

SPEECH OF DR. NAJMA HEPTULLA, HON'BLE GOVERNOR OF MANIPUR AT THE LAUNCHING FUNCTION OF THE MULTITASKING MOBILE APPLICATION 'HEIYA' DEVELOPED BY ROYAL APPS. Inc ON 13<sup>TH</sup> SEPTEMBER, 2018 AT THE AUDITORIUM OF MANIPUR STATE FILM DEVELOPMENT SOCIETY, IMPHAL.

Dr. Th. Meinya Singh ji, Hon'ble Member of Parliament (Lok Sabha),  
Shri Dilip Mayengbam, Station Director, All India Radio, Imphal,  
Shri Prameshwor Singh, Executive Director, National Institute of Electronics and Information Technology, Akampat,  
Shri Prabir Kumar Singha, Managing Director, Royal Apps,  
Members of the Media,  
Distinguished Invitees,  
Ladies and Gentlemen,

I am happy to be associated with the launching today of the mobile application 'Heiya' developed by Royal Apps. My heartiest congratulations to Royal Apps for the tireless efforts invested in development of the Application which has tremendous potential.

As you are well aware, mobile phone has become a leading telecommunication service in our present generation, becoming indispensable to everyone's day to day life. This modern gadget has become so embedded in everyone's life that life without mobile has become unthinkable. It has become a mainstream item and we feel isolated and disconnected without it.

Royal Apps was established hardly a year ago, but it has already become a player to reckon with in the world of mobile and its vast possibilities. It gives me enormous satisfaction that the Royal Apps developed the mobile application 'Heiya' and I am fully confident that Royal Apps will be able to launch this application in major parts of the North Eastern Region within a very short period. The prime objective of 'Heiya' is to make the search for jobs by the jobseekers or the search of the jobseekers by the job providers much easier and without any cost. I am sure that the

people of this State particularly the younger generation will get fully benefitted from this mobile application. More importantly, the Company has set an objective to design and fabricate user friendly mobile applications meant for the general mass to enable them to live a more complete, comfortable and meaningful life. I am fully confident that the Company, with their sincere efforts, will be able to achieve the objective.

It is very impressive that this mobile application 'Heiya' has two modules - Jobs and Entertainment. The Entertainment module has another eight sub-modules touching upon various issues such as General, Scientific, World, Health and it is designed in order not only to minimize the nuisance created by the rampant use of the current Social Media but also to give a completely new taste of Social Media. Apart from these modules, I am happy to learn that 'Heiya' is also going to add another four different modules in a very short period. The world has become virtually smaller with all these mobile applications and with a swipe one can be privy to any information of utility.

The Royal Apps also deserves praise for instituting the "Innovation Award" to be given every year to the Best Innovator who should be below 20 years of age. This award is introduced mainly to encourage the young men and women to innovate and carries an amount of Rs. 2 lakhs and citation. My heartiest congratulation to Royal Apps for this very meaningful and far reaching gesture.

The world is developing very fast and things around us are changing at a mad pace. It is especially true in the electronic world. What is innovation today does not remain relevant tomorrow. In this highly competitive world, when I come across companies like Royal Apps, I feel comforted that our own people are also in the race of development. My support is always with such ventures. But I would like to sound a word of caution also that we

should not lose sight of the importance and necessity of putting in place a proper system to avoid misuse of our innovations.

Finally, I am fully confident that the mobile application 'Heiya' will significantly enhance the mobile application experience of its customers and will also facilitate greater ease in accessing their favorite programmes.

With these few words, I am very pleased to launch the mobile application 'Heiya' today and thank the organizers for inviting me to this function.

Thank you,

Jai Hind.