Delhi-Meerut travel now in 40 mins, via RRTS

PM also inaugurates Delhi Metro's Phase-IV stretch

DHRUVAKSH SAHA New Delhi, 5 January

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head of the crucial Assembly elections in the national capital, Prime Minister Narendra Modi on Sunday inaugurated two major infrastructure projects for Delhi – direct connectivity between Delhi and Meerut with the New Ashok Nagar-Sahibabad stretch of the Namo Bharat service and extension of Delhi Metro's Magenta Line.

The operationalisation of services on two stations (a 12-kilometre stretch) on the Delhi-Meerut corridor — Anand Vihar and New Ashok Nagar — is estimated to cost around ₹4,600 crore, among other infrastructure projects

With this addition, Namo Bharat trains will arrive in Delhi, reducing travel time between New Ashok Nagar and Meerut South to under 40 minutes. Of the newly inaugurated 13 km section, 6 km is underground and includes a prominent station on the corridor, Anand Vihar.

This marks the first time that Namo Bharat trains will operate in an underground section. The other station on this stretch is an elevated

100 flights were delayed at the

ditions continued at many places in

Dense fog persisted in the

national capital's airport.

Harvana and Puniab.



Prime Minister Narendra Modi at Sahibabad Railway station in Ghaziabad on Sunday to inaugurate the 13 km stretch of the Delhi-Meerut Regional Rapid Transit System corridor between Sahibabad and New Ashok Nagar PHOTO: PTI

station at New Ashok Nagar," said passengers daily. the National Capital Region Transport Corporation (NCRTC), the central government arm responsible for the execution of the Regional Rapid Transit System (RRTS).

This particular stretch is expected to be crucial for the operations of the RRTS service. Passenger traffic since the initial inauguration has been limited, with NCRTC stating that around 5 million passengers have used the services in the 14 months since its launch in October 2023.

For context, Delhi Metro (though not a like-for-like comparison) sees

Several Meerut-Delhi commuters had earlier said the partial opening and lack of direct connectivity to Delhi meant they continued to rely on road transport or railways for their daily commuting needs. However, they expect this to change now that the inter-city semi-high-speed rail service is connected to the capital. More traffic is expected by June

this year, when the service will be fully connected to the heart of the city with its extension to Sarai Kale Khan. The entire project, costing ₹30,000 crore, is expected by NCRTC a ridership of around 6-7 million to handle a daily ridership of

800,000 once the corridor between Sarai Kale Khan and Meerut is completed in 2025, reducing travel time between the two cities to less than an hour.

The train, manufactured by French rail giant Alstom, can travel at speeds of up to 160 kilometres per hour, with a design speed of 180 kmph. With this, the operational stretch of the Namo Bharat Corridor expands to 55 km, featuring a total of 11 stations.

Metro Phase-4 kicks off

Modi also inaugurated the first operational section of Delhi Metro's Phase-IV, which had faced delays due to Covid-19, an exception for the Delhi Metro Rail Corporation (DMRC) known for its timely project execution. He inaugurated the 2.8 km stretch between Janakpuri West and Krishna Park Extension on Delhi Metro's Magenta Line, worth around ₹1.200 crore.

Train services between Janakpuri West and Krishna Park Extension will operate at a frequency of 16 minutes initially, with services on the extended section beginning at 3 pm on Sunday, according to DMRC.

The rest of the Magenta Line extension from Krishna Park Extension till RK Ashram Marg will be completed by 2026 in phases. Work is in progress for the remaining corridor as well," DMRC said.

During a public address in Delhi's Rohini, Modi said that before 2014. India's metro network was only 248 kms and was limited to just five cities. In the past ten years, over 752 kilometers of new metro lines have been inaugurated in India. He added that metro services now operate in 21 cities across the country, with over 1,000 kms of routes currently under rapid development.

The PM claimed that the Aam Aadmi Party (AAP)-led government has been an "Aapda" (disaster), with the people of the capital continuing to face infrastructure gaps, polluted air, and inadequate housing, while the central government has executed numerous transformative projects for the city.

In response, former chief minister and AAP chief Arvind Kejriwal said the PM offered no vision for the people of Delhi.

"Today, the PM spoke for 38 minutes, and he kept abusing the people of Delhi and the elected government for 29 minutes. I was listening to it, and it felt bad," Kejriwal said.

The AAP leader said the party chose governance over petty politics despite its top leaders being jailed by the central government. "If we had taken the injustices done to us to heart, this Delhi Metro line would not have been built, and its inauguration would not have happened today," Keiriwal said.

Tighter anti-spam norms in a mth: Trai

Pilot soon to onboard past user consents onto digital system

PRESS TRUST OF INDIA New Delhi, 5 January

Trai will start, this month, a pilot to onboard paper-based and past permissions given by customers for receiving commercial communications onto its digital distributed ledger technology (DLT) platform, a process that in the long-run would include scrubbing and

verifying their current validity and offering opt-outs to those keen on it. Chairman Anil Kumar Lahoti said, adding that tighter regulations on curbing spam as well as new consultation examin-

ing an authorisation framework for telemarketers can also be expected in a month.

Regulatorv Telecom Authority of India (Trai) has also ruled out any rethink on its latest regulation that mandates service providers to offer separate special tariff vouchers (STV) for voice calls and SMS. Lahoti told PTI in an interview that while consumers can be encouraged to use data, they cannot be "compelled" to do so. Trai's focus is to protect not

ting its report on revamp of its IT systems. The regulator will thereafter appoint an agency for the revamp and the entire exercise will be prioritised and completed this year, Lahoti said. On Trai's list of priorities for 2025 are recommendations on satellite communications spec-

only the interest of the industry,

but also the interest of the con-

sumer, who must have the

option to pay only for services

to initiate a massive rehaul of

its IT system, a move, it expects,

would lead to rationalisation

and reduction in multiple

instances of filings by telecom

companies and other industry

which has been roped in

as a consultant is on

the verge of submit-

Deloitte

stakeholders.

The regulator is also all set

they need, he said.

trum. Lahoti said the regulator will firm up its recommendations on millimetre wave spectrum band (auction of spectrum in 37-37.5 GHz, 37.5-40 GHz and 42.5-43.5 GHz bands) in about a month's time and also bring out a consultation paper on backhaul spectrum by March this year.



Bank of Baroda, Head Office Vadodara invites tenders for Empanelment of Integrated Logistics Management Service Provider for managing secured shipment logistics with End-to-End Tracking through Web based Portal on Pan India basis.

Detailed tender documents are available in the Tenders section of Bank's website: www.bankofbaroda.in

Any Addendum/Corrigendum including modification in the tender documents shall be notified only on the Bank's website: www.bankofbaroda.in

Last dates for submission of Tender is 30.01.2025 before 3.30 PM Place: Vadodara

General Manager (Operations & Services), Date: 04-01-2025 Head Office, Vadodara



Low visibility conditions continued in Delhi on Sunday, while the Jharkhand government announced closure of schools from January 7-13 in view of a cold wave sweeping the eastern state. Also, more than

Several flights delayed, schools shut

Cold wave, dense fog grip North India:

The mercury neared the freezing point in several parts of Kashmir A flight makes a landing at the Valley which received fresh snowfall Jayprakash Narayan International on Sunday, while cold weather con-Airport amid dense fog in Patna

and train schedules, officials said. Low visibility conditions due to national capital, reducing visibility dense fog have been impacting flight to zero and disrupting several flights operations at Delhi airport for the remain shut till January 11.

past three days.

"Compared to Saturday's 9-hour zero visibility spell, Palam experienced a relatively shorter duration of

3.5 hours of zero visibility on Sunday," an official said. Most parts of Kashmir, including Srinagar, received a fresh spell of

snowfall on Sunday. Patna also witnessed of cold wave, with several places recording a mimimum temprature of 10 degrees Celsius or below. Due to the intense cold conditions, the Patna district administration asked all government and private schools till class 8 to PTI

Parts of US brace for heavy snow, ice, and blizzards

A blast of snow, ice, wind and plunging temperatures stirred up dangerous travel conditions in parts of the central US on Sunday, as a disruptive winter storm brought the possibility of the "heaviest snowfall in a decade" to

some areas Snowfall and ice blanketed major roadways in parts of Kansas

and Indiana, where the state's National Guard was activated to help any motorists getting stuck. At least 8 inches of snow were expected, particularly north of Interstate 70 as the National Weather Service issued winter

storm warnings from Kansas and Missouri-where blizzard conditions were reported - to New Jersey into Monday.

"For locations in this region that receive the highest snow totals, it may be the heaviest snowfall in at least a decade," the weather service said early Sunday.

The polar vortex of ultra-cold air usually stays penned up around the North Pole, spinning like a top. But sometimes it escapes or stretches down to the US. Europe or Asia - and that's when large numbers of people experience PTI intense doses of cold.

In an era of unprecedented market complexity, brand survival has transcended traditional marketing paradigms. The contemporary consumer landscape represents a sophisticated ecosystem where emotional resonance, purpose, and authenticity have become the definitive currencies of brand success.

The digital revolution has fundamentally transformed brand-consumer interactions, creating a marketplace where passive marketing strategies are obsolete. Consumers today make purchasing decisions not just based on product features, but by looking at the bigger picture, how a brand aligns with their values, demonstrates ethical practices, and shows commitment to social responsibility.

The gala ceremony of the Most Preferred Brands 2024-25 honored a select group of standout brands that have crafted personas worthy of adulation. These trailblazers were celebrated for their remarkable achievements, highlighting the power of strategic brand building in today's dynamic marketplace.

Those that grabbed the spotlight at the **Most Preferred Brands 2024** included:



