

Observed annually on May 27, World Marketing Day recognizes the vital role that marketing plays in driving business success and shaping consumer experiences. It's a day to celebrate marketers, strategists, and creatives who craft compelling narratives, build brands, and connect products with people. In an age of digital transformation and AI-driven campaigns, the field of marketing is evolving faster than ever. This day encourages professionals to reflect on ethical practices, innovation, and the power of communication. Whether through storytelling or data analytics, marketing continues to be the heartbeat of commerce, culture, and community engagement worldwide.

#AWARENESS

The Particulars Of Penguins

These adorable flightless birds of the Southern Hemisphere are facing dangers from melting ice caps and more.



Penguins are some of the most adorable, lovable and impressive creatures in the animal kingdom, so, why not dedicate a day to these flightless birds?

World Penguin Day is a celebratory and educative initiative that encourages people to learn more about penguins and their environment, how important they are to our ecosystems and the threats they face. Interested in learning more about this day? Then, let's dive in! These distinctive black and white birds are highly adapted to aquatic life, their wings have evolved into flippers and their excellent swimming abilities allow most species to dive around 200 m deep, with emperor penguins even reaching depths of 500 m! They're camouflaged to protect against predators from above and below, and their glossy feathers trap air to both, keep them warm and help them stay afloat.

Found all over the Southern Hemisphere, from Antarctica to the Galapagos Islands, penguins are famous for their endearing waddles, their dedicated chick hatch-

ing efforts and, for those based in icy climates, their trick of huddling to stay warm. They're even known to enjoy a spot of tobogganing, gliding on their bellies over the ice! Penguins spend up to three quarters of their lives out at sea and are reliant on the oceans for food. Overfishing and pollution, such as plastic and oil spills, therefore pose a real threat to these birds and have contributed to decreasing populations, which in turn has a knock-on effect on the wider ecosystem. And for those species based in the Antarctic (the emperor penguin and the Adélie penguin), climate change is shrinking the sea ice, which not only impinges on their habitat but can also impact chick hatching times and the availability of food.

World Penguin Day encourages people to appreciate these amazing animals and take note of the plights they face. Penguin lovers may choose to help make a difference by working to protect the ocean, prevent pollution and tackle climate change, for example, by advocating against the burning of fossil fuels.



A Battlefield Of Information

The Armed Forces, learning from their experience after the Balakot strikes, were now absolutely clear about the requirement of providing clear images of the targets engaged and destruction caused and this was provided leaving no doubt for ambiguity. There was also a marked difference in the manner in which the briefings were conducted post the operation. Briefings by Foreign Secretary Vikram Misri and Armed Forces spokespersons, including Col. Sofiya Qureshi and Wg Cdr Vyomika Singh, clearly conveyed the government's intent post-operations.



After four days of clinical, calibrated strikes, the Indian Armed Forces achieved the objectives that had been given to them in a calibrated, controlled and decisive manner.

'Sindoor' represented an evolution in our warfighting doctrine, showcasing the capability and ability of our Armed Forces. It is also the first war fought in a highly informationised battlefield, hence, it extended beyond traditional military engagements. Throughout the history of warfare, armies have sought advantage through actions intended to affect the perception and behaviour of adversaries. In any military campaign, shaping the strategic narrative is nearly as important as shaping the battlespace. Information is a powerful tool, and can be termed an element of national power, and therefore, synchronising information programmes, plans, messages, and products is imperative as part of a whole of government effort.

If Operation Vijay was the first televised war in the Indian context, Operation Sindoor can be termed as the first war fought in the digital era. The continuous streaming of visuals, debates and print were constantly available, literally in the palm of one's hand, making one of the most powerful tools in shaping perceptions.



Shedding the Balakot Experience

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There were significant efforts to shape the information environment. Most were absurd, though some had a hint of sophistication. Speaking to Al Jazeera, Pakistan's Defence Minister, Khwaja Asif, said that the Pakistan attack was 'orchestrated' and his government suspects it was a 'false flag operation,' which remains a ridiculous claim. In fact, even the UNSC rejected this narrative in their 15 May meeting.

The theatre of absurdities included the removal of the Northern Army Commander, which was followed by that of the Vice Chief of Air, while in actual fact, both these officers were superannuating. During



#COMMUNICATION



The Triad of Disruption

Social media, propaganda/fake news and digital social engineering can be termed as the 'triad of disruption'. This ongoing threat uses the wide reach of social platforms and skilled information warriors to spread false news and influence public opinion through art of digital social engineering. Unlike traditional weapon technologies, development of information-based techniques do not require sizable financial resources or state sponsorship.

Dangerous Distortions

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Pakistan has been using the ISPR information systems expertise and access to important networks may be the only prerequisites. Because the cost and technical skills required for executing an online disinformation campaign are remarkably low, the number of actors and the amount of malicious content has increased. In this age of AI advancement, manipulation of images to build psychological pressure on adversary and satisfy

domestic audiences during active combat is par for the course. Unlike the physical battlefield, the narrative is harder to assess. Based on who you ask, what they have just seen or read on their phones and their particular engagement with their own memory, desires, and critical faculties at that moment, they can tell you very different things about something seemingly very obvious.

new and significant risks for miscalculation in future crises. False narratives and exaggerated claims of Indian military losses and fabricated stories of communal violence were viral on social media platforms aiming to erode public trust.

As per

"Unfortunately, the initial silence from Indian military spokespeople created an information vacuum. Into that vacuum poured commentary that was often technically uninformed and strategically misleading," Pakistan, while being the perpetrator of terror, was building a narrative shield that portrayed it as a victim, both with its domestic audience and its global friends in mind.

The Nuclear Leak

In aftermath of the strikes, the social and print media were full of claims regarding the damage caused to Pakistan's underground nuclear weapon storage complex in Kharan Hills near Nur Khan Air field. The report was soon followed up with satellite imagery, claims of US aircraft visiting the site as well as transportation of huge quantity of Boron from Egypt to control the radiation leak. All were false, and finally on 15 May, the International Atomic Energy Agency (IAEA) confirmed that no radiation leak or release has occurred from any nuclear facility in Pakistan. Earlier, Air Marshal A K Bharti had also denied that India had targeted any nuclear installation in Pakistan.

This was a bid at discrediting the Indian achievements as well as portraying it as an irresponsible nuclear power. Our narrative had been marked by clarity from the beginning, India was targeting the perpetrators and planners of terror. The destruction of a nuclear storage facility was cleverly designed to counter this narrative.

It is stated that India is a responsible nuclear power and its actions were deliberate, proportionate, and did not target nuclear infrastructure. The Ministry of External Affairs Spokesperson, Randhir Jaiswal, has clearly stated that, "Our actions were calibrated and entirely within the scope of conventional military operations. Speculative narratives about nuclear escalation are baseless and irresponsible."

The Indian Armed Forces are highly professional and responsible and will never resort to irresponsible actions. Indian actions remained strictly within conventional military boundaries and that nuclear rhetoric would not be allowed to dictate India's security response.



Conclusion

As Clausewitz wrote, moral forces on the battlefield have a big impact on its outcome. He also stated that military events could only be planned to a small degree.

This is the social media, the mainstream media, with its continuous tirade of 'breaking news,' also needs to be less exuberant. In fact, the Economist in a recent article has been critical regarding the Indian news channels which 'achieved the astonishing feat of making social media appear sane.' Information is power, and today, a much larger part of the world's population has access to that power in their hands. The fact is that information has become a new dimension of conflict and has moved from the periphery to a prime slot. It is a new standoff weapon and can be manipulated and accessed from anywhere, on the basis of your smartphone, though non-kinetic, it remains powerful. The strategy to win the narrative may be through candour and credibility.

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#INCREDIBLE INDIA

Best Mountain Experiences For The Summer

Make the most of your next mountain retreat!

Summer is beginning to kick in. The sun is shining brighter, the breeze is getting warmer and the mountains are calling a little louder. And while the rolling hills and their clean air remain alluring year round, each season adds its own colour to the experience of mountain living. This summer, experience the best of the ghats and mountains in India by trying these best mountain experiences.



Flower Valleys

As the winter begins to wane, carpets of fresh blooms cover up the Himalayas. Begin with the rhododendron trail at Barsey Rhododendron Sanctuary, Sikkim, and spend the next few months walking through the many flower valleys of India. Watch the flower carpets of Kaas Plateau in Maharashtra change colours

every 15 days from June to October, trek through Uttarakhand's Valley of Flowers for its poppies, daisies, primulas, calendulas and other alpine flora (from July to September), and visit Nagaland's Dzuko Valley (June to September) for the unique Dzuko Valley Lily, which grows only in this pocket behind the Japfu mountain range.

Go Tea Picking

India damn good job of producing it in its own lap. From Kangra to Munna, hill stations across the length and breadth of the country boast undulating hills covered in bright green tea leaves. And a few tea estates and heritage bungalows at these destinations let travellers live like tea planters themselves. In Darjeeling, you can pick tea under the full moon at Makaibari Estate, or have a field

day of learning how the leaf reaches from the field to the cup at Glenburn Tea Estate. Down south, you can enjoy sweeping views of Coonoor's tea plantations from your vantage point at Teanest, a 19th-century bungalow that was once an international tea school. Think crackling fires, horse rides through lush green estates, and of course, a hot cup of tea to keep you constant company.

Heal In The Himalayas

Across the Himalayas, several yoga retreats and wellness centres offer a range of healing therapies in the lap of nature. Rishikesh is the birthplace of yoga, and here, Ananda in the Himalayas offers yoga, Ayurveda and vedanta programmes. You can enrol for a course, or undergo

personalised treatment at the sprawling retreat against views of the Ganges valley. Professionals help plan your day with activities in line with your wellness goals. With the weather always beautiful in the Himalayan foothills, it's never a bad time to book yourself a retreat.

Chase The Glow

When monsoon showers begin to drench the Western Ghats, forestal secrets begin to reveal themselves. Wander deep into the evergreen forests at this time, and you will spot rotting bark and twigs emitting a blue or green glow. These are bioluminescent fungi and mushrooms, which generally grow in tropical climates and only along the Western Ghats in India. Trek along Goa's Mhadei Wildlife Sanctuary and Chorla Ghats, or go exploring the forests of Shri Bhimashankar-Jyotirlinga Wildlife Reserve in Maharashtra. An overnight hiking trip will be worth it here, with the neon colours showing you the way and the sunrise over the Sahyadri marking the end of the night.



Ride The Toy Train

The Himalayan Queen trundles along the steepest rise in altitude in the world from 656 m to 2,075 m, a feat that the toy train holds a world record for. Why not hop on the joy ride as it takes you through 800 bridges from Kalka to Shimla? As the train chugs along at 22 kmph, you can soak in the sylvan beauty of the Himalayas with pines and deodars within an arm's length. And at an altitude of 2000 m, the Darjeeling toy train runs from Jalpaiguri to Darjeeling in West Bengal.

With cool wind in your hair, tea plantations all around and the breathtaking Mt Kanchenjunga greeting you from a distance, this experience is the stuff of dreams.

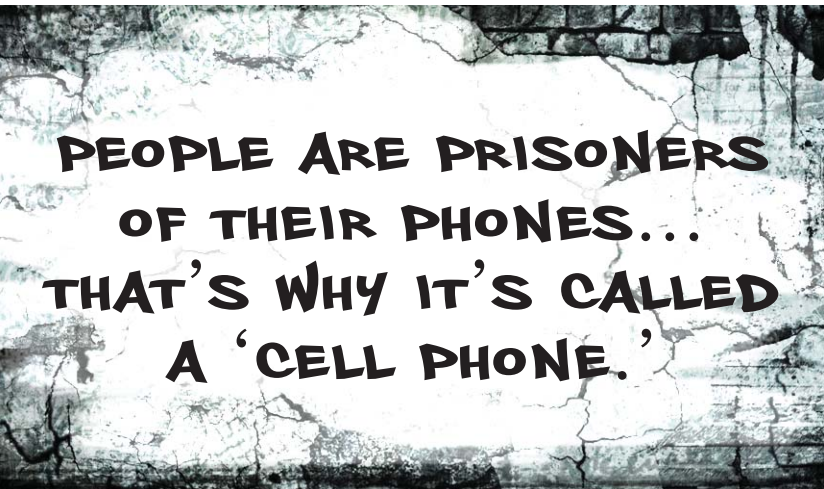


Raft Through The Currents

If you're the adventurous kind, rafting is a great way to hype things up. There are many places to witness the fury of a river, Rishikesh and Devprayag are some of the most popular ones, and there's also Beas river in Kullu-Manali, Teesta river in Sikkim, Zaskar and more. Here, you can zip across the foamy rapids with mountains towering all around you. Seasons for rafting vary across locations, with destinations like Goa also attracting tourists during monsoons.



THE WALL

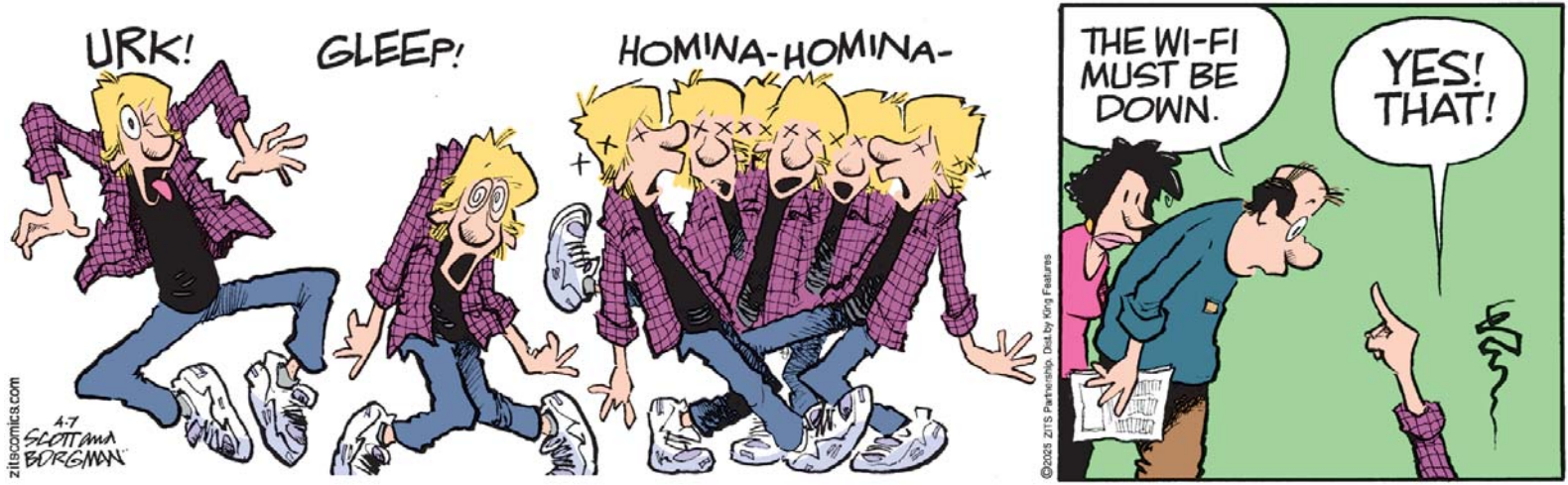


BABY BLUES



By Rick Kirkman & Jerry Scott

ZITS



By Jerry Scott & Jim Borgman