

PEOPLE-CENTRIC PLANNING

People-centric planning is an approach to development that places people-rather than institutions, infrastructure, or markets-at the core of decision-making and resource allocation. Unlike top-down planning models that often prioritize economic metrics or political interests, people-centric planning focuses on the needs, aspirations, and well-being of individuals and communities. It is based on the principle that development should not only be for the people but also by the people, involving them actively in the processes that shape their lives.

At its heart, people-centric planning is inclusive. It acknowledges the diversity of human experiences and seeks to address inequalities by ensuring that marginalized and vulnerable groups are not left behind. This means planning processes must consider gender, age, ability, caste, class, and cultural differences. For example, in urban planning, this approach would mean designing cities not just with roads and buildings in mind, but with attention to accessible public spaces, affordable housing, clean water, safety, education, and healthcare-especially in underserved neighborhoods.

Participatory governance is a key feature of people-centric planning. Citizens are not seen merely as recipients of services but as active stakeholders and contributors. Tools such as community consultations, participatory budgeting, local planning committees, and digital feedback platforms enable ordinary people to voice their concerns and influence policies. This kind of engagement leads to better-informed decisions and enhances public trust in institutions.

Moreover, people-centric planning is dynamic and responsive. It adapts to the changing needs of communities and is grounded in real-time data and local knowledge. It encourages decentralized governance, where local bodies have the autonomy and capacity to address issues unique to their regions. For instance, a village in a drought-prone area may prioritize water conservation infrastructure, while a coastal community may focus on climate resilience and disaster preparedness. In both cases, solutions are most effective when they reflect the lived realities of the people they serve.

Sustainability is another cornerstone of people-centric planning. Development cannot be considered successful if it compromises the well-being of future generations. This planning approach integrates environmental protection, social equity, and economic growth in a balanced manner. For example, transportation planning that focuses on public transit and non-motorized travel not only reduces pollution but also makes mobility more affordable and accessible to low-income populations.

Education, health, and livelihood are key areas where people-centric planning has proven its worth. In healthcare, for example, policies that focus on community health workers, mobile clinics, and preventive care have shown better outcomes in rural and remote areas. In education, programs that involve local communities in school management have helped improve learning outcomes and retention rates. Similarly, livelihood schemes designed with community input-such as rural employment guarantee programs or skill development tailored to local economies-are more likely to succeed.

Acknowledging Farm Workers' in Food Systems'

■ DR. PARVEEN KUMAR

A reminder of the persistent struggles and achievements of workers' engaged in different sectors and contributing to the progress and development of nations; the first day of fifth month; every year is celebrated as International Workers' Day or International Labour Day all across the globe. The day also reflects various social movements and demands of workers for better rights, decent wages, good working conditions and a fair treatment. Workers today have rights and cannot be discriminated on any basis. Unfortunately the condition of workers was quiet different from the present day. Unlike today's eight hour working day, the working day in the past used to be as long as 10 to 16 hours. The working conditions were also very tough and inappropriate to work. Any shortening in the no. of hours was accompanied by the consequent cut in wages. Death and injury were common at many work places. This continued unabated despite the fact that the workers all across the globe are active contributors to pace and development of their nations.

In the late nineteenth century, the working class was in constant struggle to have an eight hour working day. As early as the 1860's, working people agitated to shorten the workday without a cut in pay, but it wasn't until the late 1880's that organized labour was able to garner enough strength to declare the eight hour workday. This proclamation was without consent of employers, yet demanded by many of the working class. At this time, socialism was a new and attractive idea to working people, many of whom were drawn to its ideology of working class control over the production and distribution of all goods and services. Workers had seen firsthand that Capitalism benefitted only their bosses, trading workers' lives for profit. Thousands of men, women and children were dying needlessly every year in the workplace, with life expectancy as low as their early twenties in some industries, and little hope but death of rising out of their destitution.

Beginning in the late 19th century, as the trade union and labour movements grew, a variety of days were chosen by trade unionists

as a day to celebrate labour. May 1 was chosen to be International Workers' Day to commemorate the 1886 Haymarket affair in Chicago. In that year beginning on May 1, there was a general strike for the eight-hour workday. The 1904 Sixth Conference of the Second International, called on all Social Democratic Party organizations and trade unions of all countries to demonstrate energetically on the First of May for the legal establishment of the 8-hour day, for the class demands of the proletariat, and for universal peace. On May 1, 1886, more than 300,000 workers in 13,000 businesses across the United States walked off their jobs in the first May Day celebration in history.

In Chicago, the epicenter for the 8-hour day agitators, 40,000 went out on strike with the anarchists in the forefront of the public's eye. With their fiery speeches and revolutionary ideology of direct action, anarchists and anarchism became respected and embraced by the working people and despised by the capitalists. More and more workers continued to walk off their jobs until the numbers swelled to nearly 100,000, yet peace prevailed. It was not until two days later, May 3, 1886, that violence broke out at the McCormick Reaper Works between police and strikers. In 1887, Oregon was the first state of the United States to make it an official public holiday. By the time it became an official federal holiday in 1894, thirty US states officially celebrated Labour Day. Thus by 1887 in North America, Labour Day was an established, official holiday but in September, not on 1 May. In 1889, a meeting in Paris was held by the first congress of the Second International, following a proposal by Raymond Lavigne that called for international demonstrations on the 1890 anniversary of the Chicago protests. May Day was formally recognized as an annual event at the International's second congress in 1891. May Day is an official holiday in 66 countries and unofficially celebrated in many more, but rarely is it recognized in this country where it began.

Agriculture sector too employs a larger share of workforce. The Economic Survey 2023-24 revealed that agriculture sector still remains the leader in employment. It still

employs 44.6% of the work force. This workforce besides being used as bonded labourers by big landlords is also subjected to various types of miseries. While workers themselves work on the farms of landlords, their wives and other family members have to work as domestic servants in the houses of their landlords. They are mostly at a disadvantage when the terms and conditions of farming are decided by farmers and landlords. Besides natural phenomenon like climate change is already having serious impacts on the safety and health of the large workers in all regions of the world. Workers are among those most exposed to climate change hazards yet frequently have no choice but to continue working, even if conditions are dangerous. Globally, Occupational Safety and Health (OSH) protections have struggled to keep up with the evolving risks from climate change, resulting in worker mortality and morbidity.

The farming community is a class of agriculture workers that work in farms and is are not confined to a particular gender. If we analyze the data, we see that in 2001, of the 100 cultivators in India 67.1 were male and 32.9 were female and within a decade in 2011 the male went up to 69.7 and female came down to 30.3. Similarly of 100 agricultural labourers in India in 2001, 53.7 were male and 46.3 were female and a decade later in 2011 the number was 57.3 for males and 42.7 for females. The agriculture workers have been in the forefront in ensuring food and nutritional security to all of use. Despite all this, there are frequent reports of the agriculture workers being harassed by landlords and owing to the apathy from respective governments, some of them are leaving agriculture and some others are committing suicides. All this comes as a shock to all of us.

Agriculture is a dangerous occupation also. Let us take the case of United States where agriculture is also called the backbone of the country. A few years ago, agriculture ranked eighth as one of the most dangerous occupations. Today agriculture ranks as fourth dangerous occupation. According to the U.S Bureau of Labour Statistic, fatalities and injuries among agricultural workers are on the rise. Farm workers are 800 per cent more

likely to dies on the job than in other industries. The National Safety Council of the U.S reports that of the about 3.1 million peoples who work on America's 2.3 million farms and ranches, 1300 die each year and 120,000 are injured.

Farm workers' and farmers who produce everything on this planet and have an important role in accomplishing various food systems should be ensured with appropriate protection and safety. They should enjoy certain exclusive rights related to agriculture that must be upheld to give due recognition to them in their efforts to produce food for all of us. This is also necessary to save them from the unnecessary harassment from different sources. Farming must be made more sustainable and remunerative by adopting practices which do not promote usage of external inputs, but use of local resources. Farm Mechanization and Digitization can go a long way in reducing drudgery among farm workers especially farm women. Farm workers are still a ststic entity. They should also be mobilized through different collective associations like Self Help Groups and Farmer Producer Organizations for their empowerment in the true sense.

Recently International Labour Organization ILO has come out with a report. The report, 'Revolutionizing Health and Safety: The Role of Artificial Intelligence and Digitalization at Work' explores 'how artificial intelligence (AI), digitization, robotics and automation are reshaping occupational safety and health (OSH) in work places around the world. This report highlights how these emerging technologies are improving workers' health and well-being while highlighting the need for proactive policies to address new risks. AI-powered systems are improving safety and health monitoring at work, as well as streamlining tasks and operations, easing workloads and driving innovation-including in traditionally low-tech sectors. The report also emphasizes the need for proactive policies and regulations to ensure these technologies are implemented safely and fairly.

(The author writes on agriculture and social issues)

WAVES Culturals & Concerts

Showcasing India's Heritage and Global Unity Through Art, Music, and Innovation

The World Audio Visual & Entertainment Summit (WAVES) 2025, scheduled from 1 to 4 May at the Jio World Convention Centre (JWCC), Mumbai, serves as a platform for global dialogue in media and entertainment. Alongside sessions and showcases, WAVES 2025 features WAVES Culturals & Concerts, reflecting the spirit of "Connecting Creators, Connecting Countries." It opens a space where traditions intersect with innovation and countries connect through the shared language of the arts.

Across four packed days, audiences will dive into an immersive journey that moves from classical brilliance to bold, contemporary experiments, from time-less traditions to cutting-edge performances. Indian and international artists will take over some of Mumbai's finest venues, turning every stage into a meeting ground of cultures, creativity, and fresh perspectives. WAVES Cultural & Concerts is where the spirit of collaboration finds its loudest, and proudest voice.

A Vibrant Ode to India's Cultural Heritage

- ❖ WAVES Culturals & Concerts showcases India's heritage with classical artforms of dances, folk music, and martial arts from all across the country.
- ❖ Global unity shines through collaborations like KING with Alan Walker, international acts from Sri Lanka, Mexico, Egypt, Indonesia and Malaysia, and the Dharavi Dream Project joining South Korea's Beatpella House for a groundbreaking performance.
- ❖ Launch of the White Paper on India's live entertainment economy to spotlight its transformative potential.
- ❖ Engaging live interactions with cultural luminaries and trailblazers, enriching the global exchange of ideas and creativity.
- ❖ WAVES boosts India's global cultural influence, uniting ancient traditions with modern inclusivity.

WAVES Culturals & Concerts honours Bharat's spirit through a vibrant blend of music, dance, and storytelling, showcasing classical dances like Kathak, folk vitality, and martial forms like Kalaripayattu. A grand orchestra led by M. M. Keeravaani, with Shreya Ghoshal, Shankar Mahadevan, and others, will

present the launch of the 'Waves of India' album. Performances like Sankalp: The Resolve, led by Sharad Kelkar, fuse Vedic traditions with modern cinema, while regional acts like the Tetseo Sisters and A. R. Rahman's JHALAA highlight diversity. A dance musical curated by Anupam Kher, inclusive performances

by visually impaired children, and 'Create in India' challenges like Wah Ustad and the EDM Challenge reflect India's creativity, preserving heritage while inspiring global innovation. The martial dance forms, such as Kalaripayattu from Kerala and Dandpatta from Maharashtra, will be

particularly awe-inspiring, exuding raw power and discipline. These performances, rooted in the warrior spirit, will showcase Bharat's proud legacy of strength and resilience, their dynamic movements a testament to the nation's unbreakable strength.

Under the theme "Connecting Creators, Connecting Countries," WAVES Summit 2025 unites artists in Mumbai with collaborations like KING and Alan Walker, and Dharavi Dream Project with Beatpella House. Performances like Sri Lanka's majestic Ves Dance, Egypt's mesmerising Al-Tanoura, Malaysia's rhythmic Zapin, Mexico's soulful melodies, and Indonesia's intricate Balinese dances showcase a world of cultural richness brought together in harmony.

By reimagining traditions through modern rhythms and fostering cross-cultural dialogues, WAVES strengthens India's global cultural influence. It weaves its diverse narrative into the world's cultural fabric and promotes unity through innovative, boundary-breaking art.

WAVES 2025 panels explore the evolution of Indian music and live entertainment. The Spotify House session, led by Roshan Abbas, with Dr. L Subramaniam, Kavita Krishnamurthy, and others, examines classical music's role in Bollywood, while another with Prasoon Joshi and Papon honours Sufi, folk, and ghazal influences in modern hits. The New Face of Entertainment panel, moderated by Deepak Choudhary, with Mahesh Bhupathi and others, discusses live events' resurgence and features the launch of the White Paper on India's Live Entertainment Economy. These discussions drive the creator economy, blending tradition with technology to cement India's global leadership.

WAVES Culturals & Concerts showcases India's rich heritage and modern evolution, blending traditional and contemporary art to highlight its resilience and diversity. By fostering global cultural exchange, it positions India as a leader in the cultural dialogue, inspiring innovation and ensuring its cultural narrative resonates worldwide.

Countdown begins for maiden edition of WAVES-World Audio Visual & Entertainment Summit

The countdown for the much-anticipated milestone event for the Media & Entertainment (M&E) sector -WAVES (World Audio-Visual & Entertainment Summit 2025) has begun. This groundbreaking four-day event, starting tomorrow at Jio World Convention Centre in Mumbai is designed to propel India's Media & Entertainment industry to even greater heights.

As Mumbai, the entertainment capital of India, is gearing up to welcome the who's who of Media & Entertainment sector who shall delve into engaging panel discussions, thought-provoking and inspiring discourses, knowledge-sharing in-conversation and interactive sessions, enriching master-classes by the industry luminaries et al, the multi-dimensional takeaways over the coming four days for the stakeholders look promising for a future-ready M & E sector in the country.

This is because WAVE Summit is meant to amplify India's Voice as a Global Powerhouse. WAVES, from its debut year, will provide a platform to showcase India's vibrant creative industry and its immense potential within the global M&E landscape. Adding to the same, WAVES will also promote knowledge

exchange, dialogue, and collaboration between Indian and global stakeholders. This pioneering initiative by the Ministry of Information & Broadcasting, Government of India is envisioned for gainfully leveraging India's rich spiritual legacy for global harmony and propel the Creator's economy in the right direction.

The Four Pillars of WAVES

The mega-event encompassing the entire gamut of M & E sector has been broadly divided into four pillars.

One: Broadcasting & Infotainment - Encompassing the traditional and evolving landscape of information and entertainment delivery, this focus area aims at prioritizing information, empowering citizens, and going global by adapting to the challenges of the 21st Century. It includes the following areas of the creative economy:

- Broadcast: Television, Radio, Podcasts, Sports Broadcasting
- Content Creation: Print Media, Music
- Delivery Platforms: Carriage (Cable & Satellite), DTH (Direct-to-Home)
- Advertising & Marketing: Leading professionals shaping brand strategies within the M&E space.

Two: AVGC-XR-This segment explores the cutting-edge world of immersive sto-



rytelling and interactive experience powered by a combination of artistry, entertainment and technology. It encompasses the following specific areas:

- Animation
- Visual Effects
- E-Sports
- Comics
- Augmented Reality/ Virtual Reality (AR/ VR)
- Metaverse & Extended Reality (XR)

Three: Digital Media & Innovation: This segment explores the ever-evolving digital landscape and its impact on entertainment consumption. It includes:

- Digital Media & App Economy
- OTT Platforms
- Social Media Platforms
- Generative AI &

Emerging Technology

- Influencers & Content Creators

Four: Films: This segment explores the world of filmmaking, production and globalization.

- Films, Documentaries, Shorts, Videos
- Film Technology (Shooting, Post-Production)
- Globalization of Indian Cinema
- Co-Production
- Film Incentives
- Audio-Visual Services

Create in India Challenge and Creatosphere: Launched as part of WAVES, the Create in India Challenge (CIC) Season-1, has achieved a milestone of crossing 85,000 registrations including 1,100 International participants.

Over 750 finalists have been selected after a meticulous selection process, from across 32 diverse challenges. These talented creative minds will get a unique opportunity in the Creatosphere to showcase the outcome and output of their individual talent and skills, apart from networking opportunities with business leaders from their respective sector including pitching sessions, and learn from global stalwarts through master-classes and panel discussions.

The Creatosphere at WAVES will offer immersive experiences with masterclasses, workshops, a gaming arena, and the Grand Finale of the Create in India Challenges, culminating in the WAVES CIC Awards.

Global Media Dialogue, to be held at WAVES on 2nd May 2025, is yet another segment that aims to bring together global leaders, policymakers, industry stakeholders, media professionals, and artists to engage in a constructive and dynamic dialogue aimed at shaping the future of the audio-visual and entertainment sectors with a focus on international collaboration, technological innovation, and ethical practices.

Thought Leaders Track: Through plenary sessions, conference sessions and breakout sessions, top CEOs and global leaders will provide insights and diverse perspectives, while also undertaking strategic discussions for collaborations.

WaveXcelerator will connect M&E startups with investors and mentors through live pitching sessions to foster innovation and funding. It will act as a catalyst for Indian startups to lead this transformation, ensuring they receive the right exposure, and investment to scale up their businesses.

WAVES Bazaar is a premier global marketplace for the media and entertainment industry that offers filmmakers and industry professionals the opportunity to engage with buyers, sellers, and a

wide range of projects and profiles. The Viewing Room is a dedicated physical platform set up at Waves Bazaar, open from May 1st to 4th, 2025. For the first ever WAVES Bazaar, a total of 100 films from 8 countries namely India, Sri Lanka, USA, Switzerland, Bulgaria, Germany, Mauritius and UAE will be available to watch in the Viewing Room Library.

Bharat Pavilion: Guided by the theme "Kala to Code" the Bharat Pavilion will celebrate India's spirit of Vasudhaiva Kutumbakam - the world is one family - and showcase how the country's artistic traditions have long been a beacon of creativity, harmony and cultural diplomacy. At the core of the Bharat Pavilion are four immersive zones that will take visitors through the continuum of India's storytelling traditions, named Shruti, Kriti, Drishti, and Creator's Leap.

Exhibition Pavilion: A dynamic showcase of imagination meeting innovation, from cutting-edge tech to future-forward trends, the pavilion exhibits Indian and Global breakthroughs in the Media & Entertainment sector.

National Sammelan on Community Radio will also be held as part of WAVES which will deliberate and

focus on issues related to latest trends, policies and programmes for empowering abilities to strengthen engagement with the local community through the powerful platform of community radio.

WAVES Culturals will be showcasing diverse performances and presentations, blending Indian and international talent. The event aims to recognize the transformative power of media and entertainment in fostering cultural exchange and harmony.

Hence, whether you're an industry professional, investor, creator, or innovator, the first edition of the Summit offers the ultimate global platform to connect, collaborate, innovate and contribute to the M&E landscape.

WAVES is set to magnify India's creative strength, amplifying its position as a hub for content creation, intellectual property, and technological innovation. Industries and sectors in focus include Broadcasting, Print Media, Television, Radio, Films, Animation, Visual Effects, Gaming, Comics, Sound and Music, Advertising, Digital Media, Social Media Platforms, Generative AI, Augmented Reality (AR), Virtual Reality (VR), and Extended Reality (XR).

