



Reforming MLSU for a Brighter Future

Mohanlal Sukhadia University (MSLU) plays a crucial role in shaping the educational landscape of southern Rajasthan. However, its growth is hindered by several systemic issues that need urgent attention. President Narayan Lal Salvi's recent appeal to the government and the Vice Chancellor highlights the critical challenges that the university faces, including administrative delays, outdated infrastructure, and a faculty shortage.

Editorial

One of the most pressing concerns is the inefficient administrative processes, which often delay student enrollments and academic progress. This is particularly troubling for Ph.D. candidates, whose aspirations are delayed due to sluggish procedures. Moreover, MLSU's infrastructure is outdated, with inadequate facilities in laboratories, libraries, and classrooms, hindering students' learning experiences.

The university's demographic is unique, with 60% of students coming from tribal backgrounds. These students face significant barriers in accessing online services due to limited digital literacy and poor connectivity in their regions. As a result, many are forced to pay high fees to intermediaries like e-Mitra for simple tasks. To address this, Mr. Salvi advocates for a dedicated help desk on campus to offer direct, affordable support to students.

Immediate reforms are necessary, including the establishment of a help desk, infrastructure upgrades, faculty recruitment, and administrative streamlining. The collective effort of the government, administration, and local community is crucial for MLSU's transformation into an institution that empowers students and fosters academic excellence.

'Love Is Forever' Set to Redefine Horror Romance

The upcoming horror film Love Is Forever, set for release on January 10, 2025, promises a fresh take on the genre. Starring Ruslan Mumtaz, Karnika Mandal, and Rahul D Kumar, the film centers around a couple disturbed by a mysterious force that prevents their union. Ruslan describes it as a unique love story with twists, while Karnika calls it a love triangle with shocking moments. Rahul D Kumar notes the film's distinct approach to horror, reminiscent of Darr and Agni Sakshi. Directed by South Indian filmmaker S. Srinivas, the movie showcases his humility and teaching style.

Produced by Soft Touch Entertainment, Love Is Forever will be released in Hindi, Tamil, and Telugu, and also stars Mushthaq Khan, Gargi Patel, and others. The film's music is by Day Chauhan, with choreography by Kauser Sheikh and action by Mukesh Rathore.

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'Veda' World Television Premiere – A Story of Courage and Equality

This Saturday, December 21 at 8 PM, ZEE Cinema presents the World Television Premiere of Veda, a compelling story of resilience and the fight for equality. Starring John Abraham and Sharvari Wagh, the film, directed by Nikkhil Advani, is based on true events and explores social issues like caste discrimination. John Abraham plays a principled soldier, while Sharvari portrays a small-town girl battling challenges and fighting for her rights. Abhishek Banerjee adds suspense as a ruthless village head. The film's action and visuals emphasize its powerful message of courage and justice.

Actress Sunita Shivdas Bawa (Arpita) Shines in Music

Sunita Shivdas Bawa, also known as Arpita, has garnered significant attention following the release of her music video "Gajanan Sat Sat Karoon Pranam," where she shares the screen with Sunil Pal and Rajkumar Kannauija. A globally recognized figure, Sunita was honored with the India International Influencer Award 2024 and the Businesswoman Award in Bangkok. Recently, she received the Businesswoman and Actress Award at the Beauty Celebrity Awards in Vadodra, presented by Rupali Ganguly. Beyond acting, Sunita is a successful entrepreneur, managing ventures like Share & Have Salon and Spa and producing spices under Tulja Ai. She continues to inspire with her resilience and dedication.

UCCI Members Visit "Kosvi Aavaran Company"

Udaipur: UCCI members visited "Kosvi Aavaran Producer Company" as part of the "Let's Visit the Factory" series to observe traditional textile printing techniques. Mrs. Alka Sharma, the company director, shared her journey of empowering women through the preservation of the ancient 'Dabu'



printing technique using Indigo Dye. Her efforts have provided economic independence to around 300 women in Mewar's Akola region. Mrs. Sharma's contributions earned her the UCCI Excellence Award. The tour, attended by over 40 members, was praised by UCCI President Mr. M.L. Lunawat for promoting Mewar's traditional handicrafts.

Question Remains

Sunlight of the morning is spreading everywhere.

Another new day begins with such a pure and warm brightness as much as there in the heaven that we all assume. Sacred fragrance fills the place. It is a tale of the time when the world crossed a long way leaving behind the phases of climate changes, environmental degradation, unrest and human governed ministries. Circumstances changed their courses, ending a number of chapters and now its yet another much transformed world. What is happening here is this - Blind Blink sits on his task desk in the underground Cleaning Control Room. He is operating the creepers to crawl and pull in the last traces of rubbish. Late at night, his Aware Bell awoke him giving a rare Damage Alert. Blind Blink got up and rushed to his task place at once he heard the ring. Nowadays, such rings are bizarre, heard only once in a while, yet they ring sometimes in this unified land of mankind today.

Blind Blink cannot see. He follows the tapping of the Damage Tracker and sends commands to the crawlers to let them spot the location. Then, they'll pull in the heap for recycling. Before recycle, the platform analyses, classifies and stores the rubbles as a data. The heap is recycled after that and converted to

purified fragrance wave. The wave is expelled to the air. It spreads all around conveying new awareness of the incident to everyone. The fragrance does not produce any memory but it pours ingredients in the minds of every existing living form making them feel, think and innovate new ways to conserve the world.

This is how the system works today. Everything is automated. From control to simple communication - Nothing needs manual labour any more. Men now work as operators or upgraders. Replacing manual governance, now its the PLATFORM that human race has allotted to do the organizing and administration of the world. No boundaries of separation exist today. No part is possessed by any nation or individual. No currency is used. Everything is done through collaboration and integrity. Everyone is aligned and unified to one another.

People now live as a one community. Awareness and innovation has grown so much that mankind no longer feels human efforts need to be invested any more in the the duty of governance. Voting is discarded to elect leaders long time ago. People were frustrated actually in making and changing leaders time to time and they realized that no leader is so just to ever can truly encourage or permit the capacities of living forms to work as



per their power. Such dismay amounted more and more and lastly became a unbearable burden when men established a communication mechanism with all other living beings. They developed the Sense Capture and Decoding Device. It translated feelings or voice message of every existing living forms. The device was a breakthrough in attaching together living beings. It led men to conceive unification in a new way - Formation of One Community of Living Things. As one community, the first thing that they built is the PLATFORM.

Putting collective thoughts and ideas together the automated PLATFORM - An in-charge to monitor world's circumstances was structured. It is a centralized system consented by every living forms of this world and it holds wisdom produced by every living kind. The PLATFORM - An Universal Monitoring Organ now sets and maintains the global order. Living kinds are

now realizing a peace to live as One, to think as One, to work as One. Making choices are not restricted but, they are monitored and motivated on the trail that conserves the world and does not hurt anyone. Many memories are not made obsolete. Human beings have learnt this by communicating other living forms who don't store past difficult memories, like, pain, detachment or loss.

One Community does not remember losses for long, it moves ahead to work for betterment, for peace and more freedom. The whole world is now a complete unoccupied land where anyone can live and share spaces. Living forms can build their abodes anywhere, on land, air or underwater. Abodes can be shifted under any conditions of necessities. Food are produced and supplied naturally, human beings no longer harvest crops. They grow by themselves. Animals supply food to humans and human beings in term help every other living forms

whenever they need. It is a happy world, everything available, safe and flourishing in freedom.

Darkness, fear or worrying for anything is hard to imagine now. Still, there are instances, rare, but true are happening still now. A few hours later after Blind Blink completed his task, the world awakes. Everyone breathes the fresh awareness air spread already. Most of them gather at the Mass Communication ground. Rest living kinds, all of them connect to the PLATFORM through their conveying signals. It is the communication channel for every living kinds, even for the human beings through which they can exchange their feelings, ideas and decisions to follow.

This time, they inquired about the reason on this damage. World is shocked and perplexed. Humans knelt down on the ground and raised up their arms. Animals bowed and plants extended their roots. PLATFORM projected its broadcast aerials and pointed at every directions. It announced that fumification is done to erase the culprits. Fumification - It is the final judgement done currently to erase the cause of crimes and extreme damage - Although Crime and Damage are rare terms these days.

Then, how it happened? Why creatures are destroying the world even now? A few torn body parts, papers, pieces of

nature and broken devices are recycled this time. Who destroyed them? The matter is indeed confusing in this world where creatures do not remember losses, they are free and live together at their own choice, stay attached and collaborate at every need or demands. What is the gap? Where is the gap, then?

"Not all of us are free. Past pokes some of us in our memory still today. They become curious to find out what made us so disturbed earlier. Through the joy of finding new things, some of us are causing destruction still now. Most of us are refined. But, some cannot be controlled. They remember the past and agitate. Even the sacred fragrance of awareness can be adverse for them as they relate past with the present incident. Their curiosity grows to find an answer that we all have forgotten. We're free now. We're happy. But, memories of our past were not so pleasant. Why not? Those questions remain to be found. Creatures are not to be blamed as they are curious. Still, I fumified them as a punishment. Forget the instance and move on."

After a few moments of silence, creatures rose up and went back to continue with their tasks. They're refined. They're aware. May be, some stored the present memory. May be a few are left to be aligned with the remaining world.

-Arkaprava Das

JK Tyre Strengthens Rajasthan Footprint by Tapping into Premiumisation Trend

Udaipur: JK Tyre & Industries Ltd., a leading player in the Indian tyre market, is capitalizing on the rising trend of premiumisation in the automotive sector. The company aims to fortify its presence in Rajasthan's key cities, including Jaipur, Udaipur, Jodhpur, Ajmer, Kota, and Bikaner, by catering to the growing demand for high-quality, advanced tyres among automotive enthusiasts.

To align with the evolving preferences of Indian consumers, JK Tyre has strategically enhanced its product portfolio and production capabilities. With a focus on premiumisation, the company is offering higher rim sizes for passenger cars, meeting the needs of customers who follow global automotive trends.

Recently, JK Tyre introduced its Levitas Ultra high-performance tyres, specifically designed for luxury vehicles. The tyres are currently available in seven sizes ranging from 225/55/R16 to 245/45/R18, covering over 80% of India's top 20 luxury car models. Following their success, JK Tyre plans to extend this range to include rim sizes from 19 inches to 22 inches in the coming years, offering solutions for the entire premium car segment.

Rajasthan plays a pivotal role in JK Tyre's growth strategy, with the state contributing significantly to its sales. Passenger Car Radials (PCR) account for 14%, while Truck and Bus Radials contribute 19%. Notably, JK Tyre dominates the Light Commercial Vehicle Radial (LCVR) segment with a commanding 50% market share in the region.

To further strengthen its reach, JK Tyre operates an extensive network of 575 touchpoints across Rajasthan, including 62 exclusive brand shops. The company is actively expanding this network to enhance accessibility and deliver premium products and services to customers across the state.

JK Tyre continues to lead the industry with its innovative product offerings. The company has introduced Smart Tyres, Puncture Guard Tyres, and the XF series of fuel-efficient tyres for commercial vehicles, prioritizing safety, convenience, and performance. Building on its leadership in the smart tyre segment, JK Tyre plans to launch advanced smart tyres equipped with embedded sensors for passenger cars and commercial vehicles. Additionally, the company offers a comprehensive range of EV tyres, holding a market-leading position in the EV bus category.

The RANGER series, specifically designed for SUVs, further strengthens JK Tyre's market position with over 50 Stock Keeping Units (SKUs). This range includes multi-terrain options such as RANGER A/T, RANGER H/T, RANGER M/T, RANGER X-AT, and RANGER HPe for electric SUVs.

Innovation remains central to JK Tyre's vision. The company recently unveiled the UX Green, India's most sustainable tyre, developed using 80% sustainable materials. Set for commercial launch in FY26, these tyres mark a significant step towards eco-friendly mobility solutions.

By focusing on technological advancement, superior quality, and customer-centric solutions, JK Tyre continues to drive industry transformation. Through its expanding product portfolio and growing market presence, JK Tyre is well-positioned to shape the future of India's tyre industry, with Rajasthan at the heart of its strategic growth.

Airtel and Zee5 Partner to Offer Exclusive Content for WiFi Customers

Bharti Airtel has partnered with Zee5 to bring exciting digital content to its WiFi customers. Customers on plans starting at Rs. 699 or higher will get Zee5 access at no extra cost. The partnership offers exclusive content, including original shows, movies, and series across various languages. Airtel WiFi customers can now enjoy over 1.5 lakh hours of content, featuring popular titles like Sam Bahadur, RRR, and The Chronicles of Amarigiri. Amit Tripathi from Airtel and Manish Kalra from Zee5 emphasized their commitment to enhancing user experiences through this collaboration.

Manohar Lal launched the UrjaVEER movement

Union Minister of Power Shri Manohar

Lal launched the UrjaVEER movement in Andhra Pradesh, an initiative by Energy Efficiency Services Limited (EESL) aimed at promoting energy-efficient appliances. The program empowers grassroots citizens, including Self-Help Groups, to advocate for energy efficiency and create income opportunities through EESLmart.in. The movement, aligned with global sustainability goals like G20 and COP28, aims to reduce energy consumption and greenhouse gas emissions



while offering financial benefits to participants. EESL plans to expand UrjaVEER to other states like Rajasthan, Madhya Pradesh, and Haryana, driving nationwide change for a greener future.

Simply Fresh Launches 'Keep Intentions Fresh'

Campaign to Inspire Change

BN Group's flagship brand, Simply Fresh, has launched the "Keep Intentions Fresh" campaign, celebrating real-life heroes who drive change through innovative thinking. The campaign's TV commercial highlights individuals like Neeraj Kudrimoti, an IT professional turned sustainable farmer, and Narayanan Krishnan, a former chef who became a social worker. Bollywood actors Sonu Sood and Anup Soni join the campaign, using their social media platforms to inspire viewers to embrace new ideas and make a difference. Kiran Giradkar, CMO of BN Group, emphasized the campaign's focus on new thinking as a catalyst for positive change in India.



Nita Ambani to champion India's global influence in India Conference at Harvard

Boston: The India Conference at Harvard (ICH) announced on Sunday that Nita Ambani, a trailblazer in philanthropy, education, and culture, will take centre stage at the highly anticipated India Conference at Harvard, scheduled for February 15-16, 2025, in Boston.

"As one of India's most influential voices, Ambani has profoundly impacted over 80 million lives through her social equity initiatives and continues to advocate for India's global potential," a statement by the organisers said.

Her recent achievements -- including hosting the International Olympic Committee (IOC) session in India after four decades and championing India's bid for the 2036 Olympics -- symbolise the nation's growing influence on the global stage.

The India Conference at Harvard is one of the largest and most influential student-led India-focused conferences in the US. An annual event hosted jointly at Harvard Business School and Harvard Kennedy School fosters dialogue on India's evolving role in global affairs, bringing together thought leaders, policymakers, entrepreneurs, and cultural icons. This year, the conference will feature over 80 distinguished speakers from diverse fields over two days, exploring how Indian ideas and innovations are reshaping global narratives. Highlights of the conference include a fireside chat with Nita Ambani, Chairperson of Reliance



Foundation, showcasing her vision for India's role on the world stage. The conference this year will also feature a policy Hackathon addressing climate challenges and financial inclusion in rural India and a startup pitch competition. Ambani's "keynote aligns perfectly with this year's theme, 'From India to the World', celebrates India's emergence as a global leader, shaping pathways for peace, prosperity, and innovation," the statement said.

Ayush Shukla, one of the conference co-chairs, commented: "The India Conference has always strived to push the boundaries of dialogue around India's growth story. This year's theme, 'From India to the World', captures the essence of India's transformative journey - where local ingenuity meets global impact."

"I think this theme celebrates not only the success stories of our technological prowess and development growth that have emerged from India but also showcases the lessons Indians offer about collaborative communities, vibrant culture, resilience, and entrepreneurial spirit."

48th Mining Safety Week Concludes

Udaipur: The 48th Mining Safety Week, organized by the Directorate General of Mines Safety (DGMS), concluded at Udaipur Cement Works, Dabok, with the distribution of 250 awards for excellence in safe work practices. Chief Guest R.T.



Mandekar emphasized the significant reduction in mining casualties, highlighting the DGMS's focus on zero accidents and the integration of technology in safety efforts. The event, attended by over 1,000 participants, also featured 30 product stalls. Naveen Kumar Sharma, MD of Udaipur Cement Works, expressed gratitude to all involved, emphasizing the importance of promoting safe mining processes across the region.