

MTV tunes into the DIY generation

Do-it-yourself viewers want brands to be transparent and responsible and are more likely to plug into shows that spark change

VIVEK SUDAN PINTO
Mumbai, 27 January

Climate change activist Greta Thunberg was an unlikely guest at the World Economic Forum, held in Davos, Switzerland, last week. The teenager exhorted visiting dignitaries to take up urgent measures to tackle the climate crisis, something she's been doing fervently for the last year-and-a-half. Thunberg is the voice of a new generation that believes in speaking up and getting things done, one that believes in doing things 'right now, right here' according to a youth marketing study released on Monday by American channel MTV.

The study that is conducted once in every two years helps the channel understand the demographic its programming is aimed at, while providing brands that advertise to the young, valuable insights into what their consumers want. The survey says that the young are more mindful and industrious, keen on creating a new world order with the resources and talent at their disposal.

"If youth earlier were arm-chair activists, that is no more the case now," says Navin Shenoy, head of marketing, youth, music and English entertainment, Viacom18. "The mantra is that 'I have to do things myself and do it now,'" he says.

The 'do-it-yourself' approach spills over into every

aspect of the lives of the young. It makes them more comfortable in their own skin, happy with "who they are and where they are," the study notes. "Earlier, for the young in the metros, the aspiration was to head west. Similarly, the non-metro youth would aspire to make it to the large cities. This has changed now," says Shenoy.

The study, which was conducted in over 400 towns and included 25,000 respondents, shows that 64 per cent of the youth today would rather work and earn in their hometowns than move to a larger city. 59 per cent of respondents said that there was as much opportunity in their own towns as in a big city.

Experts say the all-pervading sense of realism is born out of a greater awareness of the environment. Growing penetration of smartphones and cheaper data packs have

DEMOGRAPHIC DIVIDE

- Many (64%) work in their hometowns, in contrast to those moving to a big city
- Parents are role models for the young (54%)
- Happiness is the family for the young (4.2%)
- Life in a metro is better (91%), expensive (92%) and noisy (93%)

democratised access to information and advertising. Many do not need to move to a big city, especially at a time when metros are growing crowded, pollution levels and traffic are rising and opportunities are limited.

For 91 per cent of participants, the main association with

GANGES SECURITIES LIMITED

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NOTICE

Notice is hereby given pursuant to Regulations 29 and 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a Meeting of the Board of Directors of the Company will be held on Wednesday, February 05, 2020, inter alia to consider and approve the standalone and consolidated Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 2019. This Notice is also available on the Company's website at www.birla-sugar.com and may also be accessed on the Stock Exchange website at <https://www.nseindia.com> and <https://www.bseindia.com>.

By Order of the Board
For Ganges Securities Limited

Place: Kolkata V. Agarwalia
Date: January 27, 2020 Company Secretary



PUBLIC NOTICE

The branch of India Infoline Finance Ltd. located at RZ-D/42, Ground Floor, Mahavir Enclave, Palam Dabri Road, New Delhi - 110045, has been shifted to below mentioned address with effect from 29th January, 2020.

New Address: RZ-D/43, Dass Tower, Ground Floor, Mahavir Enclave, Palam Dabri Road, New Delhi - 110045, Contact No. 8285978897 / 9812923333.

All existing services can be availed at the new location.

सार्वजनिक सूचना

RZ-D/42, संतलमजिल, महावीर एन्क्लेव, पालम डब्रि रोड, नई दिल्ली - 110045, पर स्थित इंडिया इन्फोलाइन फाइनेंस लिमिटेड की शाखा 29 जनवरी, 2020 से नीचे लिखे पते पर स्थानांतरित हो गयी है।

नया पता: RZ-D/43, दास टावर, ग्राउंड फ्लोर, महावीर एन्क्लेव, पालम डब्रि रोड, नई दिल्ली - 110045, संपर्क: 8285978897 / 9812923333.

सभी मौजूदा सेवाएँ इस नई शाखा से हासिल की जा सकती हैं।

INVITATION FOR SUBMISSION OF A SCHEME OF COMPROMISE OR ARRANGEMENT FOR CORPORATE DEBTOR : M/s APEX BUILDSYS LIMITED

(Under Section 230 of Companies Act 2013 (18 of 2013) read with Regulation 2B of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations)

Name of Corporate debtor: M/s APEX BUILDSYS LTD
(CIN: L45400DL1993PLC051603)

Regd. Office: B-292, Chandra Kanta Complex, Shop No.7, Near Metro Pillar No.161, New Ashok Nagar, New Delhi-110096

Corporate Office: C-56/41, SECTOR 62, NOIDA 201303

Works / Units at following locations: - Industrial Plot No.11, Sector 9, Industrial Integrated Estate, Pantnagar, Rudrapur Post Office, Uddham Singh Nagar, Uttarakhand-263153.

- MIDC Plot No. D-3, Umred Industrial Area, Chandrapur Road, Taluka Umred, Distt. Nagpur-441203

Take Notice for Invitation of a Scheme of Compromise or Arrangement under Section 230 of the Companies Act, 2013 read with Regulation 2B of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016, from creditor/s or any class of creditors or member/s or any class of members of M/s Apex Buildsys Limited.

Please take a careful note that a person, who is not eligible under the Insolvency & Bankruptcy Code, 2016 ("Code") to submit a resolution plan for insolvency resolution of the Corporate Debtor, M/s Apex Buildsys Limited, shall not be a party in any manner to such a scheme of compromise or arrangement.

Interested creditor/s or any class of creditors or member/s or any class of members can visit the websites, namely www.arck.in or www.apexbuildsys.com for further details and scheme submission process document. Last date for submission of Final Scheme shall be 28.02.2020. In case of any other query(ies) please reach out to undersigned vide E-mail at insolvency@arck.in or narangcg58@gmail.com

GIAN CHAND NARANG

Liquidator - M/s Apex Buildsys Limited (in liquidation)
Regd. No: IBB/IPA-002/IP-N00362/2017-18/11031
Regd. Add: Flat No. 214, Block-B 2, Varun Apartment
Sector-9, Rohini, New Delhi - 110085

Date: 28-01-2020
Place: New Delhi

Correspondence Add: 409, 4th Floor, Ansal Bhawan,
16 K G Marg, Connaught Place, New Delhi-110001