



# Tech & Business

R Royal Harbinger

Editorial

## A corruption free state

Corruption is a national issue and is impacting everyone, everyday, everywhere! Each election has been fought on keeping the corruption at the helm but nothing has ever been done that can be counted as a breakthrough solution. Delhi elections were also fought on same issue.

And Arvind Kejriwal government won a historic mandate on one major issue which of course was corruption. People who had accepted corruption as a part of their life started thinking that for the first time a government was so serious to curb it. The recent launch of corruption help line in Delhi vouches for this. Entire Delhi has been apprised of relaunch of this new helpline. Advertisements across the city carried Arvind's message that do a sting, record the byte, and send us. This helpline, according to many Delhites was very useful and productive in last season of AAP. This time around, the launch was delayed but the government claims that they are taking solid steps to ensure no scheme fails.

Now when Delhi is doing all these things and taking all such measures, what is the reason no other state ever thought of it. Corruption is pervasive and prevalent in every department in office. There are officers who swear by honesty but their inability to stop others from practising corruption. The scene is so much common that now both askers and givers, both have accepted that nothing can happen without a bribe. A young man speeding his silencer-less bike on the wrong side remains very comfortable as he knows all he needs is a note of rupees 100 to get away with all charges.

We keep saying that people will have to start saying no to corruption but the fact is that most of the people who are in hurry or want to avoid any hassles easily get ready to pay a bribe. It gets so easy when they say that we can save on time, energy, and pain by shelling out a small amount. In some of the cases, officers and clerks keep the fixed percentage of total amount that is due to someone.

And this comfort zone is hard to break. If a corrupt officer is culprit, so is that common man who finds it easy to pay the bribe. Now, the idea of government stepping in and creating a fear among both could be a stepping stone. Not only the corrupt official but the one who is paying also can come under the ambit of crime and then there will be two sided fear. As of now, payers shrug their shoulders by saying that paying bribe was required to get their work done. The step by Delhi government can pave a path to new ways to put both the parties accountable for this crime. So, while Delhi sets an example, we can only wait as other governments are running on traditional patterns where action is taken after the crime is committed. You need to be proactive actually.

## COMMITTED TO A HEALTHY INDIA VEDANTA

Health & Sanitation programmes on World Health Day supported 'Swachh Bharat' initiative

• **Mega Health Camps held in Odisha, Tamil Nadu, Chhattisgarh & Gujarat on World Health Day, benefited over 27,000 people**

• **Vedanta's programmes focus on World Health Day theme of 'Food Safety'**

Udaipur : Vedanta, the diversified natural resources group of companies, today celebrated World Health Day as a significant partner of India government's 'Swachh Bharat Abhiyan' vision. Mega health camps, sensitization drives and distribution of medicines across its operations in India was the agenda of the Vedanta initiatives, committed to promote awareness in health and sanitation. "Vedanta's community development programmes are integrated with the specific need of the community. We have pledged our support to local governments for ensuring access to Health & Sanitation facilities in remote locations, as a part of our integrated rural development programmes," said Ms. Roma Balwani, President, Sustainability & CSR.

Vedanta's businesses, adhering to this year's World Health Day theme of Food Safety, highlighted the detriments of food-borne diseases. In Gujarat, community officials from Cairn India, a Vedanta group company, organized food awareness programmes in 17 schools and six community gatherings, creating awareness on the importance of consuming home-made and fresh food and low nutritional value of consuming junk food and packed food, benefiting over 5,000 individuals. In Rajasthan, Cairn supported the IEC activities (Information - Education - Communication) for Mission Indradhanush, a programme by Ministry of Health and Family Welfare that provided free vaccination for children from 0 to 5 years of age, for preventable diseases. A week long

health & sanitation awareness programme, beginning today in schools, Health Centers and villages in the Baitu block of Barmer District, Rajasthan aims at reaching nearly 20,000 children and 1500 adolescent girls.

In Odisha, Vedanta's Lanjigarh business unit conducted a Mega Health camp, providing free health check-ups and distributing medicines, to create awareness among over 300 residents of the local villages on the preventive and curative measures of diseases prevalent in the area. Vedanta's Jharsuguda business unit in Odisha sensitized about 100 villagers of the Parmanpur village in Jharsuguda on the benefits of nutrition and its relevance to a healthy life. The community development team at Vedanta's group company, BALCO undertook a multi-specialty health camp and malaria awareness workshop across Bhatgaon, Chuiya and Jambahar villages in Chhattisgarh, in collaboration with the District Vector Control Society, to educate 79 villagers on the prevention measures and provide free vaccination for about 20 children.

Personal hygiene was the focus of Vedanta's copper business unit at Tumericorin, Tamil Nadu, which conducted an interactive session called 'Clean Hands' on World Health Day. Awareness on the ill-effects of oral tobacco and maintaining personal hygiene, as well as a school health awareness on 'De-worming and Importance of Vitamins' was followed by providing students with de-worming and vitamin tablets, benefiting over 150 people. The company, on World Health Day also handed over three toilets, built at the Hindu Middle School, Saminatham to benefit the students and provide hygienic sanitation facilities and held a ceremony to inaugurate their programme to construct of 61 household toilets at the Kumararediyurpauram village.

## Mumbai is not a shooting friendly place

*Even our industry people are indulging in wrong doings and harassment!!", says director of film Pareshaanpur*

*Having worked for many TV channels and films as screenwriter and assistant director, Dilip Mukharaiya is now not only donning the hat of a script-writer and director for his film 'Pareshaanpur' but is also producing it. All geared up to make his way in Bollywood, Dilip spared some time to talk to us. Read excerpts from the interview:*

**1) How did the idea of Pareshaanpur originate?**

**Dilip:** The idea of Pareshaanpur came as a routine subject, I always looking for a movie. Though this is a comedy film I have to think or put myself or my situations or my surroundings as subject/idea. But, of-course I created a colourful story out of this and created characters that are born to be a 'Pareshaan' person with actually no 'pareshaani' in their lives. These mind-sets gave me a start to create Pareshaanpur but in a funny way.

**2) Tell us about the movie Pareshaanpur.**

**Dilip:** As I said earlier Pareshaanpur is a mind-set. All of us have problems and solutions by their own, but some peoples only have problems 24\*7 in their lives and are looking for the excuses or blame other sources for it. So, there are a few gentlemen in our society who are taking care of these 'mind sets' by nurturing their believes and exploiting them. So, this story belongs to a village called 'Shaanpur', but it has been taunted as well insulted as 'bad omen' because the villagers believe there is so much of "Pareshaani" in spite of "Shaan" in the village. Even in a simple thing that happen to their life they mix up with shagun and apshagun (auspicious and inauspicious) without using their logical reasoning. This universal concept of being a 'Pareshaan' or having lots of Pareshaani is visualized in form of cinema but within comical satire supported by good music by Raaj Aashoo.

**3) Pareshaanpur is a comedy film. Who has been your inspiration when it comes to this genre?**

**Dilip:** Haha...I don't have any inspiration...it can't be. I am the creator of my own ideas based on the



characters or situations I familiar with. Every person in my life whether they are my friends, colleagues, my unit members or my relatives. Everyone can inspire us if we are open to listen and observe them. Life is full of comedy; we have to come out of our problems and 'Pareshaaniyaas'. Don't give enough time to your Negativity to conquer your daily life, have a laugh in life, and enjoy the positivity.

**4) The film is mostly shot in remote areas. Did you face difficulties during the shoot?**

**Dilip:** Difficulties? Lots of...but when I was shooting in and around Mumbai. But, as I shot mostly out of Mumbai, places like Kolhapur, Nagpur and Punjab, I found fewer problems, higher percentage of good people and off course great locations. Mumbai is not a shooting friendly place, even our industry peoples are indulging in wrong doings and harassment. They form different types of unions to just target the Producer/Film maker and their work.

**5) Tell me about your background?**

**Dilip:** I am from Gwalior city of Madhya Pradesh (MP), came to Mumbai to follow my instincts - know nothing but have to do something. I wanted to be a Film director and started working with directors like Shriram Raghvan, Shivam Nair, Aruna

Raje, Patil etc. As an assistant director or dialogue writer or script writer, those were my initial days when Shriram Raghvan encouraged me to write scripts or dialogues along with assisting him, Shivam Nair gave me the chance as dialogue writer. I followed their instructions/guidance to move ahead. They are my mentors, friends and guides.

**6) It's the first Hindi film of both Urmila and Ameet. What are your expectations?**

**Dilip:** Ameet Dawar and Urmila Mahanta, both have a great career ahead, I have quite high expectations from both of them. Both of them are talented and doing their first Hindi cinema as lead. I would just want say them, 'Chances and opportunities will knock your doors, don't take random decision or don't fall for any project or script or banner without putting yourself at first place. I know both are sharp and intelligent, deserve a great career. My wishes are with them always.

**7) What was your experience working for the film?**

**Dilip:** I am making my career from this film as an independent director as well as, as a producer. So, you can imagine the amount as well as the variety of experiences I had. It's a lifetime experience, learning and lesson, both. This film taught me - what is THE LIFE.

**8) As a debutant director, did you have apprehensions during the filming?**

**Dilip:** Not apprehensions but excitement was the factor. Some doubts happened on few occasions but I discussed openly with my team, mainly with my DOP Ramani Ranjandas. He is the most trusted person along with my colleague/ Executive Producer Neer Dhillon. In editing I am having a great support of my editor Sanjay Ingle too.

**9) What are your plans for theatrical release of the film?**

**Dilip:** I am planning for a May ending or June 2015 release.

## Kent's Mineral RO Technology outshines competition

*The brand becomes the first RO brand to have ISI Certification*

**New Delhi:** India's largest selling RO purifiers; Kent RO has taken a leap. The brand which is known to introduce Mineral RO Technology in the country has been granted, the most coveted and stringent ISI certification by Bureau of Indian Standard.

Kent RO has become the first water purifier brand to have ISI certification for any RO water purifiers. The Bureau of Indian Standard which is the most accredited certification agency of Govt of India has granted ISI certification to Kent RO technology for its innovation and state of the art purification technology benefitting millions of user's country wide.

Commenting on this achievement of Brand Kent, Mr Mahesh Gupta, Chairman, Kent RO systems Limited said, "An ISI mark on our products range will help consumers to choose a product which is swear by its quality, efficiency and lifelong performance"

"Though Kent RO has won



many international level certifications and accolades including NSF, WQA in USA, the most reputed laboratories of the world, however getting an ISI certification which is a hallmark of the quality standards in the country will help the masses of India to choose a genuine over others." Added Mr Gupta The Kent mineral RO technology is a 4 step water purification technology which retains all essential minerals in the water and purifies the dissolve impurities

like besides, killing the bacteria and virus present in the water. The technology was developed by a team of engineers under the stewardship of Mr Mahesh Gupta

The Kent has one of the biggest range of RO purifiers including Kent, Grand Plus, Kent Pearl, Kent Pride, Ace and the newly introduced Kent Supreme which is a zero water wastage technology RO purifier and ensure 70-100 liters of water a day at any house hold.

## BJP conspiring to make farmers landless: Pilot

JAIPUR: Lashing out at the central government, Pradesh Congress Committee (PCC) president Sachin Pilot on Thursday said the Bharatiya Janata Party government was "exploiting farmers by making amendments in the land acquisition act." He exhorted party workers and farmers of the state to support All India Congress Committee president Sonia Gandhi's April 19 rally at Ram Leela ground in New Delhi.

Accusing the BJP of playing with public sentiments, Pilot said, "The BJP government is conspiring to make farmers landless by making changes in the Act." Addressing a joint meeting of state party executive, MLAs and office bearers at the PCC office, the Congress leader asked why the BJP supported the United Progressing Alliance government when it had brought the Land Acquisition Act, 2013.

After coming to power, the BJP was introducing changes to the pro-farmers act by bringing an ordinance, he said. "In order to raise farmers' issue and protect their rights, All India Congress Committee president Sonia Gandhi has called for a rally on April 19 at Ram Leela ground in New Delhi.

A large number of Congress workers and far mers from Rajasthan will participate in the rally."

Former CM Ashok Gehlot, state party in-charge and AICC general secretary Gurudas Kamat, coin-charge Mirza Irshad Baib and former PCC chief Chandrabhan were present at the Congress meet. Informing the partymen about of the rally preparations, Pilot said a control room will be setup at the PCC office. "The rally will be against the anti-farmer policies of (the) BJP government in (the) Centre. People are annoyed and disappointed with (the) governments at the centre and state," the former MP from ALwar said.

## 90% People Trust Homeopathy

*Dr Batra's has emerged as a trusted and reputed brand*

Udaipur: A study conducted by IMRB International across Mumbai, Bangalore, Hyderabad, New Delhi and Kolkata, shows 90 per cent of people perceive homeopathy as a trusted form of treatment and its usage is higher than any other form of treatment.

As per the survey conducted amongst the general public it was found that 100% of people are universally aware about homeopathy and 92% perceive it as 'reputed' form of treatment. People use homeopathy mainly for backaches, gastro, skin and hair ailments.

Among homeopathy users, 91% are satisfied with the treatment and 93% are willing to recommend homeopathy to others due to higher satisfaction levels with their treatment.

Among Dr Batra's users 75% said that this was their first choice of treatment and 83% said they are satisfied with Dr Batra's.

Releasing the survey coinciding with the World Homeopathy Day being observed on April 10;

Padmashri recipient for medicine (Homeopathy), Dr Mukesh Batra - Founder & Chairman, Dr Batra's Healthcare said, "It is encouraging that more and more people are using homeopathy for its safe and effective results. It's now being used as a first line of treatment in certain diseases."

"We are proud that Dr Batra's has emerged as a trust worthy and reputed brand through this independent survey by IMRB," added Dr Batra.

Mr. Sujai Mahadevan - Insights Director, IMRB International said "It is interesting to know that 100% of people are universally aware about homeopathy and the usage of homeopathy treatment is higher than any other form of treatment. Experience among homeopathic patients are in the positive direction due to higher satisfaction levels towards homeopathy which has resulted in higher advocacy ultimately signaling positive news for the homeopathy category."

Homeopathy is the second largest system of medicine in the world today, according to World

Health Organisation (WHO) and is used by over 600 million people worldwide. In India over 100 million people depend on homeopathy for their health and wellness needs.

Homeopathy is practiced in over 80 countries and the Global Homeopathy market size is Rs.26,000 crore (ASSOCHAM.) France is the leading country where one-third of the French population uses homeopathic drugs. A survey of French pharmacists in 2004 found that 94.5 per cent reported advising pregnant women to use homeopathic medicines.

According to ASSOCHAM, the homeopathy market in India is worth Rs.2758 crore and is growing annually at 30% and as per observers it is expected to grow to Rs. 5873 crore by 2017. Homeopathy users will increase to 160 million (16 crore) in the next 3 years from its current 100 million (10 crore) users. There are 185 homeopathic colleges and 20,000 new homeopaths are added every year.