familiar with the destination, and had strong intentions of visiting the destination. From this it is clear that these tourists not only rely on their own experiences but also browse and understand the tourist spot with accurate details using Internet. The role of integrated marketing communication in tourism was effectively presented by Yu et al wherein they embarked on the need for integrated marketing communication of heritage destinations. Yu cited publie relations, advertising and direct sales promotion as the three major areas to be concentrated for communicating with the tourists.

Kevin lane Keller, brand guru quoted that there are at least seven integrated marketing communication choices as compared to earlier times considering the impact of information technology on the market place

Following are the possible ways of looking at how marketing communication is going to be in the near future:

1. Earlier only one promotional tool was used but now integrated communication strategy is being increasingly adopted which heavily relies on the use of information technology with the advent of Internet.

2. Electronics has taken a major share of the business communication and it is expected that communication possibilities, which are fast and cheap is, expected to help the business sector.

3. Due to the increasing complexities in dealing with the trade unions and other workers associations, it is now considered that informal communication is also to be given importance. When we take into consideration the influence of domestic partners of tourism and the local dialects as well as ecotourism participants it becomes more important. Organisations in future will allow for this

4. Every sales people will have to be fully conversant in the case of communication and are expected to give feedback to the management. If we take the case of J&K, of the total number of tourists visiting per year, domestic tourists account major chunk. At this juncture there is a need for a hard sell in this market. All those who are part of the Travel and tourism wing have to get their act better. Considering the aftermath of the Pahalgam attack, it is imperative that there is a need for coordinated activities on this front.

5. There is a need to continuously upgrade or changing the report formats. Letter writing style to overcome structuring and monotony and with the use of multimedia and laptop computer, there is a possibility of changes happening in the basic mindset with which they are going to be looked.

6. Since technology has pervaded every aspect of life, new technological devices will help the sales people or 'Tailor-made' devices for the sales people will be introduced for effective communication.

7. More organisations will start to utilise the services of 'missionary' sales people. This will help in developing a good information base for the company with its clients.

8. Direct marketing will have to be strengthened in the years to come since the competition is increasing. To overcome competition, well-written communication sent by direct marketing can have a positive result in the market.

9. We are entering an era where 'paperless' or 'file less' offices are going to be in vogue. This means that all correspondence will be undertaken via the networking of computers. The employees of an organization need to know about these aspects.

10. Social media is giving more sales than what traditional media is providing. Hence there is a need to increase the usage of social

There is escalation in the cost of media and there is a clutter of competitive activity all over the market. When more companies fight for the customers' money, those who put across the message alone stand in getting

profitability. By constantly contacting the customer and packaging the product, promoting differently each time, the actual cost of promotion comes down. Constant communication creates a building up effect. The use of a combination of marketing communication techniques with the use of information technology gives more opportunity to increase the number of times the product/brands are known to the customer. The build-ups effect of delivering the same message through several media or techniques not only increases the efficiency of the transmission of message but is the sum total of integrated marketing communication. For example, in the consumer market, Ariel detergent powder has covered a place in the minds of the customer. These communications spanning TV and cinema commercials, newspaper advertising and magazine advertising, indoor promotion and many other techniques always delivers the same core message. In integrating any campaign, proper positioning of the product in the mind of the consumer, the personality and proposition need to clearly understand.

It is a commonplace argument now about the use of information technology in the field of marketing. With the advent of Electronic Data Interchange (EDI), now even retail outlets can target their customers without many problems. The Internet is going to be a boon in the communication front. The use of digital technology as like digital theatre systems have made people flock to the cinema halls which earlier were considered to be a declining industry. This gives more room for the marketer to effectively target, differentiate and position his product and services in the market place. We have already witnessed the evolution of virtual market places and it is expected that the e-commerce will provide fillip to the advertising industry to a large extent. Hence the Tourism department of J&K needs to utilise multi pronged communication and use technology effectively in attracting more tourists to this "Paradise on

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# The Rising Dominance of Women in Sports

In India, sports are not merely a source of entertainment; they have become a powerful medium of national pride, social transformation, and women's empowerment. For a long time, Indian society regarded sports as an activity meant primarily for men. Women were often confined to domestic responsibilities and were considered unfit for physical competition. However, this perception has changed over time. From the post-independence era to the present day, Indian women have established their presence in every field, and their achievements in sports have been especially inspir-

Over the past few decades, Indian sportswomen have brought immense glory to the nation in numerous international competitions. P.T. Usha in athletics, Karnam Malleswari in weightlifting, Mary Kom in boxing, Saina Nehwal and P.V. Sindhu in badminton, and Mithali Raj and Harmanpreet Kaur in cricket have proved that women are no less capable than men on the field of play. These athletes have not only won medals but have also contributed to changing the mindset of society toward women in sports.

Cricket has become India's most popular sport, vet women's cricket received its due recognition much later. The Indian women's cricket team was formed in 1973, a time when there were neither major sponsors nor a large audience. In the early vears, women's cricket did not enjoy the recognition that men's cricket did. Facilities were limited. media coverage was minimal, and players faced numerous social challenges. Nevertheless, Indian women cricketers refused to give up. Through discipline, dedication, and consistent performance, they gradually captured the nation's attention.

In the 2005 and 2017 Women's World Cups, India finished as the runner-up. The 2017 final, played against England, was a turning point. Although India lost, Harmanpreet Kaur's brilliant 171-run innings showcased the true power of Indian women's cricket. That match changed public perception and significantly boosted interest and support for women's cricket across the country.

The 2025 Women's Cricket World Cup became a

golden chapter in the history of Indian women's cricket. Hosted in India, the tournament saw the Indian team lift the World Cup trophy for the very first time. India defeated seven-time champions Australia in the semi-final and went on to beat South Africa by 52 runs in the final. This victory ended a 47-year wait. It was not just a sporting triumph but also a symbol of Indian womanhoodresilience, confidence, and collective strength per-

Team captain Harmanpreet Kaur displayed exceptional leadership throughout the tournament. Batters like Smriti Mandhana and Shafali Verma gave India strong starts with their aggressive batting style. Deepti Sharma and Renuka Singh Thakur played key roles with the ball. The victory was the result of a united team effort, with every player performing her role with dedication and determination.

With this historic achievement, women's cricket gained unprecedented popularity in India. The tournament received extensive media coverage, and social media was flooded with messages of ada tion for the players. For the first time, the viewership of women's cricket matches rivaled that of men's matches. The advertising industry also embraced women cricketers as brand ambassadors, proving that success and popularity in sports depend on performance-not gender.

The social impact of this victory has been profound. It sent a powerful message to girls across the country that with hard work and opportunity, they too can achieve global recognition. Daughters from small towns and rural areas found new inspiration in this win. Parents' attitudes began to shift. and more families started encouraging their daughters to pursue sports as a career. This triumph marked a significant step forward in promoting gender equality in sports.

Economically too, this win carried great importance. The Board of Control for Cricket in India (BCCI) implemented an equal match-fee policy for women players-a historic decision in the pursuit of gender equality. It boosted the players' confidence and reinforced the notion that their contribution was as valuable as that of their male counterparts

Moreover, the government and private organizations expanded facilities such as training centers. scholarships, and sponsorships for women athletes.

The 2025 Women's Cricket World Cup was not merely a tournament-it became a symbol of social transformation. Just as Kapil Dev's 1983 World Cup victory turned men's cricket into a national movement, Harmanpreet Kaur's 2025 triumph transformed women's cricket into a matter of national pride. It was India's "new 1983 moment." redefining leadership, perseverance, and confidence for women in sports.

Yet, challenges remain. Rural areas still lack adequate sports infrastructure; the presence of women as coaches and administrators remains limited; and gender bias persists in sections of sports journalism. The government and sports institutions must invest in women's sports on a long-term basis, promote sports education, and create an environment The relationship between women and sports in

India has now evolved from mere participation to one of identity and respect. The victory in the 2023Women's Cricket World Cup proved that when given faith, resources, and opportunity, Indian women can excel on the world stage. This triumph symbolizes not only success on the cricket field but also the empowerment of women across society.

Today, Indian women are not just participants in sports-they are leaders, decision-makers, and role models for future generations. This historic success marks the beginning of a new chapter in India's sporting culture. It is now our collective responsibility to sustain this momentum so that future generations can take this legacy even further.

The 2025 Women's Cricket World Cup demonstrated that daughters are no longer confined to the home-they are the pride of the entire nation. This victory is a declaration of India's feminine power: a power that fears no struggle, breaks all barriers, and gives history a new dimension. India's triumph heralds a new era-one in which women and sports have become synonymous.

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## You Too, Not Safe?

## A.K. SAWHNEY

n a shocking revelation that shakes the very foundation of judicial independence, former Chief Justice of India N.V. Ramana, while addressing a convocation at VIT-AP, Amaravati, stated that his entire family had been subjected to false criminal cases. These, he said, were part of a deliberate attempt by the then Andhra Pradesh government under Chief Minister Jagan Mohan Reddy to intimidate and harass him.

Justice Ramana's statement has sent ripples through the legal and political fraternity alike. It raises a grave question-if a former Chief Justice of India and his family can be targeted and humiliated for performing his constitutional duties, then who among us is truly safe?

The former CJI's comments point to a darker reality of how power can be misused to settle scores with those who uphold the rule of law. During Jagan Mohan Reddy's tenure, the state government had made an aggressive attempt to dismantle Amarayati as the capital city and trifurcate it into three parts. The move, which was widely criticized as politically motivated, was met with massive protests from farmers who had donated their land for the Amaravati project.

For four long years, these farmers carried their agitation with remarkable courage and perseverance, standing as silent sentinels of democratic protest. Their struggle eventually found vindication when N. Chandrababu Naidu's government returned to power in 2024, signaling the people's rejection of the previous regime's arbitrary decisions.

But amid all this political drama, the treatment meted out to Justice Ramana and his family is deeply disturbing. The judiciary, which is constitutionally designed to act as a guardian of citizens' rights and a check on the executive, cannot function under the shadow of fear or political vengeance. When even those who have occupied the highest judicial office in the land are not spared from coercive tactics, it reveals a dangerous erosion of respect for institutions.

It is one thing to disagree with a judicial verdict. It is another, and entirely unforgivable, to target the personal lives of judges and their families. Such vindictive acts corrode public confidence and strike at the very heart of democracy. Governments may change, but institutions must remain sacred and insulated from personal or political

This episode calls for collective introspection. Where are we headed as a democracy if dissent, independence, or lawful decisionmaking invites retribution? The executive's misuse of investigative and police machinery to intimidate members of the judiciary is not just unethical-it is unconstitutional. The law enforcement system must not become a weapon in the hands of those in power; rather, it must serve as a shield for justice.

The citizens of India, and particularly the legal fraternity, must condemn such acts in the strongest possible terms. Silence or indifference at such moments only emboldens those who seek to subvert justice for their own convenience. Today, it may be a former Chief Justice under attack; tomorrow, it could be any judge, journalist, activist, or citizen who dares to speak truth to power.

India's judiciary has stood tall through many turbulent phases of history. From the Emergency to the Kesayananda Bharati judgment, it has shown resilience and courage. But its strength ultimately depends on the moral courage of judges and the collective vigilance of citizens.

Justice Ramana's revelation is not just a personal ordeal-it is a warning bell for every Indian who believes in democracy and the rule of law. If the guardians of justice themselves can be threatened, then the safety and freedom of every ordinary citizen hang in the

This is not merely about one judge or one state-it is about the soul of Indian democracy. (The writer is Advocate, Former President JKHCBA, Jammu)

### Logistics Along with National Waterways Driving Sustainable

## VIJAY KUMAR



magine a future India where goods glide on barges instead of trucks, logistics corridors slide along rivers instead of highways, and the carbon footprint shrinks even as trade expands.

That future is not fantasy-it is within reach. For India to be Viksit Bharat and truly Atmanirbhar, Inland Water Transport (IWT) has to be the backbone of a sustainable logistics revolution.

Rivers have carried India's trade for 4,000 years. They connected Lothal to Rome, Bengal to Burma, and Assam to the rest of Southeast Asia. However, roads and railways, with their glitter of speed and steel, pushed rivers into the background. Today, in an age of climate warnings and economic pressures, the tide is turning. Not out of romance, but out of necessity

Under Prime Minister Narendra Modi's leadership, inland waterways have received unprecedented policy focus.

Cargo movement on National Waterways has climbed from 18.1 million metric tonnes in 2013-14 to 145.84 million metric tonnes in 2024-25. Operating costs confirm the logic: ?1.20 per tonne-km by water, compared to ?1.40 by rail & ?2.28 by road. Waterways are economical andfuel-efficient.Waterways consume just 0.0048 litres per tonne-km, against 0.0313 litres by road, & 0.0089 litres by rail. This is an eye opener for any supply chain management

And here's the real clincher: greenhouse gas emissions per tonne-km on rivers are just a fifth of what roads produce. Every barge sailing down the Ganga or Brahmaputra is not only carrying goods but also cleaning up India's carbon con-

The Jal Marg Vikas Project on NW-1 approved by Government of India in 2016, is shifting cargo flows in the Ganga-Bhagirathi-Hooghly riversystem. Multimodal logistics hubs like Varanasi and Sahibganj are being developed in partnership with National Highways Logistics Management Ltd (NHLML), while rail linkages via Indian Port Rail &

Ropeway Corporation Ltd. (IPRCL) and Dedicated Freight Corridor Corporation of India Ltd. (DFCCIL) are being built to integrate river, rail and road seamlessly. On NW-2 (the river Brahmaputra), the Jogighopa IWT terminal is being tied to the Multi-Modal Logistics Park (MMLP), which connects via the Indo-Bangladesh Protocol route to Kolkata and Haldia ports.

The potential of IWT is already visible in action. Take the Numaligarh Refinery Limited (NRL) expansion project in Assam, recently inaugurated by the Prime Minister. Heavy equipment for the refinery-including Over Dimensional Cargo (ODC) and Over Weight Cargo (OWC)-was transported via the Indo Bangladesh Protocol (IBP) Route &Brahmaputra river under IWAI's supervision. This included 24 consignments moving efficiently and safely to the NRL jetty, bypassing congested highways and avoiding the complications of road transport for oversized cargo. The operation showcased how river logistics is not just environmentally prudent but fully capable of handling India's most

challenging industrial shipments, combining cost-effectiveness, safety, and sustainability.

Of course, for industry, this is not about nostalgia or national pride. It's about margins and markets. Moving freight on water is cheaper, cleaner and increasingly faster as multimodal hubs come online. In a world where global investors assess supply chains not just for efficiency but also for their environmental impact, shifting to river transport offers a strategic advantage. Carbon compliance has become a key factor, making inland waterways a smarter and more sustainable choice for modern logistics. Move freight on water, and you reap the dual dividends of lower costs and better Environment, Social and Governance (ESG) credentials.

The social dividend is real. Fewer trucks means fewer accidents, lower road maintenance pressure, cleaner air, and more resilient rural economies. Many riverine communities once reliant on ferry transport or small-scale trade can find renewed purpose in logistics support, handling, warehousing, and inland port services. This is not charity. This is commerce rediscovering common sense.

Yes, challenges remain. Seasonality affects navigability. Some stretches require constant dredging. Vessel fleets are limited. Institutional coordination across States, Ports, and Ministries is a puzzle. But the Government is tackling these head-on-through end-to-end dredging, expanding multi-modal hubs, putting in place policy instruments like the Inland Vessels Act, enabling private jetties on National Waterways,&more compliant withenvironmental norms under 'Harit Nauka' to nudge the sector towards cleaner, greener practices. Digital tools like CAR-D (Cargo Data Portal), Jalyan&Navic, Jal Samriddhi, PANI, Naudarshika (National River Traffic and Navigation System) portals and vessel tracking systems streamline operations and reduce friction.

Globally, the template is clear. The Danube and Rhine carry Europe's freight. India, with its rich network of more navigable rivers, is uniquely positioned. As India seriously contemplates to become net-zero by 2070, waterways

are not optional. They are central. They tick every box: efficiency, economy, and ecology. The numbers add up, the climate case is unassailable, and the cultural logic is undeniable

At India Maritime Week 2025 in Mumbai in October, 2025, the Policymakers - both global & local, Logistics majors - bigwigs to aspiring ones, Governments, Investors, Maritime Environmentalists and experts. Enthusiasts would present their ideas to give shape to next logical steps towards this direction. It would showcase the future of cargo-centric river transporthow the Ganga, Brahmaputra, and other waterways can be the skeleton of a greener, more efficient India. Rivers built our civilization. By embracing our rich legacy and integrating global best practices, India is poised to build a sustainable economy through a revitalized and modernized inland water transport system. With momentum on our side, the current is finally flowing in our favour-powering the future of green logistics.

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