



Own your City!

A number of steps are being taken to make Udaipur a better place for residents and tourists. This is not new. Every other month we hear or read about these steps that include resolution of problems and addition of new facilities. Still, when we see and compare the city with any well placed International city, we lag behind. Our first and final argument is that the governments of these countries are better than ours, this is not correct totally. If you know some friend who lives in a better-developed city in the world away from India, you can ask candidly and they will admit that it's just not the government, but it's the people who make the difference. A huge difference.

This is the same impression that tourists take back with them. When they see dirty walls and stinking corners, they know that the government did not come to create the mess, it's the people. The need of the hour is a self-realization and a sense of ownership. We keep our car clean but do not care about the

train we travel in. We keep the house clean but then throw the garbage out of the window without pondering that actually, we are making

our own city filthy. Like your bedroom alone cannot be considered a complete house and we do not throw our garbage just into the other room, throwing the garbage out on road too is a similar case.

The entire matter is of mindset. When you are in Delhi and traveling in a metro, you cannot dump anything anywhere. You must carry your wrappers in your pocket and then bin it outside the metro station premises. The highly professional approach of both administration and people keep the metro clean anytime.

In the same city, you will also find people who will dump their waste right beside the bin. You will find many at the Fatehsagar paal where after having eaten corn, very few put the remains into the bin. If you see literally, a city is just a geographical area with confined boundaries. All the lakes, palaces, gardens, and places do not make a city what it is. The people who live in do. People form the identity of a place and then it's the people who get praised for keeping a place clean and beautiful and same people get censured for that filth and odor.

It's not just that you are required to go out and clean the walls every Sunday, all you need is to inculcate good practices in and around your house. If you start keeping your neighborhood clean, others will follow either due to competition or inspiration, both will serve our purpose.

Launched Dhoka song with live performance at PVR IKON, Andheri



Rimesh Raja is an Indian playback singer who came into limelight in 2006 when he got recognition as duplicate of singer Himesh Reshammiya. Rimesh Raja's career has been marked by 15 years of incredible achievements across the globe. His unique energy and sound is a result of countless world tours and shows. He released his first single song Dhoka with dance master Ganesh Acharya and actress Madalsa Sharma at PVR IKON, Andheri West. Rimesh Raja also performed live for media and guest. Rajib Mona has composed the song which is penned by Shyam Raj. Zee Music Company has released the video online also.

The link is <https://youtu.be/8doBWN4jjoM>. Rahul Sanjeev have choreographed the song. Ganesh Acharya has acted as actor in the video with Rimesh and Madalsa.

Menchies Yoghurt with five short film toppings!



Five riveting short films over an amazing cup of frozen yogurt... in other words... The Menchies Short Film Fiesta! Shailendra Singh's Drinks Drama Aur Dhoka on the organ trade and Page 3 nexus starring Bhakhtyar Irani; Saare Sapne Apne Hain starring Vedant Gill, Charvi, Afrin Shaikh, Parineeti starring Kanwaljeet, Kitu Gidwani & Shweta Rohira; The Gift starring Mandira Bedi, Kushal Punjabi and Gul Panag; Kabir Sadanand's Papa We Love You starring Jimmy Shergill, Lekh Tandon & Arya Kabir Sadanand rocked the fully packed evening. Besides Directors Anusha Srinivasan Iyer, Kabir Sadanand and Kushal Punjabi, actors Bhakhtyar, Tanaaz Irani, Vedant Gill, Khushi Mukherjee, Avinash and Deeksha Dolwani of Menchies, singer Manasi Scott, Devesh Mishra, Anand Rai and many others graced the event held at Menchies Frozen Yogurt Parlour in Khar Pali Road. All in all, we realised yoghurt with amazing toppings and awesome movies, do make your day in every way!

Hindustan Zinc quarterly profit rises 81 percent

Udaipur: Hindustan Zinc Ltd on Thursday reported an 80.9% jump in net profit to Rs1,876 crore for the quarter ended June from a year earlier on the back of a 78.8% rise in revenue to Rs5,013 crore.

Earnings before interest, taxes, depreciation and amortization (Ebitda) in the quarter rose by 110.8% from the year ago-quarter as Ebitda margin expanded by over 720 basis points to 47.6%. Mined metal production rose 84% from the year-ago period to 233 kilo tonne (KT), primarily on account of higher volumes from all mines, higher zinc grade and depletion of opening stock, the Vedanta Group company said in a statement. A 35% rise in zinc futures and a 26% rise in lead futures traded at the London Metal Exchange (LME) also aided revenue growth.

INDIA - A Global Super Power in Agricultural Production

Improving trade and consumption key to doubling farmers income

Udaipur: India ranks second globally in agricultural production (\$367 billion in 2014) whereas India's rank in services and manufacturing sectors are way below- 11th and 12th respectively. Agriculture's contribution to our country's economy extends beyond rural economy and encompasses many activities in manufacturing and services sector. Export surplus from our agricultural trade is higher than the corresponding figure achieved by manufacturing sector.

India's agriculture is as diverse as its culture. No other country produces as many crops as we do. Indian agriculture is no more food grain centric. Horticulture and livestock sectors now account for >50% of our agricultural production-in value. India's present agriculture is structurally different from the one that existed earlier. Our farmers have ensured country's food security and nutritional security as well. Indian farming is backward, unenterprising, distressed, debt ridden and a drag on eco-

nomics resource is what millions tend to believe. The empirical evidence shows a delightfully different picture. The compilation of these facts was released in the form of a report by Honorable Union Minister Shri Nitin Gadkari in Delhi today at a function organized by ASSOCHAM. Center for Environment and Agriculture (CENTEGRO), a Mumbai based not for profit organization has prepared this comprehensive report on Myths & Realities in association with experts from Tata Strategic Management Group. Honorable Union Minister of State (Agriculture) Shri. Purshottam Rupala & Hukumdev Yadav - Chairman Parliamentary Committee on Agriculture were both present on the occasion and appreciated the compilation of facts contained in the report.

Rajju Shroff Chairman CENTEGRO and Crop Care Federation of India (CCFI) addressing the press stated "Traditionally used - Yield per acre for crops is an unfair mea-

sure of Indian farm productivity. Globally India is the largest producer of milk, second largest in fruits + vegetables & fish. Third largest in egg production in the world. This is all due to small and marginal farmers who deploy family labour and engage in intensive multi cropping all year round. They also manage livestock & poultry efficiently using agriculture waste as animal feed and to produce manure. India has 91 million ha. of irrigated land for agriculture (highest in the world).

Thanks to multi product and multi seasonal and mixed farming (crops and livestock) there is negligible impact of deficit rainfall on agriculture now. In 2010 -11 with a 20% deficit in rainfall Agri-output stood steady at US\$203 Billion registering NIL decline across most segments.

S Ganesan - Advisor (CCFI) observed that in order to double farmers income, our focus should shift from production to increasing consumption within and outside the country. In



order to bring price stability in domestic market, we must access foreign markets. Global exports in agricultural products is over \$1500 billion annually as per the latest data from WTO. Of this, India's share is less than \$35 billion. One of the ways to double farmers income is to increase our agricultural exports to over \$100 billion by 2022. Increasing our international presence is a key to mitigating problems arising from production glut. He also debunked many myths about Indian agriculture such as farmer's suicides, increased rate of cancers linked to agriculture etc. Globally 8 lakh people commit suicide each year

(WHO). In 2015 133,623 suicides were reported in India of which less than 10% (12603) were of farmers. Incidence of cancer in India - a global leader in agriculture - is way below the world average. Singapore with no agriculture has higher incidence of cancer than India. CENTEGRO'S study also debunked popular notions about farmers injecting hormones, coloring chemicals into fruits and vegetables improve colour and size (Watermelons, pomegranate etc.). Organic farming is not sustainable because of low yield and need for huge amount of unavailable manure. Farmers spend on crop pro-

tection chemicals is just 1% of the value off total agriculture production. The health scare about pesticide residues in food is a malafide campaign propagated by foreign funded NGOs in order to tarnish Indian agriculture, a spokesperson of CENTEGRO said. With the introduction of GST, there will be smooth movement of many agricultural commodities enhancing inter-state trade.

On lines of the MAKE IN INDIA campaign, the report urged the union government to launch GROW IN INDIA campaign aiming for substantial gains in agri-exports with a single authority to monitor India's international agricultural trade- both exports and imports. As India has several Agro-climatic zones and required labour with multi-tasking skills, India can produce and supply to the world a variety of crops. India has sunlight round the year. Countries that have scarce labour and lands, harsh weather can consider outsourcing agriculture to India.

MP Birla Cement : Premium Cement with 9 Unique Benefits

Udaipur: MP Birla Cement, pioneer in the Cement Industry with more than 50 years' experience in cement manufacturing, is proud to present its most superior offering, 'M P Birla Unique' cement, in Bihar. With its 9 Unique Benefits it is the best in class cement in the premium category. Made from the finest quality of raw materials, selected from the best sources in the country, made with the most modern plants with cutting-edge technology and under strict quality control, Unique is indeed a "limited edition" cement meant for the most discerning customers and their "unique" needs. Recognizing the growing demand for such a "value-added" premium cement product for the highly quality and value-conscious home-builders of Bihar, M P Birla Cement decided to bring "MP Birla Unique" to the State

to provide a superior product and the best value. Launching "MP Birla Unique" Shri Sandip Ranjan Ghose, Executive President, Sales, Logistics & Marketing, MP Birla Cements, addressed the channel partners and spoke about the new "Cement Se Ghar Tak" multi-media campaign of the Group.

"The idea behind the Cement se Ghar Tak campaign emerged from research and insight that clearly demonstrated a marked increase in engagement by customers. Building a home is a labour of love and an investment of a lifetime for most people.

Besides, homebuilders today have greater awareness about products, are more quality conscious, yet, they still look for expert advice so that they can take the right decision while building their home. Understanding this need, MP Birla Cement has further developed and enlarged the reach and scope of its Customer Support Service to be the best in class.

Shri Pracheta Majumdar, Executive Director and Chief Management Advisor of the Group, launched the MP Birla "Home Building Guide". Available both in print and online, the Guide is a primer for home builders to make them aware of various facets of home building and different kinds of construction material. "The MP Birla Group is known for its 'heart and strength'. The 'on-site expert services', provided by MP Birla Cement, hopes to strengthen the bond it shares with its customers. This is a key differentiator and vehicle for customer delight," said Shri Ghose.

He added that "the Cement se Ghar Tak campaign, unlike other cement campaigns, talks directly to the end-customer at an emotional level, and gets close to understanding their needs."

The new campaign conveys to home-builders that "we do not stop at supplying the best cement to customers to build a strong and long lasting house, but we are their guide who is there to help cement their



dreams. Through this campaign, we are reiterating our commitment to the customer, staying a step ahead of competition. In the coming days, we shall further enhance our offering through continuous innovation and thought leadership," says Shri Ghose. MP Birla "Unique" Cement offers the following 9 Benefits: 1. Improved Workability; 2. Low heat of Hydration; 3. Chloride Resistance; 4. Resistance to Alkali Aggregate Reaction; 5. Sulphate Resistance; 6. Corrosion Resistance; 7. Durability; 8. Tamper Proof Packing; 9. Lighter Colour for Better Aesthetic Finish. With its long heritage as one of the oldest and most respected cement manufacturers of the country, MP Birla Cement has always put the customer at the heart of the business and never stopped at being just a provider of quality cement. MP Birla Cement understands that building a home is a labour of love and an investment of

a lifetime. Therefore, MP Birla Cement does not stop at just selling Cement. It goes beyond and provides expert advice to consumers so that they can take the right decision while building their home. It accompanies the customer all the way to building a dream home - therefore, its motto is Cement se Ghar Tak.

MP Birla Cement's on-site expert technical services to homebuilders not only provide advice but also calculate costs, recommend the right type/grade of cement for diverse construction requirements and guide the home-builder through crucial steps during various phases of building the super-structure. MP Birla Cement's Customer Support Services Group has more than 100 qualified technical field support engineers and more than 70 fully equipped mobile construction material testing laboratories across the country. "To reach out to the MP Birla Customer Support Service team dial: 8010550000".

A Grand Music Launch of Film Mr. Kabaadi

Mumbai: The music of the film Mr. Kabaadi was launched on Thursday, 20th July 2017 at The Club, Andheri (West) on the label of Zee Music. Alka Yagnik & Sudesh Wadekar, the chief guests on the occasion released the music.

It was a musical sojourn with musical veterans rubbing shoulders at the grand release which included Bhajan samrat Anup Jalota, Om Chhangani, Annu Kapoor, Director Seema Kapoor, music composers like Ali-Gani, Raj-Prakash and Vishal, singers like Madhushree, M.D. Ghani, Divya Dutta, Vikram, Rajveer Singh with the Zee Music team as well as all distributor 'Rich Juniors Entertainment's MD Vinod Nischal and marketing teams 'Media Magic's MD Pallavi Agrawal making their presence felt.

Anup Jalota Films presentation's humorous film Mr. Kabaadi produced in association with Sadhana TV and Om Chhangani Films is all geared up to lit the screens on 4th August 2017. Written and directed by Seema Kapoor for producers Anup Jalota, Rakesh Gupta, Dinesh Gupta and Om Chhangani, Mr. Kabaadi is all set



to tickle your funny bones. The film has five melodious songs which have been scored by Raj-Prakash and Ali Gani. The other credits include cinematography by Vijay P. Varude and editing by Sanjib Dutta. The star cast comprises of Om Puri, Annu Kapoor, Sarika, Vinay Pathak, Rajveer Singh, Kashish Vora, Brijendra Kala and others. The film is slated for release on 4th August 2017.

A seminar on 'Business Opportunities in Africa soon

Udaipur: The meeting of the executive committee of the Federation of Rajasthan Trade and Industry, Udaipur division was held in Hotel Rambagh. The meeting was presided over by Divisional President Pravin Suthar said that guidance to industrialists and businessmen on recession and GST, was given Sharma and joint secretary Indra Kumar Suthar said that a seminar will be organized on 'Business Opportunities in Africa' will soon be organized. In this seminar, special expert Ajay Gupta from Jaipur will give information about the export avenues.

Executive member Vishal Dadich told that a seminar on business digitalization and digital marketing will be organized soon to promote industry and business in Udaipur division under the chairmanship of district collector Vishnu Charn Mallik.

A small step towards your child's bright future!

Udaipur: Colgate-Palmolive India Limited, the market leader in Oral Care in India, has launched its annual Colgate Scholarship Offer. As a part of this limited-edition offer, valid till July 31, 2017, Colgate is offering more than 300 scholarships worth more than Rs. 52 lacs, to help children take small yet meaningful steps in fulfilling their dreams.

Since its launch in 2009, Colgate's Scholarship Offer has been contributing to the lives of children by giving them and their families a future to smile about. So far, the program has enabled more than 1000 Indian families, from across 100 cities, to give their children a bright future - be it in dance, sports, music, or academic educations.

The 2017 Colgate Scholarship Offer has more than just scholarships to offer. While purchase of the product is not mandatory to participate in the scholarship offer, those who buy a pack of Colgate Dental Cream (100gm and above) also get a free one-month video tutorial subscription, worth Rs. 999 each, of BYJU'S - the education app for school students best known for its maths and science lessons. To make education accessible for everyone, Colgate along with BYJU'S has created special audio lectures for the deserving little ones who cannot access the app. To know more rush to your nearest store and pick your pack today!

On this occasion, Mr. Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited said, "The Colgate Scholarship Offer is one of the many Colgate initiatives meant to give children and their families a future they can smile about. Since the launch of this annual program in 2009, Colgate has tried, in a small way, to impact the lives of Indian families across 100 cities. That, has been a motivation for us to scale up the program this year, by not only providing more scholarships but also by partnering with BYJU'S, the Education Platform so that each pack of toothpaste offered free access to BYJU'S content for a month - an offer worth Rs 999."

Commenting on this partnership, Byju Raveendran, Founder & CEO, BYJU'S said - "At BYJU'S, our main focus is to make learning accessible, effective, engaging and personalized for everyone. Our learning programs have been designed to address the gap in the way in which students learn concepts today and how it can actually be learnt. Our partnership with Colgate will offer us the platform to help students from various backgrounds, across the country, have an interesting, enjoyable and effective learning experience."

Facilitates Linking Of Aadhaar With Customer's Mobile No

Udaipur: Vodafone India has initiated the facility of linking of existing mobile number with Aadhaar at all retail touch points including Vodafone stores and over 75000 multi Brand Outlets across Rajasthan circle. The facility to link Aadhaar with existing number is available for all Vodafone customers in Rajasthan. More than 5 lakh customers in Rajasthan circle have already utilised this service by linking their SIM to their Aadhaar account. Vodafone is one of the first telecom service providers in Rajasthan to offer this hassle free e-KYC activation for new customers and free of cost re-verification for existing customers where customer can walk out quickly by re-verifying their account in just minutes. As a responsible Corporate, Vodafone India is also informing all existing customers to get their Aadhaar linked with their mobile number at the earliest.

Customers can do the re-verification through e-KYC process in 5 simple steps:

This service has been initiated by Vodafone in accordance with the Govt. of India rules on mandatory re-verification of existing prepaid and post-paid customers using their Aadhaar identity number and biometric details. This will help Vodafone customers to enjoy uninterrupted mobile connectivity. e-KYC solution is an instant, secure and green mobile subscriber verification process, where a customer's Aadhaar and fingerprints are adequate for both validating and activating prepaid and post-paid connections. Inviting all the residents of Rajasthan to avail Vodafone's easy to access re-verification service, Amit Bedi, Business Head - Rajasthan, Vodafone India, said, "Vodafone is proud to be the preferred telecom services provider to over 12 million customers in the circle.