



CITY EVENTS

Cultural Programmes
By Sri Kuchipudi Dance Academy

Venue

Ravindra Bharathi
April 23, 9 am.

Musical Programme
By HK Entertainments

Venue

Ravindra Bharathi
April 23, 6 pm.

Igniting Innovation
Spark Social Seminar

Venue

T-Hub Foundation
April 23, 2 pm.

Maha Periyava
Telugu Play By Sutradhar

Venue

Sri Thyagaraja Gana Sabha
April 23, 7:30 pm.

Live Performance
By Kammani (Band)

Venue

36 Downtown Brew Pub
(Vapour)
April 23, 8 pm.

INTERMEDIATE RESULTS

Social Welfare Residential Colleges set new record

PNS ■ HYDERABAD

In a remarkable academic achievement, 26 Social Welfare Residential Junior Colleges secured a 100 per cent pass rate in the Intermediate Second Year exams, while 9 colleges achieved the same feat in the First Year results, setting a new record not seen in the past decade, said the release. This year, the overall pass percentage for the Intermediate Second Year in Social Welfare Residential Colleges stood at an impressive 86.16 per cent with 11,979 out of 13,940 students clearing

the exams. The First Year results saw a 77.48 per cent pass percentage. Excluding the Covid-19 pandemic year, this year's results are the highest recorded in the last ten years across TGSWREIS colleges. Congratulating the toppers, Dr Alugu Varshini, Secretary of TGSWREIS, applauded the efforts of the students who secured state ranks. She also extended her gratitude to the principals and faculty members of the high-performing colleges for their dedicated service and commitment to student success.

DOST notification to be out soon

PNS ■ HYDERABAD

Telangana Council of Higher Education has announced that Notification under Degree Online Services Telangana (DOST) will soon be released for students who passed intermediate. "As the Chairman of Telangana State Council of Higher Education (TGCHE), I extend my heartfelt congratulations to all students who have successfully passed the Intermediate examinations," said Dr Balakista Reddy, Chairman, TGCHE. "I am pleased to announce that the Undergraduate syl-

labi in all the Conventional Universities of Telangana have been reorganised to align with current employment trends and global standards. The courses integrate emerging areas of Artificial Intelligence, Data Science, and Project-based learning to enhance employability. They also offer industry-relevant skills and foster research and critical thinking," he said. "We are excited to welcome the new batch of learners to the TGCHE family through the DOST platform, which will be released soon," he added.



C. Shekhar Reddy, National Vice-Chairman of IGBC along with other members on Tuesday

IGBC stresses green practices for better future

PNS ■ HYDERABAD

The Confederation of Indian Industry's Indian Green Building Council (IGBC), Hyderabad, celebrated World Earth Day 2025 on Tuesday with a special "Green Crusaders Felicitation Programme," honouring leaders in the green building movement. The Green Crusaders included top organisations like Blue Star, Godrej, DCB Bank, HDFC Bank, Infosys, Domino's, Wipro, Balarampur Chini, Indian Oil, LTI Mindtree and IIM Shillong.

This year's Earth Day theme, "Our Power, Our Planet," focused on clean energy and sustainable growth. C. Shekhar Reddy, National Vice-Chairman of IGBC, delivered the keynote, stressing the importance of buildings in achieving the goal of tripling clean energy by 2030. He said green buildings can save power, generate energy and protect the planet. IGBC has registered over 142 new projects across 14 sectors, covering 875 million sq. ft., raising the total to 15,800+ projects and 13.56 billion sq. ft.

Shekhar Reddy highlighted the importance of Net Zero buildings, which produce as much energy and water as they use and manage waste sustainably. He also mentioned government support, with 13 states offering incentives and faster approvals for IGBC-rated projects. He urged all stakeholders developers, architects, engineers and officials to adopt green practices for a better future. He noted that it's not just about saving energy, but securing a healthy planet for future generations.

WORLD EARTH DAY

Minister Surekha for protection of environs

PNS ■ HYDERABAD

Marking the occasion of World Earth Day, Telangana Environment, Forests and Endowments Minister Konda Surekha emphasised that environmental protection is not just the government's job but a collective responsibility of every citizen. She released a special poster titled 'Earth Day - Student, Youth in Action' in Hyderabad on Tuesday to raise awareness among the younger generation. Speaking on the occasion, the Minister reminded that Earth is the foundation of life for all living beings. "Mother Earth provides us with air, water, food, and livelihood. But due to human-induced climate change and reckless exploitation of natural resources, this delicate balance is being disrupted," she said. Expressing concern over the rising environmental degradation, Surekha stressed the need to reduce the use of fossil fuels and greenhouse gas emissions. "We must



adopt and promote renewable sources of energy like solar and wind," she added. The Minister revealed that steps are already being taken to utilise lands under the Endowments Department for promoting solar energy. "Solar energy is the future. We are exploring ways to make

optimal use of temple lands for solar installations. Everyone must take steps to switch to solar power," she said. Calling for collective action, she urged citizens to take proactive steps toward adopting green energy solutions and contributing to environmental preservation.

TEEN DEATH WITH DRUG OVERDOSE

Accused sold at 4 times market price to victims

PNS ■ HYDERABAD

In a shocking case of illegal drug abuse, a 17-year-old student died and two others were hospitalised in Balapur after injecting a highly addictive painkiller, Tapentadol Hydrochloride purchased for Rs 150 per tablet - nearly four times its market price. Police arrested the peddler and the medical store owner involved in the illegal sale of the scheduled H1 drug. The accused, Sayeed Sahil (21) of Shaheen Nagar, allegedly sold the tablets to three youth, including the deceased, after purchasing them illegally from Siroomani Jagannathan Praveen (54), owner of Srinivas Medical Store in Shamshabad. Sahil had been procuring the tablets at Rs 45 each and selling them at inflated rates to addicted youngsters, police

said. On April 17, the victims crushed the tablets, mixed them with saline water, and injected themselves using syringes at a residence in Shaheen Nagar. Soon after, they experienced dizziness. Later admitted in critical condition, they died at Osmania General Hospital on April 19. The other two remain in semi-conscious condition in Owaisi and Asra Hospitals. Police launched an investigation after a grieving relative of the deceased shared a video on social media, appealing to authorities to act against drug peddlers and protect children from addiction. A joint team from the Telangana Anti-Narcotics Bureau (TGANB) and Balapur Police arrested Sahil, who admitted to both addiction and peddling.

Matchmaking between academia and industry outlined

PNS ■ HYDERABAD

Only 10 per cent of Global Capability Centres (GCCs) are working on local problems, while the remaining 90% focus on backend problem-solving, said BITS Pilani Hyderabad Vice-Chancellor, Prof. V Ramgopal Rao. Speaking on "Will the GCCs Redefine India's Global Economic Leadership" at the NASSCOM GCC Summit 2025 on Tuesday, he said the government should improve matchmaking between academia and industry through co-funding. Prof. Ramgopal Rao said that in academia, progress depends on the number and quality of research publications. He said that India has now realised the importance of filing patents and currently ranks 6th in the world in patent filings. However, he pointed out that raising funds for big tech ventures in India is difficult



due to its bureaucracy and other challenges. "What takes five years in the US takes double the time in India," he said. Prof. Ramgopal Rao said that most government funding goes to private entities, and the two main challenges are orientation and transactional issues. He explained that when public institutions receive funds, the process is government-handled, which causes delays. He said that importing equipment for an institution takes up to 11 months and needs approval from the Ministry of Education.

He stressed that structural changes are needed in the system, especially in Intellectual Property (IP) developed by institutions. He also raised concerns about research integrity, saying that while India ranks third globally in research and academic interactions, the intense competition to publish has led to unhealthy practices in the academic community. Meanwhile, NASSCOM President Rajesh Nambar said the next wave of global capability will not come from size, but from speed, specialisation and strategic influence.

Zoostastic summer camp from May first week to June

PNS ■ HYDERABAD

Nehru Zoological Park, Hyderabad, will organise the Zoostastic Summer Camp from the first week of May to June. Each daily batch will include 15 to 20 participants. The Zoo invites wildlife-loving children from Grades 5 to 10 to join this fun and educational camp. The summer camp aims to teach children about zoo life and wildlife through a variety of activities. These include a zoo overview, guided zoo tours, ani-



mal interaction sessions, reptile awareness programmes, night house visits and many other fun activities, all led by experienced wildlife educators. The Registration fee is Rs 1,000 per participant, which covers snacks and a vegetarian lunch. Each participant will also receive a kit containing a cap, notepad and a badge with the Nehru Zoo logo. The Zoo announced that online registration is now open and advised checking updates on its Instagram and Facebook pages, or contacting them at 040-24477355.

Codeine syrup abuse racket busted in joint TG raid

PNS ■ HYDERABAD

In a joint operation that exposed the darker underbelly of pharmaceutical diversion in the city, the Prohibition and Excise Department, along with the Drugs Control Administration (DCA), Telangana, unearthed a racket involving the illegal sale and abuse of Codeine-based cough syrups. The crackdown led to the arrest of three individuals and the cancellation of drug licences for two prominent medical shops in Hyderabad. The operation, conducted on April 21, stemmed from the arrest of two individuals in Ramanthapur for possession of dry ganja. During interrogation, they revealed details about illegal Codeine syrup distribution. Acting on the tip-off, enforcement officials intercepted a woman, Nalla Rajini, near Moula Ali Bridge with 13 bottles of Codeine phosphate syrup. She failed to produce either a valid prescription or a drug



licence. Rajini confessed that she procured the syrup from Generic World Medical Shop in Vidyanagar. A decoy operation was quickly launched by DCA and Excise officials at the shop, during which three bottles were sold without a prescription or bill. A follow-up inspection found 80 more bottles in stock. The sale was in violation of the

Drugs and Cosmetics Act, which mandates a prescription from a registered medical practitioner and maintenance of proper sales records. Further investigation led authorities to Himalaya Pharma in Old Bowenpally, the supplier of the Codeine syrups to Generic World. This pharmacy, too, was found to be flouting the law, storing and selling Codeine-based syrups

without prescriptions and proper documentation. Both establishments were run by individuals closely linked-Dinesh Kumar Goyal, the licensee of Himalaya Pharma, is related to the owner of Generic World. The arrested include Nalla Rajini, Anmol Kumar Singhal (Generic World licensee), and Dinesh Kumar Goyal (Himalaya Pharma licensee). The DCA has cancelled the licences of both pharmacies involved. A case has been registered under the Narcotic Drugs and Psychotropic Substances (NDPS) Act at the Malkajgiri Excise Station. Authorities have assured that further investigation is underway and strict legal action will be taken against all involved. Officers who led the operation included J. Jeevan Kiran (Assistant Excise Superintendent), D. Saritha (Assistant Director, Secunderabad), and several others from both departments.

Three of family held for gruesome murder in KPHB

PNS ■ HYDERABAD

KPHB Police have cracked a sensational murder case with the arrest of three individuals - including the wife, her sister, and brother-in-law of the deceased - for plotting and executing a brutal killing involving electrocution and physical assault. The main accused, Boini Kavitha, reportedly hatched a conspiracy to eliminate her husband Boini Sailu, citing long-standing domestic discord. According to police, Kavitha was fed up with her husband's orthodox behaviour and the humiliation she faced whenever she visited her children. Matters escalated when Sailu decided to marry off their daughter to his sister's son, brushing aside Kavitha's objections. Angered by his response, Kavitha joined hands with her brother-in-law Sadhula Mallesh and her sister Sadhula Jyothi. She lured Sailu to Hyderabad under the guise of



earning money for their daughter's marriage. Upon arrival, he was taken to Mallesh's residence, given alcohol, and when he fell asleep, the trio carried out the murder. Police seized the accused connected binding wire to an electric wire and placed it on Sailu's body, electrocuting him. When he regained consciousness, Kavitha allegedly pressed his neck and private parts while Jyothi restrained him by holding his legs. The combined assault led to his death. They then attempted to transport the body in an auto rickshaw, concealed in a large

blue cover. However, the auto driver grew suspicious and returned them to the pickup point. Later, Mallesh and Jyothi reportedly buried the body in an isolated area near Jogipet. Police seized two mobile phones used during the offence - a Vivo phone from Kavitha and an iQOO phone from Jyothi. The investigation was conducted under the supervision of ACP K. Srinivasa Rao and KPHB Inspector S. Rajashekar Reddy. Commending the team's efforts, officials said the personnel involved would be suitably rewarded.

Nagaland officials praise TG's Prajavani

PNS ■ HYDERABAD

A high-level team of officers from the Nagaland government has lauded the functioning of the Chief Minister's Prajavani initiative in Telangana, calling it "excellent" and a model that deserves replication. The team visited the Mahatma Jyotiba Phule Praja Bhavan on Tuesday and observed the functioning of the Prajavani grievance redressal system first-hand. During the visit, the delegation was briefed by State Planning Board Vice Chairman and Prajavani Incharge Dr G Chinna Reddy, along with State Nodal Officer Divya Devarajan. The officials were given a detailed walkthrough of how public grievances are received, digitised, and promptly forwarded to the concerned departments online. The delegation also examined the role of desk officers and the help desk operations.

ACROSS THE STATES



Child sold for Rs 5,000 by step-grandfather; rescued

Assam Police rescued a one-year-old girl, who was sold around 11 months ago by her step-grandfather, and arrested two persons for their alleged involvement in the crime, a senior officer said on Tuesday. Deputy Commissioner (East) of Guwahati Police, Minral Deka, told reporters that the two accused have been arrested on charges of selling and buying a minor for a sum of Rs 5,000 and the child has also been rescued. "We received a complaint from the mother, a resident of an area near the Games Village here, yesterday stating that her stepfather had taken away the child on May 30 last year on the pretext of medical treatment in the absence of her husband," he added. Subsequently, the woman came to know that her minor one-month-old daughter was sold by her stepfather to someone for Rs 5,000, Deka said. "Accordingly, a case was registered with Basistha police station and an investigation was initiated. A police team rescued the child from Sontali area in Kamrup district," he added.



Delhi sees sharp dip in minimum temperature

The national capital witnessed a sharp dip in the minimum temperature on Tuesday, which was recorded at 20.9 degrees Celsius, 5.3 notches below normal, according to the India Meteorological Department (IMD). In comparison, the minimum temperature on Monday was recorded at 26.2 degrees Celsius, the highest in the last six years for this time of the year. A similar temperature was last observed in 2022, the IMD said. The maximum temperature on Tuesday was recorded at 39.9 degrees Celsius, which is 2.2 degrees above normal. Humidity levels fluctuated between 17 and 26 per cent during the day. Several weather-monitoring stations in the city also recorded high daytime temperatures. The Ridge reported 41.7 degrees Celsius, Aya Nagar logged 41.1 degrees, Narela reported 40 degrees, and Palam recorded 40.5 degrees Celsius, according to the weather office.



Bengal to play key role in revival of CPI(M): Baby

Newly elected CPI(M) general secretary M A Baby on Tuesday said that West Bengal has to play a very important role in ensuring independent strength of the party and the Left in the country's political scenario. Maintaining that West Bengal is an advanced outpost of the Left and democratic forces, he claimed that various parties came together in the state, and a systematic attack has been unleashed on it. Admitting that there has been "some decline in the electoral performance of our party and the Left in Bengal and Tripura", he said that the independent strength of the CPI(M) and the Left is important to fight "neo-fascist forces" in the country. "In ensuring the independent strength of the CPI(M) and the Left, West Bengal has to play a very important role, and so is Tripura," he said, addressing a press conference at the party's state headquarters here. The CPI(M) could not win any seat in the 2021 West Bengal assembly elections and in the 2024 and 2019 Lok Sabha polls in the state. During the state conference of the CPI(M) held from Monday in Kolkata, which he attended, the party planned political and organisational tasks to be undertaken in West Bengal so that its strength can be regained here, Baby said.

VANCE TO INDIA

Procure more American energy, military hardware

PNS ■ JAIPUR

US Vice President JD Vance on Tuesday called on India to drop non-tariff barriers, give greater access to its markets and buy more American energy products and military hardware as he outlined a roadmap of deeper ties between the two nations for a prosperous and peaceful 21st century.



In an address at an event here, Vance repeatedly praised Prime Minister Narendra Modi describing him as a "special person" and emphasised on the need for India and the US to work unitedly to deal with global challenges. "I really believe that the future of the 21st century is going to be determined by the strength of the United States-India partnership," he said. "I believe that if India and the US worked together successfully, we are going to see a 21st century that is prosperous and peaceful. But I also believe that if we fail to work together success-

fully, the 21st century could be a very dark time for all of humanity," Vance said. The US Vice President, accompanied by Indian-origin Second Lady Usha Chilukuri, and their three children -- sons Ewan, Vivek and daughter Mirabel -- landed in Delhi on Monday amid growing global concerns over the US's tariff war. Vance and Modi held wide-ranging talks following the two leaders welcomed "significant progress" in negotiations for a mutually beneficial bilateral trade agreement. In his remarks, Vance also urged India to provide greater market access to American products and buy more defence platforms and energy from his country. "We also want to help India explore its own considerable natural resources, including its offshore natural gas reserves

and critical mineral supplies," he said. "We have the capacity and we have the desire to help. Moreover, we think energy co-production will help beat unfair competitors in other foreign markets." "But India, we believe, can go a long way to enhance energy ties between our nations. And one suggestion I have is maybe consider dropping some of the non-tariff barriers for American access to the Indian market," he added. Vance said he and President Donald Trump are looking forward to stronger ties with India. "Americans want further access to Indian markets. This is a great place to do business and we want to give our people more access to this country and Indians," he said. "We believe, will thrive from greater commerce in the United States. This is very much a win-win partnership, certainly will be far into the future," he said.

Modi govt 'squeezed' share of states in cess on petrol, diesel: Kharge

PNS ■ NEW DELHI

Congress president Mallikarjun Kharge on Tuesday hit out at the Modi government over imposition of cess on petrol and diesel despite falling global crude oil prices, and alleged that even though it has collected Rs 38.89 lakh crore since 2014, it has "squeezed" the rightful share of states by not sharing this with states.

"The Modi government's 'Cooperative federalism' = CESSation of federalism," Kharge said in a post on X. He alleged that despite international crude oil prices falling to a 47-month low, the Modi government raised the central excise duty on petrol and diesel by Rs 2 each. This year, the Modi government shall earn Rs 1.47 lakh crore from the total cess on petrol and diesel, and a whopping Rs 28,000 crore from this Rs 2 central excise duty alone,

he claimed. But states, including the BJP-ruled ones, he said, would not get a single paisa from this cess, even though the states have been constantly demanding a higher share of the divisible pool from the Union government. "Since 2014 to December 2024, the Modi government has collected Rs 38.89 lakh crore by taxing petrol, diesel and petroleum products. Instead of following the model of 'Team India' propagated by PM Modi, the Union government has passed on the burden of Rs 1 lakh crore revenue forgone in giving tax rebate to personal income tax up to Rs 12 lakh slab announced in the Budget 2025-26," the Congress chief said. He further claimed that Rs 5.7 lakh crore collected through various cesses and surcharges since 2019-20, will remain unspent by the Modi government (till March 2026).



Maha govt stays order to make Hindi mandatory

PNS ■ MUMBAI

The Maharashtra government has stayed its order to make Hindi mandatory as a third language for students of Classes 1 to 5 in Marathi and English-medium schools in the wake of opposition to the move from various quarters. State School Education Minister Dada Bhuse on Tuesday made the announcement about the stay on the government resolution (GR).



"We are staying the word mandatory (as mentioned in the GR). We will issue a revised GR," he told reporters. Learning Hindi as the third language will be voluntary, Bhuse said. The government decision taken last week to make Hindi compulsory as a third lan-

guage for students of Classes 1 to 5 in Marathi and English-medium schools in the state had met with stiff resistance from different quarters, including some opposition parties. The move comes days after the Maharashtra government's language consultation committee urged Chief Minister

Devendra Fadnavis to revoke the decision. Minister Bhuse also asserted that learning of Marathi language will be made compulsory in the state and the education department will see to it that it is implemented effectively. He stressed that the Centre did not pressurise the state to "impose" Hindi. On earlier GR which had made Hindi mandatory, Bhuse said both Hindi and Marathi had Devnagri script and that would have made the students easier to learn the language. When asked why a third language was introduced from Class 1, Rahul Rekhawar, Director of the State Council of Educational Research and Training (SCERT), said efforts will be taken to ensure children do not feel any pressure of learning a third language. He said a third language is only for speaking and listening purposes. The three-language formula for classes 1 to 5 is a part of the new curriculum implementation under the National Education Policy (NEP) 2020.

Murshidabad violence orchestrated by 'outsiders': Mamata

PNS ■ KOLKATA

West Bengal Chief Minister Mamata Banerjee on Tuesday asserted that "outsiders" were responsible for the violence that erupted in parts of Murshidabad district over the Waqf Act recently, and said she would visit the troubled areas in the first week of May to evaluate the situation. Banerjee also said her government would "soon expose the conspirators" behind the riots that took place in two wards of Dhulia in the district. "The violence was unfortunate. We do not want riots. Some outsiders orchestrated it, but we will expose them and their conspir-



acy," she said at an administrative programme in Midnapore. "I have promised the families of those killed in the violence to give a compensation of Rs 10 lakh each. We will also rebuild their houses under the 'Banglar Bari' scheme... I will be going there in the first week of May and evaluate the situation," Banerjee said. The CM also said that the state government could take responsibility for the education of the children of those killed in the violence. "We are surveying the damages faced by the shopkeepers there," she said. Governor C V Ananda Bose had on April 19 met family members of a man and his son, who were killed during violence over anti-Waqf (Amendment) Act protests in Murshidabad district, and assured them of all possible support. At least three people died and over 280 have been arrested in connection with the violence earlier this month.

Man in jail since 2018 for killing whom? Delhi HC asks, grants bail to accused

PNS ■ NEW DELHI

In a peculiar case, the Delhi High Court has granted bail to a man, who spent about seven years in jail on a murder charge, even as the victim's identity remained a mystery. "To say the least, investigation in this case shocks the conscience of this court," Justice Girish Kathpalia said on April 21. The judge added, "Till date,

deceased has not been identified. As regards the 'last seen' hypothesis, the said last seen was with Soni alias Chhoti, who has been found to be alive." Accused Manjeet Karketta booked for the murder sought bail on the ground though he had been incarcerated since 2018, nobody knew who was killed. "It is extremely saddening that a human being lost life in such a gruesome manner and the body was cut into

pieces way back in the year 2018 but till date even identity of the deceased has not been established," the judge said. The incident took place in 2018 and the mortal remains were identified to be that of one Soni alias Chhoti. After the arrest of the accused on May 17, 2018, Soni was reportedly found alive and the dead persons has remained unidentified till date. The police filed about five

chargesheets in the case, but the court opined it was not just the investigator, but also the senior police officers who had to "supervise investigation" and they "seem to have not been diligent". The prosecutor opposed the bail plea and said the evidence of "last seen" connected the accused with the murder. The bag used to dispose of the victim's body was recovered from the accused, the prosecutor added.

Don't do anything that may affect the review petition

Bengal Edu Min to protesting teachers

PNS ■ KOLKATA

Asserting that the West Bengal government was firmly with the school teachers who lost their jobs, Education Minister Bratya Basu on Monday urged them to refrain from doing anything that might weaken the review petition which the state was planning to file in the Supreme Court. Addressing a press conference, Basu said the School Education Department is working to ensure that those deemed eligible can continue with their jobs in accordance with the court's order. "The state government is with the agitating teachers. Chief Minister Mamata Banerjee has assured all sorts of help. We are working in the interest of those who lost their jobs, and will continue to do so," he said. "We are filing a review petition. So, I request the agitating teachers not to act in any way that may weaken our petition, violate the Supreme Court's order, or result in contempt of court by them or us," he added.



On April 3, the top court invalidated the appointment of 25,753 teachers and staffers in the state-run and aided schools, calling the entire selection process "vitiated and tainted." "According to the Supreme Court verdict, eligible teachers have been requested to continue in their schools till December 31. Our department is working on the salary issue, and we are taking responsibility to resolve it. The SSC case will come up for hearing in the division bench of the Calcutta High Court tomorrow," Basu said. "We have the data with us, and we are working accordingly. Please do not do anything or compel us to do anything that could go against you during the review petition," he said, responding to the protests outside the West Bengal School Service Commission (SSC) office in Salt Lake.

ROW OVER BILLS

SC to examine if TN verdict covers issues raised by Kerala

PNS ■ NEW DELHI

The Supreme Court on Tuesday said it would examine whether the recent judgement on a plea of Tamil Nadu, fixing timelines for the grant of assent to bills, covered the issues raised by the Kerala government in its pleas. A bench comprising Justices P S Narasimha and Joymalya Bagchi agreed to hear on May 6 the pleas of the Kerala government against Governor over the delay in approving bills passed by the state assembly. "We will look into that judgement and see whether issues raised here are covered,"

the bench said when Attorney General R Venkataramani and Solicitor General Tushar Mehta, appearing for the Centre and the Governor's office, said the recent judgement delivered by a bench headed by Justice J B Pardiwalla did not cover the issues raised by the Kerala government. The bench comprising Justices Pardiwalla and R Mahadevan on April 8 delivered a significant verdict on the plea of Tamil Nadu and set aside the reservation of the 10 bills for President's consideration in the second round holding it as illegal, erroneous in law.

The bench, for the first time, also prescribed that President should decide on the bills reserved for her consideration by Governor within a period of three months from the date on which such reference is received. Kerala seeks similar directions in its case. On Tuesday, senior advocate K K Venugopal, appearing for Kerala, said the pleas of the state were covered by the recent judgement. "What is the timeline for making a reference to the President by the Governor and

this issue is dealt with by that judgement and there are no other questions," he said. He urged the bench to allow the pleas of the Kerala government in terms of the Tamil Nadu judgement. Mehta, however, insisted on making submissions saying the case of Kerala was not covered by the Tamil Nadu judgement. "The (Tamil Nadu) judgement does not cover certain issues in this case on facts which are essentially different," the bench said and fixed the pleas for hearing on May 6.

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"We will look into that judgement and see whether issues raised here are covered,"



Why India must cut GST on farm equipment?

As rural labour dwindles and food security demands rise, mechanisation is no longer optional – it's imperative. Yet the very tools needed to modernise farming are taxed more than luxury items, placing an unjust burden on small and marginal farmers

FIRST Column

India's agricultural sector, the backbone of rural livelihoods, is at a critical juncture. The transition to modern and mechanised farming is no longer a choice but is necessary to ensure food security, optimise productivity, and improve farmers' incomes. Yet, a significant bottleneck hampers this transition — the irrational Goods and Services Tax (GST) structure on tractors and other agri-implements.

Today, farm equipment is taxed at 12 per cent, more than a luxury watch is taxed at 5 per cent. For a small or marginal farmer purchasing a low-horsepower tractor costing ₹5-7 lakh, this means paying ₹60,000 to ₹84,000 upfront as GST alone — a prohibitive cost for most. This, in turn, delays the mechanisation process in areas where it is needed the most.

Pre-GST Scenario Was More Farmer-Friendly

Before the implementation of GST on July 1, 2017, tractors and most agri-implements were exempt from excise duties and subject to only 4-6 per cent Value Added Tax (VAT), depending on the state. Fertilisers, an essential element of agriculture, were previously taxed at 6 per cent (1 per cent excise and 5 per cent VAT). In the GST regime, the introduction of a 12 per cent GST rate on fertilisers was reduced to 5 per cent. However, on agricultural machinery still, 12 per cent GST disrupted the affordability landscape, disproportionately impacting small and marginal farmers, who make up over 86 per cent of India's total landholdings and are responsible for producing more than 60 per cent of the country's food grains.

While GST has unified the country's indirect tax system, it has also inadvertently penalised these vulnerable farmers by making essential farm tools more expensive. Rationalising GST to 5 per cent or even zero for tractors, their components, and agri-implements would significantly ease their financial burden and accelerate rural mechanisation.

Haryana's Chief Minister Nayab Singh Saini has recently written to the Union Finance and Agriculture Minister seeking GST exemption on 10 essential farm implements like rotavators, zero-till drills, super-seeders, straw-balers, and tractor-mounted spray pumps — a move and other states CMs should also collectively endorse.

Policy Contradictions: Subsidise on One Hand, Tax on the Other

The contradiction is glaring. The Government's flagship schemes, like the Rashtriya Krishi Vikas Yojana (RKVY) and the Sub-Mission on Agricultural Mechanisation (SMAM), offer subsidies of up to 50 per cent on machinery such as tractors, combine harvesters, sugarcane harvesters, cotton pickers, for establishing custom hiring centres (CHCs) and also to individual farmers for buying pump sets, tractor mounted sprayers, zero till and seed drills. Yet, these efforts are undermined when the same equipment attracts a steep GST rate.



A reduced GST rate on farm machinery will empower smallholder farmers and reduce the Government's subsidy burden. Lowering upfront taxes means farmers can buy machines at more reasonable prices, translating into more minor subsidy requirements for the Government.

Inconsistencies in the Green Energy Push

The policy incongruities extend to the renewable energy sector as well. Renewable energy devices such as solar panels, biogas plants, and windmill components attract only 5 per cent GST to promote sustainability. Electric vehicles (EVs) also enjoy a 5 per cent GST and a 15 per cent discount on third-party insurance premiums. Yet, electric tractors — vital for reducing agriculture's carbon footprint — are taxed at 12 per cent GST, the same as diesel tractors, and do not qualify for any insurance premi-



AS MITTAL

um relief. According to a study by the International Council on Clean Transportation (ICCT), aligning electric tractors with EV incentives could reduce the price gap between electric and diesel tractors by nearly 40 per cent, helping India make a greener shift in agriculture.

INDIA'S AGRICULTURAL FUTURE HINGES ON WIDESPREAD MECHANISATION, YET HIGH GST RATES ON ESSENTIAL FARM EQUIPMENT ACT AS A MAJOR ROADBLOCK. SMALL AND MARGINAL FARMERS — ARE UNFAIRLY BURDENED BY THE 12 PER CENT GST ON TRACTORS AND IMPLEMENTS, A RATE HIGHER THAN THAT ON LUXURY ITEMS.

The Urgency for Mechanisation

Mechanisation is the key to addressing India's agricultural productivity paradox. Despite India being the world's second-largest agricultural producer, only 47 per cent of its farming processes are mechanised, compared to 95 per cent in the United States, 75 per cent in Brazil, and 57 per cent in China. At this pace, India will need at least 25 more years to reach comparable levels.

Labour shortages due to rural-to-urban migration have further exacerbated the crisis. The share of the agricultural workforce has dropped from 59 per cent in 1991 to just 39 per cent in 2023. Mechanisation is essential to offset this shrinking labour force, increase yields, reduce drudgery, and make farming more attractive to rural youth.

Limited uptake

Tractors dominate India's farm equipment market,

while implements such as harvesters, seed drills, tillers, and planters account for only 15-20 per cent of the market share. This limited uptake is due to the prohibitive costs and a lack of awareness about the productivity benefits of modern equipment.

The Government and multilateral agencies are already focusing on mechanisation schemes. However, these interventions will not reach their full potential unless complemented by lower taxation.

Farm mechanisation is not merely about replacing manual labour; it is about optimising inputs, improving efficiency, and securing rural incomes in a challenging agrarian landscape. It is time for the GST Council to undertake an urgent review of agri-implement tax slabs. A uniform GST rate of 5 per cent or zero on all agricultural machinery and their components would make mechanisation affordable for small and marginal farmers, stimulate demand in under-mechanised regions, encourage the adoption of green technologies like electric tractors, and reduce Government subsidy outflows in the long run. The 'magical' character of farm mechanisation needs a booster dose. Rationalising GST will empower farmers, create rural entrepreneurship opportunities via CHCs, and help India achieve sustainable development goals. It will bridge the mechanisation gap and unlock the true potential of Indian agriculture. Mechanisation is the future, but affordability is the key.

India's agricultural future hinges on widespread mechanisation, yet high GST rates on essential farm equipment act as a major roadblock. Small and marginal farmers — who form over 86 per cent of India's agrarian base — are unfairly burdened by the 12 per cent GST on tractors and implements, a rate higher than that on luxury items. This policy contradiction undermines Government subsidies offered through schemes like RKVY and SMAM, inflating costs and stalling progress. Haryana's call for GST exemption on key implements is a step in the right direction that other states must support. The mismatch extends to green technologies too — electric tractors face the same GST rate as diesel ones, with none of the incentives that electric vehicles enjoy. This hinders both affordability and sustainability goals.

Meanwhile, India's mechanisation rate lags behind other major agricultural economies, slowed further by rural labour shortages and high upfront machinery costs. Rationalising GST to 5 per cent or zero for all agricultural equipment is critical. It would ease financial pressure on farmers, reduce Government subsidy burdens, and accelerate the adoption of both conventional and green technologies. Mechanisation is not a luxury — it's a necessity. Affordability, enabled through fair taxation, is the key to unlocking a more productive, sustainable, and prosperous agricultural future.

(The writer is Chairman of ASSOCHAM Northern Region Development Council. Views are personal)

RTI amendment erodes transparency

By removing the public interest safeguard from Section 8(1)(j), the amendment now imposes a blanket exemption on all personal data — even when linked to public duties — thereby crippling the citizen's ability to hold public officials accountable

The recent amendment to the Right to Information (RTI) Act, 2005, through the Digital Personal Data Protection (DPDP) Act, 2023, marks a pivotal retreat from the transparency regime that India painstakingly built over nearly two decades. By shielding personal information under a blanket exemption, the Modi Government has altered the balance between privacy and the public's right to know.

The operation of the RTI Act — informed by several judgments by the Supreme Court and High Courts — has shown that personal information not related to public activity was already protected.

It underlines that there was already sufficient judicial restraint in place to protect genuinely private data. Landmark rulings like *Girish Deshpande vs CIC* (2013), and the *Puttaswamy* (2017) privacy judgment, drew clear boundaries between personal data and information relevant to public interest. Courts consistently held that unless the disclosure of personal information served a larger public cause, it should be denied.

Therefore, the amendment was not needed and shows legislative overreach, reflecting mistrust in judicial discretion. It signals a shift from a principle-based regime to a bureaucratic shield where no scrutiny is possible. The amendment now legalises the denial of information that courts had earlier allowed when public interest was evident — setting a regressive precedent that may encourage arbitrariness and corruption.

The SC judgment reinforces that safeguarding personal privacy and promoting institutional transparency are not mutually exclusive but are jointly essential.

This point underscores a vital democratic balance. The Supreme Court, especially in the *Puttaswamy* case, held that privacy is a fundamental right but not an absolute one; it must be balanced with transparency, especially when public interest is involved. The original RTI Act embodied this balance by permitting the release of personal information where larger institutional accountability or public interest was at stake.

The amendment breaks this balance by giving unchecked primacy to privacy, even when it is used as a smokescreen to hide inefficiency, nepotism, or corruption. For instance, public access to officials' attendance, disciplinary records, or property



details — which can reveal disproportionate assets — would now be blocked. The implication is that institutions become unanswerable to the public, reducing the citizen's role from a watchdog to a mute spectator.

The sweeping changes have been introduced through the Digital Personal Data Protection (DPDP) Act, 2023, which amended Section 8(1)(j) of the RTI Act. Earlier, this section exempted disclosure of personal information unless there was an overriding public interest. The amendment removes this public interest override

and comprehensively exempts all personal data from disclosure under RTI, regardless of its connection to public duties. It is a fun-

THE AMENDMENT BREAKS THIS BALANCE BY GIVING UNCHECKED PRIMACY TO PRIVACY, EVEN WHEN IT IS USED AS A SMOKE SCREEN TO HIDE INEFFICIENCY, NEPOTISM, OR CORRUPTION.

damental shift from a "case-by-case" evaluation to an "absolute bar" on access to personal information, thereby hollowing out the core of the RTI regime.

The implication is grave: details about the conduct, performance, assets, and public duties of Government officials — even when crucial to detect corruption — can now be shielded from public scrutiny under the excuse of "Privacy". It turns the RTI from a transparency-enabling instrument into a tool riddled with opaque exemptions, undermining citizens' ability to hold officials accountable.

This proviso was a crucial equaliser — it mandated that any information which cannot be denied to Parliament or a State Legislature should not be denied to a citizen.

Its removal gives disproportionate access to legislators while stripping ordinary citizens of equal standing in accessing information. It opens the doors for selective transparency, where MPs and MLAs can access sensitive Government information

while citizens are stonewalled. This defeats the spirit of the RTI Act, of 2005 which was built on the idea that transparency is not a privilege but a right.

The move indicates a central tendency to empower the political class at the cost of democratic equity. It also allows the bureaucracy to selectively disclose information to suit political interests while denying the same to activists, journalists, or public-spirited individuals.

This technical change has a wide-ranging impact. By using the DPDP Act to amend Section 8(1)(j) of the RTI Act, the Government has effectively introduced a data protection regime that overrides the RTI's foundational purpose — access to public information. The phrase "all personal information" is undefined and absolute, allowing information officers to deny almost anything under the guise of personal data.

Details such as educational qualifications, performance appraisals, transfer postings, and reasons for disciplinary action can all now be denied, even if such data expose

abuse of power or fraud. This will embolden non-performance, discourage whistle-blowers, and limit the ability of journalists, lawyers, or citizens to demand accountability. In essence, it turns a democratic law into a bureaucratic fortress.

The Modi Government claims that legal obligations under RTI remain unaffected but this assertion is misleading. Section 44(3) of the DPDP Act directly amends the RTI Act itself, thereby altering the legal obligation.

There is a common perception amongst the citizens having consciousness about the RTI Act that the center should pause and review the amendment which reflects a broader democratic concern as it will dilute the purpose of the entire process of seeking information. The vociferous demand to reconsider the amendment is a red flag from the opposition and civil society as these changes are not about protecting privacy but about restricting scrutiny.

The repeal demand stems from fears that the Government is creating an architecture of secrecy behind the smokescreen of data protection. If allowed to persist, this may institutionalise opacity and convert public institutions into information black holes — something antithetical to participatory democracy.

The RTI Act was a landmark law that was an unprecedented achievement of the people's movement under Magsaysay winner, Aruna Roy that democratised access to governance and brought the citizen to the center of accountability. By altering its core provisions, the Modi Government risks reversing this progress.

While data protection is necessary in the digital age, it should not come at the cost of institutional transparency. Instead of finding a nuanced balance, the Government has chosen to impose blanket opacity.

The implications go far beyond legalese — they erode the foundations of a transparent republic, where the citizen has the right to question power. This amendment must be revisited, reviewed, and if necessary, repealed to restore the sanctity of the RTI Act.

(The writer is a senior political analyst and Ex-Chairperson of the Standing Committee of All-State Public Service Commissions in India. Views are personal)

'I've surpassed the stage of finding similarities between me and my characters'

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Helly Shah has long been a familiar face on Indian television, known for her emotionally layered and impactful performances. But with *Zyada Matt Udd*, the actor is entering uncharted skies—this time, quite literally—as she steps into the shoes of Kajal, a spirited air hostess in a genre she's been itching to explore: situational comedy. With its vibrant setting and ensemble-driven storytelling, *Zyada Matt Udd* marks a departure from the intense roles that have defined her career so far, offering Helly the perfect playground to experiment with comic timing and character quirks.

For Helly, this role wasn't just another assignment—it was a chance to stretch creative boundaries and dive into a character who's bold, self-assured and unapologetically herself. In this interview with *The Pioneer*, the actor opens up about breaking stereotypes, the camaraderie with her co-stars, the challenge of perfecting comic timing, and the joy of staying connected to her Gujarati roots through her upcoming film projects.

Stepping into a fresh avatar in the sitcom *Zyada Matt Udd*, and playing an air hostess named Kajal—a character that stands apart from anything she's portrayed before. For the actor, the appeal of the show was immediate. "I think the show itself is a very fresh one, something that we haven't seen in a really, really long time. This is a sitcom, and that genre isn't much explored. I've been wanting to explore it for a while, so when this came in, it was a no-brainer," shares the *Gullak* season 4 fame.

Kajal, her character, is bold, assertive, and unapologetically herself. Helly said that while she no longer tries to find similarities between her characters and herself, Kajal still left a mark. "She doesn't give a damn. She has that main character energy all the time, twenty-four seven," Helly said with a smile. "She knows her worth really well. She's that sorted girl who knows what she wants and what not. She treats herself as a queen and that's really beautiful."

In a candid chat with *The Pioneer*, actress **Helly Shah** opens up about her refreshing new avatar in the sitcom *Zyada Matt Udd*, where she plays a feisty air hostess with unapologetic sass and "main character energy." From navigating the challenges of comedy to drawing strength from her Gujarati roots, Helly talks about breaking stereotypes, her instinctive approach to picking roles, and why she believes *Sufiyana* still remains a defining moment in her career

Interestingly, Helly didn't draw much from real-life air hostesses or pop culture while preparing for the role. Instead, the emphasis was on the dynamic between the six lead characters and their camaraderie. "There's this vibe between these six friends that we really wanted to bring out. It's something like 'yeh log bahut saalon se jaante hain ek dusre ko, but unki apni hi alag bhasad chal rahi hai life mein'. We did have our workshops and tried to improvise ourselves."

Comedy, she admits, came with its own challenges. "Yes, comedy is definitely difficult. I feel in real life I'm not very funny. This is all about timing and being nuanced. We had our share of reading workshops and everything to understand each other better." She added that regular meetings and rehearsals with the team played a huge part in making the process easier. "We used to meet regularly, and that really helped in understanding who's doing what, sharing suggestions and being on the same page. We have a great cast that's very, very supportive."

When asked about who made her crack up the most on set, she laughed and said, "If I had to name one, I think Gaurav. He has really, really good timing. And also Satish. But overall, I feel we have a very, very good cast."

Having explored television, OTT, and now a sitcom, Helly described how she chooses her roles. "I go by gut feeling. If I'm unsure or in two minds, I don't do it. I have to be extremely sure and it has to be exciting enough for me to just even go and audition for the character," she explained. "I also look at the project as a whole—the premise, the genre and whether it's something I've done before. I want to do different projects and characters that people don't imagine me doing."

One such defining role for her was in *Sufiyana Pyaar Mera*, where she played a double role. "That show really pushed me as an actor. Now that I think about it—it's been five or six years—I know I could have done so many things differently. But at that time, with the schedule we had, I gave it my all. That show changed my perspective on how I pick projects and characters. It's very close to my heart."

As for what's next, Helly revealed that she has two Gujarati films lined up for release this year. "One is a film that I shot in January, and the other was done about two years ago. Now that they're finally releasing, I'm very excited. Both are very different, and being a Gujarati, it makes me very proud to be working in the Gujarati industry. Like I always say, I'm a proud Gujarati—you can't take that out of my system!"



Guiding dreams, not just applications

PNS|HYDERABAD

For many students, studying abroad is a dream clouded by confusion and conflicting advice. But for those who find their way to eduVelocity Global, that journey becomes a thoughtfully mapped-out adventure. Founded by Vinu Warriar, the organisation doesn't just prepare students for college—it prepares them for life. With a mentorship model that starts early and goes deep, they are reshaping how India approaches global education.

"We're probably the most personalized education advisory in the country," says the Managing Partner adding, "Most consultancies come in just a year before applications. We start working with students four to five years in advance. It's about understanding who they are, not just where they want to go."

Here, students are matched with dedicated counselors who guide them through profile building, psychometric testing, subject selection, extracurriculars and eventually, college essays and applications. "Our goal is to build a relationship, not just submit forms," he adds.

Warrior stresses that getting into a top college isn't the only marker of success. "For us, it's not about brand names—it's about fit. That includes academics, personality, finances, even geography," he says.

This best-fit model has helped over 5,000 students receive admission offers from universities across the globe—many of them on scholarships. "We've helped students secure over \$45 million in scholarships. You don't get that kind of success with a cookie-cutter approach."

Long before the world went online, eduVelocity was already serving students in multiple countries through virtual sessions. So when the pandemic hit, their transition was seamless.

"We didn't have to change much. In fact, that year alone, 115 of our students received over 600 admission offers."

What stood out was the commitment of the team. "Many of our team members voluntarily took pay cuts just so we could continue supporting students. That's the kind of culture we've built," he says.

The pandemic also shifted how students evaluated universities. "Health, safety and wellness became as important as academics. We adapted quickly to those changing priorities."

Warrior is especially passionate about bringing quality counselling to smaller towns. "There's so much untapped potential in tier 2 and 3 cities. Our model is particularly effective for mid-range students—not just toppers."

Unlike agencies that cater mostly to urban elite, eduVelocity aims to democratise access. "Our strongest growth has come through word-of-mouth. That says a lot about the trust parents and students

place in us." In an industry often driven by commissions and affiliations with foreign universities, eduVelocity stands apart. "We don't take a single rupee from colleges or aggregators. That's a conscious decision," Warriar states.

He believes that such independence allows the organization to focus entirely on what's best for the student. "We're not here to fill quotas or push certain universities. That's why our students get into places like Brown, UPenn, Dartmouth and Cornell—with scholarships."

Beyond academics, they encourage students to explore their interests and grow as individuals. One such initiative is the eduVelocity Global Business Challenge (EIBC), where students work on real-world business ideas.

"These platforms help students develop critical thinking, teamwork and leadership," Warriar says. "It also strengthens their college applications, because they're doing meaningful work, not just attending workshops for certificates."

Some students even travel abroad for competitions or campus visits. "It's not just about winning. It's about broadening their perspective," he adds.

They also works with schools to host university fairs and awareness sessions. One standout initiative was in partnership with Satluj Public School in Panchkula, where students from smaller towns got to interact with global university reps on their own campus.

"Events like that are game changers. It opens doors for students who may never have thought studying abroad was possible."

Behind every student's success is a well-informed counselor. eduVelocity takes this seriously, investing in monthly training sessions, expert-led workshops and international visits.

"We have people from the College Board, IELTS and top universities come in to train our team. Our counselors have visited campuses like Yale,

NYU Abu Dhabi, and NUS to stay updated. That firsthand exposure helps us guide students better." As they enter its second decade, the mission is clear—scale responsibly while staying true to their student-first values.

"We want to do more pro bono work, especially for students from financially weaker backgrounds. And we're expanding our services in Indian university admissions too. Families need help navigating that space."

He also sees tremendous opportunity in spreading awareness through early psychometric testing and career exploration. "Whether it's a top Delhi school or a rural campus in Himachal Pradesh—we want every child to have access to the right information at the right time."

At its core, their success lies in its unwavering belief in the student. "We're not agents. We're mentors. We don't sell dreams—we guide them," Warriar concludes.

MANY OF OUR TEAM MEMBERS VOLUNTARILY TOOK PAY CUTS JUST SO WE COULD CONTINUE SUPPORTING STUDENTS. THAT'S THE KIND OF CULTURE WE'VE BUILT

In a digital economy where every click costs, every lead counts—and yet, most businesses still struggle to turn interest into intent, and intent into action. The problem? Lag, friction and missed opportunities. And the culprit behind that? Outdated engagement models built for another era of customer behaviour. Enter Agentic AI—a smarter, context-aware, goal-driven solution that's rapidly reshaping how businesses approach lead conversion. By enabling real-time, two-way engagement, it doesn't just chat—it acts. It's not here to replace marketers; it's here to supercharge them.

FROM GENERIC TO GENERATIVE TO AGENTIC

We've come a long way from static lead forms and templated emails. Generative AI took a leap forward by making conversations feel more natural. But this goes a step further. It's not just about generating content—it's about generating outcomes. It is built to take ownership of workflows. It doesn't just answer questions—it asks the right ones. It doesn't just respond—it remembers, adapts and drives each interaction forward toward a defined goal. Think of it as a digital salesperson, one that never sleeps, never misses a lead, and always knows what to say next.

Boosting conversions with agentic AI

THE POWER OF REAL-TIME, TWO-WAY ENGAGEMENT

What makes Agentic AI so powerful is its ability to meet users where they are—and guide them intelligently in real time. Whether it's a website visitor at 2 a.m. or a WhatsApp message triggered from a YouTube video, Agentic AI steps in immediately, holding a context-rich, two-way conversation that feels personal and purposeful.

This real-time responsiveness does more than improve the customer experience—it directly impacts conversion rates. In fact, businesses using Agentic AI report:

- Massively reduced lead leakage due to instant qualification
- 5-7x improvement in

conversion from CTWA (Click-to-WhatsApp) campaigns

- Reduced call center load, freeing up teams to focus on high-intent leads

It's Not Just a Chatbot. It's a Closing Machine. Unlike traditional bots, which follow rigid flows, Agentic AI is flexible. It understands nuance. If a customer changes direction midway through a conversation—asks about pricing, or jumps to another product—the system pivots. It re-routes the journey, not with pre-set scripts but with intelligent decisions.

And this isn't just for SaaS or D2C brands. Agentic AI is already making a measurable impact across verticals like real estate, fertility clinics, financial services, and education—industries where high-ticket items demand high-touch engagement, but scale has always been the problem.

FROM ENGAGEMENT TO INTELLIGENCE

The other unsung superpower of Agentic AI? Data. Every conversation becomes a data point. Every drop-off, a lesson. Every conversion, a map. And when these interactions are unified into a single dashboard, marketers get a clear, actionable view of the entire funnel—from first click to final decision. Agentic AI doesn't just help you engage better. It helps you understand better. And that intelligence feeds right back into the system, creating a closed loop of optimisation that drives consistent growth.



SUMMING IT ALL UP

At its heart, Agentic AI is about reducing the distance between interest and action. It's about making every interaction count. And for marketing and growth teams, it's about finally having a system that works as hard as they do. We're already seeing businesses rethink their entire marketing stack around Agentic AI—not just as a support tool, but as a central engine for customer engagement. The brands that adopt it early won't just see better conversions. They'll build smarter, more responsive businesses ready for the next era of growth. Because in a world that moves fast, the ones who respond faster—win.

(The author, Dikshant Dave, is the CEO of Zigent.)

