



Digital health ID

With the nationwide launch of the Ayushman Bharat Digital Mission, India has rolled out an ambitious project to provide a digital health ID to every citizen. The ID will facilitate access to personal health records, which can be linked and viewed with the help of a mobile application, especially by doctors anywhere in the country. These records will be digitally protected and the patient's consent will be mandatory for accessing them. Besides, the mission envisages the creation of the Healthcare Professionals Registry and the Healthcare Facilities Registry that will act as a repository of all healthcare providers in modern as well as traditional systems of medicine.

Editorial

The Covid pandemic woefully exposed the inadequacies of India's health infrastructure, particularly during the destructive second wave in April-May this year. The entire medical edifice almost crumbled as lakhs of cases and thousands of deaths were reported every day. Telemedicine has emerged in a big way over the past year and a half amid the lockdowns and other restrictions, though it can't replace in-person interaction between the doctor and the patient. Even as the third wave looms large, the government's digital push is welcome, but technology alone can't bring about revolutionary changes in the health sector.

Just two days before PM Modi launched the mission, Vice President M Venkaiah Naidu flagged the shortage of trained human resources in the health sector and called for addressing the issue on a war footing. India's doctor-to-population ratio (1:1,511) is nowhere near the WHO norm of 1:1,000; the nurse-to-population ratio is 1:670, far less than the WHO-prescribed 1:300. The staff shortage is all the more stark in rural areas, forcing villagers to throng urban centres that are already overburdened. Much work needs to be done to achieve the lofty goal of setting up one medical college and hospital in every district of the country. It's also important to bridge the digital divide that is preventing millions of people from making the most of technology-based public services. A holistic approach is the way forward to give a new lease of life to the health sector.

Airtel joins global efforts to combat climate change

Airtel is also the first Indian telecom company to company to join the UN Global Compact

Udaipur. Bharti Airtel Limited ("Airtel"), India's leading provider of telecommunications services, today announced its commitment to contribute to global efforts to mitigate the impact of climate change and build a sustainable planet. Airtel has joined the Science Based Targets initiative's (SBTi) 'Business Ambition for 1.5°C' campaign and adopted targets to significantly reduce its carbon footprint and emissions from its network operations. With this, Airtel joins the league of leading global corporations who have committed to the 1.5°C pathway outlined by the SBTi - a partnership between CDP, the United Nations Global Compact, World Resources Institute (WRI) and the World-Wide Fund for Nature (WWF).

Airtel is committed to reduce absolute scope 1 and 2 Green House Gas (GHG) emissions 50.2% by FY2031 from FY2021 as base year.

Airtel also commits to reduce absolute scope 3 GHG emissions 42% over the same timeframe.

Airtel will achieve this through multiple interventions including accelerated green energy adoption across its network operations, energy efficient infrastructure and processes as well as implementing sustainable business practices at its workplaces.

Vidut Gulati, Director - Legal, Bharti Airtel said: "Climate change is the biggest challenge facing humanity. We must act collectively without further delay to ensure we do not go past the point of no return and have a sustainable planet. Businesses have a fundamental responsibility to contribute to this effort and Airtel has adopted an ambitious target in this direction and will report its progress transparently."

MADAME Unveils Autumn-Winter 2021 Collection



Gurugram: Leading women's western-wear brand MADAME is thrilled to uncover its Autumn-Winter 2021 collection, marked by a range of striking designs, innovative styles and silhouettes. Dedicated to creating comfortable and stylish apparel for young women, MADAME launched the collection with great gusto for women with varied tastes and preferences.

Seasonal style paired with an underlying layer of comfort marks the Autumn-Winter 2021 collection for the brand. MADAME presents a beautifully designed selection of brand-new styles alongside exciting colour palettes. Consisting

of core pieces such as tops and dresses, the range also exhibits a strong flavour of the winter season with items such as jackets, coats, cardigans, sweaters and sweatshirts - to complement the chilly nights of the season with smart style and warmth.

Commenting on her creative process, head designer at MADAME, Parika Rawal, said, "We are excited to present the AW'21 collection, which will provide our customers with the most up-to-date styles as well as the fit and comfort they deserve. Our journey has been remarkable, and we continue to provide the highest quality clothing to young women. Our customer base has grown over time, and we've become more creative in our approach to providing the greatest fashions. With the unveiling of AW'21, we concentrated on a diverse range that will undoubtedly meet the needs of our customers."

The UK- India collaboration is a hallmark towards a clean and zero emission future- as the road ahead is electric!

GoZero Mobility in association with British High Commissioner to India, Mr. Nick Low, British Deputy High Commissioner to Kolkata, Mr. Ankit Kumar, Founder & CEO, GoZero Mobility and some distinguished dignitaries were present on the occasion.

GoZero Mobility has been dedicatedly working & committed towards the mission & vision of COP26. The GoZero eBikes which are designed in the UK, are an affordable, healthy and clean mode of transportation, which will allow

the users to commute faster with zero emission.

The UK Government will be hosting the United Nations Framework Convention on Climate Change Conference of Parties 26 (COP26) in Glasgow, Scotland in November 2021. A key priority of this "Climate Summit" is Zero Carbon Road Transport. This will provide energy security, and reduce both air pollution and emissions from the transportation sector. In the run-up to COP26, the UK is working with governments, cities, businesses, research organisations, think tanks and others to enhance uptake of electric mobility and to showcase innovation.

Earlier this year, in February the British Deputy High

Commission, GoZero Mobility and Govt. of West Bengal came together to recognise the efforts of three COVID Warriors for the service rendered by them during the pandemic. They were honoured with high performance and zero emission GoZero eBikes at a felicitation ceremony.

GoZero Mobility is a British performance electric bicycle maker with headquarters in Birmingham and a manufacturing base in Kolkata and Gurugram, present in over 30 major cities in India with 150+ retail network.

Mr. Alex Ellis, British High Commissioner to India said, "The faster we switch to electric vehicles, the better for the air we breathe and for our environment. GoZero Mobility's e-

bikes are an affordable, clean and healthy way to get around town. And they are also great fun. It's a brilliant example of UK-India working together for sustainability - e-bikes designed in Birmingham and made in Kolkata and Gurugram."

Mr. Ankit Kumar, Founder & CEO, GoZero Mobility said, "GoZero Mobility has been devotedly working & committed towards the mission & vision to fast track the road to sustainable transportation. We firmly believe eBikes are a right solution fit to enable cleaner, greener and sustainable transport ecosystem. Today, we are showcasing our range of superior, high performance yet affordable range of eBikes. These are available in over 30



cities in India and will be in over 50 cities by the end of 2021."

The eBike sales globally are accelerating at a high pace and we are very well playing our part to create a green and sustainable transportation for all. Till date, GoZero eBikes have

ridden a total of 4.5 million kms and have reduced CO2 emissions by 1200 tons thus contributing towards a greener and sustainable future. We hope to see more and more cities adopting electric mobility in the coming days.

Mohd Airf chairman tractor Union jammu and kashmir meet Mehbooba

Jammu: A delegation of Tractors Union, Jammu met former chief minister Mehbooba Mufti and submitted a memorandum regarding ban on mining. The delegation was led by Partap Singh Jamwal (Political Activist) and Mohd. Arif (Chairman, Tractor Union Jammu) along with Bhanu Partap Singh Gorla (President Dogra Youth).

During the meet, Partap Singh Jamwal highlighted the issue of mining in front of former CM. He said the ban has been like a dark cloud hovering over Jammu and bringing lot of misery to the people. Jamwal said the ban on mining has largely affected daily livelihood of those who are dependent on mining activities. "If this ban continues, the affected families will die of starvation as it has affected everyone from labourers and mine owners to transporters," he maintained adding that there is a need to adopt measures to safeguard the environment but that needs proper plans and assessment of ground

realities before imposing the ban. Partap had claimed that thousands of labourers and their families engaged in mining have been severely affected by the ban. The construction material could only be supplied if the same is mined from the Tawi



and other Khad areas.

He alleged that the mining is also going on during night hours and construction material is extracted rampantly from Tawi beds and khad despite ban on mining as claimed by the Geology and Mining Department. Mohd. Arif and Bhanu Partap Gorla also briefed in this regard that tractor, trailer owners are continuously protesting since the past many years to urge the authorities to come to their rescue as many have been rendered jobless. They alleged that the mining and extraction has always been controlled by a powerful lobby with the influence of police, Geology & Mining department and strong political clout.

Assuring to fight the issue till the end, Jamwal said various delegation of tractor union has already knocked the doors of UT administration besides many Jammu based different political parties are against this practice.

STEELBIRD launches "SA-2" HELMET—packed with safety & comfort features



New Delhi: Steelbird Hi-Tech India limited, Asia's largest Helmet manufacturer has launched their new 'SA-2' helmets, which combines superior design packed with safety features. The SA-2 range is starting from INR 3849/- and comes in vibrant and classy decals.

SA-2 helmet is injected with comfort and hygiene elements. It comes with multiple air vents for an outstanding air flow ventilation system ensuring a comfortable ride during long hours. Also keeping the hygiene factor in mind, these helmets boast of removable & washable interior padding and cheek pads.

Furthermore, the inclusion of metallic quick release buckles meeting European Standards makes it one of the safest retention systems in the helmets. The vortex generators on the visor helps reduce air friction that allows the riders to ride with ease. To reduce

the wind noise in the helmet it is provided with a wind deflector.

Other distinctive features of SA-2 are that its visor comes with an anti-fog shield holder and the helmet has a visor locking mechanism. Moreover, to ensure complete safety on road the model is made from a high impact thermoplastic material shell; SA-2 also comes with a high-density EPS and Polycarbonate (PC) visor with an anti-scratch coating. Offering superior quality, effective performance and advanced technology "SA-2" helmets offer unmatched safety standards without compro-

missing on the looks, even at the backside SA-2 helmets have spoilers for the sporty look. This compact and classy model has surely kept up with the image and philosophy of the brand along with all rider-friendly components intact," says Mr. Rajeev Kapur, Managing Director, Steelbird Helmets. Suitable for all riders, SA-2 comes in Medium-580mm, Large-600mm & XL-620mm sizes and the model is BIS certified to conform to IS 4151:2015 norms.

Don't wait! You can get your SA-2 helmet at all Steelbird outlets and on steelbirdhelmet.com.

JK TYRE & INDUSTRIES LAUNCHES ITS NEW TVC CAMPAIGN 'SMART TYRE - TYRE WITH A BRAIN'

Udaipur: Indian tyre industry major and the pioneer of radial tyre technology in the country, JK Tyre & Industries Ltd. has launched a high-impact TVC for their latest innovation, 'Smart Tyre - Tyre With a Brain'.

The TVC campaign aims to establish JK Tyre as a new age tech-driven brand that understands the pulse of their customers, in line with shift in customer preference towards connectivity and smart devices. The new TVC also showcases the cutting-edge innovation of JK SMART TYRE, and the new features that will define the future of mobility.

Featuring India's first Formula One racer and motorsports icon Narain Karthikeyan, the new television commercial by creative agency Cheil India, builds a thrilling connection with Narain's ambition to explore the unexplored, equipped with all the information on the tyre health provided by JK SMART TYRE.

The ad showcases the character of an enthusiast, portrayed by Narain Karthikeyan, who trusts JK Tyre's future of mobility - SMART TYRE - to be a part of his everyday journey, enabling him to experience the ever-changing road conditions.

UltraTech Cement joins RE100

Udaipur: UltraTech Cement Limited, the largest manufacturer of grey cement, white cement and ready-mix concrete in India, has announced its commitment to Climate Group's RE100 initiative at Climate Week NYC 2021. As part of this commitment, UltraTech targets to meet 100 per cent of its electricity requirement through renewables sources by 2050. RE100, led by Climate Group in partnership with CDP, brings together the world's most influential businesses committed to 100 per cent renewable electricity. UltraTech has set a 100 per cent renewable electricity target for its entire global operations by 2050. In the last two years, UltraTech has scaled up its contracted renewable energy capacity by 2.5 times. The Company has already set a target to scale up its green energy mix to 34 per cent of its total power requirement by 2024, from the current levels of 13 per cent.



operations. The commitment to move to 100 per cent renewable energy to meet our electrical energy requirements by 2050 is both a reflection of our confidence on the progress

we have made, as well as our commitment to overcome the challenges ahead.

With us now joining the RE100 group, UltraTech will become part of a high-profile global campaign that advocates for a strong business case in transitioning to renewable energy sources in building a decarbonized economy," said Kailash Jhanwar, Managing Director, UltraTech Cement. UltraTech is also the first company in India and the second company in Asia to link its financial commitments with sustainability targets through the issuance of dollar-based sustainability linked bonds.

ARMY COMMANDER'S POLO CUP - 2021 GOES THROUGH DESPITE RAIN

Jaipur: Army Commanders Polo Cup finals was played at spectacular Polo ground of 61 CAVALRY at Jaipur on 27 Sep with Bedla/Los Polistas claiming the cup which was very keenly contested by Achievers Golden Globe. This makes a second consecutive win for Bedla/Los Polistas after winning 61 Sub Area Cup just a week before.

The current 16th edition of Army Commanders Polo cup was a 10 goal tournament enthusiastically participated by five renowned top Polo Teams with players from India and abroad. The final match demonstrated an incredible display of sportsmanship amongst

the teams and synergy between men and the strong & sturdy horses following three Tactics; Attack, Attack and Attack. Despite the rain playing a spoil sport after second Chukker, there was never any lag in the pace of the horses and the game. The game gave some picture perfect shots and Instagram moments to the spectators. The players really complimented the soil composition of the ground as it provided enough safety to the riders and the horses despite drizzle off and on.

Lt General AS Bhinder, Army Commander, Sapta Shakti Command presented the Cup to the winning team Bedla/Los Polistas led by Rao Himmat Singh Bedla.

Army Commander's Polo Cup was instituted in the year 2006 by Lt Gen PK Singh, the then Army Commander of South Western Command with an aim to provide platform to young & talented Polo players from across the country. The finals was a perfect proof of the traditions being upheld with huge fervour and the horsemanship displayed by the teams was a treat to watch.

ExxonMobil launches Mobil SuperTM SUV Pro for Sport Utility Vehicles

Udaipur: ExxonMobil Lubricants Pvt Ltd, a wholly-owned affiliate of ExxonMobil Corporation, today announced the launch of Mobil SuperTM All-in-One Protection SUV Pro synthetic engine oil. The launch comes at a

'Sound Aura' Wireless Basstube Speaker with Microphone @ Rs. 2,999

The speaker offers a continuous power backup of upto 6 hours and supports TF Card, and USB connectivity through AUX with a 6-month warranty

New Delhi - Gadget accessory and consumer electronics brand UBON announced the launch of its new SP-8005 Sound Aura Wireless Basstube Speaker with Microphone in India at Rs. 2,999. The newly launched Sound Aura wireless speaker is equipped with features like USB Charging, built-in microphone and wide compatibility. It comes with multiple connectivity options USB Port, Micro TF/SD Card. Compatible and easily pairable with iPhone, Android devices, and laptops as well. This product also offers a supreme battery life of 1200mAh that can play music for more than 6 hours on a single recharge. It's also easy to operate and has a high-powered speaker system. This new speaker comes with the latest Bluetooth feature V5.0. This Sound Aura wireless speaker is equipped with a 3.5MM Karaoke mic with 3mtr cable, which lets users stream their favourite playlist without any hassles. Commenting on the new launch, Mr. Mandeep Arora, Managing Director, UBON said, "Being a leading player in the consumer electronics industry, we, at UBON, always strive to provide innovative products to our customers at the best possible prices. UBON SP-8005 Sound Aura wireless party speaker additions to the existing Audio range aims to fuel the aspirations of both aspirers and minimalist set of consumers to live life uninterrupted enjoying every moment. This newly launched product assures best-in-class music experience to our customers, making it the life of every party."

The company offers a 6 months warranty. The SP-8005 Sound Aura Wireless Basstube Speaker is available at all major ecommerce platforms and off-line stores across all over India.

time when sales of sport utility vehicles have grown from strength to strength, accounting for about one-third of new passenger vehicle sales.

"People are turning to SUVs to more easily manoeuvre through dense traffic, handle bad weather conditions, and drive over rugged terrain. To meet the needs of SUV owners, we are introducing Mobil Super SUV Pro which is specially formulated with active ingredients for SUV engines.

Whether you use your SUV for daily commute or weekend drives, our new Mobil Super SUV Pro is packed with features to deliver All-in-One Protection for every terrain, making it easier for all SUV owners to care for their cars," said Deepankar Banerjee, Chief Executive Officer (CEO), ExxonMobil Lubricants Pvt Ltd.

The Mobil Super SUV Pro is backed by over 150 years of experience in lubricant technology, delivering proven protection for a smoother, more comfortable drive for daily commutes and weekend adventures at wallet friendly prices.

Coming from the makers of Mobil 1, Mobil Super SUV Pro is suitable for both diesel and petrol engines and meets American Petroleum Institute (API) SN Plus and European Automobile Manufacturers' Association (ACEA) A3/B4 Standards. The engine oil is suitable for use across SUV models from leading automakers in India.

Mobil Super SUV Pro is available in 1, 3.5, and 5-litre pack sizes at Mobil Authorized Retail stores, Mobil Car Care stores and Amazon.