

# Mann Ki Baat goes global, PM calls it spiritual journey

The 100th episode of Modi's monthly programme was broadcast live at the UN headquarters, UNESCO head hails it as BJP goes all out to celebrate the occasion

PRESS TRUST OF INDIA  
30 April

Prime Minister Narendra Modi's monthly radio programme *Mann Ki Baat* — which he described as an expression of the feelings of crores of Indians — went global with its 100th episode that was broadcast live at the United Nations headquarters in New York in the early hours of Sunday.

External Affairs Minister S Jaishankar joined the Indian community at another venue in the US, at Somerset in New Jersey, to listen to the radio programme that the former dubbed as the story of "New India" and a link between the country and the world.

Audrey Azoulay, director-general of the United Nations Educational, Scientific and Cultural Organisation (UNESCO), also hailed the radio broadcast, calling it one of the most celebrated, with millions of listeners in more than 50 languages and dialects.

Azoulay featured in the broadcast on Sunday and thanked Modi for the opportunity to be a part of the 100th episode.

"UNESCO and India have a long common history. We have very strong partnerships together in all areas of our mandate — education, science, culture and information — and I would like to take this opportunity today to talk about the importance of education," Azoulay said in the broadcast.

In the 100th episode, PM Modi said the broadcast filled the "emptiness" he felt after coming to Delhi in 2014 and described it as an expression of the feelings of crores of Indians that has ensured he is never cut off from people.

The milestone broadcast was an occasion for Modi to walk down the memory lane as he asserted that it was not merely a programme but a matter of faith and spiritual journey for him.



(Left) Defence Minister Rajnath Singh with other senior BJP leaders listens to the 100th episode of *Mann Ki Baat* in New Delhi on Sunday; and actors Madhuri Dixit and Shahid Kapoor among listeners in Mumbai

Senior Bharatiya Janata Party (BJP) leaders, including Union ministers, listened to Modi's address at different places as the ruling party went all out to make the 100th episode a mega exercise in public connect. The BJP had earlier said nearly four lakh venues would be set up for people to listen to the PM's broadcast.

Modi said the programme is a reflection of the "*mann ki baat*" or the point of view of crores of Indians and an expression of their feelings. Be it "Swachh Bharat", Khadi or "Azadi Ka Amrit Mahotsav", issues raised in the programme became people's movements, he said.

Modi said the monthly radio broadcast, which mostly steers clear from politics, has become an important medium of learning from others. "This programme has ensured that I am never cut-off from you," he said.

During the 100th episode, Modi also had a telephonic conversation with some people who were featured earlier on the broadcast for their unique initiatives.

Noting that the programme started on October 3, 2014, on the occasion of Vijaya Dashami, he said it has also become a unique

festival of goodness and positivity of the countrymen.

Recalling that his mentor Laxmanrao Inamdar, one of the early Rashtriya Swayamsevak Sangh functionaries in Gujarat, always advised "worshipping" the good qualities of others, including rivals, Modi said *Mann Ki Baat* has been an exercise for him to worship the qualities in others and learning from them.

Modi said that as the Gujarat chief minister, it was natural for him to meet and interact with the common people.

"But after coming to Delhi in 2014, I found that life here was very different. The nature of the work is different, the responsibility is different, and one is bound by circumstances, the rigours of security and time limits. In the initial days, something felt different, there was an emptiness," he said.

Fifty years ago, Modi said, he did not leave home just to find one day that it would be difficult to connect with the people of his own country. "*Mann Ki Baat* gave me a solution to this challenge, a way to connect with the common man," he said.

Noting that he connected with

people involved in inspiring journeys, like planting trees, cleanliness, educating the poor, for decades, he said these efforts of the countrymen have inspired him to keep striving.

Modi said, "The people whom we mention in *Mann Ki Baat* are all our heroes who have made this programme come alive."

In the message from Azoulay that was part of the broadcast, the UNESCO head also enquired about India's efforts regarding education and cultural preservation, two issues that Modi has been highlighting at the programme.

While senior BJP leaders, including Amit Shah in Mumbai, Rajnath Singh in Delhi and its national president J P Nadda in Karnataka, joined people, chief ministers of the party-ruled states and governors were joined by eminent citizens at their official residences during the programme.

The Congress, however, took a swipe at Modi, saying the occasion of the 100th episode was heralded with great fanfare but it was "*mann ki baat* (silence)" on critical issues such as China, Adani, increasing economic inequalities and the protest by wrestlers in New Delhi.

# JKC has missed the flight to relaunch Jet: Experts



ANEESH PHADNIS  
Mumbai, 30 April

The Jalan-Kalrock Consortium (JKC) has said it is committed to restart Jet Airways and is looking for a new chief executive officer to replace Sanjiv Kapoor whose term ended on Friday.

Revival, however, will not be easy even if the consortium quickly secures control of the grounded airline, feel industry experts. This is due to changed market conditions and consolidation in the domestic market.

"Jet Airways has lost an opportunity to re-establish itself. There was space in the market for a second full-service airline after Air India. Go First is facing engine issues and SpiceJet has financial challenges and these factors have constrained their expansion. Jet could have taken the advantage but has failed to get off the ground," said aviation consultant Vishok Mansingh. He pointed out that Akasa Air, which started operations last August, has cornered 3 per cent market share while Air India is consolidating its operations.

Getting desired airport slots and the right manpower will be a challenge for Jet now, he added.

An aviation expert concurred. "A lot has changed in the past six-nine months in terms of availability of aircraft, airport slots and pilots. The situation was different last May when Jet's air operator certificate was revalidated," he said.

For instance, new aircraft originally built for Russian airlines were widely available in the market for lease at that time rather than now

due to the US and European sanctions, he said. The Boeing 737 Max aircraft was banned in China but now carriers there have started operations with the aircraft.

The consortium had signed letters of intent with lessors for a few such Airbus planes built for Russian airlines, but with its own launch delayed the planes have been snapped up by others.

In fact, JKC had planned to have six planes by December 2022 and double the number over the next six months. "Everything was in place. In-flight menus were designed. An app was ready and an agreement was signed with a call centre," a source said.

JKC did not respond to an email sent on Saturday.

Hopes for a quick revival thinned as lenders and the consortium differed on the issue of control and fulfilment of conditions' precedent. Last November, the consortium was forced to put employees on leave without pay. Many of them have now quit due to question marks over revival.

Kapoor, who was the chief executive officer designate, left on Friday after completion of his notice period. Vice-president (operations) P P Singh and company secretary Neeraj Manchanda quit in the same week. Jet is now without heads of operations, safety and training. These are among the posts mandated by the

Directorate General of Civil Aviation for all airlines to keep their operator certificate valid. Jet's air operator certificate will lapse on May 19.

There are other challenges, too. While allowing JKC to take control, the National Company Law Tribunal (NCLT) gave it 180 days from November 16 to make payments to its creditors. This deadline, too, is fast approaching and JKC is expected to seek additional time for compliance in view of lenders' appeal against the NCLT order.

According to the original resolution plan, JKC has to pay ₹185 crore to lenders in the 180-day period that ends next month.

The grounded airline's employees are also litigating for priority in payments due to them including provident fund and gratuity. An application for liquidation of the company filed by the cabin crew union is also pending.

"Our focus is on the pursuit of justice. Payments to staff must be made on a priority," N Hariharan, legal advisor of the All India Jet Airways Officers and Staff Association, said.

"We are in the last leg of closing the transfer of ownership of Jet Airways to JKC, subsequent to which we will settle outstanding amounts payable to previous creditors according to our approved resolution plan and shall, soon thereafter, recommence commercial operations of Jet Airways as per our relaunch plans," said JKC board member Ankit Jalan on Friday.

# In demand: Prompt engineers who train AI in human language

DEBARGHYA SANYAL  
New Delhi, 30 April

A search on LinkedIn with the keywords "Prompt Engineer" reveals an interesting trend among Indian job-seekers. A number of users have added "aspiring prompt engineer" (or a variation of this) to their profile headlines. Several content creators, especially those with experience in creating short, focused content for social media consumption, are updating their profiles with such headlines.

While definitions are yet to be formalised, a prompt engineer trains the emerging crop of large language model (LLM) artificial intelligence (AI) tools like ChatGPT, DALL-E, and Bing AI to deliver more accurate and relevant responses to the questions people are likely to ask.

While these jobs have been around for a couple of years at least, an evolving debate around the threat generative AI tools like ChatGPT might pose to traditional job profiles has brought prompt engineering into the spotlight. Several media reports about Google-backed California-based AI company Anthropic's lucrative salary offers of up to \$335,000 for the role have also generated a buzz amongst job-seekers in India as well.

A search on LinkedIn, Naukri.com and other job aggregator sites reveals that companies in India, too, are offering jobs to "prompt engineers".

For instance, Mumbai-based digital marketing agency Mirum India is hiring a prompt engineer to "generate code suggestions, identify coding errors and bugs, and improve code performance," and so on. Hyderabad-based software development firm TheAlpha.Dev is also hiring prompt engineers to "design and develop prompts for ChatGPT," and "troubleshoot and debug prompts as needed." Some of these jobs required five to 10 years of professional experience.

A few in India have already clinched the much-desired role. Rohan Sahni (*name changed on request*), a social media content writer at a leading PR firm, left his job for a "prompt engineer and precision reader" role in a Bengaluru-based firm that works with natural language processing (NLP) and machine learning (ML) technologies.

"The job's ad had stressed creativity and precision with language. As someone whose daily job involves generating catchy and focused tweets for clients, I thought I had a good shot at it. Thankfully, they thought so too," Sahni says. While most companies do not disclose their salaries for the role in their ads, Sahni says his salary has jumped 60 per cent with the move.

Debashis Guha, director-Masters of AI in Business and chair-Centre for Research on Technology in Business at S P Jain



## How do generative AIs process prompts?

Prompts are specific, diverse and simple sets of instructions you want an AI model to follow to generate a desired outcome. Samples of data are classified and trained on the basis of prompts generated until the desired outcome is matched.

Prompt engineering generally employs methods such as prefix tuning or prompt tuning — this works for pre-trained LLM models. Chain-of-thought (CoT) prompting is a useful way of improving the reasoning ability of LLM models, especially in a complex multi-step problem. This technique breaks the prompt into a series of intermediate steps (prompts for the model).

School of Global Management, Mumbai, agrees that the job of a prompt engineer does not necessarily require candidates to be trained in "hardcore" computer engineering skills. "This is one of those rare jobs that opens the sector to the layman." According to Guha, candidates from the humanities stream, with English or history as their majors, will be better able to use these natural language tools.

Suchetna Kalra, who joined a Noida-based design services start-up as a prompt engineer, has no training in tech. Her PhD in art history explored Indian pop art like film posters, comics and wall graffiti. Before joining her current role, she had worked as a guest faculty across several leading colleges in Delhi for more than a year. "To have a humanities background in this field seems to me like a triumph, especially since we are working to imitate human thought, and that too in a specific cultural context," Kalra says. She was offered a package nearly double her previous salary.

However, basic training in AI and ML remains crucial. Some experts like Bhuvan Desai, vice president-Client Operations at Uplers, a talent management firm, insist that "experience with one or more programming languages, an understanding of different AI models and the ability to review and interpret the code well, as well as a deep knowledge of natural language processing" is necessary for becoming a prompt engineer.

Sandeep Sharma, senior research manager at the International Data Center (IDC), insists that the tech skills must be coupled with an ability to understand user personas, needs and behaviours, as well as superior English language skills.

No wonder then that freshers like Sahni and Kalra are required to complete courses in AI/ML/NLP within the first nine months. They also receive on-job training in generating and perfecting prompts during their six-month probation period. "We have been asked to enrol in one of the company-recommended online classes in prompt engineering. The enrolment cost will be covered in the package offered," says Sahni.

The rise in demand for prompt engineers can be seen reflected in such courses on offer from online learning platforms like Udemy, upGrad etc. Mayank Kumar, co-founder and MD at ed-tech platform upGrad, says the company has seen a 30 per cent increase in enrolment for its AI programmes in Q4FY23 compared to the previous quarter. upGrad trains students with popular AI tools such as ChatGPT, Midjourney and Stable Diffusion.

Practice makes a prompt engineer perfect, says Guha. "People trained in mathematics and computers are often too literal. You can't be too literal. You can't be too fuzzy. You need to be somewhere in between," he says. "Most importantly, it's mainly an exercise in precise thinking through trial and error. One must be at the ChatGPT terminal for hours and figure out what prompt gets what response."

**KERALA WATER AUTHORITY e-Tender Notice**  
Tender No : Re-e-Tender No.23/2023-24/ SE/PHC/ALP  
Jal Jeevan Mission (JJM) - CWSS to Hariappad Municipality and adjoining Panchayaths - Construction of 9 LL OHSR at Arattupuzha Panchayath.  
EMD: Rs. 1,00,000/- Tender fee: Rs. 9,759/- Last Date for submitting Tender: 15-05-2023 02:00:pm. Phone: 0477-2237953. Website: www.kwa.kerala.gov.in, www.etenders.kerala.gov.in  
Superintending Engineer  
PH Circle, Alappuzha  
KWA-JB-GL-6-164-2023-24

**KERALA WATER AUTHORITY e-Tender Notice**  
Tender No : SE/PHC/MPM/33 to 36/2023-24  
JJM Malappuram District - Road Restoration works to Maranchery, Veliyancode, Nannamukku and Perumpadappu GPs and allied works.  
EMD: Rs. 1,00,000/- Tender fee: Rs. 8,270/- Last Date for submitting Tender: 15-05-2023 03:00:pm. Phone: 04832974871. Website: www.kwa.kerala.gov.in, www.etenders.kerala.gov.in  
Superintending Engineer  
PH Circle, Malappuram  
KWA-JB-GL-6-169-2023-24

**NMDC Steel Limited**  
(A Government of India Enterprise)  
C/O. NMDC Iron & Steel Plant  
Nagarnar (Bastar) - 494001, C.G.  
GSTIN: 22AAPCN3661C1ZK; CIN-U27310CT2015GOI001618;  
**EXPRESSION OF INTEREST**  
NMDC Steel Plant (NSL), Nagarnar, invites expression of interest for sales of following products:  
1) Product No. 1 : EOI No. NSL/COM/SALES/PI-CSI/2023-24 Date 01-05-2023 for Sale of **STEEL GRADE PIG IRON/COLD SCRAP IRON** Produced at NSL, Nagarnar.  
2) Product No. 2 : EOI No. NSL/COM/SALES/BF SL-SMS SL/2023-24 Date 01-05-2023 for Sale of **BLAST FURNACE SLAG & SMS SLAG** Produced at NSL, Nagarnar.  
Interested buyers/customers/traders can submit their applications on or before dated 12-05-2023.  
For more details visit NMDC's website [www.nmdc.co.in](http://www.nmdc.co.in) or [www.eprocure.gov.in](http://www.eprocure.gov.in)  
GM (Commercial)

**FORM NO. RSC - 4**  
[PURSUANT TO RULE 3(3) OF THE NATIONAL COMPANY LAW TRIBUNAL (PROCEDURE FOR REDUCTION OF SHARE CAPITAL OF COMPANY) RULES, 2016]  
BEFORE THE NATIONAL COMPANY LAW TRIBUNAL, CHENNAI BENCH - II  
IN THE MATTER OF SECTION 66 READ WITH OTHER APPLICABLE PROVISIONS OF THE COMPANIES ACT, 2013  
AND  
IN THE MATTER OF KRISHNAGIRI THOPUR TOLL ROAD PRIVATE LIMITED  
KRISHNAGIRI THOPUR TOLL ROAD PRIVATE LIMITED  
(CIN: U45203TN2005PTC057930)  
Having its registered office at 5th floor, SKCL - Tech square, Lazer St South Phase, SIDCO Industrial Estate, Guindy Chennai TN 600032  
Represented by Mr. Paruchuri Sri Hari, Director ... Applicant Company  
**PUBLICATION OF NOTICE**  
Notice may be taken that an application was presented to the Hon'ble National Company Law Tribunal at Chennai Bench ("Tribunal") on February 25, 2023 and has been admitted on April 12, 2023 for confirming the reduction of equity share capital of the above Applicant Company from Rs. 78,75,00,000/- (Rupees Seventy-Eight Crores Seventy-Five Lakhs Only) divided into 7,87,50,000 equity shares of Rs.10 (Rupees Ten Only) each, to be reduced to Rs. 45,11,26,310/- (Rupees Forty-Five Crores Eleven Lakhs Twenty-Six Thousand Three Hundred and Ten Only) divided into 4,51,12,631 equity shares of Rs. 10 (Rupees Ten Only) each as approved by the Equity Shareholders at the Extraordinary General Meeting held on February 17, 2023. The notices to creditors have been issued by the Applicant Company. The list of creditors as on February 13, 2023, as prepared by the Applicant Company is available at the registered office of the Applicant Company for inspection on all working days during 11 A.M to 4 P.M.  
If any creditor of the Applicant Company has any objection to the application or the details in the list of creditors, the same may be sent (along with supporting documents) and details about his name and address and the name and address of his Authorized Representative, if any to the undersigned and the counsel at the above address within three months of date of this notice.  
If no objection is received within the time stated above, entries in the list of creditors will, in all the proceedings under the above application to reduce the share capital of the Applicant Company, be treated as correct.  
It may also be noted that a hearing has been fixed for August 2, 2023 on which the Tribunal shall hear the application. In case any creditor intends to attend the hearing, he should make a request along with his objections, if any.  
For Krishnagiri Thopur Toll Road Private Limited  
Authorized Signatory

JANA SMALL FINANCE BANK		
CIN No. U65923KA0006PLC040028 Regd Office : The Fairway Business Park #101,11/2,12/2B, Off Domlur, Koramangala Inner Ring Road, Next to EGL, Challaghatta, Bengaluru 560071		
AUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED MARCH 31, 2023		
(₹ in 000s)		
Particulars	Year ended 31-03-2023 (Audited)	Year ended 31-03-2022 (Audited)
Total Income from Operations	3,69,98,750	3,05,02,983
Net Profit / (Loss) for the period (before Tax, Exceptional and/or Extraordinary Items)	25,59,713	54,058
Net Profit / (Loss) for the period before tax (after Exceptional and/or Extraordinary Items)	25,59,713	54,058
<b>Net Profit / (Loss) for the year (after tax) (after exceptional and/or Extraordinary Items)</b>	<b>25,59,713</b>	<b>54,058</b>
Paid up Equity Share Capital	5,49,787	5,14,116
Reserves (excluding Revaluation Reserve)	1,47,22,765	99,92,874
<b>Networth (Tier I Capital)</b>	<b>1,70,74,801</b>	<b>1,13,69,303</b>
Paid up Debt Capital / Outstanding Debt	6,27,74,600	4,50,98,320
Outstanding Redeemable Preference Shares	Nil	Nil
Capital Adequacy Ratio (%)	15.60%	15.26%
Debt Equity Ratio	3.68	3.97
<b>Earnings Per Equity Share (face value of ₹ 10 per share)</b>		
1. Basic (₹)	47.47	1.06
2. Diluted (₹)	42.64	0.99

Notes:  
1. The above publication is an extract of the detailed financial results filed with the Stock Exchange under Regulation 52 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.  
2. The above results of the Bank have been reviewed and recommended by the Audit Committee and approved by the Board of Directors at their meeting held on April 29, 2023.  
3. Previous year figures have been regrouped / reclassified, wherever necessary to conform with the current year presentation.  
4. The full form of financial results are available on Bombay Stock Exchange website [www.bseindia.com](http://www.bseindia.com)

Bengaluru  
April 29, 2023

For and on behalf of the Board of Directors  
Ajay Karwal  
Managing Director & Chief Executive Officer

FORM A PUBLIC ANNOUNCEMENT (Under Regulation 6 of the Insolvency and Bankruptcy Board of India (Insolvency Resolution Process for Corporate Persons) Regulations, 2016) FOR THE ATTENTION OF THE CREDITORS OF USHDEV ENGETECH LIMITED	
RELEVANT PARTICULARS	
1. Name of corporate debtor	Ushdev Engtech Limited
2. Date of incorporation of corporate debtor	03rd May, 2001
3. Authority under which corporate debtor is incorporated / registered	RoC- Chennai
4. Corporate Identity No. / Limited Liability Identification No. of corporate debtor	U29999TN2001PLC097292
5. Address of the registered office and principal office (if any) of corporate debtor	Registered Office: Shop No. A9, First Floor, (old No. 18), Parsn Commercial Complex, No. 600, Mount Road, Chennai, Tamil Nadu, 600006 IN Corporate Office: 6th Floor, Apeejay House, Mumbai Samachar Marg, Fort, Mumbai, Maharashtra, 400023 IN
6. Insolvency commencement date in respect of corporate debtor	26th April, 2023
7. Estimated date of closure of insolvency resolution process	23rd October, 2023
8. Name and registration number of the insolvency professional acting as interim resolution professional	Name: Mr. Sudip Bhattacharya Registration No.: IBBI/IPA-003/IP-NO0080/2017-18/10703
9. Address and e-mail of the interim resolution professional, as registered with the Board	Address: 903 Queensgate CHS, Hiranandani Estate, Off Ghodbander Road, Thane West, Maharashtra, 400607. E-mail ID: <a href="mailto:resolutionsudip@gmail.com">resolutionsudip@gmail.com</a>
10. Address and e-mail to be used for correspondence with the interim resolution professional	Address: 903 Queensgate CHS, Hiranandani Estate, Off Ghodbander Road, Thane West, Maharashtra, 400607. E-Mail ID: <a href="mailto:ushdev.cirp@gmail.com">ushdev.cirp@gmail.com</a> (revised)
11. Last date for submission of claims	10th May, 2023
12. Classes of creditors, if any, under clause (b) of sub-section (6A) of section 21, ascertained by the interim resolution professional	Not Applicable
13. Names of Insolvency Professionals identified to act as Authorised Representative of creditors in a class (Three names for each class)	Not Applicable
14. (a) Relevant Forms and (b) Details of authorized representatives are available at:	(a) Relevant forms are available at <a href="https://ibbi.gov.in/en/home/downloads">https://ibbi.gov.in/en/home/downloads</a> (b) Not Applicable

Notice is hereby given that the National Company Law Tribunal has ordered the commencement of a corporate insolvency resolution process of Ushdev Engtech Limited on 26th April, 2023. The creditors of Ushdev Engtech Limited, are hereby called upon to submit their claims with proof on or before 10th May, 2023 to the interim resolution professional at the address mentioned against entry No. 10. The financial creditors shall submit their claims with proof by electronic means only. All other creditors may submit the claims with proof in person, by post or by electronic means.  
A financial creditor belonging to a class, as listed against the entry No. 12, shall indicate its choice of authorised representative from among the three insolvency professionals listed against entry No. 13 to act as authorised representative of the class (specify class) in Form CA-NA  
Submission of false or misleading proofs of claim shall attract penalties.

Sudip Bhattacharya  
Reg. No.: IBBI/IPA-003/IP-NO0080/2017-18/10703  
Date: 30.04.2023  
Address: 903 Queensgate CHS, Hiranandani Estate, Off Ghodbander Road, Thane West, Maharashtra, 400607  
Place: Mumbai