

The scathing personal attacks

The Satellite news channels are generally abuzz with scornful personal attacks from one person to another. More often than not, these attacks are launched and hurled by political leaders. The purpose remains to demean the receiver. In response, the other party also reminds the abuser about their past or present deeds, and the mud sledging remains in the news until a fresh, such attack is reported. The sole purpose of such useless acts is to stay in the prime time. One party endorses and the other party denies the allegations.

Media blindly follows such news items and calls it breaking news. Some smart anchors, who are more analysts than news readers, carry out a detailed post mortem and explain their viewers the reasoning, psychology, and future actions. Supporters and adversaries endorse or oppose these statements respectively. Channels organize a verbal fight which leaves the audience dumbstruck if not irritated. Such statements by the leaders while is the spoiled face of politics, coverage, on the other hand, is the face of strayed media. Perhaps this is why after staying glued to the television for a few years, people are returning to the newspapers for authentic news.

Editorial

Newspapers even today serve the news and trust the wisdom of the reader to find a meaning of the news. The development news still finds the front page in a newspaper. The most important aspect of such futile statements is just that they have nothing to talk about their side. If you have done your homework, your interest would be in getting good grades and not working hard to get others' grades down. This is a natural phenomenon. And now is the time to realize the difference between hard workers and backbenchers. The general thought process is "what I can do as a lone voter?". In this case, you have to do nothing literally. Learn to ignore such news and do not repost or re-tweet any rhetoric or hate speech against anyone. Choose people who can ask for your vote on their achievements. Leaders' get their power from supporters. There's nothing wrong with being a supporter, but you must ensure that your leaders represent you rather than dominating or ruling. Ask them the right questions and make them accountable for developments and promises they scripted in the manifestos. If you fall in love with your leaders, you start hiding their shortcomings which screw up the future of your kids. A flyover constructed in a hurry to encash votes may last a generation but might hurt your kids in the future. If you are there on the social media, behave like a responsible owner of the country and at least stop a hate message or false claim at your end. Let's ensure that we are at least not a part of hate or false politics. Happy Living!

Mountain Dew's Risk Taker ArjunVajpai summits Mt. Kangchenjunga

Udaipur: ArjunVajpai, Mountain Dew ambassador and the mountaineer to summit five peaks over 8000 metres successfully completed his expedition up the world's third highest peak, Mt. Kangchenjunga. With this, he now becomes the youngest mountaineer in the world to scale six peaks above 8000 metres. The 24-year-old scaled the 8,586 meters Himalayan Mountain on May 20, 2018 at 8:05 am (Indian Standard Time). This summit is an important milestone in Arjun's quest to summit all the fourteen 8000 metres plus peaks in the world.

Partnering Arjun on this extraordinary journey since 2016 has been beverage brand Mountain Dew. The brand stands for inspiring youth to step out of their comfort zones & push their mental and physical boundaries. Arjun's journey resonates strongly with Dew's philosophy of 'Risk Utha, NaamBana' and the brand brought alive his story earlier this year through a biopic TVC & an episodic content series titled 'Kangchenjunga Calling'. Mountain Dew's Risk Utha, NaamBana proposition is based on the powerful insight that greater success needs greater risks and one should always strive to break out of the ordinary. Arjun's spirit of carrying on, even in the face of adversity makes him the perfect embodiment of this philosophy.

Expressing his joy at having scaled one of the most challenging peaks in the world, ArjunVajpai said, "Dreams do come true! This was my second attempt at summiting Kangchenjunga & I cannot even begin to express what I am feeling today. The unwavering support & encouragement I received from the team at Mountain Dew has been just incredible, they have believed in me through this journey & helped me live my dream. The journey continues, onwards to peak no. 7 now!"

Sharing the pride, NaseebPuri, Director, Mountain Dew, PepsiCo India said, 'At Mountain Dew, we are firm believers that we have the ability to break out of the ordinary. We strive to inspire the youth to conquer the real mountain – the one that resides with each of us. From the 1st time we met Arjun, we have been so inspired by his journey... it resonates perfectly with our purpose of Risk Utha, NaamBana. We aim to take his story, & many others, to the masses in an attempt to inspire youth to achieve the extraordinary. We are privileged to be a part of this incredible journey'

The 'Risk Takers of India' platform showcases real life heroes and celebrates their stories of courage. As part of this campaign, Mountain Dew captured Arjun's inspiring story through a TVC earlier this year, where brand ambassador and Bollywood superstar HrithikRoshan essayed the role of the young mountaineer.

Speaking about Arjun's success, HrithikRoshan said, "Arjun's story is extraordinary. His unmatched passion and desire to break out of the ordinary is what has helped him achieve this monumental success. I am certain he will inspire generations to come and I am honored to have portrayed him on screen for Mountain Dew's 'Risk Takers of India' campaign."

Over the last three years, Mountain Dew has been driving a purposeful message around breaking out of ones boundaries to rise above. The Risk Takers of India platform is the brand's way of celebrating the real Risk Takers of India, who have overcome challenges and brought accolades not only to themselves but the country as well.

You can catch the complete story of Arjun's journey at Mountain Dew India under the series titled 'Kangchenjunga Calling'.

Audience must understand whom to follow: Akshay Kumar

Mumbai: Bollywood superstar Akshay Kumar said that the audience must understand which celebrity they should follow while imitating them in their personal life. The actor made the remarks while launching an anti-cancer product 'SvarnSaathi', a nutraceutical, under the Centre's "Swasth Bharat" initiative on Saturday here.

"I think audience also must understand whom to follow and whom not to follow. I feel endorsing harmful product or service is incorrect.

I would urge them not to endorse such things because people look up to them and imitate them so, I hope people get this message clear and straight and they will stay away from

these products," Akshay said of top celebrities in the film industry endorse harmful products which are injurious to health like alcohol and tobacco.

Sharing his feeling after associating himself with the brand, Akshay posted a message on his official twitter account: "I'm always for health and all things healthy. Glad to associate with SvarnSaathi, anti-cancer product made with active natural ingredients in the right composition which helps counter the ill-effects of bad habits like smoking, alcohol and tobacco."

When asked if he would recommend the product to his friends in Bollywood, Akshay said: "Yes definitely.. Whether

it is friend or enemy, 'SvarnSaathi' is made for everyone. I hope people will use it. I think it's very beneficial and a good thing. It fights with harmful elements which are in our body. In fact, I will gift this product to my friends as a Diwali gift."

Asked how he wanted to convince the people to consume the product, Akshay said: "People who want to consume it, they should not and people who don't want to, they shouldn't, it is as simple as that. "We are not making it a compulsion to anyone... We are launching this brand under aSwasth Bharat' so, for that, I will not associate myself with any kind of wrongdoing." On

work front, Akshay Kumar next



will be seen in ReemaKagti's sports drama film "Gold" followed by S. Shankar's multi-

lingual science-fiction film "2.0"

alongside South superstar Rajinikanth.

GOVT. PDDU DIVISIONAL PUBLIC LIBRARY KOTA OPENS A NEW PAGE



Dr. Prabhat Kumar Singh

Kota: Great to inform you that our Govt. PDDU Divisional Public Library opens a new page in the History of Rajasthan because it's a First Public Library in the Rajasthan (and Second in Nation after Kerala) which is introduce library Services to Transgender. As you know the transgender was unwelcome in libraries too as in several other places. So in this World Book Day- 2018 we avail library membership Card to Sahiba (Transgender).

In a revolutionary move, the Govt. PDDU Divisional Public Library Kota has introduced membership for LGBT communities and has added a column for third gender in its membership form. The first membership card will be presented by Dr. Surabhi Goyal to transgender Shahiba in an event to be organised at the library, as part of world Book Day - 2018 celebration. "Education was a right which had been always denied to us. We had suffered discrimination the most at educational institutions. To gain membership in a library and to borrow books had been my long cherished dream. It is a huge recognition for us to be part of a library and many people would be benefited by this decision. If we had an opportunity to access libraries earlier, there would have been more transgender community," said Shahiba. "It is high time that the society accepts them. Through library memberships, we aim to provide them a platform for transgender. A new world will be opened for them, which was denied to them earlier," said Dr. Deepak Kumar Shrivastava, Divisional librarian and Head GOVT. PDDU Divisional Public Library Kota.

Here it is important to mention that GOVT. PDDU Divisional Public Library Kota is well known and famous for library services for visually impaired and differentially abled people. I this connection they avail Text to Speech (TTS) facility in Hindi and English Text, Instant Reading Machine, Focus Forty, Braille Books, Online Books, Offline Audio books and Plectalkwachak and many more. In spite this library is famous for Community engagement innovation like they are providing Tele- Health Services every with India's renowned Doctors from Medanta The Medicity and also provide deep consultancy through e-clinic Services. For Kids they Provide E-mail Home work Assistance services to kids of Kota city where you have to mail to library and instantly on the Same day or in next working day they avail you e- literature on your screen.

Now the library Collection can be access by elibrary Website at your doorstep. I as I interviewed to Dr. D. K. Shrivastava, Divisional librarian and Head GOVT. PDDU Divisional Public Library Kota. He specially mentioned that there Innovation are highly appreciated by Bill and Melinda Gates Foundation (BMGF) and so far he has been listed in Top 26 Innovators of India and recently considered 6 Influencing Public Librarian of India. Recently He Has been awarded by "MOST CREATIVE THINKER AWARD" in Melbourne (Australia) by the IFLA President Christine Mackenzie and US Global Libraries President. Deborah Jacob in 2017.

In the beginning of the Year, District Administration Kota honored him for Excellence in Public Library field and for Authored the Three Valuable Books namely- Library Services for Engineers, Information Need and Seeking Behaviour of Educators, Innovative Library Services for Leading edge librarians on Better Morning 26th Jan. 2018. But Progressive Steps are still in continuation and hence on this world book Day He has been awarded by YOUNG LIBRARIAN AWARD on 25th April 2018 in Jaipur by JALIS and Moti Lal Sanghi Association. Also want to share he is First M. Tech IT Degree Achiever Public Librarian of India.

HDFC Bank launches Digital Loans against Mutual Funds (LAMF)

Udaipur: In a first in the country, HDFC Bank today launched its Digital Loan against Mutual Funds (LAMF), in partnership with transfer agent CAMS. Customers can now pledge mutual fund assets online and get overdraft limit set in their account in under 3 minutes. Customers can now avail of this product through the HDFC Bank website in 3 easy steps.

With this product, customers can leverage their mutual fund (MFs) portfolio to avail funds for any contingencies or emergencies without liquidating their investments or stopping their regular investment plans/SIPs. Digital Loans against Mutual Funds is available for resident Indians and for portfolios that are individual holdings.

They can avail Digital LAMF in 3 easy steps on Net Banking:

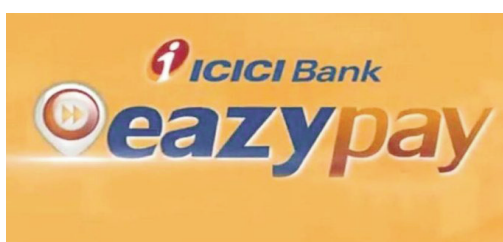
- Log in to myCAMS via HDFC Bank website and select which mutual funds they would like to pledge from their portfolio
- Click on loan terms and conditions
- Input one-time password (OTP) and overdraft will be ready to use in their account

After the success of HDFC Bank's industry first offering 'Digital Loans against Securities' launched last year, the Bank has now automated the entire process for 'Digital Loans against Mutual Funds.' Today, a customer has to wait for 5-6 days to avail a loan against mutual funds. Even redemption of MFs takes couple of days for the funds to be transferred to the customers' account. With Digital LAMF, customers can design their own loan against mutual fund, choosing which assets from their portfolio they would like to pledge, calculate their overdraft limit eligibility against mutual fund, open a current account online instantly and get the money into the account; all in a matter of minutes.



ICICI Bank launches next generation features as 'Eazypay'

Udaipur: ICICI Bank, India's largest private sector bank by consolidated assets, has added an array of industry-first features to 'Eazypay', the country's first digital point-of-sale (PoS) application. It was launched by the bank during demonetisation to enable merchants/retailers & professionals to collect payments through multiple digital modes including Unified Payment Interface (UPI), credit/debit card & internet banking of any bank, Aadhaar Pay, Bharat QR Code and 'Pockets by ICICI Bank' digital wallet. Since then, Eazypay has quickly garnered 1.75 lakh customers, enhancing the Bank's nation-wide network of physical and digital PoS to over 7 lakh. The application now offers a host of new services that are unprecedented in the industry. This list includes enabling merchants/retailers/professionals to enjoy the convenience of applying for a card-swipe machine instantly, in a completely digital and paperless manner, without any requirement to visit a bank branch. It also allows them to scan barcodes to raise invoices instantly; easily track inventory and draw insights on sales trends via an in-built dashboard in the app and track products sold to customers on credit among others. Additionally, with a view to offer convenience to retailers who have medium to large scale operations, the application can now be used by its employees simultaneously, to collect payment on their mobile phones at multiple counters 'in-the-store'. It can also be used at its branches in other cities as



well as 'on-the-go' for home deliveries.

Speaking about the new features, Mr. Anup Bagchi, Executive Director, ICICI Bank said, "ICICI Bank has always played a pioneering role in introducing digital innovations to accelerate the shift to a digital economy. In line with this vision, during demonetisation, we launched 'Eazypay', a digital point-of-sale as a mobile application. This was a path-breaking concept as it aimed to facilitate millions of merchants, retailers and professionals across the country to accept digital payments from various modes on a single mobile application. Eazypay has received an encouraging response from the market with usage across segments like kirana shops, restaurants, travel & tour operators, chemists and professionals among others. Due to this robust usage, within a year itself, its network has rapidly grown to 1.75 lakh, taking the Bank's nation-wide network of physical and digital PoS to over 7 lakh. The 'all-new-Eazypay' is a result of further extensive research and offers a host of services with many industry-first features including instant & paperless application for card-swipe machine and bar code scanning for instant invoicing. I believe, that these new features will further broad base usage and offer both convenience and flexibility to retailers by offering the most comprehensive digital payment collection tool. I foresee that in the near future, Eazypay will surpass the Bank's physical PoS network, thereby further facilitating the creation of a less-cash ecosystem in the economy."

ICICI Bank customers who have a current account with the bank can simply download the upgraded 'Eazypay' app from their Android based smartphones. They can also request for a card-swipe machine instantly, in a completely digital and paperless manner. Basis the volume and nature of transactions, merchants can avail three different kinds of card-swipe machines.

Eazypay comes with best-in-class security features. It allows only one registration for a unique mobile number and requires mandatory authentication with MPIN for every login, among others. Nearly 7500 merchants are currently registered with Eazypay across Rajasthan. The application is largely being used by merchants including garment traders, restaurants, travel & tour operators, chemists and professionals among others.

Danube Group well positioned to serve property buyers and investors

Udaipur: The latest UAE Cabinet's twin decisions to extend the residency permit up to 10 years for foreign investors, qualified professionals and talented students as well as offer 100 percent foreign ownership of private companies are expected to steer large investment into the country's real estate market and Danube Group and its real estate arm Danube Properties are well-positioned to serve the new property buyers and investors. "This might come as a pleasant surprise to a lot of people as it somewhat breaks the taboo that foreigners might not be granted a longer term residency permit – in line with the policy of the Gulf Cooperation Council (GCC) member countries," Mr. Rizwan Sajjan, Chairman, Danube Group and Danube Properties, says.

"The plan to allow 100 percent foreign ownership of companies registered in the UAE – is another landmark move that will place the UAE ahead of its regional peers and help the country to attract more global talents." These two decisions strengthen our conviction and confidence in the UAE's leadership and these will usher in a new dawn of unprecedented socio-economic growth. "Dubai-based developer Danube Properties has a Dh3.14 billion portfolio of 3,628 residential homes ready to serve a growing number of investors from South Asia, mostly India.

Indian nationals, who form the largest foreign investor group in Dubai's real estate, have bought properties worth Dh83.65 billion in the last five years – from 2013 to 2017 – in Dubai's property sector, according to statistics compiled by Dubai Land Department (DLD). They invested Dh15.6 billion in Dubai's real estate in 2017, Dh12 billion in 2016 and Dh20 billion in 2015 – their highest in a year, according to DLD. Indian nationals form the largest expatriate population in the UAE and they are also the largest foreign owners of business establishments in the country.

As an established player in the UAE with a credible history of quarter of a century of sound business practice, Danube Group is well prepared to serve a sizeable chunk of the property buyers, Mr. Sajjan, says. "As a business group with deep roots in India and the UAE, Danube Group is well positioned to support investors from India and other South Asian countries, Sajjan says. "With 827 homes delivered on time and on budget and a further 870 homes being readied for delivery this year, Danube Properties has a solid track record to support new investors. We still have nearly 2,000 units at various stages of development coming up in the next two years. "Indians are the largest expatriate community in the UAE and the largest non-GCC foreign investor group as in Dubai's real estate and the new announcements will encourage them to buy property en masse due to the 10-year residency scheme."

