



## Royal Harbinger

When your idea is rejected...

There are instances when we feel that we are left alone with our idea. And worst is that we know that our idea is all correct. So, left isolated? Yes, that's the situation we keep confronting every now and then. There are people who even have all of their ideas going against to that of world - Now this is too much dude, get a break and think, may be you are not that right!

Anyways, if the case is that you at times feel isolated among

your friends first of all double check your stand and if you still find yourself on right side and then stay affirm. You must ensure that your idea is not

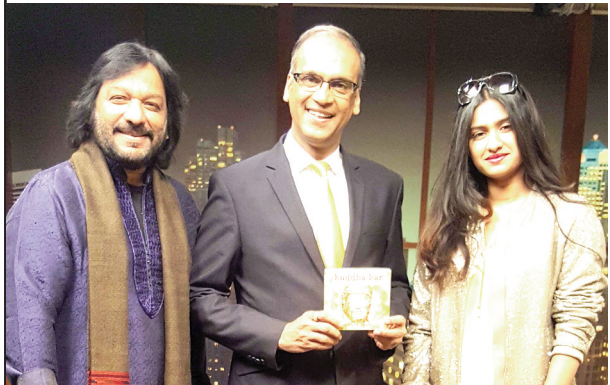
harming any of the entities associated. This might give you a tag of being rude but you must be true to yourself.

idea is backed on your experience and intelligence and above all, your heart has nodded for it, so you cannot be wrong.

But, later in case if things don't change and your idea proves to be a bad one, still stay confident and never stop being maverick. Those who believe in themselves can change the world. It's not necessary to pave a path differently to stand out but when it's needed, do that. Remember choosing correct path is the first step towards destination. And when no path is available, paving a new path is the first step. Your heart should be your first and last advisor. Always consult.

## Editorial

### Reewa went to promote song on Zee Etc



Reewa went on Business Bollywood show hosted by komal Nahta on Zee ETC to promote her song Enroute Ganesha which is included in the 20th anniversary compilation of the world renowned Buddha Bar Lounge music. She went with her father Roop Kumar Rathod and spoke about the song. She also sang the song.

### 100 Episodes of serial Yaro Ka Tashan



Dheeraj Kumar and Zubey Kochar who are producer of serial Yaron Ka Tashan kept cake cutting and media interaction for completing 100 episodes on their shooting location at Kandivli East. Anooj Kapoor, Business Head Sab TV came specially to be part of this event. Veteran actress Shoma Anand, Dheeraj Kumar, Anirudh Dave, Malini Kapoor, Mahira Sharma, Jayshree Soni and Sandhya were seen cutting the cake and talking to media about the role. Shoma Anand, who is making a comeback after a hiatus, will be seen as grandma. The show is aired between Monday to Friday at 7.30 PM on Sab TV. Anirudh Dave plays the lead role of YARO which has been created by the super genius scientist Govardhan Aggrawal and given an artificial heart, which makes him a robot that can feel emotions. He learns the essence of life, love and above all, humanity and soon embarks on an adventurous journey with his family and friends. The serial is made by Creative Eye Limited.

### Sanchiti Sakat blessed by Sameer Anjaan



Singer Sanchiti Sakat recently released her new single Love Hua with Zee Music Company. She has sung the romantic single song with Shabb Sabri. Video was shot in Nashik. Sanchiti Sakat went to take blessing of Lyricist Sameer Anjaan and music director Meet Brothers.

### UNLIMITED Calling and UNLIMITED Data

Udaipur: Udaipur, Aircel, innovative telecom brands, launched yet another path breaking products RC15 and RC249. The product offers UNLIMITED calls to any number in the country with the best value proposition.

RC15 offers customers with Unlimited Local and STD calling across all networks with a validity of one day. Customers will enjoy unlimited calls from Aircel to Aircel (Local & STD) and Aircel to Others (Local & STD) and stay seamlessly connected. RC249 is a unique product offering the benefits of Unlimited calling and Unlimited data with a validity of 28 days. Customers will enjoy Unlimited calls (Local & STD) across all networks and Unlimited 2G data usage. Additionally, 4G handset users will enjoy extra 1.5GB 2G data. This is by far one of the most valued voice and data proposition in the industry.

Anupam Vasudev, Chief Marketing Officer, Aircel, said, "As we gradually move towards the New Year, we want to delight our customers with an exciting gamut of products that offer them benefits of unlimited calling and data. Both RC15 and RC249 are designed for a wide spectrum of users, who want to enjoy free calling and also stay connected online at an affordable cost."

**AIRCEL**  
Unlimited Voice Calls  
to Any Network  
& Unlimited 2G Data  
For Rs. 249

# Myths On EMf Radiation

DoT raises awareness against



**Udaipur:** An awareness programme was organized under the aegis of Ministry of Communications on Electromagnetic Field (EMF) Emissions and Mobile Towers. This is the part of a nationwide programme to facilitate digital India initiative. Hon'ble Minister of State (Independent Charge) for Communications, Shri Manoj Sinha graced the occasion as Chief Guest in the inaugural session of this programme and delivered the inaugural address.

Shri O.P. Meena, Chief Secretary, Government of Rajasthan participated as a Special Guest in the inaugural session of this programme along with Shri J.S. Deepak, Secretary, DoT, DDG TERM, DoT and others senior officials of the Government of Rajasthan in the panel. Shri Rajpal Singh Shekhawat, Minister of Industry, Government of Rajasthan also graced the occasion and supported the initiative. The panel comprised of senior members

of the DoT, Principal Secretaries, Govt of Rajasthan, Advisor of Health Ministry and medical experts and professor of IIT Bombay. Shri Meena while delivering the address supported the idea of such initiatives to educate the masses on EMF and clearing the air on the misconceptions associated with it.

This initiative is aimed at bridging the communication gap and equipping various stakeholders like citizens & residents, chiefs of municipal bodies, government officers, municipal councillors and office bearers of Residential Welfare Associations with scientific evidences and facts on EMF which clearly prove that non ionising radiation from mobile towers are not harmful or hazardous for human health. The government of India norms are stricter and are rigorously implemented ensuring that emissions from mobile towers remain within the permissible limit and government guidelines are strictly adhered too.

The panel also presented the body of scientific evidence and research where it was clearly established that no correlation has been found between these emissions from mobile towers and human health diseases. Delivering the inaugural address, Hon'ble Minister of State (Independent Charge) for Communications, Shri Manoj Sinha, said "Telecom is a key source of communication & empowerment of citizens and an effective tool for socio-economic development of a nation. It is the backbone for growth and modernization of various sectors.

The delivery of voice and data services to those who are at the bottom of the pyramid in India, can be done through mobile networks only, which has been a game changer by expanding connectivity in the last decade. A conducive ecosystem for infrastructure rollouts is essential to take the country on the path to progress and we should continue to encourage a scientific temper

in the country with no place for myths around towers."

Shri J.S. Deepak, Secretary, Telecom Commission, DoT, during his welcome address said, "The Government recognizes the challenges for the sector and the people at large and is striving to empower the citizens with facts that help them make informed decisions. We are absolutely committed to protect the health of our citizens, the standards for Electromagnetic Radiation limit that DoT have prescribed for emission from mobile towers are ten times stricter than the international standards prescribed by ICNIRP and recommended by WHO. Indian Government has taken adequate steps to ensure that Telecommunications Service Providers (TSPs) strictly adhere to these norms. We want to continue working together to create a fully connected and empowered India and for them we need more towers."

Dr. R.M. Chaturvedi, DDG-

CS, DoT, pointed out that based on around 30 years of research and 25,000 studies conducted around the world, the WHO arrived at the conclusion: "Despite the feeling of some people that more research needs to be done, scientific knowledge in this area is now more extensive than for most chemicals.

Current evidence does not confirm any correlation between health ailments and exposure to low-level electromagnetic fields." He also referred to the WHO-led EMF Project, involving over 50 national authorities and 8 international organizations. Together, since 1996, they have been reviewing scientific information to provide scientifically sound and objective answers to public concerns about possible hazards of low-level electromagnetic fields. Despite extensive research, to date, there is no evidence to conclude that exposure to low level electromagnetic fields is harmful to human health.

A Committee, formed at the behest of the Hon'ble Allahabad High Court comprising experts from five IITs, AIIMS (Delhi), Indian Council of Medical Research (ICMR) and Indian Institute of Toxicology Research, Lucknow has also on the basis of scientific evidences, studies and reports available, found that there is no conclusive evidence about the stated dangers of EMF radiation from mobile BTS tower. Shri Ram Narain, Senior DDG,

Telecom Enforcement Resource & Monitoring (TERM) unit detailed the staunch monitoring and enforcement mechanism maintained by DoT for EMF related compliances. A penalty of Rs. 10 lakh per incidence is imposed in case any BTS site is found to violate the prescribed EMF norms. If the violation persists, sites can also be closed down.

Several Indian Courts, including the High Courts of Punjab & Haryana, Madras, Kerala, Gujarat and Allahabad hearing cases related to effects of radiation from cellphone towers, have delivered verdicts dismissing petitions raising concerns against mobile tower installations on grounds that they posed risk to people's health.

The Government has endeavoured to clear misconceptions around the issue of mobile tower emissions. It has sought advice from various scientific and research organisations to substantiate safety of mobile communications.

To further instil confidence in the public, the Government of India has taken the step of allowing towers to be installed atop Central government offices. The effort to drive awareness about the truth of mobile tower emissions will continue. But it will also need the people to open up their minds to be able to distinguish reality from myth. Only then will seamless connectivity be possible.

## Airtel Payments Bank crosses One Lakh Savings Accounts

**Udaipur:** Airtel Payments Bank, the first payments bank in India to go LIVE, has opened over one lakh (100,000) savings accounts in less than two weeks of rolling out its pilot services in Rajasthan. Close to 70% of the over one lakh accounts opened with Airtel Payments Bank are in rural areas, highlighting the massive scope for serving customers, particularly in unbanked and under banked pockets.

Airtel Payments Bank offers basic banking services to customers by leveraging Airtel's vast retail network and taking basic banking services to the doorstep of customers via neighborhood Airtel retailers. In Rajasthan, Airtel Payments Bank is rolling out pilot services across 10,000 Airtel retail outlets, which also acts as banking points. Two-thirds of these banking points across Rajasthan are in rural areas.

Shashi Arora, MD & CEO, Airtel Payments Bank said, "The customer response has been extremely positive and validates our retail based model that will also allow us to take our banking services closer to the customer. We have been able to deliver a smooth digital banking experience to customers and our systems have worked flawlessly to manage the quick scale up. We are also getting a good response from merchants and have further accelerated their onboarding."

Airtel Payments Bank plans to have a network of 100,000 merchants (shops) across Rajasthan by the end of the

year. All these merchants will accept digital payments via Airtel Payments Bank using a mobile phone. Airtel Payments Bank will not charge any processing fee from merchants for this facility.

Airtel Payments Bank is a fully digital and paperless bank. All its Banking points will offer bank account opening services and cash deposit & withdrawal facilities.

"Digital Banking: Quick and paperless account opening using Aadhaar based e-KYC. This requires no documents at all, only the customer's Aadhaar number is needed. "One minute of Airtel mobile talk time for every Rupee deposited while opening an account

"Customer's Airtel mobile number will be his/her bank account number

"Interest rate of 7.25% p.a. on deposits in savings accounts, the highest in India

"Money transfer to any bank account in India (Free money transfer from Airtel to Airtel numbers within Airtel Payments Bank)

"Personal Accidental Insurance of Rs. 1 Lac with every Savings Account

"Easy deposit and withdrawal facility across a wide network of Airtel retail outlets

Airtel Payments Bank's services can be accessed by Airtel customers on their mobile phones by dialing 8800688006. Customers can also visit any designated Airtel retail outlet to access services (and not just the outlet where they have opened the account).

## Radio City's Royal Treat to Rajasthan

Radio City, country's first and oldest private FM radio broadcaster strengthens its presence in the state of Rajasthan by launching 4 more stations: Ajmer, Udaipur, Kota and Bikaner. Close on the heels of the power packed launch of its 6th station in UP, Radio City now expands its reach to 5 stations in Rajasthan.

Fortifying its footprint, Radio City launched Radio City Ajmer 104.8 FM on 10th December 2016 and announced the launch of Radio City 91.9 FM in Udaipur and Radio City 91.1 FM in Kota followed by an upcoming station in Bikaner. Radio City promises to provide to its listeners an experience like never before with MAXIMUM MUSIC from melodious romantic music to harmonious wistful retro music, from the foot thumping new age peppy songs to heart rendering ghazals.

On the launch Mr. Abraham Thomas, CEO, Music Broadcast Limited said, "With launch

of our 4 new stations in the key markets of Rajasthan, we are excited to become a strong radio network, covering 5 cities in the state now.

After a heartwarming response in Jaipur, we are all set to entertain our listeners in Ajmer, Udaipur, Kota and Bikaner. We want to give our listeners the best of localized content and entertainment in sync with our ideology Rag Ragmein Daude City."

The station launch in Udaipur not only saw a grand and a royal procession from the Radio City office to the Maharaja palace to seek his blessings, also Bollywood heartthrob Hrithik Roshan in his impeccable style introduced Love Guru, Babbar Sher, KalBhiAagBhi on air. "I would like to congratulate Radio City for a terrific launch of 4 stations in Rajasthan including Ajmer, Udaipur, Kota & Bikaner. I believe Radio City's attempt to provide maximum music in the state will win many



hearts as it has across the nation. I am sure that the listeners too will groove to the melodies on air as much as I did!" said Hrithik Roshan

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions.

Radio City in its third phase of expansion has recently launched Kanpur station and will be launching, Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur, and Madurai soon.

Radio City also operates a web radio on Planetradio.com which has 40 stations as of date.

**o Rag Rag mein Ajmer City, FM Bole Toh Radio City 104.8 FM!!**

**o Rag Rag mein Udaipur City, FM Bole Toh Radio City 91.9 FM!!**

**o Rag Rag mein Kota City, FM Bole Toh Radio City 91.1 FM!!**

**o Rag Rag mein Bikaner City, FM Bole Toh Radio City 91.1 FM!!**

## Tata Building India School Essay Competition

**Udaipur:** The national winners of the ninth edition of Tata Building India School Essay Competition 2014-15 got an opportunity to meet the Honorable President of India, Shri Pranab Mukherjee, today at Rashtrapati Bhavan, New Delhi as part of their felicitation.

Launched in 2006, the Tata Building India School Essay Competition is India's largest national school essay competition that has provided a platform

for students from class 6 to 12 to express their views and ideas on nation building and pertinent issues. The 2014-15 edition was held in 11 different languages - English, Hindi, Gujarati, Tamil, Marathi, Kannada, Oriya, Telugu, Punjabi, Assamese and Malayalam across 7000+ schools in over 200+ cities. In this edition 3 million students penned their thoughts on the theme of "Clean India" with the topic being "Describe

your views on how cleanliness impacts national development and health and how you can encourage your locality and city to adopt cleanliness and promote healthy living"

The national winners of year 2014-15 edition were also felicitated by the Tata group at a function held on the same day at the Ghalib Auditorium in New Delhi. Mr. Ranjeet Goswami, Country Manager, Corporate Affairs, Tata Consultancy Services who was the chief

guest at the event, gave away the prizes to the young achievers which included the Tata Building India trophy and a laptop.

Speaking at the occasion, the chief guest, Mr. Goswami said, "I would like to congratulate the winners and all the participants of the Tata Building India School Essay Competition. The entries submitted by the students are a clear indication of their thoughts and excellent ideas and it showcases....."

## Shekhar Suman to host - Zameen se Falak Tak

Delhi based Brands Impact, one of the top branding agencies in India, has announced the launch of its unique TV Series, "Success Stories - Zameen se Falak Tak" - Season 1 hosted by Shekhar Suman, one of India's legendary actors, and a pioneer who made TV popular with his several successful shows and wowed a whole generation. The show is to be presented by Brands Impact and aired every Sunday on the popular national channel, Zee Business, starting 1st January, 2017.

Speaking on the occasion, Mr. Amol Monga, Director, Brands Impact, said, "We have grown up seeing the interviews and life journeys of film celebrities, politicians and cricketers. This show is an endeavour to share the stories of some the most "extraordinary ordinary" men who left no stones unturned against all odds and impediments to achieve enviable success."

The 13 week long series will showcase the untold stories of 13 individuals including Pahlaj Nihalani, Chairman, Central Board of Film Certification, and Sonu Sood, Indian film actor, whose journey from a small town boy to Hollywood is as fascinating as it is inspiring. The stories of several entrepreneurs will also be showcased on this unique platform that will be hosted by Shekhar Suman, who is not only a highly acclaimed actor himself but also one of the very few professional hosts who can bring alive any conversation and make the participants open up like none other. The man for all seasons... the multi-talented Shekhar Suman has interviewed the first 13 deserving individuals in his inimitable style that makes for a very compelling viewing in the first edition of the much awaited "Success Stories - Zameen se Falak Tak".

Interestingly, Shekhar will be seen, perhaps for the first time in a bearded avatar on this show. When asked for the reason for the change? He said in his characteristic demeanor - "Life is too short to have the same of anything.. it becomes monotonous and boring.. life is all about experimenting and exploring the unknown. Change is the only constant."

The show is the brainchild of dynamic and young entrepreneur, Mr. Amol Monga, a branding and events professional who has already made his presence felt through his venture Brands Impact and a series of highly successful and internationally acclaimed events including the International Quality Awards.

For this TV Show, Brands Impact, has joined hands with Water Entertainment, a well known production house of Mumbai and the show has been directed by Mr. Varun Middha. The series promises to unveil The Grand Tales of Success of some of the UNSUNG REAL HEROES who, through their sheer hard work, diligence and determination, have achieved the impossible in their respective fields. "This show is an attempt to honour and celebrate prominent and successful people from all walks of life, all of whom had an inspiring and humbling story to tell. It is our privilege and honour to unravel their stories to the world, so that others can take inspiration and cue from these real life heroes and learn to make their lives better and more beautiful," added Ms. Ankita Singh, Vice President - Brands Impact. The associate sponsors of the show include Sampatti Trading & Developers Ltd, Pushti Group & Bollywoodkart.com. The Fashion partner is Absolut and the Outdoor Media Partner is Global Advertisers.