

Living with Corona

As on July 6, 2020, India ranks third as far as the number of Covid-19 cases is concerned. This is beyond alarming. This was the case when the entire country followed lockdown by heart. This is when the medical people, police, officials have worked non-stop. Now when we have more than 24k new cases daily, we must also look to think economically. The government has been running multiple welfare schemes, but still, the country needs to get back to earning as soon as possible. In this new and modified life, the entire onus lies on the shoulder of the citizens.

But when you think from a citizen's perspective, you find that they have adapted to the changed situation very well. That smile has been maintained, and the passion for living and enjoying life to the fullest is still there, rock-solid!

Of course, the situation is different today as compared to the March 2020 status when we were only receiving surprises every other day. There were no PPE kits in the scene, nor we knew that we could only try and control it by a magic formula of social distancing.

Today, though the number of cases is much more significant, we know we can get cured. We know we can save ourselves. We know we can be responsible and ensure no contact with anyone in any case. People stopped using hard cash exchange and began using plastic money more than ever.

Offices are closed, and wherever possible, employees are working from home. This has, of course, led to increased productivity, and companies were able to sustain as they could avoid a lot of maintenance expenses of offices.

People staying home not only can spend quality time with family, but they are also feeling better as far as health is concerned. Timely food, proper rest, power nap, homemade tea is a few of the apparent advantages.

The smokers also could control their habits, and now they smokeless. There is no peer pressure to join them for a smoke break, and now, since kids and families are home too, people must avoid any such act.

Outside food, which used to be a significant expense for families, has been cut down to zero. This has been good for health as well as pocket. Homemakers are trying new recipes, and families now have delicacies with a hundred percent hygiene.

A cleaner sky, no fuel expenses, and added savings are a few significant advantages that everyone is cherishing. Companies that have been operating successfully with remote work culture are mulling over, making it permanent. This is a significant advantage on both sides, and no wonder if we see offices being run out of drawing rooms.

Adaptability to the situation has always been the biggest strength of humans, and once again, after being extremely fast, people quickly adopted a slow-paced life. And today, within a span of a few months, they have not only embraced it, but they have also started loving it.

Editorial

Make Your Journey Comfortable

Ever felt the rush in you to take a trip to the steepest mountains, thinking to hit the road for the longest drive of your life, or zip off on a motorcycle in search of adventure? For those who venture out on these daring journeys; Wrangler is with you! The iconic denim brand Wrangler embodies the courageous spirit by making apparel that can handle themselves, while you go on about your everyday adventure.

This season Wrangler launches "Traveler Lite Jeans", widening their best-selling range "Traveler". Traveler uses knit-fabric combination, that look like denim; but feel like sweatpants. With the new addition of Traveler Lite, they have notched up the comfort quotient by using innovative knit fabric made with hollow yarn, making these jeans much lighter. Some of the Traveler Lite jeans also come with Silver Shield Technology to keep the jeans fresh even after multiple uses. These unique features in the jeans make it the ultimate companion for your adventures enhancing the comfort while also keeping the style up the ante.

Airtel adds Edtech to its digital portfolio in kids learning startup - Lattu Kids

Udaipur: Bharti Airtel ("Airtel"), India's largest integrated telco, today said that it has acquired a strategic stake in Edtech startup Lattu Media Pvt Ltd ("Lattu Kids") as part of the Airtel Startup Accelerator Program. Mumbai based Lattu Kids specializes in digital learning tools for children. Its highly popular Lattu Kids app focuses on improving English vocabulary, English reading and Maths skills for children under the age of 10 years through entertaining, fun learning animated videos and games.

At over 500 mn, India has the second largest number of internet users in the world, driven by affordable smartphones and the lowest 4G data tariffs globally. This deep penetration of internet has also led to wide adoption of online learning tools. The COVID-19 pandemic and closure of schools has further accelerated the adoption of virtual classrooms and digitally enabled learning. It is estimated that in India Edtech will become a USD 2 bn plus industry by 2021. Adarsh Nair, Chief Product Officer, Bharti Airtel said: "At Airtel, we aspire to support the growth of the start-up ecosystem through our digital platforms. And now more than ever, online education is a critical need for millions of young children who do not have access to regular classrooms.

The Copyright Amendment Bill has been passed, but the Government has to do a lot - Vikas Kapoor

Vikas Kapoor came from Kanpur in Uttar Pradesh to Mumbai on invitation of Nitish Bhardwaj and began writing script for TV serial "Geeta Rahasya". After that he wrote scripts for several TV serials such as "Om Namah Shivay", "Shri Ganesh", "Shobha Somnath Ki", "Jap Tap Vrat", "Om Namah Narayan", "Manme Hai Vishwas", "Hamari Devrani", "Jai Santoshi Ma", "Srimad Bhagwat Mahapurana" and feature films "Shirdi Ke Saibaba" and "Sri Chaitanya Mahaprabhu". That is the reason he is known in the film industry as "god's writer".

Besides writing the scripts he also produced many TV serials including "Shobha Somnath Ki", "Achanak Us Roj", "Ravi Aur Magic Mobile" and "Saibaba". The books like "Sai Ki Atmkatha", "Kundlini Jagran" and "Sat Chakronka Rahasya" written by him have been published by reputed publishers across the country. Now a days he is directing a Hindi feature film "Chal Jeet Le Ye Jehan".

A few days back the TV serial "Om Namah Shivay" written by him was re-telecast on "Star Plus" after nearly 20 years and similarly "Colors" TV channel began televising the serial "Om Namah Shivay" after 23 years. These serials have been receiving good viewers' response.

The excerpts from interview with Vikas Kapoor:

Q. The TV serial "Om Namah Shivay" is being retelevised after 23 years. How do you feel and what you have to say?

A. I am a devotee of Lord Mahadev (Shiva) and I get filled with emotions with darshan of Mahadev. But in fact I had done scripting for this serial after 135 th episode. Before that the scripting was done by Dr Rahi Masoom Raza and after his demise Dr. Achala Nagar and late Darshan Lad. After that Producer Dheeraj Kumar and director Chandrakant Gaud encouraged me to bring in novelty and new ideas in the story. Thereafter I scripted the serial till end.

Q. Do you recall any memorable event during this period?

A. "Om Namah Shivay" was the most debated show and after every episode the viewers used to write hundreds of letters. The responsibility of reading and replying to those letters was given to me by my producer. One day a viewer from Uttar Pradesh sent a letter narrating how devotedly his father used to watch "Om Namah Shivay". He was curious to watch the first meeting between

Mahadev and Ravan in the next episode. But he passed away before the episode was telecast. Thinking that his last desire was to watch that episodes were written and the date of the shooting was also fixed. That time one incident indicating the glory of lord Ganesh occurred. Since long I was doing recitation of "Ramayan" on every Tuesday. In "Bal Kand" I had read that Shiva and Parvati worshipped Lord Ganesh after seeking permission of sages during their wedding. After reading that I was startled and felt that Lord Ganesh was giving some indications. I was puzzled with a question, how Ganesh could be worshipped when he was not born? As such I told producer Dheeraj Kumar that our serial will not begin with the scene of Lord Ganesh's birth.

In this matter Dheerajaji must be praised as much as one could. He trusted the entire team. I can never forget the experience of working with him. Especially I remember his wife Zubi Kochar even today. She was always doing something new and was encouraging others. On my advice Dheerajji stopped the shooting and we began fresh research based on "Ramayan". After a lot of search, my female colleague from Tamil Nadu, gave me some compendiums containing detailed information about Lord Ganesh, which was not available in the compendiums available in North India.

Then we wrote the episodes afresh, where we presented the real story of Lord Ganesh. It was just like Lord Vishnu appearing as incarnation of Ram, in mother Kaushalya's lap and sometimes as Krishna in the lap of Devki. Like Lord Ganesh too appeared in mother Gauri's lap. Initially viewers in North India were unable to understand Lord Ganesh's majesty. But after a few episodes, maximum viewers liked it and serial remained on the top consecutively. The entire team, especially the episode director Anwar Khan deserve compliments for this.

Q. Till now you have scripted mostly religious TV serials. What is the reason?

A. After I came to Mumbai,



Immense potential in food processing industries

Udaipur: A one-day online webinar on the topic "Food Processing: Prospects and Opportunities" was organized on 26 June 2020 under the chairmanship of Ajay Kumar Sharma. In which more than 250 participants participated. Dr. N.S. Rathore, Vice-Chancellor, Maharana Pratap University of Agriculture and Technology, Udaipur, along with Keynote Speaker Dr. R. K. Gupta, Director, Mahatma Gandhi Institute of Rural Industrialization, Wardha and Dr. Sunil Kumar Jha was Professor, Indian Agricultural Research Institute, New Delhi shared their views in a webinar

Vice-Chancellor Dr. N.S. Rathore said in his address that there are many possibilities in the food processing sector because it is the link between agriculture and industry, which are the two pillars of the economy. He said that

the food industries consist of various unit reactions such as washing, cutting, drying, packing, etc. In this process, 19 sub-sectors are available in our country. Keynote speaker Dr. R. K. Gupta said that by putting food processing units near the production areas, post-harvest losses could be reduced, but farmers can also get good value for their produce. He said in his address that the value addition technology of primary, secondary, and fortified food grains operated by small and women should be popularized. Also, a national plan should be made to develop agro-processing based technologies at the level of rural and traditional small scale industries, and programs should be organized for skill development in food processing and other rural technologies. The second expert, Dr. Sunil Kumar Jha, said that our

country has 2 percent production processing and 10 percent value addition, which is much less than the developed countries. The availability of human resources at low prices, availability of raw materials for processing, substantial domestic market, import of processed food and increasing employment has excellent potential in this area, and he told how the loss after harvesting income from food products can be reduced, thereby preventing migration of workers in urban areas. He said that at present, the entrepreneurs should be trained to process local food products so that the products can be recognized at the national and international levels. He informed that the makhana produced in the Mithilanchal region of Bihar today has an international demand.

Convener of the program, Dr. N. K. Jain,



Dr. G. P. Sharma, Dr. S. K. Jain, Dr. P.S. Champawat, Dr. Naveen Chaudhary, Dr. Nikita Wadhawan, Dr. Deepak Rajpurohit, Dr. Vijay Kumar Chahar, Dr. Sagar, Eng. Deeksha and Abhinaya Dixit thanked the speakers and the participants for the successful organization of the webinar.



National Women Worker Online Seminar

Udaipur: Keynote Speaker, Mrs. Pratima Lakra Advocate on Record Supreme Court, Deputy Chairman and Chief Advocate Council of Women Delhi Province and convenor "Sakhi" Helpline, Chief Guest Mrs. Avinash Sharma National Chair Person, Women, and Child Development, Distinguished Guest Mr. DD Sharma, National Vice President, and Regional Chair Person, North-West zone under the chairmanship of Shri Shyam Sharma shared their views in an online seminar of Bharat Vikas Parishad was organized

Regional Minister of Bharat Vikas Parishad North-West Zone Smt Santosh Godha informed the seminar's purpose by welcoming all the guests present at the seminar and all the national, regional, and provincial liens and activists attending the meeting. Smt. Godha also introduced guests joining seminars during her address.

Chief guest Smt. Pratima N. Lakra thanking all the participants present in the seminar, from the perspective of the Council, was widely aware of women's role in bringing about positive change in society and the contribution of women in cremating children in the present times. Lakra told that men and women are complementary to each other in the community. We can only move forward with each other's cooperation. Women are the axis of the family. It binds the family together. The country is formed by family and society. In ancient India, women are considered as goddesses. The positive participation of women in the Council has led to the recognition of the work of the Bharat Vikas Parishad. Presently, mobile stress is increasing with mental stress. We have to save children from their excesses. Only women can do this work.

In the presidential address, Shri Shyam Sharma expressed gratitude and said that I am happy that this time the team of women is very active, capable, skilled, and intellectual. The work of the presently formed team is truly commendable.

Special guest DD Sharma said in his address Women also have more influence on health services. What can we do in this current crisis? This should be discussed. Hold meetings with children from time to time, connect children with service and rituals, tell them about the importance of religious festivals.

Chief guest Smt. Avinash Sharma, while expressing his gratitude and thanks to all the visiting dignitaries, func-

tionaries, and activists for participating in the seminar, said in her address that we had made a road map of teamwork by establishing mutual harmony. We are working under the core mantra of Bharat Vikas Parishad to build a healthy, beautiful India. Self-sufficient India and child-rearing are continuing the work. Mrs. Sharma also said during her address that every woman of every branch should add 5-5 women. Chapter and members should be expanded. Cultivate your children. Employment opportunities should be provided to women.

She e paid tribute to the immortal martyrs who sacrifice their lives in the Galvan Valley region. Also, all those present in the seminar took an oath to boycott China-made goods and services. Earlier, Program Convener and National Vice Chairperson Smt. Rajshri Gandhi, while giving a detailed discussion of the road map of women and child development, explained how we can implement our works by taking them to the root level.

Rajesh Sharma as chairman and Pravin Joshi secretary nominated

Udaipur: Senior member Rajesh Sharma was nominated as Chairman and Praveen Joshi as Secretary in the newly formed Board of the Rotary Club Panna for year 2020-21.

The board elected president Neeraj Bolia, club trainer Bhanupratap Singh Dhayabhai, outgoing president Ashok Paliwal, vice president Kamal Gour, and joint secretary Kunal Bhatnagar, treasurer Jyoti Gurjar, sergeant at Arms Bhavana Maheshwari, club administration director Tariqa Dhayabhai, membership incharge Rakesh Sen, public image Leena Sharma, Service Project Ashish Porwal, Rotary Foundation Shubhangi Vargaonkar, Vocational Service Ashok Paliwal, International Service Kunal Arora, New Generation Kunal Yadav, Literacy Teach Jyoti Bolia, Vince Project Director Usha Gaywad, District Events Projects Digvijay Singh, Director Pajitpita Health Director, Social, and Media Director Tarika Dhayabhai and Kanak Singh were nominated as Rotary Action Group Addition Prevent.

Rajesh Sharma is a well-known choreographer, fashion designer and social activist of the city while Praveen Joshi as an environmental consultant included

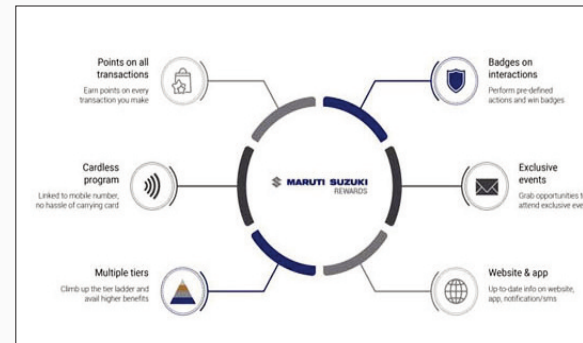
Mask distribution in police stations

Udaipur: The Udaipur Sant Nirankari Charitable Foundation distributed masks under the leadership of branch convener Jeet Singh to police personnel serving in the Corona epidemic and officers serving in police stations.

Giving this information, media in-charge Rajesh Soni said that in police station Pratap Nagar, Hiran Magri, Govardhan Vilas Savina, Sukher, Ambamata, Bhupalpura, the Collectorate and distributed more than 2000 masks, including the soldiers doing duty on the Ayad and other circles. And these services will continue even further.

He said that in this disaster, all types of services are being done by the Nirankari Mission in the country and abroad, whether it is from the food of the migrants to the dry ration or whatever is the demand of the time, the mission is dedicated to the service of humanity. Missions have been at the forefront of humanity in all circumstances since the last 91 years.

Maruti Suzuki -A unique comprehensive loyalty rewards program for Customers



Udaipur: Maruti Suzuki India Limited today launched a distinctive loyalty program – Maruti Suzuki Rewards. This first-of-its kind loyalty program will cover all passenger vehicle customers from ARENA, NEXA and True Value outlets.

Maruti Suzuki Rewards is a comprehensive program that comes with a range of benefits on purchase of additional car, service, Maruti Insurance, accessories, customer referrals and several other 'association benefits' with the Company. Customers can now experience this digitally supported card-less program with the help of Maruti Suzuki Rewards website, and see their reward points growing with every interaction and transaction with Maruti Suzuki. Speaking on the launch of this initiative, Mr. Kenichi Ayukawa, MD & CEO, Maruti Suzuki India said, "Maruti Suzuki Rewards reinforces our commitment to offer a bouquet of delightful services to customers. This new loyalty program takes this spirit forward and brings together some of the finest benefits. It offers flexibility to the members to use the benefits as per their need and climb up the tier ladder of the loyalty program to avail special and exclusive benefits. The Maruti Suzuki Rewards program will be accepted at all Maruti Suzuki dealerships across India. The rewards can be used for redemption against vehicle service, purchase of accessories, genuine parts, extended warranty and insurance or enrolling with our driving schools."

Under the program, customers will be classified into four tiers – Member, Silver, Gold and Platinum. They will also be rewarded with badges, a gamification feature which will make customers interaction with Maruti Suzuki even more rewarding and will give them a chance to unlock access to exclusive events and offers.