

RHRoyal Harbinger

Pollution, Present and Future

Anand Vihar of New Delhi is at a very dangerous level of air pollution. This place of Delhi is among five others areas which have been identified as most polluted areas of the country. Delhi government was sitting on a bomb which could be exploded anytime. Thus they took a timely decision and organized car-free day of 22nd of two consecutive months. The CM himself monitored

the effect car-free day had to offer. It was overwhelming for the team to know that cars are the main culprit and now they needed a way to get rid of polluting cars. Appeals to pool the car, share with friends, and use

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public transport were good but at ground not much changes were seen. Then came the big decision-odd even car running rules. According to this new rule, now from January 1, 2016, on a given day, either only odd numbered cars would run or even numbered cars. These numbers are nothing but the registration number. So if a car's number ends in 1, 2, 4, 6, or 8, it will run on one day and cars with numbers ending in 1,3,5,7 will run on the next day.

As every decision from present Delhi government meets with sharp and critical reactions, this was no exception. But then this is not a choice anymore. Government had to take a decision and this is the time. Well, Delhi has been reactive rather than being proactive. Pollution had to be the priority as if people will not live, no development will help but there were fewer attempts towards this important issue. When this level crossed a reasonable mark, this formula of odd even cars or any other resort should have been taken. Well that time is all gone and now we have to take evasive action to save the very existence of human. But for most of the cities in India, we are still at a level from where, if we start taking corrective measures, we can save the earth and human race.

Udaipur though has low level of pollution at the moment, we can start an awareness drive and if nothing happens, better impose regulations on people. Udaipur has too many numbers of cars which of course create pollution. So the idea of odd-even numbered cars running could be the one. But before that we need a formidable public transport system. And even before that we need local auto and rickshaws to work in sync with all the plans. Since autos are not available for last mile connectivity, government would need to setup a system in which people can call a rickshaw anywhere they want at a reasonable price. Most people use private vehicles because they live far from the point from where they can board a public transport. Delhi government has also decided to clean the roads using vacuum cleaners, fix broken roads, and plant more trees for permanent solution. Many more similar steps can be taken before the alarm rings and leaves us all in peril.

Vodafone Foundation and Nasscom Foundation Announce Winners for 'Mobile for Good Awards 2015'



Udaipur : Imagine looking around and not being able to see a single tree, bird, butterfly or even a bee! What if you had access to all the relevant facts of these species on a single platform to create a sustainable planet? Apps for Good, an initiative by Gurgaon based EarthWatch Institute India, is a wake-up call for people to develop an information bank and engage in logical, participatory conversations and activities. Initiatives like these deserve merit and encouragement for supporting the larger goal of Sustainable development for a Digital India.

Vodafone Foundation in partnership with NASSCOM Foundation (through NASSCOM Social Innovation Forum) today, announced the winners for this year's edition of its flagship initiative 'Mobile for Good Awards' at a grand event in Delhi. Committed to mobilising social change by leveraging the power and potential of the mobile technology, the Mobile for Good awards acknowledge and support ideas and concepts from NGO/NFPs that effectively and efficiently empower communities and change lives in their own unique way.

This year, 12 winning innovations were recognised across two categories - 'Leading Change Maker - NPO' and 'Leading Change Maker - For Profit'. Innovative mobile driven solutions in four critical areas of Health, Education, Agriculture & Environment and Women Empowerment & Inclusive Development were selected from both the categories. This year, a special award was also given to the best Government led innovative mobile solution. The five winning NPOs, were also awarded INR 1.2 million each and will be mentored by the best in the industry to expand and upscale their capacity, improve project monitoring and enhance impact evaluation of their projects.

Announcing the winners, Sunil Sood, MD & CEO, Vodafone India, said, "The most exciting thing about being a part of the telecom sector is empowering people through connectivity. The government has made inclusive growth central to its agenda and embarked on several initiatives to deliver development to the very last mile through a 'Digital India' and a 'mobile first' approach. We are celebrating the fifth year of Vodafone

Foundation's mobile for good awards in India and are delighted to support emerging new talent in developing ideas which are translating the vision of Digital India into reality."

Congratulating the winners Chief guest Mr J. S. Deepak, Secretary, Department of Electronics and Information and technology, Government of India said "The target for our government is to increase the access to technology and therefore transparent governance to the last citizen. Digital India is now a reality in making. It is against this background that we see the work of Vodafone Foundation & NASSCOM Foundation in recognising grass root applications bringing about transformative change in lives of citizens. I congratulate all the participants of Mobile for Good awards 2015."

This year, The Mobile for Good Awards were powered by NASSCOM Foundation through its Technology for Good Platform - NASSCOM Social Innovation Forum (NISIF). Through this first time partnership, the organisations in a remarkable collaborative effort were able to garner great amount of national awareness. Shrikant Sinha, CEO, NASSCOM Foundation, said, "NASSCOM Foundation, in its quest to create a truly inclusive India, has been at the forefront of promoting the use of technology for social good. By 2020, the mobile phone is slated to penetrate up to 94% of our country with over 1.3 billion subscribers."

Commenting on the same, P Balaji, Director - Regulatory & External Affairs, Vodafone India, said, "The Mobile for Good Awards programme is designed to recognise and support emerging talent and innovative mobile solutions from NGOs and 'For profit' enterprises that facilitate community empowerment and inclusive growth. This year, Vodafone Foundation received 245 entries for the Mobile for Good Awards, of which 27 were shortlisted for the final round. Among these, 12 winning NGOs and For Profit organizations with innovative mobile solution ideas in the areas of Health, Education, Agriculture & Environment, Women Empowerment & Inclusive Development and Government Solutions were recognised."

HDFC Bank to hold national 'Blood Donation Drive on December 11

India's largest Blood Drive with over 2,000 donation camps set up in more than 930 cities across the country, In a first more than 200 corporates to participate

Udaipur : HDFC Bank Ltd., will hold a nationwide Blood Donation Drive on Friday December 11, 2015. This annual initiative held by HDFC Bank is now in its ninth year. This year HDFC Bank is setting up blood donation camps in many more towns and cities in order to encourage greater number of people to come forward to be a part of this life-saving initiative. The bank will set up blood donation camps at over 2,000 centers in more than 930 cities and towns across India.

Starting this year, HDFC Bank is reaching out to corporates, by setting up blood donation camps at their premises. More than 200 companies are participating in the initiative including some of the biggest names of India Inc.



HDFC bank has been holding blood donation camps at college campuses for the last three years. Encouraged by the positive response received at the colleges from the youth, this year HDFC

Bank will hold blood donation camps at more than 750 campuses. Participation from college students in HDFC Bank blood donation has increased from 20,507 in 2012 to 41,304 in 2013

and then to 67,871 in 2014.

People who wish to donate blood can find the center nearest to them by checking the website at the following link. <http://www.hdfcbank.com/blooddonation> The bank has tied up with local hospitals and blood banks across these 2000+ locations for technical assistance. According to the Indian Red Cross Society, a country needs a minimum stock of blood equal to 1 per cent of its population. This means India needs 12 million units of blood, of which the country is able to collect only 9 million units. HDFC Bank started this initiative in 2007 when over 4000 people volunteered for this cause. Since then the camp has grown in size and stature. In 2014, the bank collected 1,28,642 units

of blood from 1,55,599 participants at 1987 collection centers at 913 locations.

Information about the blood donation process:

" Every blood donor is given a mini-physical, checking the donor's temperature, blood pressure, pulse and hemoglobin to ensure it is safe for the donor to give blood.

" The actual blood donation typically takes less than 10-12 minutes. The entire process, from the time you arrive to the time you leave, takes about an hour and 15 min.

Previous blood donation by a participant should be more than 3 months prior.

GMR Infrastructure Limited Raises US\$300m (Rs. 2000 Crores) from Kuwait

New Delhi : In what will be a significantly large bilateral investment between India and Kuwait, Kuwait Investment Authority, signed a definitive agreement to invest USD 300 Million (~Indian Rs. 2000 Crores) in GMR Infrastructure Limited ("GMR").

Kuwait Investment Authority today agreed to subscribe to a sixty year (60 year) long Foreign Currency Convertible Bond (FCCB) due 2075 to be issued by GMR, the flagship company of the GMR Group. Kuwait Investment Authority is one of the largest and oldest sovereign wealth fund of the world.

GMR's FCCB issuance is the longest tenor convertible issuance out of India and will have several "equity-like" features such as long tenor, unse-

cured and subordinated status and mandatory conversion. Such features are generally seen in perpetual-type issuances. The proceeds from the FCCB will be primarily used to repay certain outstanding obligations of GMR and its subsidiaries.

Mr. Farouq Bastaki, Kuwait Investment Authority, said "We have long admired GMR as a formidable infrastructure developer in India and believe that it is well positioned to play an important role in India, as the country aggressively expands its infrastructure footprint in the coming years."

Mr. Kiran Kumar Grandhi, Managing Director of GMR said "We are happy to receive this investment from Kuwait Investment Authority and believe that this will be a game changer for our Group.



Amit Kumar to celebrate 50 Golden years in singing

Amit Kumar has started his music career in 1965 with his father Kishore Kumar. He will perform live with many singers on 9th Dec at Shanmukhanand hall, King circle, Sion at 6.30 Pm. Tickets rates are

5,000, 3,000, 2,000, 1,000, 500. Music director Bappi

Lahiri, Kavita Krishnamurty, Anuradha Paudwal, Saapna Mukerji, Sumeet Kumar, Sudesh Bhosle, Suresh Wadkar, Siddhant Bhosle, Shaileja Subramaniam, Babul Supriyo and Johnny Lever will join Amit Kumar in his Golden year concert.

Farhan Akhtar and Shraddha Kapoor unveil AkzoNobel's Monarch Gold

Monarch Gold to be available across Dulux's innovative range of interior and exterior paints

Udaipur : Dulux paints in India, presented Monarch Gold as the Colour of the Year for 2016. As part of the 13th edition of AkzoNobel's annual global study, ColourFuturesTM, Farhan Akhtar and Shraddha Kapoor, brand ambassadors of Dulux in India, unveiled the colour trend and its overriding theme: Looking both ways in a colour walk.

Developed by the company's Global Aesthetic Center in collaboration with leading design and colour experts from around the world, ColourFuturesTM 2016 is inspired by contrasting opinions, with 'looking both ways' being the driving influence. This year, we find ourselves at a unique crossroads where we can see the advantage of both tradition and modern innovation, where the importance of weighing opposite opinions and views has never been stronger. Monarch Gold also weaves in beautifully with India's affinity towards gold that is deeply engraved in the country's culture, architecture and heritage.

This year's research witnessed the use of gold and gold tones everywhere in the design world. It is a recurring colour at design fairs, graphic design and in architecture, fashion, beauty and interior decoration. Gold is also identified as the colour that connects with the overall trend of 2016: Looking both ways. Monarch Gold exemplifies this theme of duality - being bright enough to attract attention while also subtly referring to the past and the colour of the earth. It also combines well with other tones. The colour is the 'golden hour' of dark and light; it is the gold that appears in the paintings of both old masters (heritage) and modern artists (future). It exemplifies the fusion of our past, present and future.



Speaking at the launch, Jeremy Rowe, Managing Director, Decorative Paints, South East & South Asia, Middle East, AkzoNobel, observed, "Colour is a wonderful medium to express oneself and create a personal style. It is also a social barometer of people's moods and sentiments. Through ColourFuturesTM we strive to make the everyday extraordinary and hope to use the transformative power of colour to improve and energise the urban community more than ever before. The world is viewing India with a lot of optimism and confidence and, for AkzoNobel, India continues to be a high growth market."

Sharing his insights for the business in India, Rajiv Rajgopal, Director, Decorative Paints, AkzoNobel India, said, "In 2015, Dulux has launched innovative paint products such as Dulux Velvet Touch Diamond Glo, with the dazzling glow and strength of a diamond; Weathershield Powerflexx, with rain-proof properties and Super Cover with its colours of the world. These innovations have successfully appealed to not only the aesthetic sense of our consumers but also

catered to the need of protecting the walls of their homes. In our endeavour to invigorate deeper into trends, AkzoNobel ColourFuturesTM is our global colour trend guide that is aimed at inspiring everyone when decorating a space."

Farhan Akhtar, Actor, Director, Singer and Brand Ambassador, Dulux, said, "Dulux has been a pioneer in styling décor and guiding consumers on using colour to express their personal style. Owing to the brand's international lineage, it is well positioned in introducing global trends to India. I am excited to see how the Colour of the Year, Monarch Gold and the thought-provoking overriding theme - Looking both ways - translates into our everyday lives through architecture, design home decoration and even fashion."

Shraddha Kapoor, Actor, Singer, Designer, Dancer and Brand Ambassador, Dulux, said, "I'm delighted to be on board with Dulux and excited by the ColourFuturesTM study that showcases colour trends for the next year. Monarch Gold permeates perfectly into the new generation of consumers as it resonates a modern outlook yet retains the traditional element."

Bunge's Chambal Refined Oil gets a makeover

Udaipur : Bunge India Private Ltd., one of the leading global agribusiness and Food Company, has announced the re-launch of one of its flagship brand Chambal in an all new avatar: Chambal Fresh Soyabean Oil, known amongst consumers for its specific qualities of being light and healthy, has undergone significant changes making it much healthier and of a better quality while still maintaining the purity and traditional characteristics that it is known for.

Chambal Fresh Soyabean oil is the largest selling heritage brand in Rajasthan and in parts of Western UP. The oil uses the best soyabean, making the food cooked in it taste good and stay fresh for a longer duration. Its stringent refining process makes it clean and pure, indicative of excellence in

quality. The newly revamped Chambal Fresh contains Vitamins A, D, and E thereby enhancing its health quotient.

Talking about the revamped Chambal Fresh Soyabean oil, Ankur Malhotra, Marketing Head for Bunge India said, "Chambal was the turning point in Bunge India's history as the brand pioneered the use of soya for reasons of health and affordability. Moreover, this has been our oldest and most distinguished brand in Rajasthan."

Chambal Fresh Soyabean oil presently is available to consumers across Rajasthan and West UP. Chambal Fresh is one of the very few brands in the country that caters to varied consumer segments ranging from urban markets to homemakers in rural India.

Vodafone On Measures Taken To Assist Flood Afflicted In Chennai (Tn)

Vodafone had 40 staff traversing the main streets enabling citizens to connect with friends and family by making calls and sending messages free of cost. It also opened 16 retail stores in prominent localities across Chennai offering this free calling and messaging service. To trace missing persons in Chennai, Vodafone has launched a helpline - call 1948 from your Vodafone number in Chennai and Tamil Nadu and you will receive an SMS with their last called location at the earliest. Alternately message your and the missing person's name and Vodafone number to @VodafoneIN.

Anil Agarwal Chairman Vedanta, tweeted

'India has the potential, resources and talent to become the engine of global economic growth #HTLS2015'

Udaipur : India has the potential, resources and talent to become the engine of global economic growth. Mr. Anil Agarwal, Chairman, Vedanta Group, stated that India's potential of attracting investment worth \$100 billion is a great opportunity to create value for its people. Vedanta, India's only diversified natural resources company is participating at the Hindustan Times Leadership Summit 2015, held

While attending the Hindustan Times Leadership Summit, Mr. Agarwal said, "I am confident it will emerge as a global investment destination and an easier place to do business."

The Indian government needs to take a broader perspective of its policies and reduce process time to ensure



a faster and transparent decision. Stressing for higher extraction of natural resources in the country, Mr Agarwal, while commending Honourable Prime Minister Narendra Modi's ambitious 'Make In India' mission, suggested that it needs to be supported by 'Find In India' and 'Mine In India', thus skilling the youth and creating thousands of SME's and create job opportunities.

Vedanta has created value for all the stakeholders, including the Government of India, and has produced tremendous job opportunities across the natural resources value chain. It is Mr Agarwal's dream for Vedanta to be India's flagship and world class diversified nat-

ural resources company which represents the country on the global map.

Mr Agarwal is committed towards poverty eradication and making India a self-sufficient economy. He believes that for every young individual to truly become an active participant in India's economic growth the tripartite network of government, academia and industry is crucial. It will engage, enable and empower these bright minds thus boosting not just employability but also enterprise.

Today India looks poised to grow at over 7.5%. While, it is a robust rate, Mr. Anil Agarwal is confident that it can achieve double-digit growth. The nation's billion plus population houses over 600 million women. 50% of its total population is between the ages of 0-25, which makes India one of the youngest nations globally. Such demographic wealth is unmatched. But it can only be tapped when its youth are educated, when its women are empowered.