



E-Biking to Work

With all the buzz on EVs and government's push towards incentives, charging infrastructure and what not, let us bring to light one specific EV that is silently taking all the cities around the world by storm – the humble, silent and ever nifty electric bicycle, aka e-bike.

The typical working professional in an Indian metropolitan city lives within a radius of 10 km from their workspace. However, with the proliferation of motorized vehicles in all metropolitan cities, and the tacit label of status that is attached to the ownership of a motorized vehicle, our roads have become clogged with private cars and motorcycles. This has increased the average living expenses by around

Editorial

1.2-1.5 lacs annually, if you own a car, or 30-50 thousand for a motorcycle. Tagging along with this have come numerous problems such as clogged roads, instances of road rage and accidents, all of which have contributed to time wasted on the road and deteriorating mental health. This is also not to mention, the costs of air pollution and CO2 emissions making life in the city bleaker by the day.

Thanks to COVID-19, shared cabs like Uber Pool, Ola Share have been eliminated from the roads.

And here's where e-bikes have come to be that light at the end of this tunnel of living in the city. Though the claim may be, the benefits of commuting by an e-bike far outweigh its minuscule cost (not more than 3000 a year) and the benefits that one may see out of commuting by motorcycle/car. The e-bike marries the bicycle and the motorcycle, providing us the best of both worlds – the fitness and light-on-wallet qualities of a bicycle and the effortless and swiftness of a motorcycle. The physical fitness offered seamlessly integrates into the busy lives of the average working professional, who are ever more sedentary than before.

But how is this important for corporates and employers? With improvement in physical fitness, and no time being wasted in traffic jams, reduced frustration from road rages and accidents, comes astronomical improvement in mental health of their workers, thus further improving their efficiency – higher output and reduced leaves due to health issues.

Governments and businesses around the world have come to realize the true benefits of e-biking to work and have worked together in bringing schemes to encourage this habit. The UK government's scheme of Biking to Work is one such example, where both parties have come together to subsidize the cost of ownership of e-bikes for their employees. Governments around the world have also cordoned off zones and lanes specifically for cycles and e-bikes, measures that have been adopted by the Kolkata government (which has announced 120 km of cycling lanes in the city).

Employers in India have begun to notice the benefits of e-bikes and have started taking the initiative of providing their employees with e-bikes, and enjoying the benefits of costs saved and healthy employees. OEM brands working in the space of e-bikes need to join hands together to promote this habit to co-exist within all metropolises in order to make the impact significant on a global scale.

JK Organisation strengthens efforts in fight against Covid-19



Udaipur: Furthering its commitment towards COVID-19 relief measures, and ramping up its efforts in the fight against the pandemic, Indian industrial conglomerate JK Organisation has gone into 'Mission Critical' mode, to ensure rapid vaccination of its stakeholders across the organisation.

To ensure the health & safety of its employees and business partners, JK Organisation has instituted a system of vaccination for all. The group has already vaccinated over 12,000 personnel so far. With all Indian adults being eligible to receive the Covid-19 vaccine starting May 1, JK Organisation aims to vaccinate over 40,000+ individuals very soon.

JK Organisation is committed to enabling the country achieve immunity at the earliest. As the 'Mission Critical', the organisation has placed supreme importance on holistic well-being of employees by providing ease of access to vaccination along with other safety measures.

Shri Bharat Hari Singhania, President JK Organisation said "The safety and wellbeing of our people, our customers, business partners, and the communities in which we operate, are of paramount importance and our utmost priority. Everything else, comes later".

Additionally, to extend support for immediate on-ground response to a large section of the society and its employees, JK Organisation has taken several safety measures across the country.

Covid-19 helpdesk: A dedicated Covid-19 helpdesk at the Pushpawati Singhania Research Institute (PSRI Hospital), New Delhi, a multi-specialty run by the Group, has been established. The helpdesk will provide time-critical assistance like medical consultation, vaccination, and hospitalization to help the nation effectively brave the second wave of the pandemic.

Covid Core Group: An apex group, comprising of the top management personnel, has been created which reviews the Covid 19 relief measures every week. The group has effectively executed many employee-friendly decisions such as uninterrupted annual increments, preemptively implementing a strict 'Work from Home' policy to curtail the further viral spread.

Medical Aid: addressing the immediate needs of communities and migrant labour in a Mission Critical manner, JK Organisation has created isolation wards near its plants with support from the government, along with the distribution of masks, sanitizers, and PPE kits.

Dil De Diya from Radhe spells double win for Payal Dev with the superhit Salman Khan-Himesh Reshammiya combo

As Dil De Diya from Radhe Radhe, composed by Himesh Reshammiya and picturised on Salman Khan and Jacqueline Fernandes, releases today, Payal Dev's mellifluous voice once again creates history.

One of the most sought-after upcoming musicmakers today in the Hindi Film Industry, Payal Dev started her career as a singer, but a chance encounter escalated her journey from being just a singer to being a singer-composer.

Nevertheless, this bundle of talent is being sought after by all composers for her unique voice texture and the ability to sing across genres with effortless ease.

"Every song is unique and crafted with love by the composer and bedecked with jewels by the arranger. The singer is expected to deliver the crown jewel and each time I lend my voice to a melody, it is a life-changing experience," gushes Payal Dev.

Speaking of Dil De Diya, Payal feels that it is a double win for her with the superhit com-



bination of Salman Khan and Himesh Reshammiya combined with her voice in a juma song, releasing on a Friday.

Says she, "Himesh bhai knows the texture of my voice. His vision is clear as a composer. He knows what he wants. And it is very easy to sing for him as he directs you through the song effortlessly."

The essence of a song is in its vibe when you hear it for the first time. This song had the

essence and mood of Jumme ki Raat. I had sung Genda Phool and Saasein hui Dhuan Dhuan in Race and this is my third song for Jacqueline & fourth song for Salman bhai.

I followed Himesh bhai's thought and vision and he knew I could deliver. And that was most important. He loves my voice texture and explores a newer dimension of my voice, a different texture, a different feel, a different tone. This was a dance track and you need that mood when you dub. This is very important for me. As a singer, when you feel the essence of his creation and take it forward, the results are magical. Like in the case of Dil De Diya," she elaborates.

If you recall, Tum Hi Aana, Payal's first chartbuster opened floodgates of offers for her as a composer and since then, she has delivered hits one after the other whether the song has been for movies or for a digital release.

In a very short time, she has seen a mercurial rise in her career as a composer and singer due to all the love from the fraternity and fans alike.

Payal, who started her professional journey in Mumbai by singing for several brand ad-film jingles, documentaries, corporate songs for various music directors, is also the voice behind title song of Grand-Masti, a runaway hit.

Payal had lent her voice to songs in movies like Bajirao Mastani, Race 3, Dabangg 3, Student of the Year 2, to name a few, besides independent Songs - Genda Phool, KYON, Dil Chahtey Ho, Baarish, Bepanaah Pyaar among others.

Be it singing or composing Payal loves exploring new sounds and styles while delving with different genres like pop, western, jazz, ghazals, hip-hop, rock, and more.

She's a true devotee of music and for her, each song is like a baby which she wants to nurture and grow to the full potential, so that her fans and music lovers are left mesmerised.

Dil De Diya is another feather in Payal Dev's overcrowded cap. And the Salman Khan-Himesh Reshammiya combination adds to that glitter as much.

Avaada Foundation to setup 4 Hospitals with 300 Beds and 2-Oxygen Plant in Maharashtra & Rajasthan

Udaipur: India is grappling with the second wave of COVID-19 – people are struggling to get hospital beds, medicines, and oxygen supplies, with the marginal section of society suffering the most. Avaada Foundation is tirelessly working to provide medical equipment, including ventilators, oxygen cylinders, oxygen concentrators, and food items. But at these testing times, we felt the need to contribute more.

Accordingly, Avaada Foundation plans to setup 4 Hospitals with 300 beds along with two oxygen plants, Ventilator (BiPAP) & Oxygen Concentrators at different locations in Rajasthan &

Maharashtra. Avaada Foundation, the philanthropic arm of Avaada Group of companies, is engaged in social welfare activities - with a significant focus on child education, medical facilities in rural areas, skill development, women empowerment, and so on.

Avaada Foundation firmly believes in the Indian philosophy, which says, "Every human being is indebted to his parents who raise him. He is obliged to his community and culture. He is obliged to the Gods and Sages. And he is obliged to nature at large, and our goal in life is to repay this debt in a lifetime. With all good KARMA - we can repay

all our debts and get Nirvana". In trying times like these, our purpose and values matter a lot to the people and communities we serve, and we must consider fortunate to be able to serve them selflessly. COVID-19 cases are rising rapidly across India – however, the impact is a lot more in rural areas as these areas have the weaker medical infrastructure and human capital required to manage critical patients.

It is, therefore, necessary to identify COVID-19 positive patients early in their disease to avoid further infection and thus reduce pressure on the already stretched medical infrastructure. It is also imper-

ative that COVID-19 positive patients are isolated. This will prevent the spread of the disease further. 85% of patients don't require hospitalization and can be treated at home. However, it is challenging to isolate patients in tiny village homes, which don't have dedicated washrooms/toilets used only by a patient.

Taking cognizance of ground reality, Avaada Foundation has decided to set up hospital and isolation beds in some identified areas. Avaada Foundation is in sync with district administration, local administration, Chief Minister's Office and supporting them with their requirement.

To fulfill the wide-ranging

requirements under this project, Avaada is working closely with the CII Foundation. CII members too would be contributing to this project.

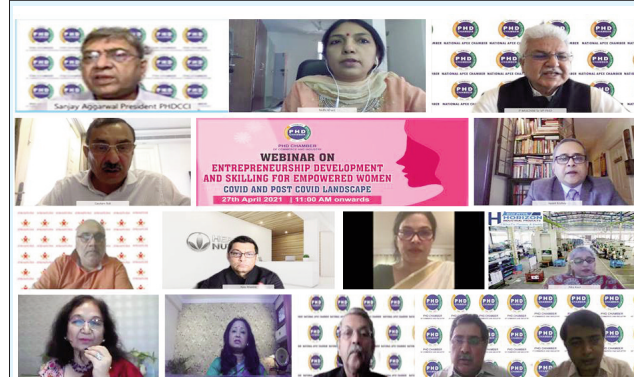
Avaada foundation is helping the 'Primary Health Centre' (PHC) of Talsana village at Surendranagar District of Gujarat to establish COVID Care Centre. We are renovating the health center and converting it to an ICU ward with modern facilities including ICU beds, Saline Stands, Medicine Trays, etc.

We are also ensuring round-the-clock supply of electricity, drinking water facility including providing healthy food for the patients.

On this development, Mr.

Vineet Mittal – Chairman, Avaada Group, said, "This is one of the most challenging periods in the history of India. At this moment, what matters most is sharing the responsibility of fight against coronavirus in every way possible. We focus our efforts on providing medical support in rural areas and helping them with isolation beds, medicines, food items, oxygen plants, oxygen concentrators & ventilators. It is encouraging to see that CII Foundation and its member come forward to share the responsibility.

Being a socially responsible company, we pledge to protect and empower our communities."



Gender Equality is the need of the hour

New Delhi: We need to see women empowerment at the grass-root level where women are skilling themselves and are making the difference. There have been policy shifts that are helping women in this regard. Gender equality is the need of the hour for Women Empowerment mentioned Ms. Nidhi Khare, Additional Secretary (CA), Ministry of Consumer Affairs, Government of India in a webinar organized by PHD Chamber of Commerce and Industry on "Entrepreneurship Development and Skill Building for Empowered Women: Covid and Post Covid Landscape".

Ms. Khare shared that the government has been taking action on ease of doing business; ensuring that women have individual bank accounts leading to independence for many women. There have been many reforms relating to promoting startups to ensure that youth understands its responsibility towards creating wealth, job generation and starting new businesses. There has been emphasis given to women skilling and organisations which are helping small and large women run enterprises.

Ms. Nidhi Khare mentioned that amidst the pandemic, there is a technology shift and change in the working system. We need to strengthen to home system to adapt to this change. We need to skill youngsters for the development of the nation and we need to ensure gender equality in the future. The country needs to prepare itself for different roles with the coming of AI, automation and other developments.

Dr. Rajni Aggarwal, President, Federation of Indian Women Entrepreneurs (FIWE) while discussing the difficulties faced by women in society and home, discussed that skilling is happening at grassroots, home, and at business levels. There is a need to handhold women entrepreneurs which helps them grow and devel-

op their business.

Ms. Arpana Deb, Ambassador, Vestige while shared her views about direct marketing which has helped her to be empowered and independent. Direct marketing is a suitable form of a working model for women as its flexible, has a wider reach, and focuses on relationship development. Direct marketing companies are educating

women to be entrepreneurs which are helping women in getting independent and become self-reliant.

Dr. Alka Kaul, Director, Horizon Industries Products Pvt Ltd while sharing her journey as an entrepreneur mentioned that we don't want to be better than me, we just want to have our space and acknowledgment in society. There is a need to educate gender equality in the school itself so that these societal stigmas and barriers can be removed in the future.

Mr. Sanjay Aggarwal, President, PHD Chamber of Commerce and Industry in his presidential address lauded the front-line warriors who are undauntedly working towards containing the spread of Covid and treating a large number of suffering people. PHD Chamber extends solidarity with the Government and the people fighting against this pandemic. He discussed the rise in women-owned enterprises in India which is providing process and employment opportunities to many people around the area. Mr. Aggarwal mentioned that with the constant rise in the working-age population in the country, there is a need for creating jobs, fuelling innovation, and furthering investment in health and education, entrepreneurship among women could transform India's economy and society. Skilling is the key to raising women's participation in the workforce which can boost India's GDP. The use of technology, promotion of incubation space, and setting up of upskilling centers would equip and enable women to participate in the ongoing fourth industrial revolution.

Though this pandemic has created tough times for the industry, especially the MSMEs and hence the budding and thriving entrepreneurs have found it to be an uphill task to survive the economic slowdown. Yet we believe that the Indian people are very enterprising and they will surely overcome this crisis and will thrive again. The direct selling industry has

been contributing significantly to women entrepreneurship and making it a reliable and consistent livelihood support esp. during these pandemic times and needs to be encouraged and pushed forward. It is time that we give it a formal shape and recognition as also make skilling a focused area for these budding entrepreneurs, said Mr. Sanjay Aggarwal.

Mr. Pradeep Multani, Sr. Vice President, PHD Chamber of Commerce talked about the importance of women in society and the importance of women empowerment for the effective development of the country. He mentioned that it's essential for women to be skilled to be able to better serve their families at home as well as professionally. Skill development not only creates employment opportunities but also empowers them.

Mr. Gautam Bali, Chair, Direct Marketing committee, PHD Chamber in his theme address shared that India has more women-owned enterprises than many other countries and this will grow in the years to come. Women entrepreneurship directly affects income, employment, and capital formation while indirectly benefiting household-level resource allocation. Supporting women entrepreneurs not only improves their livelihood but also creates jobs.

Mr. Jayant Krishna, Chair Skill, and Entrepreneurship Development Committee, PHD Chamber while discussing the economic growth of the nation, there is a need to creating equal job roles for the country especially in the area of entrepreneurship and direct selling and marketing.

Mr. Ajay Khanna, Co-Chair, Skill, and Entrepreneurship Development Committee, PHD Chamber discussed the rise in women entrepreneurs and increase in direct selling industry among women which enable women flexible working and profitable returns.

Mr. Atul P Anand, Director, Skill and Entrepreneurship Development Committee, PHD Chamber in his concluding remarks mentioned that there is a need to promote skilling in all sectors.

Ms. Kadambari, Co-Chair, Skill, and Entrepreneurship Development Committee, PHD Chamber while proposing the formal vote of thanks to all the august delegates and audience, mentioned that there is a need for developing gender-responsive strategies for skill development for women – who are no less than men. Empowering women socially, economically, educationally, politically, and legally is important for socio-economic development.

The webinar was moderated by Mr. Vivek

Airtel Payments Bank announces 6% p.a. interest on deposits over Rs. 1 lakh

Udaipur: Airtel Payments Bank today said that its customers will get an increased interest rate of 6% p.a. on savings account deposits of over Rs. 1 lakh. This follows Airtel Payments Bank becoming the first payments bank to implement the enhanced day-end savings limit of Rs 2 lakh as per the Reserve Bank of India (RBI) guidelines. Anubrata Biswas, MD, and CEO, Airtel Payments Bank, said, "RBI's increased savings deposit ceiling is a major milestone for payments banks as this was a key ask from customers. With an attractive 6% p.a. rate of interest on deposit sums in excess of one lakh, we are making our banking proposition even more rewarding. Our unmatched footprint of 500,000 banking points and a global first secure and simple experience delivered digitally, Airtel Payments Bank offers a market leading proposition for both the urban digital and the rural underbanked customer."

Airtel Payments Bank Savings Account Interest Rates from May 1, 2021

Rs 1-2 lakhs 6% p.a.

Upto Rs 1 lakh 2.5% p.a.

The new interest rate regime is an important addition to the Bank's suite of simple, secure, and rewarding solutions. Customers can now open an Airtel Payments Bank account within a few minutes with a video call from the Airtel Thanks app. The bank offers a digital savings account - Rewards123, which gives more value to customers when they transact digitally using the account. Furthermore, customers who have an Airtel number linked to their savings account can also enable Airtel Safe Pay - India's safest mode for making digital payments. Airtel Payments Bank has over 55 million engaged users across its operations.