

ROYAL HARBINGER

Reporting Fact of the Matter

Weekly

UDAIPUR | MONDAY, OCTOBER 19, 2020 | PAGE 1 - 2 | PRICE : 5.00* (Vol. 06, No. 29) Postal Registration No.RJ/UD/ 29-134/2017-2019

JK Business School (JKBS) invites applications for BBA programme

Gurugram: JK Business School (JKBS), a leading B-School in the country and a member of the JK Organisation which has a legacy of 135+ years of contribution to the industry and education sector, is inviting applications for its BBA programme for the batch of 2020. JKBS is affiliated to Gurugram University, a State University of Haryana; the course completion will provide a degree of Bachelor in Business Administration. It is the only industry anchored campus under Gurugram University. Candidates who wish to be a part of JK Business School are requested to fill the application form in online format latest by 31st October 2020.

The three-year degree program with contemporary and exhaustive course curriculum imparts requisite knowledge, skills, and expertise along with the ability to lead and manage multiple business functions. The program focuses on industry specializations like Marketing, Finance, Human Resources, International Business, Retail Management, Logistics, Supply Chain Management, and Information Technology.

JKBS provides an arena for exponential growth in all dimensions ranging from academics, industry-student interface, sports, and cultural activities and so on for its students. The core pedagogy of JKBS involves hands-on experience by manoeuvring case studies, applications based on real industry data, live projects, and an extensive corporate connect via industry veterans handling academic delivery. The students undergo 100 hours of placement training over three years which includes, resume writing, Group discussions, interview skills and more. Reputed companies and MNCs visit the campus for placements and students are offered placement assistance through the corporate resource centre. The highest package for our BBA graduates has been 10 lacs.



Eligibility & Admission Criteria

- Admissions are given on the basis of Merit at 10+2 level (with minimum 50% in any stream)
- Students who have cleared the 10+2 exams or equivalent examination from CBSE/Board of School Education, Haryana/or other recognized board/or its equivalent are eligible to apply for these programs

Selection Procedure

- Screening on the basis of Class XII results.
- Group Discussion, Personal Interview & JKBS Written Aptitude Test (WAT)

Prospectus and Application

Application forms are available online and can be downloaded from our website www.jkbschool.org. The Application form fee is INR 700.

Fee Structure

The fee structure for the course is INR 2, 79,000 and an INR 10,000 refundable security deposit

Commenting on the importance of BBA program, Prof (Dr.) Sanjiv Marwah, Director, JK Business School said, "In today's changing business dynamics, there is a huge demand of qualified, skilled and motivated business professionals who are equipped with the specialist skillset and knowledge required to deal with multiple challenges. The BBA program offered by JKBS prepares the students for an excellent and an extremely rewarding career in business and other organizations. Consists of appropriate blending of management education and its practical application through industry interface, the course grooms students into successful business managers"

JKBS has been ranked 11th in Top BBA Colleges in India and 5th in the Northern Region by the Global Human Resource Development Centre (GHRDC) 2020. The institute has a very talented team of faculty that includes both core & visiting. They come from the best B-Schools like IIMs, IMT, Columbia B-School, Boston University, and have impressive industry understanding and exposure. JK Business School is ranked # 7 among India's Top 10 private higher education institutions for Best Academia-Industry Alliance in the Education World India Higher Education Grand Jury Awards 2020-21.

About JK Business School: JK Business School (JKBS) is a member of the JK organization (one of the leading private sector groups in India) with a great history of contribution to Indian business through diverse industries and initiatives.

The New Tide Fresh & Clean launched in the city

Udaipur: Tide, one of the leading fabric care brands in India from P&G, recently launched the TIDE Fresh & Clean as a new addition to its existing line of products. This novel and revolutionary product offers a 3 in 1 benefit- it fights tough dirt on clothes, provides an excellent freshness after the wash and is also budget friendly as it comes at Rs.69/kg. This is also the first time that the Tide pack will be yellow instead of the orange consumers are used to seeing, as an ode to the citrusy lemony freshness that is packed into the new Tide Fresh and Clean.

In every Indian household, mothers are constantly struggling to find an economical product that removes tough dirt and provides freshness to the clothes. But with this product, families can get cleanliness that was not experienced before, without much stretch to the budget. Now, whether it is dirty, muddy sports uniform, or post-exercise sweat that makes the clothes smell foul – Tide Fresh & Clean can take care of it all – just in Rs. 35.

India is gradually moving towards an Economy based on Clean Energy

India is becoming a leader in CNG, there has been a significant transition with the need to move towards cleaner fuels like CNG, ethanol, biodiesel, and electric vehicles, deliberated Mr. Tarun Kapoor, Secretary, Ministry of Petroleum & Natural Gas, Government of India in the Inaugural Session of 'Alternative Fuel Technology for Vehicles: A Cure-all for Sustainable Mobility' organized by PHD Chamber of Commerce and Industry in association with CSIDC, Govt of Chhattisgarh, in its first-ever "AFT Virtual Expo & Conclave 2020" with Ministry of Environment, Forest & Climate Change (MoEF&CC), Government of India, as the partner organization.

Mr. Tarun Kapoor mentioned that we need to ensure that CNG is available and affordable ensuring that vehicles are modeled to incorporate CNG smoothly. Discussing city gas distribution, he shared that there is significant work happening especially in the infrastructure so that CNG is seamlessly available. We will be doing a pilot project in Delhi on HCNG that will improve efficiency and reduce emissions drastically.

Talking about ethanol, he

mentioned that by the next year, we want to take a jump in the ethanol production and we are planning to introduce E12 and E15 shortly. Gradually, we will have blended petrol all over the country and moving to a higher percentage. We have to make pure ethanol available that is happening in several countries and, some countries also have multi-fuel vehicles like Brazil. There is a pilot project which will be implemented for pure ethanol that will take place in Pune shortly. Mr. Kapoor deliberated about the need to make biodiesel affordable and freely available. On the sector of compressed biogas, he discussed that it's an area of focus as it's important for the agriculture sector and, there is a huge source available in the country. He also discussed the projects undertaken by the government for setting up biogas plants that will help in producing a large quantity of biogas that will also flow in the city gas distribution network making it available along with CNG.

On Electric Vehicles, the oil marketing companies are available to facilitate and, we are looking forward to better swapping coming to the petrol station, retail outlets, putting up electric charging. We look

forward to work closely with the industry so that we can go forward, said Mr. Kapoor.

Mr. P Arun Prasad, Managing Director, CSIDC, Government of Chhattisgarh giving an outlook about the bioenergy and the initiatives and schemes undertaken by the Government of Chhattisgarh to promote bioethanol by using the surplus of rice available in the state that is increasing investors and promoting the production



of bioethanol. We have made it a high priority project for Chhattisgarh and, we have the raw material to produce a large amount of ethanol. He highlighted that the energy sector will be one of the core components in making India Self-Reliant.

Mr. E S Ranganathan, Director-Marketing, Gail India Ltd while discussing the increase in the production of

diverse variety automobile vehicles mentioned that LNG has been adopted by many parts of the world and in some parts of India. He also mentioned the steps undertaken to increased LNG infrastructure especially in the highways and key road links. Talking about the potential of bio fuel and biogas, he discussed the advantages and increased usage of these alternative sources of energy. He highlighted the need to have elec-

tric vehicles in the country that will help to curb pollution. Mr. Sanjay Aggarwal, President, PHD Chamber of Commerce and Industry in his presidential address deliberated about Alternative Fuel Technology (AFT) that will help in ensuring cleaner alternatives for mobility and will help in reflecting the commitment for Sustainable Development Goal (SDGs) as mandated by

the United Nations. He discussed the advantages of AFT that is a clean, green, and cost-effective alternative to the other fuels and technologies at the same time giving a strong possibility of convergence of the stakeholders for exploring the opportunities with AFT for favourable social-environmental impact and sustainable commercial uses. Mr. Aggarwal mentioned that India is one of world's fastest growing economy having significant bearings with the adoption of a sustainable model of transportation and environmental protection. With the government intervening and taking up the matter seriously, to curb the urban pollution and attain sustainable mobility, Mr. Aggarwal lauded the initiatives taken by the Government of Chhattisgarh that is leading in promoting Ethanol and other key components for ensuring sustainable mobility.

Talking about the future growth of the Electric Vehicle market, he mentioned that India has the potential to become one of the largest Electric Vehicles (EVs) markets in the world, with the government push for the segment to curb pollution. India has one of the biggest fleet of natural

gas vehicles in the world with the highest Natural Gas Vehicle (NGV) growth potential in the world and with the Central and the State Governments aiming to bring electric and hybrid vehicles on the road, it is sure to ignite the growth in the industry soon.

Mr. Shashank Rastogi, Chairman, Chhattisgarh State Chapter, PHD Chamber gave a formal vote of thanks to all the delegates and discussed the significance of Chhattisgarh State in providing non-fossil alternative fuel for vehicles.

Mr. Sanjeev Gupta, Chairman, Power, Renewable & Alternate Energy Committee, PHD Chamber discussed the various programs, initiatives, and other virtual high profile events organized by the Committee ensuring that PHD Chamber standing in full support with the government in building an Aatma Nirbhar Bharat. The session was moderated by Dr. Yogesh Srivastav, Principal Director, PHD Chamber, and concluding remarks & formal vote of thanks was extended by Mr. Saurabh Sanyal, Secretary-General, PHD Chamber and attended by other industry stalwarts pan-India & outside India.

Helmet Brand Steelbird ventures out Healthcare Business

New Delhi: Asia's largest helmet manufacturer Steelbird Hi-tech India (SBHT) apart from producing its popular range of motorcycle helmets - and riding gears has ventured into the health care segment. To begin with, the company has launched a wide range of healthcare products to offer protection amidst the COVID-19 pandemic including Face shields, PPE kits, Gloves, Oximeter and masks besides OTC Immunity Boosters Medicines for the domestic market.

products are being manufactured and its existing plants in Baddi & Noida. SBHT has cutting edge manufacturing facilities in all 6 of its plants and the largest one is in Baddi (Himachal Pradesh), near Chandigarh with over one hundred and fifty thousand Sq. ft. of covered area.

Commenting on the current need of the medical devices, Mr. Rajeev Kapur, Managing Director, Steelbird Group indicated, "Face shield, PPE kits, gloves, oximeter and masks have become central to the Covid-19 conversation as the disease tightens its grip on the world. They are regarded as essential items in hospitals, where the equipment could prove

the difference between life and death for doctors, nurses and patients.

And it's not just in healthcare where medical products like face masks, face shields and gloves are gaining traction. While schools have closed, many businesses are avoiding public meetings to reduce the spread of the virus; large sections of the general public must still venture outside their homes for groceries and essential work.

An increasing number of these citizens are attempting to mitigate the risk by wearing face shields and gloves.

This is particularly important for key workers who rely on public transport or operate in an environment where it's hard to maintain adequate social distancing."

Looking at the growing demand and need for offering quality and innovative medical devices Steelbird helmets made an entry into the healthcare business early this year.

Further giving an insight into Steelbird venturing the medical segment Mr. Rajeev Kapur said, "With the widespread Coronavirus this is the need of the hour, we thought of coming with products that give protection to people;



and since our brand is built around safety, expanding into this area was a direction we saw fit. So, we have entered this medical device segment with our Face shields, PPE kits, gloves, oximeter and Herbal Immunity Booster SHOTS and N95 Masks. These products are made after a lot of R&D to improve the efficiency and the fit aspect.

Face shields are essential in added defence against COVID-19 as they protect the eyes. It has been proven that the virus can enter the body from the eye which is why face shields are more important than face shields. Our range currently includes shields for the general pub-

lic, kids, women and special shields for Doctors that come with an anti-fog coating as ICU temperatures are cold and require this."

Steelbird recently launched an innovative GN-1 HF Static Face Shield, which is a first of its kind revolutionary hand free face shield. The face shield not only helps to save from coronavirus infection but one can also pick or receive a phone call, it can be connected through an aux that enables you to take the calls and enjoy the music. Prior to this the company had launched 5 different types of face shields along with face shields exclusively designed and manufactured for kids.

Mr Kapur also indicated that demand has been high for these medical products and the distributors account for 50 per cent of the sales while the remaining 50 per cent gap is filled in by the e-commerce platforms like Amazon.in.

Furthermore, the company is also offering gloves, niqabs, balaclavas and PPE Kit that uses a premium fabric like used in European countries and also a set of Doctor's goggles that come with an anti-fog layer.

Steelbird is using its existing manufacturing facility for making these medical devices.

Special Offer for Salaried Customers at the onset of the festive season

Udaipur: Toyota Kirloskar Motor (TKM) announced special offers for salaried customers, with benefits for employees of both government as well as private organisations. Toyota's 'Special Offers' are focused at offering aspiring customers a chance to own their dream Toyota car through easy buying & finance options, thus providing a safe way of travel for themselves and their families. Moreover, interested customers opting for this scheme will also be able to avail Toyota's unique 3 Month EMI Holiday offer.

In the recently announced Government cash package scheme, employees will be able to claim cash reimbursement equivalent of LTC/LTA comprising Leave encashment & LTA/LTC fare & the same shall be allowed exemption on the lines of existing income tax exemption available to LTC/LTA, by spending a higher amount on goods & services attracting a GST of 12% & above. Salaried customers can combine the special Toyota festive offers with the 'Special Cash Package' recently announced by the Ministry of Finance to lower the initial burden of purchase & make car purchase easy. In case of Govt employees, the Special Festival Advance that has been announced by the Govt., will help them avail interest-free advance of INR 10,000. Customers may use this amount to make the booking payments for a range of Toyota vehicles including the all new Toyota Urban Cruiser & other B segment models like Toyota Glanza & Toyota Yaris.



Besides the exclusive offer, customers can also gain from various 'flexible EMI options' through various finance partners. The flexible EMI option also comes with attractive benefits like low rate of interest and extended loan tenure of seven years (subject to necessary conditions). Commenting on the special initiative, Mr. Naveen Soni, Senior Vice President, Sales and Service, Toyota Kirloskar Motor, "The festive season is the time when many customers make big purchase decisions such as buying a new car. It is also the time they look for schemes that give them flexibility and ease of payment besides special offers that provide a price advantage. At Toyota, we always look for ways to enable that big purchase decision with attractive offers for different segments of buyers.

Current times, call for safer travel options and this special offer is one such measure exclusively curated to cater to the mobility needs of our salaried customers, so that they can fulfil their aspiration of owning a Toyota. The offer has been provided across a range of vehicles so that the customers can opt for a vehicle of their choice, including our most recent launch- the Urban Cruiser, Toyota's youngest urban SUV. This unique initiative by the Government will provide a good opportunity for interested buyers to look at a safe and trendy way of travelling.

With this new offer from our side, we look forward to welcoming more customers to the Toyota family. We also take this opportunity to thank & appreciate the Government of India for the initiatives taken which will further push consumption as well as foster positive sentiments in the market," he concluded.

Mangalam Cement Unveils New Eco Friendly Premium Cement- Mangalam PromaxX

Udaipur: Mangalam Cement Limited, one of the leading cement manufacturers launched environment friendly premium quality cement- Mangalam PromaxX- in a grand virtual launch event.

Since inception Mangalam Cement Limited has implemented strategies and initiatives to address the global environmental issues, more particularly, climate change. Having established a strong presence in India as a socially responsible corporate, the company has fuelled its sustainable growth objectives through its socio-economic endeavours. Mangalam Cement Limited, through this grand virtual launch of one of its kind environment friendly premium cement in gracious presence of Dealer network and renowned architects from across the states of Rajasthan, Uttar Pradesh, Uttarakhand, Madhya Pradesh and Delhi.

Co-chairpersons of the company Smt Vidula Jalan and Anshuman Jalan unveiled Mangalam PromaxX and expressed their confidence that this innovative product will fulfil all the requirements of modern day construction along-with the responsibility towards sustainability.

Yaswant Misra, President (Corporate and CFO) said that Mangalam PromaxX is a high strength premium cement and he is confident that Mangalam PromaxX will become a flagship brand of the company very soon.

Speaking on the launch of Mangalam PromaxX, Kaushlesh Maheswari (President, Sales & Marketing) said "The passion and enthusiasm of our R&D team and other stakeholders, for creating innovative products has resulted in the development of this premium environment friendly cement."

Mangalam PromaxX is a unique blend of strength, durability, workability, & versatility that enhances every parameter of concrete/mortar quality making it ideally suitable for every application including foundations, columns / beams, slabs, masonry & plastering making it the "Concrete Ka Sachcha Saathi" in its truest sense. Sunil Sachan (President Operations) said that this revolutionary product is a special quality environment friendly PPC cement with an advanced i-PSD technology resulting in dense concrete with higher strength, leading to lower heat of hydration, water conservation and sustainable durability of structures. It is packed in a special tamper proof LPP bag which keeps moisture out and retains the freshness of cement for a longer time.