

**EDITOR'S SPEAK**



In the cut throat competition of grabbing eyeballs, TV channels which are hundreds in number and by the time I finish writing this piece couple of new channels will be added in the ever growing list. Such is the frantic pace with which they are bombarded upon us, channels are going crazy. There was a time when a zee or a sony would rule the roost. But today's television rating points [TRP's] is any indication to go by then, at any point of time in today's world no single channel can claim that it has a highest TRP's and they will remain constant in the days to come. Sustenance is a passé. Now it's not a channel per se, but the show that can garner TRP's. So ad mad world is more focused and speculative about a show which may or may not do better on air and they will ride their money accordingly. What this intense competition is doing is starkly visible to every one of us. Channels are trying to scout every idea which can either thrill or scare us. And it holds even truer for news channel.

The attention span of our ever occupied mind is getting shorter and shorter. Anything that is incapable of getting us hooked in first 30 seconds after we lay our eyes on it is inconsequential. We don't hesitate to flip the channel. News matters but what matters more is the presentation of it. So a black magic voodoo dolls are up on the screen with some spooky music could be more entertaining than a drab and thrill-deprived story of bihar floods. Tv channels I feel are the medium which reflect what happens in the society through films, soaps or news. Their duty is to give something uplifting, informative, and even entertaining. But that entertainment should be clean fun and not a cheesy scenario where celebrities are locked up in the confines and made to do some bitchy stuff. After all people only see what you intend to show them [other way round is just clever corollary to grab TRP's and oodles of money] and I guess things will change for the better. Till then animal planet will be the only channel, my idiot box will continue to display.

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# No Smoking Please!!

Courtesy: Google Images



**A ban on smoking in public has come into effect from 2nd October, 2008. Kranti Khandekar shares youngsters take on this new rule**

India's 120 million smokers have been given a diktat to stop smoking in public places. In order to ensure that adequate awareness is created amongst the citizens, the Ministry of Health and Family Welfare has placed ads in all major papers: "Smoking in public forbidden". In consideration of this, an effort was made to find out as to how people view the ban.

**Reader's views on the new rule...**

"The idea tastes good, but it certainly can't be digested. It is always the non-smoking citizens who have had to suffer. But now, they will have to deal with smelly toilets. Public toilets and places where smokers can avoid the law will be more filthy and polluted than ever. One can't even go to toilets in peace.  
- Rojell, a transcriber.

"Fresh Air will no more be rare, since smoke won't be there!  
- Anirudha, a poet.

"My dad is a compulsive smoker and I am allergic to smoke. After this ban, he is going to find it increasingly difficult to smoke outdoors. So, the best place for him to smoke will be indoors, i. e. home, which is going to make my life miserable. Is this law aimed at helping passive smokers? I think not.  
- Niyati, a commercial artist.

"Any law is only as good as the people who are there to enforce it. If the enforcers take things seriously and make an attempt to creating awareness amongst the citizens, thereby take necessary steps to implement and enforce it only then would it be effective. Otherwise, it has been seen that the law, normally, turns out to be a farce. Looking at the track record of our law enforcers, I am not too enthusiastic!!  
- Sherin, computer engineering.

"I think this is a great policy! It will help non-smokers stay healthy, and reduce smoking for current smokers. As far as people being concerned about authorities harassing them, I think that's just more the reason to not violate the act.  
- Sonya, sales executive.

"As I have left smoking and can understand how people feel when someone smokes around, so it is relief for the non-smokers.  
- Siddhesh, a BCom student.

"As a chain smoker who gave up few months ago and now I puff an occasional cigar/cigarette in a week, I see both sides of the issue. I am for the ban but this has to come voluntarily. Government officials will use this as a tool to make money and harassing innocent people who are not aware of it.  
- Nishant Singh, a BE student.

"As a smoker, I feel a ban on smoking in public spaces is a good thing. Banning smoking in the open air is meaningless. Will the Health Minister do something about the vehicles spewing toxic fumes on our streets? They are a far greater hazard than smokers!  
- Shashank, security manager.

"Ban on smoking at public places is a good initiative by the government of India, but it should be implemented strictly and effectively. Active and passive smoking kills thousands of people in India and around the world. It is the good step that India has taken for non-smokers. Other countries should take example from our country and ban smoking in their countries as well.  
- Sneha, a BMM (Journalism) student.

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