Business & Entertainment

Did you get it?

Absolutely. But then as per the new trend, you are supposed to act dumb and agree with the stupid interpretations of statements, facts, and everything else you hear. From social media to news channels to instant messaging platforms, the trend of deliberately putting things in a wrong way is so common these days that you might even start believing those edited and half cooked stories. Taking the example forward, you shoot a video of some vegetable being cooked. And you cut the shooting somewhere in the middle and then release it as if the chef was careless. We all know deep down that the video was incomplete, and we also know that the cook's intentions were not to support the consumption of half-cooked stuff. But still, we follow the trend and censure the chef as hard as we can.

Editorial

The hate posts and morphed videos travel with the speed of light and reach the masses pretty fast. But the world we are creating with this kind of atmosphere will not remain suitable for life. And since the trend of using negative publicity as a tool is aimed at popularizing people more than thoughts and work, it goes a long way down to the masses.

The onus of constructing a world of trust and compassion is on us, the people. Each one of us is a wheel of a larger vehicle that is carrying the country forward on the path of development. People have to take a call and choose the vehicle that is fueled by positive news. If you see the way in not right, you mist decide to pull yourself off the vehicle and join the one which is positive, upbeat, and correct to say the least.

So before forwarding a video or message, which you know is edited and makes no sense, stop it right at your device. Unless we take a call against all kind of stupidity, it will keep spreading and soon we will have a brain without any sense in it.

The problem why this happens is that the doctored and tempered content goes viral pretty fast. It was a tool to express sarcasm but now it appears to be a serious threat to all the sense. People cut parts of one's speech, jumble it up, and upload on media. Before the person can see and correct it, it becomes a reality. As a matter of fact, only the issue becomes a viral material. Anything that is released to correct it does not make sense to the logic of virality. So, you will only remember a celebrity or the targeted person with that iconoclast image. Even if they are proved innocent soon, you will not know that because the propaganda to malign someone's image is spread like fire, the truth only crawls.

Those who share such morphed videos trust that the readers will buy these thoughts. And guess what, they are right in many a time! Time to tell them that no more stupidity is accepted.

RUSSIAN HELICOPTERS CONDUCTED A CONFERENCE WITH THE INDIAN SUPPLIERS FOR THE KA-226T PROJECT

Bengalur: Russian Helicopters Holding Company (a part of Rostec State Corporation) organized the conference of potential suppliers of components for Ka-226T helicopter made in India.

The event took place within the scope of Aero India Show 2019 with more than 30 Indian industrial enterprises as participants. Identifying the chain of local suppliers is a part of the project of setting up the production of Ka-226T helicopter in India.

The day before, Russian Helicopters signed the Memorandums of understanding with Elcom, Valdel Advanced Technologies, Dynamatic Technologies, Integrated Helicopter Services and Bharat Forge.

They are willing to supply blades, radiostations, landing gear and the elements of fuselage.

"We are facing an ambitious task because the world has so far not seen such projects of transferring leading-edge rotorcraft production. To set up the production of Ka-226T helicopter, its assemblies and components, is not possible without the reliable Indian partners and future suppliers having a sufficient number of technological competences and work experience in the aviation sphere.

The objective of current interaction between Russian and Indian industrial enterprises is to present the background information on the project, a joint discussion of technical issues and finding further ways of cooperation", stated AndreyBoginskiy, Director General of JSC,Russian Helicopters.Light utility helicopter Ka-226T features coaxial main rotor system, maximum take-off weight of 3.6 tons and is capable of transporting up to 1 ton of payload.

The main distinctive feature of the helicopter is its modular design. Ka-226T can be easily fitted with a transport cabin enabling the transportation of up to 6 people, or with modules carrying special equipment. Flight performance of Ka-226T helicopter, its environmental friendliness, cost effectiveness, state-of-the-art avionics suite and additional flight safety solutions make this helicopter one of the best in its class.

In 2015, Russia and India signed an agreement on cooperation in the sphere of helicopter manufacturing. According to the agreement the Indian Armed Forces will take delivery of 200 Ka-226T; at least 140 out of that number are to be produced in the territory of India under the program "Make in India".

In May 2017, Russian Helicopters, Rosoboronexport and Hindustan Aeronautics Limited founded a joint venture that deals with localization issues. Light utility helicopter Ka-226T features coaxial main rotor system, maximum take-off weight of 3.6 tons and is capable of transporting up to 1 ton of payload. The main distinctive feature of the helicopter is its modular design. Ka-226T can be easily fitted with a transport cabin enabling the transportation of up to 6 people, or with modules carrying special equipment. Flight performance of Ka-226T helicopter, its environmental friendliness, cost effectiveness, state-of-the-art avionics suite and additional flight safety solutions make this helicopter one of the best in its class.

FedEx Express Showcases its Solutions at Aero India 2019

Hyderabad FedEx Express, a subsidiary of FedEx Corp (NYSE: FDX) and the world's largest express transportation company, will showcase its solutions at the Aero India 2019, February 20-24 in Bengaluru.

Aero India will also highlight the importance of the Indian aviation market and the role the industry plays in supporting global trade. The air cargo industry is responsible for transporting more than US $6 trillion worth of goods—largely goods that are high value, need to reach the customer or market quickly, or have specific transportation requirements. With around 1% of global exports carried via air, due to the nature of their value, these goods account for approximately 35% of global trade by value.

The Indian aviation market is poised for further growth, and is expected to become the third-largest overall aviation market by 2022. The current market size of the Indian Maintenance, Repair and Overhaul (MRO) industry in India is reported to be worth between US $700-800 million, and expected to grow to US $1.2 billion by 2020.

Operating a fleet of more than 670 aircraft across the globe, FedEx has a range of solutions that addresses the various shipping needs of the aviation industry: expedited transportation, proactive monitoring by dedicated aerospace specialists, expertise in customs clearance, dedicated logistics and international freight forwarding.

"With the needs of our customers continuously evolving, FedEx is committed to developing innovative solutions that connect people with possibilities", said MohamadSayegh, managing director of Operations for FedEx Express in India. "Our solutions deliver the speed, reach, reliability, and industry expertize that Aerospace businesses require, to operate as efficiently as possible."

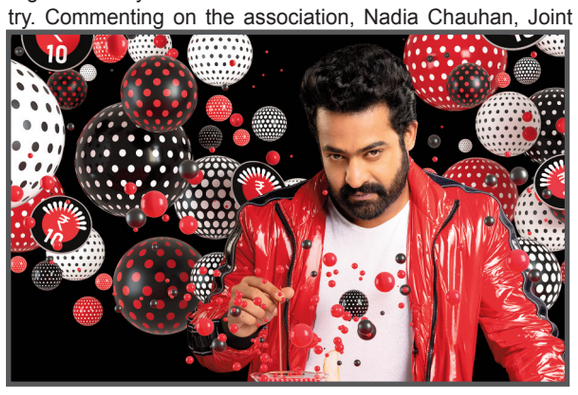
FedEx global expertise in logistics, combined with an air network which connects to more than 220 countries and territories, provides aviation customers with faster connectivity to worldwide markets, including coverage to more than 19,000 postal codes across India. FedEx also has a dedicated helpline and help desk to assist its aviation customers.

FedEx Express will be showcasing its solutions at Stall C1.9, Hall C of Aero India at the Yelahanka Air Force Station in Bengaluru.

Parle Agro announced Tollywood actor Jr.NTR as a brand ambassador

Hyderabad: Parle Agro, the largest Indian Beverage company today announced the signing of Tollywood superstar NandamuriTaraka Rama Rao Jr., popularly known as Jr. NTR as the brand ambassador for Appy Fizz in South India. This summer, Jr. NTR will be seen as part of the new Appy Fizz campaign in the region while Salman Khan will continue to be the national brand ambassador for Appy Fizz.

As the creators and current leaders of the Sparkling Fruit Drink Category with over 99% market share, signing Jr. NTR is part of a strategic approach to reinforce Appy Fizz's brand recall and connect with the consumers in southern states. This has been coupled with the increased manufacturing capacities being deployed in South India, as Parle Agro recently completed the setting up of their new state of the art manufacturing facility in Mysore, Karnataka. The new manufacturing location becomes the third manufacturing facility in the southern region after Hyderabad and Chennai and twelfth in the country. Commenting on the association, Nadia Chauhan, Joint



Managing Director and CMO, Parle Agro said, "Parle Agro has an aggressive target to gain tremendous market share in South India and as part of the marketing strategy towards building a strong foundation in the region we have signed on Tollywood superstar Jr. NTR for Appy Fizz. We understand the influence and affinity for regional cinema and celebrities to build stronger cultural relevance and this is a key agenda driven towards our vision to be the No. 1 beverage company in India."

On the signing, as the brand ambassador of Appy Fizz, Jr. NTR said, "I have always loved Appy Fizz and the decision to be the face of the brand was an easy one after I saw the vision and plans of the brand. Already one of the top beverage brands, I am sure everyone especially my fans will enjoy drinking a lot more Appy Fizz. I know I will!" Jr. NTR also joins in with AlluArjun as the second celebrity from south India to be a brand ambassador for Parle Agro brands in the region. The Telugu superstar has joined Parle Agro's existing A-listers like Alia Bhatt and AlluArjun who are the faces of Frooti and Salman Khan, the brand ambassador of Appy Fizz.

BSDU Hosts two-day 'School Principal's Summit 2019'

Jaipur: The first pure Skill University in the country, Bhartiya Skill Development University,todayorganised School Principals' Summit – 2019 where about 1000 principals attended the summit. The agenda of this school summit was to understand different challenges that school principals' face and their probable solutions. Also, different aspects covering how to improve board exam results and how schools can avail 5-star rating for their campuses etc. were discussed in detail.

BSDU is a revolutionary step towards skill education which practices Swiss dual system of education by blending real time industry exposure with world-class equipped university's curriculum. BSDU is brainchild of Dr. Rajendra Kumar Joshi and his wife, Mrs. Ursula Joshi who are dedicated towards bringing about a positive transformation by skill development in Rajasthan. In line with their efforts, Bhartiya Skill Development University (BSDU), Jaipur in order to showcase their skilling system backed with international and national trainers for every skill, world-class infrastructure, etc. to principalsfrom all over Rajasthan has organized two-day 'School Principals'Summit – 2019'.

Founded by Dr. Rajendra Joshi, BSDU is the pioneer in skill development. He believes that perfected skills by the population of any country would lead to excellence and socio-economic development. BSDU works on a unique concept of building dual system of skills education (Swiss Dual System) where major focus is on customized practical industrial training along with theoretical knowledge.

Mr. Pradeep Kumar Borar, IAS,Commissioner, Education Department,Government of Rajasthan said, "We have taken various steps where we have tied up with leading coaching institutions to provide recorded classroom sessions which we will later provide to all our schools. Not only for school students but also for the college students, we have 252 government colleges providing free RAS, IAS coaching across Rajasthan where about 50,000 students have already registered and are gaining benefits of these trainings. We are also taking different steps for capacity building of lecturers so they may train maximum students going forward."

Dr. (Brig.) Surjit Singh Pabla, President, Bhartiya Skill Development University says, "Education, vocational training and lifelong learning are the pillars of employability. To enable employment ready workforce in future, the youth needs to be equipped with necessary skills and education.

Review meeting of World Bank Project IDP/NAHEP

The review meeting of IDP/NAHEP World Bank project functional in university was held on 23.02.2019 at Vice Chancellor Office. The meeting was chaired by Dr. N.S. Rathore, DDG (EDU) ICAR & National Director NAHEP and Professor Dr. Uma Shankar Sharma, Vice Chancellor MPUAT.

Dr. Ajay K. Sharma Dean & PI, IDP/NAHEP has briefed about various activities under taken till date under the project. He has mentioned that the procurement plan of Rs. 1.81 crore was approved by World Bank. The procurement of equipments of Rs.1.46 crore (26 equipments) is initiated among which purchase order of 14 items has been issued.

He has also mentioned about academic activities undertaken so far. Around 200 students have participated in 6 short courses organised in different colleges of universities. Another, 12 short courses are proposed which will be held in upcoming 2 months.

The 30 students have been permitted to attended different activities such as workshops, symposium, convention, conference in different universities of country. The exposure visit of students to AIT, Bangkok and Western Sydney University, Australia is under active phase of implantation.

Dr. Rathore informed all the Nodal Officers to work hard in implementation of student's quality improvement activities and suggested how activities can be taken. The meeting was attended by all Nodal officers and Deans of CTAE, RCA and CCAS. The meeting ended with vote of thanks to chair.

Epson aims to lower office printing costs

Hyderabad: Epson, a world leader in digital imaging and printing solutions today announced the launch of three new monochrome EcoTank printers. These new EcoTank printers extend Epson's hugely successful InkTank printer range to over 26 models. The new models M1100, M1120 and M2140 are targeted at the office printing market and come equipped with a host of features that are likely to tempt mono laser printer users to shift to Epson's EcoTank printers.

The new models are specifically designed to lower business printing costs when compared to mono laser printers. With an ultra-low printing cost of 12 paise per print, the new Epson EcoTank M series printers make printing 23 times lower as compared to mono laser printers, which cost Rs. 2.74 per print with original toners. Over the life of the printer this translates into very significant savings for any organization. Epson says its monochrome EcoTank printers are also designed with an eye on the environment and keeping the UN Sustainable development Goals (SDG's) in mind. The refill ink bottles provide an ultra-high page yield of up to 6,000 pages per bottle as against laser printers that provide an original toner yield of just 2,000 pages per toner. This can help businesses eliminate the frequent changes of toners and thereby help them significantly reduce their carbon footprint. Another significant cost and environmental saving can be achieved by organizations because the Epson Monochrome EcoTank printers consume just 14w of power as compared to 250w consumed by mono laser printers. This translates into over 17 times lesser power consumption.

The new printers have an integrated ink tank that enables spill and error-free ink refilling, and allows users to enjoy laser-quality text that is smudge-proof and water-resistant with pigment black ink. The printers are compact and can be accommodated in a small office space seamlessly. Designed to increase efficiency in the workplace, the new printers come equipped with a host of features like WiFi Direct*, fast print speeds and duplex printing**.

Monochrome printers are used in professional environments where there is a requirement for low cost black prints. Designed to suit a wide variety of small, medium and large enterprises, these printers are also suitable for the retail industry. The new models have a warranty of 3 years or 50,000 prints (including printhead), whichever comes first.

"For organizations that are concerned about their printing costs and are concerned about the environment, there is no better option than Epson's M Series EcoTank printers. 23 times lesser printing costs and over 17 times lesser power consumed translate into significant savings over the life of a printer. With the addition of these new printers, Epson now has a range of 7

M Series printers to suit office printing need that exists & we believe these printers will transform office printing as we know it" said Mr. Siva Kumar, General Manager, InkJet Printers at Epson India.

Mubu TV received best entertainment channel award in Mumbai.

Manish Srivastava of Mubu TV received two awards at Film and Media Excellence Award 2019 in Mumbai. One award was awarded for best entertainment channel and other was for Return of school days serial. The award function was attended by celebs from TV and film industry. Some of the celebs were - JasleenMatharu, Flora Saini, Rajiv Nigam, Sunil Savra,Navya Singh, VinodBachchan . The award was organised by Arun Sharma of Media Federation of India. This award was unique as celebs and media received the award on same platform.

Talk on - Biodiversity conservation through Silk Cotton Tree

Udaipur: An awareness talk on biodiversity conservation through practical model of a Medicinal tree - Semal was given by Dr. Vartika Jain, Secretary, Society for Microvita Research and Integrated Medicine (SMRIM), and Assistant Professor,Govt. Meera Girls' College, Udaipur to Volunteers of special NSS camp going on at RCA, Udaipur on Saturday.She told that all kinds of life present on the planet is termed as Biodiversity and every living species has its own importance and loss of a single species can cause harm to entire ecosystem. Dr. Vartika gave example of conservation of Silk Cotton tree popularly known as Semal in Udaipur city and explained its multifarious importance in spiritual, ecological, socio-cultural, medicinal and commercial spheres and demonstrated through practical examples that how presence of a single species is important for entire ecosystem.

She told that trend of considering Semal tree as a mythological character 'Prahlad' has caused severe loss of this tree species every year during Holika-dahan in Mewar region and without any sincere re-plantation efforts, its popula-

tion is declining rapidly. She emphasized on both in-situ and ex-situ conservation techniques of biodiversity preservation and students were motivated to create awareness among masses, doing plantation as well as adoption of eco-friendly alternatives such as Iron-pole for Holika-dahan In the end, NSS program in-charge Dr. S.C. Meena gave thanks to Dr Vartika for her motivational talk on biodiversity conservation through a practical model.