



A Sustainable Shift: Embracing USB-C for a Greener Future

In a world dominated by technology, where smartphones, laptops, tablets, and cameras have become integral parts of our daily lives, addressing the mounting electronic waste crisis is an imperative task. In October 2022, the European Council took a commendable step towards reducing electronic waste by directing European Union (EU) countries to introduce legislation mandating the use of a single connector - the standard USB-C - across all brands of electronic devices. This bold move, which followed more than a decade of deliberations with stakeholders, is a significant stride towards a more sustainable future.

Electronic waste is a pressing issue, with discarded chargers and cables alone contributing to an estimated 11,000 tonnes of e-waste in Europe annually. This figure is on the rise, posing a severe environmental challenge. The EU's decision to standardize USB-C connectors not only saves money but also plays a pivotal role in decreasing e-waste.

Editorial

One of the most encouraging aspects of this transition is the interoperability it offers to consumers. With USB-C becoming the universal standard, consumers can seamlessly use their chargers with various gadgets, making their lives more convenient and efficient. This standardization is especially crucial as basic electronic devices are increasingly becoming essential items in today's fast-paced, digital world.

Apple, a major player in the tech industry, initially resisted this move, opting to retain its proprietary Lightning charger introduced in 2012. However, in a noteworthy turn of events, Apple recognized the importance of aligning with the EU's directive and its vast EU market base. As a result, the company has switched to USB-C well ahead of the 2024 deadline, as evidenced in its latest models. This shift showcases not only Apple's adaptability but also its commitment to sustainability.

Recognizing the urgency of addressing electronic waste, India has set a deadline of March 2025 to transition to the USB-C standard charging port. With its massive population and a burgeoning push for digital payments, India's decision holds great promise in curbing e-waste generated by connectors. While there may be an initial surge in charger-wire e-waste as users of various brands discard their old chargers and cables while upgrading to USB-C, this policy will undoubtedly pay off in the long run.

In August alone, India made history with over 10 billion UPI transactions, underscoring the nation's rapid digital transformation. The shift to USB-C aligns perfectly with this digital revolution and the need for sustainability. It is a significant step towards minimizing electronic waste, reducing costs, and simplifying the lives of consumers.

As we look ahead, it's evident that a global shift towards standardized connectors like USB-C is essential to combat the escalating electronic waste crisis. The EU's pioneering decision, coupled with Apple's cooperation and India's forward-thinking approach, set a positive example for the rest of the world. It's a reminder that we can all contribute to a greener future through innovation and collective action. Embracing the USB-C standard is not just a technological evolution; it's a step towards a more sustainable and interconnected world.



"Honoring Drivers on Driver's Day: A Focus on Road Safety and First Aid"

Badmer: On the occasion of Driver's Day, the Vedanta Care, Learn It, and Jio BP jointly organized a one-day training session on road safety and basic first aid for heavy vehicle drivers in Badmer. The training, led by instructor Mr. Sanjay Acharya, emphasized the importance of paying attention to minor details while driving, as it can prevent major accidents and save lives.

Mr. Acharya provided comprehensive insights into road safety, stressing that by being mindful of small things while operating vehicles, we can avoid major mishaps. He emphasized the need for everyone to be aware of this and to incorporate it into their driving practices.

During the session, Mr. Asaram, an instructor from Learn It, provided an extensive overview of the primary healthcare system during road accidents. He explained that immediate and effective assistance during accidents can significantly reduce casualties.

Mr. Bhuram from the District Transport Department mentioned that Driver's Day is a day of pride and honor for all drivers. He underlined the importance of the knowledge shared during the event and encouraged all drivers to follow road safety rules and regulations diligently.

As part of the program, 60 heavy vehicle drivers from Badmer district received training and were honored for their contributions. All participants pledged to abide by road safety rules and regulations in their daily driving routines.

In the closing remarks, Center Director Madanlal Pawar expressed gratitude to all attendees. The event was efficiently managed by coordinator Karan Choudhary. Throughout the program, participants, including Ganesh Kumar, Damaram, Manohar Lal, Kaluram, Bhavarsingh, and Giridhar Singh, were present and engaged actively.

Sanjay Bhushan Patiala Receives Dada Saheb Phalke Indian Television Award !

Sanjay Bhushan Patiala has carved a unique niche through hard work and integrity in film promotion, public relations, and celebrity management. He has been honored with yet another accolade at the Mumbai-held Dada Saheb Phalke Indian Television Awards 2023. The prestigious award was presented to Sanjay Bhushan Patiala by the renowned and exceptionally

talented actress of her time, Mandakini.

This award primarily recognizes contributions to the world of both film and television. The ceremony took place on the auspicious occasion of Vishwakarma Puja at the Hayat Center in Juhu, Mumbai. In attendance were various luminaries from the film and television industry and prominent figures from media households.



Speaking about the event, Akhilesh Singh, the organizer of the Dada Saheb Phalke Indian Television Awards, explained that this annual ceremony aims to honor and acknowledge individuals connected to television, film, and media who have shown exceptional talent and dedication in their respective fields.

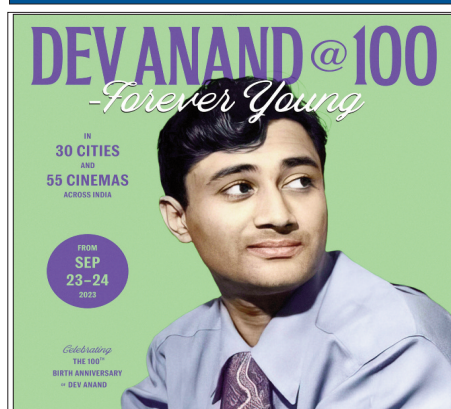
The fact that this award show is named after Dada Saheb Phalke is a testament

to its significance.

Sanjay Bhushan Patiala was felicitated as a Guest of Honor, and Akhilesh Singh spoke highly of him, highlighting not only his unwavering commitment to his profession but also his outstanding qualities as a person.

These qualities make Sanjay Bhushan Patiala a vital contributor to his industry, deserving of the honor bestowed upon him today.

Dev Anand@100 - Forever Young



In a fitting tribute to the legendary Indian film actor, Dev Anand, on his 100th birth anniversary on September 26, 2023, the Film Heritage Foundation, in collaboration with the National Film Development Corporation of India (NFDC) and the National Film Archive of India (NFAI), alongside partners PVR and INOX, proudly presents "Dev Anand@100 - Forever Young." This extraordinary weekend festival will feature four iconic Dev Anand films,

meticulously restored by NFDC-NFAI, gracing the big screens across 30 cities and 55 cinemas in India on September 23 and 24, 2023.

Audiences in major cities like Mumbai, Pune, Goa, Ahmedabad, Hyderabad, Trivandrum, Chennai, Bangalore, Lucknow, Kolkata, Guwahati, Indore, Jaipur, Nagpur, Chandigarh, Delhi, and more will have the privilege of experiencing these landmark films on the silver screen. The festival lineup includes "C.I.D." (1956), "Guide" (1965), "Jewel Thief" (1967), and "Johnny Mera Naam" (1970).

The restoration of these classics was made possible through the National Film Heritage Mission, funded by the Ministry of Information & Broadcasting. This initiative seeks to preserve and revitalize India's cinematic treasures for future generations to cherish.

Film Heritage Foundation, known for its commitment to film preservation, has curated a selection of Dev Anand's finest works, allowing audiences to relish his various memorable personas: the suave Inspector Shekhar in the timeless thriller "C.I.D.," the charismatic tour guide Raju in the cult classic "Guide," the enigmatic

Vinay/Amar in the spy thriller "Jewel Thief," and the eponymous Johnny in the blockbuster "Johnny Mera Naam."

Bollywood luminaries have showered their praise and fond memories of Dev Anand:

Amitabh Bachchan, one of India's iconic actors, acknowledges the significance of preserving these films, emphasizing the enduring charm and energy of Dev Anand's performances. He recalls how Dev Anand's magic would lead fans to sneak out of hostels in the middle of the night to catch his films.

Suneil Anand, Dev Anand's son, reflects on his father's influential work, particularly highlighting "Johnny Mera Naam" as a film where Dev Anand's on-screen character closely mirrored his true self. Suneil also mentions his ongoing commitment to continue his father's legacy with the upcoming Hollywood film, "Vagator Mixer."

Hema Malini, the renowned actress who worked alongside Dev Anand in "Johnny Mera Naam," fondly remembers her co-star and his inimitable style, emphasizing that there can never be another Dev Anand.

Jackie Shroff, another accomplished actor, expresses his joy at the prospect of Dev Anand's films returning to theaters, highlighting the cultural significance of these classics.

Shivendra Singh Dungarpur, the founder Director of Film Heritage Foundation, underscores the importance of commemorating Dev Anand's centenary and the partnership between Film Heritage Foundation and NFDC-NFAI to restore and showcase these timeless films.

Prithul Kumar, MD NFDC & Joint Secretary (Films), emphasizes the meticulous restoration efforts and the commitment to present Dev Anand's films as they were meant to be seen.

The "DevAnand@100 - Forever Young" festival is a testament to the shared dedication of Film Heritage Foundation, NFDC-NFAI, INOX, and PVR in preserving India's cinematic heritage and providing contemporary audiences with the opportunity to relish the magic of a legend who will forever remain young on the silver screen. This initiative continues the legacy of Dev Anand and promises a memorable cinematic experience for audiences across India.

- Gopendra Nath Bhatt

HARDIK PANDYA JOINS GATORADE® FAMILY

New Delhi: Gatorade® today announced its association with cricket sensation and youth icon, Hardik Pandya. This dynamic partnership comes on the back of Gatorade's mission to reiterate the importance of hydration whilst being active.

Hardik Pandya is known for his fitness and active lifestyle coupled with an unwavering spirit to win. On the other hand, Gatorade® demonstrates the importance of hydration whilst sweating it out, to help you move forward. The synergies between both Hardik Pandya and Gatorade will further deepen the brand's role as a hydration partner with the sports, fitness, and active-lifestyle community and motivate consumers to fuel themselves forward to achieve their fitness goals. Commenting on the association, Ankit Agarwal, Associate Director, Energy and Hydration, PepsiCo India, said, "Gatorade has been a pioneer in hydration, providing athletes and people with active lifestyles with electrolytes and fluids to help replace what is lost in sweat. Hardik's relentless spirit and unyielding determination to be physically fit, work hard and sweat it out time and again align seamlessly with Gatorade's philosophy of staying hydrated to help perform at one's best. We are thrilled to welcome him to the Gatorade family."

Sharing his excitement, Cricketer Hardik Pandya, who is exclusively managed by RISE Worldwide commented, "For me Gatorade is more than just a beverage; it's a symbol of determination and resilience. Staying hydrated is a crucial aspect of any athlete's performance, and I am glad to partner with a brand that has a long history and legacy in rejuvenating athletes with over 55 years of expertise in the field of hydration."



Seminar on the Glorious History of Mewar and the Unity of Kayastha Community



Udaipur: The All India Kayastha Mahasabha, District Branch-Udaipur, convened a seminar on the 19th of September, 2023, to discuss the significant contributions of Kayastha families to the illustrious history of Mewar. Dr. Manoj Bhatnagar, the Udaipur Division and District President of the All India Kayastha Mahasabha, passionately highlighted the historic role played by Kayastha ancestors in Mewar's history. Notable among them was Mahasan Jaganath ji, who made the ultimate sacrifice during the battle of Haldighati. Despite such adversities, Kayastha families secured prominent administrative positions within the court of Mewar. Their valor, unwavering loyalty, and sacrifices played a pivotal role in shaping the region's magnificent history. Dr. Bhatnagar emphasized that the memories of these remarkable individuals continue to inspire future generations in various fields of society.

The seminar took place at the Sector 5 auditorium and was organized under the banner of the All India Kayastha Mahasabha District Branch, Udaipur. The event aimed to strengthen and unite the Kayastha community in

Udaipur. Archana Kulshrestha, President of the Women's Cell, highlighted the invaluable contributions of Kayastha women to the upliftment of their society. She encouraged the younger generation to work diligently in every sphere, leveraging their intelligence to carve a niche for themselves. Manish Bhatnagar, General Secretary, shed light on the assembly's activities, focusing on the demand for the establishment of a Kayastha Welfare Board, reservations for Kayasthas in government services, and ensuring a secure presence for the Kayastha community in the political arena.

Advisor Narendra Prasad Mathur stressed the importance of installing statues of Lord Chitragupta, the God of justice, in every court, symbolizing the pursuit of justice. The event saw the felicitation of several esteemed individuals, including National Vice President Mahendra Kumar Mathur, State Incharge Minister Gauri Shankar Bhatnagar, State Vice President Nirmala Bhatnagar, State Secretary Advocate Ranu Bhatnagar. Dr. Rajkumar Kulshrestha, the Patron, shared insights on spirituality's role in achieving mental peace and good health. The gathering also witnessed valuable contributions and perspectives from Prakash Narayan Mathur, Sunny Mathur, Naveen Mathur, Ashok Mathur, Pankaj Bhatnagar, Kavita Bhatnagar, Anjali Bhatnagar, Dr. Sangeeta Bhatnagar, Chandrakala Bhatnagar, Deepti Bhatnagar, Mitihlesh Mathur, Anuradha Mathur, Amba Devi Mathur, and Ruchi Bhatnagar. The seminar was conducted and moderated by Dr. Manoj Bhatnagar, exemplifying the commitment of the Kayastha community to preserving its heritage and fostering unity among its members.

LG Presents Spectacular K-Pop Contest

Udaipur : LG Electronics, India's leading consumer durables brand, hosted the grand finale of the All India K-Pop Contest 2023 in association with the Korean Cultural Centre. This spectacular event brought together over 4,000 enthusiastic individuals who share a profound love for K-pop and Korean culture.

LG Electronics was proud to sponsor the K-Pop contest and celebrate the 50th anniversary of diplomatic relations between Korea and India. The competition, which commenced as a long-term project in April, saw an astounding 11,000 participants in the initial online round.

Prachi Sharma of Delhi clinched the first place in the vocal category, while the dance category was won by the group "With Nine" from Itanagar at the All India K-Pop Contest 2023. The finalists in the dance category included "With Nine" from Itanagar, "Outkasts" from Delhi, "Serein" from Bengaluru, "Elite" from Chennai, "Axiom" from Mumbai, and "TH7" from Hyderabad. In the vocal category, participants included Prachi Sharma from Delhi, Sai Madhav Rella from Hyderabad, Jaisri Shruti G from Bengaluru, Sruthi Ramnarayan from Chennai, Abhipriya Chakraborty from Kolkata, and Manya Singh from Lucknow.

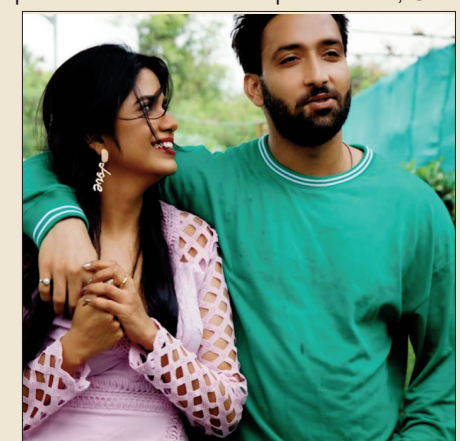
The grand finale was graced by a congratulatory performance and judging by the popular Korean idol group "MCND." MCND, a global boy group comprising members Castle J, Bic, Minjae, Huijin, and Win, made their debut in 2020 and have garnered immense popularity not only in Korea but also across South America, Europe, Japan, and beyond. They mesmerized the audience with their hit songs "ICE-AGE" and "Crush." In a delightful surprise, they showcased their talent with a dance performance to the famous Indian song "Tu Meri" and had a joint performance with participants, choreographed to MCND's popular track "MOOD" released last year.

Hong Ju Jeon, MD-LG INDIA said that we are grateful to the youth & Gen Z for making the All-India K-POP Contest 2023 (Presented

by LG) a grand success. Through our recent global campaign of Life's Good, we are encouraging customers to have a positive outlook on life & music certainly plays a significant role in uplifting human spirit. The K-POP contest not only gave us an avenue to appreciate some of the rising K-POP stars in the country but also helped in strengthening relations between Korea and India. We will continue to enhance people's lives through innovative products & technologies along with meaningful integrated marketing campaigns.

Mohini Singh's new song Ishq Saza launched

This song of Mohini Singh and Ghanu Lawrence is full of pain, the audience is liking it. There is a lot of difference between the film world and real life. Mohini Singh says, "The pain in love is unbearable punishment, God



forbid anyone gets such pain, During the shoot I feel the pain in the songs, it seems that in my real life it's happening. But obviously it's a song. Directed by Jitin's Gathree Ishq Saza song released by Melodious Entertainment.