

Kidney Swap Policy: From Red Tape to Real Change

India's kidney transplant system is poised for a long-awaited transformation — and not a moment too soon. With nearly two lakh people needing kidney transplants each year and only a small percentage receiving them, the urgency for reform cannot be overstated. The government's recent push for a unified 'One Nation, One Swap Transplant' policy could finally bring equity and efficiency to a system long mired in bureaucratic delay and disjointed state-level operations.

Swap transplants — where donor-recipient pairs who are medically incompatible are matched with other such pairs — have long been a practical solution to the donor shortage. The recent successful transplant of ten patients in Ahmedabad through paired exchange is a powerful reminder of this system's life-saving potential. But even as these victories make headlines, the reality remains that most such opportunities are lost to inefficiencies, regulatory constraints, and limited inter-state coordination.

Editorial


The Centre's directive, issued via the National Organ and Tissue Transplant Organisation (NOTTO), signals a shift towards creating a national registry of incompatible donor-recipient pairs. This move can help widen the pool of potential matches across state boundaries — a critical intervention when the difference between life and death is often just a matter of geography.

However, structural reform must go beyond the creation of a registry. The process of approvals needs to be dramatically expedited. Outdated definitions of 'near relative' continue to exclude willing donors who fall outside the narrow legal criteria. Moreover, public confidence in the transplant system must be restored, especially in the aftermath of multiple organ trafficking scandals that have eroded trust.


India may be the world's third-largest organ transplant hub, but its scale belies the deep inequities in access. A centralised, transparent, and ethically sound swap transplant mechanism has the potential to not only bridge these gaps but to revolutionise the way kidney transplants are approached nationwide.

In a field where time is life, this initiative could be the breakthrough so many patients have been waiting for. The government must ensure that this policy doesn't remain an idea on paper — but becomes a living framework that delivers real, renewed hope to thousands.

Airtel Partners with Blinkit to Deliver SIM cards to Customer's Homes in Just 10 Minutes



Airtel SIM delivery, ab ghar pe!
Get Airtel SIM in 10 minutes



Airtel SIM activation, ab ghar se!
Activate it online with ease

Udaipur: In a pioneering move, Bharti Airtel, today, announced its partnership with the quick commerce platform, Blinkit, for the delivery of SIM cards to its customers within ten minutes.

A first-of-its-kind service by a telco, the services are now live in 16 cities in the country, with plans to add more cities and towns over a period of time.

This collaboration marks a significant milestone enabling, as it does, customers to receive SIM cards at their doorstep in a minimal 10 minutes at a nominal convenience fee of ₹49. Post the delivery of the SIM card, customers can activate the number using a simple activation process through Aadhaar-based KYC authentication.

Customers will have the option to choose from both post-paid and prepaid plans or trigger an MNP for porting into the Airtel network.

To streamline the process, customers can access the online link and view the activation video for a seamless activation experience. Commenting on the partnership, Siddharth Sharma, CEO – Connected Homes and Director of Marketing, Bharti Airtel said, "Simplifying customer lives is central to everything we do at Airtel. Today we are thrilled to partner with Blinkit for 10-minute SIM card delivery to customers' homes across 16 cities and in due course of time we plan to expand this partnership to additional cities." Albin Dhillon, Founder and CEO of Blinkit, said, "To save customers time and hassle, we've collaborated with Airtel to deliver SIM cards directly to customers in select cities, with delivery in just 10 minutes.

Blinkit takes care of the delivery, while Airtel makes it easy for customers to complete self-KYC, activate their SIM, and choose between prepaid or postpaid plans. Customers can also opt for number portability, all at their convenience."

Airtel Enhances Spam Alerts With Languages

Udaipur: Airtel has introduced two major updates to its AI-powered spam detection system, enhancing protection against both domestic and international spam calls and SMS. The new features include SPAM alerts in ten Indian languages—Hindi, Marathi, Bengali, Gujarati, Tamil, Kannada, Malayalam, Telugu, Punjabi, and Urdu—available for Android users. These updates come in response to a 12% rise in spam from foreign networks. The AI tool now scans international calls and SMS, auto-activating alerts for all Airtel customers free of cost. Airtel aims to stay ahead of scammers while catering to India's linguistic diversity, ensuring smarter and safer communication.

Vedanta Chairman hails Rajasthan as India's Next Industrial Powerhouse

Jaipur: In a compelling message posted on social media, Vedanta Chairman Mr. Anil Agarwal highlighted the vast untapped mineral wealth of Rajasthan and the need for accelerating industrial development to further unlock the state's economic potential. Drawing attention to GDP data, he noted that Rajasthan despite being richly endowed with natural resources, trails behind states like Gujarat, Karnataka, and Tamil Nadu, all of which have GDPs exceeding \$300 billion.

This comes at a time when Rajasthan is charting its path

towards a US\$ 350 billion economy by 2030. With a GDP of \$196 billion, Rajasthan lags behind its industrial peers, as shown in recent projections. In his social media post, Vedanta Chairman, said, "The land of Rajasthan holds immense wealth below the ground — oil & gas, stone, copper, silver, gold, zinc, potash, rock phosphate — elements that can power a new wave of prosperity for the state."

The state is endowed with some of the richest and widest ranges of natural resource reserves in the country. He further added, "If we fully harness

this natural treasure, Rajasthan's GDP and revenues can skyrocket, countless new jobs can be created, and widespread prosperity can follow. What's clearly needed is the establishment of thousands of manufacturing units to tap into this vast underground potential and transform minerals into value-added products." Additionally, he also hailed Rajasthan as an entrepreneurial hub and wrote, "Some of India's greatest entrepreneurs hail from Rajasthan. Their business acumen has made a mark across the globe. Mr. Agarwal emphasized

this in his tweet, saying "The state also has the highest potential in renewable energy and oil and gas. This powerful combination of resources and energy can propel Rajasthan to India's number one state."

Vedanta Group, through Hindustan Zinc Limited and Cairn Oil & Gas (HZL), has been a key player in harnessing this mineral wealth sustainably. Vedanta's extensive operations across Rajasthan, have made the state a global hub for zinc, silver and oil & gas production. Calling Rajasthan his



'karmabhoomi', Mr. Agarwal reiterated, "Vedanta is fully committed to support Rajasthan and its leadership to achieve new heights for this amazing state."

Haunted 3D Returns on 26th September



Mumbai: Renowned Bollywood filmmaker Vikram Bhatt is all set to spook the audiences again with the sequel to his 2011 horror hit Haunted 3D. Titled "Haunted 3D: Ghosts of the Past", the film will hit theatres on 26th September. After the massive success of Haunted 3D, which starred Mimoh Chakraborty and Tia Bajpai, Vikram Bhatt is back with an even more terrifying tale. This time, he collaborates with Mahesh Bhatt and Anand Pandit to bring the spine-chilling sequel to life. Mahakshay Chakraborty and Chetna Pandey take on the lead roles in this supernatural thriller.

Sharing the motion poster on social media, producer Anand Pandit wrote, "After the success of 1920: Horrors of the Heart, thrilled to collaborate once again with Mahesh Bhatt and Vikram Bhatt for another bone-chilling story Haunted 3D: Ghosts of the Past."

"The film is presented by Anand Pandit Motion Pictures and Mahesh Bhatt, and produced by Anand Pandit, Rakesh Juneja, and Shweta Bhatt, with co-producers Rupa Pandit, Dilip Soni Jayaswal, Rahul V. Dubey, and Sanjay Singh. Prepare yourself for a haunting cinematic experience like never before — only in theatres on 26th September.

SONU SOOD RELEASES FIRST LOOK POSTER

Mumbai: Bollywood actor Sonu Sood has released the first look poster of director Arjun Raaj's upcoming Hindi film "Khel Passport Ka". The film's trailer will be released on April 18 in Mumbai at DRJ Records Music.

Sonu Sood praised director Arjun Raaj, saying he has done a great job. This statement is a positive sign for the film and is generating excitement among the audience. The appreciation of Arjun Raaj's direction and the team's efforts is a symbol of a good start for the film.

About the Film

"Khel Passport Ka" is produced by Happy Crowd Entertainment, King Keyaan Entertainment, and Razia Pathan. The film is co-produced by Rajwant Sharma. Arjun Raaj is directing the film, and the script is written by Arjun Raaj, Ranju Cycloney, and Razia Pathan.

The film features Rajwant Sharma, Gauri Shankar, Arif Sahdol, Heramb Tripathi, Megha Saxena, Anand Sharma, zeba Khan, and Arjun Raaj in pivotal roles. The cinematography is handled by Shakti Soni and Lakhinder Shaw (Lucky). The music is composed by Hriju Roy.

Public Relations

Sanjay Bhushan Patiyyala is handling the public relations for the film.

Trailer Release

The trailer of "Khel Passport Ka" will be released on April 18 at DRJ Records Music in Mumbai. Stay tuned for more updates



Short Film 'Disha' Raises Voice Against Drug Abuse

The short film 'Disha', produced by Black Coffee and Smoke Films for the Indian Academy of Pediatrics (IAP)—the world's second-largest pediatric association—is creating waves across the country.

What makes Disha even more special is the appearance of Bollywood's first superstar Rajesh Khanna's daughter, Twinkle Khanna, who expresses heartfelt gratitude toward pediatricians and the Indian Academy of Pediatrics.

Written and directed by renowned Bollywood composer, lyricist, and singer Rahul B. Seth, the film focuses on the issue of substance and drug abuse. Known for his musical campaign against female foeticide, Rahul B. Seth has also been honored at the UK Parliament's House of Lords. With Disha, he takes his first step into direction.

Rahul, who has composed music for hit films like Yamla Pagla Deewana (starring Dharmendra, Sunny & Bobby Deol), has also contributed to global themes like world peace, global warming, and terrorism through his music.

The film is conceptualized by Dr. Vasant Khalatkar, National President of IAP. Executive producer is Sunil Tiwari, creative director Chetan Rao, DOP Mukesh Sharma, with music by Arpan Arekar and Rahul B. Seth.

Supported by the Government of India's Nasha Mukti Bharat Abhiyan, Disha aims to spread awareness and encourage a drug-free society.

Lead Cast: Kiran Kumar, Vishnu Lathawa, Devendra Pandit, Shweta Kataria, Neetu Bhatt, and Twinkle Khanna.

LPG Safety Seminar Organized by Zinc Employees' Cooperative Consumer Store



ating awareness about safe handling of LPG cylinders. The safety clinic covered important aspects such as correct installation of LPG systems, checklist before receiving a cylinder delivery, emergency contact numbers in case of gas leaks, online booking and payment methods, and safety hose information.

The program was conducted by Ms. Usha from the Safety Department and Mr. Manish Kumar Bhatt, Treasurer of the Consumer Store. The seminar saw active support from team members Ms. Meenakshi Kumawat, Ms. Bhagwati Paliwal, Ms. Renu Bala, Mr. Vinay Kumar, Mr. Sanjay Vaishnav, and Mr. Praveen Vaishnav.

Tanishq Unveils Kundan Stories This Akshaya Tritiya

As Akshaya Tritiya nears, Tanishq, India's leading jewellery brand from the House of Tata, unveils its latest Kundan Stories Collection, celebrating intricate craftsmanship and timeless elegance. Handcrafted over 200 hours, each piece in this regal collection reflects India's cultural richness through techniques like takkar ka kaam, talaf, ghungroo bunching, and pearl wire work.

Perfectly timed for both Akshaya Tritiya and the upcoming summer wedding season, the collection captures the essence of tradition with a contemporary flair—appealing to the evolving taste of the modern Indian bride. "Every piece tells a story, shaped by our Karigars and inspired by the Tanishq woman," says Pelki Tshering, CMO, Tanishq.

To enhance the festive shopping experience, Tanishq is offering up to 20% off on making charges for gold and diamond jewellery, ₹101 off per gram on gold, and Gold Rate Protection through advance booking. Customers can also avail 100% exchange value on old gold from any jeweller.

Available across stores in Delhi NCR, Punjab, Rajasthan, and beyond, the Kundan Stories Collection promises artistry, heritage, and unmatched design—making every piece a treasured part of life's special moments.



Blending Spirituality with Entrepreneurial Success Vision

Lonavala: In a unique initiative to bridge the gap between business and spirituality, Shri Devidas Shravan Naikare, Founder and Director of Devidas Group of Companies, recently organized a four-day workshop titled Ultimate Millionaire Blueprint amidst the scenic beauty of Lonavala.

During the event, a grand award ceremony was held where selected entrepreneurs from Maharashtra were honored for their innovation, bold leadership, and social contributions. The awards were presented in the presence of renowned Bollywood actor Mushtaq Khan, who congratulated the winners, saying, "These awards reflect your hard work and vision. Keep moving forward!"

Addressing the gathering, Shri Devidas Naikare invited entrepreneurs across the nation to join his online platform www.devidasnaikare.in and shared a powerful message: "When you have faith within, clarity in thought, and dedication in action, no boundary can stop you."

The Devidas Group of Companies includes multiple ventures like CityDhan Capital, Napper Shop, Vedant Training Academy, S.M. Services, D.K. Foundation, Devidas Publications, All-in-One Services, Digital Shop, Institute of Business Management, and Devidas Career Training Institute — each offering valuable services to the public.

Shri Naikare is recognized as India's first spiritual business coach and mind trainer. He has authored 12 motivational books on the theme of 'Courage' in both English and Hindi, empowering thousands of youth and entrepreneurs.

He has been honored with over 30 national awards, including Young Entrepreneur 2022, Maharashtra Business Icon Award 2023, Inspiring Leader Award 2023, and the Mahatma Gandhi National Honor Award 2023.

With a mission to build 5,000 strong entrepreneurs in India by 2028, Shri Naikare believes in transforming ordinary individuals into extraordinary professionals by integrating meditation, mindfulness, and spiritual techniques with business strategies.

He affirms, "True success is not just about wealth, but about peace of mind, good health, and meaningful relationships."