



## Editorial & Much More

### Bak to The Playground

The summer has settled already, and we are in the mid of the season where the temperature is continuously soaring into the 40s. This is the same time of the year when kids have their summer vacations. Now, given the heat outside and availability of electronic devices inside the homes, all the legacy sports and games have become a thing of the past. Is that okay, we know it's not!

Now there are two things you can do. And one of those you are already doing—letting things take their course. Of course, this will not help. An approach where kids are taking a shape which is convenient and easy is not going to help.

Kids must have full freedom to do things on their own but turning them towards the right direction is the challenge, and that is what parents need to do.

The most significant challenge is pushing a child into a real playground making them leave the phones and other media devices. This can be done forcefully, agree. But if you want results out of this, you need to convince them. And that would require your involvement.

### Editorial

Yes, do join your kid in those early morning or evening games. Play badminton or play cricket. If you feel that your kid needs more reasons

to rejoice, have your spouse join you.

Kids love to see parents in action. They inspire so much. You can test this quickly. When you are watching a movie on television with your spouse, your kid will join. Now, you both can move to the garden and clean the grass and water the plants. Talk to each other about the health of plants and their growth prospects; the kid will feel interested.

Similarly, if in the evening if you step out in the open to play badminton, your kid would like to join you. This is their age to explore their physical possibilities. Do challenge them for running, jumping, and other things. Once they are in the mood, they will discover the limitless possibilities of the real world.

Going out on summer vacation is useful but more important is to make them learn about life so that they feel interested in everything they come across. Their love for story books will improve their knowledge and reading skills. Their connect with the plants will teach them about nature.

Spend some time out under the open sky and let them wonder about the stars and planets. The energy and power that comes from a connect with the surroundings will help them absorb energy from nature, and they will be better and sharper.

If their basics are right, they will be able to learn concepts faster; be it studies or extra curriculum activities. So, as you reach home, after a tea, take your kid to the playground. That, of course, will also help you stay fit.

### MERAPATIENT APP PLANS TO RAISE Rs. 20CR

Udaipur - Jaipur based, MeraPatient app, one of its kind aggregator platform in healthcare industry, plans to expand its presence in ten more cities of the country including Delhi and Mumbai. The app's pilot was launched in Jaipur in August last year has 10000 users and the company is looking for investment of Rs. 20 crore for human resource and infrastructure development in metros and mini-metros. Currently company is in talks with venture capitalists to raise the required funds. In the first phase the app will be launched in 10 cities including Mumbai, Delhi, Bengaluru, Chennai, Hyderabad, Ahmedabad and Pune and three more cities till 2019, its founder Manish Mehta said. With the nation-wide network of certified chemists shops and diagnostic centers, the app creates a demand and supply situation on the Smartphone screen that empowers users to buy medicines and conduct tests at diagnostic labs as per the choice, he said.

The user of the app can search the nearby chemist shops and diagnostic centers and can purchase medicines as well as book appointments for the tests by uploading doctors' prescription on the app. On the other side, the chemists and diagnostic labs get alerts on the demand from the users and they have to offer a combination of availability, price-discounts and home delivery options.

The app also features a panic button which provides a chance to overcome users in trouble or in panic situation as an alert along with location of the person in trouble is sent to pre-filled five family members' mobile numbers. Mehta said that the alert sound is audible even if the phones are on vibration so that the person can respond immediately.

With e-pharmacies coming up in a big way in the country, livelihood of about 8.5 lakh offline pharmacies are at risk of losing business. MeraPatient app is empowering such pharmacists by helping them reaching out to their own regular patients/customers more effectively and serve them at their doorstep, said Mehta.

### Recruitment of the students of GITS at HiTech iSolutions LLP

During the campus recruitment drive held at Geetanjali Institute of Technical Studies (GITS) Dabok, the top IT Company HiTech iSolutions LLP selected 06 students of B.Tech for Process Analyst profile. The Training and placement head Mr. Arvind Singh Pemawat of organization informed HiTech iSolutions LLP is Hi-Tech iSolutions LLP is a multidisciplinary outsourcing service provider with a global presence. It is ISO 9001:2008 certified, privately owned company established in 1992 with 800+ professionals. It provides services like Data Processing, Graphic design and web research. The HR Manager Mr. Honey Jainand HR Executive Amrita Haldhan brief about the company profile and their job profile through power point presentation. Dhruv Bhatnagar & Rajan Bajaj (B.tech ECE), Manish Regar & Vinit Gupta (B.Tech CSE) Tarun Nalwaya & Pratinav Joshi B.Tech (ME) were selected as a Process Analyst profile after a round of Group Discussion, Interview and HR Interview.

GITS Director Prof Dr. Vikas Misra and Finance Controller B.L. Jangir congratulated the selected Students and advised that they do their work future.

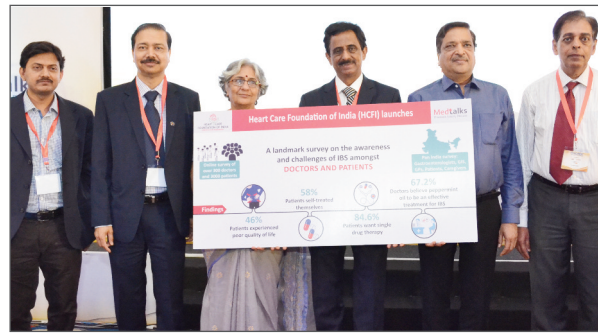
## Irritable Bowel Syndrome is the 2nd most common cause

**Udaipur:** A study conducted by the HCFI, a leading National Health NGO has revealed that about 5-10% of the population surveyed experiences symptoms of Irritable Bowel Syndrome (IBS) such as abdominal pain, diarrhoea, constipation or incomplete evacuation. Yet, a majority of them do not seek medical help.

The study aimed at analysing IBS from the physician and patient's point of view – awareness about the disease, its impact on day-to-day life and treatment options. It is interesting to note that even though 84.6% of the respondents felt that abdominal pain or other symptoms of IBS cannot be ignored, an overwhelming 58% of them use over-the-counter medications for relief and did not see a doctor. Given the impact of IBS on a person's day-to-day life, it is important to raise awareness about IBS amongst both the medical fraternity and patients about IBS.

Dr Naresh Midha, Department of Medicine, AIIMS, Jodhpur, opined, "IBS is not a mental health disorder. However, stress can greatly impact this condition. The symptoms worsen under extreme stress. One of the treatment modes should therefore be to indulge in activities that can reduce stress and keep a person calm. Apart from this, your specialist will also recommend dietary changes and maintaining an active lifestyle. Medication is only used when the condition aggravates further. Antispasmodic agents like peppermint oil can be highly beneficial."

The most common symptom of IBS is abdominal pain with changes in bowel habits (diarrhoea and/or constipation). Abdominal pain is typically crampy and varies in intensity. Some people notice that emotional stress and eating worsen the pain and that having a bowel movement relieves the pain. Women may notice an



association between pain episodes and their menstrual cycle.

Speaking about this, Dr C S Sharma, Senior Gastro Physician, Rajasthan Hospital, Jaipur said, "IBS may not be a life-threatening condition but can get highly discomforting and painful. One may experience either sudden diarrhea or immense constipation, and at times both. This can further lead to bloating and other gastric disorders, not to mention unbearable cramps in the lower part of the belly. It is important to get treatment in the initial

stages, failing which IBS can even cause unnatural weight loss and urinary problems."

The results of the survey conducted amongst the medical practitioners on the treatment methodologies for IBS revealed that almost 55.9% of the doctors use a symptom-directed, multidrug approach in the treatment of IBS; 54.5% doctors prescribe antispasmodics; and another 30.8% prescribe antibiotics, antispasmodics.

About 80% of the doctors surveyed believe that an ideal antispasmodic for the treatment of IBS should offer relief from

symptoms of abdominal pain/discomfort, bloating/flatulence and complete evacuation and also possess minimum side effects. Peppermint oil has emerged as a good option since almost half of the participating doctors feel that it is effective in relieving abdominal pain, gas, bloating and faecal urgency through its selective effect on the smooth muscles of the intestine.

Speaking about the need to raise awareness Dr KK Aggarwal – President HCFI said, "A simple mantra that everyone must remember is that if there is no pain, it can't be IBS. Raising awareness about the disease incidence is key."

There is an unmet need in the treatment of IBS, as, despite the wide variety and effective treatments available, most patients do not get appropriate treatment. More widespread knowledge and proper use of available therapies (such as diet restriction and peppermint oil) will

enable both the physicians as well as patients in achieving a better quality of life and relief from symptoms.

**Some interesting insights from the patient survey include the following.**

- 84.6% said that pain in abdomen and altered bowel habits cannot be ignored
- 58.3% people self-treat symptoms with over-the-counter drugs
- 33.3% feel that the condition is not serious enough to contact a doctor
- 8.3% would seek no treatment at all
- 46% say IBS hampers their daily life
- 50% of them said they would take multiple drugs including antibiotics, antispasmodics etc., each time they have an attack
- 41.6% opted for diet change or probiotics for each attack

### Udaipur boy selected for Google I/O conference

**Udaipur:** Akshay Nandwana, a final year B.Tech student at Techno NJR College, Udaipur has been selected among 5 students from India for participation in the Google I/O conference. The conference will be held from May 8th to 10th in the USA.

Akshay is a student from the Information Technology branch. He was undergoing online training from Google as part of its 'Developer Students Club' programme. As part of that he had devised various technological and engineering solutions to problems.

Akshay will leave on 6th May and return back on 11th May. He will participate in a 3-day workshop organized by Google during this period. The students will be given training on various aspects of Computer Science. There will also be code labs during this workshop. There will also be a review of the progress made by students on their application of technology to provide various solutions.

Akshay is already a Google Certified Associate Android Developer and also a Developer Student Club Lead. Besides Akshay, the other 4 students are from New Delhi and Bengaluru. Akshay is the first person from Udaipur to participate in this programme.

### Advaiya Power BI DIAD at Microsoft

**Udaipur:** Advaiya hosted another packed Dashboard in a Day – a workshop designed to cover the capabilities of Microsoft Power BI and provide hands-on experience. This 1-day event held on 25 April at the Microsoft office in Mumbai brought together business and technology leaders across industries. Participants included people who were looking to enhance their business by leveraging data to make critical business decisions in an efficient, precise, and effective manner.

There was a lot of discussion about developing and deploying Power BI solutions in their organizations. Some attending companies already had Power BI licenses; they wanted to understand how effectively they can fully utilize Power BI for internal reporting and client project purposes.

Participating companies include Yes Bank, Larsen & Toubro, H&R Johnson, Excellent Software, CLP India, Symphony Infotech, Kalpataru Ltd. and Ajmera Reality among others. The event kicked off with a BI roadmap session led by Manish Godha, CEO Advaiya.

## 1 in 4 employees DOES NOT understand tax savings options

**Udaipur:** A recent survey has found that one in every four salaried employees in the taxable bracket is not aware of the tax savings potential offered by some employee tax benefits that form part of their respective salary.

The Zeta Employee Benefits Study\* commissioned to Nielsen India, among 194 corporates and 1233 employees across 7 cities, takes an in-depth look into employee tax benefits and its current state in India. The survey also reveals that among the employees that opt out of reimbursements, 56% of them do so for higher in-hand salary, thereby not using the full potential of the tax benefits offered to them.

Employee tax benefits are tax saving benefits offered by companies to salaried employees as part of their CTC. These include reimbursements for fuel, telephone usage, LTA, gift vouchers and so on.

According to the survey, which covers 194 companies and 1233 employees across the country, telecommunication is the most popular tax benefit offered by companies, followed by fuel and LTA and Gadget reimbursement. However, 94% of companies still use complex and time-consuming paper-based processes when it comes to managing employee tax reimbursements.

62% employees surveyed said the claim submission process is time-consuming. The survey found that an employee spends an average 23 minutes just to submit a single bill claim and 41% employees need to submit one claim form per claim. While on the corporate side, close to 47% companies claim managing paper bills, especially illegible and invalid ones is their biggest challenge. In fact, 71% of companies take 8 days or more to process each claim, with some taking even more than 2 weeks.

"The administration of employee benefits in India is lagging behind in many ways. The survey ratifies our belief that employees waste a lot of their productive time in mundane activities like storing bills, submitting paper-based claims," said Ramki Gaddipati, CTO and Co-founder, Zeta. "Only 6% of companies in India use a completely digital process for reimbursements. Due to the complex time-consuming paperwork, many employees prefer to opt out of the benefit because they are not able to derive value for the benefit."

Two in every three companies surveyed feel the time and cost spent on managing tax benefits exceed actual benefit to employee. The survey that spoke to HR managers across industries states that 81% of companies have a dedicated team in-house to manage reimbursements and the average team size across industries is around 6 people. Due to high running costs and logistics management, 35% corporates claim to have discontinued one or more reimbursement programmes.

### Need of the hour

Most employees do not understand or see the value of the benefit and the potential of savings it could offer. It is perceived that opting out of tax benefits leads to a higher in-hand salary. This mindset needs to change

for a mature approach towards savings. It is also critical to make the process of availing benefits easy and less cumbersome so that the time and cost spent by companies and employees towards administering these benefits is justified.

100% of the employees interviewed during this survey owned a smartphone and had access to the internet on a daily basis. 90% employees said they prefer a fully digital reimbursements process. This is a stark contrast to the fact that only 6% of all companies surveyed provide it. The precedent is already there. India has the fastest growing smartphone market in the world. This is a call to action for companies that haven't switched to digital tax benefits yet. When the majority workforce in India prefers a digital process, then there's no good reason to not follow through, considering such services and platforms do exist in the market.

Sharing his thoughts on the report Bhavin Turakhia, CEO and Co-Founder, Zeta said, "90% employees prefer digital claims over a paper-based process. With India changing gears to become a more digitally-driven nation, the way we run our organisations also needs to change. Although we have several employee benefits in place, the lack of digitisation is an area of concern given the fact that we have a young tech-savvy workforce in the country. Most importantly, a digital transition will ensure faster processes, significant cost savings for companies and transparent functioning."



### Bollywood Actor Shiva inaugurates new Restaurant 'Royal Taste & Banquet Hall'

**Vadodara:** An eatery joint is always looked as a place of comfort and recounting a culinary adventure. Vadodara formerly known as Baroda, the third-largest city in the Western Indian state of Gujarat, after Ahmedabad and Surat, witnessed the launching of a new delightful and yummy restaurant 'Royal Taste & Banquet Hall' on 25 April 2018. Situated at Bikaner House Water Tank Road, Opp. Saibaba Temple, Karelbaug, Vadodara (Gujarat), the eating place was inaugurated by none other than Bollywood actor Shiva who had featured in more than 100 films and known for his villainous or comic roles from Chashme Baddoor in 1981 to Ghar Ek Mandir, Qayamat Se Qayamat Tak, Zakhmi Aurat, Hum, Ghatakand many more.

The beaming proprietors of this restaurant, Chirag Patel and Bhavesh Patel speaking on this occasion said, "We have all kinds of culinary delights – from Gujarati, Punjabi, South Indian, Chinese and Fast Foods to tickle the taste buds of all choice of patrons. I am sure with moderate pricing, good ambience, attentive staff this place will soon be liked by the people of Vadodara. Apart from the restaurant, we also have a banquet hall for small parties and gatherings for 60 to 65 persons."

The chief guest of honour, Shiva said, "I relish eating at restaurants if the recipe of the dishes is good. Chirag Patel and Bhavesh Patel are promoting healthy choices of food to its customers. Vadodara being an important industrial, cultural and educational hub houses has major industries and foreign exchange services. People here would savor all types of culinary and will feast them too."

Well-known people from all walks of life and other celebrities with Chirag Patel, Bhavesh Patel & Shiva like Social worker Dilip Patel, Pravinbhai Patel, Dhirajbhai Patel, Anandbhai Patel, Dalsukhbhai Prajapati, Madhu Shrivastava and others attended the opening of this restaurant and made it a grand affair.

### Standard Chartered Bank :Anushka Sharma as brand ambassador

**Udaipur:** Standard Chartered Bank announced the launch of its retail digital banking initiatives which will empower customers to avail of a seamless digital experience across various banking services - from opening accounts real time to interacting digitally with relationship managers (RMs). The Bank today launched the instant digital account opening capability which enables customers to instantly open a savings account using their AADHAR details through online or mobile interfaces.

Launching a suite of digital banking capabilities, the Bank announced that customers can now also make investments in mutual funds and initiate payments through Unified Payment Interface (UPI) and Bharat QR. Additionally, customers can chat online for their service requests and Priority and Premium Banking clients can seek advice or resolutions much quicker through video conferencing with RMs. The banking landscape is changing rapidly with digital platforms becoming a dominant form of interaction between banks and their clients. Consumers, particularly millennials, expect banking services to be faster and seamless on the back of smart digital interfaces. The launch will help the Bank take its rich product-suite to the young and emerging afflu-

ent customers, even as it reinforces its strong position with the affluent audience. To create a strong connect with this ever increasing young working audience, the Bank is bringing on board actor Anushka Sharma as its brand ambassador. Anushka, as one of India's top actors and youth icon, personifies the affluent youth and their upwardly mobile aspirations while representing the values and ethos of the Bank. Speaking on the occasion, Zarin Daruwala, CEO, India, Standard Chartered Bank, said, "Recognising the rapid adoption of technology in a young and aspirational India, we had embarked on a journey of Retail transformation, with the clear intent to use technology with a human touch, transforming the entire client experience; making it digitally capable and seamless, but keeping customer centricity at the core of all we do."



Anushka Sharma said, "I am glad to partner with Standard Chartered - a Bank which combines great vintage of 160 years in India and the drive to stay contemporary and cutting-edge. I was impressed with the spirit of continuous digital innovation at Standard Chartered coexisting alongside great trust and solidity. As an artist, I strive to challenge myself through my choice of roles and the films I produce through my production house Clean Slate Films. The subtext of never settling in this campaign was the reason I identified with and became the brand ambassador for their products and services."