THIS IS A PUBLIC ANNOUNCEMENT FOR INFORMATION PURPOSES ONLY AND IS NOT A PROSPECTUS ANNOUNCEMENT AND DOES NOT CONSTITUTE AN INVITATION OR OFFER TO ACQUIRE, PURCHASE OR SUBSCRIBE TO SECURITIES. **NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION DIRECTLY OR INDIRECTLY OUTSIDE INDIA.** INITIAL PUBLIC OFFERING OF EQUITY SHARES ON THE SME PLATFORM OF BSE ("BSE SME") IN COMPLIANCE WITH CHAPTER IX OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUE OF CAPITAL AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2018, AS AMENDED ("**SEBI ICDR REGULATIONS**").

PUBLIC ANNOUNCEMENT

ELFIN AGRO INDIA LIMITED

Please Scan this QR Code to view the Draft Prospectus

ELFIN AGRO INDIA LIMITED

(formerly Elfin Agro India Private Limited)

Our company was originally incorporated as a Private Limited Company under the name "***Ravija Sulz Private Limited***" on July 28, 2009, in accordance with the Companies Act, 1956 bearing Corporate Identification Number U17119RJ2009PTC029463 issued by Registrar of Companies - Rajasthan. Subsequently the name of our company was changed to "***Elfin Agro India Private Limited***" vide a fresh Certificate of Incorporation consequent upon Change of Name dated June 05, 2012 bearing Corporate Identification Number U15132RJ2009PTC029463 issued by Registrar of Companies – Rajasthan. Subsequently on November 18, 2024, our company got converted into a public limited company, resulting in a name change to "***Elfin Agro India Limited***" vide a fresh Certificate of Incorporation consequent upon conversion from Private Company to Public Company bearing Corporate Identification Number U15132RJ2009PLC029463, issued by the Registrar of Companies, Central Processing Centre. For further details of change in name and registered office of our company, please refer to section titled "***Our History and Certain Corporate Matters***" beginning on page no 155 of the Draft Prospectus.

Registered Office: F - 250-251-252-253, RIICO, Growth Centre, Swaroopganj, Hamirgarh, Bhilwara - 311025, Rajasthan, India
Contact Person: Ms. Khushbu Sethi, Company Secretary & Compliance Officer; **Tel. No.:** +91 7976780728
E-Mail ID: cs@elfinagroindia.com, **Website:** www.elfinagroindia.com; **CIN:** U15132RJ2009PLC029463

OUR PROMOTERS: (I) MR. VIMAL KUMAR DAGA, (II) MR. DEEPAK PAL DAGA, (III) MRS. SEEMA DAGA, (IV) MRS. NEETU DAGA, (V) M/S. VIMAL KUMAR AYUSH PAL DAGA HUF, (VI) M/S. VIMAL KUMAR DEEPAK PAL DAGA HUF AND (VII) M/S. DEEPAK PAL HARSH KUMAR DAGA HUF

INITIAL PUBLIC OFFER OF 53,25,000 EQUITY SHARES OF FACE VALUE OF ₹5/- EACH ("EQUITY SHARES") OF ELFIN AGRO INDIA LIMITED (THE "COMPANY" OR THE "ISSUER") FOR CASH AT A PRICE OF ₹47/- PER EQUITY SHARE, INCLUDING A SHARE PREMIUM OF ₹42/- PER EQUITY SHARE (THE "ISSUE PRICE"), AGGREGATING TO ₹ 2,502.75 LAKHS ("THE ISSUE"), OF WHICH 2,67,000 EQUITY SHARES OF FACE VALUE OF ₹5/- EACH FOR CASH AT A PRICE OF ₹47/- PER EQUITY SHARE, AGGREGATING TO ₹ 125.49 LAKHS WILL BE RESERVED FOR SUBSCRIPTIONS BY THE MARKET MAKER TO THE ISSUE (THE "MARKET MAKER RESERVATION PORTION"). THE ISSUE LESS MARKET MAKER RESERVATION PORTION I.E. ISSUE OF 50,58,000 EQUITY SHARES OF FACE VALUE OF ₹5/- EACH FOR CASH AT A PRICE OF ₹47/- PER EQUITY SHARE, AGGREGATING TO ₹ 2,377.26 LAKHS IS HERE IN AFTER REFERRED TO AS THE "NET ISSUE". THE ISSUE AND THE NET ISSUE WILL CONSTITUTE 27.41% AND 26.04% RESPECTIVELY OF THE POST ISSUE PAIDUP EQUITY SHARE CAPITAL OF THE COMPANY.

THE FACE VALUE OF THE EQUITY SHARE IS ₹ 5/- EACH. THE OFFER PRICE IS 9.40 TIMES THE FACE VALUE OF THE EQUITY SHARES.

THIS OFFER IS BEING MADE IN TERMS OF CHAPTER IX OF THE SEBI (ISSUE OF CAPITAL AND DISCLOSURE REQUIRMENT) REGULATIONS, 2018 (THE "SEBI ICDR REGULATIONS") READ WITH RULE 19(2)(b)(i) OF SCRR AS AMENDED. THIS ISSUE IS A FIXED PRICE ISSUE AND ALLOCATION IN THE NET OFFER TO THE PUBLIC WILL BE MADE IN TERMS OF REGULATION 253(3) OF THE SEBI (ICDR) REGULATIONS, 2018. (For further details please see "**The Issue**" beginning on page no. 48 of the Draft Prospectus.) A copy will be delivered for filing to the Registrar of Companies as required under sub-section 4 of Section 26 of the Companies Act, 2013.

In terms of Regulation 256 of SEBI ICDR Regulations read with the SEBI Circular No. CIR/CFD/POLICYCELL/11/2015 dated November 10, 2015, and Unified Payments Interface (UPI) introduced vide SEBI Circular Ref: SEBI/HO/CFD/DIL2/CIR/P/2018/138 dated November 1, 2018 all the potential investors shall participate in the issue only through an Application Supported by Blocked Amount ("ASBA") process providing details about the bank account which will be blocked by the Self Certified Syndicate Banks ("SCSBs") for the same. Further, pursuant to SEBI Circular No. SEBI/HO/CFD/DCR2/CIR/P/2019/133 dated November 08, 2019, Individual Investors applying in public issue may use either Application Supported by Blocked Amount (ASBA) process or UPI payment mechanism by providing UPI ID in the Application Form which is linked from Bank Account of the investor. (For details in this regard, specific attention is invited to "**Issue Procedure**" beginning on page no. 282 of the Draft Prospectus.)

This public announcement is being made in compliance with the provisions of Regulation 247(2) of the SEBI ICDR Regulations to inform the public that our Company is proposing, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares pursuant to the Offer and has filed the Draft Prospectus on September 30, 2025 with SME Platform of BSE Limited (BSE SME). Pursuant to Regulation 247(1) of the SEBI ICDR Regulations, the Draft Prospectus filed with BSE SME shall be made public for comments, if any, for a period of at least 21 days, from the date of such filing by hosting it on the website of BSE SME at www.bseindia.com, on the website of the Company at www.elfinagroindia.com and on the website of the Lead Manager, i.e. Finshore Management Services Limited at www.finshoregroup.com. Our Company invites members of the public to give their comments on the Draft Prospectus filed with BSE SME, with respect to disclosures made in the Draft Prospectus. The members of the public are requested to send a copy of their comments to BSE and/or to the Company Secretary and Compliance Officer of our Company on email id: cs@elfinagroindia.com and/or the Lead Manager on email id: investors@finshoregroup.com within 21 days from the aforesaid date of filing of the Draft Prospectus with BSE SME.

Investments in Equity and Equity related securities involve a degree of risk and investors should not invest any funds in this issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in the Issue. For taking an investment decision, investors must rely on their own examination of our Company and the Issue including the risks involved. The Equity Shares issued in the Issue have not been recommended or approved by the Securities and Exchange Board of India ("SEBI"), nor does SEBI guarantee the accuracy or adequacy of the Draft Prospectus. Specific attention of the investors is invited to the section "**Risk Factors**" beginning on page 23 of the Draft Prospectus.

Any decision to invest in the Equity Shares described in the Draft Prospectus may only be taken after the Prospectus has been filed with the RoC and must be made solely on the basis of such Prospectus as there may be material changes in the Prospectus from the Draft Prospectus. The Equity Shares, when offered through the Prospectus, are proposed to be listed on the **SME Platform of BSE Limited ("BSE SME")**.

For details of the share capital and capital structure and the names of the Signatories to the Memorandum of Association and the number of shares subscribed by them of our Company, please see the section titled "*Capital Structure*" beginning on page 61 of the Draft Prospectus. The liability of members of our Company is limited.

For details of the main objects of our Company as contained in the Memorandum of Association, please see the section titled "*History and Certain Corporate Matters*" beginning on page 155 of the Draft Prospectus.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
FINSHORE Creating Enterprise Managing Values **FINSHORE MANAGEMENT SERVICES LIMITED** Anandlok Building, Block-A, 2nd Floor, Room No. 207, 227 A.J.C Bose Road, Kolkata-700020, West Bengal, India **Telephone:** 033 – 2289 5101 / 4603 2561 **Email:** info@finshoregroup.com **Contact Person:** Mr. S. Ramakrishna Iyengar **Website:** www.finshoregroup.com **Investor Grievance Email:** investors@finshoregroup.com **SEBI Registration No:** INM000012185 **CIN No:** U74900WB2011PLC169377	CAMEO **CAMEO CORPORATE SERVICES LIMITED** "Subramanian Building", No. 1, Club House Road, Chennai - 600 002, India **Telephone:** +91-44-40020700 / 28460390 **Email:** ipo@cameoindia.com **Contact Person:** Ms. K. Sreepriya **Website:** www.cameoindia.com **Investor Grievance Email:** investor@cameoindia.com **SEBI Registration Number:** INR000003753 **CIN No:** U67120TN1998PLC041613

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed in the Draft Prospectus.

For **ELFIN AGRO INDIA LIMITED**
On behalf of the Board of Directors
Sd/-
Deepak Pal Daga
Managing Director
DIN: 05173273

Place: Bhilwara
Date : September 30, 2025

ELFIN AGRO INDIA LIMITED is proposing, subject to the receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares and has filed the Draft Prospectus on September 30, 2025 with SME Platform of BSE Limited ("BSE SME"). The Draft Prospectus is available on the websites of the BSE SME at www.bseindia.com, the website of the Company at www.elfinagroindia.com and the website of the Lead Manager, i.e., Finshore Management Services Limited at www.finshoregroup.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, please see the section titled '*Risk Factors*' on page 23 of the Draft Prospectus. Potential investors should not rely on the Draft Prospectus filed with BSE SME for making any investment decision.

This announcement has been prepared for publication in India and not to be released or distributed in the United States. This announcement is not an offer to sell or a solicitation of any offer to buy Equity Shares of our Company in any jurisdiction, including the United States. The Equity Shares have not been, and will not be, registered under the U.S. Securities Act 1933, as amended (the "Securities Act") or any state securities laws in the United States and may not be Issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Accordingly, the Equity Shares will be Issued and sold outside the United States in compliance with Regulation S of the Securities Act and the applicable laws of the jurisdiction where those Issues and sales occur. The Equity Shares have not been, and will not be, registered, listed or otherwise qualified in any other jurisdiction outside India and may not be Issued or sold, and applications may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction.

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PUBLIC ANNOUNCEMENT

ELFIN
AGRO INDIA LIMITED

Please Scan this QR Code to view the Draft Prospectus

ELFIN AGRO INDIA LIMITED

(formerly Elfin Agro India Private Limited)

Our company was originally incorporated as a Private Limited Company under the name "***Ravija Sulz Private Limited***" on July 28, 2009, in accordance with the Companies Act, 1956 bearing Corporate Identification Number U17119RJ2009PTC029463 issued by Registrar of Companies - Rajasthan. Subsequently the name of our company was changed to "***Elfin Agro India Private Limited***" vide a fresh Certificate of Incorporation consequent upon Change of Name dated June 05, 2012 bearing Corporate Identification Number U15132RJ2009PTC029463 issued by Registrar of Companies – Rajasthan. Subsequently on November 18, 2024, our company got converted into a public limited company, resulting in a name change to "***Elfin Agro India Limited***" vide a fresh Certificate of Incorporation consequent upon conversion from Private Company to Public Company bearing Corporate Identification Number U15132RJ2009PLC029463, issued by the Registrar of Companies, Central Processing Centre. For further details of change in name and registered office of our company, please refer to section titled "***Our History and Certain Corporate Matters***" beginning on page no 155 of the Draft Prospectus.

Registered Office: F - 250-251-252-253, RIICO, Growth Centre, Swaroopganj, Hamirgarh, Bhilwara - 311025, Rajasthan, India
Contact Person: Ms. Khushbu Sethi, Company Secretary & Compliance Officer; **Tel. No.:** +91 7976780728
E-Mail ID: cs@elfinagroindia.com, **Website:** www.elfinagroindia.com; **CIN:** U15132RJ2009PLC029463

OUR PROMOTERS: (I) MR. VIMAL KUMAR DAGA, (II) MR. DEEPAK PAL DAGA, (III) MRS. SEEMA DAGA, (IV) MRS. NEETU DAGA, (V) M/S. VIMAL KUMAR AYUSH PAL DAGA HUF, (VI) M/S. VIMAL KUMAR DEEPAK PAL DAGA HUF AND (VII) M/S. DEEPAK PAL HARSH KUMAR DAGA HUF

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For details of the share capital and capital structure and the names of the Signatories to the Memorandum of Association and the number of shares subscribed by them of our Company, please see the section titled "*Capital Structure*" beginning on page 61 of the Draft Prospectus. The liability of members of our Company is limited.

For details of the main objects of our Company as contained in the Memorandum of Association, please see the section titled "*History and Certain Corporate Matters*" beginning on page 155 of the Draft Prospectus.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE
FINSHORE Creating Enterprise Managing Values **FINSHORE MANAGEMENT SERVICES LIMITED** Anandlok Building, Block-A, 2nd Floor, Room No. 207, 227 A.J.C Bose Road, Kolkata-700020, West Bengal, India **Telephone:** 033 – 2289 5101 / 4603 2561 **Email:** info@finshoregroup.com **Contact Person:** Mr. S. Ramakrishna Iyengar **Website:** www.finshoregroup.com **Investor Grievance Email:** investors@finshoregroup.com **SEBI Registration No:** INM000012185 **CIN No:** U74900WB2011PLC169377	CAMEO **CAMEO CORPORATE SERVICES LIMITED** "Subramanian Building", No. 1, Club House Road, Chennai - 600 002, India **Telephone:** +91-44-40020700 / 28460390 **Email:** ipo@cameoindia.com **Contact Person:** Ms. K. Sreepriya **Website:** www.cameoindia.com **Investor Grievance Email:** investor@cameoindia.com **SEBI Registration Number:** INR000003753 **CIN No:** U67120TN1998PLC041613

All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed in the Draft Prospectus.

For **ELFIN AGRO INDIA LIMITED**
On behalf of the Board of Directors
Sd/-
Deepak Pal Daga
Managing Director
DIN: 05173273

Place: Bhilwara
Date : September 30, 2025

ELFIN AGRO INDIA LIMITED is proposing, subject to the receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offering of its Equity Shares and has filed the Draft Prospectus on September 30, 2025 with SME Platform of BSE Limited ("BSE SME"). The Draft Prospectus is available on the websites of the BSE SME at www.bseindia.com, the website of the Company at www.elfinagroindia.com and the website of the Lead Manager, i.e., Finshore Management Services Limited at www.finshoregroup.com. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, please see the section titled '*Risk Factors*" on page 23 of the Draft Prospectus. Potential investors should not rely on the Draft Prospectus filed with BSE SME for making any investment decision.

This announcement has been prepared for publication in India and not to be released or distributed in the United States. This announcement is not an offer to sell or a solicitation of any offer to buy Equity Shares of our Company in any jurisdiction, including the United States. The Equity Shares have not been, and will not be, registered under the U.S. Securities Act 1933, as amended (the "Securities Act") or any state securities laws in the United States and may not be Issued or sold within the United States or to, or for the account or benefit of, "U.S. persons" (as defined in Regulation S under the Securities Act), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Accordingly, the Equity Shares will be Issued and sold outside the United States in compliance with Regulation S of the Securities Act and the applicable laws of the jurisdiction where those Issues and sales occur. The Equity Shares have not been, and will not be, registered, listed or otherwise qualified in any other jurisdiction outside India and may not be Issued or sold, and applications may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction.

हाल-फिलहाल

प्रधानमंत्री ने लद्दाख के साथ धोखा किया, गोलीबारी की न्यायिक जांच हो: राहुल

नई दिल्ली ■ भाषा

कांग्रेस के पूर्व अध्यक्ष राहुल गांधी ने लद्दाख में हुई हिंसा में एक पूर्व सैनिक के मारे जाने का हवाला देते हुए मंगलवार को आरोप लगाया कि प्रधानमंत्री नरेन्द्र मोदी ने इस केंद्रशासित प्रदेश के लोगों साथ धोखा किया है। उन्होंने यह भी कहा कि प्रधानमंत्री को ''हिंसा और डर की राजनीति बंद करके'' संवाद करना चाहिए तथा प्रदर्शनकारियों पर गोलीबारी की घटना की न्यायिक जांच होनी चाहिए।

बीते 24 सितंबर को हुई हिंसा में कारगिल युद्ध में भाग लेने वाले पूर्व सैनिक त्सेवांग थरचिन की भी मौत हो गई थी। राहुल गांधी ने 'एक्स' पर थरचिन के पिता का एक वीडियो साझा किया। राहुल गांधी ने पोस्ट किया, 'पिता फौजी, बेटा भी फौजी, जिनके खून में देशभक्ति बसी है। फिर भी भाजपा सरकार ने देश के वीर बेटे की गोली मारकर जान ले ली, सिर्फ इसलिए क्योंकि वो लद्दाख और अपने अधिकार के लिए खड़ा था।' उन्होंने कहा, 'पिता की दर्द भरी आंखें बस एक सवाल कर रही है – क्या आज देशसेवा का यही सिला है?'

लोकसभा में नेता प्रतिपक्ष ने कहा, ''हमारी मांग है कि लद्दाख में हुई इन हत्याओं की निष्पक्ष न्यायिक जांच होनी ही चाहिए और दोषियों को कड़ी से कड़ी सजा मिलनी चाहिए।' उन्होंने कहा, 'मोदी जी, आपने लद्दाख के लोगों को धोखा दिया है। वो अपना हक़ मांग रहे हैं, संवाद कीजिए – हिंसा और डर की राजनीति बंद कीजिए।'

कांग्रेस अध्यक्ष मल्लिकार्जुन खरगे ने 'एक्स' पर पोस्ट किया, ''लद्दाख का दुःख पूरे देश का दुःख है। शहीद त्सेवांग थरचिन ने कारगिल युद्ध में भारत माता के प्रति अपना कर्त्तव्य निभाया...बदले में मिला क्या? लद्दाख में मोदी सरकार की गोली ! पिता भी फ़ौज में थे, बेटा भी फ़ौज में था।'' उन्होंने दावा किया, ''गलवान में जब हमारे 20 वीर जवानों ने लद्दाख के एलएसी पर देश के लिए अपने प्राणों की आहुति दी थी, तब स्वयं मोदी जी ने चीन को क्लीनचिट थमाई थी। तब उन्हें हमारे जांबाजों की वीरता की याद न आई, तो अब क्या ख़ाक आएगी?'' कांग्रेस अध्यक्ष ने कहा, ''जो चीन को क्लीनचिट दे सकते हैं, वो हमारे थरचिन जैसे वीर जवानों की शहादत का मान क्या रखेंगे। यही भाजपा का खोखला राष्ट्रवाद है।'' केंद्र के साथ बातचीत को आगे बढ़ाने के लिए 'लेह एपेक्स बॉडी' (एलएबी) द्वारा बुलाए गए बंद के दौरान सुरक्षा बलों और प्रदर्शनकारियों के बीच हिंसक झड़प के बाद 24 सितंबर को लेह शहर में कर्फ्यू लगा दिया गया था। हिंसा में चार लोगों की मौत हो गई थी।

भारत ने पाक को करारा जवाब देने का मौका गंवा दिया: ओवैसी

पुणे ■ भाषा

एआईएमआईएम प्रमुख असदुद्दीन ओवैसी ने मंगलवार को कहा कि पहलगाम आतंकवादी हमले के बाद सरकार ने राष्ट्रीय भावना की अनदेखी करते हुए सैन्य कार्रवाई रोककर पाकिस्तान को ''करारा'' जवाब देने का अवसर गंवा दिया।

हैदराबाद के सांसद ओवैसी ने यहां पत्रकारों से कहा, ''एक भारतीय के तौर पर मैं कहना चाहूंगा कि पहलगाम आतंकी हमले के बाद हमारे पास पाकिस्तान को करारा जवाब देने का मौका था। मुझे आश्चर्य हो रहा है कि उसने (केंद्र सरकार ने) इसे क्यों रोक दिया।'' उन्होंने कहा कि युद्ध का माहौल बना हुआ था क्योंकि पाकिस्तान द्वारा छोड़े गए ड्रोन गुजरात से कश्मीर तक पश्चिमी सीमाओं पर मंडरा रहे थे।

ओवैसी ने कहा, ''पूरा देश पाकिस्तान को सबक सिखाने के लिए तैयार था, लेकिन आपने (सरकार ने) रोक दिया। ऐसे मौके दोबारा नहीं आते, लेकिन सरकार ने मौका गंवा दिया।'' उनका इशारा भारत द्वारा पड़ोसी देश में आतंकवादी ठिकानों और हवाई अड्डों पर हमला करने के बाद सैन्य कार्रवाई रोकने की ओर था।

पेज एक का शेष...

जीएसटी 2.0 से क्या पूरी होंगी उम्मीदें?

इसका मतलब है कि अगर कोई छोटी कंपनी अपना कच्चा माल बड़ी फैक्टरी में देकर सामान तैयार कराती है तो उसे ज्यादा टैक्स देना पड़ेगा। इसका असर तैयार उत्पादों की कीमत पर पड़ेगा। जीएसटी 2.0 में सरकार ने माल ढुलाई पर टैक्स 12 से बढ़ा कर 18 फीसदी कर दिया है। चूंकि ट्रांसपोर्टेशन हर उत्पाद से जुड़ा हुआ है इसलिए इस बढ़ोतरी का असर रोजमर्रा की जरुरत की हर चीज की कीमत पर पड़ेगा। कच्चे माल की ढुलाई से लेकर फैक्टरी में तैयार माल के थोक विक्रेता तक पहुंचने और थोक विक्रेता के गोदाम से निकल कर खुदरा व्यापारी तक माल पहुंचने का खर्च बढ़ जाएगा। इसका असर भी कीमत पर पड़ेगा। तभी थोड़ा इंतजार करने की जरुरत है। जब प्रचार का गर्दो गुबार थम जाएगा और आंकड़े आएंगे तब पता चलेगा कि इसका असल में कितना असर हुआ।

न खेल भावना, न राष्ट्रवाद!

सेकेंड सेक्रेटरी रेंतला श्रीनिवास ने और आगे जाकर कहाः पाकिस्तान की 'उँगलियों के निशान आतंकवाद की तमाम भौगोलिक सीमाओं में दिखते हैं।' और फिर वे पाकिस्तानी प्रतिनिधि का जवाब सुने बिना बाहर निकल गए।

मगर चंद हफ़्ते पहले यही दुश्मन क्रिकेट मैदान पर 'काबिल–ए–कबूल' हो गया। क्योंकि भारत–पाकिस्तान से ज़्यादा बिकता कुछ नहीं। यही ढोंग है। कलाकारों पर रोक, गायकों का बहिष्कार, लेखकों पर सेंसर, पर स्टेडियम में गले लगाया जाना क्योंकि सवाल पैसों का है। सबको मालूम है कि यह खेल का सबसे मुनाफ़े वाला मुक़ाबला है। और आज के दौर में जहाँ सिर्फ पैसा बोलता है तो राष्ट्रवाद को गिरवी रखा जा सकता है। अजीब है न? जो सरकार 56 इंच की छाती, भारत माता और राष्ट्रभक्ति के नारे लगाती है, वही पाकिस्तान के साथ मैच पर रोक लगाने की हिम्मत नहीं जुटा पाती।

यहाँ राष्ट्रवाद आस्था नहीं, सुविधा है। और विपक्ष, बुद्धिजीवी, या फिर भक्तों में से किसमें हिम्मत है कि बीसीसीआई (BCCI) या आईसीसी (ICC) अध्यक्ष—जो अब भारतीय हैं—को राष्ट्रविरोधी कह सके?

इसके बजाय हमारे खिलाड़ियों को वही करने पर मजबूर किया गया, जो खेलभावना के ख़िलाफ़ था। उन्होंने पाकिस्तानी खिलाड़ियों से हाथ मिलाने से इनकार किया। खेल की पहली शर्त को त्याग दिय। मतलब भूल गए कि विजय और पराजय एक ही चक्र का हिस्सा हैं और प्रतिद्वंद्वी का सम्मान हमेशा करना चाहिए। अंतरराष्ट्रीय मंच पर इस तरह का रवैया उन्हें छोटा दिखा गया। और यह बोझ किसने उठाया? न बीसीसीआई(BCCI) ने, जो 'अंतरराष्ट्रीय दायित्व' का बहाना बनाकर छुप गई। न आईसीसी (ICC) ने, जो स्पॉन्सरशिप गिनने में व्यस्त रहा। न सरकार ने, जो आतंक पर गरजी पर मैच रद्द करने में चुप्पी साध गई। सारा बोझ केवल खिलाड़ियों पर डाला गया। उन्हे हाथ मिलाने और ट्रॉफ़ी उठाने के समय उन्हें दिखावटी राष्ट्रवाद निभाना पड़ा।

इतिहास में सबक हैं। जब रूस ने यूक्रेन पर हमला किया, अमेरिका और उसके सहयोगियों ने रूसी टीमों, संघों और खिलाड़ियों का बहिष्कार किया। सिर्फ़ बयान नहीं, कार्रवाई की, जिससे पैसे और मेडल दोनों की क़ीमत चुकानी पड़ी। और पीछे जाएँ तो अरब देशों का उदाहरण हैः 1948, 1967, 1973 के युद्धों के बाद कई अरब राष्ट्रों ने ओलंपिक और एशियाई खेलों में इज़रायल से खेलने से इनकार किया। आज भी वही परंपरा जारी है, खिलाड़ी चुपचाप हट जाते हैं, पर विरोध का संकेत देते हैं। वहाँ राजनीति और खेल अलग नहीं किए गए, बल्कि जुड़े—जहाँ सिद्धांत त्याग में बदल गया।

पर यहाँ? पाकिस्तानी बल्लेबाज़ आधा शतक पूरा कर हवा में गोली चलाने की नकल करता है, और BCCI तथा जय शाह के नेतृत्व में ICC ऐसे बर्ताव करता है मानो कुछ हुआ ही न हो। सरकार ने भी दखल नहीं दिया। न कोई हल्ला, न outrage, न राष्ट्रवादी गर्जना। बल्कि शोर वहाँ उठा जब कांग्रेस ने भारत की जीत पर 'ताली नहीं बजाई।' चुप्पी को गुनाह बना दिया गया। राहुल गांधी को 'पाकिस्तान के साथ खड़ा' बता दिया गया।

दर्दनाक यह था कि ऐसे मैच हमारे खिलाड़ियों पर थोपे गए, जिन्हें आसानी से टाला जा सकता था। और उन्हें असंवेदनशील और असंयमी दिखना पड़ा। सब इसलिए क्योंकि राष्ट्रगौरव, सैनिकों के बलिदान और पहलगाम में खुलेआम मारे गए निर्दोषों से भी बड़ा पैसा और कमाई है।

पर भाजपा ने इसे भी प्रोपेगेंडा में बदल दिया। पहलगाम और ऑपरेशन सिंदूर के तुरंत बाद पाकिस्तान से खेलने की बुद्धिमानी पर सवाल उठाने के बजाय पार्टी ने क्रिकेट स्कोर को ही राष्ट्रीय विजय जुलूस बना दिया। जीत को खेल की सफलता नहीं, पाकिस्तान पर 'करारा जवाब' बताकर पेश किया गया। प्रधानमंत्री ने भी X पर ऑपरेशन सिंदूर का हवाला देते हुए दावा किया कि भारत हर मोर्चे पर पाकिस्तान को मात देता है—मैदान पर भी, युद्धभूमि पर भी।

उसके बाद जो हुआ, उसने भारत को शर्मिंदा ही किया। जबकि भाजपा के ट्रोल ऑनलाइन गरज रहे थे, पाकिस्तान से पलटवार आया। पूर्व विकेटकीपर कमरान अकमल ने PCB से अपील की कि वे भविष्य के टूर्नामेंटों में भारत से खेलने से इनकार करें। यानी जो क्षण गौरव का होना चाहिए था, उसने भारत को उपहास में छोड़ दिया। हमारा राष्ट्रवाद, ठोस आस्था से खाली, एक रंगमंच जैसा लगने लगा। गर्व, जो फूला होना चाहिए था,सिकुड कर शर्म में बदल गया।

क्या यही नया राष्ट्रवाद है? एक ऐसा राष्ट्रवाद जो सत्ता की ज़रूरत के मुताबिक़ झुकता है। जो तमाशा बनता है जब सत्ता को लाभ हो, और चुप्पी साध लेता है जब सत्ता की पोल खुलने लगे। हर क्रिकेट जीत को भारत की महानता का सबूत बताया जाता है, हर तालियों को देशभक्ति। वही भावना अगर सरकार पर सवाल उठाए, तो तुरंत राष्ट्रविरोधी ठहराया जाता है। यह आस्था नहीं, सुविधा है। ऐसा राष्ट्रवाद जो बलिदान से नहीं, आज्ञाकारिता से मापा जाता है। क्रिकेट भारत का धर्म हो सकता है, लेकिन पाकिस्तान के ख़िलाफ़ यह अब सत्ता के प्रोपेगेंडा का प्रॉप बनकर रह गया है।