

# Entertainment, Tech & Business

## RHRoyal Harbinger

### if people are taken together...

The honorable court comparing a life in Delhi as bad as living in a gas chamber was a warning for many people to listen. People who read these comments felt bothered but they knew nothing will happen literally on ground. But they were taken by surprise as Delhi Chief Minister and his ministers including Transport Minister Gopal Rai swung into action. And soon they were out with a list of things that could curb the pollution level which was already in red category.

Plans that the government of Delhi rolled out included vacuum cleaner cleaning of roads, introducing more buses with CNG, growing grass on broken footpaths, and testing the Odd Even formula for private vehicles. The last one though was only a plan but it received most fierce reactions. Initially it looked next to impossible as you can't take buses to reach office if you are accustomed to take cars. Pooling the car too never looked easy as people love commuting as per their conveniences. And Metro which is better idea

## Editorial

runs full of capacity specially in peak office hours. So it was a clear no from everyone who heard it. But then government looked adamant and honorable judges supported the idea and said that they will pool the car with fellow judges. This gave a great strength to the government which desperately needed support from many places. This indeed was going to be an unpopular decision. And governments that run on the wheels of people's votes always stay away from decisions that could leave people angry. And today people do not wait till elections, rather they take their anger to the social media which makes a decision, leader, or entire government in jeopardy. But Arvind Kejriwal knew that this is the time to act. If failed, they will have other resorts to try but at least people will get prepared to be careful about the environment. Government also restricted burning of dry waste and closed down two thermal plants that were emanating more pollution than energy. All other ideas actually were easy on part of everyone but the Odd Even formula needed total public involvement. And full support. Delhi's transport system is much better than that of other metro cities but it still didn't look robust enough to handle a sudden pressure of millions of people who would not be able to take their car out on one of the two days. Since this was planned as an experiment, the government shut all the schools till January 15 and decided to deploy school buses in the campaign cum experiment. A week before the real implementation, government released a list of type of vehicles that would be exempted all days. Daily duration of rule was 12 hours-from 8 a.m. to 8 p.m. And Sundays totally exempted for all. VIPs, Police, Medical vehicles, Lone woman driver etc were exempted so this put a full stop on all the things people feared for. It was good experience for people the first day it came into effect. Experts though did not pass the ideas as they argued that January 1, remains a holiday at many offices. So the real litmus test was coming Monday. The Monday too went smooth. Metro catered to more people but they managed the pressure well. Roads remained spacious and thus vehicles could speed up on the way. Since low traffic was there, cars did not emit much pollution as they would in crawling traffic. What could be a disastrous and totally failed experiment, the OddEven became a huge success. People loved congestion free roads. Many of the car owners got new friends as their car pooling partners. This resulted into savings of fuel. People started getting quality time as in case they would reach home in time. The most important fact of reduction in pollution also came in full praise of this government decision that received full support from people. After the end of this week, a newspaper conducted a survey and people voted in favor of continuing the OddEven even further. And the CM expressed his satisfaction saying that if people are taken together, anything is possible!

## M S Sathyu inaugurated new post production studio



Sudhir Attavar ,director-producer from Bangalore started his post production studio Success Films Pvt Ltd inMumbai.M S Sathyu came specially to inaugurate the studio.Other guest who came to wish all the best were Suha Gezen ,Ekta Jain,Sanchiti Sakat,Shama Zaidi,Nilima Azim and Ishan Khattar.The studio will look after VFX,editing,mixing and effects.Sudhir Attavar,Vidyardhar Shetty,Ramkumar Kori and Deepak are partners for this company.

## Rajnesh Duggall and Arjun Bijlani with Komal Nahta in Bollywood Business show

Rajnesh Duggall and Arjun Bijlani went to promote their film Direct Ishq on Komal Nahta show Bollywood Business on Zee Etc.The film is produced by Pradeep Sharma of Baba Motion Pictures Private Limited and directed by Rajiv S Ruia.The film is releasing on 5th February all over.



## Aircel customer wins Hyundai Eon in Quiz Factory Contest

**Udaipur** : Aircel, one of India's leading telecom players, today felicitated the weekly prize winner of Quiz Factory, an exciting general knowledge-based PAN-India consumer engagement contest. The lucky winner, Mr. Kesa Ram of Jodhpur, scored the maximum points in the Value Added Services (VAS) contest to take home the Weekly Prize of, 'Hyundai Eon' car.

Harish Sharma, Regional Manager - West, Aircel, congratulated the winner and said, "At Aircel, our efforts always revolve around delighting our customers in everything we do, whether through our products and services or through our engaging contests that has seen unprecedented success in the past. Aircel Quiz Factory is a fresh con-

cept and a disruptive innovation in its space, which has garnered tremendous response from our customers. We're confident that with the offer of a car to be won every week along with the mega prize and attractive daily prizes, Quiz Factory will keep our customers gripped with its unique features and deepen our bond with them."

Mr. Kesa Ram, Winner of the Weekly Prize, said"Winning a car in this contest was way beyond my expectations while taking part in the quiz. I'm so glad that I participated in this contest and got a chance to win my favourite car! I thank the team atAircel for giving me this wonderful surprise and I will surely participate in all their contests as they are simple to follow and easy to win! "

# IIHMR University to Conduct NFHS4 Survey in Chhattisgarh

**Raipur**: On account of the essential data needed by the Central and State Governments to formulate policies on important health and family welfare issues, India's globally recognized and leading healthcare research institutions, IIHMR University has been assigned by Ministry of Health and Family Welfare (MOHFW) to execute National Family Health Survey (NFHS4) as field agency to conduct field work in the state of Chhattisgarh. The survey is designed to provide information on population, family planning, maternal and child health, child survival, HIV/AIDS and Sexually Transmitted Infections (STIs), reproductive health, and nutrition in India

Dr. SD. Gupta, President, IIHMR University said, "We take pride in announcing that we have been assigned by the Ministry of Health and Family Welfare, Government of India to conduct the field survey for NFHS4. The NFHS4 conducted will include 29 states along with 6 Union Territories which have been includ-

ed for the first time nationally. The survey will provide estimates of most indicators at the district level for all 640 districts in the country. IIHMR University Jaipur will cover 946 Primary Sampling Units (PSU) from 18 districts of Chhattisgarh (as per Census 2011). From these PSUs, 18,920 households (HH) will be covered. Out of the total PSUs 15,620 households (HH) will be covered for district module (22 HH will be selected from each PSU where all eligible female's interview will be done), whereas state module will be executed in 300 PSUs covering 3,300 HH, in which eligible men will also be included in the survey."

Dr. Gupta added, "There are significant social, regional and genders disparities in accessing public health in Chhattisgarh. Interior regions in general and tribal districts in particular have poor physical and economic access to health services. The private health care system is generally less developed in interior areas and is not economically accessible. Low female literacy levels also adverse-

ly impact reproductive child health care in tribal and other interior areas. The Infant Mortality Rate (SRS 2013) is 46 whereas the Maternal Mortality Rate (SRS 2013) is 269 in the state. The nutritional status of children under five in Chhattisgarh, as indicated in the NFHS-3, shows that more than half of children (53%) in Chhattisgarh are stunted, or too short for their age, which indicates that they have been undernourished for some time. One-fifth of children (20%) are wasted, or too thin for their height, which may result from inadequate recent food intake or a recent illness. Forty-seven percent children are underweight, which takes into account both chronic and acute under-nutrition. Prevalence of severe malnutrition among children, mothers, old and indigent people is a matter of serious concern in the State. Under-nutrition among adult women is more prevalent in Chhattisgarh than among women of all other states except Bihar and more prevalent among adult men of Chhattisgarh

than among men of all other states except Rajasthan, Madhya Pradesh, and Jharkhand. The proportion of overweight/obese adults in Chhattisgarh is lower than in most other states and thus lower than the national average of 13 percent. Overall, only 51 percent of women and 57 percent of men in Chhattisgarh are at a healthy weight for their height."

Thus, through the NFHS4 survey IIHMR University shall be able to achieve the goals of NFHS i.e to provide essential data on health and family welfare for policy and programmes purposes and providing information on important emerging health and family welfare issues. The NFHS4 will provide information on Peri-natal mortality, adolescent reproductive health, high-risk sexual behaviour, safe injections, tuberculosis, and malaria interventions; health and family welfare conditions among slum dwellers; non-communicable diseases; use of emergency contraception; and HIV prevalence for adult women and men at the national level and for several

groups of states/union territories (UTs) including high HIV prevalence states.

Thus with all these challenges, in the state of Chhattisgarh, it is very much necessary to gauge the health indicators at regular period of time so that every issue could be addressed with management perspective.

IIHMR University is a WHO Collaborating Center for District and Primary Healthcare in the State of Rajasthan. The IIHMR University to contribute to the health sector and to fill in the gap of increasing number of healthcare management personnel's provides various MBA programmes such as, MBA Hospital and Health with 5 specializations (Hospital Management, Health Management, Health Economics, Finance and Insurance, Human Resource Management, Procurement and Supply Chain Management), MBA Rural Management and MBA Pharmaceutical Management. For more information please log on <http://www.iihmr.edu.in/>.

## Vodafone India launches 4G Services in Mysuru, Karnataka

**Vodafone** India, one of India's leading telecommunication services provider, today announced the roll out of its next generation, high speed 4G network in Karnataka beginning with Mysuru. This is following the successful launch of its services in Kerala in December 2015. Built on the efficient 1800 MHz band, this state-of-the-art network will enable Vodafone 4G customers to access internet via mobile with speeds across a range of smart devices including Mobile Wi-Fi.

Vodafone 4G services can be readily accessed from 4G enabled handsets offered by leading smartphone manufacturers (iPhone, Samsung, Micromax, Microsoft, Lava and Xolo) available across the country. Vodafone 4G will significantly enhance the mobile internet experience for customers who will be able to download/upload videos and music faster, enjoy seamless video chats and connect on their favorite apps with greater ease. Customers will also be able to enjoy features like high definition video streaming, mobile gaming and two-way video calling.

Vodafone's 4G service in Mysuru is built on a strong fibre backhaul, and is supported by its own new and superfast 3G services on a modern network of 2100 MHz. Vodafone also becomes one of the leading telecom operators in Karnataka to offer 2G/3G/4G services on its own state of the art convergent radio technology - uniquely positioned to provide customers with seamless mobile internet experience.



Announcing the launch of Vodafone's 4G service in Mysuru, Karnataka, Suresh Kumar, Operations Director - South, Vodafone India said, "We are delighted to launch our high-speed 4G services in Mysuru, Karnataka that enable our customers to experience the most advanced wireless broadband experience available across the globe, today. 4G has the potential to revolutionize the mobile experience through powerful innovation that impacts how we work and live. Karnataka is a significant growth market for Vodafone India with data contributing to 20% of total revenues and growing at a rate of over 50% annually. Beginning with Mysuru, we will soon expand our 4G coverage across the state in a phased manner to cover important business and tourism centres including Bengaluru, Mangalore and Hubli. As a steadfast partner to Digital India, we remain focused on deploying multiple technologies - be it 2G, 3G and now 4G-for optimum use as each

technology has its own vital role to play in servicing the myriad connectivity needs of consumers across the country." Vodafone will increase the intensity of its 4G rollout covering important metros - Bengaluru, Mumbai, Delhi and Kolkata before March 2016. Testing of 4G services in these locations has already commenced successfully and Vodafone India has partnered with leading global technology service providers for the network roll-out.

Karnataka is a focus market for Vodafone India. In the last 18 months, the company has invested more than Rs 820 crores in Karnataka towards network expansion and modernization to build a technology and energy efficient network architecture to support the volumes and need for speed from customers. With one of the largest retail footprints in Karnataka of 264 exclusive retail stores and 652 Rural Mini Stores, Vodafone's products and services are easily available across all parts of the state.

## Vedanta Limited appoints Samir Cairae to lead metals division across India

**Udaipur** : Vedanta Limited, India's only diversified natural resources company has appointed Mr. Samir Cairae as Chief Executive Officer (CEO) of Diversified Metals (India). He will report to Mr. Tom Albanese, CEO, Vedanta Resources Plc and will be a member of Vedanta Executive Committee team.

"We are delighted to have Samir on board and look forward to his extensive experience in delivering sustainable growth and creating

long term value for our shareholders. Samir will provide operational and strategic leadership for the performance of Vedanta Limited's Aluminium, India Copper, Power, Iron Ore divisions in addition to Commercial and Asset optimization functions," said Mr. Tom Albanese, CEO, Vedanta Resources Plc.

Prior to his appointment at Vedanta, Mr. Cairae held various leadership positions at Lafarge and Schlumberger. Mr. Cairae is an

Electrical Engineer from IIT-Kanpur and has a Masters in Management from the HEC School of Management, Paris.

With his rich experience in managing global operations across some of the most reputed corporations, Mr. Cairae's appointment is a part of the Senior Leadership key initiatives undertaken by Vedanta's Human Resource for acquiring global talent to take Vedanta to new heights.

## Karbons launched of K9 Smart Phone

**Udaipur** : In its efforts to fulfill the vision of bringing the benefits of mobile telephony to the masses, Karbons-the leading homegrown Smartphone player, launches K9 Smart which allows users to access the entire Smartphone in the users' own local language. Karbons K9 Smart is an extension of the K9 phone series, which is one of the longest running mobile phone model in the Indian market.

K9 Smart offers users the option to navigate the device in upto 12 Indian languages offering

non English speakers the comfort of accessing the device in their first language thereby lowering adoption barriers. The Smartphone also allows users the freedom to express themselves to their loved ones in their native language by giving users the flexibility to choose from 21 Indian languages for typing input. Additionally, K9 Smart users can easily search and even add contacts in upto 11 Indian languages. With Smartphones becoming an important source of news and information, K9 Smart gives users the option to access

news and magazines on Newshunt and enjoy cricket commentary, score and live updates on CricBuzz in six languages of their choice dissolving language barriers to information access.

Commenting on the launch, Mr. Shashin Devsare, Executive Director, Karbons Mobiles said, "With the launch of K9 Smart, we aim to dissolve the language barrier which is one of the major impediments inhibiting Smart phone adoption amongst non English speaking population. As per IAMA, the local language user

base grew 47% and touched 127 million in June. The growing consumption of local language content on mobile phones is a clear indicator of the need for vernacularising the Smartphone ecosystem for bridging the gaping digital divide. With K9 Smart launch we aim to bridge this divide by offering Indian users an affordable Smartphone device which offers access in their native language for ease of use thereby encouraging adoption."

K9 Smart offers numerous features for a distinguished smart-

phone experience disrupting the budget smartphone market. The best in class specification includes- 12.4 cm (5") screen for an immersive viewing experience, 1.2 GHz quad core processor that makes the device a true multi-tasker along with 2300 mAh Li-ion battery that has the energy to last all day while travelling, listening to music or surfing on internet. The smartphone is packed with an internal memory of 8GB which is expandable to 32 GB that efficiently manages your processing workload.



## Synopsis of 'M-FACTOR' film

**'M-Factor'**, a film (based on the book- 'M-FACTOR'), written, directed and produced by Ashish Basak, is a superimposition of Islamic impact on pan-India. It traces the changing façade of the Indian society since 640 AD till the modernizing days of 'India Shining'. The film tracks the path of history when Islam thundered to India on stomping horses and flailing swords. It shows how Islamic rulers consolidated Indian politics and developed Indian society, art and culture in the Middle Ages and how the British cunningly 'DIVIDED and RULED' India, partitioning it into Muslim and Hindu states. Tracking Indian society in modern times, the film brings forth the comments of public on various issues like Kashmir Dispute, Ayodhya Debate, communal tension in college and locality. It also depicts how people can get relief from pain and suffering through Spiritual Cosmic Energy Healing by the renowned Spiritual Healer, Sri R.K. Gupta.

All these events are portrayed through the public interactions of a multi lingual TV Channel-'Hello Kolkata'. The film concludes with the assertion that this land belongs NOT to 'Rama' or 'Rahim', but to 'Ram bhaiyaa' and 'Rahman chacha'- the quintessential COMMON MAN of India.

'M-Factor' is a microcosm of the reality, the story of Indian Muslims, told in clear per-

spective of the general populace of a country that prides in its secularism and tolerance level. Along with blood and beauty, 'M-Factor' revolves around the modern Indian administration, law & order, defence, security and politics. It also touches upon India's international relations with its neighbours and the impact of a booming media on our society.

The film, a maiden production of 'Hello Kolkata', upholds the renewed hope and realisation that peaceful cohabitation between the opposing faiths is very much practicable within its multi-ethnic multi-religious social folds as India surges ahead in its transition to 'Developed Nation' and then into a 'Global Super-Power'.

The film also is a Riddle which questions God's mysterious ways and seeks to give every Indian a chance to solve the 'M-Factor' that has remained here since 640 AD, undeniable, unrepentant, irrevocable and irradant. Speaking about his debut film, Ashish Basak, remarked that he hoped for betterment and holistic development of Indian society through peace and communal harmony. He also intends to make a series of seven films on the various aspects of Indian society, ranging from cyber crime, militancy, trafficking, teenage problems, abuse of law, marital discord and psychiatric rehabilitation.