



## Royal Harbinger

### Every word's worth

Which language should be the medium of teaching in schools and higher institutions? As an educationist, I have grappled with the issue on many occasions. At time, my pupils grasped the science concepts only when I fell back on Punjabi, their mother tongue. This spurred me to translate some of the science textbooks into Punjabi.

The English versus mother tongue debate has been a difficult one. There has, however, been a consensus on teaching three languages in school: a regional language (state language), the 'national language' (Hindi) and the international language (English).

## Editorial

English is, doubtlessly, the language of the new age and hence, unavoidable. A world without English would mean a world without computers, email, Internet, social net-

working - in short, no world at all, as any youngster would tell you.

But more than that, English enjoys a privileged, exalted position in our country, imbuing its user with a certain status and prestige. Parents who cannot speak English aspire for their children to be fluent in it. Village youth view it as their one-way ticket to urbania. Government schools, which have neglected English for long, are being given a miss for private schools that hold the promise of "good English", often just by dint of their names. Parents bleed through their nose to get their children admitted even though the teaching in government schools may be better regulated.

'National language' Hindi is popular as a medium of instruction only in some northern states. Some other states teach Hindi as a second language. But in some states, there is such hostility towards Hindi that people turn off television sets when a Hindi programme is being aired.

In this tight pecking order of languages, the regional language or mother tongue occupies the last spot as the favoured medium of instruction.

English again takes the top position. Its preponderance, however, militates against one of the key requisites of the medium of instruction - to enable the students to acquire knowledge. In addition, to allow them to think unfettered, and express themselves with clarity and precision. Studies have shown that this is best accomplished in the mother tongue. It is a repository of collective memory and children, when taught in this language, have a wellspring of experiences to draw from. This dries up the moment they are forced to switch to another language.

Educational bodies have often recommended the use of regional languages as the medium of instruction for all subjects, including pure sciences. To quote the National Integration Council (1962): "The change of medium of instruction from English to regional languages is justified not so much by cultural or political sentiments as on the very important academic consideration of facilitating grasp and understanding of the subject matter. University men will be unable to make their maximum possible contribution to the advancement of learning unless there is a continuous means of communication in the shape of regional languages between its masses, artisans and technicians and its university men."

## Uber Expands To Four More Cities In India

**Udaipur :** After doubling its footprint in India over the past few months, Uber has today expanded its reach to four more cities, Ajmer, Jodhpur, Mangalore and Udaipur, taking the total to 26 cities in India.

The launch in the three cities in Rajasthan comes soon after Uber signed an MoU with the Govt. of Rajasthan early in November, to provide 35,000 new entrepreneurship opportunities, contribute to technology-related skills training and smart city initiatives and a commitment to launch its ridesharing service in the State. Mangalore will be the third city in the state of Karnataka that Uber has launched its operations in.

India, one of Uber's global priority markets, is only a little over two years old and continues to be the largest geographic market, outside the United States. With over 250,000 driver-partners on its platform, Uber has already gained over 40% market share in India

in this short period of time.

"Uber's goal is to provide access to safe, reliable and affordable transportation at the push of a button to everyone, everywhere. Since our launch in Jaipur in August 2014, we've got great feedback and support from our riders, with a growing demand in other cities. And we're excited to give the people of Ajmer, Jodhpur and Udaipur quality transportation and are looking forward to mobilize the skilled labour market by providing thousands of entrepreneurship opportunities on our platform." Said Gagan Bhatia, GM, Uber India, North.

Said Bhavik Rathod, GM, Uber India, West & South, "We're thrilled to launch operations in another city in Karnataka. We've been seeing a rise in demand by visitors and residents in Mangalore for Uber and we look forward to giving them the Uber experience of a reliable, safe and affordable transportation option."



## Ali Asgar's play Dil To Baccha Hai Ji at Rangsharda, Bandra W.

Ali Asgar is back on stage with a new play- Dil To Baccha Hai Ji which is a hilarious Hindi comedy play produced by him and Raju Lodhia under their banner Be Positive Entertainment and directed by Dhiraj Palshetkar and written by Imtiaz Patel. The play has Ali

Asgar, Arya Rawal Barbhaya, Prasad Barve, Monaz Mevawala, Sanjay Bhatia and Raju Lodhia as cast.

Sachin Pilgaonkar, Johnny Lever, comedian VIP, Delnaaz, Ekta Jain, Shobha Khote came to see the play at Rangsharda, Bandra.

## Sanchiti Sakat and Shabab Sabri dubs for new single Love Hua

Singer Sanchiti Sakat and Shabab Sabri recorded new single song Love Hua at Kuber studio in Andheri West. Sudhakar Sharma has written the lyrics for the song. Swati Sakat, Ekta Jain and Raju Sakat came to listen the track and wish them all the best. Happy to share the latest update. Please find attached (Hindi, English) and pasted below (English note) for your use and reference.



Conferred 'Certificate of Merit for Project Evaluation & Recognition Program 2015' by Frost & Sullivan

# Vedanta's BALCO wins IMEA 2015 Gold Award

**Udaipur :** Bharat Aluminium Company Limited (BALCO), a business unit of India's only diversified natural resources company Vedanta Limited, has been honoured with the prestigious 'India Manufacturing Excellence Award 2015' (IMEA 2015). The company has bagged the 'Gold Award' in the 'Mega Industries Sector' category for its excellence in product quality, productivity, environment and health & safety (HSE) practices and leadership.

BALCO has also been conferred a 'Certificate of Merit for Project Evaluation and Recognition Program 2015' for the 'Online Busbar Welding Project' organized by Frost and Sullivan. Mr. Ramesh Nair, CEO, BALCO



accepted the award during a grand ceremony in Mumbai on 11th December, 2015.

"We are greatly humbled and honored to be receiving this award.

It is a testimony to our perseverance and deep commitment to excellence in production. The manufacturing sector in India has for long remained stagnant, with

some years even contracting. The Honorable Prime Minister's 'Make In India' initiative will not only provide a much needed fillip to the sector but will also provide a broader base for economic growth in the medium to long term. Emulating the Prime Minister's vision, BALCO will continue to demonstrate future ready manufacturing capabilities and contribute to 'Make In India'. The IMEA 2015 inspires us to challenge ourselves and achieve even higher degrees of engineering excellence," said Mr. Ramesh Nair, CEO, BALCO at the ceremony.

The IMEA 2015 highlights BALCO's commitment to ascertaining quality standards in raw materials, process control, con-

stant quality in finished products and focus on innovation in production. Apart from these manufacturing metrics, employee welfare, environment, health, safety (HSE) and Corporate Social Responsibility (CSR) are also weighed during evaluation process.

The IMEA has a robust, highly acclaimed and constantly updated assessment process in place derived from the best global manufacturing practices. The award is designed not only to recognize the best manufacturing facilities in India but also to map manufacturing capability and highlight areas for improvements through an objective and well-structured assessment process.

## Samsung India Electronics expands its Smart Class initiative across Rajasthan

**Udaipur :** Samsung India Electronics today announced the launch of Samsung Smart Class at 19 Jawahar Navodaya Vidyalaya (JNV) schools across the state of Rajasthan, bringing the total number of schools in the state with Samsung Smart Class to 32.

The Samsung Smart Class at Jawahar Navodaya Vidyalaya in Mandaphia, Chittorgarh district was inaugurated by Mr. P Ravi Kumar, Assistant Commissioner, Navodaya Vidyalaya Samiti along with Mr. Rajiv Mishra, Vice President, Samsung India Electronics.

Samsung Smart Class, the company's flagship CSR initiative in India, aims to bridge the digital gap between rural and urban India and provide equal opportunities for quality education to children from all backgrounds. Every Smart Class is equipped with Samsung products such as Samsung interactive whiteboard, laptops, a printer and a Wi-Fi connection to enable students to access digital content and be part of an interactive learning environment. Students are taught Mathematics, Science, English and Social Science in an engaging and visually appealing manner, helping them learn better and retain more information. The Samsung Smart Class are set up at Jawahar Navodaya Vidyalaya (JNV) schools, a system of alternate schools under the Ministry of Human Resource Development, Government of India targeting talented children in rural India.

Mr. Rajiv Mishra, Vice President, Samsung India Electronics, said, "Digital India envisions a future where everything from scholarship applications to hospital appointments and governance discussions will be online.



Over the last two years, the Samsung Smart Class initiative has helped over one lakh children across India to become digitally literate, enabling them to be contributors to the future of Digital India. I am delighted that nine JNV schools from Rajasthan are joining the Samsung Smart Class family and look forward to strengthening Samsung's work in bridging the digital divide."

Speaking at the launch of Samsung Smart Class in Chittorgarh, Mr. P Ravi Kumar, Assistant Commissioner, Navodaya Vidyalaya Samiti, said, "The world is going digital and we need to start early to equip our children with skills to tap into the opportunities that the digital future will offer. We at the Jawahar Navodaya Vidyalaya envisage a world where talented children - irrespective of socio-economic background - get equal avenues of quality education. We are elated that our association with Samsung has been successfully aiding us in this mission. The feedback from principals, teachers and students for the Samsung Smart Class is extremely encouraging and we are actively expanding our reach across the country." Since its inauguration in 2013, Smart Classes have been set up in over 300 schools across the length and breadth of India, benefiting over 1.8 lakh students. By end 2015, Samsung aims to enable students in 373 JNV schools to experience digitally interactive "smart" learning. Teachers with Samsung Smart Class in their school have reported better attention levels, higher enthusiasm and interest in participating in classroom discussions, as lessons can be taught in a personalised and digitally interactive learning environment.

Samsung CSR initiatives seek to leverage the company's expertise in developing technological solutions that shape the future. In addition to the Samsung Smart Class initiative, the company has also established Samsung Technical Schools to address the need for talented manpower with practical know-how and relevant industry experience. Samsung Technical Schools are set up in collaboration with the Ministry of Micro, Small and Medium Enterprises (MSME) and Departments of Technical Education in states such as Bihar, Delhi, Kerala, Rajasthan and West Bengal.

## Steelbird Entertainment Kick Starts DJ Hunt Contest

**New Delhi:** if you have a fire enough to make people dance and you know the vart of CD spin here is a good news for you. Steelbird Entertainment a group company of Steelbird helmets has recently announced an enthralling contest for the upcoming DJ's and people having a subsequent interest in DJing.. Participants will have to remix the brand's latest song "Paapi"- Sharabi Anthem and upload it on Steelbird Entertainment's Facebook Page. In today's time where people have a serious addiction to remain connected with music, this contest is a powerful initiative to fulfill your dreams of DJing.

Rajeev Kapur, founder and MD Steelbird said-"To capture a new talent, it is important to be present at the right place and at the right time so if not possibly that, I am willing to provide at least an open platform for all those people who have an urge to portray their true passion which is yet to be introduced in the entertainment industry"

The winners will be provided world class DJ Novation Launch Pad & Control Pack+ Hercules DJ Control air series etc etc. Result of the same will be announced on 14th February 2016. The last date of 15th January 2016. The

best three remixes with the maximum shares will win. The link of their facebook page is <https://www.facebook.com/steelbirdentofficial/?ref=fb>

The Steelbird entertainment, a division of Steelbird helmets has taken a successful initiative towards establishing the fresh talents of the regular people. It has created its mark in the entertainment industry by starting a hunt for people who lack proper infrastructure but has a high potential of reaching the zenith. Steelbird is all set to allocate platform for the new artists and singers and is expected to come up with more talent and several new song projects in the near future.

The House of Steelbird Group known for its excellent quality imparts National and International recognition especially when it comes to manufacturing Motor Cycle Helmets has recently launched a vivacious sound track titled "Paapi" sung by the Chairman Rajeev Kapur. The song is also featuring his wife Sweetie Kapur flaunting a sizzling chemistry with him. With this peppy number, Rajeev Kapur is geared up to leave his stunning imprint in the music industry. The Duo was before seen grooving together in their previous number "Aankh Da Khumar" which was a major hit.

## Chandi from Srilanka shoots her 1st serial in India.

Chandi has recently completed her shoot for serial Twist wala love for Channel V. Chandi plays Anie Dsilva who owns a dance school in serial. The serial is directed by Ashish Shukla and produced by Colosseum Media.

## Vedanta Limited Wins 'National Energy Conservation Award-2015'

**Udaipur :** Vedanta Limited, India's only diversified natural resources company has won the 'National Energy Conservation Awards-2015'. The company's aluminium smelter plant at Jharsuguda has bagged the second position for superior energy management. The award was conferred by the MoS (IC) for Power, Coal and New & Renewable Energy, Mr. Piyush Goyal at Vigyan Bhavan on December 14, 2015 to celebrate the National Energy Conservation Day. The Government of India has conferred this award for the third consecutive year to Vedanta, which exhibits the company's commitment towards sustainability and environmental conservation. Efficient management of available energy resources has been one of the major thrust areas of Vedanta's operations across the world.

Speaking on the occasion, Mr. Abhijit Pati, CEO, Aluminium Business, Vedanta said, "We are honoured to receive this prestigious award for the third consecutive time because it recognizes our commitment

and sustained effort towards energy conservation. I congratulate everyone in my team for this recognition as it is made possible through continuous team work, utilization of business excellence tools and innovation projects."

The company has reduced its specific energy consumption by 30 units in 2014-15 as compared to 2013-14 by implementing 39 nos. of energy saving projects in different areas generating a cumulative saving of INR 1,634 lakhs. Vedanta has also adopted best in class practices and Energy Management Systems which include ISO: 50001 in the field of energy conservation.

The Ministry of Power presents these awards each year to companies creating benchmarks in energy conservation. The Bureau of Energy Efficiency (BEE) evaluates the energy consumption data and shortlists companies. These shortlisted organizations are audited by Ministry of Power, Government of India. Based on their recommendations, the energy conservation award is decided.

## Cisco Demonstrates Transforming Businesses

**Jaipur :** Cisco celebrated its twenty year anniversary of ongoing innovation in digitisation, technology offerings, new partnerships and collaborative efforts with companies, communities and cities around India. Over recent years Cisco has established several examples of public-private partnerships, announced local strategic initiatives and expanded collaboration with partners and customers. Cisco estimates that there will be 545 million Internet users, 654.1 million smartphone users, and 1.6 billion networked devices in India in 2019. In 2019, mobile data traffic will be equivalent to 51x the volume of the entire Indian Internet in 2005 while video will be 66% of India's mobile data traffic. As more devices capture more data, interact with more people and change the processes by which we live, learn, work and play, digitisation will have a profound impact on industries. Forty percent of today's leading companies globally will be displaced from their market position by digital disruption in the next five years, according to research conducted by the Global Center for Digital Business Transformation.

## Toonz Retail Enters Rajasthan with Inaugural Stores in Jaipur and Sri Ganganagar

The new multi branded store with many more product categories are up and operational in Jaipur's Vaishali Nagar

**Jaipur :** With the spirit of celebrating the joy of parenting, Toonz Retail, the fastest growing homegrown retail chain for all the needs and occasions of kids, from 0-12 years, ventures into Rajasthan by launching two stores, one in Jaipur and Sri Ganganagar each. Spread over an area of around 1100 Sq. feet, this new store is spacious and offers a complete range of exciting kids' products. Vaishali Nagar being shopping hub for the Pink City residents, the company is anticipating maximum footfalls to the new store.

Mr. Sharad Venkata, Managing Director & CEO, Toonz India Pvt. Ltd. said, "We are delighted to launch our first Toonz store in Jaipur. It is a well researched store with a wide range of products to meet all the needs of a kid from 0-12 years of age". He further added, "Jaipur is an important market for us and will play an important role in the overall growth strategy of the company". "The Jaipur and Sri Ganganagar store will help us strengthen our foothold in Rajasthan. We are targeting more launches in the state in the next few months", he further added.

Toonz store at Vaishali Nagar com-

prises of exhaustive kids' apparel collection, toys, strollers, walkers, car seats, baby care products, feeding accessories, nursery, furniture, premium party wear, ethnic wear, casual wear, footwear and accessories. Toonz has an association with world's best brands across categories giving Indian mothers and their kids an exclusive, international and innovative choice.

In terms of kids' apparel collection, Toonz is in line with the latest fashion, through their own apparel brands WOWMOM, SUPERYOUNG and SUPERMOM CELEBRATIONS. Right from colour and texture to comfort, feel and styling, Toonz's apparel range has the best of all. The well-informed store staff has been trained to deliver a comfortable and enjoyable shopping experience to the customers.

Toonz boasts of more than 70 stores across 15 states in 50 cities including Delhi, Mumbai, Pune, Bengaluru, Hyderabad, Chennai, Jaipur among other cities. It is one of the first players in the kids' retail market, which offers a wide range of qualitative offerings for kids at affordable price range under one roof.