

Toyota Kirloskar Motor Launches new Innova Crysta

Udaipur: Toyota Kirloskar Motor (TKM) today announced the launch of the new Innova Crysta presenting a bold design and practicality of an MPV elevating its unique personality. The new Innova Crysta is loaded with a host of unmatched features and a savvy new connected infotainment system. The new Innova Crysta gets a cooler & tougher exterior with features such as a new trapezoidal piano black grille with chrome ornamentation that smoothly merges into the headlamps, a sharper front bumper design and diamond-cut alloy wheels for a contemporary look. This much-loved MPV, has always been one of the safest vehicles with best-in-class features such as seven airbags, Vehicle Stability Control and Hill Start Assist. Safety has been further bolstered with front clearance sonar (with MID display) to prevent collisions while parking in tight spaces and offer a stress-free driving experience. To further increase the luxury quotient, the interiors get a fresh look too with the option of new upholstery colour of Camel Tan in the ZX grade. In line with the latest trend of connected infotainment, a new and larger Smart Playcast touchscreen audio with Android Auto and Apple Carplay has been introduced in the



upgraded Innova. Besides, customers can now enjoy vehicle connectivity features such as real-time vehicle track-

ing, geofencing, last parked location and many more as optional accessories in the new Innova Crysta. Speaking about the launch, Mr. Naveen Soni, Senior Vice President, Sales and Service, TKM, said, "The Innova redefined the segment when it was introduced in India more than 15 years ago as a premium MPV that offers unrivaled comfort, convenience and looks, these skillfully combined with Toyota's Quality, Durability and Reliability, made it a winner. Over the years, we have strived to make the Innova even better by imbuing the advanced technologies and features and launching improved versions regularly. The new and bolder Innova Crysta continues that legacy in accordance with our tradition of customer-first approach. We are confident that the customers will look forward to the latest avatar of the iconic Innova. The launch is particularly timed for those customers who are seeking unmatched safety and unrivaled comfort during long distances travel with family or on business needs. Further, we would like to thank our loyal customers for their relentless trust that has made Innova the best-selling MPV in the country. Innova Crysta continues its unrivaled dominance with 43% of segment share," he added.

Chitah Yajnesh celebrating Sijo Bruce Lee's 80th Birthday

Mumbai: The birth anniversary of renowned Bruce Lee's birth anniversary is celebrated on 27 November every year, with gaiety and pomp on grand scale for the last 12 years by Chitah Jeet Kune Do Global Sports Federation's chairman and Bollywood's popular martial art expert Chitah Yajnesh. However due to COVID 19, this year, the 80th birth anniversary of Bruce Lee was celebrated in unique way at Andheri (West), Mumbai on 27 November 2020.



On the occasion, a huge poster of Bruce Lee was unveiled by Trishaan Shetty, William Bond from Hong Kong, Chitah Yajnesh and children. The poster depicted how to drive away the COVID-19 with Bruce Lee prowess, social distancing, wearing face mask and the use of sanitizers. Over 50 underprivileged children were given face masks, books, clothing and food packets, in the program. The initiative was supported by Deshi thread dot com, Napple, Empty Hand Combat, Chitah JKD and Standstone Entertainment Pvt Ltd, Boy zones.

Addressing the gathering, Chitah Yajnesh said that earlier Bruce Lee's birth anniversary was dedicated to the issues such as global warming, women empowerment, save the forest, blood donation, self defence training to the girls, and rehabilitation of the anti-COVID-19 regulations. A host of people from India and abroad extended good wishes to Chitah Yajnesh Shetty for celebrating 80th birth anniversary of Bruce Lee in India. Some of them are as follows: 'Afghan Bruce Lee' Abbas Alizada, Kirsan Ilyumzhinov, President of Kalmakiya Russian Federation and President of FIDE (the International Chess Federation), Sifu Cosmo Zimik, Nampha, Idaho and empty hand combat, USA, Stephan Chapovsky, Actor, Director, Producer and President, Natural Body Building Federation of Russia and Sifu Phil Ross, American Eagle MMA and Kettle Bells, New Jersey, USA.

Relax within Nature with the Vitra Showerhead Strato

Vitra, the leading bathroom solutions brand of Eczacibasi Building Products Division in Turkey, has introduced their all new showerhead - Strato. This showerhead has a gorgeous design and it produces a very consistent and relaxing spray pattern. When it comes to taking a shower, this is the best showerhead for relaxing and can add a bit of spa-like luxury to your bath.

The natural beauty of water doubles the pleasure of taking a shower. This has now been refined and brought into the bathroom by Vitra's new Strato showerhead. You can enjoy Strato's waterfall feature for a nature-like experience or even revel in its aquarain mode that refreshes and relaxes you just like the delightful summer rain.

The Strato showerhead optimizes your bathroom to create a beautiful showering environment. You can indulge in nature inspired showering experience with the Vitra Strato showerhead.

PM chairs high level meeting with CMs to review status and preparedness of COVID-19

- Neeti Gopendra Bhatt

New Delhi: Prime Minister Shri Narendra Modi chaired a high-level meeting with Chief Ministers of all States and UTs on 24 November 2020 via video conferencing, to review the status and preparedness of COVID-19 response and management, with special emphasis on eight high focus States. These States were Haryana, Delhi, Chhattisgarh, Kerala, Maharashtra, Rajasthan, Gujarat and West Bengal. The modalities of Covid-19 vaccine delivery, distribution and administration were also discussed during the meeting.

Ramping up health infrastructure

Prime Minister remarked that the country has faced the pandemic through concerted efforts and in terms of both recovery rate and fatality rate, the situation in India is better than most other countries. He talked about the expansion of the testing and treatment network, and noted that special emphasis of the PM CARES fund has been to make available oxygen. He said that efforts are on to make medical colleges and district hos-

pitals self-sufficient in terms of oxygen generation, and informed that the process for establishing more than 160 new oxygen plants is underway.

Four stages of people's response

Stating that it is important to understand how the people have reacted to the pandemic, the Prime Minister noted that it can be broken down to four stages. The first was of fear, when people reacted in panic. The second stage saw cropping up of doubts about the virus, when several people tried to hide that they had been afflicted by it. The third stage was of acceptance, when people became more serious about the virus and displayed greater alertness. In the fourth stage, with increasing recovery rate, people have developed a false notion of security from the virus, thus leading to rise in instances of negligence. Prime Minister emphasized that it is of utmost importance to increase awareness about the seriousness of the virus in this fourth stage. He noted that the trend of increase in spread of the pandemic in countries where its impact was



earlier lessening, is being seen in some States as well, which necessitates greater alacrity and caution by the administration.

Prime Minister noted that it is important to increase RT-PCR tests, ensure better monitoring of patients esp those in home isolation, better equip health centres at village and community level and keep running awareness campaigns for safety from the virus. He said that our target should be to bring down Fatality Rate below 1%.

Ensuring Smooth, Systematic and Sustained Vaccination

Prime Minister reassured that the government is keeping a close watch on the development of vaccines and is in contact with Indian developers and manufacturers, along with global regulators, governments of other countries, multilateral institutions and international companies. He added that it will be ensured that the vaccine for citizens will meet all necessary scientific criteria. He underlined that just like the focus in the fight against COVID has been on saving each and every life, the priority will be to ensure that the vaccine reaches everyone. Governments at all levels will

have to work together to ensure that the vaccination drive is smooth, systematic and sustained.

Prime Minister noted that the priority of vaccination is being decided in consultation with the States.

The requirements of additional cold chain storages has also been discussed with the States. He asked the Chief Ministers to ensure regular monitoring of State Level Steering Committee and State & District Level Task Force to ensure better results.

Prime Minister forewarned that past experience tells us several myths and rumours are spread around vaccines. Rumours about side effects of the vaccine may be spread. He emphasized that such attempts need to be tackled through spreading greater awareness, by taking all possible help including civil society, students of NCC & NSS and the media.

Chief Ministers Speak

The Chief Ministers praised the leadership of the Prime Minister and thanked the Central Government for providing necessary assistance in improving health infrastruc-

ture in the States. They provided detailed feedback of the ground situation in their States. They gave an overview of the rise in number of cases, discussed issues like post-COVID complications, measures taken to increase testing, steps initiated like testing being done at State borders, going from home to home to conduct tests, curbs being put to reduce size of public gatherings, imposition of curfews and other crowd restrictive measures, awareness campaigns being run and steps taken to increase usage of masks.

They also discussed and gave suggestions about the vaccination drive.

Union Health Secretary Shri Rajesh Bhushan gave a presentation on the current COVID situation and shared details about preparedness.

He discussed targeted testing, tracing and testing all contacts within 72 hours, increasing RTPCR testing, efforts to improve the health infrastructure and fine tuning of data reported from the States. Dr. VK Paul, Member, NITI Aayog, gave a presentation on delivery, distribution and administration of the vaccine

Violence against women deformed the civilized society

Not only in India, incidents of increasing violence, are exploitation, insecurity and oppression on women around the world a serious problem. The United Nations is celebrating 25 November as International Day for the Elimination of Violence against Women. On this day, several programs are organized underlining the need to make more efforts to stop violence against women. Women's groups and organizations are undertaking various initiatives to bring about the worrisome situation in the society of women and consequently, the ill effects on the physical, mental and psychological health of women.

On November 25, 1960, three sisters, Patricia Mercedes Mirabail, Maria Argentina Minerva Mirabail and Antonia Maria Teresa Mirabail, were brutally murdered in 1960 on the orders of political activist Dominican ruler Rafael Trujillo (1930-1961). These three sisters strongly opposed Trujillo's dictatorship. Supporters and activists of women's rights have celebrated this day since 1981 as a commemoration of the death of these three sisters.

Editorial

On 17 December 1999, it was unanimously decided in the United Nations General Assembly that 25 November would be celebrated as the International day for the Elimination of violence against Women.

Along with development in the country and the world, instead of stopping violent thinking towards women, new forms are coming out. To overcome this violent social thinking and ideology, International Women's Violence-Elimination Day is a day associated with the existence and identity of women, which conveys the message of consciousness of respon-

sibility, a call to develop a new civilized and decent thinking towards women. This day keeps watch on the places where there are possibilities of deviation and violence of life ideals, it holds the aspirations which have a very violent pace but which shows the wild race of the society without purpose. Among the objectives of celebrating this day, there is also a resolve to control the increasing violence towards women. This day is a unique means of making women powerful, progressive and cultural.

It is estimated that 35 percent of women worldwide have experienced physical and sexual violence at some point in their lives by a non-partner. However, some national studies suggest that 70 percent of women have experienced physical and sexual violence from an intimate partner in their lifetime. Adult women account for 51 percent of all human trafficking victims worldwide. One in 10 women in the EU report having experienced cyber-harassment since the age of 15. The risk is highest among young women between the ages of 18 and 29. Violence against women is a global epidemic. 70 percent of women experience violence during their lifetime. In the Rajasthan province of India, there has been a terrible mentality of giving respect to the girl child as soon as it is born.

With some contemplation, we learn that sexual harassment, torture, molestation, prostitution, coercion against women, buying and selling women and girls, violent behaviour arising out of war and gruesome torture in prisons still continues against women and is increasing rather than decreasing.

Today it is necessary to discuss the women of the society suffering from violence and oppression. It is unfortunate if there is shadow of oppression, exploitation, discrimination and oppression of women in developed and developing countries. Minorities and women belonging to the core communities of the respective countries worldwide are subjected to rape, molestation, harassment and murder due to their caste, religion and original identi-

ty. Minority Rights Group International, in its annual report titled 'The condition of minorities and Native peoples of the world', describes how women of minority and parent communities are more vulnerable to violence around the world, whether it is a period of conflict or a period of peace.

Mark Latimer, the executive director of the organization, said that women face the brunt of physical violence under discrimination against minorities worldwide. This situation is also frightening in the context of India.

Even though the Indian government is currently doing commendable work for the empowerment of women under the leadership of Prime Minister Narendra Modi, in its modern era, not only thousands of minorities but ordinary women are far from their rights. The government may have devised hundreds of schemes for the upliftment of women, but the lack of education and awareness among the women is still missing. Unaware of their duties and rights, the world of women has been confined to the stove.

The women of the tribal communities in India are oblivious to their rights and their life is like a tragedy even today. Like ordinary women and young women, women of minority society are also getting acid attacks, then there are frequent murders-rapes and search-dowry harassment incidents.

There is occasional noise on these incidents, people protest, the media is active but why do not take the name of reducing crime. We see that the Indian leadership has increased the will power but ironically, there is no resentment or desire for change in this situation among the common citizens about the atrocities on women. They are advocates of male supremacy by nature and convinced of the feudal state of mind. Then how is it possible to solve this problem?

Sexual harassment of women continues in our country and society, but it will only be said that the government, administration, courts, society and social institutions have not been able

to reduce this malpractices even after media and strict laws have been made. Women from every corner of the country are raped, sexually abused, burnt for dowry, physical and mental torture and women are heard of news of horse-trading. The atrocities on women cannot be controlled by merely bringing women into minority circles. Because the root of female oppression, female reproach and woman being considered low and is found in our ancient theologies, our customs, rites and religious texts and religious stories.

The mentality of considering a woman as small and second-class has seeped into the background of Indian society. The real question is to change this mind-set. Over the years, the tendency to hide crime and to fear criminals has started to wane. Be it from the movements like Me too or the laws made after the Nirbhaya incident. Therefore, such crimes are not completely correct, but still quite a lot. The unjust does injustice until it is endured. A fundamental change in the justice system and mind-set is also needed to instill this belief among women. People in the country are not fully aware of the rights of women and it is not followed with full sincerity and will. Despite all the claims of women empowerment, women are far from their real rights. They have to understand that the accident does not choose the person and the time and they have no fault in everything.

The polluted and perverted ways of man-society are not only to change, but also to uproot the roots of the reasons for which women are forced to drink sip of poison again and again. World Women's Violence-Elimination Day is an opportunity for non-governmental organizations, international organizations and governments to spread public awareness of violence against women. The world should play a role for genuine respect for the human dignity of women so that the work of realizing their real rights can be made practical. So that in this creation, words like rape, gang rape, female harassment, female-violence ceases to exist.

Airtel and Vedantu empower millions of school children with affordable access

Udaipur: Airtel Digital TV, the DTH arm of Bharti Airtel ("Airtel") and Vedantu, the pioneer in LIVE online learning, today announced an innovative partnership to make quality education accessible to students across India by leveraging the deep reach of Airtel. Under the partnership, two dedicated DTH channels - Vedantu Materclasses - will be available exclusively to the 17 Mn Airtel Digital TV customers at the highly affordable price of Rs. 4 per day. The channels will cater to students from Classes 6 to 10 and Classes 11 to 12 respectively and will cover Maths and Science. The learning will be delivered by best-in-class faculty including graduates from IIT and AIIMS with proven track records in teaching. The medium of teaching will be a mix of English and Hindi with plans underway to add regional language content, where possible. Commenting on the partnership, Sunil Taldar, CEO & Director - DTH Business, Bharti Airtel, said: "We are delighted to partner with Vedantu to democratise high-quality education by making it highly affordable and accessible through the home



TV. The TV screen is evolving beyond entertainment to becoming a hub for interactive education and learning that can be delivered in a safe and affordable manner, especially in these unprecedented times. We are confident that this service will be well received by students and parents and education on TV will become a permanent feature which will benefit millions of students." Vamsi Krishna, CEO & Co-Founder, Vedantu, added, "Having established Vedantu as the unanimous choice for LIVE online learning in the metros and key cities, our next mission is to make our highly curated teachers and content available to a vast majority of Indian students. As a brand we are going the extra mile to make quality education accessible. Our partnership with Airtel DTH is in this direction and we are delighted to use our collective strengths to sustain India's learning needs in smaller towns and villages." India has a total of 260 million school-going children. In particular, those in small towns and villages have little or no access to high-quality learning due to limited broadband access as well as a shortage of faculty. Some even travel long distances for tuitions and this is challenging especially during the current pandemic.

Amway sparks creativity in young minds by hosting virtual events to celebrate Children's day

Udaipur: Amway India, one of the country's leading FMCG direct selling companies, commemorated Children's Day for the 12th consecutive year. The annual celebrations were hosted virtually across India with its 12 NGO partners as part of Amway India's CSR program- Project Sunrise. Through this program, Amway supports the overall well-being of underprivileged children by providing them access to education, health and hygiene. Furthermore, Amway through its 'Power of 5 Campaign' is relentlessly working towards the cause of malnourishment in the children under

the age of 5 years. The campaign focusses on bringing in the much-needed awareness and behavioural shift in mothers, caregivers and communities at large.



Embracing the new normal this year, Amway conducted the celebrations virtually with the aim to bring children together while maintaining social distancing. From workshops on Indian painting and cultural performances to

virtual salad dressing and debate competitions along with story-telling sessions, Amway India organised several interactive activities that were geared towards empowering and encouraging the young ones.

In Jaipur, Amway, in association with Jan Kala Sahitya Sanstha, encouraged and engaged the children to participate in activities like diya painting, pot painting, thumb painting, clay activity and have a fun filled memorable Children's Day. The event concluded with exciting gifts for all the participants.

Gursharan Cheema, Senior Vice President, North & South Amway India, on the celebrations, said, "The most precious thing in this world is a smile on the face of a child and in light of this thought Amway India celebrates Children's Day each year along with its NGO partners. In these unprecedented times, it is important to take a moment and appreciate the resilience shown by the young ones as they face a constantly evolving world. At Amway, our vision is to help people live better, healthier lives. Through multiple initiatives under Project Sunrise, we have significantly enriched the lives of underprivileged children across India by helping them in their holistic development. It was heartening to see such an enthusiastic participation and creativity showcased by all the children at the virtual event. We are proud to collaborate with our NGO partners and extend our support for the welfare of the children."