

Kerala faces worst calamity in 100 years

Kerala witnessed the worst calamity in August as heavy rains broke the record of last more than hundred years. Millions of people had to be shifted to safer places while thousands were stranded in places which could not be reached. Efforts to restore essential services is going on parallel with relief and rescue in Kerala, where at least a thousand people are still stranded at five villages around Chengannur - a town in Alappuzha. Phone connectivity has been restored in 90 per cent of the state and there is enough fuel and animal fodder, the authorities said after a meeting. With floodwater receding in some areas, lack of clean drinking water and diseases due to mosquito infestation, especially in Kochi and Thiruvananthapuram, have become a big concern. The Union home ministry has declared the flood a "calamity of severe nature".

Editorial

The government of India reluctantly announced a relief package of about Rs. 500 crore to Kerala. Other states also made announcements of nearly hundred crores.

But the truth is that people have lost their kith and kin. They need to be rescued and placed at safer places. More than ten lakh people have been evacuated and are staying in shelters. Thousands of houses are damaged and people are spending nights in open.

They need clean drinking water, cloths, medicine and food. The people from Gulf, several states of India and even from Udaipur have started sending relief to the people of Kerala. Janvaadi Mahila Samiti has started collecting donations to be sent to the Chief Minister Relief Fund of Kerala. On Monday Red Cross, Udaipur announced that they would be sending five lakh rupees to Kerala.

XV Annual Conference of Rajasthan Association for Studies in English

Udaipur: The Fifteenth Annual Conference of Rajasthan Association for Studies in English will be held at SKDL Government Girls PG College, Ratangarh, Churu on 18-19 November, 2018. The organizing Secretary of the Conference Dr. Sumer Singh has said that this is the first conference in Shekhawati region in which scholars from all over the country will participate. The topic of the conference is "Embracing the 'Other': Exploring New Literatures".

Prof. H.S. Chandalia, Vice president of the Association said that this is the first conference after the sad demise of its president Prof. S.N. Joshi. The first S.N. Joshi Memorial Lecture will be organized in this Conference. Prof. A.K. Singh, Vice Chancellor, Auro University, Surat has agreed to deliver this lecture. Prof. Singh is a renowned scholar who has earlier Saurashtra University, Rajkot as Professor and Head, Indira Gandhi Open University, New Delhi as Director, School of Translation Studies and also as Vice Chancellor of Aurangabad University. New Literatures in

English, used always in plural, refers to that body of literature which has been traditionally treated as literature of the 'other'. These 'other' are the people who live in the erstwhile colonies of the then British Empire and used the language of their colonial rulers to fight back and create their own histories and narratives using that language. It is the literature of the people of countries in Asia, Africa, the Caribbean, Oceania, and some other countries like Canada where a large number of people learnt English to meet the challenges of their lives and then used it to voice their feelings through writing in English. New English literatures, is a body of literary writings that reacts to the discourse of colonization. It often involves writings that deal with issues of de-colonization or the political and cultural independence of people formerly subjugated to colonial rule. It is also a literary critique to texts that carry racist or colonial undertones. Scholars from India and abroad are invited to contribute their learned research papers in the conference.

Hindustan Zinc awarded by FIMI for Sustainable Development



Hindustan Zinc's Sindesar Khurd Mine received the 'Bala Gulshan Tandon Excellence Award - 2017-18', for 'Best Overall Performance in Sustainable Development' by FIMI (Federation of Indian Mineral Industries). Presented on 14th August 2018 during 52nd Annual General Meeting of FIMI held in New Delhi, the award is one of the most prestigious awards of Indian Mineral Industries. The award was presented by Hon'ble Minister of Mines and Rural Development & Panchayati Raj - Mr. Narendra Singh Tomar.

On behalf of Hindustan Zinc, Mr. Rajeev Bora, Unit Head of Sindesar Khurd Mine and Mr. Digambar Patil, Manager - Environment at Sindesar Khurd Mine received the award. Mr. Rajeev Bora was also awarded for his significant contribution towards assisting the mines in achieving excellence through sustainable development. Mr. Pavan Kaushik, Head - Corporate Communication, Hindustan Zinc said, "We are very glad to receive this award by FIMI. Sindesar Khurd Mine is India's largest underground mine and the most mechanized mine of the country. Hindustan Zinc has strong focus on care for the environment and uses environment friendly technologies in all its operations. The award recognizes the efforts of Hindustan Zinc towards zero discharge and zero waste. Being the only Zinc-Lead-Silver producer in India and global leader in metal production, Hindustan Zinc is proud to be recognized as 'Zinc of India'."

The 'Bala Gulshan Tandon Excellence Award' by FIMI is designed to recognize excellence in the overall performance of the applicant with respect to economic, social, environmental and health & safety. The assessment for the award also includes areas like commitment, self-evaluation, transparency and governance.

Celebrating the Eid-UI -Adha in the True Spirit "Eid Mubarak"



Eid-Al-Adha is one of the major holidays of Islam. According to Muslim tradition, it celebrates the sacrifice that Abraham was willing to make of his own son Ishmael when he was commanded to show his commitment to Allah. At Allah's direction, the angel Gabriel substituted a lamb for Ishmael, after Allah was convinced that Abraham would indeed sacrifice Ishmael to prove his faith. On this day, Muslims celebrate in several ways. A large feast is the high point of the day. The name of the holiday, Eid Al-Adha, means "The Feast of the Sacrifice." An animal is sacrificed, in much the same way that Abraham sacrificed a lamb. One-third of the meat



is given to the poor, and the rest goes to the holiday feast. Children get gifts to commemorate the holiday, and special prayers are said throughout the day. Eid Al-Adha takes place on the 10th and last day of the Hajj, the celebration of holy pilgrimage to Mecca, in the 12th month of the Islamic lunar calendar. Muslims the world over are encouraged to make a pilgrimage to Mecca and celebrate.

During the Hajj, Muslims remember and commemorate the trials and triumphs of the Prophet Abraham.

One of Abraham's main trials was to face the command of Allah to kill his only son. Upon hearing this command, he prepared to submit to Allah's will. When he was all prepared to do it, Allah revealed to him that his "sacrifice" had already been fulfilled. He had shown that his love for his Lord superseded all others, that he would lay

down his own life or the lives of those dear to him in order to submit to God.

The meat from the sacrifice of Eid al-Adha is mostly given away to others. One-third is eaten by immediate family and relatives, one-third is given away to friends, and one-third is donated to the poor. The act symbolizes our willingness to give up things that are of benefit to us or close to our hearts, in order to follow Allah's commands. It also symbolizes our

willingness to give up some of our own bounties, in order to strengthen ties of friendship and help those who are in need. We recognize that all blessings come from Allah, and we should open our hearts and share with others.

The symbolism is in the attitude — a willingness to make sacrifices in our lives in order to stay on the Straight Path. Each of us makes small sacrifices, giving up things that are fun or important to us. A true

Muslim, one who submits his or herself completely to the Lord, is willing to follow Allah's commands completely and obediently. It is this strength of heart, purity in faith, and willingness to follow Allah's desires from us. On the first morning of Eid al-Adha, Muslims around the world attend morning prayers at their local mosques. Prayers are followed by visits with family and friends, and the exchange of greetings and gifts.

Color Code for the season – U.S. Polo Assn. enters with a host of hues

Udaipur: Autumn Winter ushers in the beginning of a beautiful season. U.S. Polo Assn. has always been at the forefront of the fashion in India and Autumn Winter this year, isn't any different. With a vibrant color palette gracing the season's wardrobe and a generous mix of contrasting shades, the Autumn Winter collection is ready to bring back authentic American fashion. U.S. Polo Assn. redefines this season with sporty designs and effervescent hues. The Autumn Winter collection offers all-pervading apparel for the season.

As a brand that has grown out of the equestrian spirit of America, the collection delves into the cultural interpretation of equestrian fashion in all its glory. The dark hues of this collection are sure to bring to life the class of a cavalier in a modern context. Singular in style and outstanding in form, the monochromatic apparel from U.S. Polo Assn. this season, are set to turn your everyday casuals into personal fashion statements. The new collection of authentic American fashion brings to life a host of trousers, pullovers, shirts and polos in quintessential U.S. Polo style.

Another marquee piece of clothing under the premium collection of the brand are the widest range of chinos. They range from khakis, to smart casuals and printed chinos. Trousers from U.S. Polo Assn. possess better breathability and excellent hand-feel unlike any other bottoms on offer. The brand has incorporated some immense innovative development in the recent past such as water/dust resistance and quick dry properties. The trousers care for your mobile as much as they do for you, with the safe pocket design for storing your mobile under sudden wet conditions. The auto flexible waist with Neoflex, exponentially adds to comfort and ease for maximum comfort with your movements, through the day. The Autumn Winter collection will also see the introduction of Monsoon Pants with water repellent technology!

'U.S. Polo Assn. responsible jeans' is an umbrella where eco-efficiency meets responsible chemistry to develop sustainable denim products keeping environmental impact & industrial efficiency in mind. The aim under this initiative is to work with Indian cotton sector on a concept "from field to store" to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton-producing areas. The aim is to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.

Eisha Singh, Adnan Khan with cast of serial Ishq Subhan Allah shot Bakra Eid promo



Its Bakra Eid and the entire family is in joy. Everyone wishing each other. We see Zara (Eisha Singh) is in some deep thought. Her conscience comes out and ask her- will she give sacrifice in the name of God for this Bakra Eid. And suddenly the conscience disappears. Zee tv "Ishq Subhan Allah", telecast at 10 pm - Monday to Friday is produced by Dheeraj Kumar, Zubayr Kochhar, Sunil Gupta of Creative Eye Ltd.

AGAIN MAKES A BUZZ WITH "SBA-2 DOUBLE VISOR" HELMETS

New Delhi : Steelbird Hi-Tech India limited, Asia's largest Helmet manufacturer launches "SBA-2 Double Visor helmets" designed especially for the ultra protection of the riders. The biggest USP of this model is its visor. SBA-2 boasts of the longest visor in the helmet industry. Superior quality, effective performance and advanced technology "SBA-2 Double Visor" helmets offers distinctive characteristics and unmatched safety standards. Steelbird SBA-2 Double Visor is sure to win hearts as it fuses both stylish looks and safety features. The helmet has been designed in Italy with the best designers working on its design.

"SBA-2 Double Visor is sure to click well with riders owing to its USP. The model has the longest visor in the helmet industry hence it offers added safety for the riders. The model also meets European standards and is the most compact helmet in the world. Furthermore SBA-2 also comes with exciting and vibrant decals designed by the famous Bary Design in Italy. SBA-2 double visor offers the riders the option of double visor and double protection of the chin through the visor and

the mouth guard. This model is surely an amalgamation of style and world class safety standards." says Mr. Shailendra Jain, Global Group Head - Sales & Marketing, Steelbird Helmets.

The new helmet model has extraordinary feature highlights. The interiors incorporate advance air-ventilation system to keep comfortable during the long rides and in scorching heat. The EPS is in two parts with air channels for the ventilation. The air ventilation system is designed in a manner which allows proper airflow and circulation hence making the ride comfortable regardless of the weather.

To make the rides more comfortable SBA-2 comes with stretchable neck pad. There is also an attack locking system present to lock the interiors at the back and can be removed easily; The visor too has a locking system to lock properly when completely down. Furthermore, the designer and replaceable interiors are crafted to offer both comfort and premium looks at the same time; Also the centre part of head pad is equipped with 340 gms heavy cushion fabric for better head rest and comfort, this fabric is REACH registered fab-

ric. Again to make it look stylish two tone mesh fabric has been used which is black inside and blue outside; SBA-2 also has a special Stainless Steel mesh at the back vent of the helmet.

The inner visor of SBA-2 will be also available with iridium coating in four different colors which are Gold, Blue, Rainbow and Silver. Also the outer visor of the model is available with Night Vision technology and in Gold, Green and Rainbow color. Furthermore, for safety of the riders, SBA-2 offers three layers of protection that is visor, mouth guard and chin guard EPS. SBA-2 double visor helmets meet international standards. It offers utmost protection and is extremely compact and stylish at the same time. Riders have many colour options to choose from. It is available in Non-painted 3 colors which are Red, white and Black. Also there is a hand painted 3 tone Flag option available as well. Furthermore, It is available in Glossy/Matt colors such as Matt Black, Glossy Black, Matt Silver, Matt Maroon, Matt Desert Storm, Matt Battle green, Matt Yamaha Blue, Matt Sports Red and Matt Honda Grey.

Payoneer Fuels Global E-Commerce Expansion Amongst Sellers

Udaipur: Payoneer, an innovative cross-border payments company that drives global eCommerce, concluded their second annual Payoneer Forum in New Delhi and its first in Mumbai last week. This edition of Payoneer Forum brought together 1,000+ SME & MSME exporters, global e-commerce marketplaces, banks and e-commerce service providers under one roof. The day-long events, titled "Your Passport to Global eCommerce Expansion" served as a learning opportunity for India's cross-border eCommerce community.

At the forums, sellers heard from executives from global marketplaces including Amazon, Tophatter, Awok from the Middle East and MyMall and Yandex from Russia. Facebook presented best practices in online brand building products for SMEs. In addition, ICICI Bank, Citibank and IndusInd Bank joined a panel discussing the outlook for financial services for MSMEs in India. The agenda was a playbook for sellers looking to further expand globally and grow their international reach.

Attending the forum, Keren Levy, COO, Payoneer said, "We want to be the company that enables Indian sellers to take global strides and sell in more international markets. India is a strategic market for us with sellers being a central focus of what we do. We strive to offer great technology and a top customer experience in a complex region."

Another keynote speaker at the forum, Patrick De Courcy, APAC Head, Payoneer said, "India is a land of local heroes wanting to go global. There is a vast scope of opportunity to empower MSMEs in India to expand their business globally. It is crucial for us to complement and help these businesses with the right cross-border payment services. As more eCommerce sellers are expanding globally, it becomes crucial to have a strong, safe and reliable cross-border payment solution to manage the huge momentum of transactions. Payoneer delivers solutions that address sellers' needs and improves upon traditional payment methods, enabling easy access to new geographies."

"I met new-to-India marketplaces like MyMall and Tophatter. These marketplaces offer a great opportunity to expand the horizons for the Indian sellers. We look forward to using Payoneer's partner ecosystem to expand to new markets like Russia, Middle East and beyond," said Sanjay Kumar, Shalin India, Founder.

Banking Leaders, tax specialists from Ernst & Young (EY) and selected service providers were also on the agenda, educating sellers on GST, VAT, logistic solutions, eCommerce store management tips and more.

'Shampoo ki Tayyari' with Parachute Advanced Coconut Hair Oil

Udaipur: Taking care of one's hair is an essential routine, but what's even more important is to nurture it the right way. Often, people believe that just shampooing regularly is good enough. But it is essential to prep your hair and do 'Shampoo ki Tayyari' before every wash. Excess shampooing often fades essential moisture from the hair and hence it is important to indulge in some much needed 'Shampoo Ki Tayyari' with Parachute Advanced Coconut Hair Oil. Parachute Advanced goes 10 layers deep, gives hair the deep nourishment it needs and protects from damage.

Parachute Advanced has roped in actor Kriti Sanon and her sister Nupur Sanon as their brand ambassadors, given the 'Gehra Love' they share. It is exciting to see the two sisters share loads of fun moments on the sets with Kriti being the perfect elder sister to Nupur. The two sisters are a riot to be around - radiate infectious energy. The sisterly love between the two has been beautifully captured through Parachute Advanced's new 'Shampoo ki Tayyari' campaign.

Kriti Sanon states, "Nupur is one person I share everything with and she knows me in and out. At times we fight and drive each other crazy but also without a doubt she is my baby sister and we share a bond which is deep and like we call it, 'we share Gehra Love', which is pretty famous in our family."