



FIRST COLUMN

MERGE YOURSELF
IN LIGHT OF LIGHTS

This Diwali, light a lamp of love, blast a chain of sorrow and shoot a rocket of prosperity and happiness



RAJYOGI BRAHMA KUMAR NIKUNJ JI

The biggest and the brightest of all the festivals celebrated across India as well as the whole world is about to arrive and fill our lives with joy and happiness. Yes! We all know that's none other than "Diwali" or as we say "Deepawali" in India. Such is the magic of this festival that throughout the 4-day celebrations, illuminates the whole nation with its brilliance, and dazzles all with its joy. Though each of the four days during Diwali is separated by a different tradition, what remains true and constant is the celebration of life, its enjoyment and goodness. We all know that as per the Hindu calendar,

Diwali is celebrated on the darkest night of the month of Kartik. That is why it is also considered an occasion of victory of light over darkness or good over evil. Kartik month is the 8th lunar month of the Hindu calendar.

This month is considered the holiest of all the months in the Hindu calendar. Kartik Snaan (Bath) is given a lot of importance by Hindus wherein it is customary for people to go to the holy rivers or oceans because it is a general belief that your sins or bad karmas are washed away or forgiven when you perform this ritual, but all these are only symbolic. However, Kartik means change or transformation from the old to the new.

It is the last festival in the year that is celebrated as the conquest



of the virtues over the vices by 'bathing in the ocean of knowledge' i.e. 'Gyaan Ganga' to cleanse the soul of all the impurities accumulated in the dark ages. It is thus a unique process to change a man (Nar) from ordinary to an elevated perfect man or deity called "Narayan".

Going by history, the festival of Diwali can be traced back to ancient India, when it was probably an important harvest festival. However, various legends are pointing to the origin of Diwali or 'Deepawali.' Some believe it to be the celebration of the marriage of Shri Lakshmi with Lord Vishnu. Whereas in Bengal the festival is dedicated to the worship of Mother Kali, the goddess of strength. Lord Ganesha, the elephant-headed God, the symbol of auspiciousness and wisdom, is also worshipped in most Hindu homes today. In Jainism, Deepawali has an added significance to the great event of Lord Mahavira attaining the eternal bliss of nirvana.

Diwali also commemorates the return of Lord Rama along with Sita Ji and Lakshman Ji from his fourteen-year-long exile and vanquishing the demon-king Ravana. In joyous celebration of the return of their king, the people of Ayodhya, the Capital of Lord Rama, illuminated the kingdom with earthen diyas (oil lamps) and burst crackers.

Each day of Diwali has its tale, legend and myth to tell, but one should not forget the fact that behind each of these legends, myths and stories lies the significance of the victory of good over evil; and it is with each Deepawali and the lights that illuminate our homes and hearts, that this simple truth finds new reason and hope. So, this Diwali, merge yourself into the light of lights who is Supreme of all and enlighten yourself from within.

(The writer is a spiritual educator & popular columnist, views are personal)

The web of conspiracy theories and the US election



SANTHOSH MATHEW

Conspiracy theories have captivated society for centuries, spinning intriguing narratives that challenge our sense of truth—and the recent US elections are no exception



In every era, conspiracy theories have captivated the public imagination, creating a whirlwind of suspicions, accusations, and intrigue. Today, with the American presidential election in the rearview mirror, the air is thick with conspiracy theories, some rooted in historical patterns and others fueled by recent global events.

From ancient prophecies to modern speculations, these narratives show how deeply conspiratorial thinking is woven into society, even influencing one of the most powerful democracies in the world. During the COVID-19 pandemic, a wave of theories dominated headlines, each offering a different perspective on the virus's origin and spread. For example, when former U.S. President Donald Trump labelled COVID-19 the "Wuhan virus," he fanned the flames of speculation that the virus was the result of Chinese bio-engineering. Simultaneously, however, a counter-narrative gained traction, suggesting that the virus was an American creation, designed and disseminated as part of an alleged biological warfare program.

Even within the conspiracy community, viewpoints diverged: was COVID-19 a lab-born pathogen or a consequence of environmental manipulation? A particularly unique theory even claimed the virus spread through the electromagnetic signals of 5G towers, resulting in people burning down cell towers in the United Kingdom. The COVID-19 narrative was far from alone in raising eyebrows. Conspiracy theorists link current fears to past events—from the HIV/AIDS epidemic to natural disasters. Some hold that HIV was an engineered product of the U.S. military's biological weapons division, first tested on prisoners in the 1970s before it spread outside government control.

Others go back further in history, believing that HIV stemmed from scientific mutations, a theory allegedly supported by Russian virologists who argue that HIV was a modified form of the VISNA virus, created in a laboratory setting. Nobel laureate Wangari Maathai also claimed in 2004 that



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AIDS was no accident, attributing its origin to American laboratories.

Natural disasters, too, have not escaped the lens of conspiratorial imagination. In the wake of the catastrophic 2004 Indian Ocean tsunami, rumours spread that U.S. military tests were to blame. The claim was that sophisticated nuclear weapons testing off the coast of Indonesia could manipulate the weather and disrupt seismic activity. Alongside such theories, another narrative has taken shape, labelled the "Thucydides Trap"—a concept rooted in the belief that rising powers, such as China, often seek to destabilize dominant powers, exemplified by the release of COVID-19 as an alleged bio-weapon against the United States. Conversely, some assert that COVID-19 was a means for the U.S. to undermine China, spurring a dramatic escalation of mutual suspicion. Even the 9/11 attacks are rich ground for conspiracy theories. There are over four million articles online dissecting and speculating on every aspect of the attack, including claims of prior U.S. knowledge and deliberate inaction. Such theories propose that the tragedy served as a pretext for increased American military involvement in the Middle East, bolstering the economic interests of defence industries.

In such an environment, it is hardly surprising that suspicion surrounds recent American presidential elections. Election season in the United States has always been a prime opportunity for conspiracy theories, with the latest election being no exception. In this context, Nostradamus, the French astrologer and reputed seer of the 16th century reappears in the collective imagination. Nostradamus is often cited as having "predicted" world events, from the rise of Hitler to the terror of 9/11. As American political dynamics shift, believers inter-

pret Nostradamus' cryptic prophecies to suit contemporary issues, citing his supposed foresight about Trump's ascension and even a second term. Such theories proliferate because they tap into pre-existing beliefs, adding layers of mystery to the already intricate political landscape. One particularly respected figure in the American election-prediction community is historian Allan Lichtman. Dubbed the "Election Nostradamus," Lichtman has accurately forecasted the outcomes of multiple presidential elections over the past few decades.

Although Lichtman's predictions are based on a well-formulated system, his track record and the nickname he's acquired seem to lend credence to the idea that prophecy and foresight have a place even in the most rational domains. Lichtman's projections of a Democratic victory fueled hope among Biden and Harris supporters, while some conspiracy theorists proposed that the "powers that be" were covertly steering the election outcome to align with Lichtman's track record. In the age of social media and instantaneous communication, conspiracy theories spread rapidly.

The adage, "A lie can travel halfway around the world while the truth is putting on its shoes," aptly describes how quickly misinformation can take hold. The rise of the internet has only amplified this effect, granting conspiracy theories a global platform.

Notably, the Flat Earth Society has found new life online, continuing to challenge the scientifically accepted fact that the Earth is round. The society's followers persist in their belief, interpreting satellite imagery and NASA's findings as government propaganda. Similarly, speculation surrounds the historic 1969 moon landing. Despite NASA's documentation

and evidence, sceptics argue that the moon landing was an elaborate hoax staged to one-up the Soviet Union in the Cold War space race. Believers insist that the televised moonwalks were filmed on Earth, attributing the iconic image of Neil Armstrong to American propaganda efforts.

The moon landing controversy may be one of the most persistent conspiracy theories, as it continues to captivate audiences more than 50 years later.

As much as conspiracy theories focus on the United States, they are not exclusive to any single nation. Still, America's global influence and extensive media presence make it especially susceptible to scrutiny. Government mistrust underpins many of these theories, exemplified by the Roman historian Tacitus, who posited that the actions of untrustworthy rulers breed public suspicion.

According to Tacitus, regimes that lose the faith of their citizens tend to fuel the fires of conspiracy, using public confusion as a tool to maintain control. In the current political climate, where truth is elusive and media narratives frequently conflict, conspiracy theories are likely to thrive. They emerge not only from a need to question authority but also from an inherent fascination with the unknown.

For every piece of verified information, there is a counter-theory that rejects it, and conspiracy theories transform historical and current events into captivating narratives for believers and sceptics alike.

As American democracy continues to face these claims, it's clear that conspiracy theories are not going away any time soon. Rather, they will evolve, adapting to each new event and generation with the same intensity that has fueled them for centuries.

(The writer is an associate professor; views are personal)

Bootstrapped startups: The resilient path to sustainable growth

By starting small and reinvesting profits, bootstrapped startups prioritise sustainable growth and operational agility over rapid scaling

Entrepreneurship is a dream journey for many young minds full of innovative ideas and pioneering thoughts. And many times, they are left to fend for themselves. Before the world believes in their ideas, entrepreneurs have to believe in themselves and their ideas first. For their entrepreneurial ventures to see the light of the day, entrepreneurs, therefore, first turn towards themselves and become their investors. This idea is known as bootstrapping, which is the process of developing a business with limited resources, without the financial and managerial support of an investor, more particularly an angel investor. So, in this case, the entrepreneur starts his business with little or no money, all the while



HIMA BINDU KOTA

ploughing back the funds generated by customer-driven business into the operations to achieve growth. A bootstrapped startup is characterized by full control of the founder over the business without the pressures of outside investors.

This provides the founder with elbow room to be flexible and agile in decision-making. The challenge to sustain

the startup brings out creativity and resourcefulness in problem-solving. Combined with lean operations and focus on revenue generation, the founder manages to survive and thrive which leads to high founder satisfaction, self-reliance and long-term sustainable growth.

Although it is difficult to dampen the spirit of entrepreneurship, the statistics sure leave us disheartened. According to an article in Harvard Business Review by Prof. Tom Eisenmann, nearly 63 per cent of startups never end up with a positive return. By another metric, only 15 per cent of startups ever see through their first round of funding. So, in situations where the survival of startups is difficult, being bootstrapped

can make it even harder. While bootstrapping provides entrepreneurs with increased financial independence and control, there can be several disadvantages. Liquidity crunch is one of the major disadvantages of a bootstrapped enterprise. A steady flow of funds is essential for any operation and all the more important for a start-up.

A bootstrapped company has to generate enough profits to cover the daily operational expenses and more often than not, because of lack of financial cushion, it is difficult to withstand sudden economic crises, disruptions, and market downturns. Secondly, it is difficult for bootstrapped companies to attract and hire talented employees with limited budgets. Additionally, in such



situations, founders end up multi-tasking even though they may lack specialized skills in some of the key function areas of a business, like production, sales and marketing, new business development, and daily operations, which may affect long-term growth prospects.

So, are bootstrapped companies less valuable than funded companies? This is a quintes-

sential question. Well, to answer this, let's try to see what is value. For starters, a company is valuable if, irrespective of its size, can develop a product or service and generate revenue.

By doing so, over some time, the revenue base starts helping the company to grow organically and lo behold, it manages to cross the 'valley of death'. So, a company that can grow with its revenues and survive and sustain on a long-term basis is far more valuable than a funded company that can show growth metrics only on the backing of funding received, which may be short-lived, if it is unable to generate revenue-backed growth quickly. Therefore, in a start-up world where 9 out of 10 startups fail, bootstrapped startups have a

greater chance of survival as they are 55 per cent more likely to establish positive cash flows within the first three years of operations and generate a sustainable revenue stream.

This makes their failure rate 47 per cent lower than VC-funded startups. What one cannot ignore is the fact the value of a bootstrapped startup also comes from the intangible qualities of the founder like determination, passion, grit, resourcefulness and agility. These qualities are the mainstay of any bootstrapped startup that navigates it through the uncertain world of entrepreneurship. They are like the secret ingredients for the success of a bootstrapped startup – a battle between the wit and creativity of a founder versus

the deep pockets of a VC. By focusing on customer acquisition and revenue generation, bootstrapped startups demonstrate their qualities of innovation, resourcefulness, flexibility and agility, in navigating the uncertain world of entrepreneurship. By keeping themselves lean and using cost-effective strategies, bootstrapped startups facilitate higher profit margins that in turn lead to long-term sustainable growth.

In a startup world that is fixated with high growth fancy ideas and flamboyant entrepreneurs, bootstrapped startups stand out as beacons of efficiency, proving that sometimes slow and steady truly does win the race.

(The writer is a financial analyst; views are personal)

Looking forward to advancing EU-India FTA talks: Pedro Sánchez

PTI ■ NEW DELHI

Spanish President Pedro Sánchez on Tuesday said he looks forward to advancing EU-India FTA negotiations, highlighting the "enormous" potential for a stronger relationship between India and the 27-nation European Union bloc, including Spain.



"We have a lot to offer to India with our experience in solar and wind power. Our expertise can help India reach its goal of 500 gigawatts of renewable energy by 2030. We are committed to partnering with India to boost its energy security and green transition."

Renault Nissan Automotive's Tamil Nadu plant produces over 45 lakh units

PTI ■ CHENNAI

The manufacturing facility of automaker Renault Nissan Automotive India Pvt Ltd in Tamil Nadu has reached a milestone of producing over 45 lakh powertrain units since commencing operation in 2010, the company said.



In 2016, powertrain production reached one million milestone and has also produced more than 1.60 lakh units of "electric vehicle reducer components" for exports.

No shortage of crude oil in world: Hardeep Singh Puri

PTI ■ CHANDIGARH

Union Petroleum and Natural Gas Minister Hardeep Singh Puri on Tuesday said there is no shortage of crude oil in the world and enough refining capacity in the country to meet the domestic requirements.



"There is no shortage of crude oil in the world," said Puri while replying to a question on the sidelines of an event regarding 'Rozgar Mela' here.

and we have a very good distributors network. We have a very good arrangement with them. So there is no apprehension there," the minister said.

Government asks manufacturers to cut price of three anti-cancer drugs

PTI ■ NEW DELHI

The government has asked the companies to reduce prices of three anti-cancer drugs to pass on the benefit of customs duty exemption and GST reduction to the consumers.



2024-25 exempting these three anti-cancer medicines from customs duty, the Ministry of Chemicals and Fertilisers said in a statement.

duties should be passed on to the consumers," the ministry said. Hence, NPPA has directed all the manufacturers of above-mentioned drugs to reduce their MRP, it added.

IRF seeks reduction of GST on helmets to zero per cent

PTI ■ NEW DELHI

Welcoming the government's campaign against the use of substandard helmets, the International Road Federation (IRF) on Tuesday demanded reduction of GST on the protective gear to 0 per cent from the present 18 per cent.



nationwide campaign targeting manufacturers and retailers who sell non-compliant helmets for two-wheeler riders.

about 11 per cent of road accident deaths worldwide," IRF President Emeritus K K Kapila said in a statement.

Tata Power, IndusInd Bank partner to provide finance for solar projects

PTI ■ NEW DELHI

Tata Power Renewable Energy Ltd has partnered with IndusInd Bank to offer financing options to Micro and Small Enterprises (MSEs) for solar installations.



Tata Power Renewable Energy said, "Through a partnership with IndusInd Bank, we are facilitating easy financing opportunities for MSEs (Micro and Small Enterprises) to adopt solar energy, which will not only help them reduce operational costs but also actively contribute to the green energy transition."

Ultra-luxury real estate market gains momentum

PNS ■ NEW DELHI

The ultra-luxury real estate segment in Delhi-NCR has been experiencing remarkable growth, driven by rising demand from affluent buyers seeking exclusive, high-end properties in prime locations.

has announced an ambitious expansion plan aimed at transforming the Delhi-NCR real estate landscape. Over the next 12-18 months, KREEVA will launch three ultra-luxury projects in prime NCR locations, aiming to generate an estimated revenue of INR 4000-6000 crore.

Noida Expressway. Targeting high-end clientele, KREEVA plans to launch at least one flagship project each year, with a commitment to innovation, exclusivity, and sustainability.

Significant growth opportunity for renewable energy sector in India

PTI ■ NEW DELHI

There is significant growth opportunity for renewable energy sector in India, as the country's growing energy demand along with rapid industrialization needs all resources of energy, including solar and wind, according to an international sustainable development agency in Vienna.



very laudable and brings energy economic prosperity to the people," she noted. Chawla also acknowledged that clean energy solutions are quite job intensive as every kWh of RE generates three times as many jobs compared to thermal.

a very price sensitive market and as such calls for reducing the cost of renewable energy units. Solar prices have been reduced significantly over the last decade, making it the cheapest renewable produced compared to anywhere in the world.

projects and technologies for such transmission methods. She noted priorities set by the Green Hydrogen Mission and efforts that are underway, such as partnerships with international companies and technological transfer arrangements.

have a record of being implemented within 18-24 months. Presenting the latest update on power sector at the Singapore conference, Harish Dudani, member Central Electricity Regulatory Commission, said "In just a short span, from FY 2015-16 to FY 2023-24, there has been an expansion in solar and wind power from 40 GW to 143 GW."

I-T department notifies range for transfer pricing cases

PTI ■ NEW DELHI

The income tax department has notified the tolerance range for variation between arm's length price and transfer pricing for international and specified domestic transactions for Assessment Year 2024-25.

INBRIEF

POWERGRID EMBARKS VIGILANCE AWARENESS WEEK
GURUGRAM: Power Grid Corporation of India Limited (POWERGRID), a Maharatna PSU under Ministry of Power, Government of India, kickstarted Vigilance Awareness Week (VAW) 2024 through a walkathon led by Shri R. K. Tyagi, CMD
D-ZONE YOUTH FESTIVAL FROM OCTOBER 29
AMRITSAR: The D-Zone (Kapurthala, Nawanshar) District Colleges Youth Festival of Guru Nanak Dev University will be held from October 29 to 30, 2024. Prof. Preet Mohinder Singh Bedi, Dean Student's Welfare said that a 500 student-artists from various colleges will participate in 36 items of this festival.
CELESTIAL CARNIVAL ORGANIZED AT GNDU
AMRITSAR: The long-awaited Celestial Carnival, organized by the Department of Social Sciences of Guru Nanak Dev University at Asia House. The atmosphere was electric with the enthusiasm of both students and faculty, their energies reverberating through the venue and heralding the festive season.

