

## BIS certification or else get ready to face challans

If you think no one is watching your helmet then it is the high time to recheck the Helmet you are buying as w.e.f 1st June 2021 there is a blanket ban on non ISI helmets. The notification "Helmet for riders of Two Wheeler Motor Vehicles (Quality Control) Order, 2020" issued by Ministry of Road Transport and Highways (MoRTH) dated 26th November, 2020 has stated that all two-wheeler helmets must be Bureau of Indian Standards (BIS) certified and should bear the Indian standard (ISI) mark from June 1.

Non obedience will call for strict measures and penalizing the violators. Any person who manufacture, stores, sells or import a non ISI helmet will be punished with imprisonment of term that can extend to 1 years or a minimum fine of Rs. 1 lakh which can also extent to Rs. 5 lakhs.

Additionally, only the two-wheelers helmets bearing the BIS/ISI certification will be allowed to be sold in the country that means manufacturing or selling non ISI

helmet is an offence and the violation can land behind the bars. The reason for this much awaited step is to eliminate the sale of spurious and fake two-wheeler helmets and minimise the fatal road injuries caused due to low quality helmets.

As per WHO report 300 thousand people are dying in road accidents in India but this number only includes what is reported and recorded by the Indian Government. On the contrary as per general view more than one million people are dying in India in road accidents because many of the accidents never get reported and recorded. Such corrective measures are need of the hour to save human lives. As per the rule now there will be strict enforcement for adherence of this order.

Mr. Sandeep Sood, Chief Trustee, Utparit Consumer Forum - a non-government organisation working in the field of Road Safety said "While the future looks at better infrastructure and better vehicles but on another hand in every one hour, 423 road crash deaths are also a reality. In 2019, 4,37,396 Road Crashes 1,54,732 fatalities and 4,39,262 people got injured. As road accidents have become a major concern to one and all this is a very crucial step by the government to curb mishaps on roads and to save precious lives."

Also speaking on the new rule, Ms. Rajni Gandhi, Founder General Secretary, TRAX (Traffic Reforms and Advocacy Experts), - a non-government organisation said "Helmets are life saving device just like medicines. Therefore, this is a big, much-needed and awaited rule. The ban on non ISI helmets has finally come into effect from 1st June 2021. This means that cheap and non-standardised helmets sold on the road-sides will no longer be available and now the sale and stocking of these non-ISI helmets is a criminal offence.

"This takes us one step closer to our milestone and in making two-wheeler usage safer in India as the cheap roadside helmets that offer little or no protection in case of a crash will no longer be available. Such corrective measures are need of the hour to save human lives. Approximately 3% of GDP is lost due to road accident and this step will certainly help reducing these losses. There already is strict enforcement for adherence to the rule and strict punishment for the violators. Also, ISI certified helmet manufacturers and big organisation should be encouraged to come forward and invest in this field as the demand for helmets will certainly grow. All the existing ISI certified manufacturers will certainly have an advantage and even the government will benefit out of it. This implementation will generate more revenue in terms of taxes and duty which was earlier hogged up by unorganised players commented Mr. Rajeev Kapur, President, Two wheeler helmet manufacturer association. So next time going to buy a new helmet make sure it is BSI certified only.

## Hrithik Roshan, Vicky Kaushal to inspire other stars to help fellow actors during difficult times- Amit Behl

Hrithik Roshan, Vicky Kaushal, Sakshi Tanwar, Flora Saini, Javed Khan, Joyshree Arora and other actors have stepped in to help fellow CINTAA members and provide ration kits and relief to those actors under the poverty line. "As we preempt the darker impact of the second wave to continue for few more months, one's rehabilitation would also take time. Hence we expect a significant number of members to seek financial assistance in the near future from us. This move from our actors is a welcome help" says Amit Behl, Senior Joint Secretary & Chairperson Outreach Committee - CINTAA.

CINTAA has already started distributing ration kits and relief across its members. Behl hopes that actors like Hrithik Roshan and Vicky Kaushal will inspire other superstars to come forward and hold the hands of their fellow actors during these immensely difficult times.

## BMC's Be A Tree Parent MEGA Vriksha Campaign continues with supercops Jayprakash Bhosle and Shashikant Mane

World Environment Day 2021 marked the start of BMC's "Be A Tree Parent MEGA Vriksha Campaign" by K West Ward Asst Commissioner Mr. Vishvas Mote along with Make Earth Green Again MEGA Foundation and Vriksha Nursery to involve societies and residents to adopt tree pits from the 348 locations where trees had fallen post Cyclone Tauktae in K West Ward and replant an identified fast growing native tree species there.

This plantation on June 10th saw the Bakul and Tamhan trees planted beside Sohnu Spa at the hands of Assistant Commissioner of Police Shri Jayprakash Bhosle and Senior Inspector Shri Shashikant Mane along with Asst. Commissioner MCGM K-West Ward Shri Vishvas Mote, Anusha Srinivasan Iyer of Make Earth Green Again MEGA Foundation, Shaan Lalwani of Vriksha and Nodal Officer of Be A Tree Parent Shri Yogendra Kachhawa and Municipal Staff of K-West Ward.

The campaign was inaugurated by Hon. MP Smt. Hema Malini and has had plantations by Ranvir Shorey, Haroon Shorey, Anil Kapoor, Amit Behl, Dr. Aneel Kashi Murarka, Saniya Saiyad, Ashnoor Kaur and MLA Shri Ameet Satam among others.

# Defeated Polio...India will win the war against Corona too

Whenever there has been any crisis on India, people of this nation have defeated it in a collective with their joint efforts. Eradication of Polio in India is the finest example and now the nation is heading fast in the direction eradicating Tuberculosis (TB). Medical experts are confident that this time India suffering from the massive second wave of the pandemic Covid-19 will overcome with its strong willpower and collective efforts will conquer the biggest war of the century.

Currently, India is tormented with the second strong wave of Corona. With the spread of this fatal virus there is a great outcry in every household. Besides Corona, a new problem of Black Fungus too is bogging down. All sort of efforts and medicinal resources are falling short against possibility of adverse effects on children could be the biggest calamity of the era. From across the globe is being extended help distressed humanity. Efforts have been made to contain the situation under control, by imposing lockdown in different regions. According to fresh data of the government, number of active cases is gradually reducing and with increasing recovery rates mortality rate too plummeting. Now chaos for demand for beds, medicines and oxygen is receding.

It is also being talked about that in a bid to check all-round development of India, certain superpowers are using this fatal virus as a weapon to prepare a ground for the third war. While India is bearing the brunt of Corona and

third and fourth wave of Corona looms around possibility of adverse effects on children, surprisingly. Although, authentic proofs are not available, but data stands testimony to the fact that intensity of Corona in the neighboring countries is negligible. Year 2020 lost to Corona. There was a hope that things will improve in the new year 2021. In the beginning of the new year India was fast moving faster on the way get rid of the Corona pandemic almost in the quarter in February-March.

During various lockdown and unlock-down public life was getting normal and all kinds of getting to begin. Whole of the world was appreciating India for facing global pandemic in a well planned manner, maintaining better recovery and lesser fatality rates and extending cooperation to the other countries. Simultaneously, as an outcome of the great scientists of this nation working day and night made in a record time two indigenous vaccines- 'Covi-Shield' and 'Co-Vaccine' and won the accolades across the globe.

Prime Minister Narendra Modi assured country fellows by launching two biggest vaccination campaigns in its first phase- vaccinations of medical and frontline workers and in the second phase- vaccinations of plus 45 years age group of people. In view of growing intensity of Corona, in the third phase- vaccination for 18 plus age group too has been initiated since last May. So far about 24 crore people got vaccinated in the country. This way India is stands amongst front line countries of the world



in terms of vaccinations too.

The biggest reason for spread of second wave with new strain is attributed to the carelessness of the people against the relaxations granted during lock down. Despite appeals made time and again use mask, washing of hands with soap, use of sanitizer, maintain social distance was so grave that not an inch of space was available in Sadar Bazar, Delhi. New culture forced people to in a situation where one cannot attend last rites of their beloved ones.

At the same time we were made to think to contemplate on our dual mentality on the growing crowds in markets, rallies, other places etc., and now being advised to use double mask and instead of two meters to maintain a distance of ten meter, refrain from morning and evening walks in a likelihood of virus in the air. Prime Minister Narendra Modi is constantly taking stock of the situation by discussing with chief ministers of the states, district collectors, health experts, other segments of the society and central health and family welfare minister

Dr. Harsh Vardhan, health ministers and secretaries of the states, visiting hospitals and reviewing availability of health facilities and oxygen plants. State chief ministers too are constantly taking state of situation in their respective state. Currently, the biggest concern is to contain spread of corona in the remote rural areas. Its not easy to get over this challenge. If not able to contain spread of corona well in time, situation might grow more serious. Hence, this is need of the hour that we should forget about all sort of indifferences, give up tendency to accuse and pull up our socks in endeavor to put an end to the acute crisis of corona. At the same time let all of us together to follow cent percent conduct of code in compliance to check corona and broaden formula of track and treat and vaccination.

This is not for the first time that India has to face menace like Covid-19. Earlier also country has faced diseases like- black fever, cholera, small pox, polio, SARS (Severe acute respiratory syndrome), Chikungunya, Spanish flu, HIV (AIDS), Ebola (HVD), Zika virus, Nipah (NiV) etc. diseases bravely and have been not only contain but eradicate the same.

Similarly natural calamities like- Chhappaniya Akal, drought, earthquakes, floods, SUNAMI, cyclones, blizzards, glacier melting, hail storms, cloud bursts, heat waves, locust attack, arsons etc. have been faced valiantly by Indians with courage and mutual cooperation.

-Neeti Gopendra Bhatt

## Avaada Foundation has inaugurated COVID Care Centre



**Udaipur:** The second wave of COVID-19 is apparently subsiding with significant decline in the number

of cases. However, we must be cautious and well prepared for the 3rd wave which as cited by health experts can impact

the younger generation and can strike at any time soon. In the wake of pandemic, Avaada Foundation is tirelessly working to provide Ration and Food Packets to the needy and has also set up two COVID care centres in Rajasthan. First COVID Care Centre at Kolayat Block of Bikaner City was dedicated to the nation by Shri Bhanwar Singh Bhati - Hon'ble Minister of State for Higher Education, Government of Rajasthan. Avaada

Foundation, the philanthropic arm of Avaada Group of companies, is engaged in social welfare activities—with a significant focus on child education, medical facilities in rural areas, skill development, women empowerment, and so on. Avaada Foundation firmly believes in the Indian philosophy, which says, "Every human being is indebted to his parents who raise him. He is obliged to his community and culture. He is obliged

to the Gods and Sages. And he is obliged to nature at large, and our goal in life is to repay this debt in a lifetime. With all good KARMA - we can repay all our debts and get Nirvana". In trying times like these, our purpose and values matter a lot to the people and communities we serve, and we must consider fortunate to be able to serve them selflessly. On this development, Mr. Vineet Mittal - Chairman, Avaada Group, said, "This is one of the

most challenging periods in the history of India. At this moment, what matters most is sharing the responsibility of fight against coronavirus in every way possible. We focus our efforts on providing medical support in rural areas and helping them with isolation beds, medicines, food items, oxygen plants, oxygen concentrators & ventilators. Being a socially responsible company, we pledge to protect and empower our communities."

## ICICI Prudential Life announces the highest ever bonus

**Udaipur:** ICICI Prudential Life Insurance has announced an annual bonus of '867 crore for all eligible participating policyholders for FY2021. The bonus declared is the highest ever by the Company till date and is also 10% higher than the bonus announced in the last fiscal. All participating policies in-force as of March 31, 2021 are eligible to receive this bonus and will be added to the policyholders' benefits. A total of 9.8 lakh participating policyholders will benefit from this, taking them closer to their long-term financial goals. Bonus is the share of profits generated by the Company's participating policyholder's funds which are added to their guaranteed maturity benefits, thus enhancing the corpus.

This is the 15th consecutive year the Company has declared a bonus, underscoring its customer-centricity and long-term investment approach to deliver superior risk-adjusted returns to policyholders. The stringent investment philosophy of the Company has ensured zero defaults in its portfolio since inception and across market cycles. As of March 31, 2021, 96.8% of the fixed income portfolio is invested in sovereign or AAA rated paper. Mr. N S Kannan, Managing Director & CEO, ICICI Prudential Life Insurance, said, "We are delighted to announce that the annual bonus for FY2021 is the highest ever in the history of the Company. What gives us special satisfaction is the fact that it coincides with the 20th anniversary of our operations.

It demonstrates our customer focus, resilience and ability to navigate through the unprecedented challenges posed by the pandemic. What drives us in this challenging environment is the commitment to our vision of building an enduring institution that serves the protection and long-term saving needs of our customers with sensitivity

## Airtel's new brand campaign reinforces India's preference for network quality

**Udaipur:** Bharti Airtel ("Airtel"), India's leading communications solutions provider, rolled out a new brand campaign to showcase the disproportionate customer preference for its world-class network and differentiated services.

As per data published by the Telecom Regulatory Authority of India (TRAI), 2 in every 3 new mobile customers chose Airtel over other networks during September 2020 - February 2021. During this period, over 25 mn customers joined the Airtel network, underscoring the

strength of brand.

Shashwat Sharma, Chief Marketing Officer, Bharti Airtel said: "We have one and only one guiding principle - customer obsession. And it's gratifying to see customers reward Airtel for constantly listening to them and innovating to serve them even better, especially at a time when the pandemic has redefined the normal.

Today, Airtel has the highest number of active mobile subscribers in India and more importantly we believe we are leading in the hearts of customers." The campaign has been conceived by Taproot Dentsu. Commenting on the film, Pallavi Chakravarti, Executive Creative Director, Taproot Dentsu said, "When it comes to India's telco of choice, winds of change have been brewing slowly, steadily and surely. And today, Airtel's numbers are doing the talking. Our campaign is a reflection of this simple truth, told simply."

Airtel has built a 5G ready network and consistently led network performance metrics in surveys by multiple global platforms. As per Opensignal, Airtel's mobile network offers the best video and gaming experience in India. To boost this experience even further, the Company has started deploying the additional 355.4 Mhz spectrum it acquired in the recent auctions for a sum of Rs 18,699 cr.

Airtel has also been ahead of the curve in introducing a wide range of solutions to simplify and improve customer experience. From Airtel Wi-Fi calling to Safe Pay and One Airtel plans, the company has been relentless in innovating to solve customer pain points. Airtel's world-class digital platforms - Airtel Thanks, Wynk Music and Airtel Xstream brings to customers all the digital content and Airtel services they require.

## Anupam Kher joins BMC's 'Be A Tree Parent' MEGA Vriksha Campaign

Actor Anupam Kher planted trees, expressed solidarity and set an example to citizens by becoming a tree parent. With this move, he became the latest celebrity to join Hon. MP Smt. Hema Malini, Ranvir Shorey and Sonu Shetty, Anil Kapoor, Amit Behl, Dr. Aneel Kashi Murarka, Saniya Saiyad, Ashnoor Kaur, Advait Mote and MLA Shri Ameet Satam who are all proud tree parents!

World Environment Day 2021 marked the start of BMC's 'Be A Tree Parent' MEGA Vriksha Campaign. Instituted by the K West Ward Asst Commissioner Mr. Vishvas Mote, along with Anusha Srinivasan Iyer of Make Earth Green Again MEGA Foundation and Vriksha Nursery, the campaign involves and encourages societies and residents to adopt tree pits

from the 348 Mumbai locations where trees had fallen in the K West Ward, post Cyclone Tauktae, and replant identified, fast-growing native tree species in those locations.

"I would like to stand next to this tree we planted and get my photo clicked today. As fifty years from now, when this tree is in its full splendour, it will make me very proud. I am here to motivate those who are making the difference. The BMC who is initiating this much-needed move, organisations like MEGA and Anusha Iyer, and the citizens who are taking this movement forward by adopting trees. We must plant at least a thousand trees in this area to make up for those we lost. If you need me anywhere, anytime to plant a tree, I will always be there," enthused Anupam Kher.

Added singer-entrepreneur Saniya Saiyad, "I feel very privileged to be a part of this movement where we strive for a greener planet. I am grateful that Anupam ji, the BMC and Make Earth Green Again MEGA Foundation have enabled me to leave behind greener footprints."

"Vishwas Mote, Asst Commissioner K West Ward is a visionary. It is thanks to his efforts, that we, at Make Earth Green Again MEGA Foundation, are helping make the vital difference of making our ward get back its lost green glory. The celeb participation and the ever-willing citizen support, as well as that of the police who are willingly planting trees, strengthen our resolve," expressed Anusha Srinivasan Iyer.

The campaign has also seen active participation from police personnel and citizens alike. And the numbers seem to only be growing. Check out the adjacent pictures!

## Kshatriya society must ensure the continuation of traditions of the Kshatriya family- Arvind Singh Mewar

**Udaipur:** To pay their respectful homage on the passing away of the Maharao Pragmal III, the third former ruler of the Jadeja dynasty of Kachchh, Gujarat, and a descendant of Lord Shree Krishna, the Akhil Bhartiya Kshatriya Mahasabha (1897) organized a condolence meeting on a digital platform. The Maharao Pragmal III was 85 and he died due to Covid-19 complications.

Maharao Pragmal III had expressed his wish that there would be no Maharao on the throne after him.

Shriji Arvind Singh Mewar of Udaipur expressed his heartfelt condolences. He said the tradition of Raja-Maharaja has been continuing as a commitment to our ancestors and to society. He felt the Maharao Sahib, for whom he had great personal respect, should have

refrained from making such an announcement. "We must follow our respective traditions which are passed on from generation to generation. Our ancestors have made unprecedented sacrifices to carry forward these positions, titles and traditions," Shriji said. "As part of our traditions, we should uphold these values and principles, and give our descendants the responsibility to carry it forward," he said, adding, "Conventions, such as the continuation of family legacies and traditional titles, may not be decided by a few people or a committee." The division of tangible wealth is one issue, but identities or values may not be renounced because it is also the identity of the larger community.

The Mahasabha President Raja Manvendra Singh (former MP Mathura), Vaganer Kesari Singh, Maharaj Jaspur, Devrat Singh Sirohi, Hemendra Singh Jaisalmer, Ran Singh Judev, Anirudh Singh, Satish Chandra Devda, Tamil Nadu Assembly President Dr. Guna, Rishiraj Singh, Aarti Singh Gujarati, Aashutosh Singh Sisodia, MK Harshwardhan Singh Dungarpur, MP, Rajya Sabha also supported Shriji Arvind Singh Mewar of Udaipur that the dynasty cannot be deemed to have ended.

During the meeting, the august members of the Mahasabha recounted the charitable works undertaken by the late Maharao Pragmal III during the Gujarat earthquake. People from all walks of life were provided food and shelter under his guidance.

The Mahasabha prayed for the recovery of Maharani Sahiba Preeti Devi, the widow of Maharao Pragmal III, who is suffering from Covid complications and has been hospitalized.

## International Level Crossing Awareness Day celebrated

Shri Ashutosh Gangal, General Manager Northern Railway informed that International Level Crossing Awareness Day is being celebrated all over the world in the month of June every year. In this context, Northern Railway is celebrating International Level Crossing Awareness Day by conducting Level Crossing Awareness campaign through counselling of road users at different locations all across Northern Railways at all five Divisions.

Counselling of road users has been carried out in the sections of New Delhi - Panipat - Ambala, Shakurbasti - Rohtak - Jind, Rohtak - Panipat, Delhi Shahdara - Shamli, Delhi - Rewari, New Delhi - Palwal & Ghaziabad-Meerut City over Delhi Division today. Also, Rail passengers were counselled not to board in running train and pass level crossing after observing the train movement and not to force the gateman to open the gate when it is closed to avoid any mishap.