



Khwaja Ahmad Abbas:

A Crusador of Freedom of Expression

Khwaja Ahmad Abbas (7 June 1914 – 1 June 1987), was an Indian film director, screenwriter, novelist, and a journalist in the Urdu, Hindi and English languages. He won four National Film Awards in India. At the international level his films won the Palme d'Or (Grand Prize) at the Cannes Film Festival and the Crystal Globe at the Karlovy Vary International Film Festival. As a director and screenwriter, Khwaja Ahmad Abbas is considered one of the pioneers of Indian parallel or neo-realistic cinema, and as a screenwriter he is also known for writing Raj Kapoor's best films.

As a director, he made Hindustani films. Dharti Ke Lal (1946), produced by Indian People's Theatre Association (IPTA) was about the famine of Bengal 1943. It was one of Indian cinema's first social-realist films, and opened up the overseas market for Indian films in the Soviet Union. Pardesi (1957) was nominated for the Palme d'Or at the Cannes Film Festival. Shehar Aur Sapna (1963) won the National Film Award for Best Feature Film, while Saat Hindustani (1969) and Do Boond Pani (1972) both won the National Film Awards for Best Feature Film on National Integration.

As a screenwriter, he wrote a number of neo-realistic films, such as Dharti Ke Lal (which he directed), Neecha Nagar (1946) which won the Palme d'Or at the first Cannes Film Festival, Naya Sansar (1941), Jagte Raho (1956), and Saat Hindustani (which he also directed). He is also known for writing the best of Raj Kapoor's films, including the Palme d'Or nominated Awaara (1951), as well as Shree 420 (1955), Mera Naam Joker (1970), Bobby (1973) and Henna (1991).

His column 'Last Page' published in The Blitz weekly is one of the longest-running columns in the history of Indian journalism. The column began in 1935, in The Bombay Chronicle, and moved to the Blitz after the Chronicle's closure, where it continued until his death in 1987. He was awarded the Padma Shri by the Government of India in 1969.

Khwaja Ahmad Abbas was a journalist, playwright, writer and film producer. He produced a short film called A Tale of Four Cities, which depicted the contemporary realities of life in Bombay (present-day Mumbai), Calcutta (present-day Kolkata), Delhi and Madras (present-day Chennai). The film contrasted the luxurious lives of the rich with the squalor of poverty. He sought a U certificate from the Censor Board for unrestricted public viewing.

For granting a U certificate, the Censor Board's Examining Committee recommended a certificate that restricted public viewing to an audience of adults. This decision was confirmed by the Revising Committee. On appeal, the Central Government recommended a U certificate if a scene set in the red-light district was removed. The scene suggestively portrayed immoral trafficking, prostitution, and economic exploitation by pimps. The scene was considered unsuitable for children.

Abbas filed a writ petition before the Supreme Court, arguing that his right to freedom of expression was violated because, firstly, prior-censorship itself cannot be tolerated in freedom of speech and expression, and secondly, if any censorship is allowed, it must be on non-arbitrary grounds. He also asked for directions for a fixed time-limit for a decision of the Censor Board as well as an alternative appellate mechanism to approaching the Central Government; these were granted by the government and so were not discussed by the Supreme Court. Chief Justice Hidayatullah delivered the Court's opinion, on behalf of justices Shelat, Mitter, Vidyalingam and Ray.

Before the hearing commenced the film was specially screened for the jury. The lawyers of both sides (including the Attorney General) and the petitioner were also present. The case was then set down for hearing. The Solicitor General (who had not viewed the film) appeared at the hearing. The Attorney General appeared but stated that Government had decided to grant a 'U' certificate, to the film without the cuts previously ordered.

In his columns also Abbas wrote boldly and clearly on all issues. In one of his columns he wrote an open letter to Mahatma Gandhi requesting him to reconsider his opinion of the films since his public opinion mattered a lot. He invited him to first watch the film and then make a statement. His columns after declaration of Emergency by Ms. Gandhi have the same people's concern which characterized his writings. Once he wrote favouring the cause of the Naxalites in one of his columns. He wrote, "Naxalites my brothers."

- Dr. H.S.Chandalia

Airlifted from Uttarakhand, Mumbai man beats Covid after 55 days in CIMS

Udaipur: Ahmedabad has emerged as a key healthcare destination in India, and for good reasons, as a senior citizen from Mumbai and his family have discovered.

Mumbai resident Chandrakant Patel, 66, was on holiday in Nainital in mid-March along with his wife, son, and some friends, when he suddenly took ill with high-grade fever, cough, and difficulty in breathing. He was admitted to a hospital near Haldwani on March 21, and a day later, he tested positive for Covid-19. Patel was admitted to the hospital for 12 days, but there was no improvement in his condition.

"His condition had deteriorated despite spending several days at the hospital, and so we decided to shift him to another hospital. We got good references about CIMS hospital in Ahmedabad and airlifted him to the city the same day," said Patel's son Arjun, who now lives in Houston, Texas.

He was transferred from Pantnagar to Ahmedabad by Aerotrans Services, an Ahmedabad-based Air Charter Service Company in coordination with patient relatives/air team & CIMS team along with local hospital team in the safe transfer of patient to CIMS. Patel showed severe acute respiratory distress syndrome, with up to 90% infection in the lungs, oxygen saturation level of around 80%, and other problems in the initial days of treatment at CIMS. Dr. Bhagyesh Shah, Senior Consultant Critical Care Medicine at CIMS, said, "Once the patient was admitted at CIMS Covid care Isolation ICU, he was provided aggressive treatment along with alternate HFNC and NIV support. Even in this phase patient was given prone position for 6-8 hours per day. He had multiple episodes of secondary bacterial infections, which were taken care of by early interventions and providing appropriate antibiotics. He was also treated by Dr. Pradip Dabhi, Senior Pulmonologist who did awake bronchoscopy for resolving pneumonia and extended his support in the treatment."

AYUSH Committee, PHD Chamber organized a webinar on "Testing Protocols & Stability Studies of AYUSH Products"

New Delhi: Mr. Pradeep Multani, Sr. Vice President, PHD Chamber mentioned about growing awareness of health care and said that people are moving towards Herbal products. He also highlighted that present volume of protocol for testing of Ayurveda, Siddha and Unani product contains various parameters for different categories of single and compound formulations, limits for heavy metals, microbial load, pesticide residue and methods for determination of these safety and quality parameters.

Mr. Multani also talked about benefits of stability testing including concern for wellbeing of the patient and manufacturer by ensuring the product quality, which helps in selection of adequate formulations, excipients and container closure systems for a product. It also helps to determine that no variation occurred in the formulation or the manufacturing process that can adversely affect the stability of the product.

Mr. Arvind Varchaswi, Chair, AYUSH Committee, PHD Chamber mentioned about traditional or alternative medicines, which are widely used in the prevention, diagnosis and treatment of an extensive range of ailments. He said the stability of finished herbal products can be determined by testing for properties susceptible to storage conditions which include physical properties like organoleptic characteristics, physical condition, particle size, etc. He also talked about different stability testing methods that are used in different countries as herbal products are generally developed to meet national regulations. Global harmonization of stability testing has been recently emphasized



in the context of herbal drug development, but the adoption of international standards can only be achieved by sharing national experiences and information.

Dr. J.L.N. Sastry, CEO, National Medicinal Plants Board, Ministry of AYUSH, Govt. of India in his remarks talked about various provisions related to labeling and packaging of ASU products. Dr. Sastry also shared various rules, acts and guidelines, which need Industry needs to comply with. He further explained different categories of materials used for testing of any finished goods and requirements of pharmacopoeia. He mentioned that Shelf life studies and date of expiry have been made mandatory for the licensing of ASU drugs. The design of the stability testing program should take into account the intended market and the climate conditions of the area in which the drug products will be used. Dr. Sastry also shared few guidelines and talked about normal storage conditions defined by World Health Organization (WHO) related to testing protocols.

Dr. Pankaj Goyal, Deputy Director, National Accreditation Board for Testing and Calibration Laboratories (NABL) shared a brief presenta-

tion about general guidelines for drug development of Ayurvedic Formulations by CCRAS Ministry of AYUSH, Govt. of India. He also talked about Drugs & Cosmetic Act and directions about which area is applicable for exports by the Government.

Dr. Goyal mentioned that NABL is working to bring all Drug and AYUSH product Testing Laboratories under Accreditations as per ISO. He also mentioned about recent development & initiatives taken by NABL in digitalization of the portal and creating an online e-learning portal called QUEST.

Mr. Jitender Sodhi, Co-Chair, AYUSH Committee, PHDCCI & Managing Director, AYUSH Herbs Pvt Ltd mentioned that growing demand and global acceptance of herbal medicines has dramatically changed the dynamics of this industry and the need for herbal testing. He said there's a huge demand for herbal testing nowadays. Most of the herbal medicines contain multiple active agents. Due to the complex nature of herbal formulations, it becomes very difficult to apply standard quality control parameters.

Mr. Sodhi said the purpose of stability testing is to provide evidence on how the quality of a drug substance or drug product varies with time under the influence of variety of environmental factors such as temperature, humidity, light, and also to establish a re-test period for drug substance or a shelf life for drug products.

Dr. Saurabh Arora, Executive Director, Analytical Division, Arbo Pharmaceuticals Pvt Ltd shared a brief presentation about testing procedures of any product and its regulatory

requirements and guidelines. Dr. Arora talked about test parameters, acceptance criteria, test storage conditions and sample management about any product.

Mr. J. P. Sinha, Vice President, Analytical Division, Multani Pharmaceuticals Ltd explained about testing protocol for AYUSH Products and Botanical parameters which plays an importance role in testing of any product. Mr. Sinha also mentioned about Multani Pharmaceuticals Limited support in Analytical research to government & private sectors in most viable ways. They also provide training to needy personnel on a very Nominal fee with an aim to enhance their skills.

Dr. Arvind Tripathi, Manager, Quality Control, Hamdard Laboratories India explained that Stability varies and completely depends on various factors like nature and ingredients, packaging and storage conditions of any product. He also mentioned about importance of test parameters, which are widely used in testing.

Mr. Vivek Seigell, Assistant Secretary General, PHD Chamber gave a formal vote of thanks to all eminent panellist for sparing their time and sharing insights about the topic. He also thanked all the sponsors and associated media partners for their support. The webinar was also attended by over 200 delegates.

PHD Chamber of Commerce and Industry's webinar was supported by Annual Sponsors namely DLF India; Multani Pharmaceuticals Ltd; JK Tyre & Industries Ltd; Marble City; Paramount Cables Ltd; SMC Investments and Advisors Limited; Blossom Kochhar Aroma Magic; DCM Shriram Industries Ltd; Radico Khaitan Ltd; Timberworkz and Synergy Environments Ltd.

ASCI launches ASCI.Social platform

Udaipur: The Advertising

Standards Council of India (ASCI) today unveiled the final guidelines for influencer advertising on digital media. The draft guidelines initially were issued in February and feedback from all stakeholders – advertisers, agencies, influencers and consumers – was sought. To ensure a collaborative process and expert inputs, ASCI tied up with Big Bang Social, a leading marketplace for social storytelling, to get India's leading digital influencers' views on board. The guidelines will be applicable to commercial messages or advertisements published on or after June 14, 2021. The guidelines make it mandatory for influencers to label the promotional content they post. As digital media consumption becomes the norm, the distinction between content and promotional adver-

tisements becomes critical. The marketing landscape is transforming, and influencer marketing has become mainstream. Therefore, consumers have a right to know what content has been paid for by brands and the guidelines intend to bring this transparency to influencer marketing. Since 'Influence equals action' is a reality now – consumers today not only buy products and services endorsed by influencers, but they also buy into the brand stories they create.

Thus, these guidelines safeguard the interests of consumers, influencers, marketers, and the advertising industry. When the draft guidelines were shared, they sparked vigorous conversations within the influencer community and among other stakeholders. We received feedback

from more than 25 different stakeholders over two months, some of them included industry associations like IAMA, IBHA, advertisers like PepsiCo, P&G, Nestle, HUL, Tata, Star, we also received comments from voluntary consumer organizations. Dolly Singh, Vishnu Kaushal, Ayesha Billimoria, Aanam C, Scherezade Shroff Talwar aka Sherry Shroff, Raghav Meattle, Varun Duggirala and more. ASCI took note of all feedback, concerns and suggestions to arrive at the final guidelines. Subhash Kamath, Chairman, ASCI, said: "We received an overwhelming positive engagement and feedback from influencers and others for the draft guidelines, as well as suggestions to fine-tune and clarify some points. After extensive discussions, we are now launching the final guidelines

that balance the interests of consumer, influencers, agencies, advertisers and all other stakeholders. I urge everyone to follow the ASCI Code and the guidelines and be part of this change promising transparency and responsibility." One of the key questions raised was how ASCI would monitor potential violations of these guidelines. For this, ASCI has identified a French technology provider, Reech. Manisha Kapoor, Secretary General, ASCI said "The Reech Influence Cloud platform uses Artificial Intelligence to identify lack of disclosure on posts of a commercial nature on social media. Machine learning algorithms and pattern searching Regex (Regular Expression) maximize accuracy. As part of ASCI's increasing focus on digital content, we will continue to deploy

advanced technology solutions to keep track of advertisements that violate the ASCI code. Along with the guidelines, ASCI is aiming to develop an inclusive educational approach to shape the narrative of influencer advertising. To achieve this, ASCI is launching the ASCI.Social platform, a one-stop destination for all information related to the guidelines themselves. The digital platform will be interactive with dos and don'ts, FAQs, information related to the guidelines etc. Over time, ASCI.Social hopes to create a community of social media influencers, consumers, advertisers, and talent management agencies.

Dhruv Chitgopekar, Founding Partner, Collective Artists Network and CEO of BigBang.Social said: "The guidelines were the need of

the hour considering the rapid growth in branded communications to consumers via social media.

We have guidelines for traditional media advertising but, with the boom in influencer marketing, these are essential. We got on board on ASCI's behest, lending our learnings from extensively working with social media influencers and understanding of brands to the effort. I'm pleased with how comprehensive and practical the final guidelines are. Dolly Singh, who is among India's leading digital influencers, said: "The digital marketing space is growing rapidly and so are its participants. This is the right time to have a codified system of disclosure. I fully support this move by ASCI because it will result in viewers having even greater trust in influencers like me."

ICICI Pru Guaranteed Pension Plan voted Product of the Year

Udaipur: ICICI Prudential Life Insurance has introduced an innovative retirement solution by combining two variants of its popular 'Guaranteed Pension Plan', which offers a guaranteed return on investments. This solution provides customers with increasing regular income that doubles after five years and triples after the 11th year, thereby shielding them against the rising cost of living. In recognition of the innovative and industry-first features offered by the Company's 'Guaranteed Pension Plan', it has been voted by consumers as 'Product of the Year – Retirement and Pension Plans' category. Product of the Year (POY) is the world's largest consumer-voted award for product innovation in their respective categories. Mr. Amit Palta, Chief Distribution Officer, ICICI Prudential Life Insurance, said, "We are delighted that consumers have voted Guaranteed Pension Plan as 'Product of the Year'. We believe, the industry-first features of this product resonated very well with consumers and is a testimony of our approach to developing innovative products. It is imperative that customers plan for their retirement and the solution offered by the 'Guaranteed Pension Plan' enables customers to receive increasing regular income and lead a financially self-sufficient retired life." The pandemic has made customers appreciate the importance of financial planning, and this is specially so for life after retirement. The customer-centric retirement or annuity products offered by the Company have enabled it to grow the annuity business segment by 120% in FY2021. Annuity products enable customers to plan for their retirement and are available in two variants i.e. Immediate and Deferred Annuity. The Immediate Annuity option enables customers to start receiving regular income immediately by paying a one-time premium. On the other hand, the Deferred Annuity option gives customers the flexibility

to start receiving income in the future; for instance closer to their retirement. Customers have the option to defer the start of their income for a maximum period of 10 years. Longer the deferral, higher would be the income.

ICICI Pru Guaranteed Pension Plan, is the Company's flagship annuity product and offers industry-first features such as the early return of purchase price from the age of 76 years or on turning 80. It also includes others such as return of purchase on death or upon being diagnosed with specific critical illnesses or permanent disability due to an accident.

HDFC Bank To Set Up Medical Infrastructure For Covid-19 Relief



Udaipur: HDFC Bank, under Parivartan, announced a slew of measures to set up and enhance medical infrastructure across the country to assist the fight against the pandemic. The measures comprise setting up permanent medical infrastructure such as Oxygen plants, medical equipment, and ICU facilities, in addition to providing medical supplies to hospitals across India.

The Bank has committed an initial amount of Rs 100 crore under Parivartan in FY 21-22 for Covid-19 relief initiatives. In FY 20-21, the Bank contributed Rs 120 crore towards Covid-19 relief, as part of Parivartan.

To help improve the medical infrastructure across India, the Bank will do the following:

- Set up 20 Oxygen plants across various hospitals in India
- Set up three, 100-bed Covid care facilities
- Create two Isolation centres
- Provide medical equipment and supplies to more than 200 hospitals across the country

For setting up Oxygen plants and Covid care medical facilities, the Bank will work with the local administration to identify the hospitals across India.

Further, the Bank also plans to offer scholarships under ECSS (Education Crisis Scholarship Scheme) to students affected by the pandemic and provide monthly rations to close to 1.5 lakh individuals across villages.

"HDFC Bank believes that the community and organisations need to come together to battle the pandemic," said Ms. Ashima Bhat, Group Head - CSR, Business Finance and Strategy, Administration, and Infrastructure, HDFC Bank.

"Our efforts are a small token of our commitment towards society. We believe in creating long term sustainable infrastructure under Parivartan and the initiatives outlined to help combat Covid-19 emanates from this ethos. We are working with our NGO partners and local administration to create the necessary medical infrastructure like Oxygen plants, medical equipment and Covid care facilities. Going forward, we will focus on critical areas like education and livelihood, particularly for families affected by Covid-19 and work on more such long term sustainable initiatives."

JK Group announces a comprehensive JK CARES program

Udaipur: Delhi based, industrial conglomerate JK Group, comprising of companies such as JK Tyre, JK Paper, JK Lakshmi Cement, JK Fenner, JK Agri Genetics, Umang Dairy, PSRI Hospital etc. has announced its

initiative 'JK CARES', (Covid Assistance, Relief & Support) - a comprehensive Covid 19 relief package for the dependent family of deceased employee across the organization.

Chairman, Shri Bharat Hari Singhania, said "Safety and wellbeing of our employees is of utmost importance for us. As part of our value of "caring for people", we have been extremely mindful of the need to provide extended support to the families of our beloved employees, who have unfortunately lost their lives.

In case of any casualty of any of our employees, we will support the bereaved families on three fronts – financial support for the family by way of the continuance of salary, education support for children, and medical insurance for the family. All these support systems will be provided to the families for a number of years.

Under this relief initiative, the aim is to provide support to the affected families, in case of any casualty(ies) of the employee(s), due to Covid between April 2020 and until March 2022, thus covering both the waves of Covid 19.

Mr. Singhania further added that "Although, any kind of financial support cannot compensate for the magnitude of the loss of our beloved colleague(s), but it is our hope that this support will help the families to regain their confidence and dignity; and charter their journey of success, again"

Driven by its core value of "Caring for People"; the group, which employs over 30,000 people globally, firmly believes that its people and their families are the core of its strength and all the efforts are directed to protect each member of the JK Group against this deadly pandemic.

To provide additional safety cover, the group has gone all out to ensure that all its employees and their families are vaccinated; and the vaccination program is being driven as Mission Critical in all locations of the group.