

The Big Myth Facebook Needs Everyone to Believe

In the middle of January, in a change noticed nowhere but Spain, Facebook added six words to a single dialogue box and inadvertently stumbled into a tortuous national debate. The dialogue box is part of Facebook's content-reporting process, the means by which users can request that the social network censor their friends. The six words appeared to invite Spanish users to report on a new category of things: Under the option "it's inappropriate, it annoys me, or I don't like it," Facebook listed Spain's millennium-old national pastime, bullfighting. Bullfighting is a controversial sport; even within Spain, few people still follow it. But columnists from Madrid to Malaga bristled at

the suggestion that a federally recognized piece of heritage could be branded offensive. "Facebook equates bullfighting with prostitution," declared ABC, the country's third-largest newspaper, on Jan. 14. Days later, when Facebook inevitably backtracked and deleted its references to bullfighting clarifying, in a statement to The Washington Post, that it had been included mistakenly Spain's second-largest paper, El Mundo, rejoiced that the network had "rectified" the situation. But unfortunately for the suits at Facebook, who had suffered considerable headaches over the bullfighting mess, that situation was just the latest in a string of unintended clashes as inevitable

as they are endless. As Facebook has tentacled out from Palo Alto, California, gaining control of an ever-larger slice of the global commons, the network has found itself in a tenuous and culturally awkward position: how to determine a single standard of what is and is not acceptable and apply it uniformly, from Maui to Morocco.

For Facebook and other platforms like it, incidents such as the bullfighting kerfuffle betray a larger, existential difficulty: How can you possibly impose a single moral framework on a vast and varying patchwork of global communities? If you ask Facebook this question, the social-media behemoth will deny doing any such thing. Facebook says its

community standards are in-ert, universal, agnostic to place and time. The site doesn't advance any worldview, it claims, besides the non-controversial opinion that people should "connect" online. "Every day, people come to Facebook to connect with people and issues they care about," a spokeswoman said in a statement. "Given the diversity of the Facebook community, this means that sometimes people share information that is controversial or offends others. That's why we have a set of global Community Standards that explain what you can and cannot do on our service... We work hard to strike the right balance between enabling expression while providing a safe and re-

spectful experience." Facebook has modified its standards several times in response to pressure from advocacy groups although the site has deliberately obscured those edits, and the process by which Facebook determines its guidelines remains stubbornly obtuse. On top of that, at least some of the low-level contract workers who enforce Facebook's rules are embedded in the region or at least the time zone whose content they moderate. The social network staffs its moderation team in 24 languages, 24 hours a day. In response to recent criticism that Facebook has mishandled takedown requests from users in the Middle East, Facebook's policy director for the region assured users that "all reports are assessed by teams of multilingual, impartial and highly trained people" including native speakers of Hebrew and Arabic, who pre-

sumably understand the region's particular issues. And yet, observers remain deeply skeptical of Facebook's claims that it is somehow value-neutral or globally inclusive, or that its guiding principles are solely "respect" and "safety." There's no doubt, said Tarleton Gillespie, a principal researcher at Microsoft Research, New England, that the company advances a specific moral framework one that is less of the world than of the United States, and less of the United States than of Silicon Valley. If you study Facebook's community standards, going back to the long-forgotten time when users voted on a version of them, the site has always erred on the side of radical free speech, corporate opaqueness and a certain American prudishness: Its values are those of the early Web, moderated by capitalist conservatism. The values that Facebook articulates.

Apple reports slowest iPhone sales since 2007 launch

Apple has reported the slowest sales ever of its market-leading iPhone, after years of rocketing growth, but the tech giant still posted record quarterly profit. Net income for the quarter ended December 26 was two per cent higher than the same period a year earlier at USD 18.4 billion, while revenue of USD 75.9 billion set another record for the company, also edging up two per cent. The results were largely in line with expectations that sales of iPhones -- the driver of two-thirds of Apple revenue -- had peaked and that the company would need to find new sources of growth. Apple shares have slid 20 per cent since last year on these concerns. But in after-market trade yesterday the stock was down a modest 0.7 per cent at USD 99.30. "Our team delivered Apple's biggest quarter ever, thanks to the world's most innovative

products and all-time record sales of iPhone, Apple Watch and Apple TV," chief executive Tim Cook said in an earnings release. "The growth of our services business accelerated during the quarter to produce record results, and our installed base recently crossed a major milestone of one billion active devices." Apple reported that, overall, a billion iPhones, iPads, Macintosh computers, iPod touch devices, Apple TV units, and Apple Watch wearable computers had "engaged" with its services in the past three months. In the fiscal quarter Apple sold 74.8 million iPhones -- a record, but only fractionally higher than the 74.5 million in the same period last year and the slowest growth since the lifestyle-altering handsets were introduced in 2007. Revenue in "Greater China" was up 14 per cent for Apple but weaker in the US and Japan.

A System to Help You Talk Yourself Into Eating Well

If you're like most people trying to lose weight, you've been tracking calories, because research has shown that keeping a food diary is an effective weight-loss strategy. And you've also learned what a hassle tracking calories can be. First you have to know how much you've eaten: Was that three teaspoons or a half-cup, or two ounces? And then you have to know or find out how many calories are in what

you've eaten. Fitness apps will look up food for you, but it takes time to type in each morsel consumed. If you wait until the end of the day to input your consumption, though, it's likely you'll have forgotten that cupcake to celebrate your co-worker's birthday, or the children's leftovers you ate because you hate to see food wasted. So it's not surprising that research also shows that many people fail at keeping a

food diary. Most patients introduced to a calorie-tracking app in a study conducted at two primary care centers in Los Angeles had stopped us-

ing it after a month. FitClick, a "social fitness community" founded in 2009, thinks it can solve this problem with a new app called Talk-to-Track.

Living Foodz Heightens Food Quotient Of Ahmedabad With Food Fiesta 2016



Ahmedabad, Living Foodz came to Ahmedabad! A favourite of foodies across the country, the channel hosted an event called Food Fiesta on Saturday, the 13th of February at the Grand Bhagwati in Ahmedabad 4:00pm onwards.

The unique celebration of food gave Ahmedavadi's a chance to meet our celebrity chefs Kunal Kapoor and Pankaj Bhadouria and watch them dish out some delectable dishes.

Prior to the Food Fiesta, Living Foodz ran a competition to give fans an opportunity to cook with the chefs. Participants needed to send their personal details, along with a unique recipe, to recipe@livingfoodz.com. 15 lucky winners got an opportunity to present their culinary skills to Chef Pankaj and Chef Kunal at the festival. The website

Skill and Knowledge Real Drivers of Socio-Economic Growth in Society: Governor P. Sathasivam



Ahmedabad: Focus on vocational education and training in Kerala has gone a long way in up-skilling and integrating young people into the global market. In this context, the Department of Labour and Skills, Government of Kerala, has made a clear commitment to raising the status of vocational education and training with the objective of developing industry-responsive and globally-employable manpower, according to Justice P Sathasivam, Governor of Kerala.

Speaking after inaugurating the Nypunyanam - International Skill Summit and Skill Fiesta - 2016 in Thiruvananthapuram today, the Governor said the event is one such initiative of the Government to look at skill enhancement through a brand new prism and skill development activities through a paradigm shift.

Pointing out that skill and knowledge are the real drivers of socio-economic growth in any progressive society, Justice P Sathasivam stated that Kerala's skill levels have never been better. Every year, approximately sixty thousand students are undergoing state-of-the-art training in vocational skills. The global employability basics, such as technical talent, literacy and team building skills are at par with international standards, he pointed out.

Complementing the entire team behind Nypunyanam - International Skill Summit and Skill Fiesta - 2016, especially for their efforts in taking on the challenges of conducting an International Summit of such a scale, he expressed happiness over the fact that Nypunyanam is providing the platform for the State to discuss and deliberate on the strategies and formulae that can take skill development in Kerala to a new level. This initiative can be viewed as a device to improve the efficacy and contribution of labour to overall production, he added.

Lauding the Skill Fiesta, stating that it is a first of its kind in India, the Governor

www.foodfiesta2016.com gave viewers all details about the event.

"Living Foodz has a massive fan following across the country. Ahmedabad in particular is a food lover's paradise and the Food Fiesta is a great opportunity for us to connect with fans in the city and giving them a chance to savour the region's delicacies and watch their favourite chefs live in action" says Amit Nair, Business Head of Living Foodz.

At the event fans got a chance to be a part of a variety of activities such as chef workshops, food stalls, molecular gastronomy, plating workshops etc. to name a few.

Living Foodz extends a big thank you to everyone in Ahmedabad for the Food Fiesta, as a family that eats together, stays together!(19-10)

NIMBUS FOODS INDUSTRIES LIMITED						
CIN: L30006GJ1995PLC025631						
(Registered Office: Plot No. B - 13 & 14, GIDC Industrial Area, Naroda, Ahmedabad - 382330)						
Email: nimbusfoods@gmail.com website: www.nimbusfoods.in						
Part I						(Rs. in Lacs)
Statement of Standalone Un-audited Results for the Quarter Ended on 31/12/2015						
Particulars	3 months ended (31/12/2015)	Preceding 3 months ended (30/09/2015)	Corresponding 3 months ended in the previous year (31/12/2014)	Year to date figures for current period ended (31/12/2015)	Year to date figures for the previous year ended (31/12/2014)	Previous year ended (31/03/2015)
(Refer Notes Below)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
1. Income from Operations						
(a) Net Sales/Income from Operations (Net of excise duty)	407.59	362.35	396.90	1,087.75	983.19	1,332.59
(b) Other Operating Income	0.08	0.17	-	0.25	-	-
Total income from Operations (net)	407.67	362.52	396.90	1,088.00	983.19	1,332.59
2. Expenses						
(a) Cost of Materials consumed	251.47	224.17	256.19	662.44	636.34	863.23
(b) Purchase of stock-in-trade	-	-	-	-	-	-
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	7.89	7.67	8.63	18.98	(1.62)	(4.00)
(d) Employee benefits expense	41.27	38.18	30.05	115.72	90.85	143.00
(e) Depreciation and amortisation expense	4.85	5.03	4.58	15.04	13.98	26.77
(f) Other expenses (Any item exceeding 10% of the total expenses relating to continuing operations to be shown separately)	84.15	69.73	83.01	222.81	200.43	254.06
Total Expenses	389.63	344.77	382.46	1,034.99	939.98	1,283.06
3. Profit / (Loss) from operations before other income, finance costs and exceptional items (1-2)	18.03	17.75	14.44	53.01	43.21	49.53
4. Other Income	0.36	0.33	1.97	1.04	3.32	17.14
5. Profit / (Loss) from ordinary activities before finance costs and exceptional items (3 + 4)	18.39	18.08	16.41	54.05	46.53	66.67
6. Finance Costs	8.10	7.39	7.75	23.17	23.03	35.36
7. Profit / (Loss) from ordinary activities after finance costs but before exceptional items (5 + 6)	10.30	10.69	8.66	30.89	23.50	31.31
8. Exceptional Items	-	-	-	-	-	-
9. Profit / (Loss) from ordinary activities before tax (7 + 8)	10.30	10.69	8.66	30.89	23.50	31.31
10. Tax expense	-	-	-	-	-	12.08
11. Net Profit / (Loss) from ordinary activities after tax (9 + 10)	10.30	10.69	8.66	30.89	23.50	19.23
12. Extraordinary items (net of tax Rs expense)	-	-	-	-	-	-
13. Net Profit / (Loss) for the period (11 + 12)	10.30	10.69	8.66	30.89	23.50	19.23
14. Share of Profit / (loss) of associates *	NA	NA	NA	NA	NA	NA
15. Minority Interest*	NA	NA	NA	NA	NA	NA
16. Net Profit / (Loss) after taxes, minority interest and share of profit / (loss) of associates (13 + 14 + 15) *	10.30	10.69	8.66	30.89	23.50	19.23
17. Paid-up equity share capital (Face Value of Re.1/- each)	730.61	730.61	730.61	730.61	730.61	730.61
18. Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year	-	-	-	-	-	769.01
19. Earnings Per Share (before extraordinary items) (of Re. 1/- each) (not annualised):						
(a) Basic	0.01	0.01	0.01	0.04	0.03	0.03
(b) Diluted	0.01	0.01	0.01	0.04	0.03	0.03
19.ii Earnings Per Share (after extraordinary items) (of Re. 1/- each) (not annualised):						
(a) Basic	0.01	0.01	0.01	0.04	0.03	0.03
(b) Diluted	0.01	0.01	0.01	0.04	0.03	0.03
See accompanying note to the Financial Results						
* Applicable in the case of consolidated results.						
Note:						
1. The above results have been reviewed by the Audit Committee and taken on record by the Board of Directors in its meeting held on 13/02/2016.						
2. There are no separate reportable segments.						
3. Figures have been regrouped/rearranged wherever necessary						
Date: 13/02/2016				For. NIMBUS FOODS INDUSTRIES LIMITED		
Place: Ahmedabad				Sd/- AMIT J. KHAUSA Executive Director (DIN:00142084)		

BLOOM DEKOR LIMITED			
CIN: L20210GJ1992PLC017341			
Registered Office: Plot No. 267, Village: Oran, Tal: Prantij, N.H.8, Dist. Sabarkantha, North Gujarat - 383 205			
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Standalone Unaudited Financial Results for the Quarter and Nine months ended on December 31, 2015			
Particulars	(Amt. In Lacs except EPS)		
	Quarter ended on 31/12/2015	Nine months ended on 31/12/2015	Quarter ended on 31/12/2014
Date of start of reporting quarter	01/10/2015	01/04/2015	01/10/2014
Date of end of reporting quarter	31/12/2015	31/12/2015	31/12/2014
Whether results are audited or unaudited	Unaudited	Unaudited	Unaudited
Nature of report standalone or consolidated	Standalone	Standalone	Standalone
Total income from operations (net)	1,394.17	4,572.99	1,164.11
Net Profit / (Loss) from ordinary activities after tax	(328.93)	(280.79)	86.95
Net Profit / (Loss) for the period after tax (after Extraordinary items)	(328.93)	(280.79)	86.95
Equity Share Capital	685.00	685.00	685.00
Reserves (excluding Revaluation Reserve as shown in the Balance Sheet of previous year)	-	-	-
Earnings Per Share before extraordinary items (of Rs 10/- each) - Not Annualised			
Basic:	(4.80)	(4.10)	1.27
Diluted:	(4.80)	(4.10)	1.27
Earnings Per Share after extraordinary items (of Rs 10/- each) - Not Annualised			
Basic:	(4.80)	(4.10)	1.27
Diluted:	(4.80)	(4.10)	1.27
Note: The above financial is an extract of the detailed format of Quarterly Financial Results filed with the Bombay Stock Exchange (BSE Ltd.) under Regulation 33 of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015. The full format of the Quarterly Financial Results are available on the Bombay Stock Exchange Website (www.bseindia.com) and Company's website at www.bloomdekor.com.			
For. Bloom Dekor Limited			
Sd/- Dr. Sunil Gupta Managing Director DIN: 00012572			
Place: Ahmedabad			
Date: 13/02/2016			

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