

Weekly Vocabulary From Economic Times: 18 July-24 July

1. Mundane: सांसारिक

Of this earthly world rather than a heavenly or spiritual one; earthbound, sublunary, planetary, sub-lunar, social

Example: Some days ago, the mundane need to buy a pair of shoes made me think of Blake Mycoskie's Toms Shoes.

2. Lore: विद्या

Learning, knowledge, science, scholarship, knowing

Example: Business lore has it that about a decade ago, Mycoskie, on a visit to Argentina, was so affected by the plight of barefooted children, that he went on to create a company that would match every pair of shoes bought with a new pair for a child in need.

3. Magnanimity: उदारता

Generosity, leniency, largesse, liberality, bounty

Example: Till recently, social initiatives were considered part of the magnanimity of the company, its CSR (corporate and social) effort.

4. Absentia: अनुपस्थिति

In absentia, a legal term, is Latin for "in the absence" or "while absent".

Example: From it being a one-way street where brands reached out, today it's a consumer highway where brands are discussed in absentia.

5. Traction: संकर्षण

the extent to which an idea, product, etc. gains popularity or acceptance; connecting rod, extraction

Example: Moreover, in the product-marketer- brand and C2C communication algorithm, there is a newer voice gaining traction: that of the informed consumer.

6. Millennial: हज़ार साल का

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Denoting or relating to a period of a thousand years

Example: The mind-set of the millennial has been shaped uniquely.

7. Milieu: परिवेश

A person's social environment; background, setting, backdrop, context

Example: For them, the goal is not development of just the self but of their milieu.

8. Parity: समानता

Equality, similarity, parallelism, affinity, proportionality

Example: Businesses, for them, should respond to big issues like gender parity, child rights, environmental protection, etc.

9. Rung: स्तर

A level in a hierarchical structure, especially a class or career structure

Example: Sure, this is true for the top rung of educated consumers.

10. Myopic: अदूरदर्शी

short-sighted, near-sighted

Example: The challenge before leaders is to develop a larger picture, rather than just focus on the myopic views shaped by the noise of the times.

11. Torrent: धार

Edge, razor blade, watercourse, razor edge, knife edge

Example: In this age of social media, it could well be a torrent.

12. Embroil: उलझाना

Confound, entangle, encumber, perplex, complicate

Example: This hyper-connected world, where senses clash and converge, engages and

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embroils consumers in a mixed reality.

13. Modicum: अल्पभाग

A small quantity of a particular thing, especially something desirable or valuable; particle, degree

Example: The fluidity with which companies appear and disappear, be it e-commerce or mobile hardware, has the consumer looking for a modicum of certainty.

14. Embody: समाविष्ट करना

Include or contain (something) as a constituent part; incorporate, introduce, contain

Example: And that assurance can come from a specific value system that is becoming essential for a brand to embody and exude.

15. Exude: निर्गत होना

Emanate, go out, do forth, radiate, emit

Example: And that assurance can come from a specific value system that is becoming essential for a brand to embody and exude.

16. Gimmick: नौटंकी

A trick or device intended to attract attention, publicity, or trade; stunt, eye-catching

Example: But people can see through gimmicks and, these days, they identify what is fake and exploitative sooner than they did earlier.

17. Discordant: प्रतिकूल

Unfavourable, repugnant, disadvantageous, contrary, averse

Example: If a brand's well-intended but shallow efforts are not in tune with the core values, a discordant note will soon become apparent.

18. Discerning: विवेकी

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Having or showing good judgement; prudent, rational, selective, refined

Example: The discerning will identify how the brand 'Is', in terms of its products, services and marketing, and what it portrays through socially good initiatives.

19. Entail: आवश्यक

Involve (something) as a necessary or inevitable part or consequence; require, need, demand, call for

Example: This is apparent in campaigns like Dettol's 'Swachh Banega India', which tackles a real issue of society, and entails investing and building cleanliness habits and partnering with the government.

20. Tussle: संघर्ष

A vigorous struggle or scuffle, typically in order to obtain or achieve something; scuffle, fight, struggle, skirmish

Example: Essar resolution: legal tussle ahead.

21. Doleful: मातमी

Expressing sorrow; mournful, distressful, penitential

Example: A doleful, wasteful idea.

22. Draconian: कठोर

(Of laws or their application) excessively harsh and severe; strict, unbleached, hard, severe, stringent, persevering

Example: All the proposals so far provide only a fraction of the poverty line, yet require draconian fiscal efforts.

23. Denounce: आरोप लगाना

Publicly declare to be wrong or evil; impute, recriminate, prefer charges, criticize, condemn

Example: But I denounce as immoral a UBI that makes it feasible to avoid working

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altogether.

24. Lousy: घटिया

very poor or bad; awful, terrible, appalling, abysmal, inferior, cheesy, poor, cheapish

Example: That will make for a lousy society.

25. Ghetto: बस्ती

A part of a city, especially a slum area, occupied by a minority group or groups

Example: Muslim ghettos in Europe have unemployed hordes living off welfare, and produce Islamic radicals.

26. Horde: भीड़

A large group of people; crowd, multitude, mob, horde, throng, concourse

Example: Muslim ghettos in Europe have unemployed hordes living off welfare, and produce Islamic radicals.

27. Palliative: दर्द हटानेवाली औषधि

Relieving pain without dealing with the cause of the condition; soothing, sedative, painkiller, paregoric, calmative

Example: The conversion of some subsidies to cash transfers can be a useful palliative, but not a cure for poverty.

28. Spree: गतिविधि

A spell or sustained period of unrestrained activity of a particular kind; activity, move, movement, pitch

Example: No, the spending spree was announced with no fiscal space at all.

29. Horrendous: खराब

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Extremely unpleasant, horrifying, or terrible

Example: This will create horrendous problems for Assam, which already fears being swamped by Bangladeshis.

30. Swamp: दलदल

An area of low-lying, uncultivated ground where water collects; bog, marsh, quagmire, mire

Example: This will create horrendous problems for Assam, which already fears being swamped by Bangladeshis.

31. Proponents: समर्थक

A person who advocates a theory, proposal, or course of action; supporter, proponent, advocate, champion, adherent

Example: Proponents of UBI say it will not lead people to reduce work.

32. Simmer: उबाल

(Of water or food that is being heated) stay just below boiling point while bubbling gently, ferment, fermentation, ebullition, ebullience

Example: The goulash was simmering slowly in the oven.

33. Berate: धमकाना / गाली देना

Scold or criticize (someone) angrily; intimidate, outbrave, leg pulling, show one's teeth, admonish

Example: The Chamber of Commerce, the largest lobbying organisation in the US, likes to berate countries that don't fall in line,

34. Tack: नीति

A method of dealing with a situation or problem; a course of action or policy; ethics, politics, dogma, management, orientation, approach

Example: the USIBC follows a gentler tack.

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35. Primordial: मौलिक

Fundamental, elemental, basic, primal, rudimentary

Example: The main battle is primordial.

36. Tormentor: सतानेवाला

A person who inflicts severe mental or physical suffering on someone; persecutor, torturer, mauler

Example: A tormentor of American presidents, Chamber CEO Donohue destroys politicians in his spare time.

37. Proximity: निकटता

Nearness in space, time, or relationship; closeness, impendence, impendency, juxtaposition

Example: For now, Mukesh Aghi, USIBC's high profile president known for his proximity to the BJP, is staying below the radar.

38. Clout: ताकत

Influence or power, especially in politics or business; mastery, dominance, control, sway

Example: Over the years, the USIBC has steadily gained clout.

39. Endearing: प्रीतिकर

Inspiring affection; lovable, adorable, cute, sweet, dear

Example: Is being ugly endearing, rather than revolting?

40. Strut: संभालना

Handle, maintain, support, bear, carry

Example: After all, every contestant who strutted his or her hideousness on the contest stage was brought there by an owner, mostly of the dotting kind.

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41. Sceptic: संदेहवादी

A person inclined to question or doubt accepted opinions; cynic, doubter, questioner, pessimist

Example: The scientist was a religious sceptic and had trouble believing God exists.

42. Contemplate: विचार करना

Think about; consider, ponder, mull, think, contemplate, opine

Example: When the accountant was asked to contemplate the current budget, he discovered many ways the company could save money.

43. Flagrant: खुला

(Of an action considered wrong or immoral) conspicuously or obviously offensive; untied, bleak, undisguised, unstrung, direct, obvious, evident

Example: Going after the personal assets of a promoter is flagrant violation of the principle of limited liability.

44. Moratorium: रोक

A temporary prohibition of an activity; embargo, ban, prohibition, suspension, stay

Example: The Insolvency and Bankruptcy Code provides a moratorium on all legal proceedings.

45. Albeit: यद्यपि

Though, although, even though, even if, inasmuch as

Example: The Companies Act seeks to safeguard the principle of limited liability, albeit only for a small class of shareholders.

46. Reap: प्राप्त करना

Receive (something, especially something beneficial) as a consequence of one's own or another's actions; get, come by, elicit, receipt, procure

Example: This enables manufacturers and retailers to disintermediate the supply chain and

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reap the benefits of economies of scale.

47. Swathe: क्षेत्रफल

A broad strip or area of something

Example: This may bring a large swathe of the informal economy into the tax bracket, thereby boosting revenue collections.

48. Accrue: उपार्जित होना

(Of a benefit or sum of money) be received by someone in regular or increasing amounts over time; result, arise, follow, ensue

Example: These will eventually accrue to taxpayers through various government schemes and programmes.

49. Intrinsic: स्वाभाविक/ वास्तविक

Belonging naturally; essential, natural, instinctive, spontaneous, cavalier, instinct

Example: A man with a generous heart can see the intrinsic value in something which looks worthless to others.

50. Stagnate: स्थिर होना

Cease developing; become inactive or dull; unshackle, stay put, rest, root

Example: Despite an increasing number of students, the money being allotted for education continues to remain stagnant.

51. Penchant: प्रवृत्ति

Trend, tendency, propensity, aptitude, diathesis

Example: At an early age, my annoying brother seemed to have a penchant for getting into trouble.

52. Forge: बनाना

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Make, build, build up, constitute, manufacture

Example: Abby had to forge her words very carefully when she started to feel upset.

53. Topple: लुढ़का देना

Remove (a government or person in authority) from power; overthrow, depose, dislodge, unseat, eject

Example: In 1993, she supported Mulayam Singh of the Samajwadi Party, but toppled him in 1995, becoming chief minister with the BJP's support.

54. Stark: कड़ा

Stiff, tough, hard, Spartan, unpalatable

Example: The vegetation in the desert is stark because of the area's dry climate.

55. Bereft: बेदखल

Deprived of or lacking (something); robbed of

Example: The bereft parents felt hopeless when they learned of their daughter's death.

56. Booze: शराब पीना

Drink alcohol, especially in large quantities

Example: Drunks on free booze will have no one to shout at.

57. Mascot: शुभंकर प्रतीक

A person or thing that is supposed to bring good luck, especially one linked to a particular organization or event

Example: Anna had been chosen as the Indian of the Year for being the mascot of the anti-corruption movement.

58. Intrigue: साज़िश

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The secret planning of something illicit or detrimental; conspiracy, planning, double-dealing, collusion

Example: And therein lies the real intrigue of AI.

59. Microcosm: सूक्ष्म जगत

A community, place, or situation regarded as encapsulating in miniature the characteristics of something much larger

Example: All in all, AI is a microcosm of India's class system, inside one airplane.

60. Whim: मरज़ी

A sudden desire or change of mind, especially one that is unusual or unexplained; impulse, urge, notion, fancy

Example: No tolerance for being hit by slippers when not serving a VIP to his whim.

61. Belligerence: भावना

Aggressive or warlike behaviour

Example: The message from China's official, quasi-official and non-official sources is the same, the difference being the degree of belligerence.

62. Coerce: विवश करना

Persuade (an unwilling person) to do something by using force or threats; squeeze, constrain, force, enforce, compel

Example: In other words, China should have the freedom to coerce a tiny country.

63. Hyperbole: अतिशयोक्ति

Exaggerated statements or claims not meant to be taken literally; exaggeration, superlative, hyperbola, stretcher

Example: The reporting has been sane with none of the hyperbole coming out of various founts of the Chinese media machine.

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64. Sane: समझदार

Reasonable, sensible, brainy, clever, rational, shrewd

Example: The reporting has been sane with none of the hyperbole coming out of various founts of the Chinese media machine.

65. Fount: वांछनीय गुणवत्ता का स्रोत

A source of a desirable quality or commodity

Example: The reporting has been sane with none of the hyperbole coming out of various founts of the Chinese media machine.

66. Diatribe: अभियोगात्मक भाषण / निंदा

A forceful and bitter verbal attack against someone or something; tirade, harangue, condemnation, criticism

Example: Maxwell's diatribe came without any input from the Chinese.

67. Flounder: दुविधा

Struggle mentally; show or feel great confusion

Example: He was floundering for information from sources far from Beijing.

68. Flap: फहराना

(Of a bird) move (its wings) up and down when flying or preparing to fly; flutter, agitate, wave, wag, waggle, shake

Example: China under President Xi Jinping has flapped its wings all around.

69. Anoint: नियुक्त करना

Nominate or choose (someone) as successor to or leading candidate for a position

Example: The 19th Congress of the Chinese Communist Party is expected to anoint Xi for a second term.

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70. Manoeuvre: पेंतरेबाज़ी

Manipulate a situation to achieve an end; contrive, manage, engineer, devise

Example: But he is manoeuvring to stay in power beyond the traditional 10 years.

71. Adversarial: विरोधात्मक

Involving or characterized by conflict or opposition

Example: Doklam is serious. But this is China's continuation of adversarial politics by other means.

72. Exaggerate: विस्तृत

Enlarged or altered beyond normal proportions

Example: The mythology around the closed Chinese system is so exaggerated that Western experts step gingerly around its constant aggressions, almost afraid to call China out as they do Russia.

73. Gingerly: सावधान

In a careful or cautious manner; careful, wary, cautious, alert, aware

Example: The mythology around the closed Chinese system is so exaggerated that Western experts step gingerly around its constant aggressions, almost afraid to call China out as they do Russia.

74. Cognisance: ध्यान में रखते

Knowledge, awareness, notice, consciousness

Example: Making a distinction between India and Bhutan, and treating them separately without any cognisance of the India- Bhutan Friendship Treaty, profits the Chinese.

75. Transgressions: उल्लंघन

An act that goes against a law, rule, or code of conduct; an offence, violation, infringement, breach, contravention, outrage

Example: Earlier, border transgressions, such as the one in Depsang, occurred when Sino-Indian relations were relatively stable — or at least in better shape than they are now.

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76. Naively: भोलेपन से

In a way that shows a lack of experience, wisdom, or judgement; credulously, fondly, guilelessly

Example: After Modi naïvely tried to establish a personal relationship with Xi and failed, the more innate parts of the BJP's thinking on China appear to have crept in.

77. Innate: जन्मजात

Inborn, natural

Example: After Modi naïvely tried to establish a personal relationship with Xi and failed, the more innate parts of the BJP's thinking on China appear to have crept in.

78. Apoplectic: उन्माद

Overcome with anger; furious

Example: The Chinese were apoplectic when the Dalai Lama visited Arunachal Pradesh.

79. Nuisance: बाधा

A person or thing causing inconvenience or annoyance; obstacle, handicap, obstruction, hindrance, interrupt

Example: The list of hostile acts by the Chinese against India is long, starting with making Pakistan into a bigger nuisance than it already was by augmenting its nuclear and missile capabilities.

80. Stand-off: गतिरोध

A deadlock between two equally matched opponents in a dispute or conflict; deadlock, impasse, stalemate, stymie, sidetrack

Example: The 16-day-old stand-off was no closer to being resolved.

81. Sprightly: आनंदपूर्ण

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(Especially of an old person) lively; full of energy; Joyful, gleeful, delightful, luxurious, happy

Example: I am awed by Indian Air Force (IAF) Marshal Arjan Singh, who still serves the nation at a sprightly 98.

82. Anonymity: गुमनामी

The condition of being anonymous

Example: The anonymity of big city life definitely has its advantages

83. Puerile: बचकाना

Childishly silly and immature; childish, childly

Example: Since my grandson is thirty-three years of age, I do not find his puerile behaviour amusing.

84. Mercenary: भाड़े का / लोभी

Primarily concerned with making money at the expense of ethics; money-oriented, grasping, greedy, avaricious

Example: Following his employer's instructions, the mercenary killed the woman and her baby without a second thought.

85. Incalculable: अनगिनत

Too great to be calculated or estimated; countless, innumerable, Incalculable, numberless

Example: Many TV channels seem to be totally unconcerned about the incalculable harm they impart by pitting one shouter against another only for the sake of TRPs.

86. Jingoism: अंधराष्ट्रीयता

Extreme patriotism, especially in the form of aggressive or warlike foreign policy; chauvinism

Example: When jingoism takes over and some veterans get involved, the effect is opposite and damaging.

87. Wart: मस्रा

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An undesirable or disfiguring feature,

Example: A nationalist blindly worships his country, and does not see warts.

88. Blemish: दोष

A moral defect; blame, defect, flaw, fault, imperfection

Example: A patriot acknowledges the warts and still worships his country while working towards removing the blemishes.

89. Yearn: इच्छा करना

Be filled with compassion or warm feeling; desiderate

Example: But somewhere deep inside, he yearned to do more.

90. Facet: पहलू

Aspect, side, dimension, phase, flank

Example: The programme creatively bundled various facets to create a strong employee volunteering programme.

91. Neonatal: नवजात

Relating to new born children (or other mammals)

Example: Over 40% of these deaths occur in the neonatal period: the first 28 days after delivery.

92. Conduit: नाली

A person or organization that acts as a channel for the transmission of something; aqueduct, coulisse, waste-pipe

Example: Can a mobile phone be used as a conduit for people to absorb relevant information, build conviction and change mindsets?

93. Congenial: अनुकूल

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Suited, favorable, compatible, congruent, congenial, propitious

Example: Each HUL factory works out a congenial schedule that enables volunteering factory workers to set aside some time to act as Swachhata Doots.

94. Disseminate: प्रसारित करना

Spread (something, especially information) widely Radiate, broadcast, diffuse, deploy, unfurl

Example: Health authorities should foster good practice by disseminating information.

95. Tandem: मिलकर

Alongside each other; together

Example: The local, state and central governments must work in tandem.

96. Riparian: तटवर्ती

Onshore, coastal, circumlittoral, in shore, inshore

Example: The flow required to preserve Ganga's biodiversity must be determined, and water entitlements apportioned among the riparian states, covering hydroelectric projects on the 400-km stretch in Uttarakhand, whose profusion has depressed the river's flow.

97. Apportion: बांटना

Divide up and share out; dispense, divide, distribute, give, dole

Example: The flow required to preserve Ganga's biodiversity must be determined, and water entitlements apportioned among the riparian states, covering hydroelectric projects on the 400-km stretch in Uttarakhand, whose profusion has depressed the river's flow.

98. Profusion: प्रचुरता

An abundance or large quantity of something; abundance, sufficiency, plenty, richness, luxuriance

Example: He did not apportion blame or liability to any one individual

99. Quiescence: निष्क्रियता

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Inactivity, inaction, indolence, idling

Example: The resort community's social scene is lively during the summer but undergoes a deep quiescence during the long winter.

100. Curmudgeon: कंजूस

A bad-tempered or surly person; miserly, chary, churlish, costive

Example: What a selfish old curmudgeon he had been, always thinking of himself and his own likes and dislikes!

91. Hegemony: नायकत्व

leadership or dominance, especially by one state or social group over others

Example: The political hegemony of the BJP seems near complete with the president.

92. Titular: नाम का

Holding or constituting a purely formal position or title without any real authority; nominal, official

Example: England has a Queen, but today her position is completely titular and she has no authority in the government whatsoever.

93. Credence: विश्वास

Belief in or acceptance of something as true; belief, Faith, Affiance, assurance, sureness

Example: As no one has been able to disprove the scientist's theory, it has gained more credence over the years.

94. Postulate: दावा करना

Lay claim to, contend

Example: Back in the 1960s, he postulated that India's party system was effectively a Congress system in which the party had a hegemony over India by virtue of being the inheritor of the national movement.

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95. Psephologist: चुनाव विश्लेषक

A sociologist who studies election trends

Example: Early psephologists in the 1980s coined the term Index of Opposition Unity (IOU) postulating that the Congress dominance was inversely proportional to it.

96. Disenchantment: मोहभंग

A feeling of disappointment about someone or something you previously respected or admired; disillusionment, discontent, dissatisfaction

Example: The bar is filled with disenchanting men who have lost fortunes in the stock market crash.

97. Fanciful: काल्पनिक

Imaginary, fictitious, dreamy, notional, speculative

Example: Despite new fanciful alliterations, the proverbial roti, kapda aur makaan and bijli, sadak aur paani remain the principal phrases that motivate voters, especially when reiterating their previous choice.

98. Euphoric: जश्न

Characterized by or feeling intense excitement and happiness; happy, joyful, delighted, gleeful

Example: BJP did not repeat the euphoric performance of 2014.

99. Weathervane: वायु दिशा दर्शक यंत्र

A revolving pointer to show the direction of the wind, typically mounted on top of a building

Example: State polls are no weathervane.

100. Slump: गिर पड़ना

Sit, lean, or fall heavily and limply; topple, fall down, fall in, flop,

Example: In two years, the Congress slumped to its worst performance.

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101. Enthuse: अति उत्साहित करना

Express eager enjoyment, interest, or approval regarding something; ravish, gush, rave

Example: Unmistakably, victories in successive state elections enthuse party workers but do not immunise a party from parliamentary defeats.

102. Anti-incumbent: विरोधी अवलंबी

An anti-incumbent vote is one exercised against elected officials currently in power. It allows the voters to register their discontent with sitting government officials, particularly when protesting against certain actions taken by the government or the elected officials in question.

Example: Additionally, in place of anti-incumbency against UPA, disarray in opposition ranks will benefit the BJP.

103. Sully: मैला करना

Clog, dirty, begrime, smirch, besmirch

Example: This socio-political "progress", if one can call it so, has occasionally sullied Modi's image.

104. Elation: उत्साह

Enthusiasm, zeal, prompting, euphoria, rapture

Example: After graduation, there was a feeling of elation amongst all the graduates.

105. Bulwark: बांध

A defensive wall; dam, dyke, breakwater, embankment, weir

Example: Vaccines act as a bulwark against many childhood diseases.

106. Frontage: मुखभाग

The front part of a building that faces a road or river, or land near a road or river

Example: The Modi-Shah duo are a team only in implementation and the frontage is

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singularly Modi's.

107. Sans: बिना

Without

Example: For Project Modi to run its course sans hiccups and get an extension, it will have to focus on areas where people expect actual deliverance.

108. Hiccup: हिचकी

An involuntary spasm of the diaphragm and respiratory organs, with a sudden closure of the glottis and a characteristic gulping sound; hiccough

Example: What should I do to stop hiccups?

109. Narrative: कहानी

Story, tale, fairytale, novel, novelette

Example: The narrative is clear: the BJP is rising steadily and the Congress is slipping.

120. Debris: मलबा

Rubbish, refuse

Example: A new "BJP system" has emerged from the debris of the Congress system.

121. Unfettered: मुक्त

Not confined or restricted; free, liberated, released, set free, immune

Example: This writing essentially injected the idea of privacy rights into public discourse, pioneering a debate that continues unfettered today.

122. Paradigm: मिसाल

A typical example or pattern of something; example, pattern, paragon, sample, exemplification

Example: Although conceptions of privacy have since radically transformed with paradigm shifts in technology, the essence of Warren's and Brandel's argument remains steadfast:

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privacy must be a fundamental right.

123. Steadfast: अचल

Resolutely or dutifully firm and unwavering; immovable, invariable, irreplaceable, unshakable, still

Example: Although conceptions of privacy have since radically transformed with paradigm shifts in technology, the essence of Warren's and Brandel's argument remains steadfast: privacy must be a fundamental right.

124. Inundate: प्लावित करना

Deluge, submerge, submerse, waterlog, suffuse

Example: These paradigm shifts, and a world inundated with digital technology, legitimises —indeed, demands — a reconceptualization of what constitutes a 'right'.

125. Breakneck: खतरनाक

Dangerously or extremely fast; dangerous, weighty, endangering, parlous

Example: The breakneck pace of evolution in the digital ecosystem has compelled me to restructure my opinion on this issue in order to assimilate those changes.

126. Assimilate: आत्मसात् करना

Take in and understand fully (information or ideas)

Example: The breakneck pace of evolution in the digital ecosystem has compelled me to restructure my opinion on this issue in order to assimilate those changes.

127. Ensnore: विराजमान

Establish or settle (someone) in a comfortable, safe place; install, establish, park, shut, plant

Example: The debate on privacy extends far beyond the Aadhaar-fuelled rhetoric within which it is currently ensnored in the country, and the images of man 'Orwellian State' that it conjures.

Weekly Vocabulary From Economic Times: 18 July-24 July

128. Conjure: जादू करना

Make (something) appear unexpectedly or seemingly from nowhere; enchant, glamor, fascinate, charm, spellbind

Example: He conjured another cigarette out of the air.

129. Intrusion: घुसपैठ

Infiltrate, Intrusion, infiltration, obtrusion

Example: Aadhaar is a minor part of digital intrusions into privacy.

130. Loom: पास ही मंडराना / धुंधला दिखाई देना

Appear as a vague form, especially one that is large or threatening; emerge, appear

Example: A larger, more dangerous threat looms in potential attacks on sovereign data, the consequences of which could range from economic loss to a paralysis of essential government services such as electricity and transportation.

131. Lacuna: अभाव

An unfilled space; a gap, lack, want, scarcity, shortage, deficit

Example: This lacuna is analogous to leaving our national borders unmanned.

132. Imperil: खतरे में डालना

Put at risk of being harmed, injured, or destroyed; endanger, jeopardize, risk

Example: We must strike the delicate balance between safeguarding national security and sovereign interest, and ensuring that individual privacy is not imperilled.

133. Circumvent: नाकाम बनाना

Find a way around (an obstacle); disconcert, defeat, unhinge

Example: Taking inspiration from the EU, we can circumvent the problem by establishing lawful mechanisms to intercept terrorist threats and prevent criminal activity, rather than subscribing to a blanket surveillance policy.

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134. Ambit: सीमा

Limit, range, border, boundary, limitation, extent

Example: A full discussion of this complex issue was beyond the ambit of one book.

135. Tote: ढोना

Haul, carry, transport, pass over, put across

Example: After all, we smartphone-toting Indians are smart, but transportation often lets us down when it comes to the last mile connectivity, which means adding at least 2,000 steps to our daily average.

136. Skit: प्रहसन

Farce, comedy, satire, act

Example: An interview with Meena and a comedy 'skit' will also be telecast..

137. Rekindle: फिर से जलाना

Relight (a fire)

Example: 'Nepotism Rocks' even as a joke rekindled a belief in me that it had been cruelly snuffed out ever since Lutyens' Delhi's children were told to take a hike and stop moving and shaking.

138. Squally: तूफानी

Stormy, windy, surly

Example: The wind was followed by a squally shower.

139. Elusive: मायावी

Deceptive, difficult to find, catch or achieve

Example: Some things are still elusive.

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. Innuendo: व्यंग्य

Satire, blandness, taunt, slur

Example: The power of social media extends to politics, where individuals and organisations use rumour, innuendo and abuse to malign rivals.

