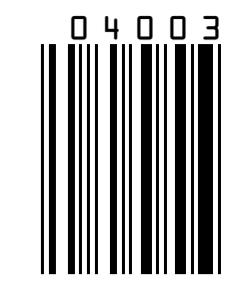


THE HULAHUL TIMES

Evolving Today For A Better Tomorrow

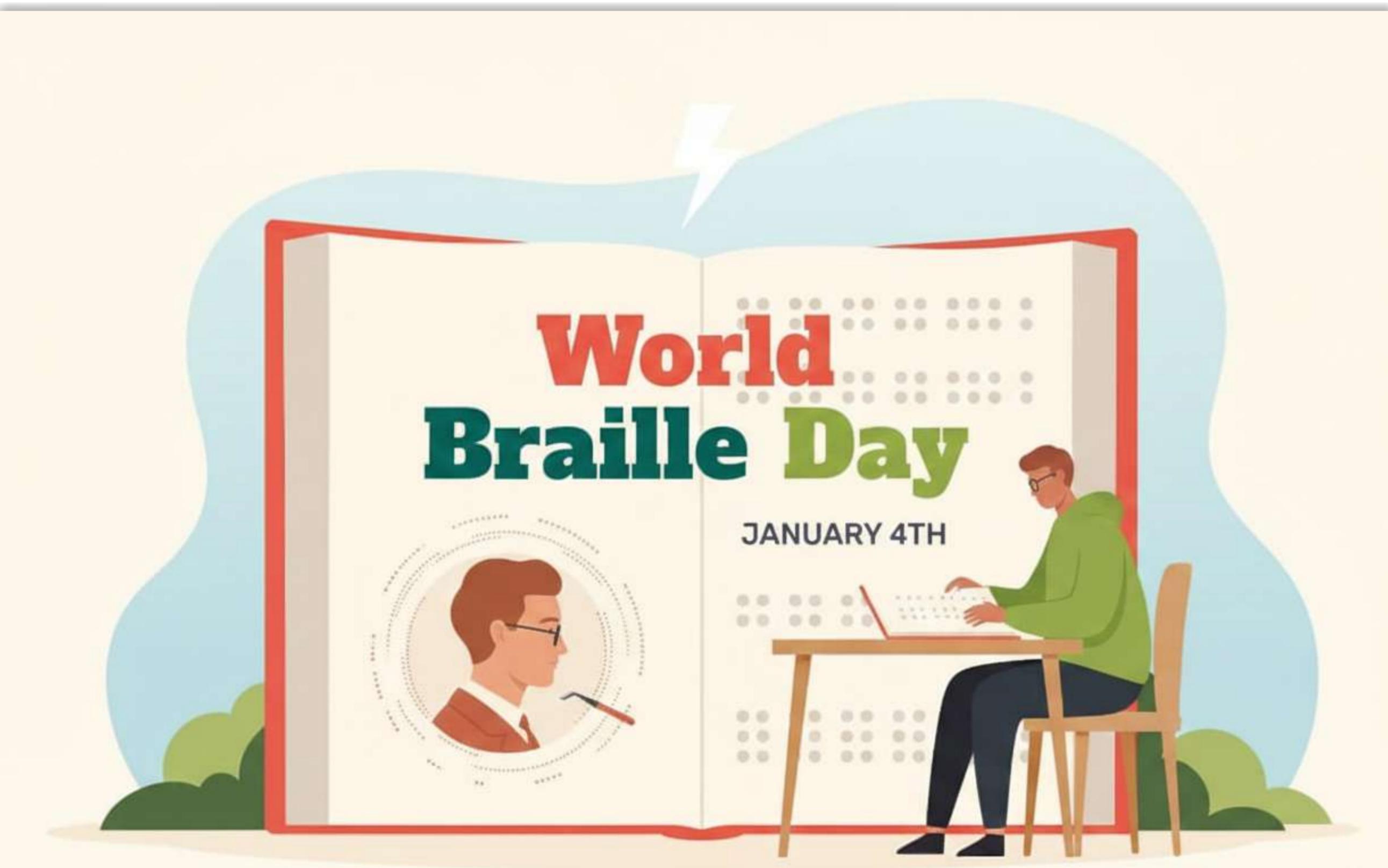
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Ravi Singh & Naaz

WORLD BRAILLE DAY: CELEBRATING THE DOTS THAT CHANGED THE WORLD



World Braille Day is an international observation on 4th January, and celebrates awareness of the importance of Braille as a means of communication for individuals who are blind and visually impaired. The date for the event was selected by the United Nations General Assembly through a proclamation in November 2018. This date was chosen to coincide with Louis Braille's birthday, inventor of this writing system. The first official celebration of the day took place the following year, 2019 as an international holiday.

Louis Braille was born in 1809 in France, and tragically lost his eyesight as a child after accidentally injuring himself in the eye with his father's awl. At the age of 10, Louis began studying at the Royal Institute for Blind Youth in France, where he devised and refined the tactile system of raised dots that would become known as Braille. Louis first presented his tactile system of reading and writing in 1824 when he was just 15 years old and spent the rest of his life perfecting it.

The raised dots were based on six-dot cells, allowing users to feel the entire cell with a single touch and move quickly from one cell to the next. Over time, Braille gained

global recognition as the primary form of written communication for people who are blind. Louis passed away in 1852 and did not live to witness the widespread adoption of his invention, which occurred just two years later when the Royal Institute began officially teaching Braille. His revolutionary system has transformed the lives of millions of blind and visually impaired individuals, offering them an effective tool for communication and learning.

Braille can be described as a tactile representations of alphabetic and numerical symbols using six dots to represent each letter and number, and even musical, mathematical and scientific symbols. It is a code that enables us to read with our fingertips. Braille, named after its creator, Louis Braille, is used by blind and partially sighted people to read the same books and periodicals as those printed in a visual font. Such system is essential in terms of education, freedom of expression and opinion, as well as social inclusion, as reflected in article 2 of the Convention on the Rights of Persons with Disabilities.

Every day, thousands of blind people use Braille for everything from shopping lists to labels for canned goods, from

reading novels to solving math and scientific equations, from learning a piece of music to composing one. The increasing availability of Braille signs makes it easier for blind people to get around hotels, office buildings, government facilities, university campuses, and more. Braille is as flexible as print, can be learned in roughly the same amount of time, and can be read just as fluidly.

However, today's reality is that many establishments, such as restaurants, banks, and hospitals, don't offer braille versions of their print materials like menus, statements, and bills. Due to this, people with blindness or visual impairments often don't have the freedom to choose a meal on their own or keep their finances private.

Even under normal circumstances, persons with disabilities (one billion people worldwide) are less likely to access health care, education, employment and to participate in the community. They are more likely to live in poverty, experience higher rates of violence, neglect and abuse, and

are among the most marginalized in any crisis-affected community. For the visually impaired, life under lockdown posed several issues in terms of independence and isolation, especially for people who relied on the use of touch to communicate their needs and access information. The pandemic revealed how critically important it is to produce essential information in accessible formats, including in Braille and audible formats.

Thus, World Braille Day spreads awareness about braille and other accessible forms of communication. The day also highlights the importance of ensuring equal human rights for people with visual impairments. While bringing people together to celebrate this remarkable innovation, the day serves as a reminder of the importance of accessibility and independence for people who are blind or visually impaired.

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Durgesh K. Dubey

DEVA RAYA II: THE KING WHO STRENGTHENED BOTH THE LAND AND THE PEOPLE

History often remembers rulers for their battles and victories, but truly great kings are remembered for how they protected lives, nurtured prosperity, and ruled with wisdom. Deva Raya II, one of the greatest rulers of the Vijayanagara Empire, was such a king. He believed that a kingdom becomes strong not only through weapons, but through fertile fields, disciplined soldiers, and just leadership. His life stands as a powerful lesson in balanced and ethical governance.

A Prince Shaped by Awareness

Deva Raya II was born into the royal family of Vijayanagara in the early 15th century. From a young age, he was trained in warfare, administration, languages, and philosophy. But unlike many princes who lived only within palace walls, Deva Raya was encouraged to observe the real world. He walked through villages, watched farmers struggle with water shortages, spoke to soldiers about discipline and duty, and listened to scholars discuss dharma and ethics. These experiences shaped his thinking. He understood early on that a ruler's responsibility is not privilege, but service. He often asked his teachers, "How can a king sleep peacefully if his people wake up hungry?"

Ascending the Throne

When Deva Raya II became king around 1424 CE, the Vijayanagara Empire was already powerful, but it faced serious challenges. The Bahmani Sultanate in the north threatened its borders, internal rebellions tested unity, and managing such a vast empire required careful balance. Many expected Deva Raya II to rely only on military force. Instead, he chose a middle path — strengthening defence while also building trust, prosperity, and harmony. He believed: "A kingdom defended only by swords will not last; a kingdom supported by its people will."

Strengthening the Army with Discipline and Ethics

Deva Raya II knew that peace cannot survive without security. Therefore, he worked seriously to strengthen and reform the army. He reorganised military training, improved discipline, and ensured that soldiers were well-equipped and fairly paid. He gave special importance to cavalry, archery, and fort defence, recruiting skilled warriors based on ability and loyalty, not birth or background. He also strengthened forts, improved supply systems, and ensured that soldiers had food, shelter, and dignity. However, Deva Raya II made one thing very clear — "The army exists to protect people, not to frighten them."

He punished soldiers who harmed civilians and rewarded those who showed discipline and courage. Because of this, the

Vijayanagara army became one of the most respected and organised forces of its time.

The King Who Brought Water to the Land

Along with the army, Deva Raya II believed that irrigation was the true backbone of the empire. South India depended heavily on monsoons, and drought could destroy entire regions. Deva Raya II decided that no kingdom could be strong if its farmers suffered. He ordered the construction, repair, and expansion of tanks, canals, reservoirs, and irrigation channels

War, to him, was a duty — not a desire.

A Patron of Knowledge and Culture

Deva Raya II was not only a warrior king but also a scholar and poet. He encouraged learning, literature, music, and architecture. Temples under his rule became centres of education, not just worship. He supported scholars of Sanskrit, Kannada, Telugu, and Tamil. He welcomed thinkers from different traditions and believed that knowledge grows when ideas meet, not when they fight. Foreign travelers described Vijayanagara during his reign as a prosperous, orderly, and culturally rich city where people of different faiths lived peacefully.

A King Close to Common People

Despite ruling a vast empire, Deva Raya II never lost touch with ordinary people. He often traveled in disguise to understand real conditions. Once, during such a visit, he met farmers struggling due to lack of water. Within months, irrigation channels were built in that region. He reduced unfair taxes and punished corrupt officials. He believed: "If the fields are dry, the kingdom is weak — no matter how strong the palace."

The Human Side of a King

Deva Raya II faced personal losses, betrayals, and constant pressure. Yet, these hardships made him more patient and thoughtful. He followed the Indian principle of dharma — duty without ego, action without attachment. He told his son, "A crown does not make a man great. His conduct does."

Moral of the Story

The life of Deva Raya II teaches us that true leadership lies in balance — strength with compassion, power with ethics, and ambition with responsibility. He showed that a ruler must protect both borders and bellies, both security and dignity. His story reminds us that development without humanity is hollow, and power without morality is dangerous.

Conclusion

Deva Raya II was not just a ruler of land; he was a guardian of people, culture, and conscience. By strengthening the army, he protected the empire. By strengthening irrigation, he protected life itself. His reign proves that when leadership is guided by wisdom, empathy, and dharma, a kingdom becomes more than territory — it becomes a civilisation. Centuries later, his message still speaks clearly: "When power serves people, history remembers kindly."



across the empire. Old water systems were restored, and new ones were built near dry villages. These efforts ensured that water reached fields throughout the year. He once said, "Water that reaches a farmer's field is stronger than gold locked in the treasury." Because of these irrigation works, agriculture flourished, food production increased, and villages became self-reliant. Prosperity in the countryside strengthened trade, reduced poverty, and brought stability to the empire.

A Warrior Who Preferred Peace

Deva Raya II personally led military campaigns to defend Vijayanagara's borders. He was brave and strategic, and many enemies were defeated under his leadership. Yet, he never celebrated war. After battles, he ordered care for wounded soldiers on both sides. When ministers questioned this, he replied, "Victory that forgets humanity is not victory at all." He avoided unnecessary wars and preferred diplomacy whenever possible.

Ravi Singh & Naaz

FROM POTTER'S WHEEL TO GLOBAL IMPACT: THE STORY OF MR. MANSUKHBHAI PRAJAPATI

INTERVIEW BY
NAAZ

The man our former President, Dr. APJ Abdul Kalam, once called a "true scientist" felt more like a true artist when The HULAHUL Times spoke with him. While most of us see a lump of mud and think of a simple diya or a toy, Mr. Mansukhbhai Prajapati saw a revolution. As the founder of Mitti Cool, he did the impossible: he turned ordinary clay into water filters, pressure cookers, and even refrigerators that work without electricity. His

Fearing for his only son's life, Mr. Mansukhbhai's father eventually quit pottery and became a mason. He also advised his son to never return to the "deadly hearth" of pottery.

The initial chapters of Mr. Mansukhbhai's life were written with an ink of hardships. After his academic failure in 10th-standard, he joined his father in masonry at age 15. However, a severe eye injury forced him to quit, and start a small tea stall for a year. It was there that a chance meeting with a rooftop tiles factory owner landed him an office job.

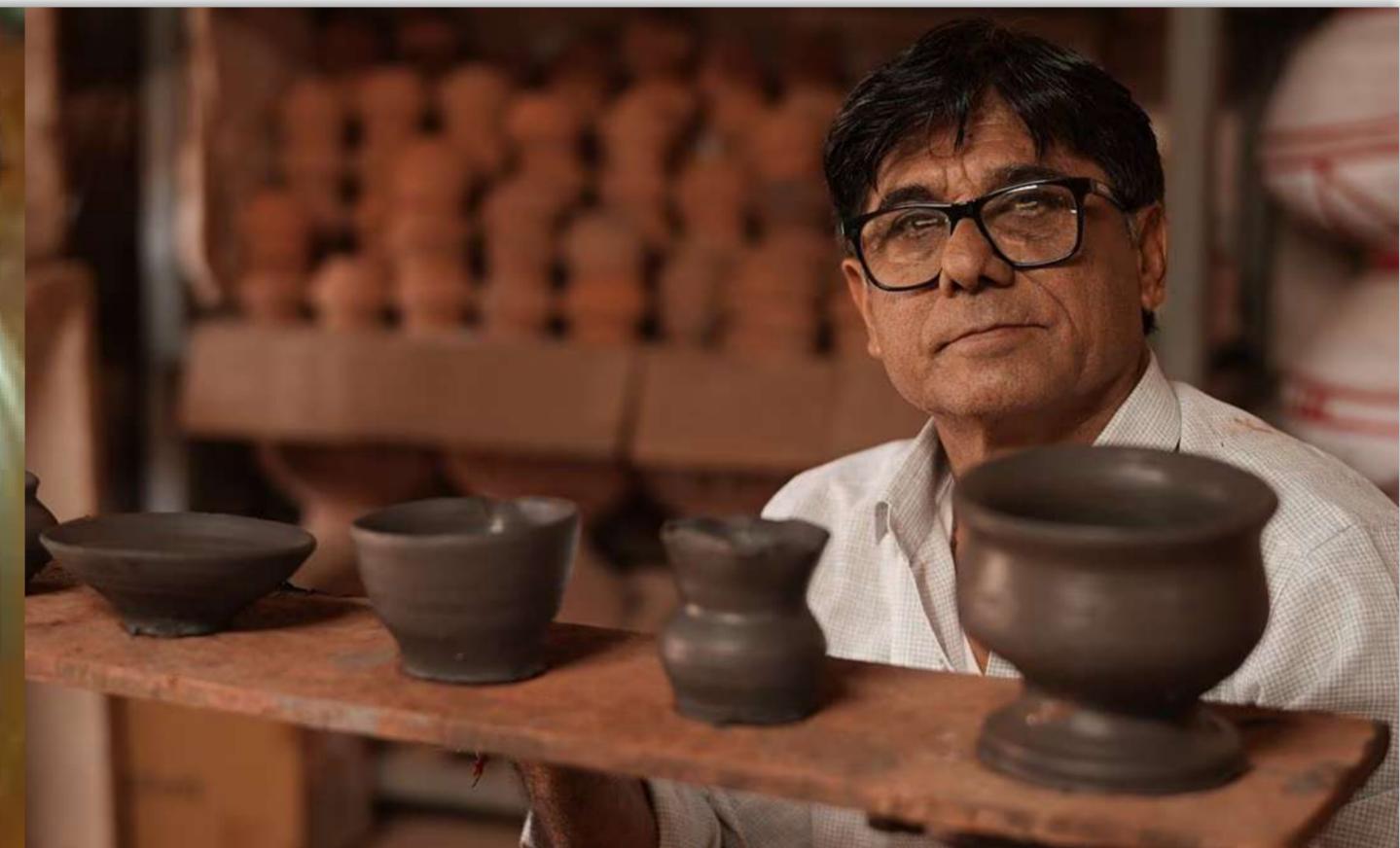
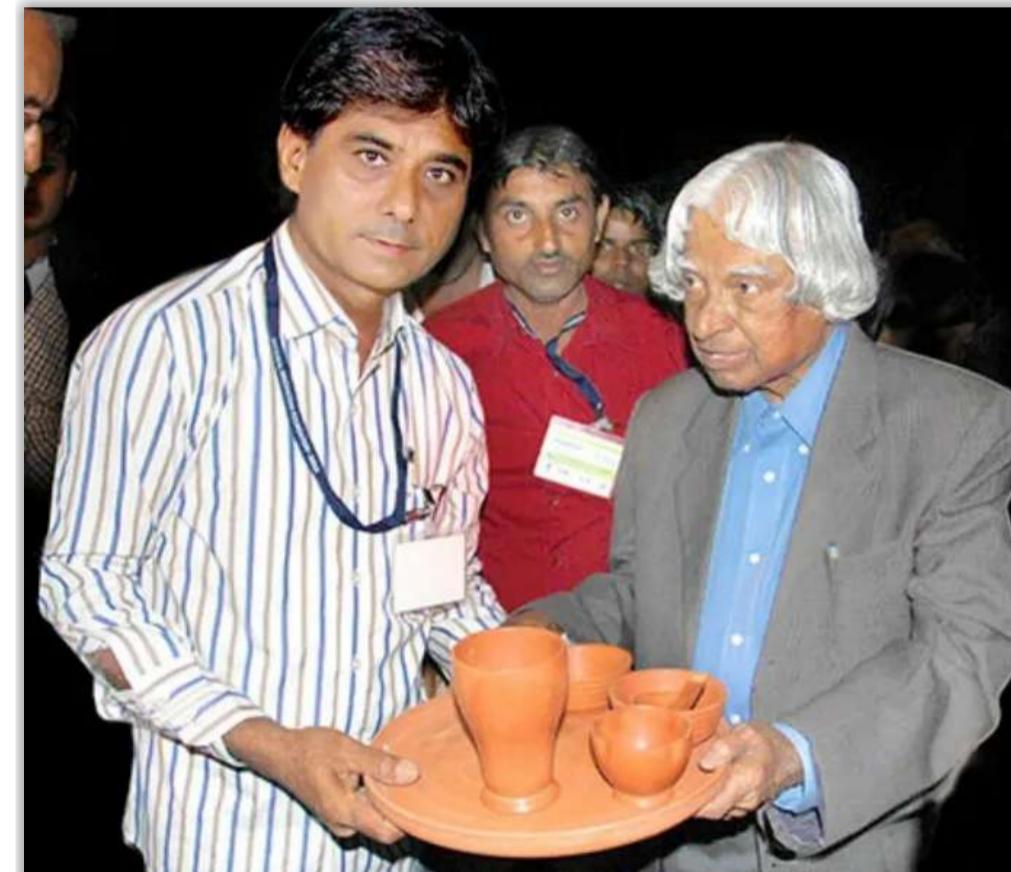
For five years, he watched how modern factories operated, realizing that if he could

created a porous clay that naturally filtered out germs. It was affordable and lifesaving simultaneously.

However, his most famous invention, the "Mitti Cool" fridge, was born out of tragedy. Following the 2001 Gujarat earthquake, a local journalist photographed a broken clay pot with the caption, "Garibon ka fridge tut gaya" (The poor man's fridge is broken). Those words sparked a "bulb-on" moment for Mr. Mansukhbhai, realizing, "underprivileged people also need a fridge to keep their fruits and vegetables fresh", without the burden of expensive machines or electricity bills. After three years of work and mounting debt, he

designs roles for those often overlooked, like pregnant women, senior citizens, and people with disabilities, allowing them to create clay jewelry and paintings from the comfort of their homes.

His work has been recognized by the highest offices in India. Former President Dr. APJ Abdul Kalam called him a "true scientist." President Pratibha Patil called him an "innovator." He was invited as a guest to the Rashtrapati Bhavan by President Pranab Mukherjee and had an eight-day exhibition organized for him by President Ram Nath Kovind. Most recently, President Draupadi Murmu invited him to her school in Odisha to



life is a lesson, proving you don't need a fancy lab coat to change the world. Sometimes, all you need is the perseverance and courage to never give up.

Describing pottery, Mr. Mansukhbhai proudly stated that the work of a potter is as old as Indian history itself, rooted in the belief that the community was created by Lord Brahma himself. But for Mr. Mansukhbhai, this traditional craft brought painful memories with it. He grew up watching his parents working in a way that was backbreaking and risky. His father brought heavy loads of clay on domestic animals, and his mother kneaded the mud with her bare feet. To solidify the pots, they burned household waste, creating a constant, suffocating cloud of dust and smoke.

This environment took a tragic move. Mr. Mansukhbhai recalls with a heavy heart that his grandfather and his brothers never lived past the age of fifty; their lungs simply gave out from the constant exposure to pollutants.

bring technology to the ancient craft of pottery, he could save both the art and the artisans. Despite earning a meager 300 rupees a month, Mr. Mansukhbhai dreamed of his own work. He approached a moneylender, and borrowed 30,000 rupees on interest to begin his voyage.

He didn't just want to make pots, he wanted to innovate. He designed a hand-press and a special die to make "tawas" (griddles), replacing the life threatening manual labor his father had endured. He even installed an electric potter's wheel. However, soon he faced an impediment in the path as 1.5 lakh of his tawas broke initially. But he refused to give up, and by 1988, he perfected his machine, and today, that same innovation produces 10,000 tawas everyday.

In 1995, Mr. Mansukhbhai's focus shifted to public health. Seeing villagers drink contaminated water, he developed a clay water filter. By mixing wood powder and charcoal with soil and baking it at high temperatures, he

created a fridge made entirely of clay. It works on the principle of evaporative cooling, water from the upper chamber seeps into the walls, and as natural air hits those walls, it cools the interior by several degrees. Today, his company holds a world record for producing over 900 different clay products.

For Mr. Mansukhbhai, clay is a source of health. While highlighting the significance of soil he stated, "from crops to ores, everything comes from earth". He argues that the shift to aluminum and steel has led to modern ailments like arthritis and diabetes. Concerning this he designed a play cooker. Lab tests on his clay pressure cooker revealed a truth, while metal cookers destroy 40% of food nutrients, clay retains them all. His inventions now include clay water bottles, air cooler, cooling roof tiles, and "Akhand Diyas" that prevent oil waste.

But Mansukhbhai's true legacy is his impact on people. He has trained 15,000 individuals and employs 10,000 people. He specifically

train students in startup culture. Prime Minister Narendra Modi, earlier as Chief Minister of Gujarat, provided him with land and support when he was 19 lakh rupees in debt, this really strengthened him at time of difficulties. His story is now taught in textbooks from the CBSE board to the UK's Cambridge University. When asked how he wants to be remembered, Mr. Mansukhbhai speaks of a self-reliant India. He dreams of a country where every kitchen uses sustainable clay and every home is lit by an earthen lamp. His message to the youth says "No matter the difficulties, never give up. If your intentions are good, God will always create a path for you."

Mr. Mansukhbhai Prajapati is a man polished by the frictions of life, a gem who reminds us that the greatest innovations are often born from the simplest of things. His journey is a great inspiration, teaching us a lesson of never giving up.

EDITOR



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EDITORIAL NOTE

Commerce Connect is a student-friendly column that turns money, markets, and management into everyday lessons. From canteen economics to digital wallets, it bridges classroom theory with real-world trends, making commerce not just a subject, but a life skill.

A decade ago, brand managers relied on creativity, instinct, and experience to decide how a brand should look, speak, and sell. Today, that role is being quietly taken over by something far more powerful artificial intelligence. From the ads you see on social media to the emails that reach you at just the right moment, AI is no longer working behind the scenes. It is running the show. In today's marketplace, data does not merely support decisions it makes them. Welcome to the era where algorithms don't just assist marketers; they manage brands.

From Intuition to Intelligence

Traditional marketing was driven by assumptions: What will customers like? What will they click? How will they respond? AI replaces these guesses with answers drawn from millions of real-time data points. Every scroll, search, click, pause, and purchase becomes a signal. Browse an e-commerce site for sneakers and suddenly your homepage fills with sportswear, gym accessories, and fitness reels. This is not coincidence it is algorithmic branding in action. Your screen is no longer curated by humans; it is shaped by machine intelligence.

WHEN DATA DECIDES: HOW AI IS REDEFINING BRAND MANAGEMENT

Netflix: A Brand That Changes for Every User

Netflix offers one of the clearest examples of AI as a brand manager. Two people in the same home see completely different homepages one gets thrillers, another romantic drama, another international series. Based on viewing history, watch time, and engagement patterns, AI redesigns the entire brand experience for each viewer. Netflix doesn't just recommend shows; it rebuilds the brand personality for every individual.

Amazon & Flipkart: The Science of Persuasion

E-commerce platforms like Amazon and Flipkart use AI to subtly influence buying behaviour. Add a product to your cart and leave, and you may soon receive reminders, limited-stock alerts, or price drops. Offers, placement, and even pricing can change dynamically. Two customers may see two different deals for the same product. The brand is no longer static it adapts in real time. In the digital marketplace, the smartest salesperson is not a human; it is code.

Spotify & Swiggy: Marketing That Feels Personal

Spotify curates' playlists such as Daily Mix using listening patterns, while food delivery apps suggest meals based on time, weather festivals, and previous orders-like desserts, hot snacks etc. What feels like convenience is actually predictive marketing. AI does not wait for demand, it creates it.

Students: The Most Analysed Consumers

College students often believe they choose what they watch or buy. In reality, AI studies which reels they skip, which videos they replay, and when they are most active online. Soon, ads for gadgets, internships, skill courses, and finance apps appear on their screens. Marketing has shifted from mass advertising to personal prediction. This is not invasion it is design.

AI Doesn't Replace Marketers—It Upgrades Them

There is fear that AI will eliminate marketing jobs. The reality is more encouraging it is redefining them. Modern marketers are now part creative thinker, part data analyst, and part technology strategist. New roles such as growth marketer, marketing automation specialist, CRM analyst, and consumer insight manager are becoming common.

For commerce students, this is a career goldmine. Learning tools like Google Analytics, Meta Ads Manager, HubSpot, and predictive dashboards is now essential professional literacy. In modern marketing, creativity opens the door but data decides who walks in.

Ethical Questions in the Algorithm Age

AI can predict what you want even before you realise it yourself. That power raises important questions. Should algorithms shape spending behaviour? Should personal data influence emotions and habits? Students and young professionals are especially vulnerable to urgency triggers such as "Trending now," "Only today," and "Recommended for you." Awareness is not resistance—it is protection.

Smart Tips for Consumers

- Question why a product is being shown to you.
- Avoid impulsive clicks, every click trains the algorithm.
- Compare prices across platforms; AI personalises offers.
- Clear browsing history occasionally to reset suggestions.
- Never trust the word "recommended" blindly.



Smart Tips for Students & Future Marketers

- Learn digital tools early, data is the new marketing language.
- Study behavioural marketing and predictive analytics.
- Work with AI as a co-pilot, not as an autopilot.
- Respect privacy laws, ethical marketing will define future brands.

The Bottom Line

AI has quietly stepped into the role of brand manager shaping tone, timing, pricing, and presentation with unmatched precision. Brands today don't speak to crowds; they speak to individuals, one screen at a time.

In this new world, marketing success is no longer about who advertises louder. It is about who understands customers better. Because in the age of algorithms, the brands that win are not the ones that sell harder they are the ones that learn faster.

Echoes of Expression

Prof. Dr. Savita Kishan Pawar

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EDITORIAL NOTE

The study of language and literature is not just an academic pursuit, but a journey into the world of imagination, critical thinking, and cultural exchange. This page celebrates creativity, knowledge, and expression by bridging the classics with contemporary voices.

INTRODUCTION TO FLASH FICTION



IDIOM HIGHLIGHT

“Once in a blue moon”

Meaning: Something that happens very rarely.

Example: He visits his hometown once in a blue moon due to his busy schedule.

GRAMMAR TIP

Tense Consistency

Rule: Maintain the same tense throughout a sentence or paragraph unless a change in time is clearly required.

Examples:

- The author describes the setting and develops the characters carefully.
- She was writing the report when the editor called her.

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WRITER OF THE WEEK

V. S. Naipaul (1932–2018)

Sir Vidiadhar Surajprasad Naipaul, popularly known as V. S. Naipaul, was a Trinidad-born British writer of Indian origin and one of the most influential literary voices of the twentieth century. He was awarded the Nobel Prize in Literature (2001) for his “incorruptible scrutiny” in works that compel us to see the world as it is. Naipaul's writing often explores themes of identity, displacement, colonial legacy, cultural alienation, and postcolonial realities. His prose is marked by clarity, realism, and psychological depth.

Notable Works:

- A House for Mr Biswas
- The Mystic Masseur
- India: A Wounded Civilization
- Among the Believers
- Naipaul's contribution lies in his fearless examination of societies in transition, making his works both controversial and profoundly insightful.

CREATIVE WRITING



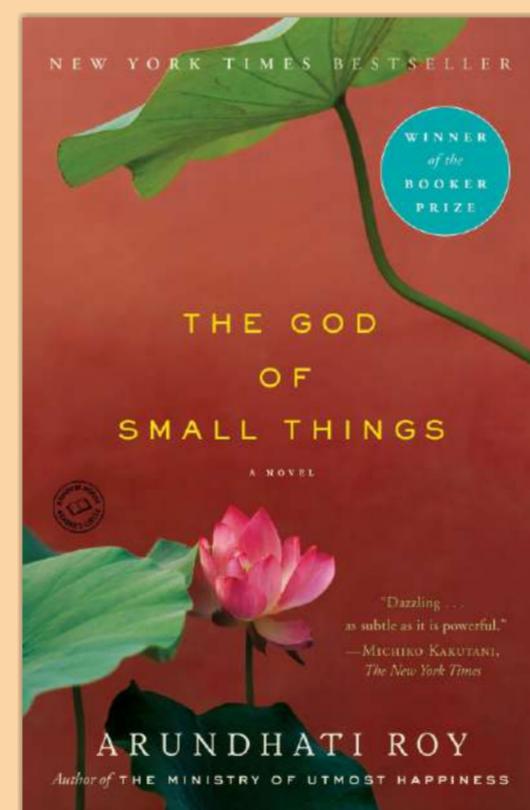
THE LAMB

Little Lamb, who made thee?
Dost thou know who made thee?
Gave thee life and bid thee feed
By the stream and o'er the mead;
Gave thee clothing of delight,
Softest clothing, woolly, bright;
Gave thee such a tender voice,
Making all the vales rejoice!
Little Lamb, who made thee?
Dost thou know who made thee?
Little Lamb, I'll tell thee,
Little Lamb, I'll tell thee!
He is called by thy name,
For He calls Himself a Lamb.
He is meek, and He is mild;
He became a little child.
I a child, and thou a lamb,
We are called by His name.
Little Lamb, God bless thee!
Little Lamb, God bless thee!

Poem by
William Blake

BOOK REVIEW

The God of Small Things by Arundhati Roy



The God of Small Things is a powerful and evocative novel that examines love, loss, and social injustice within the rigid structures of Indian society. Set in Kerala, the story unfolds through fragmented memories, revealing how small personal choices are shaped and often destroyed by larger forces such as caste, tradition, and political ideology. Roy's lyrical prose and non-linear narrative style give the novel a haunting emotional depth. By focusing on the “small things” of everyday life, the novel delivers a profound critique of inequality and remains a landmark work in contemporary Indian English literature.

QUOTABLE QUOTES

“The true alchemists do not change lead into gold; they change the world into words.”

— William H. Gass

WORD OF THE WEEK

Eloquent (adjective)

Meaning: Fluent or persuasive in speaking or writing.

Example: The poet expressed her emotions in an eloquent and deeply moving manner.

INTERNATIONAL AGRO-BIODIVERSITY CONFERENCE BEGINS AT VELAYANI

A major global gathering on agricultural biodiversity and sustainable food systems — the Kerala Agro-Biodiversity Conference 2025 (KABCON-2025) — commenced at the College of Agriculture, Vellayani, in Thiruvananthapuram. The two-day event, held on December 22–23, is jointly organized by Kerala Agricultural University and the Kerala State Biodiversity Board (KSBB).

offering diverse perspectives on biodiversity management.

The conference aims to bridge traditional knowledge with modern science and technology to enhance the conservation of agro-biodiversity and promote resilient food systems. It brings together leading scientists, policymakers, farmer representatives, and experts from both India and abroad. Sessions include academic deliberations and research paper presentations on sustainable agriculture, climate adaptation, and food and nutrition security. Alongside the technical discussions, the programme features a seed fair, farmer experience-sharing sessions, model agro-biodiversity field visits, and cultural programmes,



International Conference on Community Agrobiodiversity Management: In Kerala

The conference is being held in conjunction with significant milestones, such as the 20th anniversary of KSBB, the 70th anniversary of the College of Agriculture, World Food Day, and the birth centenary of Prof. M.S. Swaminathan — a key figure in India's agricultural transformation.

Inaugurating the event, senior officials highlighted the importance of collaborative efforts to strengthen agro-biodiversity conservation in line with global sustainability goals.

BOOSTING FARM INFRASTRUCTURE TO REDUCE CROP LOSS IN INDIA'S BUDGET



subvention and credit guarantees for approved projects such as cold storage, primary processing units, custom hiring centres and collection hubs. Since inception, more than ₹1.18 trillion worth of projects have been sanctioned nationwide, although actual loan disbursements lag behind approvals.

The Indian government is planning to significantly increase funding for agricultural infrastructure through the Agriculture Infrastructure Fund (AIF) in the upcoming Union Budget, with a proposal to add over ₹1 trillion over the next five years to strengthen farm-gate storage, warehousing and logistics. This move aims to expand post-harvest infrastructure and cut crop losses, especially for perishable produce like fruits and vegetables, addressing concerns that around 6% of crops are lost after harvest.

Originally launched in 2020 as part of a pandemic stimulus, the AIF provides loans with 3% interest

DC JATIN KISHORE REVIEWS AGRICULTURE AND ALLIED DEPARTMENTS PERFORMANCE IN GANDERBAL

Deputy Commissioner Jatin Kishore convened a detailed performance review meeting of the Agriculture and Allied Departments in Ganderbal district on December 24, 2025. The session focused on evaluating the progress of key rural development initiatives aimed at enhancing agricultural output and farmer support systems. Officials presented a project-wise report on flagship schemes including the Holistic Agriculture Development Programme (HADP), Kisan Khidmat Ghars (KKGs), and the Jammu & Kashmir Competitiveness Improvement of Agriculture and Allied Sectors Project (JKCIP). Data highlighted achievements in farmer registration, e-KYC through KKGS, Daksh Kisan training enrolment, financial expenditure, credit application status, and overall project outputs under these programmes.

During the meeting, Kishore identified areas where implementation gaps remain and instructed departments to adopt proactive measures to increase farmer coverage, accelerate unit establishment, and boost expenditure levels on ongoing schemes. He stressed the importance of closely monitoring output tracking, reducing the gap between farmer enrolment and training completion, and intensifying efforts to complete pending registrations. The DC also emphasised clearing under-process JKCIP applications by December 31 and directed the Lead District Manager to ensure timely disposal of pending credit cases by banks, facilitating easier financial access for farmers.



A total of 234 JKCIP cases received approval at the meeting, reflecting progress in supportive infrastructure and agriculture interventions. Representatives from multiple allied departments attended, underscoring a coordinated administrative approach to boosting agricultural productivity in the district.

HOW RECENT TARIFF ANNOUNCEMENTS AFFECT FARMERS AND FERTILIZER COSTS



exempted many major fertilizer types such as urea and phosphate blends from these tariffs, this policy change comes after a period of elevated costs that influenced planting and purchasing decisions ahead of the 2026 season.

Higher fertilizer prices have ripple effects beyond direct costs for farmers: they can lead to reduced application rates, potentially lowering yields, and they contribute to broader inflationary pressures within the sector. Because agriculture operates on narrow margins, even modest price increases for nitrogen, potassium, or phosphorus fertilizers can meaningfully affect farm economics.

Recent tariff announcements and trade policy shifts in the United States have significant implications for farmers, particularly regarding the cost of fertilizers and other essential farm inputs. Tariffs on imported goods can raise the landed cost of fertilizers, which are crucial for crop production. Since much of the U.S. fertilizer supply traditionally comes from abroad, any additional tariff burden tends to be passed on to farmers, squeezing their already thin profit margins.

In 2025, tariff pressures on imported agricultural products, including some fertilizer components, contributed to higher input prices and disrupted typical supply flows. Although the U.S. government later

VB-G RAM G ACT AND ITS IMPACT ON LONG-TERM RURAL PRODUCTIVITY



MGNREGA REPLACED | VB-GRAM G LAW

The Viksit Bharat Guarantee for Rozgar and Ajeevika Mission (Gramin) Act, 2025 (VB-G RAM G Act) is a significant transformation of India's rural employment policy framework, replacing the long-standing Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) with a revamped statutory scheme aiming to link immediate income support with broader rural development and productivity goals.

Prime Minister Narendra Modi has publicly backed the new legislation, sharing an article by Union Minister Shivraj Singh Chouhan that explains how the VB-G RAM G Act treats income support, asset creation, agricultural stability, and long-term rural productivity as interconnected objectives rather than competing priorities.

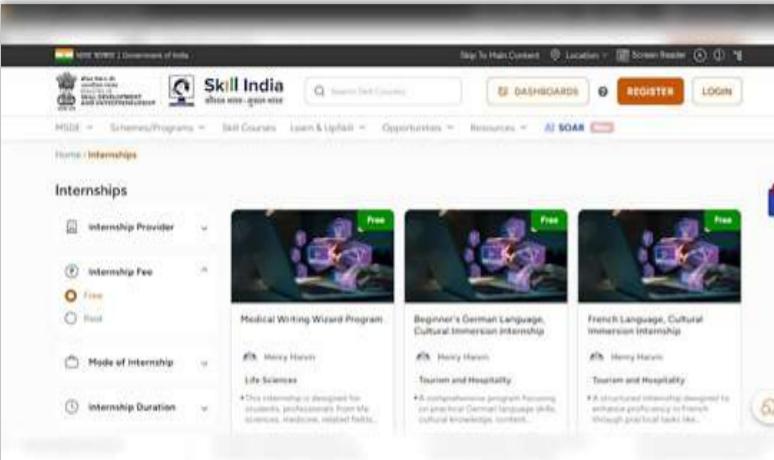
The Act increases the statutory wage employment guarantee from 100 to 125 days per rural household per year and emphasises the creation of durable assets, convergence with other development schemes, and decentralised planning mechanisms tailored to local needs. It also incorporates digital monitoring tools and technology to improve transparency and accountability in implementation.

According to government supporters, these changes are designed to enhance rural livelihoods, strengthen agricultural stability, and foster sustainable development by integrating employment with productive infrastructure work. The legislation aligns with India's broader vision of Viksit Bharat @2047, aiming for resilient and self-reliant rural economies.

However, the shift from MGNREGA's guaranteed right to work to a more structured scheme has been controversial. Critics argue the new funding pattern and implementation mechanisms could limit flexibility and local control, raising debates over its real impact on rural employment rights and productivity outcomes.

Dr. Smita Ravikumar Kuntay & Gargi Date

SKILL INDIA OPENS DOORS TO FREE TECH & BUSINESS INTERNSHIPS FOR STUDENTS



Financial Reporting Internship, a one-month online programme that teaches preparation of financial statements such as balance sheets, income statements, and cash-flow reports, along with an understanding of GAAP and IFRS standards.

The Skill India initiative under the Ministry of Skill Development and Entrepreneurship has opened applications for seven professional internship programmes, offering students a valuable opportunity to gain industry-relevant skills through short-term, practical training.

These internships, available in both free and paid formats, typically run for one to three months and are open to students who have completed Class 10, Class 12, undergraduate, or postgraduate studies. The programmes focus on blending theory with real-world exposure to enhance employability.

Among the popular options is the

DELHI TO LAUNCH 'OPPORTUNITY HANDBOOK' TO TURN CLASSROOMS INTO AI INNOVATION HUBS



among students.

The programme will be rolled out over the next six months as part of the AI Grind movement, launched by Chief Minister Rekha Gupta on December 7. Backed by over 200 industry and community partners, the initiative is expected to reach nearly five lakh students across all 11 districts of Delhi.

The government plans to work across 10 national-priority sectors, generate around 1,000 student prototypes, shortlist 100 finalists, and groom 50 young AI ambassadors, preparing a new generation of problem-solvers for an AI-powered future.

The handbook will serve as a structured framework to convert classrooms into innovation labs, where students collaborate, think creatively, and apply artificial intelligence to real-life issues. It will be made available digitally on the AI Grind website, allowing students to register and select sectors of their interest before developing solutions.

Officials said that the government is also considering adding space technology as a focus area, based on expert advice from Group Captain Shubhanshu Shukla of the Indian Air Force, to inspire scientific thinking

NIFTEM KUNDLI TO TRAIN MORE THAN 2,000 YOUTH UNDER PM VIKAS SKILL DRIVE

The Ministry of Minority Affairs has selected the National Institute of Food Technology, Entrepreneurship and Management (NIFTEM), Kundli to train over 2,000 youth under the government's flagship PM Vikas scheme. The initiative aims to enhance employability and entrepreneurial skills among minority communities by providing industry-oriented training.



job creators rather than job seekers.

Under the programme, NIFTEM Kundli will conduct a series of short-term skill development courses aligned with the needs of the food processing and allied sectors. These courses are designed to equip young learners with both technical expertise and business acumen, enabling them to explore career opportunities in food technology, quality control, supply chain management, and entrepreneurship.

The training modules will combine classroom instruction with hands-on practical exposure, giving participants real-world insights into food production, processing, packaging, and safety standards. The programme also focuses on self-employment and startup readiness, encouraging youth to become

Officials said that by partnering with a premier institution like NIFTEM, the ministry aims to ensure high-quality training, certification, and placement support. The initiative is part of the broader PM Vikas mission to promote inclusive growth by empowering minority youth with relevant skills.

Through this collaboration, the government seeks to build a skilled, confident, and entrepreneurial workforce, capable of contributing meaningfully to India's growing food and agribusiness economy.

GUJARAT FEEDS THE FUTURE: 40 LAKH STUDENTS GET NUTRITIOUS SCHOOL MEALS



More than 40 lakh primary school students in Gujarat are now receiving nutritious meals every day under the state government's flagship Mukhyamantri Paushtik Alpahar Poshan Yojana, aimed at improving child nutrition, attendance, and overall learning outcomes.

The scheme provides children studying in government primary schools with healthy food items such as milk, bananas, peanuts, chikki, and other protein-rich snacks on a rotational basis. Officials said the objective is to address malnutrition, anaemia, and energy deficiency, which often hamper students' physical and cognitive development.

Education and health experts have lauded the initiative for combining nutrition with education. Regular access to wholesome food not only improves children's health but also boosts classroom concentration, attendance, and retention, especially among students from economically weaker backgrounds.

The programme also supports local farmers and suppliers, strengthening rural livelihoods while ensuring freshness and quality in food distribution. Monitoring mechanisms have been put in place to maintain hygiene standards and timely delivery across schools.

With this large-scale nutrition drive, Gujarat has reinforced its commitment to child welfare and inclusive education, ensuring that no child is forced to study on an empty stomach. The initiative reflects the government's belief that well-nourished children are the foundation of a stronger, healthier, and more educated future generation.

NCW ROLLS OUT SHAKTI SCHOLARS FELLOWSHIP TO POWER WOMEN - CENTRIC RESEARCH



National Commission
for Women, India

The National Commission for Women (NCW) has launched a new initiative, "SHAKTI Scholars: NCW Young Research Fellowship," to encourage young scholars to research issues affecting women in India and propose evidence-based policy solutions.

Open to Indian citizens aged 21 to 30 years with at least a bachelor's degree, the fellowship supports students, postgraduates, early-stage researchers, and independent scholars with credible experience. Preference will be given to applicants pursuing or holding postgraduate or higher research qualifications.

Each selected fellow will receive a ₹1 lakh grant for a six-month research period, disbursed in instalments based on progress. Applications must be submitted via email to the NCW by December 31, 2025, 5:30 PM. Shortlisted candidates will be reviewed by an expert committee and invited for an online interview.

The fellowship focuses on wide-ranging themes including women's safety and dignity, gender-based violence, legal rights and access to justice, cybersecurity, implementation of the POSH framework, leadership and political participation, health and nutrition, education and skill development, economic empowerment, labour-force participation, socio-cultural practices, and work-life balance.

By nurturing fresh perspectives and rigorous research, NCW aims to strengthen women-centric policymaking and bring meaningful change across the country.

Complementing this initiative, the Commission recently launched a 24x7 women's helpline – 14490 to provide immediate support to women in distress. NCW has urged educational institutions, civil society organisations, and citizens to spread awareness about both the helpline and the SHAKTI Scholars Fellowship, reinforcing its commitment to empowerment through knowledge, research, and responsive action.

Durgesh K. Dubey

MAKE IN INDIA'S ELECTRONICS BOOM POWERS JOBS, EXPORTS AND INCLUSIVE GROWTH

India's electronics manufacturing story has entered a decisive new phase, with the Make in India initiative and the Production-Linked Incentive (PLI) scheme transforming the country into a global smartphone production hub. Over the past five years, this shift has not only accelerated manufacturing and exports but has also generated large-scale employment, creating more than 1.33 million jobs across factories, supply chains, and allied services. Beyond numbers, the growth represents social mobility, economic inclusion, and new opportunities for first-generation workers and women entering the formal workforce for the first time.

Much of this expansion has taken shape on bustling factory floors and assembly lines spread across emerging industrial clusters. Thousands of young workers many from semi-urban and rural backgrounds—have found stable livelihoods in these facilities. Industry estimates show that nearly 70 percent of new jobs have been taken up by women and first-time entrants, signaling a structural shift in how manufacturing employment is evolving in India. For many families, a single job in the electronics sector has meant a steady income, health security, and access to financial systems for the first time. In FY25 alone, wages paid within the mobile manufacturing ecosystem were estimated at around ₹25,000 crore, reflecting tangible, grassroots economic impact.

The rapid job creation is closely tied to the strong policy push under the PLI scheme, which incentivises companies for ramping up domestic production and exports. The framework has encouraged global manufacturers and Indian enterprises to invest in large-scale facilities, introduce advanced processes, and integrate local firms into global supply chains. Alongside manufacturing, the growth has spread across logistics operations, warehousing networks, component production, packaging,

maintenance services, and training ecosystems building an employment base that extends well beyond factory gates.

A major share of this success has come from the smartphone segment, which has emerged as the anchor of India's electronics manufacturing expansion. Production has risen sharply from about ₹2.2 lakh crore in FY21 to more than ₹5.4 lakh crore in FY25, supported by rising capacity expansion, improved ecosystem depth, and strong export momentum. Over the same period, smartphone exports have grown nearly tenfold, crossing ₹2 lakh crore and strengthening India's position as one of the fastest-growing mobile exporters in the world. What was once an import-dependent market has steadily evolved into a competitive global manufacturing base.

This transformation has also encouraged skill development and workplace training on a large scale. Many workers entering the sector undergo technical learning, safety training and process-oriented exposure, helping create an increasingly skilled workforce. The presence of global manufacturers has promoted higher quality standards, digital workflows, and formal employment practices, contributing to better working environments and structured career pathways for employees.

Rising domestic value addition is another visible outcome of this growth phase. Component integration, localisation of sub-assemblies, and development of supplier networks are progressively deepening the ecosystem, positioning India for longer-term capability building. As investment pipelines expand and operational capacity widens, the sector is expected to serve as a powerful enabler for technology-led industrial growth in the coming years.

Looking ahead, stakeholders see this momentum as the foundation for



broader manufacturing diversification, extending into wearables, smart devices, consumer electronics and semiconductor-linked value chains. With continued policy support, strategic investments and a strong workforce base, the electronics sector is poised to generate millions more jobs while strengthening India's role in global technology manufacturing.

INDIA'S GROWTH MAP WIDENS AS MULTIPLE STATES POWER AHEAD OVER FIVE YEARS



opportunities on the ground, strengthening local economies, generating employment, and improving livelihoods across diverse regions.

Between FY20 and FY25, India's real GDP rose by nearly 29 percent, and many state economies not only matched but surpassed this pace. The numbers tell a story of resilience and structural improvement, especially at a time when the world economy has faced multiple disruptions. The top ten fastest-growing major states registered expansion ranging from 30 to 45 percent over this period, underscoring how provincial economic engines are now playing a larger role in shaping national

trade networks, bringing greater opportunities to rural and semi-urban communities.

Close behind is a southern manufacturing powerhouse that posted nearly 39 percent growth. Its success is rooted in a strong industrial ecosystem spanning automobiles, electronics, textiles, and services. Years of industrial diversification, skilled workforce development, and global supply-chain linkages have enabled the state to maintain high growth while continuing to attract fresh investment.

Another technology-driven state recorded about 36 percent growth, drawing strength from IT services, startups, biotechnology, and advanced manufacturing. Its innovation-led ecosystem has not only contributed to economic output but has also nurtured entrepreneurship and high-skill employment. Meanwhile, one of the country's largest and most populous states delivered 35 percent growth over five years, supported by agriculture, rising industrial activity, expanding freight and logistics infrastructure, and a growing domestic consumption base. For millions of households, this economic momentum translates into better connectivity, more industrial jobs, and greater participation in formal markets.

States such as Rajasthan, Bihar, Andhra Pradesh, Chhattisgarh, Jharkhand and Telangana also feature prominently among the fastest-growing economies, with growth ranging from 30 to 34 percent. Their drivers

vary from mining, power and steel to services, agriculture, ports, tourism, renewable energy and urban development but together they reflect a wider pattern of diversification across sectors and geographies. Many of these regions are witnessing new industrial corridors, port-linked growth, and increased investment in logistics and value-added processing, which in turn create opportunities for small businesses, workers, and local entrepreneurs.

What makes this performance particularly significant is the social dimension behind the numbers. Stronger state economies often bring more predictable income flows, improved infrastructure access, and better prospects for young people entering the workforce. Expanding roads, logistics parks, industrial estates, and service hubs do not just lift output they reshape local aspirations, pull talent back into regional centres, and encourage new enterprise formation.

The data also signals a maturing economic landscape in which growth is increasingly multi-polar. Instead of a few urban clusters driving expansion, a wider set of states is contributing meaningfully to national progress. As investments continue to deepen and state-level reforms strengthen competitiveness, this distributed growth model has the potential to support more balanced development and inclusive prosperity in the years ahead.

growth.

Among these, one of the standout performers has been a northeastern state that recorded around 45 percent growth, emerging as the fastest-growing major state economy. Its progress has been supported by agriculture, energy resources, and steadily increasing infrastructure investment in the region. Roads, connectivity upgrades, and support for agro-based sectors have helped integrate local markets with wider

India's economic story over the past five years has been one of broad-based expansion, with growth spreading across regions rather than remaining concentrated in a few traditional hubs. Recent state-level data on Gross State Domestic Product (GSDP) at constant prices highlights how several large states have outperformed the national average, reflecting rising investments, expanding infrastructure, and deeper participation in emerging industries. This momentum has also translated into new

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Q. Be Kind to Others and They Will Treat You Kindly – Really?

Ans. The principle that kindness begets kindness is a popular maxim in modern society, often summarized as the law of reciprocity. However, the truth is more nuanced. Ancient Indian wisdom offers a deeper, more reflective understanding of this idea. Kindness is not merely a transactional tool to elicit favorable treatment; it is an ethical practice and a way of life that nurtures virtue, emotional balance, and social harmony. The verse “कर्मण्येवाधिकारस्ते मा फलेषु कदाचन” from the Bhagavad Gītā teaches that one's focus should be on righteous action itself, not the expected reward. True kindness is therefore unconditional, practiced without attachment to outcomes, even if it is not reciprocated.

Kindness fosters positive perception and strengthens relationships. The vers

“सत्येन सह मित्रता, धर्मेण सह सहयोगः” emphasizes that truthfulness and righteous conduct cultivate lasting friendships and cooperation. When individuals act kindly with honesty and fairness, they generate trust and goodwill. Others are more likely to respond positively, creating an environment of mutual respect and collaboration. This does not mean that every act of kindness will automatically be returned, but consistent ethical behavior builds credibility and social capital over time. People recognize sincerity and integrity, and even when direct reciprocity is absent, kindness influences social perception and fosters relational stability. However, kindness alone is insufficient if detached from discernment and ethical grounding. The verse “सत्यं ब्रूयात् प्रियं ब्रूयात् न ब्रूयात् सत्यमप्रियम्; प्रियं च नानृतं ब्रूयात् एष धर्मः सनातनः” teaches that speech and action should balance truth and compassion. Blind kindness, offered without wisdom, can be exploited or misunderstood. Ethical discernment ensures that acts of kindness do not inadvertently harm oneself or others. For instance, helping someone in a way that fosters dependency rather than empowerment may appear kind but can be ultimately detrimental. True kindness is guided by dharma, combining compassion with awareness of context and consequences.

Kindness also cultivates inner emotional balance, regardless of external response. The verse “क्षमा बलं अशक्तानां, शक्तानां भूषणं मतम्” highlights that patience and forgiveness are ornaments of strength. By practicing kindness without expecting reciprocity, one strengthens emotional resilience, reduces resentment, and fosters equanimity. A person who treats others with compassion maintains peace within, even when met with ingratitude or hostility. In this sense, kindness is not a strategy for social reward but a means of cultivating inner harmony and moral fortitude. Moreover, kindness can transform social dynamics in subtle ways. The verse “अन्येभ्यः परं कर्तव्यम्, स्वार्थं परित्यजेत् शीलवान्” underscores that virtuous individuals prioritize the welfare of others. Acts of kindness, particularly when guided by dharma, often inspire ethical reflection and reciprocal behavior in others, even if delayed or indirect. Social influence is rarely immediate or linear; a single act of genuine kindness can ripple through communities, shaping attitudes, norms, and future interactions. While not every individual responds kindly in return, ethical kindness contributes to a cumulative culture of trust, cooperation, and moral awareness.

At the same time, kindness must be balanced with self-respect and boundaries. The verse “शीलवान् पुरुषः सर्वत्र विजयी भवति, आसक्तिमुक्तः सदा सुखी” emphasizes that virtue and detachment ensure resilience and long-term stability. Excessive kindness without discernment can lead to exploitation, burnout, or emotional vulnerability. True ethical kindness integrates generosity with awareness of limits, maintaining personal well-being while fostering goodwill. By respecting one's own needs, individuals sustain the capacity to act compassionately over time, ensuring that kindness remains effective and authentic.

Gratitude and appreciation also amplify the impact of kindness. The verse “कृतज्ञता एव साधूनां भूषणं हि परं स्मृतम्; अकृतज्ञः पुरुषः पापी लोकद्विष एव च” illustrates that gratitude enhances virtue and social harmony. When kindness is acknowledged, it reinforces relational bonds. Even when direct gratitude is absent, kindness often fosters indirect positive outcomes—enhancing reputation, eliciting trust, and nurturing cooperative networks. Ethical kindness transcends immediate reciprocation, contributing to personal integrity and societal cohesion. Kindness intertwined with ethical conduct further ensures long-term respect. The verse “सत्यं वद, धर्मं चर, न हि विनश्यति आत्मा” reminds us that truth and righteousness sustain the soul. A person who consistently acts with integrity and compassion cultivates enduring credibility, irrespective of short-term responses. Others may initially act selfishly, but persistent kindness rooted in dharma shapes perceptions, inspires emulation, and gradually influences social behavior. The true value of kindness lies not in guaranteed reciprocity but in its contribution to moral character and relational

trust.

Another dimension is spiritual growth. The verse “मन एव मनुष्याणां कारणं बन्धमोक्षयोः; बन्धाय विषयासक्तं मुक्त्यै निर्विषयं स्मृतम्” teaches that the mind is the source of bondage or liberation. Acts of genuine kindness train the mind to transcend ego, attachment, and selfishness. By practicing kindness without expecting anything in return, one cultivates detachment, compassion, and inner freedom. Emotional and spiritual maturity arises not from the kindness received but from the consistent exercise of virtuous action. Furthermore, kindness encourages ethical reflection and continuous self-improvement. The verse “अकृत्यं मनुष्यस्य दुःखमूलं, कृत्यं सुखस्य आधारः” emphasizes that purposeful, duty-aligned action generates happiness. By choosing kindness as a deliberate moral practice, individuals cultivate patience, empathy, and discernment. Even if others do not reciprocate immediately, the practitioner benefits emotionally, socially, and spiritually. Over time, this creates a virtuous cycle: ethical kindness strengthens character, influences others indirectly, and reinforces relational harmony.

In conclusion, the saying that kindness begets kindness is partially true, but its deeper significance lies in ethical practice, inner balance, and social influence. Kindness, guided by dharma and discernment, enhances emotional stability, cultivates trust, fosters lasting relationships, and contributes to societal harmony. While not every act of kindness will be reciprocated directly, genuine, principled compassion nurtures long-term respect, credibility, and personal integrity. Ancient wisdom, through Subhāṣitams such as “कर्मण्येवाधिकारस्ते मा फलेषु कदाचन,” “सत्यं ब्रूयात् प्रियं ब्रूयात् न ब्रूयात् सत्यमप्रियम्,” and “अन्येभ्यः परं कर्तव्यम्, स्वार्थं परित्यजेत् शीलवान्,” teaches that the value of kindness lies in action aligned with virtue, not in guaranteed reward. Ethical kindness balances compassion with discernment, generosity with boundaries, and empathy with wisdom, demonstrating that while one cannot control others' responses, one can cultivate moral excellence, emotional resilience, and relational harmony. Kindness, therefore, is both a personal practice and a transformative social force, enriching the practitioner and subtly shaping the behavior, perception, and ethical consciousness of others. Be kind, live with grace!

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Ravi Singh

THE HOLLOW SUMMIT: WHY SUCCESS WITHOUT FULFILMENT IS STILL EMPTY

In a world driven by targets, timelines, and trophies, success has become one of the most celebrated pursuits of modern life. We are taught to chase it relentlessly to measure our worth through promotions, possessions, titles, and public approval. From childhood report cards to professional milestones, success is presented as the ultimate proof that life is moving in the right direction. Yet, quietly and often painfully, many people discover a truth that is rarely spoken aloud: success without fulfilment feels hollow.

There comes a moment, usually after a long-awaited achievement when the excitement fades faster than expected. The goal is reached, the applause arrives, the validation is received, but the inner sense of satisfaction does not last. What remains is an unsettling emptiness, a subtle question echoing within: Why doesn't this feel the way I imagined it would? This is the hollow summit, standing at the peak of achievement while feeling emotionally unfulfilled.

The problem lies not in success itself, but in how narrowly we define it. Success, as society often frames it, is external. It is visible, measurable, and comparable. Fulfilment, on the other hand, is deeply internal. It cannot be quantified or showcased. It is the quiet contentment that comes from alignment, when what you do resonates with who you are.

Many individuals spend years climbing ladders that were never truly theirs. They pursue careers chosen for prestige rather than passion, lifestyles built for approval rather than peace, and goals shaped more by expectation than by intention. In the process, they become skilled achievers but disconnected humans. Their days are full, yet their hearts feel vacant.

This disconnect explains why two people with similar levels of success can experience life so differently. One feels energised, grounded, and grateful. The other feels restless, anxious, and perpetually dissatisfied. The difference is not talent, income, or recognition, it is fulfilment.

Fulfilment emerges when effort carries meaning. It grows when work contributes to something larger than ego, when it serves, creates, heals, or inspires. It is nurtured through growth, learning, relationships, and the sense that one's actions matter beyond personal gain. Without these elements, success becomes a performance rather than a purpose.

Modern culture often glorifies busyness and sacrifice, equating exhaustion with importance. Rest is postponed. Joy is

delayed. Inner needs are silenced in the name of productivity. Fulfilment is treated as a reward to be enjoyed "someday," after one more promotion, one more milestone, one more year of struggle. But that someday rarely arrives.

Over time, success without fulfilment begins to cost more than it gives. It strains mental health, weakens relationships, and erodes self-worth. The pressure to maintain achievements replaces the joy of earning them. Fear of failure overshadows curiosity. Comparison replaces contentment. What once felt empowering slowly becomes burdensome.

This does not mean ambition is flawed or success is meaningless. On the contrary, ambition is a powerful force when guided by purpose. The problem arises when success becomes the sole compass, disconnected from values, wellbeing, and authenticity.

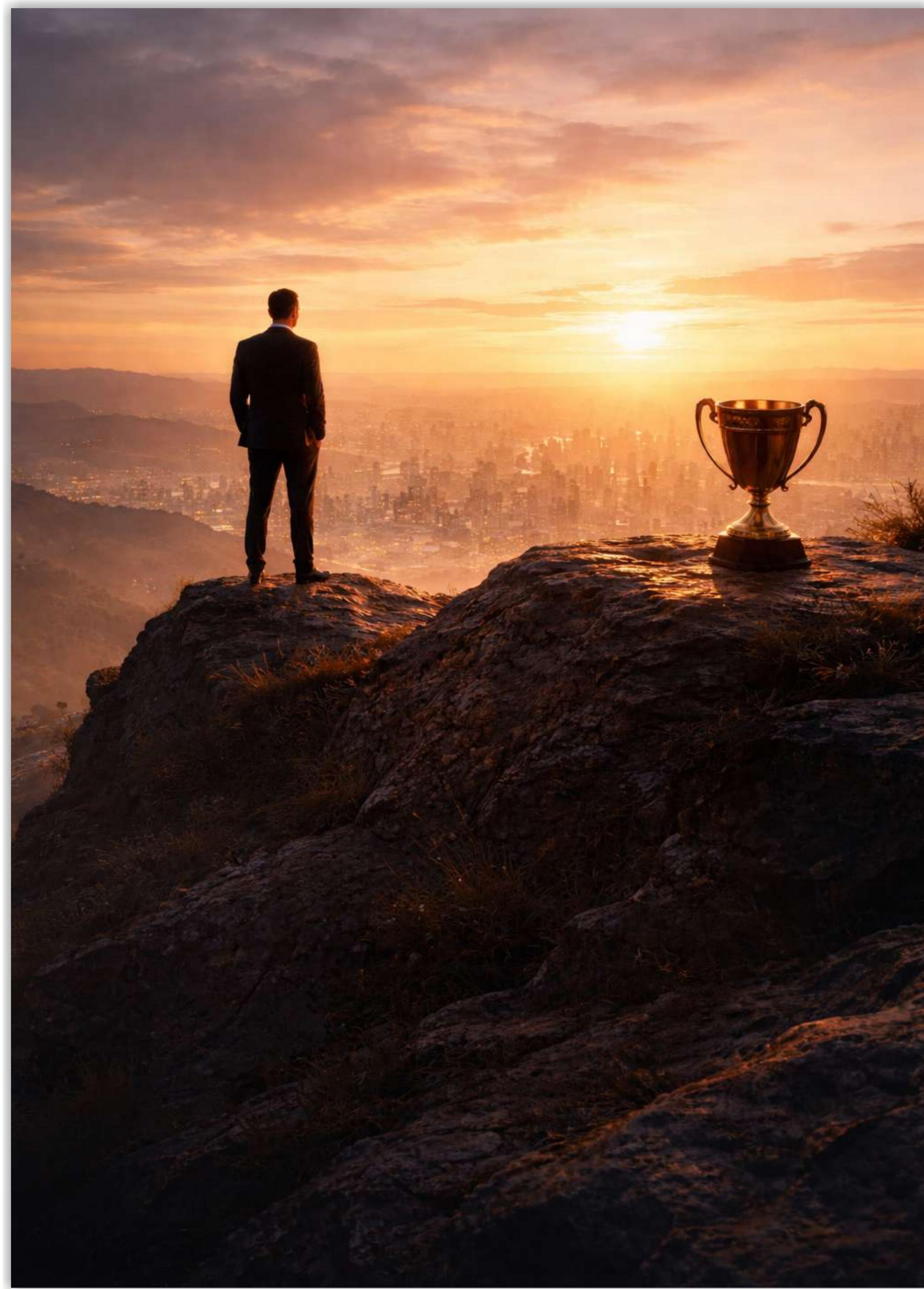
True success is not about having more, it is about becoming more. It is about growth that enriches rather than depletes, progress that aligns rather than conflicts, and achievement that adds depth to life rather than emptiness.

Fulfilment asks different questions than success does. Instead of "How far have I gone?", it asks, "Does this journey feel true to me?" Instead of "How do I compare?", it asks, "Am I at peace with who I am becoming?" These questions may not impress the world, but they profoundly shape the quality of one's life.

When success is rooted in fulfilment, it transforms. Work becomes meaningful, not merely demanding. Achievements feel satisfying, not fleeting. Challenges feel purposeful, not punishing. Such success does not isolate, it connects. It does not inflate the ego, it strengthens the self.

In the end, the most rewarding lives are not necessarily the most decorated ones, but the most aligned ones. Lives where ambition and authenticity coexist. Where progress is balanced with presence. Where success does not come at the cost of inner peace. Because no matter how high you climb, if fulfilment is absent, the view will always feel incomplete.

Success may impress the world, but fulfilment is what makes it worth living.



Afreen Mazgaonkar & Nancey Kujur

KANTARA: A LEGEND CHAPTER 1 VOTED BEST SOUTH FILM IN INDIA TV POLL



Kantara: A Legend Chapter 1 has been awarded the title of Best South Film in the India TV poll, leaving behind a strong list of competitors that included the big hit Coolie and Lokah Chapter One: Chandra. The triumph of the movie reveals the enormous acceptance of the film among the Indian audience and also speaks of its power to influence the culture as well as the wide acknowledgment of the film's merit since its release. Kantara: A Legend Chapter 1 has been a great success with the public as well as with the critics, and has been praised for the engrossing plot, the powerful acting and the remarkable visual storytelling. The India TV poll drew lots of fans to vote, which is a clear indication of the movie's appealing power

that goes far beyond its regional roots. The poll result clearly shows that the influence of South Indian films is on the rise in the national cinema, as regional films are able to attract not only attention but also box office success among the diverse audiences. Coolie and Lokah Chapter One: Chandra also got good reviews and a big fan base, but it was Kantara which in the end became the people's choice. Kantara's victory in the poll adds another feather to the cap of the film's accolades, it is a tribute to the power of storytelling and the continued rise of South Indian films in the popular culture. Social media is flooded with messages from fans who want to congratulate the team of Kantara for this victory.

DRDO HAS WRAPPED UP USER EVALUATION TRIALS OF THE AKASH-NG MISSILE SYSTEM

The Defence Research and Development Organisation (DRDO) has conducted user tests of the Next Generation Akash missile system, dubbed Akash-NG, with great success. This is a major milestone prior to the formal acceptance of the missile into the Indian armed forces. During the trials, the Akash-NG missile accurately hit aerial targets at different distances and heights. It performed well in low-altitude, near-border situations as well as in long-range and high-altitude missions. These results showed that the missile system is reliable and can handle many types of air threats. Akash-NG uses an indigenous Radio Frequency (RF) seeker and a solid rocket motor, which makes it a strong and advanced air defence missile. It can protect against enemy aircraft, drones, and other aerial attacks. All major parts of the system, including the radar, command and control unit, and missile launch vehicle, have been developed by DRDO with support from Indian defence companies. The trials were observed by senior DRDO scientists and officials from the Indian Air Force. Defence Minister Rajnath Singh congratulated DRDO, the Air Force, and the defence industry for the success. He said the Akash-NG will greatly strengthen India's air defence system. With these trials completed, the missile is now ready for induction into service.



INDIA HOPES TO FINISH US TRADE TALKS SOON: COMMERCE SECRETARY

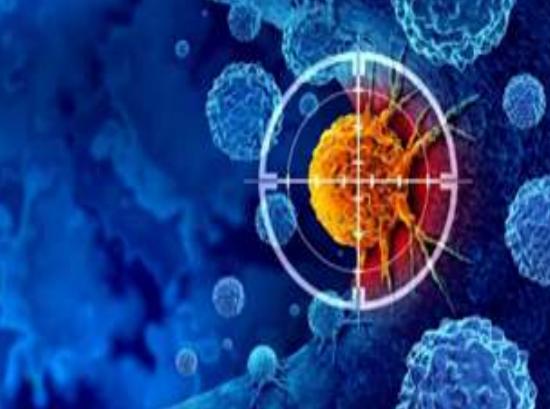


India is actively holding trade talks with the United States and hopes to finish the discussions soon. Commerce Secretary Rajesh Agrawal said the goal is to improve market access for Indian exporters, especially as the US is India's biggest export market. He added that even though the US has imposed high tariffs, Indian exporters have managed to maintain their exports. The talks are important because the US has imposed a steep 50 per cent tariff on many Indian goods. This has affected Indian exporters, who are waiting for the talks to conclude so that trade conditions can improve. Commerce and Industry Minister Piyush Goyal also said that negotiations for a bilateral trade agreement with the

US are at an advanced stage. The latest round of talks ended on December 11. India and the US are trying to finalise the first phase of a Bilateral Trade Agreement (BTA), which aims to increase trade between the two countries to USD 500 billion by 2030. Currently, bilateral trade stands at about USD 191 billion. Despite the challenges, India's exports to the US grew by over 22 per cent in November. Global trade problems may make it hard for India to achieve its USD 2 trillion export target by 2030. To increase exports, India is signing free trade agreements with countries like the UK, the EU, New Zealand, Oman, and others. These agreements will help Indian exporters get better access to foreign markets and grow their business.

PRECISION ONCOLOGY GAINS GROUND AS INDIA CLEARS TARGETED CANCER THERAPIES

India's cancer therapy scene is transforming as the government is embracing the concept of precision oncology which means the treatments are based on the patient's genetic profile and are highly specific as opposed to the outdated use of chemotherapy. India's drug regulatory authority, the Central Drugs Standard Control Organization (CDSCO), has recently granted several approvals to the treatment options that are immunotherapy-based, targeted drugs, and antibody-drug conjugates (ADCs), thus indicating a firm transition towards the modern treatment methods. Such innovative approaches are developed to precisely strike the cancerous cells, thus promising superior outcomes as well as minor adverse effects. Recent approvals of several major oncological drugs have turned out as a good blockbuster. These include Keytruda for multiple cancer types, Vorasidenib for brain cancer, and combination immunotherapies for liver cancer and melanoma. Drugs like Selpercatinib and Trastuzumab Deruxtecan are also expanding treatment options for breast and stomach cancers. Experts say these approvals are important because they offer better outcomes for patients who earlier had very limited choices. Combination therapies are especially helpful in treating difficult cancers. India is also making progress in local innovation. A biosimilar version of Nivolumab, a cancer medicine, has started Phase III clinical trials in India. Last year, India also approved its first home-grown CAR-T cell therapy to treat blood cancer. Many new and advanced cancer medicines are now in the final stages of testing. Because of this, the cancer treatment market in India is expected to grow quickly. Experts believe that by 2030, India's precision cancer treatment market could almost double in size. This growth will help make advanced cancer treatments more available and more affordable for patients across the country.



KERALA PARTNERS WITH GERMANY'S NXTGN STARTUP FACTORY FOR DEEP TECH ECOSYSTEM BUILDING



The government of Kerala has made it public that it has formed a strategic partnership with Germany's NXTGN Startup Factory, a deep-tech accelerator, to nurture and empower the state's deep technology startup ecosystem. The collaboration is expected to bring innovation to the forefront, draw international investment and provide support for the next generation of startups engaged in areas like artificial intelligence, robotics, security, new materials, and quantum technologies. In implementation of this partnership, NXTGN Startup Factory will be giving a hand to Kerala's startups in terms of mentorship, getting into international markets, and opportunities for tie-ups with global corporations and investors. The project will also cover training sessions, innovation competitions, and networking events that will be tailored to developing the skills of local entrepreneurs and making connections for them with the larger European deep-tech community. The top management in Kerala sees the partnership as an important move, putting the state forward as a deep tech hotspot in India, using its skilled manpower, research centers, and favorable policies as the main support. This measure, by encouraging partnerships between Indian startups and international players, can lead to more job opportunities, faster technology transfer, and better positioning for Kerala on the global map of innovation. The partnership is an indication of a wider trend of international collaboration in the field of technology and at the same time it highlights the increasing significance of deep tech as an economic growth driver of the future.

GOVT FAST TRACKS COAL AND LIGNITE MINE APPROVALS TO REVIVE POWER SECTOR



As a measure of government initiative, coal and lignite mining projects are now provided with a simplified and fast-tracked process getting the government to take the peak of the nation's energy security and investment attraction through this power sector crawl. The new framework will cut time in getting clearance from months to just a few weeks, eliminating the red tapes and letting the mining operations start right away or whenever the necessary approvals are acquired. The new system intends to eliminate red tapes for environmental and land-use permits, though it will still have buffers to protect the environment and people. The system will also enable state-run and private coal and lignite mining firms to increase their output thereby providing support to industries that are dependent on these minerals such as power and steel. Officials have pointed out that the reform is in consonance with India's larger objective of creating an energy supply that is cheap and reliable for both households and businesses. Apart from the speedier approvals, the new procedures also promote digital platforms that enhance transparency, accountability, and monitoring which in turn facilitate stakeholders in tracking their applications and meeting compliance. This is coupled with an expectation of creating jobs in the mining areas and actually reviving the local economies. With the approval process being made more efficient, the government envisions the possibility of reconciling the needs of a growing economy for energy and the necessity for sustainable development.

Afreen Mazgaonkar & Nancey Kujur

UNNATI HOODA AND KIRAN GEORGE VICTORY AT ODISHA MASTERS BADMINTON SUPER 100



The badminton competition in India is seeing very young talented players like Unnati Hooda and Kiran George who got the singles crowns in Odisha Masters Badminton Super 100 tournament in Cuttack. In a contest that was composed of very good matches and strong competition, both Indian shuttlers showed great skills and fierce wills to take the awards and make a solid statement in the international circuit. Unnati Hooda, who is on her way of becoming a major player, exhibited her aggressive way of playing and steady performance all through the competition to be crowned the winner in the ladies' singles event. Her showing not only at the competition's end but all the way through has, however, matured her a lot as a player since she was able to dispose of the challengers one

after the other and therefore claim the title and also gain some world-ranking points along the way. This victory continues to be a strong support for her being viewed as one of the brightest and most promising female players among the Indian badminton players. On the men's side, the experienced player Kiran George put together skills with strong character to win the championship. Due to his strategic playing style and physical condition, George had a very hard path in the tournament but managed to be the last man standing which pleased the local spectators. The combined win demonstrated not only India's budding talents in badminton but especially among singles players and it means more ahead of the BWF calendar's next higher-level events. The performances of the winners have attracted praise not only from the audience but also from the experts for their future prospects in the sport.

68TH NATIONAL SHOOTING CHAMPIONSHIPS: RAIZA DHILLON SHINES WITH TWO GOLDS

Olympian Raiza Dhillon gave an excellent performance at the 68th National Shooting Championship Competitions (NSCC) held at the Karni Singh Shooting Range, Tughlaqabad. On Saturday, she won two gold medals, one in the Women's Skeet event and another in the Junior Women's Skeet event. In the Women's Skeet final, Raiza scored 56 points to win the gold medal. Yashasvi Rathore finished close behind with 55 points to win silver, while Olympian Ganemat Shekhon won bronze with 45 points. Other shooters like Darshna Rathore, Risham Kaur Gurur and Vanshika Tiwari finished fourth, fifth and sixth respectively. Earlier in the qualification round, Yashasvi topped the list with 118 hits, while Raiza and Ganemat both scored 116 hits. Raiza finished second after a shoot-off. In the Women's Skeet Team event, Rajasthan won the gold medal, followed by Madhya Pradesh with silver and Punjab with bronze. Raiza continued her strong performance in the Junior Women's Skeet final, scoring 55 points to win gold again. Vanshika Tiwari won silver and Mansi Raghuwanshi took bronze. In the Junior Women's Team event, Madhya Pradesh won gold, Rajasthan secured silver and Punjab won bronze. The championship will continue in the coming days, with more shooting events scheduled next.



LADAKH ARCHERY TEAM MAKES HISTORY, QUALIFIES FOR NATIONAL GAMES

The archery team of the Union Territory of Ladakh performed so remarkably at the Senior Archery National Championships held in Hyderabad that it has gained the right to participate in the National Games. Besides, the Ladakh archers showed their outstanding skills, calmness, and ambition to be nominated for the prestigious multi-sport event by getting through the whole tournament of teams from 31 states. Through a series of victories, the team reached the Round of 16 and, on the way, scored an important win over Punjab, a usually powerful team in Indian archery. Then they went to the quarter-finals for a fight that was loud, against Andhra Pradesh; they lost but only by two points in a very tight game. However, the overall performance of Ladakh was so strong that it resulted in qualification, so a historic moment for the area was celebrating. The team made up of Hussain Phokar, Nurboo Phyang, Nubu Thiksay, and Ali Sanku, worked together perfectly to get this success. Sports authorities and fans in Ladakh regard this victory as a significant and uplifting event for archery in the region, and they are feeling that it will encourage more young players from this part of the world to enter the national arena.



IDCA TEAM CLINCHES 3-0 T20 DEAF CRICKET SERIES VICTORY IN DUBAI

The Indian Deaf Cricket Association (IDCA) team won the three-match T20 Deaf Cricket Series against the Inclusive Warriors Deaf Dubai (IWDD) with a clean 3-0 sweep. The matches were played at the DCS You Selects Arena in Sharjah from December 11 to 13. In the first match on December 11, IDCA scored 212 runs and bowled out IWDD for 123, winning by 89 runs. Santosh Kumar Mahapatra was named Player of the Match. The second match was held on December 12, where IWDD scored 134 runs. IDCA chased the target easily, winning by 8 wickets, with Santosh again winning Player of the Match. In the final match on December 13, IDCA scored 187 runs and restricted IWDD to 124, winning by 63 runs. Virender Singh was named Player of the Match. For the series awards, Virender Singh won Player of the Series and Best Bowler, while Santosh Kumar Mahapatra won Best Batsman. Vaibhav Paranjpe received the Best Fielder award. Several dignitaries praised the team's performance. They highlighted the players' hard work, dedication, and passion for the game. IDCA officials also thanked their partners and sponsors for their continuous support, which has helped the team achieve this success and promote inclusion through sports.



PICKLEFEST: YANNIV SAINAANI AND NIRVAIR BHAN WIN U-14 DOUBLES TITLE



Yanniv Sainaani and Nirvair Bhan won the Under-14 gender-neutral doubles title on the first day of Picklefest, an Indian Pickleball Association (IPA)-approved PWR 400 event, held in Mumbai on December 13. The young pair played with confidence in the final and won the match 15-4, clearly dominating their opponents to win the title. Throughout the tournament, Yanniv and Nirvair showed great teamwork and maturity for their age. They played smartly, controlled the game well, used their chances to score points, and remained calm even in tough situations. Their strong coordination and smart play helped them stand out among tough competition. The one-sided final score showed how confidently they played from the start. Picklefest brought together many talented young players and gave them a good chance to compete at a high level. Winning this title is a big achievement for Yanniv and Nirvair and shows that they have a bright future in India's junior pickleball.

The Indian Pickleball Association (IPA) is the official body that manages and promotes pickleball in India. It organises tournaments across the country and encourages people of all ages to play the sport. IPA is linked with the Asian Pickleball Association (APA) and the Global Pickleball Federation (GPF). The PWR ranking system is India's official national ranking for pickleball. It covers all age groups and match formats and helps identify top players for selection at school, state, and national levels.

INDIA'S FIRST TRANSGENDER FOOTBALL LEAGUE LAUNCHED IN JAMSHEDPUR

The first transgender football league in the country was launched in Jamshedpur, Jharkhand, and it is a very important step in inclusive sports by India. It is the first-ever such league in India and it is intended to be a means for the transgender community to compete, get acceptance and challenge the already-established barriers in the sports culture of India. The league was conducted with the help of local NGOs and sports organizations that were dedicated to the cause of disadvantaged communities. Transgender athletes from the entire area took part in the event and displayed their skills, determination and athleticism on the field. The event was not only a showcase of sports talent but also a strong supporter of the values that are necessary for the transgender community's integration and their rights in the sports world. The participants shared their feelings of being very happy and proud and stated that the league was instrumental in their being seen and feeling part of a community that usually excludes them. The coaches and the ushers pointed out that such activities are a must for building confidence and taking the lead among the transgender youth while making them the role models for others to follow in the sports area. The kickoff of the transgender football league in Jamshedpur is a major cultural landmark and a further move towards more inclusiveness in Indian sports.



Dr. Smita Ravikumar Kuntay & Ajab Tinwala

UPPBPB RECRUITMENT 2026

The Uttar Pradesh Police Recruitment & Promotion Board (UPPBPB) has released an official notification for the direct recruitment of 537 Group-C posts including Sub-Inspector and Assistant Sub-Inspector (Clerk & Accounts). This is a golden opportunity for graduates aspiring to join the prestigious Uttar Pradesh Police force in clerical and confidential roles.

Online applications are invited from eligible candidates from 20 December 2025 to 19 January 2026 through the official portal.

Recruitment Overview

- Organization: Uttar Pradesh Police Recruitment & Promotion Board (UPPBPB)
- Advertisement No.: PRPB-B (Computer Operator Grade-A)-12/2025
- Total Vacancies: 537
- Job Location: Uttar Pradesh
- Job Type: Permanent (Group-C)
- Last Date to Apply: 19 January 2026

Post-wise Vacancy Details

- Sub-Inspector of Police (Confidential) – 112
- Assistant Sub-Inspector (Clerk) – 311
- Assistant Sub-Inspector (Accounts) – 114

Eligibility Criteria

- Educational Qualification: Graduation in any stream from a recognized university + O-Level certificate.
- Typing/Skill Requirement:
- English: 35 WPM
- Hindi: 25 WPM
- SI (Confidential): Hindi Stenography 80 WPM
- Age Limit: 21 to 28 years as on 01-07-2025 (Age relaxation applicable as per UP Government rules.)

Selection Process

- Written Examination
- Physical Efficiency Test (PET)
- Physical Standard Test (PST)
- Document Verification
- Medical Examination

Pay Scale

- Sub-Inspector (Confidential): Pay Level-06
- Assistant Sub-Inspector (Clerk & Accounts): Pay Level-05

Application Fee

- General/EWS/OBC: ₹500/-
- SC/ST: ₹400/-
- Mode: Online Payment Only

How to Apply

- Visit <https://uppbpb.gov.in>, register, fill the online form, upload documents, pay the fee, and submit the application before 19 January 2026.

For more details, candidates can refer to the official notification.

UPPRPB COMPUTER OPERATOR RECRUITMENT 2026 – APPLY ONLINE FOR 1352 POSTS

The Uttar Pradesh Police Recruitment & Promotion Board (UPPRPB) has released the official notification for direct recruitment to the post of Computer Operator Grade-A. This massive recruitment drive offers 1352 vacancies

Online applications are invited through the official portal www.upprpb.in from 16 December 2025 to 15 January 2026 (11:59 PM). Interested candidates must read the detailed notification carefully before applying.

Recruitment Overview

- Organization: UP Police Recruitment & Promotion Board
- Post Name: Computer Operator Grade-A
- Total Vacancies: 1352
- Job Location: Uttar Pradesh
- Pay Scale: ₹5200 – ₹20,200 + Grade Pay ₹2400
- Age Limit: 18 – 28 years (as on 01.07.2025)
- Qualification: 12th with Physics & Maths + 'O' Level/Diploma in Computer/IT/Electronics

Category-wise Vacancies

- General – 545
- EWS – 134
- OBC – 364

- SC – 283
- ST – 26
- Total – 1352

Eligibility Criteria

- Intermediate (10+2) with Physics & Mathematics
- O' Level Certificate (NIELIT/DOEACC) OR Diploma in Computer Science/IT/Electronics
- Typing Speed: English 30 WPM, Hindi 25 WPM

Selection Process

- OMR Based Written Examination
- Computer Typing Test
- Document Verification
- Medical Examination

Exam Pattern (200 Marks – 2 Hours)

- General Knowledge – 40 Qs (50 Marks)
- Mental Ability & Reasoning – 40 Qs (50 Marks)
- Computer Science – 80 Qs (100 Marks)

Application Fee

- General/OBC/EWS – ₹500
- SC/ST – ₹400
- Mode: Online

UP Police Computer Operator
1352 Post
Apply Online
Grade-A Recruitment 2026



Important Dates

- Start of Online Application: 16 December 2025
- Last Date to Apply & Pay Fee: 15 January 2026
- Exam Date: To be announced

How to Apply

- Visit www.upprpb.in, register, fill the form, upload documents, pay the fee, and submit before the closing date.

For more details, candidates can refer to the official notification.

BANK OF INDIA APPRENTICE RECRUITMENT 2026 – APPLY ONLINE FOR 400 VACANCIES



BOI APPRENTICE VACANCY 2026
Apply for 400 Apprentice Posts

• • •

The Bank of India (BOI), a premier Public Sector Bank with its Head Office in Mumbai, has released a notification for the engagement of 400 Apprentices under the Apprentices Act, 1961. This is an excellent opportunity for fresh graduates to gain hands-on experience in the banking sector through a paid apprenticeship program.

Eligible candidates can submit their applications online from 25 December 2025 to 10 January 2026 through the official Bank of India website.

States across India

- Last Date to Apply: 10 January 2026

State-wise Vacancy Highlights

Assam – 10 | Bihar – 25 | Goa – 05 | Gujarat – 50 | Jharkhand – 45 | Karnataka – 25 | Kerala – 05 | Madhya Pradesh – 55 | Maharashtra – 60 | New Delhi – 10 | Odisha – 15 | Punjab – 05 | Rajasthan – 10 | Tamil Nadu – 10 | Tripura – 05 | Uttar Pradesh – 20 | Uttarakhand – 05 | West Bengal – 40

Eligibility Criteria

Recruitment Overview

- Organization: Bank of India
- Post Name: Apprentice
- Total Vacancies: 400
- Job Type: Contract (Apprenticeship)
- Stipend: ₹13,000 per month
- Job Location: Multiple

Selection Process

- Online Written Test
- Local Language Proficiency Test

Application Fee

- PwBD: ₹400/-
- SC/ST/Women: ₹600/-
- All Other Candidates: ₹600/-
- Mode of Payment: Online only

Important Dates

- Start of Online Application: 25-12-2025
- Last Date to Apply: 10-01-2026

How to Apply

- Visit [https://bankofindia.co.in](http://bankofindia.co.in)
- Click on the Apprentice Recruitment 2026 link.
- Complete registration and fill the application form.
- Upload required documents and photograph.
- Pay the application fee online and submit the form.
- Download and keep a copy for future reference.

For more details, candidates can refer to the official notification.

Deepika Singh

QUIZ TIME

1. In December 2025, which city saw the inauguration of the 'Rashtriya Prerna Sthal', a 65-acre national memorial dedicated to former PM Atal Bihari Vajpayee?
2. Recent re-analysis of NASA's Cassini data in late 2025 suggests that which moon of Saturn might not have a subsurface ocean as previously believed?
3. Which major Indian festival was officially included in the UNESCO Representative List of Intangible Cultural Heritage during its 20th session held in New Delhi this month?
4. The DRDO successfully completed user trials for which modern surface-to-air missile (SAM) defense system in December 2025?
5. The IMF approved emergency funding of \$206 million under its Rapid Financing Instrument (RFI) for which country following the impact of Cyclone Ditwah?
6. Which Indian state is home to the Valmiki Tiger Reserve, which reported a significant increase in tiger population in recent conservation reports?
7. Which city is hosting the Global AI Show 2025, with the theme "AI: 2031 – Accelerating Intelligent Futures"?
8. India's largest circular stone labyrinth, linked to the Satavahana dynasty, was recently discovered in which Indian state?

RIDDLES

1. I am a bright orange, intricate spiral born from fermented batter. I dive deep into hot oil and then take a long bath in sugary syrup to become crispy, juicy, and sweet. What am I?
2. I am a delicate, flat white disc made of fresh chhena. I spend my time swimming in a pool of thickened, creamy milk infused with the aroma of saffron and crushed pistachios. What am I?
3. I am a royal, diamond-shaped treat crafted from the finest ground cashews and sugar. I am famous for my smooth texture and the thin, shimmering coat of edible silver foil that I wear. What am I?
4. I am a soft, dark golden-brown sphere made of milk solids and flour. I am best served warm, soaking up every drop of a sweet cardamom and rose-scented syrup until I melt in your mouth. What am I?

4. Gulab Jamun

3. Kaju Katli

2. Ras malai

1. Jalebi

II) RIDDLES

8. Maharashtra (Solapur district)

7. Abu Dhabi

6. Bihar

5. Sri Lanka

(Akash-NG)

3. Diwali

2. Titan

1. Lucknow, Uttar Pradesh

ANSWERS

Introducing Our New Column

ARTWORK OF THE WEEK

We invite all young artists to showcase their talent in our weekly e-newspaper, The HULAHUL Times. Submit your hand-drawn artwork to be featured!

CRITERIA

- Age Limit: Up to 24 years
- Artwork Size: A4
- Format: Hand-drawn only

SUBMISSION DETAILS

- Email your artwork to: thehulahultimes@gmail.com
- Subject Line: ARTWORK
- Include: Your Name, Age, School/College Name, and Phone Number

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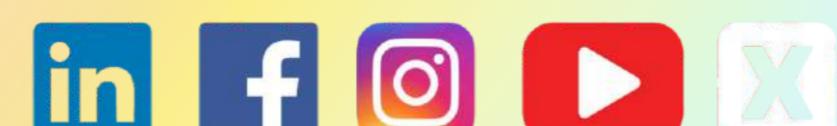
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Kaccha Golla – Kolkata's Soft & Milky Delight!

This Week, We're Indulging in Kaccha Golla – Kolkata's Soft & Milky Delight!

Kaccha Golla is a classic Bengali sweet from Kolkata, made with fresh chhena and lightly sweetened to preserve its natural milk flavour. Unlike syrup-soaked sweets, Kaccha Golla is delicate, mildly sweet, and melt-in-the-mouth, making it perfect for those who enjoy subtle desserts.

Ingredients:

- Fresh full-cream milk – 1 litre
- Lemon juice or vinegar – 2 tbsp (for curdling)
- Sugar – 3–4 tbsp (adjust to taste)
- Cardamom powder – 1/4 tsp
- Rose water – 1/2 tsp (optional)
- Milk powder – 1 tbsp (optional, for richness)



Preparation

- Boil the milk in a heavy-bottom pan. Once it comes to a boil, lower the flame and add lemon juice gradually, stirring gently until the milk curdles.
- Strain the chhena using a muslin cloth and rinse under cold water to remove sourness. Squeeze out excess water, keeping the chhena soft and moist.
- Transfer the chhena to a bowl and gently mash it with your fingers, do not over-knead.
- Add sugar, cardamom powder, rose water, and milk powder (if using). Mix lightly until just combined.
- Shape the mixture into small round balls or flatten slightly as desired.
- Let it rest for 10–15 minutes before serving to allow flavours to settle.

Serving Tip:

Serve Kaccha Golla fresh at room temperature. It pairs beautifully with a light Bengali meal and is best enjoyed the same day for its authentic taste and texture.