

JUNE 5, 2021

IPA appeals for contributions to Emergency Fund

India Press Agency (IPA), the news and analysis agency founded by the doyen of Indian journalism, Nikhil Chakravartty in 1958 and later led by stalwarts like O.P. Sabherwal, Balraj Mehta and Narendra Sharma, has informed generations of opinion makers and newspaper readers with incisive examination of current economic and political developments in the country. Over the last six decades, it has always held the editorial mirror to the other side of decision-making, enabling readers to have a 360-degree view of issues, as well as a sound understanding of the ground realities. In an age of corporate controlled mainstream media, IPA has been collaborating with small and local newspapers and news agencies to keep the flag of independent media flying high and proud. And over a period of 62 years, IPA has managed an unmatched legacy of providing well-informed opinion to all sections of readership.

However, this legacy that began with Nikhil Chakravartty is now facing the threat of extinction. The newspaper industry was already going through a rough patch — especially the independent media with increasing restrictions from the State and the ever-growing menace of fake news — and now the Covid-19 has come as the proverbial last straw. The survival of IPA, which is one of the longest running news and analysis agency in the country, now seriously depends on effective and immediate intervention by well-wishers who believe in free, independent and unbiased media. World over, independent media and news agencies are being saved by democratic and progressive forces who understand the critical need for the fourth pillar in a constitutional democracy. In India too, we need the same zeal.

The current Covid-19 pandemic, after the second wave in April 2021 has created an existential crisis for IPA, and to overcome that, we urgently require a significant infusion of funds to sustain the operations without compromising the high standards, which have characterised IPA's service for the last six decades. It has lined up the best of political and economic minds to offer unrivalled content to our subscribers.

We have made a preliminary assessment of IPA's short-term fund needs, which is about Rs one crore to cover our operational costs for the next few months, before the economy gets revived and IPA can explore other sustainable revenue options.



Well-wishers and Foundations, who staunchly believe in free and independent media, can contribute to this effort so that the legacy of IPA, which has been acclaimed throughout its existence, can be safeguarded and built upon. We need news agencies like IPA more than ever in India's current socio-political context, and with your precious contribution, we hope to continue functioning to our full capacity.

Contributions by cheque/draft can be made in the name of **Panchsheel News Private Limited** and sent to D-34 (Basement), Gulmohar Park, New Delhi-110 049. The online transactions through NEFT/RTGS can be made. The details are:

NAME OF THE BANK:	INDIAN OVERSEAS BANK
NAME OF THE BRANCH & ADDRESS:	JANPATH BRANCH F-47 – JANPATH NEW DELHI – 110 001
ACCOUNT NAME:	PANCHSHEEL NEWS PRIVATE LIMITED
ACCOUNT TYPE:	CURRENT ACCOUNT
ACCOUNT NUMBER:	053102000003808
BANK MICR CODE:	110020004
IFS CODE FOR NEFT/RTGS:	IOBA0000065
PERMANENT ACCOUNT NUMBER:	AACCP6221D

Nitya Chakraborty
Editor-in-Chief
