

Region

ASCI seeks changes to coffee ad of Bengaluru firm after KSSP plaint

There is no verifiable clinical evidence or scientific studies to back product's marketing claims as an 'energy-boosting drink' that also 'manages blood sugar levels', says CAPSULE Kerala, a wing of Kerala Sasthra Sahithya Parishad

The Hindu Bureau
KOZHIKODE

The Advertising Standards Council of India (ASCI) has asked Indusiva Health Sciences Private Limited, a Bengaluru-based company, to suitably modify or withdraw the online advertisement of its product 'iCoffee' which promises health benefits, including management of blood sugar levels.

This follows a complaint filed by CAPSULE Kerala, a wing of the Kerala Sasthra Sahithya Parishad (KSSP), which alleged that the product was being widely marketed through social media platforms in the State. In the complaint, CAPSULE

Kerala functionaries U. Nandakumar and M.P. Anil Kumar pointed out that iCoffee was being presented as an "energy-boosting drink" that also "manages blood sugar levels". The advertisement said that it might also help manage weight by increasing "the feeling of fullness".

Dr. Nandakumar and Mr. Anil Kumar said in their complaint that no verifiable clinical evidence or scientific studies had been provided to support the claims. Such statements could mislead consumers into believing that the product had guaranteed health benefits. "By implying that iCoffee can manage blood sugar levels, there is a risk that individ-

ASCI asks firm based in Bengaluru to suitably modify or withdraw the online advertisement

uals with diabetes or other blood sugar-related conditions might rely on it as a treatment alternative. This could have serious health implications if the product does not perform as advertised. The statement that iCoffee may help in weight management by increasing a feeling of fullness is speculative and not backed by concrete evidence," the complaint said.

Moreover, as per the Drugs and Magical Remedies Act, 1954, and the Drugs and Cosmetics Act,

1940, and its rules, no drug can claim permanent cure for blood pressure and diabetes.

Another claim was that it could increase the amount of high-density lipoprotein and reduce low-density lipoprotein, better lipid levels, and improve heart health. There were no peer-reviewed scientific studies or clinical trials supporting this claim. The advertisement also said that iCoffee would help keep metabolic syndrome at bay by "reducing abdominal obesity" and "by maintaining blood sugar levels. These two were not only unsubstantiated but also potentially harmful.

After checking the complaint, the Consumer Com-

plaints Council of the ASCI noted that the claims were misleading by exaggeration and were likely to lead to widespread disappointment in consumers' minds. They were not substantiated with scientific rationale, clinical evidence, or clinical third party tests reports for product efficacy.

The source for these claims was not indicated in the advertisement too. Thus, they contravened Chapter 1, Clauses 1.1, 1.2, 1.4, and 1.5 of the ASCI Code and ASCI Guidelines on Advertising of Foods & Beverages.

The ASCI advised the advertiser to suitably modify or withdraw the said advertisement by July 26.

Asif Ali urges supporters to refrain from hateful posts against Ramesh Narayan

The Hindu Bureau
KOCHI

Actor Asif Ali said that it was not fair to unleash a hate campaign against musician Ramesh Narayan as he thanked all those who supported him after a video of the composer allegedly 'insulting' him at a movie event in Kochi went viral on Tuesday.

Pointing out that he was overwhelmed by the love and support he had received after the controversy, the actor said he had spoken to Mr. Narayan on Wednesday morning. "He [Ramesh Narayan] had been trying to reach me since Tuesday. But my phone was switched off. He was on the verge of tears as he apologised to me. I request all to refrain from the hate campaign against him as it was only a misunderstanding," he said on the sidelines of a promotion event for his forthcoming film *Level Cross* here.

Recalling the incident of the trailer launch of the anthology series, *Manoranjana* based on short sto-



Actor Asif Ali interacting with students at St. Albert's College in Ennakulam during a promotion event on Wednesday. R.K. NITHIN

ries by M.V. Vasudevan Nair, the actor pointed out that the musician seemed worried over the anchor had called him with the wrong name.

"I had moved to the side soon after handing over the memento him. I was not hurt by his action or words," he said. A video of the incident showed the actor walking towards the musician to hand over a memento. Mr. Narayan, who had given music for the film *Swaragam* by Jayaraj, was seen receiving it without giving

an eye contact to the actor. The musician was then seen waving to Mr. Jayaraj, asking him to come and present the memento to him. His demeanour changed immediately after the filmmaker presented him with the memento as they were seen smiling and hugging.

The actor had received support from various quarters for retaining his smile even after facing snub from the composer. Netizens were scathing in their remarks as they termed the musician's behaviour "unprofessional" and a "very poor attitude".

Burning issue



National Janata Dal Palakkad district committee members burning Education Minister V. Sivankutty in effigy in front of the Palakkad Civil Station on Wednesday demanding his resignation over the shortage of Plus One seats. K.K. MUSTHAH

Unrecognised school in Malappuram closed down

The Hindu Bureau
THIRUVANANTHAPURAM

The State government has passed an order to close down an unaided school that was functioning without recognition in the Malappuram district.

General Education Minister V. Sivankutty accepted a recommendation to close down Bushanool Uloom Central School in Perinthalmanna sub-district of Malappuram.

The Malappuram Deputy Director of Education had conducted an investigation on the basis of a High Court judgment in March 2023 and submitted a report to the Director of

General Education (DGE). The DGE's recommendations were taken into account before a decision was taken on the matter by the Minister.

Mr. Sivankutty also ordered that steps be taken to shift students of Bushanool Uloom Central School to recognised schools, and action under the Right to Education Act and child rights laws against those responsible for the functioning of the school without recognition.

The Minister also directed district education officers to determine if unrecognised schools were being run and take action against them.

Coast Guard rescues fishermen

The Hindu Bureau
KOCHI

The Indian Coast Guard successfully rescued a fishing vessel which was in distress and 11 men on board on Wednesday.

The vessel was spotted by a Dornier aircraft of the agency, which was on maritime surveillance, at 50 Nautical Miles off Ponnani. The uncontrolled flooding from hull rupture near the keel and the loss of propulsion of the vessel posed threat to safety of the crew, according to a communication from the Coast Guard. The Coast Guard District Headquarters No.4 (Kerala and Mahe) diverted its vessel *Saksham*, which was on patrol in the area.

Brahmapuram plant: PCB issues notice to Kochi Corporation

The Hindu Bureau
KOCHI

The Kerala State Pollution Control Board (PCB) has issued a show cause notice to the Kochi Corporation over poor upkeep of the civic body's sewage treatment plant at Brahmapuram.

The directive was issued following an inspection by board officials on June 11. It was found that the plant was not being properly maintained. The unit was found in a dilapidated condition. The sewage treatment plant, with a capacity of 100 cubic metres daily, comes under the purview of Air (Prevention and Control of Pollution) Act, 1981, Water (Prevention and Control of Pollution) Act, 1974, and Environmental (Protection) Act, 1986, and is bound to comply with the rules, according to the order issued on June 22.

The inspection found that the plant and its vicinity were in an unhygienic

condition. Roofing was not provided for the sludge drying shed. Leachate from the sludge drying facility was seen flowing to the nearby land. The temporary storage facility on the plant premises was not sufficient to accommodate treated water, it said.

The Corporation authorities said corrective steps had been taken in the light of lapses pointed out by the board. T.K. Ashraf, chairman of the Corporation Standing Committee on Health, said the present sewage treatment facilities at Brahmapuram and Pillingad Island were not adequate to treat storage generated within the Corporation limits. A permit had been prepared to implement the works recommended by the board, he added.

Mr. Ashraf said the problem could be solved to a certain extent with the commissioning of a new faecal sludge treatment plant at Brahmapuram.

Union's plea on KEAM list normalisation

The Hindu Bureau
THIRUVANANTHAPURAM

The Kerala School Teachers' Association (KSTA) has demanded that normalisation done after adding Class XII eligibility exam score to the KEAM entrance rank list should be scientifically reviewed.

The normalisation was affecting Kerala syllabus students adversely. Those studying in State schools were pushed to lower ranks. There needed to be a scientific approach in preparation of the rank list, KSTA stated.

Text & Context and Science

Weekday features on *The Hindu* epaper (epaper.thehindu.com) carries explainers, special articles and quizzes. In the latest issue (July 17, Wednesday), the following articles are available:

- The problem with billionaire consumption [bit.ly/consumptionbillionexp](https://www.thehindu.com/news/international/billionaire-consumption)
- Glimpses of LUCA, the life-form from which all other life descended [bit.ly/lucasearch](https://www.thehindu.com/sci-tech/science/luca)

You can use your smartphone's inbuilt features to access these articles. If it's an Android phone, use Google Lens to read and tap the url to access an article. If it's an iPhone, use Live Text on camera to do the same.

കേരള ബാങ്ക് Canara Bank

TENDER FOR PREMISES

Offers are invited under TWO-BID SYSTEM from the owners of commercial space preferably in the Ground floor and ready for occupation with required Power load, for Branch at the following locations:

LOCATION	DISTRICT	CARPET AREA
MEPPADI	WYANAD	700 sqft
KOOTANAL	PALAKKAD	1700 sqft
TRITHALA	PALAKKAD	1900 sqft

The details are published in the Bank's Website: <https://www.canarabank.com/tenders>

The necessary application forms may be obtained from the Branches/branches OR downloaded from the Bank's Website. Last date for submission of applications is 3.00 P.M. Further, communications, corrigendum, amendments, etc., will be hosted in Bank's website only

18-07-2024 Assistant General Manager

SOUTH INDIAN Bank

REGIONAL OFFICE: IRINJALAKUDA
VHS&C A.O. A&P Center, Chitra College Road, Chitra Nagar, Irinjalkuda-680125 Ph: 0480-2828336 (CM), 2821138 (Gen) Email: irinj@southindianbank.com CIN No.: L65191KL1029K0001017

E-AUCTION SALE NOTICE
Date: 17.07.2024

E-Auction Site Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(b) and (e) of the Security Interest (Enforcement) Rules, 2002.

(1) M/s AL Ma Eash Food Products, Prop. Its Partners, Door No. 10/34B, Mala pallipuram P.O. Near Thiruvananthapuram, Kerala-689732. (2) Mrs. Umabhavan Sadique, W/o. Sadique, Partner M/s. Al. Ma Eash Food Products, Kadavil House, Mala pallipuram P.O., Thiruvananthapuram-689732. (3) Mrs. Sadique, S/o. Aboobakar, Partner M/s. Al. Ma Eash Food Products, Kadavil House, Mala pallipuram P.O., Thiruvananthapuram-689732. (4) Mr. Ashraf P. A., Partner, Ashraf & Sons, Kuvilassery P.O., Thiruvananthapuram-689732. (5) Mrs. Sabaneena Ashraf, Pallathuparambil House, Kuvilassery P.O., Thiruvananthapuram-689732. Notice is hereby given to the public general and interested parties to attend the e-auction of the above described immovable property mortgaged to the South Indian Bank Ltd. Branch Mala (Secured Creditor), the physical possession of which has been taken by the Authorised Officer of the South Indian Bank Limited (Secured Creditor), will be sold on "as is where is" basis, "as is what is" and "whatever there is" condition on 18.08.2024 for recovery of an amount of Rs.2,52,20,733.94; (Bidders Two Crore Fifty Two Lakh Twenty Thousand Seven Hundred Thirty Three Rupees and Fifty Nine Paise Only) as on 18.07.2024 with future interest, costs and expenses etc. thereon due to the South Indian Bank Limited, Branch Mala (Secured Creditor), from the above mentioned Borrower(s) and guarantor(s).

Item No.1 - Name of Property Owner: Mr. Sadique.
Description of property: All the parts and parcel of land measuring 11.21 Area (27.70 cents approx.) in Sy.No. 77/1, along with building having an approx. area of 314 Sq Ft and all other improvements, usufructs and all other easementary rights therein of Pallipuram Village, Kottayam Taluk, Thiruvananthapuram District more fully described in Partition Deed 1668/1/2004 dated 12.08.2004, in the name of Mr. Sadique and bounded as follows: East: Road, West: Property of Kadamai Marayam Bani; North: Road, South: Property of Kadamai Marayam Bani.

Nature of possession: Physical
Reserve Price: **Rs.1,52,40,000.00**; (Rupees One Crore Fifty Two Lakhs Four Thousand Only)
Earned Money Deposit (EMD): **Rs.15,24,000.00** (Rupees Fifteen Lakhs Twenty Four Thousand Only).

Item No.2 - Name of Property Owner: Mrs. Umabhavan Sadique.
Description of property: All the parts and parcel of land measuring 6.60 Area (16.30 cents approx.) in Sy.No. 77/1, along with building having an approx. area of 314 Sq Ft and all other improvements, usufructs and all other easementary rights therein of Pallipuram Village, Kottayam Taluk, Thiruvananthapuram District more fully described in Partition Deed 1668/1/2004 dated 12.08.2004, in the name of Mr. Sadique and bounded as follows: East: Road, West: Property of Kadamai Marayam Bani; North: Road, South: Property of Kadamai Marayam Bani.

Nature of possession: Physical
Reserve Price: **Rs.7,48,90,000.00**; (Rupees Seven Lakhs Forty Eight Lakhs Sixty Nine Thousand Only)
Earned Money Deposit (EMD): **Rs.7,48,90,000.00** (Rupees Seven Lakhs Forty Eight Lakhs Sixty Nine Thousand Only)
EMD shall be deposited on or before 07.08.2024 at 5.00 PM
Bid increment amount: **Rs.10,000.00**; (Rupees Ten Thousand Only)
Date and time of auction: **18.08.2024 from 10.30 AM to 10.50 AM**
(with 15 minute interval auto extensions till sale is concluded)
Unannounced bidders are invited to the Bank. NB

For detailed terms and conditions of the sale please refer to the provided in web portal of South Indian Bank Ltd. (Secured Creditor) website <https://www.southindianbank.com>. Details also available at <https://www.southindianbank.com>. For any further clarification with respect to Inspection of Property, all terms and conditions of the e-auction or submission of bids, kindly refer to South Indian Bank Ltd. The Authorised Officer (Phone No. +91 9596666666, +91 974244078 +91 9440 2828336) or The South Indian Bank Ltd. L1, Mias Road (Phone No. +91 9449289289, +91 9449289289) Authorised Officer, The South Indian Bank Ltd. Date: 17.07.2024 Place: Irinjalkuda

REGD. NO. D.L. - 33004/99

भारत का राजपत्र
The Gazette of India

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CG-DL-E-04072024-255135

असाधारण
EXTRAORDINARY
भाग II - खण्ड 3 - उप खण्ड (ii)
PART II - Section 3 - Sub-section (ii)
संश्लेषित आदेश
PUBLISHED BY AUTHORITY

नं. 2413 नई दिल्ली, संसदीय, बुधवार 2, 2024/भाग II, 1946
No. 2413 NEW DELHI, TUESDAY, JULY 2, 2024/ASHADHA 11, 1946

MINISTRY OF ROAD TRANSPORT & HIGHWAYS
NOTIFICATION
New Delhi, the 2nd July, 2024

S.O. 2548 (E).— In exercise of powers conferred by sub-section (1) of section 3A of the National Highways Act, 1956 (48 of 1956) (hereinafter referred to as the said Act), the Central Government, after being satisfied that for the public purpose, the land, the brief description of which is given in the Schedule below, is required for building (four/six-laning etc) maintenance, management and operation of National Highway No-966 (Greenfield) in the stretch of land from **Km.0.00 to Km.61.440 (Marutharode to Edathanattukara Section) of NH-966 (Greenfield)** in the district of Palakkad in the state of Kerala, hereby declares its intention to acquire such land.

Any person interested in the said land may, within twenty-one days from the date of publication of this notification in the Official Gazette, object to the use of such land for the aforesaid purpose under sub-section (1) of section 3C of the said Act.

Every such objection shall be made to the Competent Authority, namely, the **Special Deputy Collector, CALA, LA NH, Palakkad** in writing and shall set out the grounds thereof and the Competent Authority shall give the objector an opportunity of being heard, either in person or by a legal practitioner, and may, after hearing all such objections and after making such further enquiry, if any, as the Competent Authority thinks necessary, by order, either, allow or disallow the objections.

Any order made by the Competent Authority under sub-section (2) of section 3C of the said Act shall be final.

The land plans and other details of the land covered under this notification are available and can be inspected by the interested person at the aforesaid office of the Competent Authority.

SCHEDULE
Brief description of the land to be acquired with or without structures falling within the stretch of land from **Km.0.00 to Km.61.440 (Marutharode to Edathanattukara Section) of the National Highway No-966 (Greenfield) in the district of Palakkad in the state of Kerala.**

Scan this QR code for the brief description of the land to be acquired.

File Number	NHAI/PIU-PKD/11154/Bharamthala/ICR34/Palakkad-Kozhikode/LA/3A/2
District	Palakkad
Publication Date	02.07.2024
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https://bhoomirashi.gov.in/auth/reviewmp/shwfile.cshmt?TAB=bGfVbGhyZWZlX2ZpbGVz&fid=bn90aWZyZ2F0eW9uX2k4Mid-Njg1ODg=&EnchId=784006129	

Note: The physical copy of this notification is also available at the office of the Special Deputy Collector, CALA, LA NH, Palakkad and Landowners may also see the notification there.