



Smile on Wheels

The smile on wheels is proving to be a boon for providing healthcare in rural areas. From October 2014, this project was started by Hindustan Zinc in collaboration with Smile Foundation, which is considered as Sanjeevani Vahini for healthcare in rural areas. For the last two years, the only purpose of free health care released is how in rural areas where far-reaching medical facilities are not available, how can people become health-conscious and diagnose. This project is being operated for three units of Hindustan Zinc at Zawar Mines in Udaipur, Rampura Agucha Mines in Bhilwara district, and 43 villages around Chanderia Led Zinc Smelter in Chittorgarh so that the available first aid service has helped people towards health. Has played an important role in awareness and counseling and therapy.

In the Corona era, Smile on Wheels provided health services and made people aware as per the government's guidelines. In the scorching heat and humid days of medical staff wearing P.P.E. kit, providing priority services to the people and self-safety was a big challenge. Intensive awareness programs on corona infection were organized in state schools throughout the month of February 2020. In the last two years, around 3080 consultation O.P.D.s

were conducted by Smile on Wheels, in which about 92 people took health care and got primary health benefits. During this period, about 14.94 percent of children, 62.49 percent of women, 37.37 percent of men were provided health benefits. A smile on Wheels has various health-related nutrition and health, personal hygiene and hygiene, anemia, pregnancy and child care, diabetes, malnutrition, balanced diet, and burning issues like World Suicide Day, First Aid Day, Arthritis Day in almost all the villages of the project area. Two hundred twenty-nine community awareness programs were also organized on O.R.S. day, in which about 1354 people participated.

The smile on Wheels health team is ensuring continuous point of care test-rapid test in addition to O.P.D., and referral service, as well as a screening of expectant mothers and providing appropriate healthcare through A.S.H.A. and A.N.M. as required. Is being provided

In the last two years, about 3793 points of care tests were done by the team and medication and counseling were given as per the requirement as well as about 1113 patients were referred for better health check-up and facility. The community worker better tracks all referred patients, and counseling is made from time to time. During this period, 92 pregnant mothers also provided nutritional advice and iron and calcium supplements, ensuring health check-ups.

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First Indian Short Video App Roposo Crossed 10 Crore Users

Roposo recently crossed more than 100 million users on the Play Store to cement its position as India's #1 short video app. The first and only Indian short video app to reach this milestone, Roposo was already the number 1 social app on the Play Store in June 2020 amidst emerging demand from consumers for made in India apps.

"We are proud to be the first Indian short video app to cross 100 million users. This shows the tremendous love that Indian consumers and content creators have for Roposo," said Naveen Tewari, Founder and CEO of InMobi Group. "Between Gance and Roposo, we have two of the largest #MadeInIndia platforms that collectively reach 40% of India's smartphone users. We hope to build upon this success and help establish India as a major digital hub alongside the US and China."

This development marks another major milestone for Gance, the company that owns Roposo. Its eponymous lockfeed platform Gance which delivers AI-driven personalized content on the lock screen reached the significant milestone of 100 million daily active users earlier in May 2020.

Gance now has two of the largest content platforms in the country that are #MadeInIndia and collectively reaches 40% of India's smartphone users.

With Roposo, users finally have a way to enjoy responsible entertainment while displaying their talent. Roposo is available in 12 Indian languages and has more than 2 billion video views daily. The platform centres around enabling every Indian to display their talent in their own unique way.

The app's ease of use combined with powerful video editing tools, and pre-existing communities that users can identify and interact with in their mother tongue, has made Roposo the number one Made in India short video app.



JIFF 2021 to begin online from January 15, 266 films from 44 countries will be shown online

Jaipur : New technique and discovery took cinema to the digital stage and now COVID-19 has shifted the cinema out of theatre to OTT platform, which is one more digital form of watching cinema. This form can be enjoyed during the 13th edition of Jaipur International Film Festival (JIFF) – the most-awaited, popular and world's biggest competitive film festival. The festival will be organised online from January 15 to 19.

JIFF Organising Committee along with UFO's Plexigo has taken a decision that in this time of COVID, the cine lovers should be given an opportunity to watch selected films across the world free of cost,

therefore all films in JIFF 2021 can be seen without any charges. The registration is open for this on the website of JIFF and Plexigo. Registration is compulsory for watching movies.

It is to be mentioned that this time more than 2100 movies from more than 85 countries have been received, of which 266 films from 44 countries will be shown online this year in the festival under the competition category. The screening schedule of the film has been put on the JIFF website (<http://jiffindia.org>). All movies will be shown on UFO's Plexigo and its application (app) can be downloaded from Google play store or Apple play

store. Plexigo is the exclusive online screener partner of JIFF 2021.

Last year 240 films were shown in JIFF

JIFF spokesperson Rajendra Bora said that the films have been selected for the competition in nine categories including 53 feature fiction films, 17 documentary feature films, 123 short fiction films, 30 short documentary films, 14 short animation films, 18 mobile films, 5 web series, contains 4 songs and 2 ad films. Films of filmmakers who



have won prestigious film awards from the entire world have been selected in the fes-

tival, which will be screened online during this period.

Atkan Chatkan is definitely a special film, a children's musical drama, where the phenomenal music has been composed by OSCAR Award Winner, Padma Bhushan A R Rahman. Approximately 2 hours long feature fiction film has been directed by Shiv Hare.

The Silent Party is an 87 minutes long Feature Fiction Film from Argentina | Brazil. It's made in Spanish and directed by Diego Fried. Just hours before her wedding party at her

father's ranch, Laura sets out on her own and finds an unusual party.

The music and the vibe relax her from the stress, but a violent act changes the course of the night and of her life, implicating her father and fiancé.

Film critics considered it as one of the 20 best Argentine films to be released in 2020.

The Award Ceremony is proposed to be held during the last week of March or in April after the films are screened online from January 15 to 19.

The announcement of winner films will be done on the last day of the festival on January 19 on the JIFF website.

Ministry of Education issues guidelines

Identification, admission and continued education of migrant children

In order to mitigate the impact of challenges thrown by the COVID-19 pandemic for out of school children, it was felt necessary for every State/UT to devise a proper strategy for preventing increased drop outs, lower enrolments, loss of learning and deterioration in the gains made in providing universal access, quality and equity in the recent years.

Thus the Ministry of Education had issued guidelines for identification, admission and continued education of migrant children.

In order to ensure that school going children have access to education with quality and equity and to minimize the impact of the pandemic on school education across the country, the Ministry of Education has prepared and issued detailed guidelines on steps to be taken by the States and UTs during school closure and when the school re-open.

The main features of the Guidelines are :
A. Continued Education for Out of School Children (OoSC) and Children with Special Needs (CWSN)

• Continuation of non-residential training for

identified Out of School children through volunteers, local teachers and community participation.

• Continuation of home based education for CWSN children through Volunteers/ Special Educators.

B. Identifying Out of School Children

• States and UTs to carry out proper identification of OoSC for 6 to 18 years age group through a comprehensive door to door survey and prepare action plan for their enrolment
C. Enrolment Drives and Awareness Generation
• Enrolment drives may be undertaken at the beginning of academic year such as Praveshotsav, School Chalo Abhiyan etc.

• Undertake awareness generation among parents and community for enrolling and attendance of children

• Create awareness on practicing 3 Corona appropriate behaviors – wear mask, six-foot distance and washing hands with soap for which IEC material shared on 06.11.2020 with the States & UTs.

D. Student Support while Schools are closed

• Students to be provided support including counseling, large scale awareness & targeted home visits

• Using Manodarpan web portal and tele-counseling number for counseling services and psycho-social support.

• Distribution of educational material and resources, supplementary graded material, workshops, worksheets etc to support home-based education

• Exploring option of classroom on wheels and classes in small groups at village level

• Increasing the access of children to online/digital resources, TV Radio etc. to reduce learning loss

• Ensuring easy and timely access to the provisions of uniforms, textbooks and MDM

• Timely disbursement of stipend to enrolled CWSN girls through DBT

• Strengthening of Child protection mechanism at local level

E. Student Support on School Reopening

• Preparation and running of School readi-

ness modules/Bridge course for initial period when the schools re-open so that they can adjust to the school environment and do not feel stressed or left-out.

• Identification of students across different grades based on their learning levels

• Relaxing detention norms to prevent drop out this year.

• Ensuring reading with comprehension and numeracy skills by encouraging children to read books beyond syllabus and creative writing & problem solving.

• Large-scale remedial programmes/Learning Enhancement programmes to mitigate learning loss and inequality.

F. Teacher Capacity Building

• Effective utilization of the online NISHTHA training modules and online training module for Corona responsive behavior to be launched on DIKSHA portal soon.

• Use of alternative Academic Calendar prepared by NCERT for joyful engagement of children in learning.

IndianOil teams up with SBI to launch



Power-Packed co-branded RuPay debit card

Mumbai : Raising the bar with newer offerings for the customers in the New Year, India's largest fuel retailer, IndianOil, has now teamed up with State Bank of India (SBI) India's largest bank, to launch the IndianOil – SBI co-branded RuPay Debit Card.

The IndianOil – SBI co-branded RuPay Debit Card was launched by Mr. Shrikant Madhav Vaidya, Chairman, IndianOil; and Mr. Dinesh Kumar Khara, Chairman, SBI, in a virtual ceremony held today.

The features of the card are:

• 6X Reward Points for every Rs. 200/- spent at IndianOil fuel stations

• Fuel benefits - Cardholder earns loyalty points worth 0.75% against purchase of fuel at IndianOil fuel stations

• Pay with a tap (contactless card) for a single transaction of upto Rs. 5000/-

• Earn Reward Points on spends on dining, movies, grocery, and utility bills

• Redeem Reward Points for dining, movies, grocery and paying utility bills

• No monthly limit for purchasing fuel

• SBI-IndianOil Co-branded RuPay Debit Card can be issued anywhere in India

• Apply for card by visiting SBI's home branch.

Speaking on the occasion, Mr. Shrikant Madhav Vaidya said, "We are proud to partner with SBI, having the largest number of debit cardholders in the country, to bring unmatched convenience to our fellow citizens. This power-packed card is backed by the unparalleled reach of IndianOil and SBI across the country. It will be an ideal mode of payment for customers in the current pandemic situation to opt for cashless and hassle-free payment. With this new tie-up, IndianOil is happy to expand its presence in the fast-developing debit card ecosystem in India, with an aim to offer attractive rewards and benefits for our customers. IndianOil has been a pioneer in promoting cashless and digital transactions with more than 98% of our vast network of 30,000 fuel stations capable of accepting credit/debit card/wallet payments. This initiative will also promote digital payments and is in line with the Government's vision of a Digital India," he added.

Commending the partnership between SBI

and IndianOil, Mr. Dinesh Khara, Chairman, SBI said, "We are pleased to launch the 'SBI-IndianOil contactless RuPay Debit Card' through our strategic partnership with Indian Oil Corporation Ltd. We believe this co-branded card, with 'Tap and Pay' technology, several attractive benefits and associated offers will provide a rewarding experience on purchase of fuel to the cardholders. Fuel cards are specially designed to save money every time an individual refills his vehicle with fuel. This tie-up with IndianOil will reward all the cardholders of SBI-IndianOil co-branded debit card with enhanced loyalty points," he added.

The SBI IndianOil Debit Card has been launched across India. A customer, anywhere in India, can get the card by visiting the SBI's home branch. It is a contactless card and transactions upto Rs. 5000/- can be paid for with just a tap. Cardholders can avail several benefits on fuel purchase at IndianOil petrol pumps.

Sadhana Khara Mittal
Chief General Manager (Corp. Comm.), IndianOil

Toyota Kirloskar Motor ushers in the New Year with new Fortuner and Legender

- PRAMOD SHRIVASTAVA

Udaipur. In line with Toyota's philosophy of making "Ever- Better Cars", Toyota Kirloskar Motor (TKM) today launched the new Toyota Fortuner and exclusive new Legender. The Fortuner has been an aspirational SUV for more than a decade now and continues to dominate the segment with over 53% segment share, even today. The new Fortuner is available in 2.8 L Diesel Engine with 6-Speed Automatic and 6-Speed Manual Transmission with Intelligent Manual Transmission options and 2.7 L Petrol Engine in 6-Speed Automatic and 5-Speed Manual Transmission. The Fortuner Automatic Transmission variants provide best-in-class torque of 500 Nm and 204 PS of Power while Manual Transmission variants generate 204 PS of Power and 420 Nm Torque. The new Fortuner boasts of new exterior features like a tougher-looking new Front Grille, Sculpted Side-pontoon Shaped Bumper thus amplifying commanding presence. New Headlamp Design with distinctive sharp LED line guide, Daytime Running Lamps (DRLs) and Multi-Axis spoke Alloy wheels with Super Chrome metallic finishing giving a luxurious look. For the interior, Superior Suction based Seat ventilation system (Front Row) and a larger Smart Playcast Touchscreen Audio with Android Auto/Apple Carplay and a JBL 11 speaker w/ subwoofer system [4X4 variants only] are some of the key changes. For added driving comfort and convenience, the new Fortuner comes with Auto Limited Slip Differential (Auto-LSD) that enables maximum power without breaking traction, Variable Flow Control (VFC) Power Steering that allows customers to dynamically change steering dynamics with drive modes [Eco, Normal, Sport] and Front Clearance Sonar to safely navigate when parking in tight spaces. The 4X4 (AT and MT) variants further enhance their off-road credentials with a Lockable Differential as an additional feature to ensure firm footing when navigating in extreme terrains. The new Fortuner will be available in existing colours of Phantom Brown, Super White, Attitude Black, Avant-Garde Bronze, Grey Metallic, Silver Metallic, Pearl White Crystal Shine and a new color of Sparkling Black Crystal Shine. On the occasion, TKM also unveiled the Legender. Its bold proportions demonstrate the clear differentiation that makes it cooler and futuristic. The Catamaran elements that wrap the corners creates a strong vertical prominence and ensure a wider presence. Further, an exclusive headlamp design has been crafted for the Legender – Split Quad LEDs with a waterfall LED line guide signature that will ensure the best of brightness. The sharp nose creates a strong forward movement; to create a sense of exclusivity with a sleek and cool theme, the Legender comes with exterior features such as Catamaran Style Front & Rear Bumpers sharp, and sleek Front Grille with Piano Black Accents, Sequential Turn Indicators and 18-inch Multi-layered Machine-cut finished Alloy Wheels. In the Legender, the interior features include Dual Tone (Black + Maroon) interior theme, Contrast Stitching for Steering Wheel and Console Box, Interior Ambient Illumination (I/P, Front Door Trim, Front Foot-well areas) and Rear USB Ports. Apart from these, the Legender is loaded with high-end features like Kick Sensor for Power Back Door and Wireless Smartphone Charger. The Legender is available only in exciting color of Pearl White with Black roof (Dual tone). Both the products are uniquely positioned to cater to the diverse needs of the dynamic market. While the new Fortuner is poised to "Lead with Power" the exclusive new Legender is "Powered in Style" thus reinforcing the brand's towering presence. Sharing his views on the launch of the new Fortuner, Mr. Yoshiaki Konishi, Chief Engineer, Toyota Motor Corporation, said, "The new Fortuner is born out of our understanding of the customer feedback. The idea was to enhance the toughness of the vehicle and give it a powerful presence and distinctiveness like no other. Our enhancements were more than just skin deep; we have also upgraded the engine by introducing a new heavy-duty Turbo, designed for powerful performance, and improved frictional efficiency. As a result, the Fortuner Automatic now puts out 500Nm of torque, making it the best in the segment. For the Legender, we have brought in a sense of exclusivity in the design language and style. The bold proportions and advanced features make it look cooler and modernized, giving it a true premium stance and outlook. We are confident customers will appreciate the tweaks we have introduced specifically for the Indian market." Commenting on the launch, Mr. Masakazu Yoshimura, Managing Director, TKM said, "For more than a decade, the Fortuner has proven itself to be the most dependable SUV becoming the top-most choice for customers across every corner of the country. The Fortuner witnessed demand despite the effects of the pandemic on the economy. Therefore, it gives me great pride to introduce the new Fortuner and new Legender to the ever-growing base of loyal customers in India. I am confident the new Fortuner and exclusive new Legender with their bold styling, advanced features and rugged frame structure will offer value, versatility and superiority attracting many existing customers to upgrade while bringing in new set of customers to the Toyota family."



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