

# Business & Entertainment

## Different By All Means

This environment day is totally different by all means. Nature has refreshed itself and that too in just a few hours after humans were asked to stop wherever they were and whatever they were doing. Just have a look at the sky and notice stars. Look at the rivers and see how clean they are. Government has been spending millions of rupees since the last many decades to clean the environment and rivers. And nature took only a few hours to rejuvenate itself. The lesson from the recent incidences whether its COVID-19 pandemic or cleansing of the environment is that nature is the boss. We are from nature and we cannot control it by any means.

Nature has already allowed us enough facilities and liberties to lead a quality life. There is enough types of food, places to go, and resources to use but when human tries to cross the limit and change the way nature works, the consequences are as bad as we have witnessed over the last few weeks.

## Editorial

Nature has its own ecosystem and we are required to honor that carefully. When even a single step is tempered with, the whole chain gets affected and we bear the brunt. From the Covid-19 pandemic to the cleansing of the environment around us, nature is controlling everything. And we should be thankful that nature is reversing all the wrongdoing of the human race.

Now as we see that the human is helpless against nature, its time to adapt to the rules. The need of the hour is to ensure that we settle in the space we have and do not try to intrude into nature's space. If there's a lake, for example, it must be allowed to breathe and there should be no construction around it and no factory or building be allowed to release its drain into the lake.

Similarly, forests should be made human-free and nature should be allowed to grow. Any idea that violates the laws of nature should be quashed and canceled. Illegal mining, shrinking of water reservoirs, constructions in forests must be minimized with immediate effect. Unless there is an urgency to correct the mistakes of the past few centuries, we soon will face repercussions from the wrath of the environment.

The idea must be to find a place in nature's lap whereas we currently remove all the forests and then set up a small balcony garden to compensate. This can never be enough. We need the entire ecosystem working in tandem as per nature's book.

## Guidelines on Telemedicine making it Legal

PHD Chamber of Commerce & Industry, Health Committee organized an interactive video conference of series on "Digital Health: The Future: Telemedicine-Where do We Stand Today" on 29th May 2020.

During the discussions with experts from hospitals, MCI, Industry, academia and the radiology and health insurance experts thanked the Govt for guidelines on Telemedicine making it legal for the doctors in India while demanding the Regulatory framework for Telemedicine for International patients as well. They also opined that with AI under supervision of the Clinicians, Telemedicine can extend health support to the rural patients and we could see 20-25% of healthcare being provided through Telemedicine.

The eminent panellists of the webinar were Dr. N. Subramanian, Chairman, Health Committee, PHDCCI & Director, Medical Services, Indraprastha Apollo Hospitals, Mr. Aditya Berlia, Co-Founder & Pro Chancellor, Apeejay Satya University, Dr. Hans Raj Baweja, Chairman, Ethics Committee, Medical Council of India, Dr. Harsh Mahajan, Founder & Chief Radiologist, Mahajan Imaging, Dr. Puneet Girdhar, Sr. Director & Spine Surgeon, BLK Super speciality Hospital, Mr. S.K Mehra, Managing Director & CEO, Health Insurance TPA of India.

Dr. N. Subramanian, Chairman, Health Committee, PHDCCI & Director, Medical Services, Indraprastha Apollo Hospitals welcomed all the panellist and said that telemedicine plays a very important role in our lives to reach out to everyone and it is expanding & getting better every year. The risk of NCDs are so high for the treating doctors that the awareness and prevention is the only way to avoid complications where telemedicine and AI play a major role to make the data available and stratifying the risks.

Dr. Harsh Mahajan, Founder & Managing Director, Mahajan Imaging while briefing about the tele-radiology said that the computing and internet availability improves exponentially the effectiveness of Telemedicine as also reduces the cost drastically of healthcare delivery. Dr. Mahajan said that telemedicine is here to grow exponentially and serve the multiple purpose like diagnosis, training, education and serve the agenda of preventive measurement. He further added that apart from tele-radiology, telemedicine can be used in digital pathology, dermatology, ophthalmology and many other segments.

Mr. Aditya Berlia, Co-Founder & Pro Chancellor, Apeejay Satya University said that the doctor to patient ration in urban area is around 1:10,000 and in rural area it is worst at 1:30,00,00 and this is a worldwide scenario. The Covid-19 has changed the patient & doctor psychology at large and 20-25% medical system will move to telemedicine in coming years.

Dr. Baweja said that it is mandatory for doctors also to introduce themselves at the time of consultation and only generic medicines should be prescribed.

Dr. Puneet Girdhar, Sr. Director & Spine Surgeon, BLK Super speciality Hospital said that in the past everyone knew about telemedicine but due to legal limitations, patient psychology and other complications very few were using it and now with the Corona Virus hitting changed even hospitals have come up with their individual telemedicine apps.

Mr. S.K. Mehra, Managing Director & CEO Health Insurance TPA of India said that there's huge demand of Telemedicine among doctors in coming years. He said this is the right time to start and set some protocols & regulations, which will also help in the expansion of the Telemedicine. While moderating the session Dr. Deep Goel, Senior Director, Dr. B. L. Kapur Memorial Hospital said that the mother earth is under repair and the social distancing will be the new normal in coming times. Mr. Vivek Seigell, Principal Director Health, PHD Chamber who moderated the session with Dr. Deep Goel said that the recommendations and details of the discussions held will be sent to NITI AAYOG as policy inputs on various aspects of Telemedicine esp. for the consulting for International Patients.

Dr. Subramanian, Chairman, Health Committee, PHDCCI gave the Vote of Thanks and the webinar was attended by more than 100 delegates.

## Masala King Dhananjay Datar of Dubai sends Indians home, a la Sonu Sood !



With the UAE being hit by the massive COVID-19 pandemic, Indian migrants in the UAE are queuing up outside the Indian consulate to try and get back to their motherland - India. Thousands of blue- and white-collar workers are unable to deal with the financial crisis and medical emergencies arising due to COVID-19. "I haven't been paid for the last two

months," says one worker. "I need money to buy a ticket to get back home," says another. "My wife is thirty-two weeks pregnant and we cannot afford to get the child delivered in the UAE. I have no job and no money. It's a very difficult situation for me." These Indian expatriates have found a helping hand in entrepreneur Dr. Dhananjay Datar from

Maharashtra, India. The man behind the AI-Adil group of companies in the UAE has sponsored the travel of more than 3000 Indians to India thus far besides their COVID-19 tests, medical emergencies and food needs wherever necessary. And as we speak, is working on sending the next set of Indians home. An award-winning entrepreneur, Datar is known for his brand association with actors like Vidya Balan, Karishma Kapoor, Sunny Leone, Juhi Chawla, Shilpa Shetty and Madhuri Dixit among many others. In fact, his autobiography was launched two years ago by Madhuri. This time around, Datar is being touted as his actions make him no less than a star himself. But the earthy entrepreneur dismisses the

accolades with his statement. "It is one of the largest emergency evacuations and all hands need to be on deck. As a fellow Indian, I am simply doing what I can." "This effort of Datar comes as a breath of fresh air in these times of masked existence," avers H.E. Vipul, Consul General of India in Dubai, U.A.E. "We have already sent eleven flights to India. Five of them have repatriated over 3000 Indians. I am glad that Dhananjay Datar of AI-Adil group came forward to sponsor the air tickets and COVID-19 tests. Such support is always welcome."

Adds Datar, "I understand that many individuals who have lost their jobs are unable to make use of this initiative to go to their hometown since they do not have the money

required. I will be coordinating with the approved bodies to extend a helping hand to those in need. All necessary guidelines in connection with this will be strictly followed. I am thankful to those who are involved in the repatriation process."

Next on the cards are 13-14 flights that would bring more expats back home. While on Indian grounds, an actor like Sonu Sood has made migrants feel safe and respected, Datar seems to be performing a similar laudable effort.

He has not just helped medical and travel for the next 50 poor workers from Telangana, but got them monthly ration down to the last bit of cooking oil.

"They are our fellow Indians in a foreign country. They need our support," he says simply.

"As flights will start to Goa, Lucknow, Jaipur and Chandigarh, we will send people home. Maharashtra will take some time but before anyone leaves this soil, we ensure their COVID-19 test is done so that the government has least stress back home and they can be on home quarantine," he adds. Incidentally, AI-Adil Trading LLC is one of the leading manufacturers, wholesalers and retailers of premium Indian pulses, spices, food-stuffs, groceries, branded items and assorted non-food items, has 34 outlets in the GCC and India. His group employs 500 employees directly and 370 in the UAE and India, essentially gives job opportunities to Indians, aids farmers by eliminating the process of middlemen in terms of procurement.

## "Rishte mazboot kiye" with Frontline Warriors

The Wagh Bakri Group salutes our nation's frontline warriors. As a gratitude towards the frontline warriors who have been tirelessly working to keep us safe and healthy.

Wagh Bakri Tea Group has contributed over Rs. 3.50 Cr. to the Prime Minister's and the CM Help Fund, and is also providing service by serving tea to various institutes, shelter homes, daily wagers health workers and police personnel, directly on the field.

The PM Cares Fund receives over Rs. 2 Cr. donated by the Wagh Bakri Tea Group. An additional, Rs. 13 Lacs has been contributed by the employees 'Voluntarily' along with the Group Board of Directors by donating their one day's salary. The Group has also donated Rs. 1 Cr. to the Gujarat Chief Minister's Fund to help Gujarat, one of the worst affected states, to fight and overcome the current health crisis.

Shri Rasesh Desai, Managing Director, on this occasion said "My heart felt gratitude to

all the Indian Covid warriors, I am also thankful to our staff and employees who voluntarily put forward one days salary there by accumulating 13 Lakhs of Rupees, the true meaning of "Wagh Bakri Riste Banaye" is embedded in history".

Wagh Bakri Tea Group is also supporting a 550 bed COVID hospital built by the Indian Army in the cantonment areas of Ahmedabad, Jamnagar and Bhuj by donating PPE Masks, Gloves, Disposable Face Masks and Full Body Protection Kits worth Rs. 30 Lacs.

As the consumption of Green Tea and Ice Tea is recommended to boost one's immunity, the Group is distributing Green Tea daily to help boost the immunity of over 2,000 Police and Health personnel on duty in Gujarat at over 200 traffic checkpoints. Wagh Bakri teams are also distributing Green Tea across Gujarat and have distributed over 50,000 tea packs till now.

Wagh Bakri Tea Group's Managing Director,



Shri Rasesh Desai said "I am deeply stricken by this sudden pandemic that has hit our country. At Wagh Bakri Tea Group, we have always been the front-runner in standing shoulder to shoulder with the citizens and our customers whenever any calamity or crisis had hit the nation. That's why in these testing times, we have further strengthened our commitment to social responsibilities to help our nation, and for the safety of human life and health."

In addition to the financial contribution, the

Group is wholeheartedly supporting the institutions and groups who have engaged themselves to serve the weaker sections of the society.

The Group has contributed tea in thousands of food & ration kits distributed by Blind People Association (BPA) Ahmedabad, Vishv Umiya Foundation Ahmedabad, Punjab National Bank (Trans Yamuna Branch Delhi), Akshaya Patra (Mathura, U.P.), Mathura Branch and Sri Gurunank Sports Education Society, Bhatinda (Punjab) just to name a few.

The Wagh Bakri Tea Group is also supporting the Ahmedabad Municipal Corporation (AMC) by providing tea to approx. 3000 people staying at almost 30 different shelter homes in the Ahmedabad city.

As a responsible corporate citizen with a 100-year legacy, Wagh Bakri Tea Group and a proud winner of the Prime Minister's "Family Legacy Award" (2017), Wagh Bakri stand by the nation in these trying times.

## Arsenic alb 30 homeopathy drug delivery

Udaipur: SS Sarangdevot, former BJP District President Dinesh Bhatt, Regional Councilor Hemant Bohra, Former Councilor Praveen Marwadi, Secretary Pankaj Pancholi, Dr. Kul Shekhar Vyas, Anjali, Dr. Rajkumar Jain jointly inaugurated Arsenic alb 30 Homeopathic drug distribution, and general public thermal test camp organized by Janardanarai Nagar Rajasthan Vidyapith Demand to Be University's constituent



Homeopathy Hospital College under the aegis of Vedic Seva Sanshan Trust, at Sector 03 on Thursday.

On this occasion, Prof. Sarangdevot said that over 35 thousand homeopathic files had been distributed by the institute's doctors and workers in different parts of the city for the last one month as well as the thermal test of policemen and common people who play their important roles at various points. Along with this, the institute has also distributed ration kits and 5 thousand masks to the needy in rural areas. He said that the instructions of the Central and State governments should be strictly followed. Corona will defeat only with the support of common people. He said that the demand for this medicine is increasing continuously. Consuming homeopathy medicine in the morning and evening for three days increases human power, which can prevent some degree of the outbreak of epidemic like a corona. The Union Ministry of AYUSH also approved the distribution of this medicine. Principal Dr. Amia Goswami said that 140 families were given thermal test and 1000 homeopathy files in the camp.

## Municipal firefighters found the fire under control.

Udaipur: A sudden fire broke out on Thursday afternoon in the vacant premises near the theater behind the Information Center building in Udaipur Chetak circle of the city. On the immediate informed the Municipal Corporation's firefighters team, and within five minutes, the Municipal Corporation fire station reached here. The firefighters under the leadership of the corporation's fireman Rajesh Shrimali controlled the fire with full vigor. During this period, Rajsingh Sadana of the Information Center, along with Fire Brigade's team Suresh Singh, Dhanlal Menaria, driver Zahir Khan, gave commendable services. Here, the information center administration commended the firefighters for speedy fire control.

## STEELBIRD HELMETS INTENDS TO PRODUCE 40,000 FACE SHIELD PER DAY

New Delhi: Asia's largest Helmet manufacturer, Steelbird

Hi-Tech India Limited has announced its entry in the medical devices segment. To begin with Steelbird has launched 5 different types of face shields to support the country's fight against Covid 19.

Steelbird Face Shields have been designed according to the need and requirement of the end users. They are equipped with variety of designs, features, sizes and usage i.e. USE & THROW, STATIC FACE SHIELDS and FACE SHIELDS WITH SOPHISTICATED FLIP-UP FUNCTION etc. with such rich features they are perfect for Medical professionals, frontline soldiers including Police, para medical staff, healthcare workers, sanitation workers etc besides general public at large.

Commenting on this development Mr. Rajeev Kapur, Managing Director, Steelbird Group said that it's in the DNA of Steelbird group to design and develop quality products which may look ordinary but always have extra ordinary features and qualities and more over they are life saving devices and Steelbird Face Shields are no exception to this.

Steelbird Face shields offer a number of advantages. The shield extends below the chin anteriorly to the ears laterally and there is no exposed gap between the forehead and the shield's headpiece. Face shields can be reused indefinitely and are easily cleaned with soap and water, or common household disinfectants. They are comfortable to wear, protect the portals of viral entry, and reduce the potential for autoinoculation by preventing the wearer from touching their face. The use of a face shield allows visibility of facial expressions and lip movements for speech perception.

Due to its state-of-the-art quality and feature rich product, Steelbird Face shield have received an overwhelming acceptance and now the company is aiming to produce over 40,000 face shields per day in next 2 months.

### A daily use product

Mr. Kapur has also requested the Govt. of India to abolish GST from these life saving devices such as Face Shields, PPE Kits, Masks, Sanitizers etc. as these all are going to be a necessity for people and to encourage public to use them, we must relook into the pricing which is possible if govt supports and do away with the taxes on these items. The price range of these face shields varies between MRP Rs.299/- to Rs.699/-

## Airtel Payments Bank and Mastercard to develop customized financial products

Udaipur: Airtel Payments Bank (APBL), India's first Payments Bank, has partnered with Mastercard, leading technology company in the global payments industry, to develop customized products catering to customers across the underbanked spectrum including farmers, small and medium enterprises and retail customers.

As part of the Government's vision of Digital India and Banking for every Indian, both entities have been working towards driving adoption of formal banking and digital payments in the country.

The collaboration will bring together Mastercard's global and local experience in developing advanced financial solutions and Airtel Payments Bank's strong distribution network to reach the last mile and its large customer base.

The collaboration aims at building a digital platform which provides farmers with knowledge about advanced farming techniques and connection to marketplaces, while simultaneously enabling them to receive payments directly in their Airtel Payments Bank account. Combined with 500,000 banking points

of Airtel Payments Bank, the platform will provide farmers with access to neighborhood banking, earnings stability and income growth. The partnership will also play an important role towards achieving Mastercard's goal to empower India's merchants with digital payments acceptance infrastructure by the end of this year."

Airtel Payments Bank has been working with Mastercard for last 3 years to offer Mastercard powered debit cards to its savings bank account customers in the country.

## Redefining Rental Ecosystem with Tech:



Mumbai: Amidst the pandemic-induced economic slowdown, when even the best-established businesses are struggling to survive, India's first 360-degree rental ecosystem,

MultiLiving Homes has launched a state-of-the-art online platform to empower potential tenants with tech-assisted rental solutions. Remarkably, within a week of going live, the company completed 125 deals. This positive development is the highest given the sluggish economic conditions and the closures of the residential rental market in this period.

Moreover, MultiLiving has received sign-ups from over 500 owners during the lockdown, willing to onboard and encash the brilliant opportunity. It is noteworthy that this has given the company the lion's share in Mumbai's residential real estate market.

The key factor that steered the wheel in its favour is the business model that bridges the gap in the Indian housing rental landscape. The startup is focusing on transforming all aspects of the rental ecosystem from discovery to living with curated apartments, virtual walkthroughs, and personalized services. Speaking on the development, Pankaj Singh, CEO & Founder, MultiLiving said, "To date, the Indian residential rental market has been devoid of efficient and holistic solutions that could cater to both tenants and homeowners.

Our comprehensive, contemporary, and branded offerings have been mindfully engineered to benefit all stakeholders addressing their need for a simplified process. We also give a strong emphasis on automated maintenance indicators as value addition, which were missing in earlier models."

"Our tech-powered smart rental solution has been designed to suit the urban working professionals. It helps them attain work-life balance while enjoying the touch-of-a-button experience along with our proprietary pricing tool which will help in price discovery ensuring win-win for both the tenants and homeowners especially in this situation. So far, the response has been positive given the current market conditions.

MultiLiving is a unique platform-based business that leverages Technology, Services and Brand to unlock enhanced rental value in the extremely large residential real estate asset class by creating a rental housing ecosystem through technology, enriching the lives of both tenants & owners in their respective value chains.