

# Business & Entertainment

## Scope Of India's Economic Gain From US Election

Year 2020 will be remembered as a tough time for the world that witnessed a new and incurable viral pandemic COVID-19 claiming several people's life all over damaging lifestyle as well as economy. Throughout the year the subject of protecting human life and the affected aspects of modern day's civilization was given the first thought.

Still, other remarkable events took place to remind us that common saying, 'Life is full of struggles and events.' A major political event that is on its way is the US Presidential Election on November 3, 2020, which is going to set significant impact on world's business and currency value. Acting Republican President Donald Trump and Democrat Joe Biden, respective candidates from the two leading political camps of United States of America, have presented their prospects. India, being among the top developing countries has its concerns on utilising those areas from where it can gain its priority and advantages.

Keeping apart the so far not much confirmed speculations over certain parts of India's equity and stocks applicable for US trade as computed based on similar agenda of substantial fiscal stimulus aiming to raise values of US dollars and gold proposed by both the parties, there is positive indication for India to get good result through its investment in Technology and Pharma exports, the two important commercial units gaining maximum business shares from US market.

Particularly in the present COVID-19 circumstance, these two units are expected to earn much profit to give strong boost in fetching revenue through foreign trade. On this part, the voting result will play the decisive role, since Trump's objective sticks towards the provisions for enhancing US manufacturing, jobs to US nationals putting restrictions on immigrant VISA and while Biden's policies are more optimistic for foreign trades.

With the increase in consumer demand once public life gets back to normalcy after lockdown and the desired growth of the industry for the purpose of fulfilling the gap, India's Automotive Industry is another competitive exporter in this game that is anticipated to make benefit after the US voting result, if not blocked with hard import policies for South Asiatic countries to secure national interest upon any trade disputes. Now, the stage will finally be complete when we find the right candidate to win the election to give us the best option of making foreign trade in USA.

This is a crucial event to give the right opportunity to India to emerge as chief Asia Pacific exporter in foreign market.

- Arkaprava Das

## Usha Uthup to receive 'Lifetime Achievement Award'

Devashish Sargam ( Raj ) who is Founder & Director of Moonwhite Films International Film Fest , Anup Jalota along with other Juries decided to add one new category of award section i.e. Lifetime Achievement Award this year which is going to be organized ONLINE on 7th and 8th November 2020 at MWFIF official youtube and Facebook channel.

The team decided to felicitate the versatile singer Usha Uthup with the 'Lifetime Achievement Award'. For over 50 years now Usha Uthup has spread a message of love and unity, peace and harmony, tolerance and integrity, and happiness - through music. From discotheques to concerts across India and the World, she has addressed the youth about the values of music that makes us human. Born in 1947 Usha Uthup, or Didi as she is fondly called, comes from a traditional middle class South Indian family. Her career began in 1969 at Chennai nightclub called Nine Gems and she has recorded more than a hundred albums. She sings in Seventeen Indian languages and Eight Foreign languages. Usha has served as a role model for generations of young Indians and has been an unwavering ambassador for traditional Indian values.



This year MWFIF received more than 40 films from India & Abroad out of which 28 films are officially selected like Paath - The Lesson starring Jackie Shroff, Sara Arjun. Painful Pride Starring Pallavi Joshi, Rituraj K Singh Kiss The Ground Hollywood Director Josh Tickell & Rebecca Tickell Starring Woody Harrelson Known for his extraordinary acting skills in films like Venom, Venom 2, Rampart, etc...

Kaidi Starring Rituraj Singh & Shaan Grover Manasanamaha Starring Drishika Chander & Viraj Ashwin Cactus Starring Katie Trubetsky from USA, etc....

## With the Pewter Collection from The Great Eastern Home

Festivals are a time of joy, celebration and the pleasure of spending time with near and dear ones. The Great Eastern Home presents the special Pewter Collection to delight all hearts and make gifting momentous. The magnificent and striking patterns that combine pewter with glass, ceramic and wood are painstakingly designed and lovingly handcrafted. The range of artefacts will intrigue and pique your interest and the search for that perfect gift for that special someone will be met with success! The Pewter Collection is a range full of regal looking gifts to make house warming parties or festive gatherings even better. There is a wide range of pewter products including wine glasses, candle-stands, salad bowls, decanters and silverware which enhances the festive feeling. Each of these objects is not only visually stunning but also functional. The products are 100 percent lead-free, non-toxic and easy to maintain. With an intuitive sense of style and art, along with attention to detail and impeccable craftsmanship, the Pewter Collection has a range of masterpieces which will never go out of fashion.

Nestled within the New Great Eastern Mills in Byculla, Mumbai, The Great Eastern Home is a luxury destination and a must-visit for anyone with an eye for detail and a fondness in exclusivity for Interiors and Fine Living.

## Dr. Harsh Vardhan inaugurates a 10-Bedded Make Shift Hospital

**New Delhi:** Union Minister for Science & Technology, Earth Sciences and Health & Family Welfare, Dr. Harsh Vardhan today inaugurated a 10-Bedded Make Shift Hospital and isolation centre set up by CSIR at 4th Battalion Centre, Chennai, through video-conference.

Speaking at the occasion, Dr. Harsh Vardhan congratulated CSIR-SERC (Structural Engineering Research Centre) and its scientists as well as National Disaster Response Force (NDRF) for finding innovative solutions to meet new challenges like the one presented by COVID-19. He recalled that a similar facility of a make-shift hospital was constructed at the NDRF campus in Ghaziabad, Uttar Pradesh in August this year.

He pointed out, "The new facility at 4th Battalion Centre, NDRF, Chennai is designed as a makeshift hospital solution for the patient to provide primary health facility with safety, security and a comfortable living environment and has a long life span of up to 20 years". "It demonstrates a modern, durable, fast installable, safe and geographically as well as all-weather compatible fast deployable technology useful for disaster recovery as well as long pandemic or emergency situation", he added. "The CSIR-SERC laboratory introduced a foldable and framed steel structure, such that a single person can carry a couple of frames on his shoulder and assemble these at any site without much loss of time", the Minister pointed

out. The Minister also appreciated the efforts of CSIR, which he said, "Has been at the forefront in providing innovative solutions in various fields like repurposing drugs, PPE kits, Testing, ready-to-eat nutritious food with long shelf-life and easy to install multi-purpose shelters and hospitals." He also said that "because of tireless efforts by all scientists, health workers, NDRF etc, India today has a recovery rate of over 92 percent."

Dr. Shekhar C. Mande, DG, CSIR said that CSIR scientists have been involved since day one in the fight against COVID-19 in coming up with innovative solutions for different needs, including the fast deployable structures. He informed that CSIR has been



approached by the Himachal Pradesh government for installation of three such hospitals of 50 bed-capacity each at different places in the state and that CSIR will soon construct them there with new technology. "Based on the experience gained by this technology

demonstration exercise, CSIR-SERC can now scale-up the facility in multiples of 100 beds and can efficiently execute it at site with technology partners, anywhere in India," he added. Shri S. N. Pradhan, DG, NDRF invited CSIR for more such demonstration projects for

NDRF at its facilities at various places. He said, "NDRF needs such solutions to meet its challenges of relief and rescue operations in far-flung remote areas where its personnel may be deployed for even months at a stretch".

The additional features include anti-ultraviolet nature to protect the people from harmful U-V rays, multipurpose usage of space, high structural performance, water resistance, fire retardant, durability, renewable and anti-bacterial materials.

The event was joined online by Dr Palani, Chief Scientist, CSIR-SERC, Chennai; Prof. S. Kapuria, Director, SERC, Chennai, and several other scientists and officials of CSIR and NDRF.

- Neeti Gopendra Bhatt

## Ministry of Housing and Urban Affairs launches Nurturing Neighbourhoods Challenge in India

**Udaipur:** The Smart Cities Mission, Ministry of Housing and Urban Affairs, held a kick-off event for the 'Nurturing Neighbourhoods Challenge' in collaboration with the Netherlands-based Bernard van Leer Foundation (BvLF) and with the technical support of WRI India.

By focusing on the needs of young children aged 0 - 5 years and their caregivers in the public realm, the initiative marks an important step towards making Indian cities sustainable, inclusive, and family-friendly. The programme will support a pan-India challenge, inviting applications from 4th November 2020. All Smart Cities, capitals of States and UTs, and other cities with population above 5 lakhs are eligible to participate.

Under its prime objective of inclusive development, the Government of India is committed to enhancing opportunities in urban areas for all vulnerable citizens, especially young children. The Nurturing Neighbourhoods Challenge

is an open call to Indian cities to propose and pilot neighbourhood-level improvements in public space, mobility, access to services, and data management to enhance the physical and psychological health of young children and their caregivers.

Research shows that investment in the early years is critical to help young children thrive and achieve their full potential.

The Covid-19 crisis has underscored the importance of neighbourhood-level access to natural green spaces, early childhood services, and opportunities to play for the healthy development of young children and the wellbeing of their caregivers. By improving the public realm for pregnant women, young children, and their families, cities can nurture stronger communities, economic development, and healthier environments for everyone.

Over the 3-year initiative, selected cities-based on their proposal, readiness, and commitment - will receive technical support and

capacity-building to develop, pilot and scale solutions that enhance the quality of life of young children. Over time, the programme will enable city leaders, managers, staff, engineers, urban planners, and architects to incorporate a focus on early childhood development into the planning and management of Indian cities.

Shri Hardeep Singh Puri, Minister of State (Independent Charge), said: "The urban environment shapes a young child's health and development, particularly in the crucial and vulnerable first five years of life."

During the first 1,000 days of a child's life, more than 1 million new neural connections are formed every second. By enhancing the primary public domain of young children and their families to be safer and more stimulating for early childhood, the Nurturing Neighbourhoods Challenge can help lay the foundation for more robust social and economic development outcomes in Indian cities for decades to come." Shri Durga Shankar Mishra,

Secretary, Ministry of Housing and Urban Affairs (MoHUA) said: "For a city to be responsive to all people, it needs to consciously address the needs of the most vulnerable groups. Incorporating an early childhood lens in city planning will support more holistic, people-oriented urban development."

Rushda Majeed, India Representative, Bernard van Leer Foundation, said: "We believe that neighbourhoods friendly for infants, toddlers, and their parents and other caregivers is an sustainable and inclusive way to think about cities, with a focus on core infrastructure and better quality of life for its youngest residents, and ultimately all people. Collaboration with World Resources Institute India and the participating cities." WRI India, CEO, Dr. O.P. Agarwal, said: "A people-centric approach needs to be at the centre of urban development discussion in India. Designing cities for young children will ensure that they are safe and comfortable for all."



## Launch of My Meeting APP

With the pandemic COVID-19 affecting the entire world, we are all geared towards the new normal and in the process have come up with state-of-the-art innovations and techniques in modern technology to continue working and making progress. Earlier, we used to meet people personally for work but in the new normal we have learnt how to meet people online and meet our work goals. And to make this easier, MyMeeting APP, is the world's first ever app that gives access to attend meetings and seek expert's guidance - like doctors, lawyers, advocates, CAs, singers, actors, counsellors, consultants, music artists, celebs and so on.

Actor Arbaaz Khan, Georgia Andriani, Ravi Dubey, Shaan, Ismail Darbar, Music Director Salim Merchant, Padamshri Anup Jalota, Madhushree, Manta Sharma, Avinash Mukherji, Comedian VIP and Sunil Pal and many other celebs came to launch MyMeeting APP at Peninsula Grand Hotel, Andheri East. Dr. Abdul Rehman Vanoo, Convenor of Maharashtra Swachh Bharat Abhiyan, Dr. Gautam Bhansali, Bombay Hospital and others attended the event. It was the first big event after lockdown. Sharib Toshi, Shaan, Sunil Pal, VIP and others performed live at the event.

The brainchild of Hiten Mehta of Sharley Pvt Ltd and Dr. Yogesh Lakhani of Bright Outdoor Media Pvt Ltd, MyMeeting APP offers a webinar with your favourite celeb anytime, too. The app also takes care of the user experience and enables fast meetings with experts. It's one of the best Indian apps to share your views

and get access to the best in business. This is the world's first app that comes up with both built-in webinar (video conferencing) and live-time location service for booking a meeting or party place features. Pankaj Bagrecha is co-founder of this APP.

Moreover, now planning a surprise party won't be so difficult. As in MyMeeting APP help, you find a party place near you and you can add up the service vendors like a decorator, singer, Comedians, Magician, DJs, Anchors etc. Also you can select food menu and cocktails' menu on your fingertip. Party organising will happen with a click.

With easy access, the founders plan to add more categories everyday and make life easier for the common man. It's an easy way to meet people, where you know you'll learn from others in similar shoes.

## GoZero Mobility on Overdrive to Adopt the Indian Masses to 'Go Fit, Go Zero'

**New Delhi:** GoZero Mobility - a British manufacturer of premium electric performance bikes will soon be extending its premium range to the greater parts of the Indian population.

GoZero's existing product line, comprising two models - the One and the Mile, has done extremely well in the market. GoZero's One and Mile are currently available at Rs. 30,999 and Rs. 27,999 respectively. Overwhelmed by the demand and market sentiments, GoZero after an extensive R&D is gearing up to launch a line of performance commuter segment e-bikes and its first series of performance wear for the Indian market.

The new models are being designed specially to increase the accessibility of its premium e-bikes, with the objective to promote fitness and eco-friendly commuting amongst the public, especially in light of the unfortunate situation that the pandemic has put us in.

GoZero Mobility's CEO, Ankit Kumar, said, "The upcoming models are built for performance and daily commute. Designed in Great Britain

and Manufactured in India, our e-bike is a perfect combination of Indo-British craftsmanship. With the new models, we are aiming to offer an all new product experience to the riders; After a year of hard work, GoZero has innovatively combined all functionalities and yet has been able to strike the perfect product price balance. There's a lot in the store for the consumers which will be revealed soon.

## Tata CLiQ, kick starts the festive season

**New Delhi:** Setting foot into the festive season of 2020, Garmin India, a unit of Garmin Ltd. (NASDAQ: GRMN) today announced their mega offer in collaboration with Tata CLiQ, Tata Group's multi-brand physical e-commerce platform with 1200+ brands on board and presence in 100+ Indian cities and towns, and Cure.Fit. Adding power to a person's workout regime, customers can now buy any Garmin Smart Watch on TataCLiQ and thereby gain unlimited access to all Live workout sessions on the Cure.Fit app for one whole year.

The limited time offer valid till November End will bring more cheer for the fitness enthusiasts who can now perform their daily workout with Cure.Fit Live and can track their performance, heart rate, body battery, respiration rate and many other features on their Garmin watch.

Cure.Fit Live subscription will give users access to a range of workouts conducted by Cult certified fitness coaches and exclusive master classes conducted by celebrities. This includes unlimited access to fitness, dance, meditation, health video content and podcasts.

Health - conscious consumers can now stay healthy and fit, thanks to the Garmin smart watches, which will help them analyse their workout performance, track and manage their health profile on the basis of the following 5 key health indicators:

- Heart Rate: The heart is the pilot of all body activities. The health status can be effectively monitored by analyzing your heart rates.
- Respiratory Rate: Respiratory rate plays a critical role. The normal respiratory rate of a healthy adult is

12 - 20 breaths per minute (brpm).

- Blood Oxygen Saturation: Blood oxygen saturation is closely related to lung health. Blood oxygen saturation (SpO2) refers to the concentration of oxygen in human blood, which is the key index to measure health. The ideal SpO2 level should be between 95 - 100 percent.

- Sleep Monitoring: Your immunity is the first line of defense against viruses. Quality sleep is the key to maintaining healthy body functions.

- Stress Monitoring: The tenses a situation is, the more we will need to stabilize our physical and mental states. Garmin's stress detection function uses Heart Rate Variability (HRV) to estimate the body's stress levels. This function will enable you to monitor your daily stress levels.

## Actor Rangshahi honored



**Surat:** On the occasion of the birth anniversary of Sardar Vallabhbhai Patel a grand function was organised by the "Media Evam Police Public Sahayogi Sangathan" in the office located in Dindoli in Surat (Gujarat) on 31 October 2020. In this function multi-talented film actor Rangshahi was felicitated with a Trophy and a scroll of honour, for his commendable work in entertainment world, at the hands of organisation's President Dilipbhai N. Patel. On the occasion Gujarat State Vice President HM Patel, Maharashtra State President Harshad Makwana, Treasurer Lalit Jain, Trustee Ketanbhai Chunwala, Dinesh Wadher and officials and members of the organization and others graced the occasion.

Rangshahi hails from Indore in Madhya Pradesh. Well known Director Anil Sharma's brother Producer Anuj Sharma, had engaged two heroes for his film "Ishq Junoon: The Heat is On". Rangshahi was one

of the two heroes. The film was hit and the producer liked the work of Rangshahi. That is the reason Producer Anuj Sharma has signed multi-talented actor Rangshahi as the main hero for his upcoming film being produced under the banner of "Shantketan Entertainment". Besides this, Rangshahi has appeared in several advertisement films. Recently he also did a film in South, which will be released soon. A resident of Indore in Madhya Pradesh, Rangshahi is the son of former DCP Ashok Rangshahi.

Replying to felicitation Rangshahi thanked the President Dilipbhai N. Patel and office bearers of "Media Evam Police Public Sahayogi Sangathan".

## When Bollywood admitted to a short driving 'em crazy!

Manoj Bajpayee has lately presented a short film Driving Me Crazy, calling it "little gem".

Raveena Tandon feels that it is "a mastmast short film," Sunil Shetty admits to the film taking him "on a rollercoaster of emotions," while Kailash Kher, celebrity photographers Munna Singh and Vicky Idnani swear by it. We are talking of Purnima Lamchane's short Driving Me Crazy that premiered on Zee5, and is taking the OTT platform by storm.



Starring Tina Ahuja and Mudit Nair on lead roles, the flick takes a look at the online dating romance that makes or breaks hearts, albeit with a beautiful narrative that tugs at your heartstrings. Considering that Purnima Lamchane lives in the world of pixies and fairies, her offering has a generous amount of pixie dust that glitters as well. In this case, all that glitters surely has the Tinseltown bowled!