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PAPER WITH PASSION

The Chinese challenge

China's rapid advancements—evident in breakthroughs like DeepSeek—are challenging US superiority like never before

For decades, the United States has been the undisputed global leader in cutting-edge technology, from artificial intelligence (AI) and quantum computing to defence innovations and space exploration. However, China's rapid advancements in these fields, fueled by a mix of state-driven initiatives, talent acquisition, and aggressive R&D investments, are now posing a serious challenge to the US supremacy. The emergence of DeepSeek, a Chinese AI model rivaling OpenAI's GPT-4, is just one example of how Beijing is closing the technological gap. China's ambitions extend far beyond AI. It has made remarkable strides in many areas. It is a direct result of China's 'vision 2025' which is translating into reality. China has developed the Jiuzhang quantum computer, which demonstrated computational speeds exponentially faster than classical supercomputers. Meanwhile, the US remains engaged in its own quantum pursuit through companies like Google and IBM, but China's government-backed approach provides



an edge in long-term planning. From hypersonic missiles that can evade US missile defence systems to AI-driven warfare capabilities, China's military modernisation is shifting global power dynamics. Despite US sanctions aimed at crippling China's semiconductor industry, Beijing has made breakthroughs, notably with Huawei's 7nm Kirin chip, defying expectations. The US remains dependent on Taiwan's TSMC, but China's relentless pursuit of self-reliance is narrowing this gap. Even in space tech, China is surging ahead. China's Tiangong space station, its Mars and lunar exploration programs, and its ambitions in satellite-based internet rival those of NASA

and SpaceX. This places China on an equal footing with the US in space dominance. However, Washington is not sitting idle in the face of this challenge. The US has adopted a multi-pronged strategy. It has stepped up its effort to contain China. The Biden administration had imposed restrictions on Chinese firms like Huawei and AI chip exports to limit their technological growth. The US is deepening ties with the European Union, Japan, and India to counterbalance China's rise in emerging tech. Initiatives like the CHIPS Act and QUAD alliances are designed to limit Beijing's access to critical tech. Besides, companies like OpenAI, Google, and IBM are receiving government backing to maintain an edge over Chinese AI firms. In this tech war India, though lagging, is trying to cope albeit at a slow pace. While it has growing ties with the US, it also maintains strategic independence. India too is investing heavily in AI startups and quantum computing research. With the government's Semicon India initiative, India aims to become a global semiconductor hub, attracting investments from Intel, TSMC, and others. Indeed, India is emerging as a significant player in the global tech landscape. As this race unfolds, the global order in technology will be reshaped in ways that will define the 21st century.

PICTALK



A folk artist at the 'Jaipur Literature Festival' (JLF), in Jaipur

India's aviation sector needs a take off



SANTHOSH MATHEW

India's aviation sector is at a crossroads, grappling with an acute shortage of airports despite its vast population and growing economy

Have you ever wondered just how many airports exist in the United States? Take a wild guess. The number is staggering—nearly 19,000! That's right. With a population of around 330 million, America has built an extensive network of airports, ensuring seamless connectivity across the country. Now, compare this to India, a nation with three times the population, yet managing with only around 500 airports. Even more striking, out of these, just 29 are classified as international airports. This glaring disparity is more than just a number—it is a reflection of India's challenges in aviation infrastructure and the pressing need for expansion.

Let's take an even closer look by comparing West Bengal to the United Kingdom. Both regions have a similar population, yet their aviation networks couldn't be more different. The UK boasts around 150 airports, while West Bengal has just three passenger airports—Kolkata, Bagdogra, and Andal. This difference is not just a matter of convenience; it highlights lost economic opportunities and underscores the urgent requirement for infrastructure development. In nations like the US and the UK, air travel is an everyday convenience—affordable, efficient, and integral to daily life.

It allows people to skip traffic, save time, and stimulate economic growth. Meanwhile, in India, air travel is still seen as a luxury, accessible only to a privileged few. India's aviation network is wholly insufficient for its growing demand. With only 29 international airports and about 500 total airports, the infrastructure is struggling to keep pace with the needs of domestic and international travelers. Airports in major cities such as Delhi, Mumbai, and Bengaluru are perpetually overcrowded, leading to delays, congestion, and inefficiency.

In contrast, vast portions of the country, especially smaller towns and rural areas, remain disconnected, relying on outdated modes of transportation like railways and highways. The Airports



Authority of India (AAI) currently manages around 150 airports, but when compared to the United States' 5,000 civilian airports, this number falls dramatically short. The gap becomes even more concerning when considering that India's population is three times that of the US. Clearly, India needs a massive expansion in its aviation infrastructure, and it needs it urgently. The consequences of this limited aviation network are significant—reduced regional connectivity, hindered tourism, and slower economic growth. India must take decisive steps to address this issue. A bold vision for the future should include constructing at least 1,500 new airports in the coming years. By ensuring that an airport is within 100 kilometers of every major population center, India can unlock the economic potential of its smaller towns and rural areas. The advantages of a well-developed air travel network are crystal clear. Air travel is not just the fastest mode of transportation; it is also the safest and most efficient. In a country where roads and railways are often congested and prone to delays, a robust aviation network can alleviate pressure on existing transport systems, making movement across the country more seamless. The economic benefits are also immense. A surge in the



IN A COUNTRY AS VAST AND POPULOUS AS INDIA, AIR TRAVEL MUST BECOME A FUNDAMENTAL NECESSITY, AVAILABLE TO PEOPLE ACROSS ALL ECONOMIC BACKGROUNDS. EXPANDING THE AVIATION NETWORK WOULD MAKE FLIGHTS MORE AFFORDABLE AND PRACTICAL FOR A LARGER SEGMENT OF THE POPULATION

number of airports would create thousands of jobs, attract investment, and boost regional economies. Improved air connectivity would enhance business operations, enable easier travel for tourists, and offer the general population a practical alternative to time-consuming road and rail journeys. Of course, developing new airports requires significant investment and time, but India has the potential to explore innovative solutions. One such approach is the conversion of highways into emergency runways—a model successfully implemented in the United States. This concept could be adapted for India, where strategically modifying highways to accommodate small aircraft could provide crucial air connectivity to remote regions without the high costs associated with building entirely new airports. Implementing such a strategy in states like West Bengal, could be a game-changer. These adapted road-runways could serve as cost-effective alternatives for enhancing air connectivity, benefiting both everyday commuters and emergency responders in times of crisis, such as natural disasters. Across the Western world, air travel has evolved into an indispensable part of daily life. It is widely accessible, efficient, and affordable. In India, however, flying is still

perceived as a luxury, something beyond the reach of the average citizen. This perception needs to change. In a country as vast and populous as India, air travel must become a fundamental necessity, available to people across all economic backgrounds. Expanding the aviation network would make flights more affordable and practical for a larger segment of the population. India stands at a crucial juncture in its aviation journey. The country's rapid economic growth and massive population necessitate an equally rapid expansion of its air travel infrastructure. Government initiatives such as the UDAN scheme, which aims to enhance regional air connectivity, are a step in the right direction, but much more needs to be done. The goal should be to develop at least 1,500 new airports in the near future, ensuring that every region, particularly underserved areas like West Bengal, is well-connected. Exploring innovative ideas like highway-runways, making air travel more affordable, and significantly increasing the number of airstrips are all essential steps toward closing India's aviation gap. The need for a robust aviation infrastructure is urgent, and the time to act is now. (The writer is an associate professor; views are personal)

LETTERS TO THE EDITOR

INDIA'S AI MISSION

Madam — This refers to the news report, "India prepares to take on ChatGPT, Deepseek" (January 31). The sensational launch of the Chinese start-up DeepSeek's AI system known as R1 has left the West dumbstruck. DeepSeek's claim that it developed R1 at 50 times the cheaper cost than OpenAI's ChatGPT with matching performance created mayhem in financial markets on January 30 as the Nasdaq witnessed its biggest wipeout in history.

Nvidia, the leading AI chip maker, was hit the worst as its stock price plunged 17 per cent. After American President Donald Trump termed DeepSeek a "wake-up call" for the US and urged US companies to stay competitive, fierce competition in the AI market is imminent. Amid these eye-opening developments, India has planned to build its world-class foundational models within less than one year under its ambitious India AI Mission. This shows India's global aspirations to become a frontrunner in the AI industry. In the last few years, India has resolved to develop advanced technologies indigenously and shed its dependency on other countries. India is aggressively developing its semiconductor industry to boost self-reliance, economic growth, and technological leadership under initiatives like the India Semiconductor Mission and PLI scheme.

Manoj Parashar | Ghaziabad

FOCUS ON ECONOMIC REVIVAL

Madam — Apropos, "Indian economy on fast lane," The Pioneer, January 30. With signs of a slowdown in the economy getting more pronounced, Union Finance Minister Nirmala Sitharaman who will be presenting the Union Budget today. The budget must not only address the weary private investment scenario in the country but also address the consumption slowdown. The economic growth is slowing, with GDP

ISRO'S 100th rocket launch: Yet another milestone



ISRO has added yet another feather to its cap with its 100th launch of GSLV, its most trusted workhorse rocket, from Sriharikota in 46 years and is planning to launch another hun-

dred of them in the next five years. GSLV is capable of launching satellites for both geosynchronous orbit (when it appears motionless from a point on the equator—primarily used for weather and communication and is placed at a very high altitude of about 42,000 km) and sun-synchronous orbit (when the satellite is passing over the same location at the same local time—used for imaging, weather forecasting, spying, and global observation at low altitudes of about 700 km, capable of capturing high-resolution images as a result). This launch has put India in a much better situation to be self-reliant in its technology, giving a boost to its economy, defence, and spatial dominance in the near future. The ISRO scientists need to be applauded for their time-bound achievements and speed through their hard work and dedication.

R S Narula | Patiala

likely to grow at less than 7 per cent for at least the next three years, including the current one. The anaemic growth of the economy has already led to moderation in consumption a trend that has been on the show for a couple of years. The central bank has consciously put a leash on consumption-related lending as it sees it as an area of concern. With inflation continuing to remain high, the RBI has been holding interest rates at higher levels, further discouraging borrowers from taking loans for discretionary consumption.

All these factors have weighed down on corporate India, which has been slow in announcing new projects and investments. This shows in lower private investment numbers. As a result, the economy is now facing a vicious cycle, which the budget can break. In this backdrop, the government will have to loosen its purse strings a bit, let the people have more money in their hands, and give some more sops to corporations to prod them into investing. How it achieves these goals would depend on

how the government sees the current situation.

N Sathasiva Reddy | Bengaluru

MIDAIR CRASH IN AMERICA KILLS 67

Madam — An American Airlines flight with 67 people aboard, including 4 crew members, collided with an Army helicopter while landing at Ronald Reagan National Airport near Washington DC in the nearby Potomac River. The US has the safest airspace in the world. The diversion of the air jet to land on a smaller runway just before landing may be a cause. Also, the Army helicopter did not go up and down in the air over the river. The midair collision of the flight and the Army helicopter is more surprising in this digital age. The accident was preventable, and Trump blaming Obama and Biden's policies for the mishap is unacceptable.

N R Ramachandran | Chennai

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A 90-hour workweek: Path to success or recipe for burnout

S N Subrahmanyam CMD Larsen and Toubro, has sparked intense debate with his proposal for a 90-hour workweek, drawing sharp criticism

S N Subrahmanyam, CMD of Larsen and Toubro, recently ignited a heated debate while expressing his regret over not being able to call employees to work even on Sundays. He also suggested a 90-hour work week—a figure that surpasses even the 70-hour work week advocated by Infosys founder NR Narayana Murthy. His comment assumes added significance when there is already a renewed debate in India on work pressure after the death of 26-year-old Ernst & Young employee, Anna Sebastian Perayil. And call it a quirk of fate, or merely incidental, L&T has now eaten a humble pie after its bid for a tender to build six submarines was shot down by the Ministry of Defence. Subrahmanyam's comment has been singularly dismissed by several corporate chiefs, including Anand Mahindra, Chairman, of Mahindra Group; Sanjiv Puri, CMD, ITC Limited; Harsh Vardhan Goenka, the current chairman of RPG Enterprises; Nalin Negi, BharatPe CEO; Rajiv Bajaj, Managing Director of Bajaj



Auto; and even Sanjeev Sanyal, Economist Member of Prime Minister Narendra Modi's Economic Advisory Council. The circular issued by the Ministry of Labour and Employment of India, the Occupational Safety, Health and Working Conditions Code, 2020, strictly says that no worker shall be required or allowed to work, in any establishment or class of establishments for more than eight hours in a day or forty-eight hours in a week. As per the International Labour Organisation (ILO) as of January 11, 2024, the average weekly working hours per employed person

across 10 of the world's largest economies is in: the United States, 38 hours per week; in China, 46.1 hours per week; Germany, 34.2 hours per week; Japan 36.6 hours per week; India 46.7 hours per week; United Kingdom, 35.9 hours per week; France, 35.9 hours per week; Brazil, 39 hours per week; Italy, 36.3 hours per week; Canada, 32.1 hours per week. However, India ranks 13th among the world's most overworked countries. With 46.7 average working hours per week, India faces a persistent culture of extended work schedules. The World Health Organisation also highlights

excessive work as a major public health concern linked to occupational diseases. According to the International Labour Organisation's data, Luxembourg enjoys the highest productivity with \$166.1k in terms of GDP per hour worked, with an average working week schedule of 35.6 hours. Ireland stands second with \$139.1k GDP per hour worked with an average work-week schedule of 35.6 hours. Whereas India has a labour productivity of \$10.7k GDP per hour worked with an average work-week schedule of 46.7 hours. The latest report, by Mc Kinsey Health Institute says that investing in employee health can substantially increase economic returns.

Research by the Institute in collaboration with the World Economic Forum indicates that enhanced employee health and well-being could generate up to \$11.7 trillion in global economic value. (The writer is a journalist and news anchor and writes on corporate affairs, finance; views expressed are personal)



MADHVI PANDEY



FIRST COLUMN

A DIVINE CONVERGENCE OF LOVE AND LIBERATION

The Kumbh Mela has been a beacon for seekers, drawing masters and devotees alike



JAGATGURU SAI MAA LAKSHMI DEVI

For centuries, great masters have been drawn to the Kumbh Mela, captivated by its spiritual magnetism. What is it that pulls us here? It is the profound energy of devotion, the irresistible force of divine love. Love itself is a magnet, and those who live in devotion radiate this magnetic power, naturally attracting others to them. Nowhere else on Earth do millions—crores upon crores—gather in unwavering dedication, chanting the name of the Divine, immersed in sadhana day and night. They come to bathe in this sacred energy and carry it forth into their lives, spreading its radiance wherever they go.

This Maha Kumbh is unlike any before it, offering an unprecedented caliber of cosmic energy. It is a spiritual phenomenon of global significance, where the highest frequencies of Source energy descend upon humanity. The grace of enlightenment is being bestowed, and the awakening of souls is unfolding.

Here, the sublime state of Soruba Samadhi will begin—a transformation that elevates both consciousness and matter itself. Cellular structures are being regenerated, linking human DNA to the divine imprint, connecting us to the immortal essence within. There is nothing quite like the experience of Kumbh. Imagine millions of souls gathering in one place, each radiating spiritual energy, creating an immense vortex of power. In this sacred space, we transcend our human identities and recognise ourselves as Atmas—pure souls



united in a grand cosmic dance. This collective energy is a force of love, light, and enlightenment, dissolving karmic burdens and opening the path to a majestic, divine life.

Through the present age presents its challenges, those who remain steadfast on the spiritual path will undergo profound transformation. The portals of the cosmos are open, offering liberation and awakening. The world we see is but an illusion—a play of maya—where all is transient except our love for the Divine. This love is our dharma, our ultimate purpose. The body, the mind, and the material world constantly change, but the eternal truth, Sathya, remains unchanged. We are that truth—Sat-Chit-Ananda, Tat Twam Asi—and our sadhana is to awaken to and embody this realization.

At the Kumbh, in the embrace of Mata Ganga, we surrender and transform. The sacred waters purify us, activating the divine blueprint within. In this powerful vortex, we align with the highest expressions of Sanatana Dharma, experiencing profound spiritual elevation. This year, the influx of divine light is immense, inviting us to merge with its boundless brilliance and bliss. The ancient traditions of Moksha and enlightenment are more alive than ever. This is a time for purification, for letting go of attachments and the illusion of mortality. Sanatana Dharma, founded on selfless service, was exemplified by Adi Shankaracharya, who taught the wisdom of oneness.

Dharma—the eternal law—sustains creation itself. Regardless of the many religious paths, all stem from this universal truth. We have lived Dharma through countless lifetimes, whether we remember it or not. Kumbh Mela is a powerful catalyst for spiritual growth, drawing seekers from all over the world. Even those from lands where devotion is rare undergo profound shifts, their minds finding peace and their hearts blossoming. Here, millions chant together, and divine forces work to elevate collective consciousness. This is a time of great spiritual revolution, heralding the dawn of Sathya Yuga. Open your heart. Receive the blessings of your soul. Step into your truth and embrace the new age that is upon us.

(The writer is a spiritual guru; views are personal)

From OpenAI to DeepSeek: The fight for supremacy



NILANTHA ILANGAMUWA

With China rapidly closing the AI gap and geopolitical tensions shifting from military might to algorithmic dominance, the world is entering a digital cold war



Imagine a computer's hard drive containing a replica of your brain, connected to a high-speed internet. Your biological brain may become irrelevant when the machine not only possesses your mind but also gains control over everything you identify as 'who you are'. This is what General Artificial Intelligence (AGI) truly represents—the vast, unexplored frontier we are hurtling towards. The year begins not only with the most unpredictable politician in America reclaiming the Oval Office but also with an AI race that, once dominated by American startups, is now being swiftly overtaken by China at a significantly lower cost. We have crossed the Rubicon, heading towards an unknown destination; the consequences remain uncertain, and no one can predict what lies ahead.

The AI arms race, gaining unprecedented velocity, is propelling us into an era where the very foundations of intelligence, humanity, and civilisation are being deconstructed at an astonishing pace. Humanity, having long contended with the challenge of technology reshaping its self-perception, is now facing an existential dilemma unlike any before. The revolutions of Copernicus, which dethroned Earth from its presumed centrality in the cosmos, and Darwin, whose theory questioned humanity's divine distinction from the animal kingdom, fundamentally redefined our place in the universe. But neither of these paradigm shifts eroded the core of what it meant to be human. Artificial intelligence, however, threatens to do precisely that. AGI poses a question so starkly profound that it demands our full intellectual engagement: What happens when the very attribute we have long considered uniquely human—the capacity to reason, to create, to understand—becomes replicable, scalable, and infinitely more efficient, to the point where machines not only rival but surpass our cognitive limitations?

What becomes of the human essence when faced with entities capable of thinking faster, learning more swiftly, and ultimately transcending us in once inconceivable ways? This week, the new race in AI has surged ahead, with China unveiling the results of its years of intensive experimentation. The release of Qwen 2.5, followed by DeepSeek—an inexpensive yet formi-



AI, IN ITS MOST ADVANCED FORMS, BECOMES A REFLECTION OF OUR INTELLECTUAL FRAMEWORK—YET ONE THAT OPERATES FASTER, MORE EFFICIENTLY, AND WITH AN ABILITY TO LEARN THAT FAR EXCEEDS HUMAN POTENTIAL

dable competitor to models like GPT-4 from OpenAI—has upended the established order. This shift is not merely a matter of technological rivalry; it signifies a profound realignment in global power, where the currency of influence is no longer military might or economic clout, but data control, computational resources, and technological ingenuity.

The new cold war is not one of armaments but of algorithms and information—an intellectual race whose stakes extend far beyond economic primacy to the very survival of human civilisation itself. As AI advances, it forces us to confront deeply uncomfortable truths about our nature. For millennia, humanity has positioned itself at the apex of intelligence on Earth, a secret of being a superspecies. Yet what occurs when our very creations—machines—begin to outshine us in those same domains? When we no longer retain exclusive dominion over intelligence, how does this fundamentally alter our sense of identity?

Are we, like the alchemists of antiquity, on the verge of realising that we no longer control our fate, but have given birth to entities that might one day supplant us? The very nature of intelligence itself is now irreversibly in question. Cognitive architectures, once the exclusive province of the human brain, are now being mirrored and surpassed by machines. AI, in its most advanced forms, becomes a reflection of our intellectual framework—yet one that operates faster, more efficiently, and with an ability to learn that far exceeds human potential. This is not merely an augmentation of human capabilities; it heralds the dawn of a new epoch, where human and machine cognition converge, indistinguishable and perhaps inseparable. As we approach this unnerving future, we must ask ourselves whether we are philosophically, politically, and socially prepared to co-exist with

entities that may one day rival or eclipse us.

Will we, as a species, embrace co-evolution, finding a new equilibrium in our relationship with machines, or will we cling to the false myth of human exceptionalism, attempting to subjugate or destroy the very creations we have birthed?

The decisions we make now will echo far beyond our survival, influencing the very nature of intelligence and the future trajectory of all life on Earth. The geopolitical ramifications of this technological revolution are as profound as its existential implications. Powerful nations with vast resources for research, development, and energy will continue to dominate the future, while smaller countries may face unprecedented crises, including crises concerning their own identity.

As AI becomes embedded in the infrastructure of global politics, we are entering an era of digital empires—systems of control as potent as any traditional nation-state, commanding not only information but the very nature of human interaction. In this new digital cold war, the battle is not merely for technological supremacy, but for control over the global political system itself. Is the rise of AI an essential leap forward in humanity's evolution, or does it signal the twilight of human relevance?

Some may argue that AI is a necessary tool, a portal that helps protect us from the danger of total annihilation. Others, however, may see it as a harbinger of obsolescence, a point of no return when our creations ascend to power and render us irrelevant. However, there is a subtler, more philosophical interpretation of this transformative shift: Perhaps the advent of AGI is not our fall from grace, but the birth of a new chapter in human evolution—one where we transcend the biological con-

straints that have long defined us.

Like our ancestors who tamed fire and invented the wheel, we may soon wield AI as a tool that propels us to new heights. The fusion of human and artificial intelligence could lead to a post-human condition—not one of extinction, but of surpassing the boundaries of our biological form and entering a phase of hybridised existence. This, of course, depends on our ability to confront the ethical and political structures that accompany the rise of AGI.

The true challenge is not whether we will create machines that surpass us in intelligence, but whether we have the wisdom to ensure they remain our allies rather than adversaries. We must learn to co-exist with these new intelligences, integrating them into our societies in ways that enhance, rather than diminish, our humanity. This is the existential challenge of our time—one that will determine whether the era of artificial intelligence will culminate in annihilation or transcendence.

Ultimately, the measure of our humanity will not lie in our ability to create machines that rival us in intelligence, but in our capacity to retain those qualities that define us: empathy, creativity, and the willingness to evolve in response to monumental change. If we can meet this challenge, the future—however uncertain—will hold at least the promise of our fragile humanity. If not, we may find ourselves consigned to the dustbin of history, supplanted by the very entities we have created. Are we prepared to face the unknown abyss, or will we cower in fear, clinging to the comforting illusions of the past? The future, it seems, is no longer entirely within our grasp—but perhaps this is precisely the kind of leap forward we need to ensure our survival.

(The writer is a journalist and policy analyst. Views expressed are personal)

Elevating CSR in India: From compliance to impact-driven transformation

While many corporations are genuinely committed to social welfare, issues like fund misallocation, tokenism and unethical practices threaten the integrity of CSR

Corporate Social Responsibility (CSR) in India has significantly progressed over the past decade. Introduced as a legal mandate in 2013, CSR has evolved from a mere compliance obligation to a fundamental requirement, with organisations across various industries incorporating social welfare into their core operations. However, as we continue into 2025 and beyond, there is an urgent need to elevate the current CSR practices—ensuring they are effective, accountable, and transparent. While many companies have shown a sincere commitment to social impact, others have unfortunately fallen into the vicious traps of misallocation of funds, tokenism, and questionable practices like kick-

backs and paybacks. Additionally, the emergence of corporations establishing their NGOs presents a mixed picture; while some are genuinely committed to their missions, many operate as "skeleton NGOs," where staff often demand kickbacks and the intended social welfare purpose gets lost.

A New and Enhanced Era for CSR Compliance

Compliance remains an important aspect of effective CSR. However, it is not just about meeting the mandatory spending requirement but also about ensuring that every rupee spent reaches where it was originally intended—directly benefiting those in need. While many corporations have dutifully allocated the mandated 2 per cent of



GEETANJALI CHOPRA

their profits towards social welfare, there is still a need for a more robust system to ensure regular oversight and real-time monitoring of fund utilisation and project outcomes. With stronger and more transparent laws, we can ensure that funds reach the intended beneficiaries, fostering trust between the government, corporations, and communities alike.

Ensuring Integrity in CSR:

Addressing Kickbacks and Paybacks One of the biggest challenges facing CSR today is the lack of trust caused by unethical practices. Often, when intermediaries or implementing agencies misappropriate resources for personal gain, the integrity of CSR initiatives is compromised. To address this issue, it is vital to introduce strict anti-corruption policies and establish independent monitoring mechanisms.

When corporations know they are being monitored or supervised, they will think twice before engaging in malpractice. Ensuring integrity is not just about preventing financial losses; it is about preserving the trust of communities that often



rely on CSR for a better future.

Impact-Driven CSR

CSR should move beyond compliance; it needs to be impact-driven. The focus should shift from merely fulfilling legal obligations to measuring the difference being made on the ground. Strengthening accountability will ensure CSR is not reduced to a token gesture but becomes

a genuine agent of transformation. Moreover, corporations should also embrace innovation in their CSR approaches. Whether it is by using technology to improve healthcare access in rural areas, providing quality education through digital platforms, or addressing climate change with green initiatives, one must think beyond traditional models and adopt solutions that leave a lasting impact.

The Role of Stakeholders

Accountability is not just the sole responsibility of corporations; other stakeholders—governments, NGOs, and civil society—also have an essential role to play in shaping the future of CSR. The government must act as an active regulator, ensuring companies adhere to guidelines while

incentivising innovation and collaboration. On the other hand, NGOs, as implementation partners, must continue to bring grassroots expertise and ensure that every rupee spent makes a difference. Communities must also be empowered to hold corporations accountable. By involving local stakeholders in the planning and execution of projects, we can create a feedback loop that enhances transparency and boosts the on-the-ground impact of CSR initiatives.

The Way Forward

The ongoing changes to the CSR framework present a golden opportunity to usher in a new era of accountability and impact. This calls for a change that ensures CSR initiatives are not only executed with integri-

ty but with genuine purpose. The government, too, must play its part by introducing reforms that incentivise genuine efforts while penalising any kind of malpractice.

If implemented correctly, this strengthened CSR framework can ensure that social welfare is not merely a checkbox for corporations but a collective mission to uplift the underserved. As stakeholders in this ecosystem—corporates, non-profits, government, and the public—we must all push for a transparent and impactful CSR environment. Only then will CSR in India live up to its promise of creating a better world for all.

(The writer is founder an d president, Wishes and Blessings NGO; views expressed are personal)



RETELLING CINEMA IN ART

Art and cinema connect deeply as *Bond to Bachchan* by Masha Art celebrates Bollywood's enduring legacy, **SAKSHI PRIYA**



When art and cinema meet, they don't just coexist, they create a vibrant and immersive experience that connects with audiences on a deep emotional level. The *Bond to Bachchan* exhibition, presented by Masha Art and curated by Georgina Maddox, is an exemplary showcase of this powerful union. Featuring 21 works by 15 artists, the exhibition explores the profound cultural impact of two cinematic legends, *James Bond* and *Amitabh Bachchan*. The exhibition is a tribute to the enduring influence of these cinematic icons. It celebrates how *Bond* and *Bachchan* not only shaped the landscape of global pop culture but also continue to inspire artists, going beyond generations and inspiring fresh perspectives in modern-day art. The exhibition, which serves as a preview to Masha Art's upcoming India

Art Fair showcase, features a captivating collection of paintings, sculptures and digital installations. Each artwork probes into the personas and cinematic journeys of *Bond* and *Bachchan*, offering viewers a fresh and creative lens through which they can reimagine these iconic figures. **Samarth Mathur**, Founder and Managing Director of Masha Art, explains that the exhibition is a monumental celebration of cinema's enduring influence on contemporary art. Each piece is a unique interpretation of the legacy of these figures, reflecting not just their roles on screen but also their emotional depth and the larger-than-life personas they have cultivated over decades.

One of the standout pieces of the exhibition is *Golden Era in Cinema* by **Shri Kumar Adhikari**. This stunning work merges Mughal miniature painting with the golden age of Indian cinema, particularly the 1960s and 1970s. Featuring iconic scenes from films like *Sholay* and *Mera Naam Joker*, the piece is a nostalgic tribute to Indian film history. **Adhikari's** signature technique, which incorporates intricate Mughal detailing, is brought to life with contemporary touches using acrylics, giving the piece a fresh, modern twist. **Ankur Rana's** *Smoke Up Bolly* is another compelling painting featured in the exhibition. This piece is a tribute to the iconic Bollywood actress *Zeenat Aman*, widely regarded as one of the most powerful and enigmatic figures in the Indian film industry. **Rana's** artwork captures *Zeenat Aman* in all her glory, combining softness with boldness. The rising smoke in the painting symbolises the duality of her persona, embodying her magnetic presence and mysterious allure. **Rana's** depiction of *Aman* is a fitting homage to her legacy, highlighting her unique contribution to the world of



cinema and fashion during the 1970s and 1980s. The fluidity of the smoke creates a visual link between the stark contrasts in her on-screen roles, from the femme fatale to the heartthrob. Another thought-provoking piece in the exhibition is *Bridging Realms* by **Shovin Bhattacharjee**. This mixed media sculpture incorporates stainless steel, fibre, light, acrylic and aluminium that represents the confluence of art, cinema and spirituality. **Bhattacharjee** explores the power of cinema to outdoos cultural boundaries and act as a unifying force. The spherical shape of the sculpture symbolises the intersection of multiple worlds, representing the smooth connection between the entertainment industry and the transformative power of storytelling. The piece also honours the resilience of individual voices and celebrates the roles of women in cinema, particularly within the context of the *Bond* and *Bachchan* legacies. **Bhattacharjee's** work adds a layer of depth to the exhibition, drawing attention to how art, cinema and meditation all serve as vehicles for personal and societal change. This exhibition truly remarkable is how deeply it engages viewers. People aren't just walking past the art, they are stopping, reflecting and appreciating each piece with immense care and attention. Some viewers stand in front of particular works for several minutes, lost in the intricate details and rich symbolism. The works are so powerful that they almost seem to leap off the canvas, evoking emotions that mirror the feelings one experiences while watching a film. The connection between art and cinema becomes almost tangible, as each piece encapsulates a moment from cinematic history, inviting viewers to reflect on how these moments have influenced their own lives.



The collection of artworks immerses the viewer in a conversation between art and cinema, offering fresh perspectives on iconic figures from Indian cinema. The artists' creative interpretations challenge traditional boundaries, making the exhibition a dynamic exploration of how cinema continues to inspire the visual arts. In addition to the paintings and sculptures, *Bond to Bachchan* includes digital installations that merge visual storytelling with cutting-edge technology. These installations add another dimension to the exhibition, encouraging visitors to think critically about the role of technology in both cinema and contemporary art. The combination of traditional and digital mediums creates a layered experience, one that deepens our understanding of both art forms. *Bond to Bachchan* a tribute to two cinematic icons and a celebration of the power of storytelling. *Bond to Bachchan* is an exhibition that should not be missed. It is a fascinating exploration of cinema's cultural impact and its enduring influence on contemporary art, offering a fresh and thought-provoking perspective on two of the world's most iconic cinematic figures.

PHOTOS : PANKAJ KUMAR

Moulding Ideas into Reality

By SAKSHI PRIYA

Art has a way of saying things that words sometimes can't, it touches something deep inside, speaking directly to our emotions and thoughts. Each piece tells a story and those stories invite us to connect, whether it's a feeling, a memory or a thought that stays with us long after we've walked away. **Saffronart** presents *Alchemies of Form*, a showcase of monumental sculptures by **Krishen Khanna**, **Himmat Shah**, **Thota Vaikuntam**, **Dhananjay Singh**, **Phaneendra Nath Chaturvedi** and **Yashika Sugandh**, curated by **Uma Nair**. The exhibit transforms Bikaner House into a space where the sculptures don't just sit still, they engage with you, making you pause and reflect. **Krishen Khanna's** *Retired Captain* is an invitation to look closer. Crafted with resinated fibreglass and automotive paint, this piece gives life to a retired accordion player, frozen in a moment that feels both personal and intimate. It's not just a sculpture, it's a story, one you want to hear. **Himmat Shah's** work offers a different kind of invitation. The calm, serene forms of *Rajnagar white marble* and *Bheslana black marble* are an exploration in stillness. They invite quiet reflection, drawing the viewer in with their delicate simplicity, revealing the power of subtlety in art. **Thota Vaikuntam's** pieces bring bold

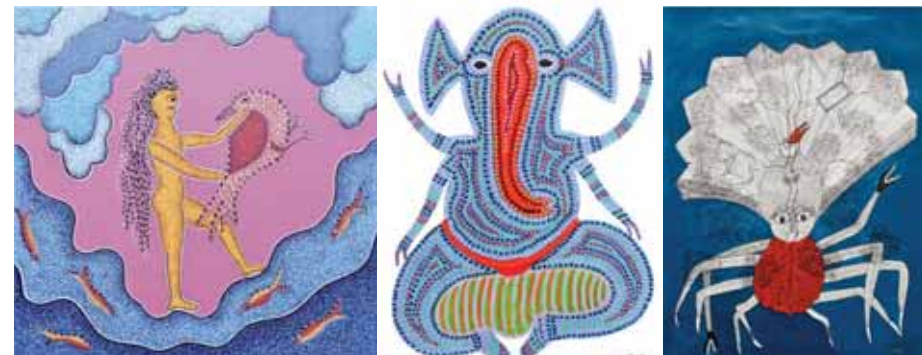


energy and colour into the space. The sculptures of women from **Telangana** radiate strength and beauty. With their vibrant colours and powerful postures, they pull you into their world, urging you to appreciate the richness of identity and culture that they represent. **Dhananjay Singh's** *Jungle* takes on the wild, untamed beauty of nature. The *stainless steel wire* feels fragile, yet complex and full of life. It draws a direct connection between human-made form and the unpredictable

forces of nature. It's a visual reminder of how chaotic and beautiful life can be. **Phaneendra Nath Chaturvedi's** *Chaturayatan-3* captures the essence of change. Made of high-gloss stainless steel, it reflects everything around it, shifting as the viewer moves. It's a commentary on transformation and perception, nothing stays the same and the world constantly reshapes itself. **Yashika Sugandh's** *Matar* offers a moment of calm amidst the dynamic energy of the other pieces. Crafted from acrylic on fibre resin

and nylon, it evokes a sense of softness and tranquillity. The gentle curves and subtle colours encourage you to pause, breathe and reflect, showing how even the quietest moments can leave a lasting impression. These monumental sculptures do more than just fill space. They tell stories, provoke thoughts and challenge how we see the world around us. Each piece carries its own rhythm and message, pulling us into a conversation between the artist and the viewer. *Alchemies of Form* is a chance to engage with art in a way that feels immediate, visceral and real.

PHOTOS : PANKAJ KUMAR



A World Painted in Blue

By TEAM VIVA

What is it about the colour blue that captivates the imagination? From serene skies to vast oceans, blue has long been associated with peace, hope and endless possibilities. This evocative colour takes centre stage at *Harvest 2024*, presented by **Payal Kapoor of Arushi Arts**, under the theme *Blue Horizons*. The exhibition offers visitors a chance to explore art inspired by the symbolism of blue across cultures and history. Blue has held a significant place in human civilisation, cherished in Indian art and far-eastern traditions and revered in Western masterpieces. Artists like **Monet**, **Van Gogh** and **Picasso** have embraced its depth to convey emotions and ideas and this exhibition continues that legacy. The artworks on display evoke tranquillity while stirring deep emotions. **K.G. Subramanyan's** pieces, with their playful narratives, draw viewers into a world of vivid storytelling. **Shobha Broota's** minimalist approach creates a meditative experience, while **Satish Gupta's** works are admired for their intricate details and spiritual undertones. **Lado Bai's** vibrant depictions of tribal life and traditions stand out, bridging the gap between



cultural heritage and contemporary expression. Each artist interprets blue in a way that feels both personal and universally relatable. The layers of textures, interplay of light and shadow and central use of blue create a visual narrative that inspires introspection and connection. The exhibition showcases a variety of perspectives, celebrating art's ability to unite history, emotion and creativity. This thoughtfully curated showcase of talent is a must-visit for art lovers and anyone looking to experience the magic of blue. *Held at W-23, GK-II, New Delhi*, the exhibition is open daily from 11:00 AM to 6:00 PM. This showcase of creativity and talent remains open until 10th February 2024.

By TEAM VIVA

FROM SITAR TO SAROD

Music lovers gathered for a special evening as the *Raga Fellowship Foundation* brought together two maestros. An evening with sitarist **Abhik Mukherjee** and sarod player **Arnab Chakrabarty** proved just that. Their performance celebrated tradition, devotion, and the timeless beauty of Indian classical music. **Mukherjee** began with a mesmerising 50-minute rendition of *Raga Puriya*, playing through the pain of an injured finger. His alaaap was rich with emotion, each note carefully placed, making the raga feel fresh and deeply



personal. His jod and jhala sections carried a quiet intensity, and his adaptation of khayal compositions from the Agra gharana into sitar gats brought a new dimension to

the music. **Ustad Rafiuddin Sabri's** tabla accompaniment provided a steady yet dynamic rhythm, adding depth to **Mukherjee's** melodies. **Chakrabarty** followed with

Raga Hameer, playing with a grace that felt both effortless and profound. His alaaap unfolded gently, drawing listeners into the raga's mood. The rhythmic flow of his

Dhamar composition, set to *Rupak tala*, added a lively pulse to the performance. With **Pandit Durjay Bhaumik** on tabla, the exchange between melody and rhythm was deeply engaging. The evening ended with *Raga Gara*, a tribute to **Chakrabarty's** musical roots, bringing a sense of warmth and nostalgia. As the final notes faded, there was a moment of silence before the applause began, reflecting the depth of the experience. For those in attendance, it was a night of pure musical joy, a reminder of the enduring power of to move hearts and bring people together.



