

Bengal's Battle for Ballot

THE stage is set for the third phase of polling in West Bengal tomorrow. The state election has recorded a high turnout in the first two phases and the trend is expected to continue. Long after she ousted the Left Front, Chief Minister Mamata Banerjee faces the toughest test of her political career against a determined BJP. Some of her key aides have been defecting from the TMC and there has been violence in the poll run-up and during polling, with the Election Commission cracking the whip to ensure a free and fair election. Nandigram, from where Mamata is locked in a bitter fight against former aide Suvendu Adhikari, has seen a voter turnout that is higher than even the 2016 Assembly election. Mamata has complained that genuine voters are not being allowed to cast their votes and that the Central security forces are being partisan in their conduct. The CM, always at odds with the state Governor, even called him up to seek help. The CM has so far refused to contest from any other constituency, making it a do-or-die battle. While the outcome of the eight-phase election will only be known on May 2, it will definitely mean poriborton or change for both major parties. For the TMC, it will mean having a relook at its priorities, as it faces allegations of crony capitalism, corruption and lack of development, coupled with reliance on doles. It will mean introspection for the BJP with its insistence on implementing the law on citizenship and its implications. Shorn of coalition partners nationally, the party has been facing resistance as it tries to make electoral inroads into states. The long election period may also give time to the inductees in the BJP to assess their prospects in the new dispensation with the party also deciding to field its sitting MPs in state polls. Post elections, both the TMC and the BJP will have to figure out ways to work in a spirit of constructive cooperation for at stake are the concerns of the common man who votes parties to power.

Editorial

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Airtel joins hands with Apollo 24/7 to enable customers to access healthcare services digitally from the safety of their homes

Udaipur: Bharti Airtel ("Airtel"), India's premier communications solutions provider, has partnered with Apollo 24/7, the fastest growing health App in India to offer a wide range of e-healthcare services to its customers as part of their exclusive Thanks benefits. Airtel Platinum and Gold customers will get complimentary membership to Apollo Circle – a one of its kind program that makes healthcare access simpler through digital technologies:

Online Consultation: Virtual Consult top doctors and specialists from Apollo at best rates
Diagnostics: Online test booking along with home sample collection facility
Pharmacy: Home delivery of medicines with attractive cashback benefits
Wellness: Exclusive access to 'UR Life' platform for wellness engagement and contents

These exclusive benefits can be unlocked by eligible customers through the Airtel Thanks app. Airtel Platinum customer will get 12 months membership to Apollo Circle while Airtel Gold customers will get 3 months membership at no cost.

How can Airtel customers activate their complimentary Apollo Circle membership?

1. Airtel Thanks users (Gold & Platinum) can go to "Discover Thanks" section in the app.
2. Click on Apollo Circle benefit.
3. Choose Start Free trial.
4. Enter mandatory registration info which leads to a confirmation page.

5. User is redirected to Apollo 24/7 app to start using their subscription.
Antony Jacob, Chief Executive Officer, Apollo 24/7 said, "With Airtel we would like to strengthen our vision towards healthier India. Airtel shares our constant drive for innovation and quality customer experience, and we are truly happy to partner with them to take our digital health services a step further. I am confident every Airtel user will have best in class access to quality healthcare from Apollo."

Shashwat Sharma, Chief Marketing Officer, Bharti Airtel said, "We, at Airtel, are obsessed with enabling a differentiated experience to our Airtel Thanks customers. In the post-Covid world, customers are increasingly looking for contactless healthcare journeys. We are delighted to join hands with Apollo 24/7 to allow our Thanks customers to access best-in-class healthcare digitally from the safety of their homes."

Mumbaikar Poster is Vikrant Massey's Birthday Gift

Mumbaikar's birthday gift to the versatile actor Vikrant Massey is indeed very touching... The makers of the Santosh Sivan helmed film have decided to launch the poster of Mumbaikar, the much awaited film of 2021, on Vikrant Massey's birthday and that seems to be a very sweet gesture in these trying Covid times!

#mumbaikar #first #look #poster #santoshsivan #vikrantmassey #vijaysethupathi #tanyamaniktala #ranvirshorey #sanjaymishra #sachinkhedekar #prashantpillai #shibuthameens #hriduharoon #riyashibu

Instagram - #santoshsivan @vikrantmassey @actorvijaysethupathi @tanyamaniktala @ranvirshorey @imsanjaimishra @sachinkhedekar @prashantpillai @thameenshibu @hriduharoon @riyashibu @naaradanusha

Twitter - @santoshsivan @masseysahib @VijaySethuOffi #TanyaManiktala

@imsanjaimishra @SachinSKhedekar @RanvirShorey @prashantpillai @shibuthameens @hriduharoon @riyashibu @Anushalyer

Facebook - #SantoshSivan @VikrantMassey @VijaySethupathi.Official

#TanyaManiktala @imsanjaimishra @RanvirShorey @sachin.khedekar 165 @prashantpillai @ShibuThameens #HridhuHaroon #RiyaShibu @anushabrandmaker

AN EPIC REVEAL OF THE NEW IPL 2021 JERSEY FOR RAJASTHAN ROYALS AT THEIR HOME STADIUM

Rajasthan Royals are set to play another season away from their home stadium

Udaipur: While the players of Rajasthan Royals will miss the joy of playing on a familiar pitch and the cheer and support of their fans at their home ground, they ensured that there was excitement in the Sawai Mansingh Stadium this season with a splendid show in partnership with Red Bull India to reveal their jersey for the 2021 season.

The result was a spectacular 3D projection and light show that enveloped the Sawai Mansingh Stadium on the night of 3rd April 2021, as an audio-visual showcase was live broadcast from the stadium to fans around the world and players of the Rajasthan Royals team in their bio-bubble in Mumbai. The showcase was



a celebration of everything that the Royals fans hold dear to their heart – the stadium, the city of Jaipur, the Rajasthani culture and landscape – as well as a reflection of how the franchise's association with Red Bull is helping them move forward at rapid pace, bringing out new ideas and helping the team grow.

The show began with Sawai Mansingh Stadium being lit up, from the pitch to the stands. Following this, the limelight was thrown on a specially set up screen for the live show where a video montage of the stadium, city and Rajasthan landscape were interspersed with high-speed action shots of Red Bull vehicles and events. As part of the show, the Royals players themselves were 3D projected on the screen, wearing the jersey for the new season, giving fans a first-ever look at the pink and blue jersey they will wear in 2021. The show was a true tribute to Rajasthan and the Royals fans who might not be able to roar with support in the stadium while the team plays their matches this season, but is heard by each of the Rajasthan Royals players whenever there is a boundary or a wicket worthy of eliciting loud cheers.

Sharing his experience on watching this



unique Rajasthan Royals jersey reveal for IPL 2021 at Sawai Mansingh Stadium from the team hotel in Mumbai, Rajasthan Royals all-rounder and Red Bull athlete Riyan Parag said, "Last year, Rajasthan Royals team was wow'd witnessing the Red Bull athlete Dani Roman fly down to the beachside of our hotel in Dubai to reveal and handover amazing IPL 2020 team jerseys. This year, another epic jersey reveal, conceptualised by Red Bull and we look forward to making our fans proud this season."

Reacting to the new jersey reveal, South African all-rounder Chris Morris said, "Unbelievable reveal of the new jersey. From 2015 till now the jersey has changed a lot since the last time I played for Royals, and it is a

beautiful jersey. I'm excited to be a part of this team again and proud that the foundation is the main driver behind the design."

"Creative Factory helped in the execution of this unique jersey reveal. Founder and creative director Vibhore Khandelwal commented, I would like to thank the entire team of Red Bull India for giving us the opportunity to design & execute the Projection Mapping content for the new Jersey Launch of Rajasthan Royals. This event is not just unique in its creative approach but also the time it took to execute. In just 10 days we put together this experience using the latest technology and creative minds of both teams Red Bull India & Creative Factory."

ICICI Foundation to donate over 100 state-of-the-art dialysis machines

The machines will be donated across 60 districts in 14 states

Udaipur: ICICI Foundation for Inclusive Growth (ICICI Foundation), the CSR arm of the ICICI Group, announced that it will donate over 100 dialysis machines to enhance the healthcare infrastructure in the

country.

ICICI Foundation will provide these machines to various hospitals free-of-cost. This initiative is aimed at providing affordable treatment to the lesser privileged across 60 districts in 14 states in the country. In Rajasthan, the dialysis machines were pledged to hospitals across 11 districts of Udaipur, Jodhpur, Ajmer, Barmar, Bhilwara, Bikaner, Chittorgarh, Durgapur, Hanumangarh, Rajasmand and Sikar.



ICICI Foundation is procuring these state-of-the-art imported machines and providing them to the identified hospitals with a four year warranty in order to ensure unin-

terrupted operations at the dialysis centres. Speaking on the occasion, Mr. Saurabh Singh, President, ICICI Foundation for Inclusive Growth said, "ICICI Group has

a long-standing legacy of contributing to nation-building. In line with this philosophy, ICICI Foundation has worked continuously to improve the well-being of citizens. As a step towards promoting healthcare, we are donating over 100 dialysis machines.

This will make affordable dialysis treatment available for patients in towns of various districts, closer to their homes.

We believe that this initiative will offer conveniences of

time and cost saving for the patients, as they no longer have to travel to big cities for dialysis."

This move is a step in the direction to augment the availability of dialysis machines across various states, where the availability of these machines is lower.

This initiative is in line with the vision of 'Pradhan Mantri National Dialysis Programme', under the National Health Mission, for providing free dialysis services to the poor.

India In Humanity programme to rehabilitate 500 Syrians

The India's permanent representative in United Nation, T S Tirumurti made a mention of the role played by India under the "India In Humanity" programme to rehabilitate 500 Syrians by providing them artificial limbs Jaipur Foot. Speaking at the UN security council on Monday said that India has already extended immediate medical assistance and food assistance to Syria recently, in addition to the development cooperation projects. "Our artificial limb fitment camp of the well-known 'Jaipur Foot' of the Jaipur-based headed by Padmabhushan D R Mehta of BMVSS in India, which was conducted in Damascus, benefited over 500 Syrians affected by the conflict. We had undertaken this Jaipur Foot initiative under the rubric of 'India For Humanity'. We certainly need humanity now more than ever on the humanitarian crisis facing Syria. We are deeply concerned with the alarming statistics. An estimated half-million people have died, millions have been displaced, both internally and externally, the health infrastructure has collapsed, and children have been deprived of basic education. Women, children and youth have especially been deeply impacted" said Tirumurti. The Founder and the chief patron of the Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS), D R Mehta said that at the initiative of the ministry of external affairs (MEA), the BMVSS, the parent body of the Jaipur Foot held a special and exclusive camp in Damascus December 2019- January 2020 under the leadership of the former Chief Secretary of Rajasthan and the Executive President of the BMVSS Salauddin Ahmad in which a total of 515 men, women and children who had lost their limbs in the decade-long conflict in Syria were provided Jaipur foot and made them walk bringing them dignity and mobility. "Executive President of the BMVSS, Salauddin Ahmad said that Syrians have not been seeing anything but violence and conflict since 2011. There was an urgent need to build consensus on the humanitarian situation and collectively work to ameliorate the sufferings of people in Syria. The BMVSS, defying all the security risk sent a team of 10 experienced technicians to Damascus to provide artificial limbs to the suffering people. India earned a lot of goodwill of the people by holding the jaipur Foot camp and we hope to go there again once the pandemic situation improves.



AN IMMENSE FEELING OF PRIDE AND CONFIDENCE

Jaipur : Lieutenant General JS Nain, Ati Vishisht Seva Medal, Sena Medal, General Officer Commanding-in-Chief, Southern Command, alongwith Mrs Anita Nain, Regional President AWWA, visited Jodhpur Military Station. The Army Commander was briefed by Lieutenant General PS Minhas, General Officer Commanding, Konark Corps on the operational preparedness. Army Commander expressed that he is extremely proud of the training and preparedness of the Corps and have supreme confidence that our Western Borders are secured with thorough professionalism and highest degree of Tri Services Synergy. Army Commander further pronounced that the "NATION IS IN SAFE HANDS" and commended all ranks of the Konark Corps.

The Regional President AWWA Mrs Anita Nain visited ASHA School, A School for differently abled children to get to know the facilities being provided to the children. Mrs Anita Nain complimented the school management for the dedication and hard work of the staff towards a very noble cause for the society.

Real paprika restaurant inaugurated



Udaipur: The city's orphans cut the lace on Gulab bagh Road, the state's first food outlet under Gujarat's Real Paprika Food Outlet Chain.

Laxman Singh

Bhabrana, the founder of Real Paprika Outlet Chain, told in a press conference that the opening offer would include just Rs. 159, with unlimited pizzas and pasta, chickpeas, 14 types of salads, Chinese, cold drinks, brownie ice cream. The franchisees started by Mayank Sharma and Gaurav Nagda are residents of his village. The new outlet started from 1 April near Gulab bagh Ice Factory. The store is built-in thirteen hundred square feet, two halls, with seating for 45 in one and 25 in the other.

Laxman Singh said that they could also be arranged a party of 45 people here. Apart from this, in the opening offer for 15 days, 159 will get unlimited pizza, pasta, chickpeas, 14 types of salads, Chinese, cold drinks, brownie ice cream. It will be followed by lunch in 179 and unlimited dinner in 229, consisting of 32 items. Today, he had opened more than 50 outlets in Gujrat of Real Paprika due to the public's love. Apart from this, series of real paprika is also going to start in Madhya Pradesh, Karnataka. Real paprika, directly and indirectly, employs more than 1 thousand people.

He is excited about this store opened in his home town. Purity and customer satisfaction are very much taken care of in their food chain.