जब मेहनत करने के बाद भी सपने पुरे न हो तो रणनीति बदलिए सिद्धांत नहीं, क्योंकि पेड़ हमेशा पते बदलता है, जड़ नहीं।
Vocabulary words:
Set off (phrasal verb) = to start a journey (शुरू करना)
Revelation (noun) = disclosure (खुलासे)

Sway (verb) = swing, shake (एक ओर झुकना)

Dubious (adj) = doubtful (संदिग्ध)

Consent (noun) = agreement (सहमति)

Slander (noun) = infamy (बदनामी)

Propaganda (noun) = information of a biased or misleading nature (प्रचार प्रसार)
Vocabulary words:

Potent (adj) = powerful (प्रबल)

Corrosive (adj) = destructive, unfriendly (संक्षारक)

Prickly (adj) = spiny, spiky (कांटेदार)

Evolve (verb) = develop gradually

Mandate (verb) = command, injunction (शासनादेश)
Title: CA, Facebook & you
(The controversy is a wake-up call to press ahead with a robust data protection law)

The world has just learned how a data analytics firm, Cambridge Analytica, harvested the data of 50 million Facebook users. The company has used other dubious methods in projects worldwide — including honeytraps to discredit clients’ opponents. The combination of using personal data without consent and tailoring slander campaigns, fake news and propaganda to discovered preferences of voters is a potent and corrosive cocktail.
Cambridge Analytica owned by Robert Mercer

Dr Aleksandr Kogan thisisyourdigitallife

harvested the data of 50 million Facebook users and used that information to feed strategies such as ‘behavioral microtargeting’ and ‘psychographic messaging’ for Donald Trump’s presidential campaign in the U.S

Whistle Blower = Chris Wylie, a former CA employee
Request for permission

What career is right for you? is requesting permission to do the following:

Access my basic information
Includes name, profile picture, gender, networks, user ID, list of friends and any other information I’ve shared with everyone.

Post to my Wall
What career is right for you? may post status messages, notes, photos and videos to my Wall

Logged in as Anbarish Ganesh (Not you?)

Allow  Leave app
This episode has brought to light several issues that need to be addressed.

First, companies have been collecting data and tailoring marketing campaigns accordingly. The issue here is particularly prickly because politics and elections are involved.

Second, regardless of whether what Facebook and CA did was legal or not, something is broken in a policy environment in which the data of millions are taken and used when only 270,000 people knowingly or unknowingly gave consent.
Third, technology is evolving at a rapid pace. Individuals often share their data without being aware of it or understanding the implications of privacy terms and conditions.

Fourth, there must be clear laws on the ownership of data and what data need to be protected. Individuals must own it, have a right to know what companies and governments know about them and, in most cases, that is, when there are no legitimate security or public interest reasons, have the right to have their data destroyed.
Agricultural produce market committee (APMC) is a market committee constituted by the state government in order to trade the products of agriculture or horticulture.

In India, the production of food products has been increasing in step with the rise in urban/rural population and export of food products too insignificant to have any impact on prices. One of the real reasons for the rise in food prices is the Inefficient Market mechanisms, manifested in the long supply chain, for example farmer sell his product to small retailers, small retailers sell to large retailers etc. and chain gets longer.

1) Act of APMC
2) The APMC Act empowers state governments to notify the commodities, and designate markets and market areas where the regulated trade takes place.
3) The Act also provides for the formation of agricultural produce market committees (APMC) that are responsible for the operation of the markets. The entire State is divided and declared as a market area wherein the markets are managed by the Market Committees constituted by the State Governments. Currently there are around 7,500 regulated markets in the country.

Objectives of APMC Act
1) To provide for development of efficient marketing system,
2) Promotion of agri-processing and agriculture exports
3) Lay down procedures and systems for putting in place an effective infrastructure for the marketing of agricultural produce.

The National Agricultural Market (NAM) is an online trading portal for APMC.

Objectives of NAM
1) A national e-market platform for transparent sale transactions and price discovery in all regulated markets; Willing States to according enact suitable provisions in their APMC Act for promotion of e-trading by their State Agricultural Marketing Board (APMC).
2) Liberal licensing of traders/buyers and commission agents by State authorities without any pre-condition of physical presence or possession of shop premises in the market yard
3) Online license for a trader valid across all markets in the State.
Agricultural Produce Market Committee (APMC)
✓ Agricultural Produce Market Committee (APMC) is a statutory market committee constituted by a State Government in respect of trade in certain notified agricultural or horticultural or livestock products, under the Agricultural Produce Market Committee Act issued by that state government.
✓ The Act also provides for the formation of agricultural produce market committees (APMC) that are responsible for the operation of the markets.
✓ Under Constitution of India, agricultural marketing is a state (provincial) subject. While intra-state trades fall under the jurisdiction of state governments, inter-state trading comes under Central or Federal Government.
APMCs are intended to be responsible for:

- ensuring transparency in pricing system and transactions taking place in market area;
- To reduce the multiple trade charges, levies and exactions charged at present from the producer-sellers.
- To provide for the verification of accurate weights and scales and see that the producer-seller is not denied his legitimate due.
- To establish market committees in which the agricultural producer will have his due representation.
Write your opinion about the increasing concerns of Privacy in the world.

प्र. विश्व में गोपनीयता की बढ़ती चिंताओं के बारे में अपनी राय लिखें।
Question of the day

Qn.
Write the Synonym and Antonym of the words given in today’s slide.
Thank you