



## Rift in friendship

In olden times, there were two farmers, Kishan and Roshan. They were good friends. They had their farms near by too. Their friendship was famous all over in other villages also. But you know, when bad times come, all intelligence is lost. Same thing happened here also. One day Kishan, while sowing seeds in his farm, covered a little area from the farm of Roshan also. Roshan was out then. When he came back, he saw, he tolerated it and kept quiet as for him, friendship was more important. Then, next time, Kishan covered a little more area but Roshan tolerated it and kept quiet this time also. Now, third year again Kishan did the same. Now Roshan had to answer it as water was flowing above the neck. He straight away, went to Kazi of the village for justice and showed his papers of the farm. Kazi called upon Kishan, punished him with not only 50,000 rupees but also asked him to return that much area of land to Roshan back. Kishan had to return the land as well as pay 50,000 rupees to Roshan.

## Editorial

Now I want to state, through this example that greed is a vice, a bad trait of the personality but greed always is not bad. There is an other form of greed also. As, a child scores 60% marks in his class and gets first position. He is praised everywhere. Now, he develops a greed to score 10% more that is 70% and next time he scores 70% marks. For future, his greed still increases and he scores 90% marks. Then, finally he scores hundred percent marks. He gets prizes and medals from the school. He is praised all over in the society also.

This type of greed is useful. This is called healthy competition with his own self. This is not only useful but also important to develop virtues and qualities hidden within in a person. So, always one must try to beat his/her own record of the past but never try to compete with others because that may create jealousy in your mind which will finish all your peace of mind. No robbing, no stealing, no competing with others, will bring happiness and peace in your life.

- SULEKHA SHRIVASTAVA

## Uday Adhikari honored with 'India SME Excellence Award-2021'

**Mumbai:** An event was organized jointly by 'SME Chamber of India Maharashtra Industrial' and 'Empowering SMEs for Global Competitiveness Economic Development Association' on 13th February 2022 at Raj Bhavan, Mumbai. In which Uday Kashinath Adhikari, Chairman of 'Al-Aziz Plastics Private Limited', has been awarded 'India SME Excellence-Award-2021' under the 'SME of the Year-Innovation and Inventions' category by Governor Bhagat Singh Koshyari. On this occasion, Chairman Uday Adhikari and MD Sagar Adhikari of Al-Aziz Plastics Private Limited thanked everyone.

Al-Aziz Group has fiercely embraced limitless innovation since its inception in 1988 to revolutionize the hardware industry for the secure channelization of electricity, water, and gas. The Company has created a respectable intellectual property portfolio with patents, design registrations and has also applied for patents in multiple countries world over. Their product innovations in supply of electricity e.g. casing-caping and accessories, replaces use of wood, thus help in saving trees.

The Company's latest innovation in water and gas distribution helps in saving important and critical resources for the Government organizations. Driven by curiosity and a penchant for design & precision engineering, they have been able to redefine the industry standards. With Limitless Innovation as their core, they have set new standards for higher functionalities finely balanced with quality and aesthetics.

## TECNO steps into the 5G segment with POVA 5G special Manchester City edition

**Udaipur.** TECNO Mobile, the global premium smartphone brand from TRANSSION India, today enters the 5G segment by launching its latest smartphone POVA 5G A special edition in AetherBlack color, Tecno POVA 5G flaunts the proud logo of leading football club Manchester City FC (Man City) on its back.



TECNO is the Official Tablet and Handset Partner of Manchester City and the association shares and synergizes the ethos of Speed, Power and Performance. TECNO POVA 5G mirrors these ethos in its best-in-class features. Power packed with eye-

catching design, Super-Fast 5G Dimensity 900 processor, Ultra-fast LPDDR5 8GB + 3GB Virtual RAM and 6.9 FHD+ Dot-in display with 120Hz refresh rate, TECNO POVA 5G is a first in its category. POVA series is a performance-oriented product line of TECNO that offers more powerful smartphone experience.

As 5G technology continues to dominate the smart phones segment, the year 2022 is predicted to be a breakthrough year for 5G smartphones. As per the findings of industry analysts, the resilient smartphone sector is estimated to witness 190-200 million shipments in the year 2022, with 5G devices claiming a major chunk in the segment. With a strong foothold in the budget smartphone category, TECNO pans its focus on the mid-to-high range category, with POVA 5G. Catering to the demands of the Zillennial consumers, the Fastest 5G smartphone is infused with the best-in-class hardware specifications with astounding software capabilities, an in-built Partner Game Engine Technology, bringing forth the ultimate mobile gaming and multi-media entertainment experiences.

Commenting on the launch, Arijet Talapatra, CEO of TRANSSION India said, "India is third largest 5G smartphone market globally as per Counterpoint and there's a lot of pent-up demand for 5G. In view of the market potential, the launch of POVA 5G is a part of TECNO's growth strategy."

With this launch we're foraying into the 5G category and are in the process of creating a complete 5G portfolio in the POVA product line. The idea is to make premium experiences reasonably priced and accessible to more and more people."

## Hindustan Zinc trains Sakhi women as Master Trainers under the 'Uthori' campaign

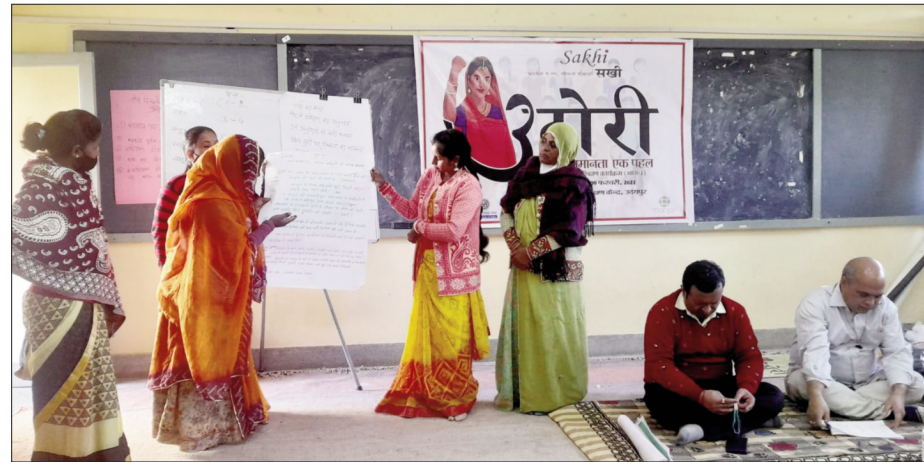
• 47 rural & tribal Sakhi women were trained in the 2nd phase of the Uthori Campaign

• Women were trained on the nuances of gender equality, behavior & social conduct in society

Udaipur, Hindustan Zinc under its women empowerment initiative 'Sakhi' organised a three-day Uthori Gender Equality program where they organized the 2nd phase of training program to develop 47

Sakhi rural & tribal women as master trainers. The program was held in Kasa, Udaipur where women from Zawar, Debari, Chittorgarh, Dariba, Agucha, and Kayak got trained by Gender specialist Dr. Rakesh Singh from Delhi, Shashiprabha from Udaipur, and Manjari Foundation's Program Officer - Shivam.

The Sakhi project's major goal is to connect with women and form groups to promote livelihoods, economic development, and social development in the future through these groups and organizations. Uthori Campaign under Sakhi is being carried out in 2 states, 6 districts, 7 locations, 11 blocks, and 54 panchayats.



In the 1st phase, over 17000+ rural & tribal Sakhi women were sensitized on basic principles of Gender Equality.

This three-day session

under phase 2nd covered sensitive topics such as citizenship, constitution, gender equality, behavior & social conduct in society, solution strat-

egy, and sexuality. These women will be assisted in solving this complex situation using a variety of creative activities, films, and other mediums. As

master trainers, these ladies will now spread awareness & educate the communities around them. The campaign was carried out in collaboration with the Manjari Foundation.

The Sakhi initiative encourages women to create grassroots institutions such as Self Help Groups (SHGs) to serve as vehicles for their empowerment.

Sakhi initiative helps women transcend socioeconomic obstacles and hurdles by strengthening their leadership, skill development, personal finance, and entrepreneurship skills and bringing in women empowerment in the community.

## A NEW RANGE OF SUPPLEMENTS IN GUMMIES & JELLY STRIPS FORMAT

**Udaipur:** Continuing to solidify its leadership in the health and immunity space through constant product innovation, Amway India, one of the country's leading FMCG Direct Selling companies, for the first time ever introduced a range of nutrition supplements in trendy, tasty, convenient and simplified formats like flavorful gummies and mouth dissolving jelly strips under its flagship brand Nutrilite. The range is power-packed with essential nutrients for overall health, immunity, bone health and eye health. Designed to suit modern lifestyles, especially of the busy young millennials, this range of on-the-go nutrition supplements is all set to further strengthen Amway's nutrition portfolio.

Understanding the busy lifestyles of the millennials today, Amway has formulated the on-the-go nutrition solutions to meet their everyday nutrition needs. Currently, the range com-

prises three products - Seize the Day, strawberry flavored gummies containing vitamins and minerals to support overall health and immunity, D-fence - mouth dissolving jelly strips containing Vitamin D3 to support bone health and immunity, and I Candy gummies containing Lutein & Zeaxanthin to support eye health.

Announcing the launch, Mr. Anshu Budhbraja, CEO, Amway India said, "The launch of this new range under Nutrilite is a defining moment in the evolution of the brand. We aim to amplify the use of supplements in maintaining a healthy life with these fun and convenient nutrition formats which are designed to meet your nutritional requirements. Today, with the youth spending time mostly indoors, leading to sunlight deprivation and deficiency in Vitamin D, and with prolonged exposure to blue light radiation from various digital devices, it is equally

important to address the need to maintain bone health and eye health as well along with maintaining overall health and immunity. Understanding this need, we have so far introduced gummies and jelly strips packed with essential nutrients to benefit the targeted conditions. The range is specially designed to complement today's fast-paced lifestyles of the young millennials who are always on the go. Giving impetus to our focus in the areas of personalized and simplified nutrition, especially for the youth, we expect this new range to meet their expectations and everyday nutrition needs and thereby contribute significantly to our overall nutrition category."

"Nutrilite, has championed the plant-based approach to supplementation for over 80 years offering highest levels of Purity, Safety, and Potency adding to the efficacy of the product,



which is the key product differentiator, and owing to its strong legacy and equity in the market, we are confident that our innovative offering will certainly cater to the evolving needs of our modern consumers," he added.

## Under the health service project by Hindustan Zinc, made aware on National Deforming Day



Hindustan Zinc organized awareness sessions in Badla, Newatla, Bhaldiya, Ganeshpura, Shivpuri, Amarapura villages of Bhilwara, Udaipur, Chittorgarh, and Rajasamand districts to make the community aware of STH transmission through healthcare projects.

Hindustan Zinc sensitized the community by organizing these sessions by Mobile Health Unit by Deepak Foundation and Wockhardt Foundation. Parents were made aware that STH infection can lead to anemia, malnutrition, impaired mental and physical and cognitive development and reduced school participation which can normally be changed in their habits, using toilets for hygiene, regular hand hygiene Washing hands, especially before eating and after using the toilet, wearing slippers and shoes, washing fruits and vegetables in safe and clean water, properly cooked food can be prevented. More than 300 children benefitted from these sessions. The general screening was done in schools and communities, and deworming medicine was provided.

National Deworming Day is an initiative of the Ministry of Health and Family Welfare, Government of India, to make every child worm-free in the country. It is one of the most extensive public health programs reaching many children in a short period. According to the World Health Organization, 241 million children aged 1 to 14 years in India are at risk of contracting parasitic intestinal worms, also known as soil-transmitted worms (STH).

## Farmers' Training Centre at Bundi to support Mustard Farmers

**Udaipur:** To strengthen the support system to farmers, SEA-Solidaridad with the support of Vodafone idea and Indus Tower have

set up and inaugurated second Farmer's Training Cum Resource Centre in Bundi by Shri Vijay Data- Chairman SEA Rapeseed-Mustard Promotion Council alongwith Dr. B V Mehta, Executive Director, The Solvent Extractors' Association of India, Shri Hareesh Vyas- Chairman SEA Oilseed Development Council, Dr. Suresh Motwani, General Manager, M/s. Solidaridad Network India Pvt. Ltd. in presence of lead farmers and stakeholders with the objective to facilitate technical know-hows, training and extension support to farmers with improved technologies. Different experts and technical institutions are associated with the resource centre for facilitating technical knowledge and expertise to the farmers. This resource centre will act as hub for Farmer Producer Organisations and shall function as a knowledge and networking centre, a platform for skill development of Board of Directors, FPO staff, and its members, managing business activities, market linkages and financial linkages of the FPO. This centre is setting up demonstration trials of good agricultural practices, women friendly technologies through its field demonstrations and simultaneously undertaking the analysis and documentation of case studies of demonstrated trials for further promotion and sharing with multi stakeholders about well proven sustainable technologies and practices. Based on the learnings and case studies, best agriculture practices and technologies are promoted in the respective program areas under the coordination and facilitation of the resource centre.



The Solvent Extractors' Association of India (SEA) and Solidaridad are promoting sustainability in the edible oil industries through a joint mission. The objective is this mission is to work on the India's self-sufficiency in edible oils and to enhance the productivity of oilseeds and particularly Mustard seeds, in order to improve income and livelihood of farmers.

The nation's dependency on imported edible oil is a matter of concern and to address this challenge, India needs to critically look into the ways and means to increase productivity of important oilseeds crops.

The productivity gap can be improved by bridging the yield gaps through effective transfer for improved production technologies while convincing farmers to adopt such technologies.

## ICICI Bank makes 'InstaBIZ' interoperable; instantly empowers merchants

**Udaipur:** ICICI Bank announced that it has made 'InstaBIZ' interoperable, making the benefits of its business banking mobile app available to all merchants including customers of other banks. The first-of-its kind initiative enables merchants—owners of grocery shops, supermarkets, restaurants, stationery stores and pharmacies—and professionals like doctors and lawyers to instantly create digital collection solutions like UPI ID and QR code, and start collecting money from their customers immediately. They can also digitally apply for Point of Sale (POS) device. Further, they can transform their shops into an online store in just 30 minutes, and apply for a voice messaging device that confirms the receipt of the payments. Any merchant, no matter it has a current/savings account with ICICI Bank or not, can avail the solutions by simply downloading the 'InstaBIZ' app from Play Store and link their bank account. This initiative features a completely online and instant Know Your Customer (KYC) process. Merchants do not need to visit any branch nor upload any document. The initiative leverages upon advanced APIs of the Bank that instantly and digitally validate PAN/Aadhaar number which is required for verification of KYC.

Speaking on the initiative, Mr. Anup Bagchi, Executive Director, ICICI Bank said, "We at ICICI Bank always believe that the self-employed and the MSME segment forms the backbone of the Indian economy. A large part of this segment consists of retail merchants. It is our endeavour to support merchants—around two crore across the country—by offering them solutions that make their business easy. With this aim, we were the first to introduce 'InstaBIZ', a mobile banking app for businesses, two-and-a-half years ago.

## Stricter Air Pollution Control Measures Instructed To Delhi, Uttar Pradesh and Rajasthan Industries

- Arkaprava Das

Commission on Air Quality Control (CAQM) with a stronger preventive objective has announced another directive, second in last three months instructing industries of Delhi, Uttar Pradesh and Rajasthan to make a change towards using cleaner PNG or Biomass fuel by September 30 of this year. The commission further stated that the industries who violates the norm will be shut. The directive is announced on February 9, 2022 aiming to control Delhi's air pollution rate that is consistently posing severe threat to the life and environ-

ment of the capital city of India.

Since the procedure of Biomass fuel supply requires complex implementation works often needing Government aid, some industrial support units feel that it is actually difficult for the medium and small scale industries to act on the said instructions. Even, the previous control measures of CAQM are partially followed supposed to be consequent of the same reason. As for this current instruction, CAQM permits the industries of the said zones to use industrially approved fuel as enlisted by the respective State Governments till the mentioned last date of making the necessary modifications.

Most of the industries operating in Delhi are said to be using cleaner industrial fuel. The initiative is expected to improve the alarmingly Severe Air Quality level of Delhi NCR region with more reduction of pollution causing fuels, like, coal and diesel. As per CAQM's expectation, this change if applied correctly in the industrial segments of Delhi, Uttar Pradesh and Rajasthan along with proper checking system through Air Pollution Control Devices (APCD) will be a good step to lower down the Air Pollution rate. According to 2020 study, industrial fossil fuel based emission along with seasonal stubble burning damages Delhi's air quality to about 20-70% during the months of October and November.

## Veeram Securities Ltd Breaks All Barriers Stock price Zooms 76 percent in a month

**Udaipur:** Veeram Securities Ltd. which is integrated as a wholesaler, Retailer and trader of branded jewellery and ornaments which in its recent board meet has decided to consider Rights issue of equity shares. Increase of authorised capital by additional 50 lac equity shares of Rs. 10 each amounting to Rs. 5 cr.

Also board has recommended the name change to Veeram Realities Ltd. Currently engaged in jewellery sector, its Jewellery and Ornaments are designed keeping in mind the demand of various customers coming from diverse cultures and age groups. Its products have presence across different price points and cater to customers across high-end, mid-market and value market segments. Veeram also does customized jewellery. Its gold & silver traditional jewellery & ornaments are either made with kundan, gem stones, etc or just plain gold or silver. With an impeccable eye for design, collection is created to fit into today's modern world, but maintain a timeless appeal. Crafted with the highest attention to quality, every piece is sure to become a treasured heirloom. The product profile of the company includes Rings Bracelets, Necklaces Ear Chain Earrings Pendants etc. The share price of the company going up by 132 per cent in last 6 months and over 76 per cent in only a month time and is currently at Rs. 174.