



World Book Day and we people

It is celebrated as World Book Day on 23rd April every year in more than 100 countries to celebrate this day around the globe. This day is also called Copyright Day.

First, it was organized by UNESCO (United Nations Educational, Scientific and Cultural Organisation) on 23rd April 1995. Now, it is celebrated in the whole world, every year.

This is celebrated to encourage people to read books, publish their writings, to express themselves, their thoughts what they otherwise cannot say, to know the benefits of copyright issue, to inspire them to increase their knowledge, to enhance their vocabulary, to encourage children to make books a good friend, to encourage confidence and hope in them, to encourage children to know their glorious past by reading books, to increase literacy percentage in the nation, to bring awareness in people, to guide them to develop their personality by reading good books, to raise their level of understanding, to increase their IQ level by knowing difference between good and bad.

Editorial

It is also celebrated to honour great writers, who helped in the upliftment of the humanity, to honor those, who gave direction to the society, to remember their yog dan, who encouraged people to do right actions in right time, to encourage people to develop writing skill to preserve their opinions and thoughts in the form of books after their death also, to remember those who were born or died on this day as for example Manual Mejia, Vallejo and Maurice d'Arce were born on this day. Similarly William Shakespeare, Surveys and Joseph playla died on this day.

It is celebrated in different manner in different nations. It is celebrated in schools by organizing competitions as reading competition, essay writing competition, story writing competition, etc. In Paris, they celebrate by giving honor to great writers on this day. In Spain, they distribute books free of cost to people in the memory of great writer Michael de Cervantes who died on this day in 1926. They give Cervantes award also to great writers on this day. In Sweden they celebrate this day by organizing different functions in schools and other social places also.

This way, World Book Day and World copyright Day is celebrated worldwide.

- Sulekha shrivastava

SHAKTI PUMPS REVENUE CROSSED Rs 10 BILLION+ FIRST TIME EVER

Udaipur. Shakti Pumps (India) Limited ("SPIL"), a leading manufacturer of solar pumps, stainless-steel submersible pumps, pressure booster pumps, pump-motors, controllers, inverters and others in India, today announced the financial results for the fourth quarter and full year ended 31st March, 2022.

Speaking about the performance, Mr. Dinesh Patidar, Chairman & Managing Director, Shakti Pumps (India) Limited said, "I am delighted to say that Shakti Pumps has achieved its highest ever revenue and have crossed Rs 10 billion+ revenue milestone for the first time since inception. This is the result of our team united effort and our emphasis on innovation and technological development. We reported a strong revenue performance in Q4 FY22 backed by significant contribution from government business on account of implementation of the KUSUM scheme. The trend remained similar in full year FY22 performance, where the revenue reported an increase of 26.8% YoY and registered all time high of Rs 11,785 million. Inflationary pressures have impacted the operating margin, resulting in lower profitability."

He further added, "Government focus on renewable energy and specifically in the field of solar power generation with Phase 2 of KUSUM scheme already commenced, remains a key trigger for company's growth in future. We believe improved traction in export business and increasing contribution of retail business coupled with strong emphasis on technological advancement and acceptance of new products (like automatic structure, Universal Solar Pump Controller and Small Structure Pumps) will enable the company to report steady revenue growth and consistent operating margin going forward."

61 CAVALRY SHINES IN NATIONAL EVENTING CHAMPIONSHIP 2022

Jaipur: 61 Cavalry won the Gold & Silver medal in Pre Novice Eventing Team event held at RVC Centre and College, Meerut on 27 April 2022.

61 Cavalry also performed exceedingly well in the individual events of the Championship Maj Anant Rajpurohit won the individual Gold in Novice Eventing, whereas Maj Apurva Dabhadre won the Individual Bronze & Swr Kushal Singh of 61 Cavalry secured 4th position in Pre Novice Eventing Event respectively.



Yoga - Revolution Proportional to Good Governance

Chief Minister Arvind Kejriwal is known for the freebies in the country and the world. Now they have decided to do free yoga for the people living in Delhi, because the body, mind and soul are not healthy in the pollution-filled life of the common man of Delhi, in such a situation, yoga will be of great help to them, it is believed.

It is certainly a welcome step. The purpose of politics is not only to gain power, but also to provide an advanced and healthy lifestyle, in this view, the Delhi government has decided to make yoga and meditation a mass movement and take it to every doorstep of Delhi as a sign of understanding and ideal governance.

These days Delhi is full of yoga posters. Yoga classes will also start from January at various places in Delhi. This is the first unique program of its kind in the entire country, under which the Delhi government will make people do yoga for free. For this 400 teachers have been trained. Governments of other provinces of the country have also started following the storm of free facilities in Delhi, in the same way, if yoga schools are started within the whole country after seeing the yoga campaign of Delhi government, then yoga will reach door to door, people's people. Life will be healthy, balanced and peaceful.

India has been famous as the land of yoga since time immemorial. Every particle, molecule and atom here has been inundated with the yoga-sadhana of so many yogis. The soil of this land is blessed with

the atoms of intense penance of the ascetics and the wind is so pure here, which are the witness of the peak men of sadhana. Sometimes the penance of Vedic sages and Maharishis was realized on this land, and sometimes the spiritual practice of Lord Mahavira, Buddha and Adi Shankaracharya did the work of this soil.

This land is the witness of the supreme practice of Ramakrishna Paramhansa, every particle here is the witness of the wisdom of Vivekananda, the witness of the spiritual practice of Shri Aurobindo, the spiritual yogi made of revolution yogi and the witness of Mahatma Gandhi's karma-yoga-sadhana. This flow of yoga practice has never been blocked here and will never be blocked, because first Prime Minister Narendra Modi and now the rulers like Kejriwal have been ready to make it the lifestyle of the people.

Now Delhi will be inundated with this Yoga flow, it is definitely a good sign for the entire Delhiites. The significance of the Yoga movement in Delhi lies in the fact that there should be welfare of the improved person, society from the individual and the world humanity. Truly yoga is the biggest need of the present. People's life should be yogic; with this the current of the era can be changed. In my view yoga should be the minimum lifestyle of humanity. This is a powerful means of making a man a. Initiatives should be taken to organize the Yoga movement in Delhi in order to make every person aware of it and to motivate every person to look within himself. This will create the urge to become a balanced person and to be good. Yoga is not only a means of control over the discrepancies of political life but also human beings. The life of Delhi will become worth living.



While celebrating the festival of independence, if you want to tell the important achievement and failure of Delhi in two points, then the biggest achievement of Delhi will be yoga-revolution and failure will be increasing pollution.

Both these things are true as far as the system is concerned. Like yoga, we have to take pollution to "zero rate", without which our progress in all fields will be considered meaningless. No nation can live by the system alone. Its principle side should also be strong. The height of any nation is not measured by the height of its buildings, but by the character of its citizens. It is measured by the way they work. Our biggest failure is that even after 75 years of independence, the national character has not been able to give a healthy lifestyle. The moral

degradation of the national character is worsening day by day. In every wrong and right way, we want to have everything. For the sake of self-interest, he has neglected his duty. Corruption at every level born in this way has created a distortion in the national life. But Kejriwal's strictness in this vision and determination to give an advanced and healthy lifestyle to Delhi is an inspiration, a light.

Chief Minister Kejriwal has experimented with Happiness Classes, Entrepreneur Classes, and Patriotic Classes and has made schools better than before. People do not believe that Delhi gets free electricity and water. It is happening for the first time that now people are going on pilgrimage for free. The experiment of Delhi's Mohalla Clinic also became successful and an inspiration for the health revolution, which is discussed everywhere. For the treatment of any disease, free medicine is available without worrying about money. From a small cough to a major surgery, even if it costs 70-80 lakh rupees, then the Delhi government is bearing all the expenses of the

treatment. These claims of the Chief Minister are a sign of good governance, the determination to do something unique. Even though Kejriwal's governance model of providing free facilities is at the centre of the debate. It is ironic that the scope for proper discussion on any subject is constantly decreasing in the kind of mind-set that has been created for the Kejriwal government in Delhi. Certainly, Kejriwal's politics, intelligence and skill have contributed a lot in promoting this ideal model of discussion.

A few days ago I got a call. On behalf of Arvind Kejriwal from Chandigarh number, which was already recorded? He said that if 25 of you want to do yoga, his government will send a yoga instructor every day. Can any government do such experiments? Yogic science has become as important as it is today, it has never been so important before. Today we have all the means of science and technology, which can also cause the destruction of the world. In such a situation, it becomes very important that we maintain an awareness and sense of life within us that we can feel every other creature as our own part, otherwise our race behind our happiness and well-being can ruin everything.

Yoga is a major practice for self development. In Patanjali Yogshastra, the meaning of yoga is given to control of mind. To bring concentration or stability by stopping the tendencies of the mind is called yoga. In fact, their meaning is to control the mind, speech,

body and bring concentration and tend them in the path of self-development. If people understand and realize the importance of yoga in their lives, then Delhi will see a big change. The solution to all the problems of mankind lies in expanding, expanding our outlook towards life. It has to move from individuality to universality or totality. The initiative of Delhi Government is an important step, which can create a wave of human welfare and spiritual development in this entire Delhi.

Kejriwal, who has a keen interest in yoga, has taken a great resolution and is determined to implement it. Surely his yoga-revolution will become the medium of development, happiness and peace in the life of Delhi. Yoga not only teaches how to live a beautiful and orderly life, but also teaches the art of improving personality, communal harmony and balanced life.

Those who do politics in the name of yoga are doing great harm to humanity. Because yoga is not associated with any religion, sect, caste or language. Yoga means to unite, so it talks about love, non-violence, compassion and taking everyone along. Yoga is an investigation into the process of life. It came into existence before all religions and it opened up infinite possibilities before human beings. If this science related to inner and spiritual development, human welfare is a great gift for the whole world, and then it will definitely prove to be a boon for the people of Delhi.

- Lalit Garg

FIMI appoints Hindustan Zinc CEO - Arun Misra as Chairman of Sustainable Mining Initiative

Udaipur : The Federation of Indian Mineral Industries (FIMI), a leading mining body, has appointed Arun Misra, CEO and Whole-Time Director, Hindustan Zinc, as its Chairman of Sustainable Mining Initiative-A Sustainable Committee of FIMI during an event in Bhubaneswar. Arun Misra currently also serves as the Chairman of the International Zinc Association. Hindustan Zinc, India's largest and the world's second-largest zinc-lead miner, is an industry leader with over five decades of mining and smelting experience. As a fully inte-



grated player with a keen focus on delivering holistic value to its stakeholders, the company is committed to safe, smart, and sustainable operations.

On the occasion, Arun Misra said, "We must value the

resources provided by mother earth both above the ground (agriculture) and below the ground (minerals). Minerals are not only vital inputs in our daily lives but also necessary for India's growth have always believed that India is blessed with a plethora of mineral resources which will play an important role in realizing the dream of Atma Nirbhar Bharat. As a Chairman of Governing council of Sustainable Mining Initiative of FIMI, my focus will be on mineral conservation while creating a sustainable environment and enabling mines to become net zero. My

efforts have and will continue to be dedicated to this growth journey." The Indian mining sector is now at a crucial stage following the greenfield and brownfield mine auctions. Given that the country's current mining ecosystem is dynamic, it is imperative that all stakeholders, including policymakers and the industry, adopt global best practices and collaborate in order to ensure long-term sustainability for the sector. The Federation of Indian Mineral Industries (FIMI), established in 1966, is a national apex body that seeks to promote the inter-

ests of all mining, mineral processing, metal making, and other mineral-based industries. FIMI has more than 400 direct members and 25 regional associations which represent local small mining units across the country.

Following Arun Misra's appointment as Chairman of Sustainable Mining Initiative, FIMI has hosted the Sustainable Mining Summit 2022 from 28th - 29th April 2022 at Hotel Mayfair Lagoon in Bhubaneswar. The summit's primary aim was to put together a roadmap for sustainable mining in India. They

emphasised on how our mines need to compete with global mines in terms of productivity, efficiency & safety as well as environment management and developing skilled workforce to handle imported sophisticated mining equipment. Various stakeholders, including government agencies, regulators, industry stalwarts, practising managers, NGOs, academicians, and strategists, came together during the summit to deliberate these issues affecting the Indian mining industry as it inches closer to a new era in its history.

PHD Chamber: Art Collection -Building and Managing

Banking, Financial Services and Insurance Committee along with Library Committee of PHD Chamber of Commerce & Industry organized a physical event on "Art Collection -Building and Managing" with Mr. Rishiraj Sethi, Director Aura Art Development Pvt Ltd.

Shri Pradeep Multani, President, PHD Chamber of Commerce & Industry welcomed all the eminent speakers, members and distinguished Guests. In his keynote address said that Today's knowledge session is unique in many ways. It is not on a typical business topic for which Chambers of Commerce are generally known for or are associated with. It is

Mr. S K Sethi Co-Chair, BFSI Committee and team who could think of this interesting topic and have worked together to make this event a great success.

Mr. Rishiraj Sethi, Director Aura Art Development Pvt Ltd. in his knowledge session covered most of the aspects on "Art Collection -Building and Managing". He made a comprehensive presentation about Art Industry Landscape, Wealth Creation thru Art, Art Appreciation, Art Valuation & Trends, Tax & Legal Issues, Art Insurance, Art NFT's. He said that value of ART work depends on the ability to touch more hearts with creativity. Art work of many great artists of the world like Sh. Raja Ravi Verma, Sh. M.F Hussain and many more was shown to all members through digital presentation and also highlighted ART work of many art schools of India. He highlighted that



on a very interesting topic and it is Art Collection. Arts promote an advanced level of thinking that can be applied in other academic disciplines and beyond. Individuals learn about magnificence and proportion. Participating in arts and learning about culture increases the leadership ability. Learners attain skills in different areas such as making choices; tactic building, thinking, and forecasting that are vital skills for leadership and leading a positive life. He extended compliments to team members Mrs. Neetu Jiwarajka, Chair, Library Committee and

in our country ART work is not promoted as per International standards so there is a need to focus on promotion of ART work in our country. He said that ART is an asset for wealth creation and artists should be recognized with correct valuation of their art work. He also touched tax and legal issues related to ART work. He emphasized on use of NFT platforms (Based on block chain technology) to show off the ART work and to get the best value out of it. He addressed each and every query in an efficient manner during the session.

Presentation covered most of the important aspects of ART collection. Mrs. Neetu Jiwarajka Chairperson Library Committee appreciated the presence of many Artists and approved the idea to have Art Show on monthly basis in PHDCCI. Mr. Robinson, Renowned, Art Critic & Curator gave the Vote of Thanks and summed up the session with the key notes that there is great scope in India for promotion of ART. He added that there is a need for awareness in society to promote contemporary as well as tribal ART work in India. He emphasized that Government and private sector should focus, work together to build more museums with larger and better infrastructure. He highlighted that there is a great ART work being done in India and time has come to promote it throughout the world.

Dr. SP Sharma, Chief Economist & DSG, PHD Chamber of Commerce & Industry initiated the program with his opening remarks and welcomed all dignitaries. He introduced topic of the session "Art Collection -Building and Managing". The program was attended by more than 83 eminent members of PHD-CCI, Corporates and Industry stakeholders including respected Chair and Co-Chairs of the BFSI committee and Library committee

Medimix onboards Katrina Kaif as brand ambassador

Udaipur: Medimix, one of India's leading Ayurvedic personal care brands, announces Katrina Kaif as its brand ambassador. A well-known household brand, Medimix has grown synonymous with 'skin care, the natural way' over the last 50 years. With its positioning "Get SkinFit with Fast Acting Ayurveda", the brand aims to reach the youth who are increasingly getting conscious about chemical free, natural-ayurvedic products without compromising on efficacy. Katrina Kaif, being a firm believer in staying fit naturally, has chosen to go skin fit by trusting the goodness of Ayurveda and

its best ingredients in Medimix Soap & Bodywash range. In the new campaign Katrina will personify girl, bold in her pursuit, pushing boundaries to do little 'manmarziyaan', by living fearlessly, and carefree about her skin. She does so trusting Medimix for her skincare and protection from external conditions. Speaking about her association with Medimix, Katrina Kaif says, "I have been a firm believer of integrating natural products in self-care. I am delighted to represent Medimix Soap and Bodywash, the celebrated Ayurvedic brand for body care. And I am looking forward to this exciting journey with the Medimix family."

Speaking on this association Mr. Pradeep

Cholayil, Chairman and Managing Director, Cholayil Private Limited said, "Medimix is a name synonymous with trust and quality. We have a range of products that are filled with potent Ayurvedic ingredients like our 18 Herbs Classic soap that has 18 best herbs from nature that keep us SkinFit. Katrina Kaif being known for her skin fitness and a firm believer of using natural products for skin fitness, makes a great association for the brand. The synergy between our ethos and personality of Katrina is remarkable hence we are sure this association further take the brand Medimix to newer heights."

Talking about the association Ashish Ohyan, VP Sales & Marketing, Cholayil Pvt Ltd said, "Our brand stands for natural goodness of Ayurveda and nature-inspired ways for personal care. Collaborating with Katrina, who is a youth icon, is a natural choice as she fits the brand personality of Medimix beautifully. The enormous synergy between Medimix and Katrina Kaif and her belief in natural and ayurvedic ingredients to maintain her skin fitness, made this association truly seamless. We are sure about scaling greater heights with this association."

