



## The Break you Wanted

The covid-19 pandemic has been an absolute shocker to the world. With highly advanced technologies and power in all spheres, human looked helpless in front of a tiny virus. This is the way nature tells you that you have limits, and if you cross lines beyond a permissible limit to satiate your greed, you will bear the consequences.

But most of the world is not looking to cross the limits or challenge nature. People are following the ways of life available to them. Earlier there was less work without computers, and now we have more work with computers. You can say that a new era with an ocean of opportunities is there. Now, you can learn skills and earn a name and money. But it excludes peace of mind and rest to the body.

Now, for that, nature provides you a break you never thought was possible.

## Editorial

Many people used these few empty weeks to enjoy life and spend quality time with family and self. And of course, they will take a stronger bonding with family and themselves out of this lockdown period. Some even learned new skills or honed their lost prowess. Some increased their screen time and watched all those movies and series that they were finding difficult to manage with their regular work-life.

The best part of any new this is that it is always exciting if you see it positively. This change that locked everyone inside their homes brought a mixed initial reaction. For some, it was frustrating to stay home all the time, while for many others, it was time to chill and relax. This perhaps was the break people always wanted but could never afford.

Jobs have limited paid leaves, and that means the employee must use them wisely. People would save these leaves for visiting their parents, attending weddings, or going on vacation with family. But none of these ever included a home-stay with family and without any outside help—no maid, no laundry, no packed food, and so on. The life was annoying initially as those who never even removed a plate from their dining table were required to do dishes or mop the floor. After initial resistance, people adapted to it and began learning and loving it all.

Soon people realized that the vacation with family at home could be cool. Everything was coordinated from dishes to clean floors to laundry to cooking. And when you apply the formula of teamwork from office into the home, you notice an added satisfaction of love from each other.

This will not last too long. Soon the life will become monotonous again with the same things being done repeatedly. This is the time. Make the best of memories for the rest of your life. Enjoy the Break while the virus dies outside unattended.

# ISRA's Sangeet Setu Virtual Concert Enjoys Viewership Of Over 12 Crores

Having won hearts the world over with Sangeet Setu, a series of virtual concerts by 18 Indian artists, fans and netizens were bedazzled in the middle of the 21-day lockdown! Aired across various portals, the concert witnessed an enthusiastic audience of over 5.6 crore viewers on the first day and over 6.5 crore viewers on the second day! The concert has been organized and conceptualized by the Indian Singers Rights Association (ISRA) to support PM Cares Funds against

COVID-19.

Hosted by superstar Akshay Kumar, Sangeet Setu saw an opening act by the legendary singer Asha Bhosle with her melodious voice winning hearts across the globe.

Veteran playback singer Sudesh Bhosale, who was also a part of the Sangeet Setu virtual concert along with Asha Bhosle, S.P. Balasubramanian, Udit Narayan, Kumar Sanu, Hariharan, K.J. Yesudas, Sonu Nigam, Suresh Wadkar, Kailash Kher, Salim



Merchant, Shankar Mahadevan, Anup Jalota,

Kavita Krishnamurthy, Alka Yagnik, Pankaj Uddhas, Shaan and Talat Aziz was available for a comment.

"It is always a pleasure to perform for everyone in India on a unified platform. Some of the biggest names of the Indian music industry were roped in," said Sudesh Bhosale.

On behalf of ISRA, CEO Sanjay Tandon said "ISRA decided that leading Singers of the Country will entertain the masses and try to lighten their stress, strain and depression and I Thank all the Artists who have made themselves avail-

able for this National Service. I would also like to thank MPC and XP&D Be live to have partnered with us in this effort."

Narendra Modi, Honourable Prime Minister of India, expressed his happiness at this initiative when he tweeted, "Excellent gesture! Kudos to the artists for coming together for this. It would be a treat to listen." After the Day 1 of the enthralling virtual concert, he tweeted, "Seeing such wonderful performances will make you happy. Do watch it tomorrow and the day after if you can."

## Airtel unlocks its entire kids content catalogue for customers

Airtel Xstream now offers FREE unlimited access to premium kids content, including movies, LIVE TV and learning shows

**Udaipur:** With parents looking to keep children engaged while managing work from home during the ongoing COVID-19 nationwide lockdown, Bharti Airtel ("Airtel") today said that it is making available the entire kids content library on Airtel Xstream for FREE to all Airtel Thanks customers. Airtel Xstream, an India-first video network for premium digital content, offers a wide range of quality content for education and entertainment for kids. This includes TV Shows, Short Films, Movies, Cartoons, Documentaries, Nursery Rhymes and more. Airtel

Thanks customers can access Airtel Xstream on smartphones by downloading the Airtel Xstream app from Google Play and Apple app store, on TV through Airtel Xstream Hybrid STB, and on PC through [www.airtelxstream.in](http://www.airtelxstream.in). Says Adarsh Nair, Chief Product Officer, Bharti Airtel: "While we stay indoors and observe social distancing, it is critical that children have access to meaningful content for their education and entertainment. Today, we are launching a kids channel in our Xstream platform and opening it up to all our valued customers for free. We hope this provides some relief during these unprecedented times." Some of the popular offerings for kids on Airtel Xstream includes Bal Ganesh, Leapfrog: Amazing Amusement Alphabet

Park, Toonpur ka Superhero, Aladdin, Tales of Akbar-Birbal, The Lego Batman Movie. Airtel Xstream is part of Airtel's vision of building a world-class digital entertainment ecosystem for Digital India and make it accessible to customers through innovative devices and exciting applications. Airtel Xstream brings one of the widest entertainment catalogues – hundreds of satellite TV channels, tens of thousands of movies and shows in English, Hindi and multiple Indian languages, millions of songs, plus access to all the popular OTT entertainment apps on one platform. It enables customers to access all this content across the screen of their choice – TV, PC, and Smartphone with a unified User Interface.

## Vrit Rajya Mitra Samman

Government and Entrepreneurs are associating together and contributing to the economic growth and development of the country. In the financial year of 2018-2019 The Lake Palace Hotels & Motels Pvt. Ltd, Udaipur stood up on the top among the highest tax payers in Hotel Industry of Udaipur Division. The Lake Palace Hotel and

Motels Pvt. Ltd. is honoured by the 'Vrit Rajya Mitra Samman' being felicitated by the Commercial Tax Department, Government of Rajasthan for tax awareness, timely deposit and compliance with no default and no adverse inference.

The award was taken by the LPHM Director Mr. Balveer Singh Naruka, General Manager

Corporate Finance and Taxation Mr. Arun Khodpia and DGM Taxation Ms. Neetu Nahar on behalf of the Chairman and Managing Director of the Lake Palace Hotels and Motels Pvt. Ltd. Shriji Arvind Singh Mewar. This award was presented by Mr. Himmat Singh, Additional Commissioner of Commercial Tax Department, Government of Rajasthan.



## Hindustan Unilever partners with UNICEF to support India's fight against COVID-19



**Udaipur:** Hindustan Unilever Limited (HUL) today announced a collaboration with the United Nations Children's Fund (UNICEF) to undertake a mass communication campaign and to inform and empower the general public against COVID-19. The campaign brings together the marketing expertise and scale of HUL and the technical knowledge of UNICEF to create engaging communication tools that can help people change behaviours and stay safe during this time of the pandemic.

HUL had also recently committed INR 100 crore towards helping India fight the Covid-19 pandemic. In addition to the campaign it is rolling out many initiatives to ensure citizens across the country have access to essential products such as soaps, sanitizers and toilet cleaners.

The mass media campaign, titled '#BreakTheChain' / '#VirusKiKadiTodo' will have simple yet powerful 5 and 15 second informative assets to empower general public with prevention strategies to protect themselves against COVID-19. Based on three key themes - Social Distancing, Handwashing and Generosity, the campaign will generate these short informative assets across India through television, news portals and prominent social media channels. Talking about the campaign, Sanjiv Mehta, Chairman and MD, Hindustan Unilever Limited said, "The need of the hour is simple and effective communication across both urban and rural India to help fight COVID-19 and our partnership with UNICEF aims to do just that. Furthermore, we need to come together as a nation and be supportive of each other during this crisis. Our campaign will help address these challenges and at scale. Along with UNICEF, we are also committed to working with the government and making essentials like Lifebuoy soaps, hand sanitizers and Domex cleaners available across a wide geography which is the most critical need today."

Dr. Yasmin Ali Haque, India Representative, UNICEF, India said, "COVID-19 disease has thrown up many challenges and among them is getting the right information to everyone, no matter where they live and whatever their situation, in the shortest time possible."

## TKM contributes to Karnataka Chief Minister's Relief Fund COVID-19

**Udaipur:** Reiterating its commitment to counter the ramifications caused by the COVID-19 outbreak, Toyota Kirloskar Motor (TKM), today, handed over contribution to the Karnataka Chief Minister's Relief Fund COVID-19 and Karnataka State Disaster Management Authority (KSDMA) to rebuild lives affect-

ed by the pandemic and bring back life to normalcy in the state. A cheque worth ₹2,00,00,000/- (2 crores) was handed over to the Hon'ble Chief Minister of Karnataka, Shri B. S. Yediyurappabby Mr. Shekar Viswanathan, Vice Chairman & Whole-time Director, Toyota Kirloskar Motor, Mr. Raju B. Ketkale, Deputy Managing Director Toyota Kirloskar Motor and Mr. Deepak Kumar S Secretary of Employees Union.

Of the total sum, ₹1,354,553, contributed by TKM, was handed over to Karnataka State Disaster Management Authority (KSDMA) while the remaining amount of ₹64,51,447, collected from employees, was handed over to Karnataka Chief Minister's Relief Fund COVID-19.

Speaking on the gesture, Mr. Shekar Viswanathan, Vice Chairman & Whole-time Director, Toyota Kirloskar Motor said, "At this hour of crisis, Toyota stands fully committed in support of the communities in overcoming this pandemic which has caused unprecedented distress to humanity. Both Central and State Governments have taken strong decisive and proactive decisions towards containment and further prevention of the spread of Covid-19

Recently, 3000 Hazmat suits were handed over to the Government Health Volunteers in Karnataka, 1000 essential kits to daily wage workers while benefitting over 5000 members, sanitizers & masks to police dept. This was followed by deployment of 14 buses to support the health department in the state.

## TAFE offers free tractor rental for small farmers of Rajasthan

**Udaipur:** In an attempt to mitigate the impact of the Coronavirus threat on small and marginal farmers of Rajasthan and to support the farming community during a crucial cropping season, TAFE, under its CSR initiative, announced a free tractor rental scheme through its JFarm Services platform, for a duration of 90 days starting April 1, 2020. This scheme will be available across 20 districts of Rajasthan.

TAFE, towards this initiative has brought together a large group of its Massey Ferguson and Eicher tractors and will offer 11,000 tractors and 50,000 implements on a free rental basis. The renters hiring out Massey Ferguson, Eicher Tractors and implements will be paid directly by the company. Farmers can book their orders on JFarm Services mobile app or toll-free helpline 1800-4200-100, as well as various on-ground touchpoints like its field officers, dealer network etc. across the state, who are already working closely with the farming community of Rajasthan.

TAFE's Chairman and Managing Director – Mallika Srinivasan said, "The Rajasthan Government has shown great sensitivity to the needs of the farmers during COVID-19 crisis and we are grateful to the government for accepting TAFE's CSR initiative to offer free rental services of Massey Ferguson and Eicher Tractors to support the small and marginal farmers of Rajasthan. TAFE has gathered a large number of customers to register their Massey Ferguson and Eicher tractors on the JFarm Services platform to ensure the farm mechanization needs of small farmers of the state are met during the Rabi season."

Speaking on this, Mr. Naresh P Gangwar, Principal Secretary – Department of Agriculture, Government of Rajasthan said, "It is good to see socially responsible organizations like Tractors and Farm Equipment (TAFE) extend timely help and support to the farming community by offering free rental of Massey Ferguson and Eicher Tractors during the Rabi season, especially when they are facing distress due to the COVID-19 threat. The Government of Rajasthan welcomes TAFE's effort

during this critical juncture".

## A new ad campaign Mr. SIP!

**Udaipur:** Kotak Mahindra Asset Management Company (Kotak Mutual Fund) becomes the first fund house in the industry to launch a conversational Voice Bot – Mr. SIP, which will address queries related to Systematic Investment Plan (SIPs).

Nilesh Shah, MD & CEO, Kotak Mahindra Asset Management Company said, "There is a large population wary of investing in mutual funds as they don't have easy access to clear their doubts. Our Mr. SIP uses cutting-edge technology to answers all investor queries so we can reach Kona Kona of India, as we believe SIP is one of the best ways to safeguard investments from market volatility over a long period of time". Kotak Mutual Fund will roll out pan-India marketing campaign spanning digital, radio, print, OOH, Television and other advertising & marketing mediums to introduce Mr. SIP to Indian consumers. Kinjal Shah, Head - Digital Business & Marketing at Kotak Mahindra Asset Management Company said, "We have taken a new approach with the television commercial (TVC), where we have personified the voice bot as Mr. SIP, who demystifies the myths related to Systematic Investment Plans.



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## Chief Minister Reviews Lockdown: Modified Lockdown in the State from April 21

**Udaipur (Dr Munesh Arora):** Minister Shri Ashok Gehlot said that the 'Modified Lockdown' will be implemented in the State in phased manner from April 21. He directed to start the industrial units after April 20 in rural and industrial areas in the State. This step will provide employment to the migrant labourers present in the State.

Shri Gehlot gave these directions in a high-level meeting held at his official residence on Wednesday over the lockdown. He said that industries in the urban areas can also be started which have the facility to provide staying facility for the labourers at the workplace. Commuting of labourers from outside will not be permitted.

He directed that the District Collector, RIICO, District Industry Centre and Police in coordination should ensure this, so that there is no problem on starting the industries during the lockdown. He asked to make foolproof arrangement so that entrepreneurs in case of any kind of requirement could contact the concerned officer. Besides this, arranging pass for labourers and employees for commuting should be made easy.

Chief Minister has also directed to open other Government Offices in the phased manner. He said that at present departments involved in essential services are fully functional but other offices should also start working in coming times. He said presence of Group-A and Group-B officers as per requirement should be ensured. Along with, one-third per-

sonnel of Group-C and Group-D should be called and should be asked to abide by the social distancing.

Shri Gehlot directed that works related to PWD and Irrigation should be intensified by following the social distancing and other health related protocols. This move will provide more and more employment opportunities to labourers in rural areas. Chief Minister said curfew imposed in the areas that are hotspots of corona infection should be strictly followed. No one will be permitted to commute in these curfew-imposed areas including the employees.

Shri Gehlot said it should be ensured that the detailed guidelines issued by the Government of India over extension of lockdown till May 3 completely followed looking to the situation of the State. The State Government is working in coordination with the Centre to protect the general public from this pandemic and in making the economic activities easy, he said. Chief Secretary Shri DB Gupta, Additional Chief Secretary Home Shri Rajeeva Swarup, Additional Chief Secretary Medical & Health Shri Rohit Kumar Singh and other senior officers were present in the meeting.

## Govt identifies 170 districts as hot spots

**New Delhi (Neeti Gopendra Bhatt):** The Union health ministry has identified 170 districts as coronavirus disease (Covid-19) hot spots and 207 districts as potential hot spots, officials said on Wednesday, reiterating that there has been no community transmission of the disease in the country so far even as the number of cases was set to cross 12,000.

The ministry's joint secretary, Lav Agarwal, said that states have been asked to classify districts which have reported a higher number of cases as hot spots, the districts where cases have been reported as non-hot spots, and green zones where no cases have been reported.

India reported as many as 11,762 confirmed cases of Covid-19 and 399 fatalities till 7pm on Wednesday, according to [covid19india.org](http://covid19india.org), which tracks coronavirus cases real time. The number is likely to cross 12,000 as more states update their logs. Covid-19 cases were set to top 3,000 in Maharashtra, with 117 fresh cases bringing the state tally to 2,801 on Wednesday. Mumbai, with 1,756 cases, is likely to see its numbers cross 2,000. As 41 new cases were reported in Rajasthan, the state tally crossed 1,000. Meghalaya recorded its first Covid-19-related death on Wednesday, officials said. "Hotspots are those districts which are reporting more number of cases or where the rate of growth of Covid-19 cases is high," the health ministry's joint secretary said, adding a detailed direction has been issued to states stating consolidated efforts are required to utilise this period of lockdown to curb the spread of the virus.

"Cabinet secretary held a video conference today [Wednesday] with all chief secretaries, director generals of police (DGPs), health secretaries, collectors, superintendents of police (SPs), municipal commissioners and chief ministers' offices (CMOs) where hotspots were discussed and orientation on field level implementation of containment strategy was given."

"They were told about large outbreak containment strategies, cluster containment strategies. Delineation of buffer and containment zone, parameter mapping, defining of entry and exit points were also discussed in detail," Agarwal said. The joint secretary said movement of people will not be allowed in containment zones except for those related with essential services and special teams will search for new cases and samples will be collected and tested as per sampling criteria.