

An Encouraging recognition of the freedom

FOR this year's Nobel Peace Prize, the Norwegian committee has chosen two journalists who have been fearlessly going about their business of unearthing and propagating some hard truths despite threats to life and repression unleashed by their respective all-powerful regimes. It is an encouraging recognition of the freedom of expression and fact-based journalism as being the bedrock of democracy, and of peace. The selection acknowledges the disturbing escalation in intolerance to voices of dissent by most governments worldwide as they employ questionable means to buy out or subjugate and gag mediapersons (including targeted incarceration and murders) who dare to expose their black deeds in search of the truth.

Even as consumers are assailed by a confounding bombardment of news and views that are inextricably interspersed with fake news and propaganda, peace awardees Maria Ressa of the Philippines and Dmitry Muratov of Russia stand out for keeping the flag of fact-based journalism flying. Undeterred by authoritarian pressure and a volley of legal cases, Ressa, the co-founder of news portal Rappler, has been at the forefront of a series of investigative stories that shine light on the Rodrigo Duterte-led Philippine government's anti-drug campaign smeared with murders. Muratov has bolstered press freedom with his newspaper Novaya Gazeta being the sole anti-establishment voice, showing the mirror to the Russian government. Despite six of its journalists having been slain, the paper has stuck to professional integrity, again proving that you can shoot the messenger, not the truth.

That journalists have been bestowed this prize for the first time since 1935 when Carl von Ossietzky got it for revealing that Germany's Nazi administration was secretly re-arming after World War I is a sobering reminder of the rise of dangerously regressive and divisive forces and the need to contain them. The issue gains more significance in this age of the largely uncontrolled social media boom. The immense power wielded by Big Tech companies and the impact of their unchecked online media content on gullible consumers' mind-set is fraught with disastrous implications. As Messa says, 'What we're seeing is a thousand cuts to the body politic, to our democracy.'

Awards Kaarak Home Decor National Award

New Delhi: Kaarak Decor Pvt. Ltd., home grown Indigenous Start-up has won a National Award by Government of India Minister Shri Pratap Chandra Sarangi, for it's unique & innovative Biodegradable Home Furnishing Products at the #TIME2LEAP National Awards - MSME Edition organized by Summutor Pro Sales & Marketing Consultants.

Kaarak Decor is a mother-daughter duo venture by Artika and Anupama. The company was founded with a vision to bring back the traditional Indian techniques with a modern twist. Their designs are inspired from their stay in Europe and Africa and are brought to life based on the traditional Indian techniques.

Kaarak Decor, empowers handmade by empowering local women & the organization employs only women who are talented artisans that handcraft each product to suit the consumer lifestyle & integrate Indian traditions to reflect contemporary fashion vocabulary, which promotes the "hand done", instead of mechanical mass production.

"We are extremely thrilled to announce our First National Award by the Union Minister Govt of India, our core value is to provide customer delight with our contemporary home decor products made from upcycled raw materials to minimize environmental impact. We also try to inculcate our rich traditional handicraft knowledge in our products, while protecting the natural environment," says Co-founder, Kaarak Decor Pvt. Ltd., Artika.

TAFE launches Massey Service Utsava nationwide service

Udaipur: Indian tractor major and world's third-largest tractor manufacturer, TAFE - Tractors and Farm Equipment Limited, launched a mega nationwide tractor service campaign "Massey Service Utsav" to ensure a hassle-free cultivation season for the farmers. The main objective of the Massey Service Utsav is to benefit farmers by reducing the cost of maintenance and providing them with best-in-class service offered at 1500+ authorized workshops under the guidance of 3000+ highly skilled and well-trained mechanics across the country. Maintenance services ensure 25 to 44 points check-up of each tractor to deliver high performance during the season.

Massey Service Utsav is customized for each tractor owner with attractive offers and lucrative discounts. Gifts and offers on oil services, discounts of 15% on jobs more than Rs. 4000 bill value, additional care to get the powerwolvers, genuine parts and oil on AgriStar products, 3-5% discount on parts, 10% discount on oil and upto 50% off on labour charges are some of the key offerings under MSU.

With MSU, TAFE aims to connect with customers to prepare their tractor for the season, offer special service to customers who've not been able to visit authorized workshop in last 12 months and attend to customers who need major overhaul and repairs.

October - November is the peak for farmers across India with the harvest of Kharif crops and sowing of Rabi crops. This creates a very high demand for tractors among farmers. With initiatives like Massey Service Utsav, TAFE aims to help farmers prepare for the key harvest and sowing season for a bountiful harvest and prosperous festive season ahead.

Customers can contact the nearest authorized dealer through telecalls, SMS, social media platforms like Facebook and through WhatsApp. Massey offers Doorstep Servicethrough bikes and vans. GraminSevaShivir'sare being conducted to reach out to customersat remote locations. Additionally, customers can book their services through Massey Ferguson call centre number (1800 4200 200) and Massey Care App.

Exchange of old tractors and bookings for new Massey Ferguson tractors are also included in the Massey Service Utsav. With the festive season kicking in, through MSU, TAFE intends to reach out to 10 lakh plus customers across India and celebrate this period of joy and happiness together.

THE 'MEWAR TRAIL' FROM EKLING GARH MILITARY STATION AT UDAIPUR

Jaipur: Lt Gen JS Nain, AVSM, SM GOC-in-C Southern Command along with Kunwar Lakshyaraj Singh Mewar flagged off the 'Mewar Trail' as a part of Swarnim Vijay Varsh celebrations from Eklinggarh Military Station at Udaipur at 1200 h on 08th October.

The 'Mewar Trail' is a foot based expedition being undertaken by the 9th Battalion of the Grenadiers Regiment which traces its Origin to erstwhile Princely State of Mewar. It is a matter of honour for the unit that during the Swarnim

Vijay Varsh it is located at Udaipur. The expedition will commemorate the valour and sacrifice of the gallant soldiers of the Mewar Region.

A strength of 70 personnel including two women officers will be part of the expedition that will cover a distance of 550 Km through the places where historic battles were fought namely Haldighati, Chittorgarh, Kumbalgarh and Dewair to name a few. Cherishing their association with the Indian Army since generations, Shriji Arvind Singhji Mewar's family headed the trail as great step

by the Indian Army to connect with the citizens and remind them of the golden history of this land.

This is no ordinary expedition as the team will move with their full battle loads and travel cross country thereby making it a military exercise in itself. Enroute the trail, the soldiers will interact with the locals and felicitate War Veterans and Veer Naaris especially of 1971 Indo-Pak war.

The members of the expedition will also meet school and college students to showcase the rich traditions of the Indian



Army and instill the spirit of patriotism amongst the youth. The expedition is being undertaken under the aegis of the Desert Corps' Battle Axe Division which saw gallant action in the 1971 Indo-Pak war, where the epic Battle of Laungewala was fought.

The flag off ceremony was attended by Lt Gen PS Minhas, GOC Konark Corps, Maj Gen AS Gahlot, SM, GOC Battle Axe Division and a host of civil and military dignitaries who wished the participants good luck and success in the mission.

Intellectual Property Rights

New Delhi: PHDCCI Intellectual Property Rights Facilitation Centre (IPFC) in collaboration with Office of the Controller General of Patents, Designs & Trade marks, Ministry of Commerce and Industry organized Virtual Webinar on Awareness Programme on "Intellectual Property Rights" with Lady Irwin College School and College University of Delhi to reaching out to the young minds, aspiring for and to understand the issues and challenges faced by the entrepreneurs and impart knowledge on Intellectual Property Rights among the young generation. The opening remarks were given by Mr. D P Goel, Co-Chairman, MSME Committee, PHDCCI mentioned PHD Chamber, in his introductory remarks stated that the PHD Chamber is a leading Industry Chamber of India, presently 1106 years old. It has been an active participant in the India 'Growth Story'

by virtue of its advocacy role for the Policy Makers and Regulators of the Country. Regular interactions, Seminars, Conference and Conclaves allow healthy and constructive discussions between the Government, Industry and International Agencies bringing out the vital for growth. The Session was moderated by Dr. Sushma Goel, Associate Professor & Head, Dept of RMDA, Lady Irwin College, University of Delhi, she has introduced panelist and also welcomed every students and professors for attending the webinar.

Shri Md. Atiquallah, Assistant Controller of Patents & Designs, Intellectual Property India was the Chief Guest during the occasion. He explained the working of Office of Controller General of Patents, designs and Trademarks and how they are helping people in filling for Property rights. He also informed about the proce-

dures and importance of securing the intellectual property of an enterprise and its implications in the global markets.

Mr. Vivek Singh, discussed and illustrated the methods/Procedures of registering Intellectual Property and gave a brief overview of Trademarks and Copyrights in India.

Ms. Bhawna Sharma, mentioned that in a legal sense, an industrial design constitutes the ornamental aspect of an article. An industrial design may consist of three dimensional features, such as the shape of an article, or two dimensional features, such as patterns, lines or color. She showed a presentation in which detailed information was given about the Patents, Trademark, Copyright, GI and Design for economic development of country

Ms. Mandira Roy, Executive Director, Aumirah IP has briefed about the basic components of IPR. She said

that IP is basically a tool which manages all activities you are doing with knowledge. She emphasized that since the inventor obtains the exclusive right to the invention, the inventor can exercise this right by preventing others from commercially using the patented invention thereby reducing the competition and thus establishing a place in the commercial market. She also highlighted the importance of patent informatics and informed the academia to take maximum benefit of the Intellectual Property Rights.

The concluding remarks were given by Mr. Mithilesh Kumar, Secretary PHDCCI by giving thanks to the entire panelist for sharing such wonderful information on IPR. He also said that it was an informative webinar for all, will conduct more webinars in upcoming months. More than 80 plus participants attended and benefited from the programme.

ESG India Leadership Award' by ESG Risk to Hindustan Zinc

Udaipur: Hindustan Zinc (HZL), the leading producer of Zinc, Lead, and Silver in India, has been leading the ESG transformation with a strong commitment to sustainability principles. The company has emerged as the winner in the ESG Leader - Overall Environment category and Leadership in the Greenhouse Gas Emissions Reduction category during first edition of 'ESG India Leadership Awards' organized by ESGRisk.ai, India's first ESG rating company. The awards were presented in a virtual ceremony where Mr U K Sinha, Former Chairman, Securities and Exchange Board of India (SEBI), Mr S S Mundra, Former Deputy Governor, The Reserve Bank of India, and other prominent dignitaries graced the occasion.



Sankar Chakraborti, Chairman-ESGRisk.ai and Group CEO- Acuité appreciated the efforts and said "As part of our ESG India Leadership Awards, we are glad to announce that Hindustan Zinc Ltd was not only been recognized for mitigating GHG emissions but also has emerged the leader in Environment Practices. Hindustan Zinc has installed renewable power generation, reuses as well as recycles waste (31%) and water (39%). It is among very few companies who undertake science-based targets to reduce Scope 1 and 2 GHG emissions by 2026 but also successfully reduced its Scope 1 GHG emissions by already 2.87%. I congratulate Hindustan Zinc for their exceptional performance in environment category."

This award exemplifies Hindustan Zinc's commitment towards accomplishing positive climate action, building a more sustainable and greener future.

Commenting on the achievement Mr. Arun Misra, CEO, Hindustan Zinc said, "Hindustan Zinc is delighted to receive the ESG Leader - Environment category and the Best Initiatives for Greenhouse Gas Emissions Reduction award from ESG Risk AI. We are glad that our commitment towards collective sustained growth was recognized. Our efforts for continuous enhancement of solar plant capacity, net-zero target in alignment with SBTi, paste fill plant, dry tailing plant and wind power generation contribute to creating a greener future. We at Hindustan Zinc will continue our efforts towards a sustainability-conscious world." Hindustan Zinc has been recognized as one of India's leading wind power producers and the company's 40 MW of solar plants holds the credit of being installed over man-made waste dump yards. The company has reduced GHG emissions from its operations by 2.87% from the previous year and is among few companies to undertake science-based targets to reduce Scope 1 and 2 GHG emissions by 2026. The company has come up with innovative sustainable solutions to reuse and recycle 31% of the waste generated and 39.6% of the water consumed. The company has incorporated a modern alternative to waste usage through the means of 'Paste Fill' technology which combines the backfilling process with the tailing management. Another noteworthy initiative in reducing freshwater intake is the 60 MLD Sewage Treatment Plant under PPP Model which provides a sustainable water source to the company's operations. All operating units of the company are equipped with Environmental Management Systems ISO 14001.

Airtel Announces Rs 6000 cashback on purchase of smartphones

Udaipur. As part of its MeraPehla Smartphone program, Bharti Airtel ("Airtel") today announced yet another innovative initiative to enable customers to upgrade to quality smartphones and enjoy a world-class digital experience on its high speed network. Airtel will offer an attractive cashback of Rs 6,000 to customers who purchase a new smartphone priced upto Rs 12,000 (appx.) from leading brands. Over 150 smartphones are eligible for this benefit. To know more about the initiative and the list of eligible handsets visit <https://www.airtel.in/4g-upgrade>.

To avail the Rs 6000 cashback benefit, a customer needs to recharge with a Airtel prepaid pack of INR 249 or above continuously (as per pack validity) for 36 months. The customer will receive the cashback in two parts - the first instalment of Rs 2000 after 18 months and the remaining Rs 4000 after 36 months. For e.g. A

customer opts for a device priced Rs 6000. Sheenjoys generous data quotas and unlimited calling benefits with every Airtel prepaid recharge to unlock a superior smartphone experience. At the end of 36 months, with an attractive cashback benefit of Rs 6000, the customer gets back her entire investment in the device while being able to stay digitally connected. Customers opting for this program are also eligible for a one time FREE screen replacement by Servify in case of damage.

This offers an additional cost benefit upto Rs 4800* (*estimated cost of screen replacement for a Rs. 12,000 Smartphone).

Once customer is on an eligible recharge pack, the screen replacement enrolment can be done on Airtel Thanks App within 90 days period. Along with unlimited calling and generous data benefits, customers enjoy a range of exclu-

sive Airtel Thanks benefits with their prepaid recharges. These include FREE Wynk Music subscription and 30 day trial of Amazon Prime Video Mobile Edition.

According to Shashwat Sharma, Director - Marketing & Communications: "Smartphones are now a basic need, especially in the post pandemic world, as customers look at accessing a range of services digitally. As millions of customers across India aspire for a quality smartphone for good online experience, our ambition is to make it easier for them to own the device of their choice. We will continue to bring to market a range of interventions as part of this innovative program and enable customers to get on to the digital highway."

Airtel's high speed 5G ready network reaches every corner of India allowing customers to stay digitally connected on the go.

Postal Box Inaugurated at Badola Hyundai Showroom



Udaipur: On, World Post Day, the inauguration ceremony of the post box at the Badola Hyundai showroom was completed in the presence of journalist Rajesh Kasera and RTO Udaipur Prakash Chandra Rathore.

Director Nakshatra Talesara said that on this occasion postal workers Mangilal Jat, Laxmi Lal Meena, Devendra Kumar, and Narayan Lal Solanki were honored and awarded the highest service status. This letterbox will be conveyed to the coming generation to different schools about its presence. Shri Prakash Singh Rathore appreciated the Badola Hyundai dealership for its social concern

and said that it is our moral responsibility to pass on our history to the new generation. Senior journalist Rajesh Kasera said that it is very important to preserve the heritage of ancestors and is necessary for the social organization to reach the news to the people through journalism and post.

HDFC Bank scales up 3rd edition of Festive Treats 10 times

Udaipur: HDFC Bank is set to light up Indian hearts with more than 10,000 offers as part of its Festive Treats 3.0 campaign, a near 10 fold increase from 2020. This year our Festive Treats will have more than 10,000 offers on cards, loans and easy EMIs.

The theme of this year's Festive Treats is 'KaroHarDilRoshan'. It reflects the belief that even the smallest of our actions can have a cascading effect and transform the lives of others. The Bank is trying to reach every Indian through its branches, ATMs, partnerships with stores/websites and digital media campaigns which have a hyper local focus.

The bank has partnered with over 10,000+ merchants across 100+ locations to offer its customers an opportunity to avail fabulous deals specifically created for their personal and business needs. Some of the key national partners include Apple, Amazon, Shoppers Stop, LG, Samsung, Sony, Titan, Central, Ajo

Reliance Trends, Lifestyle and many more leading brands while key regional ones are Vijay sales, Pothy's, DigiOne, Chennai Silks, GRT Jewellers, PhoneWale, Sargam Electronics, and Electronic Paradise.

From retail consumers aspiring to own the latest high-end smartphone to entrepreneurs in need of a working capital loan or farmers looking to purchase a new tractor, Festive Treats 3.0 has an offer for everyone. Here are a few illustrative benefits of some of the offers:

- Cashbacks and no cost EMIs on premium mobile phones. Rs 6,000 CashBack on iPhone 13

- Up to 22.5% CashBack & No Cost EMI on electronics & consumer goods like washing machines and refrigerators

"As India unlocks, we are also trying to spread a little cheer in the lives of people and help the overall national economic good. And stand by our customers in their times of need." said Mr Arvind Kapil, Group Head - Retail Assets, HDFC Bank. "This is reflected in our range of offers spanning Personal loans, Car loans, two-wheeler loans as well as the Business Loan & working capital loans for real-

ly small businesses.

"Our range of offers on credit cards is not just about coming back with a bang. It is about spurring India's consumption story," said Mr Parag Rao, Group Head - Payments.

This is reflected in the theme of this year's Festive Treats, 'KaroHarDilRoshan'."

Ph-day

Empowering Indian women to take control of their health in the digital age

Udaipur: The pandemic has drastically impacted people's lives, with significant disruptions in women's access to vital healthcare resources across family planning and contraception. The consequences include millions of unplanned pregnancies, 500,000 more girls being forced into marriage and potential complications like sexually transmitted diseases. Millions of women are unable to plan for their families and protect their health, deepening existing gender inequalities and impacting long-

term socio-economic sustainability. In India alone, roughly 2 million adolescent women have unmet needs for modern contraception. There is a need for a stronger commitment towards women's sexual and reproductive health and enable streamlined access to high-quality, inclusive care services.

On World Contraception Day, which takes place on September 26th every year, efforts should be mobilized at a multi-stakeholder level to emphasize on raising awareness to prevent unplanned pregnancies, encourage family planning and enable them to make informed decisions about their sexual and reproductive health.

Dr Manasi Aggarwal, Obstetrician & Gynecologist, Sudha Orthopaedic And Gynec Hospital, Udaipur commented, "In Udaipur, we have observed an unprecedented rise of roughly 10-15% in unplanned pregnancies, which can be attributed to delays in women getting the right information on family planning or inaccessibility to medical facilities due to either social stigma or family pressures, or physical (pandemic-related) restrictions to in-person clinic visits.