

To win an election.....

When Rome was burning, Nero was playing on his flute. The situation has worsened now. Rome is burning and Nero is campaigning to win an election which ultimately will lead to an absolute majority in both houses of the parliament and thus ensure a power to legislate without caring for the opposition or the nation. The desperation is clear in the words spoken in the election rallies. Indian democracy has lost its dignity in the last few years and elections have become more vulgar as far as the language, gestures and content of the demagogues' speeches are concerned. The entire rhetoric has been focused on non-issues and real issues affecting the lives of millions of people have been shelved aside. The second wave of COVID19 has hit and on 18th April 20, 2021 nearly 2.6lakh new cases were reported. Deaths are not being reported by the state machineries and people are dying in the absence of oxygen cylinders, beds in the hospitals and proper medicines.

From November, 2020 to January 2021 the numbers of people infected had fallen which was a proper time to think, plan and implement the steps for facing the second wave which had hit other nations. "We were quite lucky to have this wonderful window of opportunity between November and January when the curve was falling across India," said Virender Singh Chauhan, former director of the International Centre for Genetic Engineering Biotechnology. "Unfortunately, it served to instill a false sense of security. Everyone thought the virus had magically disappeared when anyone with a basic idea of infectious diseases knew it was lurking very much within us and could strike anytime... There are several things we should have done during this time but, I have to say it, we messed it up big time," Chauhan said.

This opportunity was lost as the priority of the party in the central government and the Prime Minister was different. If one tries to compare the schedule of the election campaign of the Prime Minister and Home minister with the rise in Corona cases in the country. Elections in Tamil Nadu, Kerala, West Bengal, Assam and Puducherry are being held from March 27 and the results will be announced on May 2. Bengal goes to vote in eight phases - March 27, April 1, April 6, April 10, April 17, April 22, April 26 and April 29. Tamil Nadu and Kerala voted in a single round on April 6. Puducherry also voted on the same day. Assam voted on March 27, April 1 and April 6. Polls will be held for 294 seats in West Bengal, 234 seats in Tamil Nadu, 140 seats in Kerala, 126 seats in Assam and 30 seats in the union territory of Puducherry. It was demanded again and again that eight phased elections should be compressed in two or three phases but the election commission did not agree. Every one knows that the longer the election schedule is, the better it is for the party which has bigger man power and resources to mobilize. The Prime Minister started his rallies in West Bengal from March 18 and addressed a rally in Asansol on 17th April when the tally of Corona cases was 2.34 lakhs and the total was more than 16 lakhs.

The Home Minister has almost pitched his tents in the East campaigning in Bihar, Assam and Bengal. It is pretty evident that they are little concerned with the toll of deaths day by day. Many ministers have got infected, today congress leaders Dr.Manmohan Singh and Rahul Gandhi have also been reported positive. It is a national medical emergency. But the Nero is busy campaigning. This lust for power has never been witnessed in Indian Parliamentary history.

- Dr.H.S.Chandalia

Hindustan Zinc's in-house innovations get global recognitions, receive grants for US Patents

"Two sustainability technologies developed by HZL's research and development centre – ZnTech grated US Patent"



Udaipur: In a constant pursuit of innovating for a sustainable future, Hindustan Zinc has achieved a big milestone, being granted US patents for two of their sustainability technologies. The two patents – US10844551B2 for manufacturing Paver Blocks from process waste; and US10919924B2 for the method of production of Potassium Antimony Tartrate (PAT) by utilizing Antimony bearing residues – were developed in-house by HZL's state-of-the-art research and development centre – ZnTech (formerly known as Central Research and Development Laboratory).

Commitment towards Environment and Sustainability is one of the core principles that drive business operations at Hindustan Zinc. The company proactively works towards ensuring sustainable practices are an integral part of operations. Both these technologies are aimed to create value from waste that can be utilised within HZL's operations and support local entrepreneurs and communities.

Commenting on this, Mr. Arun Misra, CEO, Hindustan Zinc said, "Our outlook towards sustainability is not limited to just reducing our environmental footprint, but at the same time creating more value from our supply chain. Coupled with our approach of innovative thinking and best-in-class technologies, this culture propels us to be recognised as an industry benchmark. These US patents exemplify how sustainability, innovation and technology seamlessly come together at Hindustan Zinc to create to create smart and sustainable mines of the future."

Fostering a culture of high performance and innovative thinking, employees of Hindustan Zinc always strive to create breakthrough solutions. The ZnTech team consisting of – Ms Sheeba Mashruwala, Mr Kiran Rokkam, Mr Ashish Kumar, Dr KD Sharma, Mr Sundar Sombhatla, and Mr Akhilesh Shukla played a pivotal role in developing and patenting these breakthrough solutions.

The method to produce PAT also has a European Patent (EP3192882) to its name. PAT is consumed by Zinc hydro smelters for purification and to produce Zinc Metal. This patented process has been successfully running at HZL since 2016. The technology for manufacturing paver blocks on the other hand, produces greener products that have a lower cost of production than conventional method while also conserving natural resources. This technology has produced 80,000 paver blocks that are laid at different HZL units as a test case. Two paver block machines are also setup in association with Self Help Groups (SHGs) to or support the community.

Hindustan Zinc supplied 1500 litres industrial oxygen to Udaipur health administration

-Liquid industrial oxygen will be used through clinical procedures for medical treatment of patients

Udaipur: COVID 19 cases have been rapidly rising in the state causing a huge influx of patients in hospitals and a shortage of oxygen for respiratory treatments. To meet this shortage, Hindustan Zinc took the initiative of providing industrial oxygen supply to hospitals as a substitute for oxygen. The company transported a 1000 litre liquid oxygen tanker from its industrial oxygen plant at Rajpura Dariba Complex to RNT medical college at Udaipur.

Appreciating the efforts and significant contribution by Hindustan Zinc, the Udaipur district collector Chetan Devra said, "With an increase in COVID cases, there is an increase in the requirement of oxygen as well. Most of the patients being admitted to hospitals are such critical cases who require oxygen in their treat-

ment. I really wish to appreciate Hindustan Zinc's efforts because once I made a request to provide oxygen, they started sending 5000 litres liquid oxygen per day with the help of their plant at Dariba. On behalf of entire Administration I again thank Hindustan Zinc for their persistent efforts in battling COVID."

Hindustan Zinc's CEO Mr. Arun Misra said, "At Hindustan Zinc, we believe in the philosophy of 'people first' and are committed to support our communities and local administration in every way possible. As a responsible organisation, we've started supplying liquid oxygen to help the gap in availability of oxygen in treating COVID patients in hospitals. Hindustan Zinc has set aside 100% of its liquid oxygen production facility in Dariba smelter to supply oxygen." Since 2011, Hindustan Zinc has been 100% self-sufficient in terms of commercial oxygen supply thanks to its industrial oxygen plant at



Dariba. The plant has a capacity to produce 4-5MT/day of liquid oxygen and the same is stored in tanks with capacity 2.50MT. The atmosphere air is converted to oxygen through a cryogenic process which gives the highest purity of oxygen and the resultant product is used in process

plant, part of which in liquid form and is stored in the tanks. The plant has dedicated 100% of its monthly production of 150MT oxygen to hospitals. This oxygen will be undergo clinical procedures to be used for medical treatments of critical patients.

Luminous Power Technologies launches Designer Energy Efficient fans



Udaipur: Luminous Power Technologies, one of the leading and trustworthy brands in the power backup, home electrical, and residential solar space, today announced its latest range of designer Energy Efficient fans through a series of TVCs featuring its brand ambassador - Sachin Tendulkar. Through this campaign, Luminous intends to draw attention to its different categories of fans under the new range, in a striking and quirky way. The TVCs highlight

the ways people try to ward off the evil eye from the things they love, value, and find beautiful just to protect them. Developed and conceptualised by 82.5 Communications, the campaign aims to capture the cultural insight of protecting things of value and beauty from an evil eye.

From hanging lemons to putting a "kaalateeka", the films showcase the beauty of the fans and how their new owners are trying to protect them from the "nazar" of oth-

ers. The 20-second TVCs will be aired on prominent National and Regional TV channels and High Impact television shows during the summer season. The campaign will also be leveraged on the brands social media handles. On the new TVCs, Sachin Tendulkar said "I have been associated with Luminous for over 10 years now and it has been a fantastic partnership. In these 10 years we have collaborated on some really interesting campaigns like the new one on their latest fans range. Shooting with Team Luminous has always been an enjoyable experience and I thoroughly enjoyed being a part of this campaign too."

Introducing the new TVC campaign, Sachin Bhalla, Sr. Vice President, Marketing, Luminous Power Technologies said, "Luminous has been growing exponentially in the

fans category in last 3 years and has become a trusted brand in designer and energy efficient fans market. With this new range, we are looking to achieve INR 500 crore revenue in the overall fans' category by 2023. We are also strengthening our distribution network in India with an aim to gain 5% market share in the fans' category in the next 2 years. Through our new campaign, we wish to emphasize on Luminous' energy efficient designer fans range that are aesthetically appealing and economical.

The new campaign humorously captures the essence of how we all in India put a kala tikka on beautiful things to keep away evil eye. We are thankful to Sachin for his continued association patronage with us. His presence on the screen brings great value and helps us in building a

greater brand connect with our end users." Talking about the concept, Chandana Agarwal, President, 82.5 communications said, "Based on the universal insight, these series of short Luminous films hit their mark as they are based on the human reaction to beauty - fans so beautiful that they make you want to ward off the evil eye. We love working on briefs from Luminous, as they are simple and single minded." Sumanto Chattopadhyay, Chairman & Chief Creative Officer, 82.5 Communications said, "The various culturally-rooted practices of avoiding the evil eye have been applied in a smile-inducing way in this series of films for beautiful Luminous fans. The idea was to get the attention of consumers with the humour and then wow them with the stunning range of fans."

Preeta Mathur, Creative Head, North, 82.5 Communicationssaid, "We often hear about people who are beautiful, "Kisi kinazarnalagey".

The line in the brief, 'beautiful fans' caught our eye and we said let these fans also evoke the same feeling in people, it shouldn't catch anyone's evil eye. We had fun writing and making these films, we hope everyone else enjoys them too. Iss campaign koi kinazarnalagey."

The TVC campaign will be promoted on all Luminous' social media platforms i.e.- Facebook, Instagram and YouTube. Sachin Tendulkar was roped in as the brand ambassador for Luminous Power Technologies in 2010. The company has recently extended its partnership with Sachin by another five years till 2024.

B-Town Celebrities Come Forward to Help 2-year-old's Treatment Expenses Worth Rs.16 Crore

Mumbai: Since earlier this week, a large number of Bollywood Celebrities namely Alia Bhatt, Rajkummar Rao, Ajay Devgan, Kartik Aaryan, Anil Kapoor, Shraddha Kapoor, Sara Ali Khan, Arjun Kapoor amongst significant others have come forward to support Hyderabad based family in their journey of saving their child Ayaanish Gupta.

Actor Rajkummar Rao Instagram Post read, "Ayaanish needs world's most expensive drug. You are his last hope! Link in Bio to donate. Please donate as he doesn't have too many days left for this injection. I've done my bit, it's your turn now."

2-year-old Ayaanish is diagnosed with Spinal Muscular Atrophy (SMA) Type 1, his parents Rupal and Yogesh Gupta have taken to crowdfunding on ImpactGuru.com to cover the cost of Zolgensma therapy.

SMA is a rare genetic disease that attacks the baby's nerves and muscles, and as it progresses, makes it extremely difficult for the child to carry out basic activities like sit up, lift their head, swallow milk, and even breathe. SMA is currently the leading genetic cause of infant death worldwide, and it affects 1 in 10,000 babies.

Currently, Ayaanish is of 2 years and 10 months of age and has a chest deformation called pigeon's chest. The child requires physiotherapy daily for at least 4-5 hours. Baby Ayaanish is on a complete liquid diet as he is unable to swallow properly. On an average day, he vomits around 5 times. He needs BiPAP support for breathing for 12 hours a day and often suffers from sleep apnea. Even when he has a cough, the little boy needs a tube i.e. catheter to remove the phlegm.

The only ray of hope for Baby Ayaanish is Zolgensma, a one-time gene replacement therapy. Commercially Zolgensma is available in the USA for approximately USD \$2.1 million (INR 16 crores). But the world's most expensive medicine is not possible to arrange for a middle-class couple like the Guptas.

This is the ideal time for little Ayaanish to take the medicine as it is only approved for children who have a bodyweight of fewer than 13.5 kilograms. Ayaanish's weight is 10 kilograms.

In a heartfelt appeal, Ayaanish's parents said, "Please donate on our ImpactGuru fundraiser to relieve little Ayaanish of the daily torture of his condition. Every small amount will be one step closer to the required amount. Even

sharing this story on social media platforms will be of immense help."

In 70 days, Baby Ayaanish's ImpactGuru fundraiser has raised over Rs. 5.60 crore cumulatively contributed from 25,000+ donors.

One of the updates on Ayaanish's ImpactGuru fundraiser read, "Thank you, for your amazing response to our SOS call. Without your constant inspiration and love, we would have probably crumbled under the pressure of arranging Ayaanish's life-altering crores. But we stand strong because we have you by our side. Do keep sharing Ayaanish's story to make it go viral. We need all your help to save our sweet boy and on time. Help us."

VingaJoy True Wireless Earbuds JAZZ BUDS 2.0 at Rs 1,999

New Delhi: Gadget accessory and consumer electronics brand VingaJoy introduces its latest offering in the TWS earbuds category with the launch of VingaJoy BT-210 JAZZ BUDS 2.0 TWS Earbuds. Priced at Rs. 1,999, the newly launched TWS earbuds offers features such as TruBass Technology and a 360-degree surround sound support complemented with soft silicone earbuds. VingaJoy BT-210 JAZZ is very light weight and offers hand-free talk while doing sports or driving. It comes along with the digital battery display and ensuring the users want to charge their product. It also has an Independent CPU which helps in delivering crystal clear sound and deep bass.



VingaJoy True Wireless Earbuds provide a playtime up to 15 hours in a single charge. This sporty design, sleek and super comfortable bluetooth device aims to offer stunning crystal-clear sound quality and also provides ultimate comfort to the ears while tuning to music or attending work calls. It offers Bluetooth 5.0 connectivity and has physical buttons on each earbud.

Commenting on the launch, Mr. Lalit Arora, Co-Founder, VingaJoy said, "The VingaJoy

JAZZ BUDS TWS Earbuds are designed keeping the present working conditions where the customer seeks uninterrupted audio delivery along with premium styling, all at a very affordable price range. These TWS earbuds are ergonomically designed for an all-day comfort using ultra-soft sweat-resistant silicone tips that can also be used outdoors when commuting or even during workouts."

Available with a 6 months warranty, VingaJoy BT-210 JAZZ BUDS 2.0 Wireless Earbuds is available in classic white colour at your nearest Retail Stores.

55 Feet Anti-Covid Mask in Goregaon Shiv Dham Cemetery



Dr. Aneel Kashi Murarka's Ample Mission unveils 55 Feet Anti-Covid Mask in Goregaon Shiv Dham Cemetery on Charlie Chaplin's birthday.

To highlight the seriousness of the pandemic, Mumbai witnesses a 55 feet mask, probably the World's Largest Anti Covid-19 Facemask, outside Shiv Dham Crematorium, Goregaon East, on Western Express Highway. An initiative of philanthropist Dr. Aneel Kashi Murarka of Ample Mission, this mask also marks the 132nd birth anniversary of Charlie Chaplin.

"Typically, a Shmashan Bhoomi brings to our minds a shoddy, congested, unhygienic picture.

But Shiv Dham is neat, clean, and has all the basic facilities for the cremation and has been built by us with competent, cooperative, polite and helpful staff. Shiv Dham truly provides a peaceful, clean, and nice final resting place for our loved ones.

We have chosen Shivdham as the location for the mask on the birthday of Charlie Chaplin to convey that if we do not use the mask and listen to the authorities, we will be closer to the destination we seek to stay away from -- that is the cemetery," says Dr. Aneel Kashi Murarka, who along with Vinod Shelar - Secretary, BJP Mumbai, Raju Srivastava and India's own Charlie Chaplin -- Rajan Kumar explained the initiative to members of the media.

UCCI commissioned Oxygen concentrator machine



Udaipur: Udaipur Chamber of Commerce and Industry has commissioned an Oxygen concentrator machine in RNT medical college to treat corona infected patients. President of UCCI, Mr. Komal Kothari, and Senior Vice President Mr. Hemant Jain, gifted Oxygen Concentrator Machine to District Collector Mr. Chetnaram Deora, RNT Principal Dr. Lakhnan Poswal and CMHO Mr. Dinesh Kharadi, having capacity of 10 liters per minute.

On this occasion, Adam (Admin), Mr. O.P.Bunkar, UIT Secretary Mr. Arun Hasija, and CEO Smart City Mr. Nilabh Saxena were present. Chairman Shri Komal Kothari informed that in the Udaipur division, an oxygen concentrator machine is being provided under the CSR by taking the initiative by UCCI to improve medical facilities due to the second wave of corona infection. Senior Vice President Mr. Hemant Jain and UMCI's CSR Committee Mr. Umesh Manwani informed that UCCI would provide ten more oxygen concentrator machines with a capacity of 5 liters per minute next week under CSR.

FMGE Exam June 2021

Udaipur: The online application for Foreign Medical Graduate Examination June 2021 had started. The last date of application is till May 6. Career Counselor Vikas Chhajed said that the application for the notice of FMGE examination was issued by the National Examination Board late Thursday night, from April 16 to May 6; the examination is proposed to be held on June 18, the result of which will be released on June 30. This exam will be conducted online mode. Information about eligibility, criteria, application fee, syllabus, etc., is available on the official website of NBE.

FMGE Examination - This examination allows an Indian citizen with a foreign medical qualification to practice medicine in India. After passing this examination, the candidates obtain permanent registration with the Medical Council of India or State Council.