



International Biodiversity day

Today being May 22nd, it is biodiversity day. It is an International festival. It is also known as biodiversity day or biodiversity conservation day. It was started by the United Nation and its office is in Roam. It was celebrated on 29th December but since 2001 it has been celebrated on 22nd May.

Purpose - The purpose of celebrating this day is to create awareness in the minds of the public about the conservation of these creatures.

Definition - There are many types of diversity found in animals. The variety found in their species is called biodiversity.

Theme - This day is celebrated every year with a different theme. For this year 2022, the theme is "We are a part of the solution". Solutions that are necessary to maintain this biodiversity. First, we should not destroy them but we should protect them. Not only protect but also maintain those conditions so that everyone can share in the benefits derived from them.

Types of diversity - Organisms found on the Earth are not only different in numbers but their types and habitats are also different. Their different species are found in different different varieties on the soil, in the water and in the sky. Sometimes a single species is also found in different varieties and in different places such as they are found in mountains, lakes, deserts, forest and in meadows. Sometimes there are many types of species in the same type of organism are found such as white Rabbit, wild rabbit etc. are found in rabbits. At times, different types of creatures are found living together in the same place such as snake, frog, elephant, horse and cat live together.

Editorial Apart from this, the number of different types of organisms is different in different places. At the same time, the environment available for different organisms is different in different places. Their climate also differs according to the season. In India, many rare creatures are also found like alligator, one horned rhinoceros etc. So, this diversity found is called biodiversity.

Hot spot - The place where their number is high is called hot spot. Total 17% of the global biodiversity is found in India, like Indo- Burma region, Himalayan region, part of Western ghats and Nicobar are called hot spots. From this point of view, India is included in top ten of the world's and top four of Asian countries. More than 90,000 species of animals are found here.

Benifits - Due to biodiversity, human beings derive many types of benefits directly and indirectly. Also they get different types of resources for living life. People get food and shelter. They obtain medicines. Along with this, it is useful for scientific researches and carrying new experiments. It is also important from the aesthetic point of view and so helpful to develop tourism. From the social and economical point of view also it is essential for the growth of human beings. This way it contributes to the development of human civilization. If we talk about trees, more than 80 percent of food and traditional medicines are obtained from plants. If we talk about animals, then there are different types of animals living on the soil, in the sky and water, out of which 20% of protein is received from the fish only living in the water.

Challenges and their causes - But now, it is to be noted that maintaining this biodiversity has become extremely challenging due to some reasons associated with them. If one species is finished on the earth then other species which were depending on it, automatically reaches to a fatal end because no support is left for them now. Few species have already become extinct. Some human reasons are also responsible for this destruction. Such as poaching and hunting of animals and birds. Their smuggling for financial benefits. Polluted environment and changing climates. Cutting forests and de-rooting habitats belonging to these creatures. Population growth and expansion in agricultural area.

It is true, that their number is in crores. And every year 15,000 new organisms are discovered by wild life lovers and scientists. Still, they need to be protected however challenging it is.

Efforts for conservation - Now the government is running various programs for their conservation and is implementing various types of schemes like Biodiversity Park, Zoological Park, National Park, Botanical Garden, Bird sanctuary, Animal sanctuary etc. have been created and forest and lake area have been expanded.

Let us hope, that steps taken in this field will definitely improve the conditions.

- Sulekha Shrivastava

Kohler's second showroom: colored sanitary products with 12 years warranty

Udaipur: Sanitary ware company Kohler has opened its second showroom in the city and 29th in Rajasthan at Paras Sanitary Ware, opposite Govardhanvilas Chungi Naka.

Company Territory Sales Manager Akash Singh said that the company's market share in the city is 15 percent. Now Kohler's products are being liked in the town because the company gives 12 years warranty on Kohler's colorful creations, which are manufactured in 4 waves.

He said the company manufactures 80 percent of its products in India, prioritizing Prime Minister Narendra Modi's goal of 'Local for Local.' The company has set up a large plant in Jagadian on 1200 acres of land, Where Kohler's various products are manufactured.

Akash Singh said that the company's products are prepared at 1200-degree temperatures, giving a warranty of 12 years. He said that the company has come up with a shower head as a new product, which offers body, deep massage, and other types of massage.

On this occasion, Prince Pipe's Area Sales Manager Ravi Sharma said we had been associated with Paras Agency Kherwada for the last 25 years.

On this occasion, Naik Shah of Paras Sanitary Ware said that he has been working in Kherwara for the last 25 years in the name of Paras Agency for sanitary ware and tiles. After achieving the expected success there, it has opened its new showroom in Govardhan Vilas so that the consumer does not have to go far to buy the products of Kohler company. Kirti Shah, Shailesh Shah, and Ramesh Shah were present.

Need Strong Efforts in the Maintenance of Lakes for Water Crisis

A recent research done on the threats hovering over the world's lakes has said that water in more than half of the world's largest lakes and reservoirs is continuously decreasing and they are on the verge of drying up. Due to this, the future water security of humans in many parts of the earth may be at risk. Climate change, increasing heat and increasing water consumption are believed to be the biggest reasons for the drying up of lakes and large reservoirs. At a time when the acute crisis of drinking water is being felt and the emphasis is being laid on the conservation of natural sources of water, it raises new revelations and concerns from this research.

A team included scientists from the US, France and Saudi Arabia to systematically study the scourge. They looked at 1,972 of Earth's largest lakes and reservoirs using satellite images from 1992 to 2020. They focused on large freshwater lakes largely because of the improved accuracy of satellites as well as their importance to humans and wildlife.

In this study, it was tried to see how and how much the amount of water in the lakes has changed in about 30 years. The results found that 53 percent of lakes and reservoirs showed a decline in water content at a rate of about 22 gigatonnes annually. In this way, it is a warning for the governments and social organizations

working for water conservation. Lakes are a type of natural reservoir, whose water is used for drinking water and industries etc. Just as there has been a deep crisis of drinking water in many cities of the world due to the decreasing water level of the rivers, in the same way, if the lakes keep shrinking, then this crisis will become more serious.

Today the whole world is standing under the shadow of a water crisis due to falling water levels in rivers and lakes. Unplanned industrialization, increasing pollution, decreasing deserts and glaciers, declining water level of rivers, environmental destruction, exploitation of nature and insensitivity towards its misuse are leading the whole world towards a major water crisis. Packet and bottled water are becoming symbols of development today and our carelessness towards our resources is making it easier to hand over our basic needs to marketism. Experts have identified water as one of the major resources that will be the most challenging task to manage in the future. Rivers and lakes, which have been a source of pure water for centuries, are getting polluted due to the promotion of tourism, the water harvesting system is deteriorating, and the water level is continuously decreasing. Today, it is necessary to ensure the availability of clean and safe water from the lakes in all the countries of the world,

as well as focus on the importance of water conservation. You can think how much water a human being uses in his lifetime, but does he try to save so much water?

Continuous studies have been done regarding the drying up of lakes, rivers, reservoirs and other natural water sources, the reasons are also clear from their data. But the practical measures that are expected for their protection are not being implemented. The source of the lakes is usually water coming from the mountains. It is accumulated in the form of melting snow or rainwater. But due to climate change, the way the heat is increasing all over the world, in many places there is no snow on the mountains as before and there is not enough rain. Then the ratio of the water that is produced from them has deteriorated. Due to the short duration of the rainy season and less or more amount of rain, sufficient water is not stored in the lakes. Life cannot be imagined without water.

Apart from humans and animals, water is also essential for all forms of agriculture and most industrial production processes. But about 70 percent of the earth's area is covered with water. But, potable water is only three percent, out of this only one percent of sweet water is actually used by us. In which lakes and rivers are the main water sources. But, man does not miss wasting precious water in his tourism,

health, convenience, show off and luxury.

While using water, we do not think at all about saving water, as a result of which a situation of water crisis has arisen in most of the lakes and rivers. As the temperature is rising, the water problem is taking a dire shape in many parts of India. Every year this problem is increasing more than before. The main reason for this is the ever increasing tourism and industrial commercial activities on the mountains. A major disadvantage of promoting the tourism industry has also been that commercial activities have increased in the lakes, due to which garbage has accumulated in them. Due to the lack of a regular desalting system, they have become shallow.

The banks of many lakes have been shrinking. Major lakes of the country, be it Dal Lake in Kashmir or Pushkar Sarovar or Udaipur Lakes - this is not only the result of the neglect of the governments, but also shows the apathy of the social organizations. Earlier the safety of community water sources was ensured, but now that tradition has almost ended. If the health of the lakes is to be improved, then this feeling of indifference and neglect will have to be abandoned, a planned understanding and thinking will have to be developed for the water source and conservation of the lakes.

The main water source of the water of the lakes in India

is the melting of the snow coming from the mountains and the water coming from the springs. The mountains of Uttarakhand

mate change has exacerbated the situation in currently water-scarce areas. In such a situation, water conservation



here are great examples of that. But due to the large-scale development projects started there, not only have the incidents of landslides and landslides increased, but many natural water sources are also facing danger. Due to blocking of the way of rivers and mountain springs there, the water reaching the lakes has reduced considerably. Irrational exploitation of water of many lakes has increased. They are being used extensively for industrial units. According to a United Nations report, global water use has increased six-fold over the past 100 years, and continues to grow at a rate of about one percent per year due to increasing population, economic development, and changes in consumption patterns. Along with an erratic and uncertain supply of water, climate

is the only solution. Water conservation means preventing wastage of water and preventing it from getting polluted. Because if there is water then there is tomorrow. In these, it is necessary to preserve the water of the lakes and pay attention to their natural sources. According to the research, recent drought events in different parts of the world including South India have also contributed to the declining storage of lakes and reservoirs. According to the researchers, about a quarter of the world's population i.e. 200 million people are living in such basins where the lakes are shrinking. In such a situation, issues like human consumption, climate change and the silt accumulated in them need immediate attention.

- Lalit Garg

Ashlesha Thakur To Star In "Santhala"

Ashlesha Thakur all set to play Santhala in PAN India film Santhala in 6 languages. Renowned actress Ashlesha Thakur who is all set to play the role of Santhala in the PAN India film Santhala which is being made in 6 different languages in India by producer Dr Irrinki Suresh and Sanjay B. Patil is the PRO.

Director Seshu Peddiredy stated that for her it was a very challenging experience to get into the character of Santhala in the film especially because she is not a trained dancer in real life.

Ashlesha added that it was very difficult to permeate into her character as it was very vulnerable as well as strong not only mentally but also emotionally and physically and she had to not only learn the art form of Bharat Natyam but also Telugu language for the primary version.

Ashlesha added that since the film was basically on dance as an art form and she had to play the character of a tribal dancer, she had to undergo a whole lot of mental as well as physical preparation as an actress and on the sets she was happy that she was able to have a good time and also at the same time be very passionate towards her work.

Producer Dr Irrinki Suresh said that his film could also be termed as a periodical fiction film and it is based on a real life incident. "My film is very small in front of mighty releases in Hindi like Adi Purush but i am confident that it will win the hearts of each and every viewer who watches the film. You can identify with the film a lot and also connect with it a lot especially because we can see a lot of diversity in India", signed off Dr Sureshgaru



Play back singer Shaan congratulates Arun Kumar Nikam on Betiyaan song



Recently Arun Kumar Nikam's daughters song was launched. Shaan praised Arun Kumar Nikam on the song Betiyaan The house, the world and the world run only through daughters.

Arun Kumar Nikam said on Betiyaan Song, "Daughters are not less than sons, in this country daughters have done what even sons cannot do. Son saves one clan but daughters save two clans." But in today's time, there is a lot of oppression on daughters, in the society, daughters become victims of neglect, with this thought, Daughters Song was made so that the world feels that daughters are not dependent on anyone, they can live by struggling themselves.

Mahesh Bhai Sawani, Naishadh Bhai Desai, Mathur Bhai Sawani, Manoj Desai, Dr. Sanjay Patel, Ashok Bhai Hadiya, Bhavna Behen Patel, Nand Kishore Agarwal, Bhavdeep Desai and Ritu Pandit have contributed a lot in making Betiyaan Song.

Arun Kumar Nikam is a big fan of Salman Khan. Arun Kumar Nikam has become writer and director only in the desire of Salman Khan. Writer-director has been struggling in Bollywood for the last 20 years to work with Salman Khan.

Music in Betiyaan song is given by Nikhil Kamath, Singer is Amrita Bharti and Lehar Solanki. Arun Kumar Nikam is the lyricist and director of this song.



JK Tyre records all-time high revenues, up by 22% & Profit up by 31%

Udaipur: Indian Tyre Industry major, JK Tyre & Industries Ltd. announced its annual audited financial results for FY2023. The Board has recommended a dividend @ 100% (Rs.2 per share having face value of Rs.2 each) Commenting on the results, Dr. Raghupati Singhania, Chairman and Managing Director (CMD), said, "JK Tyre has achieved highest ever revenues of Rs.14,681 crore during FY2023, registering a growth of 22%. This is on account of growth in domestic demand

witnessed in key segments, viz., commercial and passenger vehicle tyres. Exports have also performed well, despite global headwinds. Operating margins improved sequentially in the 4th quarter of the financial year 2023, aided by softening in input costs. We remain optimistic on tyre industry growth path in coming year, buoyed by uptick in economic activities and the big push in infrastructure growth.

JK Tyre's subsidiaries Cavendish Industries Ltd. and JK Tormel, Mexico performed well with improved volumes, revenues and profitability.

He further added "with a focus on innovation and a commitment to excellence, we will continue to deliver high-quality and innovative products to our customers. Ultra High Performance Tyre - 'Levitas Ultra' range is one of such recent launches, to bolster our product positioning and focus on premiumisation in marketplace".

Furthermore, IFC, a member of the World Bank Group, has invested Rs.240 crore (USD 30 Million) in the company by way of CCDs, which reflects its confidence in the future of the company and the Tyre Industry at large.

RMMIA: A fee of ₹ 25000 per year and ₹ 10 per TP charged on it is unconstitutional says officials

A press conference was organized under the joint auspices of Rajasthan Minor Mineral Industry Association Bichiwada Chamber of Commerce Kaldwas Chamber in which Convenor Surendra Rajpurohit, Co-coordinator Rohit Mehta Hemant Jain, etc., while addressing the press, said that mineral grinding industries in Rajasthan had been established by the Department of Mines.

The transit pass system and the fee of ₹ 25000 per year and ₹ 10 per TP charged on it is unconstitutional, and the gazette notification issued by the government only included minor industries. In contrast, that notification applies to all 26 little mineral industries. Marble Granite, Lime, etc. enterprises have not yet been registered in 4 years, and they are not being charged; this discrimination is rampant in all the minor metal industries of Rajasthan.

Minister BD Kalla speaker CP Joshi MLA Prieel shaktawat Raghuvir Meena Ramlal Jaat supported the cause and sent its recommendation to the authorities to separate the powder, but the officials are not desisting of their own free will, whereas grinding industries have nothing to do with illegal mining, our initiatives would have been 200 km away from the mining areas Vigilance Unit of the Mines Department is among whom, the Mines Department itself is the process of stopping illegal mining by the Police M-Satellite, not only this, the Mines Department also appoints the contractors, then it is not appropriate to disturb the industries, we have only one demand, we the Mines Department be freed from the clutches