



Royal Harbinger

The Odd Even Formula

Amid all the chaos and politics, the implementation of Odd Even Formula is now certain. Honorable court that already was ready to support the Delhi Government after it lashed out its 'Gas Chamber' comment, refused a request to stop Odd Even formula to be stopped. Meanwhile Delhi government has rolled out a list of type of vehicles that will be exempted during these 15 days of first ever such trial in India. The list of vehicles exempted is a good attempt to address the concern of all the suggestions and issues raised by people through various mediums. This is a good example that Delhi government is listening with both its ears open. Loan woman driver will be able to drive

Editorial

from this rule but has explicitly maintained his own Aam Aadmi status by keeping himself as 'Not Exempted' for the Odd Even rule. This means the chief minister himself is taking initiative and is leading from the front. Kejriwal along with his minister had already said that he will pool the car with his mates who live in his neighborhood. As the idea began to surface, the initial reaction from the masses from Delhi was negative but then soon they realized that the step is an emergency exit plan and they cannot do away with the rising pollution without such emergency step. But the main question was its implementation. People were not ready to relinquish their cars in favor of Metro or even shared car. Issues like lone women, marriage vehicles, patient carrying vehicles etc though emanated from genuine people but then soon were adopted by others especially political opponents. But when people heard those radio ads in the voice of Arvind Kejriwal, people genuinely believed him. His offer to shun the idea after 15 days if it created problems to people, won many hearts and people decided to give the government a fair chance-after all the entire drive is not political but it has to do with the health of people. This is a bold step which could have come at a later stage or could simply be a matured stage of Car Free Day drive. But then the way government reacted after it saw Delhi as one of the most polluted places of the country, was appreciable. Political opponents may be calling this government a failure at every possible opportunity but the way Delhi Government is receiving public support on most of the projects has a different story to tell. Success of Car Free Day is a good example of this. Although the plan to implement the Odd Even Day was a quick one and left everyone in surprise but then the problem of opponents was that they could not oppose it outright as they do with other plans and ideas. People on the other hand seems to be well in sync with the plan as many have chalked out their plans to manage on days when it will not be the day of their cars. Time will only tell if this idea of Even Odd gets through or not but the fact of the matter is that unless, we the people, own the onus of keeping our environment healthy and livable, no government can help. So even though our city Udaipur is not polluted to that extent, its time we start using alternate ways to keep the environs and ecosystem healthy. This actually is an investment we can make for our children.

Singer Swati Sharrma is super excited



Swati Sharrma from Jaipur is super excited as her debut song Banno Tera Swagger is nominated at Big Star Entertainment Award and Guild award. Swati says-How incredible it feels when you see your dreams come true slowly slowly...that's exactly how I feel...got nominated for the most entertaining singer female category...thank you so much guys for your love and support keep blessing and loving me. Swati thanked her family, relatives and friends for all the support. Her new song from Direct Ishq is out now on Zee Music. The film is directed by Rajiv Ruia.

Tendulkar inaugurated designer Umang & Shraddha Mehta store

Cricketer Sachin Tendulkar came to inaugurate the store for designers Umang Mehta who designs dresses for him. Singer Rahul Vaidya also came at the store launch. He sang ye dosti song also at the event. Umang and Shraddha Mehta received all the guest and relatives.



ICICI Prudential Life launches ICICI Pru iProtect Smart

Udaipur : ICICI Prudential Life Insurance Company Limited, has launched ICICI Pru iProtect Smart - a single product which offers cover against Death, Critical & Terminal illness, Accidental Death and Disability due to an accident. This first of its kind product combines the benefits of life, health and accident insurance. There is no replacement for the loss of the breadwinner, but the family can be protected financially through an insurance cover. Indians are prone to health disorders due to the fast paced and high stress lifestyles. The incidence of lifestyle based ailments are on the rise. Rising cost of healthcare can severely impact the financial savings of the family leaving them vulnerable. Additionally, certain ailments can impact the ability to maintain the same level of income.

Mr. Puneet Nanda, Executive Director, said "Customers currently have to separately purchase life, accidental death and critical illness covers. iProtect Smart is a single product that addresses all these needs at an affordable price. This innovative product combines the benefits of life and health insurance and is not just a typical term product." "Customers have been given the flexibility to increase their cover at various milestones in their lives for e.g. marriage, child birth etc. This feature will enable them to provide adequate protection to their families across different life stages. We are confident that with this unique product we will bridge, to an extent, the protection gap that currently exists in the country," added Mr. Nanda.

New Delhi: Are you Gasping for fresh air? With the pollution levels in India touching alarming heights and a new danger wreaking havoc in the city named as Smog, KENT RO Systems Ltd. has launched a whole new range of HEPA (high-efficiency particulate air) based Air Purifiers.

To combat indoor air pollution and ensuring healthier breathing, two new models have been introduced, KENT Aura Air Purifier and KENT Eternal Air Purifier. Both are HEPA Pure Technology Based Models that removes dangerous particulates from Air.

HEPA filters have the efficiency to catch and trap indoor carcinogens particles like PM 2.5 particulates (removes up-to 99.99 %), Pollen, Allergens, Surface adhering Mold, Fine Dust and clinging odors like Cigarette smoke, foul smells or pet odor. Unlike other purification technologies, which might emit chemicals or any plasma-formed bi-products, KENT super

rior HEPA Technology is a sure bet for you and your loved ones.

Addressing the severity of Air Pollution in the country and critical effects of Smog, Dr. Mahesh Gupta, Chairman, KENT RO Systems Ltd., said, "The city's air quality has deteriorated sharply during the past few days. The high prevalence of pollution in India has caused a rise in cases of new onset of asthma or a degree of breathlessness. Understanding this serious concern, we have come out with a solution that will let you breathe Pure Air and ensure the health of your whole family."

Going by the methodology, these air purifiers use a combination of purification systems as well as a set of filters. The three stage filtration process gives you an excellent level of Air Purification. Kent Air-Purifiers uses tested and trusted a unique designed PRE filter which catches and removes large particulate matter with high efficiency, Anti-bacterial coated 'HEPA'

(high efficiency particulate arrestor) developed with superior Japanese technology, catches and traps SPM (suspended particulate matter) as small as 0.3 microns with an efficiency of 99 %. and 'Specially treated/high grade adsorbent carbon media/ Catalytic Carbon adsorbent filter' filter for purifying the indoor air.

KENT Aura Air Purifier is a smart device that cleanses air silently, unlike other purifiers. It uses dust sensors to monitor the quality of Air and works well in 270 sq ft rooms. It is capable of removing dust, allergens, chemicals, viruses, odors, and other indoor air pollutants from rooms at home and work. With an outstanding HEPA (High Efficiency Particulate Arrestor) dust collection technology from Japan with an inbuilt ionizer that keeps the air fresh, KENT Aura is an innovation in both performance and technology. For convenience, KENT Aura Air Purifier is pre-equipped with filter replacement

indicators. The new KENT Aura Air Purifier is enabled with a child lock feature ensuring that the little monsters in your house don't make any unwanted changes in settings of purifier. Priced at: Rs. 15000/- KENT Eternal Air Purifier comes with a higher capacity which is ideal for an area of 377 sq feet. That means you can purify area of your living room and lobby with this purifier ideally. This model has a blend of innovative technologies including HEPA Dust collection technology, Innovative formaldehyde decomposition technology, High EER (Energy Efficiency Ratio) will ultimately reduce energy consumption. In simple words, impeccable performance and quiet operation in a sleek, compact design. It incorporates some smart features like Air Quality Monitor, and filter replacement indicators and low noise operations. These aesthetically designed, Air purifiers are portable and can be kept on the floor or table.

Reaches out to 6 million people across 1000 cities with participation of more than 32,000 Dentists from Indian Dental Association pan-India

Colgate concludes Oral Health Month 2015 with a pledge to 'Keep India Smiling'

Colgate-Palmolive (India) Limited, the market leader in Oral Care successfully completed its annual dental awareness program "Oral Health Month 2015" (OHM) in association with Indian Dental Association (IDA). Spanning over two months - October and November, OHM is organized every year with a focus to create oral care awareness throughout the country.

This year, OHM with its 'Keep India Smiling' initiative touched the lives of 6 million people across India, with participation of over 32,000 dentists from IDA. Ever since its inception in 2004, OHM has grown exponentially - it was initiated as a 6-city program with 70 participating dentists, whereas in 2015 the dentist participation has increased and so has the reach. The accomplished campaign every year evidently illustrates Colgate's commitment towards providing

essential oral care measures to everyone and also enlightens them on the importance of oral care. The two-month long program offered free in-clinic dental check-ups in more than 1000 cities and towns across the country. The scheduled mobile vans travelled around 46 cities and conducted more than 400,000 check-ups across schools, housing societies and under-privileged areas by making dental treatment accessible to all.

Digital Outreach

OHM received a massive response through the smile stories #ColgateSmileStories and video campaigns which was one of the breakthrough activities that reached out to consumers pan India. OHM stories were published on Facebook and it reached to more than 25 million people in span of 20 days.

School Outreach Initiative

In addition to this, Colgate organized School Outreach Program in recognized schools in Jaipur, Surat, Patna and Varanasi to inculcate good oral care habits among children. Students from all schools pledged by forming a human smile chain to take proper dental care on the occasion of World Smile Day on 2nd October, this year.

Spreading smiles among the soldiers

Oral check-ups were also organized in CSD camps, reaching out to almost 10,000 people in more than 50 canteens and depots of the armed forces. It was an effort to acknowledge the hard work and struggles of those individuals who put their life in danger to save the nation.

In-store activations

In-store retail check-ups were conducted in 120 stores in more than 33 towns reaching out to 40,000 consumers in just 2 months.

Celebrities lending support to the cause

Well-known celebrities such as Mandira Bedi, Pallavi Subhash and Adah Sharma supported the cause this year and became an integral part of OHM by spreading awareness about dental hygiene. The celebrities interacted with children from various NGOs in Pune, Vijaywada, Lucknow and Ludhiana about their oral care regime and the importance of good oral habits to prevent dental problems.

Spiritual practice can cure many diseases > Acharya Lokesh

Founder President of Ahimsa Vishwa Bharti addressing Six Sigma Healthcare Awards 2015 said that presently people are affected more by psychosomatic diseases than physical diseases. More than medicines, Meditation, Yog, Spiritual practice can help in curing such diseases. Emphasising the need of coordination between science and spirituality he said that meditation can solve many human problems like anger, intoxication and tension. Member of Parliament Dr. Kirit Solanki and many prestigious people were present in the award ceremony. Function was organised with the guidelines from Managing Director and C.E.O. of Sigma Star Healthcare (P) Ltd. Dr. Pradeep Chawaj.

Honoring Chairman of Gangaram Hospital Dr. D.S. Rana, Chairman of Park Group of Hospitals Dr. Ajit Gupta and many doctors of prestigious hospitals like APOLLO, MAX,



AIMS Acharya Lokesh said that India culture does not say that physically healthy person is completely healthy. It is a matter of surprise that when the temperature of body rises we say that the person is ill and give medical treatment but when temperature of mind rises no treatment is given. Disease is first born in feelings before body and mind. Spiritual

practice can cure these diseases.

Talking about the social aspect of medical profession in the award function organised at Leela Hotel, Gurgaon Acharya Lokesh said that doctor is another form of God. Medical profession should be associated more with social service instead of considering it pure business.

Shiv Kumar Basanwal from Ajmer will be honoured with "1st Subhash Lakhotia Sharwan Kumar" cash award

New Delhi : To mark the silver Jubilee Celebrations Rajasthan Academy is organising a gala cultural evening on Saturday 26 Dec, 6.30 PM at Kedar Nath Sahani Auditorium Civic Centre, Minto Road opp Ramilla Ground in Delhi. The programme will be followed by Rajasthan Cuisine. President of The Academy Mr Gaurav Gupta told at Indian Women Press Corps (IWPC) that the major highlights of the event will be the giving away of "1st Subhash Lakhotia Sharwan Kumar" cash award of RS 1,00,000 (One lac only) and certificate for the most eligible serving son. We are happy to announce that this is the first of its kind award and Shri Shiv Kumar Basanwal from Ajmer Dist of Rajasthan will be honoured with the award, Mr Gupta said.

Well known Tax Consultant & Trustee of the academy Mr Subhash Lakhotia, told that how the Academy which was started 25 years ago has contributed to the society. Mr Lakhotia said that the academy organises a competition of Rajasthan Folk dance every year



and thousands of enthusiastic school children participate in the event. People from all walks of life are mesmerized by the culture, cuisine, art and vibrant colors of Rajasthan, he said. He said on the successful completion of 25 years of the Rajasthan Academy with a strength of more than 500 members, dedicated to promotion of cultural values and ethos of Rajasthan across the globe is very excited to show case its art, dance and folk music to the people.

Mr Lakhotia said that the Rajasthanis, have always held high morals and rich cultural values. The community members, whether in India or abroad have lived up to their high standards. Our aim is to pass on the ethos to our next generations. We are working on the lines to promote a setting up of a library for community, he said. President

of The Academy Mr Gupta said that The Academy was founded by famous tax consultant Mr R.N. Lakhotia 25 years ago along with other eminent persons of Rajasthan, Shri Rikhab Chand Jain of TT Industries, Shri Vishnu Hari Dalmia of Dalmia Cements and some other prominent members from Rajasthan are among the 25 founder members. Since then the academy is working for the betterment of Rajasthan community, to promote values, culture and cuisine of the beautiful state, he said.

Mr Gaurav Gupta urged the people to come to the event in large numbers and enjoy the culture of Rajasthan there. The cuisine as you know, is most sought after and relished not only by Indians but foreigners too. Rajasthan Cuisine with catering of famous Chef will be served in the event, he added. Mr Sandeep Goel, secretary of the academy said that with more than 500 members to our strength, the academy organises regular events like Kavi samellan, Meera Utsav, debates, plays, dance competition,

JIFF to be the year's first On Global Film Festival (Greater participation of Asian films make)

Jaipur : The eighth edition of the Jaipur International Film festival (JIFF) will kick off on the second day of the New Year to achieve the honour of being the first event on the global Festival circuit. Scores of film buffs from various parts of the world would join the local audience of the Pink City to watch 152 feature, documentary, short and animation films for five pleasant winter days.

The increased participation of films from Asian countries in the Festival would be a feast for the observers of emerging cinema trends in

Asian countries like Pakistan, Iran, Afghanistan and UAE.

Screenings of the Festival films have been arranged at three locations - The Golecha at Chaura Rastaa, Manipal University Campus Auditorium at Ajmer Road and Rajasthan Pradh Shikshan Samiti Auditorium at Jahalna Institutional Area.

Besides the screenings of the films seminars and workshops would also be held at these venues.

Registration of general delegates would be free in The Festival this time.

Sony Pictures Networks India launches SONY MAX HD

Udaipur : Sony Pictures Networks Television India (SPN) adds an HD channel to its bouquet of offerings by launching MAX HD. With a differentiated brand positioning of 'Jee Ke Dekho', MAX HD will entice viewers and bring alive the emotions and moments that touch various aspects of their life. The channel mirrors the disposition of the Indian viewers who love their movies, appreciate superior quality and expect premiumness in their TV watching experience. With MAX HD viewers will be privy to a wide assortment of Bollywood's biggest blockbusters showcased with great picture & sound quality and vibrant channel packaging.

MAX HD will go on air from 25th December 2015. To celebrate the season's festivities MAX HD will showcase blockbuster films such as Bahubali, PK, Queen, Jab Tak Hai Jaan, Ram Leela and Aashiqui, to name a few.

Within the industry, it

has been noted that the premium HD channels have recorded ten-fold top line growth according to the 2015 FICCI KPMG report.

MAX HD's endeavor will be to grow this base even further. MAX HD will be available across multiple DTH and leading digital cable platforms.

Comments: Neeraj Vyas, Senior EVP, SONY MAX &

SONY MAX2: "It has been our constant endeavor to provide viewers an experiential, entertaining and unique television movie viewing experience and the launch of our HD channel takes our obsession for movies to a whole new level. With its own unique movie lineup independent of MAX, the channel will strike a chord with the aspiring audience who yearn for that cinematic viewing experience in the comfort of their homes. Offering an interesting bouquet of Hindi movies, the channel is guaranteed to enthrall Bollywood fans across India".

Redefines the movie watching experience on television

KENT RO introduces a whole new range