

# Business & Entertainment

## Revisiting the Inspiration

Inspiration travels through the air and is omnipresent. This is one such beautiful creation of nature that allows to be taken from anywhere and the best part is that you do not need to be thankful. When no one knows that you took inspiration and your ego will never be hurt, you can take inspiration even from your hard enemy. If you have a mind-set that hates to even take the name of your enemy, you are doing it wrong altogether. Hatred is something you can choose to demonstrate, but you do not need to close the doors of your brain.

Whether you are reading this as an individual or a group leader, or a mass leader, you always know many great things from your counterpart competitor. The competition keeps you on edge and you do all the things differently to prove a point. Of course, if you do the same thing, you will no longer be in the competition. But there are many instances where you can safely take inspiration from your competitor as well.

Personally, this idea might sound weird to you, but when you are responsible for the welfare of the masses or more people, you can obviously put your ego aside. It

does not entirely mean that you emulate the good thing done by your competitor, but you can take the idea and implement in your own way. For example, Delhi's Mohalla Clinics can be studied, and similar facilities can be set up in the city with a different way of operation. Similarly, we can reprioritize our tasks and put more emphasis on making government run schools better, the way Delhi does. On the same lines, Delhi can learn the way Rajasthan preserves its heritage. Another valuable lesson that Delhi can take is of taking care of greenery. People of Rajasthan know the value of water very well and thus ensure the best possible greenery. This is why pollution is well under control here.

Agree that states have different governments and they are literally rival of each other—which sound weird as some people become the foe of some other. Still, when you see a great idea that is helping the other state, you can safely use that in your state for the welfare of the people. The ideas can be exchanged, and then implementation could be the personal prerogative of the city or state.

## Editorial

### One-year-old Tanzanian boy successfully treated for Indraprastha

**Udaipur:** Doctors at Indraprastha Apollo Hospitals successfully performed a highly complicated and critical surgery to save the life of a one-year-old Tanzanian baby boy, Fravianous. The boy was suffering from a rare congenital heart disease called Hemitruncus. He has been successfully operated upon by a team of doctors from Indraprastha Apollo Hospitals including Dr MuthuJothi, Senior Consultant- Pediatric Cardiothoracic surgeon, Dr AK Ganjoo- Senior Consultant, Cardiology, DrDeepaSarkar- Consultant, Pediatric Cardiac Anesthetist and their team.

Explaining the case Dr. MuthuJothi said, "When we first saw the patient we knew that this will be a high-risk surgery but we decided to go ahead and operate as the child would not survive without the surgery. A normal heart has four chambers and four valves, where one blood vessel carries blood to the body and the other one to the lungs. In this case, the patient had no right lung and no blood vessel going to the right lung. He had only left lung and the left pulmonary artery arising from the aorta. It's called Hemitruncus (Half truncus). The patient also had a big hole in the heart. Normally the oxygen saturation levels are around 95 – 100 but as the child had recurring chest infections came in with a saturation of 35." "Doctors are considered no less than god and belief in this statement increases when they save the life of your loved ones. My son too got a second life when Dr. MuthuJothi from Indraprastha Apollo Hospitals saved my little baby boy from a serious disease which other doctors refused to operate," says Dativa, mother of the patient. Dr. MuthuJothi took up the challenge and treated our child successfully," said mother of the patient.

## DIVERSITY IS MUCH BEYOND NUMBERS

The idea of gender equality and diversity is to make certain that all employees have access to the same opportunities and the same, fair treatment.

"The other day, I interviewed a young, driven HR manager from a fairly well known FMCG. In our discussion on gender diversity, she proudly showcased change in ratios of women recruited, the biggest chunk of which came from campuses. These were an outcome of a pure 'number focus' ... She may well have been from the sales team, with the month-end being the campus day zero!"

Diversity stands for equal opportunity and respect to everyone in the organisation, irrespective of their gender, religious orientation, sexual orientation, level in the organisation etc. What a lot of organisations drive is a 'target' on number of women recruited.

In my conversations with female employees across industries, what stands out is their wish to work in an environment where they receive fair treatment, equal opportunities to learn, contribute and grow while being able to manage their personal goals. But, the reality is far from perfect. Organisations today are progressive and are not deliberately non-inclusive but with a closer scrutiny, one might start to spot hidden barriers, bias and mindsets that inadvertently do so.

Further, the treatment of this issue has been symptomatic without addressing the core issues.

The challenge here really is to understand the root causes for the lack of gender diversity in the organisation. These root causes will give insights as to what needs to be done systemically, thereby building a culture that encourages, welcomes and sustains diversity.

For example, one of the root causes is the inability to recognise and deal with life stages that an employee goes through such as...

1. Employees will get married and it alters the life stage. What do organisations do to enable life transitions?
2. Couples will need to move locations to live a normal life. Why should relocation come at a cost to career, normally the female's!
3. Young children will need to be breast fed. Why should this be forced to be a choice?

There are varying degrees of recognition of these life stages

## Avoid allergic conditions on skin & hair during this monsoon



Some apprehensions like itching, rashes and allergies on our skin, face and body are always there during the rainy season. With rain in Delhi, high humidity brings with it continuous sweating and sebum oozing out of our Face, and that even the mild sunlight can play havoc with Sun Tan, burning sensation and even dehydration of the skin. Gastric acidity and indigestion makes our skin more vulnerable and susceptible. Most of these problems can be prevented through aromatherapy applications.

Rainy season is a refreshing season but one has to remember the hazards of bacterial infections and detergent to them. The natural remedies are as follows. **HAIR CARE** Remedy of hair and scalp problems like dandruff, dry and itchy scalp in monsoon includes Rosemary oil 1 drop, Basil oil 1 drop, Tea Tree oil 1 drop and Patchouli oil 1 drop mixed with 1 Tsp Almond or Extra virgin Olive oil. Apply on scalp on alternate

nights with gentle finger massage for 10-15 minutes. Wash off next morning with Lavender Shampoo. Apply pH 5.5 Hair Conditioner or Hair Spa Cream. **SKIN AND BODY CARE** Remedy for or skin and body problems like allergy, rashes, etc. prepare a body and facial scrub with ½ Teaspoon of Dead Sea salt, ½ TSP Brown Sugar, Ubtan ½ tsp and make paste with 1Tsp Skin Butter ( Shea and Cocoa Butter ) , add 10 drops Lemon Juice and 2-4 drops of Neroli Oil .

Dryness is quite common in monsoon and its mainly because of the deficiency of vitamins and essential amino acids which helps in repairing dry and lifeless skin. The condition of dry skin becomes worse in the monsoon. A solution of argan oil, fresh curd and honey if applied as a pack and rinse away after 10 minutes with a herbal face wash is very beneficial for a dry skin. Even a paste of coffee dust and honey applied and washed off after fifteen minutes with luke warm water keeps the dry skin soft and nourished. The paste should be well massaged and scrubbed on Face and body with gentle movements for 5-10 minutes and then leave for 5 minutes. Wash off well and apply SPF 10-20 Sunscreen. Repeat the process every week and see miracle happening after three sittings. For pimples on the face, cleanse the face with Mint facial gel and apply high frequency ozone treatment for 8-10 minutes. Provide Facial Steam with Anti Ace oil (2-4 drops) followed by cold compression. Apply Tea

Tree Facial gel for 10-15 minutes and wipe off. Apply Neem and Mint Face Pack and wash off when completely dry, apply Skin Toner. One should take diet of salads and whole fruits and drink as much water as possible.

A pack of gram flour, milk, honey and lemon gives an oily skin a fresh and glowing look. A pack of pulp of ripe papaya or cocoa powder scrub applied and washed off after 10 minutes with cold water leaves the greasy skin fresh and glowing. Add few drops of rose water for enhanced result. Rose water is a blessing for oily skin. Rose water helps to remove the excess oils from your face. It also prevents the growth of acne-causing elements with its pH balancing properties. Hot water wash is more advantageous than cold water as hot water helps in dissolving the oil from the skin easily.

It is crucial to maintain healthy footing habit during rainy season because during the rains, there is a high amount of humidity in the atmosphere due to which our digestive sys-

tem gets apathetic. It is important to note that the food you're consuming has a strong impact on your skin. Go for the balanced diet with all types of vitamins and minerals

**FOOT CARE** During the rainy season, fungal infections are more usual and formidable than at any other time of the year. This is because most fungi thrive in damp climate. Fungal infection of the foot sole is always a matter of concern in the rainy season (Athlete's Foot) and it requires specialized pedicure. Use one teaspoon of Dead Sea salt and two drops of Basil Oil in the Pedicure Tub and soak the feet for 10-15 minutes. Make sure to put on your socks after complete drying of fingers and foot sole. Apply talcum powder. Open footwear is prescribed for the monsoon season rather than closed footwear like shoes and boots. Even nails are at high risk during rainy season. Nails can become discolored, brittle and rough. In severe cases, the nail can get detached from the nail bed.

- Dr. Naresh Arora

## Toyota Yaris, Government Employee Sales Campaign'

**Udaipur:** True to its commitment to enhance customer satisfaction and continuous demand for adding more Toyota QDR products, Toyota Kirloskar Motor has added

InnovaCrysta, the Etios series and the Toyota Corolla Altis through various phases of the campaign. Launched in the month of May 2018, the versatile and reliable sedan - Yaris

excellent ride handling with advanced and emotional design elements. Testament to its success 'Drive the Nation Campaign has contributed to 13% of TKM personal segment sales over the last year.



more excitement to the product portfolio under 'Drive the Nation' campaign. The company has now included its latest offering Toyota Yaris in the special sales initiative catering to Government employees (center and state) and Defense personnel. The campaign, which has been highly appreciated by customers across India for its customized offers, previously included the

offers 11 first-in-segment features such as the Power Driver Seat, 7 SRS Airbags, Roof Mounted Air Vents, Tyre Pressure Monitoring System, Front Parking Sensors, CVT across all grades and more. Toyota has always strived to keep up with the evolving customer needs and with the Toyota Yaris the company has ensured that it offers unbeatable safety, comfort, quality and

Toyota's customer first philosophy, a driving force behind all innovative products and services. "Drive the Nation" campaign offers a range of benefits starting from affordable funding solutions focused on low customer acquisition cost, attractive offers on Toyota Protect Insurance and Toyota Genuine Accessories and unmatched extended warranty. Drive the Nation scheme

presents a 100% On Road Funding for a tenure of 8 Years for serving and retired government employees with Zero Down Payment and Lowest EMI.

"Drive the Nation Champions" have been appointed in each of the sales outlet of Toyota in order to give dedicated attention to all government employee enquiries. This promotional offer will be supported through Toyota's large sales and service network spread across the country. Speaking on including the Yaris under this scheme, N Raja, Deputy Managing Director, Toyota Kirloskar Motor Pvt. Ltd said, "We are pleased with the overwhelming response that the 'Drive the Nation' campaign has generated since its launch.

Our idea to include products that suit our customers' requirements led us to believe that the Yaris was a perfect fit given its advanced emotional design, superior comfort, ride quality, dynamic efficiency and class-leading technology and safety.

## Indian Performing Right Society Ltd Sets Up Regional Committees

The Indian Performing Right Society (IPRS) is the only government authorized body in the country to administer rights, issue licenses and collect royalties for authors, music composers and music publishers. Founded in 1969, it has over 4,000 members across the country and represents also the world's music repertoire. It was recently granted re-registration under the amended Copyright Act. The Society with Registered Office at Mumbai also has administrative offices in 12 cities across India.

Last week members of the IPRS' Governing Council held discussions in Chennai with over a hundred of its members from the South, including stalwarts such as Illyaraja, A. R. Rahman and Vidyasagar. As part of its plan to increase members' involvement in the governance of the Society and to achieve greater market efficiency, IPRS is setting up Regional Committees whose task will be to advise the Governing Council on industry mat-



ters and relay IPRS policies to the regional members and authorities in coordination with its local administrative offices. The first Regional Committee was set up last week in Chennai. IPRS is now urging members in other States to join hands and set up similar Committees to help drive the music industry to greater heights.

Commenting on this development, Javed Akhtar, Chairman of the IPRS said, "IPRS is like a cooperative: it exists by and for its members. We have carefully assessed the situation, analyzed all the challenges faced by the Society and decided on a development plan. Our first step is to effectively localise and bring greater regional involvement in the Society's operations. We started with South India, which is the country's largest music producer and music exporter, with internationally acclaimed legends such as Illyaraja and A. R. Rahman. In the coming months, we will expand this regional drive so as to cover all the main music production centers this year itself."

After meeting and discussing industry issues with the representatives from the Tamil music industry, music composer Aashish Rego said, "Meeting all these illustrious composers, lyricists and music publishers was a highly emotional moment for me. We have pledged to increase our local office staff at these places to speed up the licensing process and increase the royalty collection. We trust that these measures will substantially boost our members' income."

Addressing the concerns of the artists, composer Raju Singh said, "Lyricists and composers who don't sing are the most fragile members of the music industry: they don't get concert fees but depend to a great extent on the royalties collected by IPRS when their music is used here or anywhere in the world. It is of utmost importance that the voices of individual creators, wherever they may work, are heard and taken into consideration; it gives us hope that the Society is on the right track and that we will be fairly remunerated whenever our music is used - which has not been the case till today."

Mandar Thakur, COO of Times Music, further added, "The economic contribution and the international influence of the South Indian music industry is second to none and is even greater than Bollywood in several parts of the world, particularly in South-East Asia, the Far East and some European countries. But until now we have somehow not been able to properly monetize our assets. I warmly welcome this healing step of IPRS: it goes to show that the new management is inclusive and means business."

Lyricist Sahithi G also said, "I am very pleased that the first step taken by the new IPRS is to move away from its former Mumbai and Bollywood-centric attitude by acknowledging the importance of other music production centers and by involving every member instead of having just two representatives from the South on the Governing Council."

in organisations. Policies do not comprehensively address these issues or worse leave them to a manager's discretion. The net result is an inconsistent approach that leads to retention issues and a vicious cycle of hiring to meet number target and a mindset against diversity.

Organizations need to come up with policies that help employees navigate these life stages while continuing to contribute and grow. Further to the policies is the buy in and alignment of leadership and managers across the organisation. It must not be reduced to a binary decision or a forced choice between career and personal life or left to the discretion of a manager. This will form the bedrock of a systemic framework that will address the core-issues. Do this and the numbers will happen! Ph-shakti pumps

## Shakti Pumps (India) forays into power electronic product manufacturing

**Udaipur:** Shakti Pumps India Limited known in the industry and manufacturing pumping solutions for different sectors such as agriculture, industrial, domestic and horticulture. The company plans to diversify its product portfolio through this new facility. All main solar integrators of India and leading professors from top five IIT's attended the function to strengthen the confidence of Shakti in power industry. The new facility will manufacture and assemble solar variable frequency drives (VFDs), hybrid inverters, motor starters and other power electronics products. The plant has a total manufacturing capacity of 1 lakh VFDs and inverters per annum. The company plans to use around 10% of the capacity in the first year, by producing 10,000 VFDs in this current financial year. "Our plant is unique as we have research and development facility and the new manufacturing facility at the same place, unlike other key players who run their design facility (R&D) and manufacturing facilities from different places," said Mr. Dinesh Patidar, Managing Director, Shakti Pumps (India) Limited. Shakti Pumps' R&D facility is recognized by Government of India, Ministry of Science & Technology, and Department of Scientific & Industrial Research. "The new plant will also create employment opportunities in the field of electronics and power electronics in central India and will give way to a skilled workforce in the region," added Patidar. The drive will find application in the solar pumping industry, process industry and textiles and wherever speed

control is required such as conveyors, extruders, pumps, fans, compressors etc. The global variable frequency drive market is projected to grow at a CAGR of 5.94% from 2016 to 2021. By 2021, the market will be worth \$ 24.8 billion.

## Online buying of Medicines can reduce medical expenses

**Udaipur:** While latest data from the National Health Accounts (NHA) published by the Union health ministry reveals that medicines are the biggest financial burden on Indian households, nearly 42% of the total out-of-pocket spending (OOP) went in buying medicines. In private hospitals, households spent around 28% of the OOP spending. To bring down this financial burden upto some extent, people are now finding it easy to order medicines online as the online pharmacies are providing lucrative offers from ordering to delivery on the prescribed drugs.

Rajasthan based mhealth service provider, Mr. Manish Mehta, Founder & Chairman of MeraPatient app, says, "Ordering medicines online brings great convenience for physically disabled and old aged people who find it difficult to commute. Infact one does not have to go out and search for rare medicines from store to store. Medicines for Cancer & TB are the one which patients take for long term.

In such cases, online ordering is beneficial to reduce expenses as it offers a direct connection between pharmaceutical companies and the retailers which cuts down the exceptionally long supply chain where the margin really thins out for each of these entities like, supervisors of distribution, distributors, wholesalers and then retailers. "In terms of operations, online medical pharmacy operates in systematic manner which follows a specified process of drug approval by medical experts. Here at MeraPatient app, we bring traditional marketplace onto the fingertip of users where they can order their prescribed medicine from nearby medical store which keeps the trust factor intact," said Mr. Mehta. The pharma industry as a whole is estimated to have annual sales of Rs. 1.2 lakh crore. If 10% of this moves online in next 4 years, E-pharmacies will be Rs. 10,000 crore industry. Online pharma's overall customer base in India is expected to reach 20 million in next four years. With the increase in literacy rate and most of the people getting access to smartphones and computers, online purchasing of Medicines is definitely catching the trend.