

Business & Entertainment

Unforeseen Disasters Are the Result of Our Sins

Both the mood and the weather have now become such that they are unknown. In the first twelve months, some months were fixed sequentially of summer, winter and rainy seasons. And their sequence also remained almost like this till a few years back.

There hasn't been such an unexpected unwanted change in recent years that there is no confidence in which weather will drip when. Now, any other or all three seasons can make a dent in any season. Every type of weather is being seen within a span of a few hours.

Weird weather, ranging from heat stroke to bone-chilling cold, cloud bursts, and everything washed away, unseasonal rains and floods, frequent rains, the threat of hailstorms, the havoc of scorching heat and shivering cold, lack of oxygen, ozone, Crumbling crust, pulsating earthquakes and volcanoes... all messed up.

Weather patterns are no longer favourable to the regions, humans, or other animals. The weather has become wild; everything has become disorderly. This much has happened till now; let's keep looking ahead to what will not happen.

Not much time has passed since the tragedy of Kedarnath. We are witnesses to so many such tragedies. If this whole atmosphere of human misbehaviour continues, then all that will happen, which, even to imagine, will make our souls tremble.

We must protect the five elements from which our nature is made, the earth's foundation. We also must watch what our ancestors left for us, put it to good use, and take care of future generations. But we have forgotten these limitations of ours. We want to take everything in our favour; who knows what happens later?

Instead of looting the fun while living in the courtyard of nature, we have started stealing nature itself. The mountains have been crushed into the plains. We have started on the journey of eradicating the existence of drains and rivers, and our relationship with trees and forests has almost ended. The scale on which the journey of settlements started has destroyed forests and trees.

We selfish and exploitative people, who claim and declare the principle of 'live and let live', have destroyed the habitats of wild animals, animals and birds and our companions in the affair of our homes and want to occupy the forests as well. Let's do it.

We have considered the pieces of land as mint and even forgotten our conscience. There was a time when the branches of the trees touching the sky used to hold the hands of the clouds and bring them to the ground. Today, not trees, their place is occupied by mobile towers. There is only an area left that looks like a forest of buildings. We have finished the balance of five elements. This is the reason why nature is now angry with us.

We celebrate World Environment Day every year. On this day, all the people take a pledge of dedicated efforts to save the environment, shout in seminars and various events and make promises as if some miracle of environmental consciousness is bound to happen on this day itself. Going to do it.

Many people have been born only to create environmental consciousness. Then there is a reasonable number of people of the same religion as him. There is talk of planting trees. This is what has been happening for the last several decades. How good it would have been if these people had produced at least one tree each on this day instead of making loud speeches and resolutions. Had it been so, we would not have needed to celebrate Environment Day today.

But the reality is that we are becoming so inept that we do not want to do anything ourselves. We always intend to remain in the role of directors and that others continue to work as labourers.

Today the pollution of the environment is increasing. There is an atmosphere of pollution everywhere outside and inside. The human heart and mind are also polluted, the climate is polluted, and everything is upside down. We are responsible for environmental pollution.

If all of us stay within our limits, be loyal to our duty to society and the region and nature, do the work for which we are assigned, and do our work with total honesty and social concerns of human sensibilities, service and philanthropy. Keep your interests above; then, there is no reason that the balance of the environment should be so improved that we do not need annual events in the domain's name.

To protect the environment, more than the events, promises, resolutions, speeches and gimmicks, we need to keep our minds clean and create a spirit to live for the society and the region. Once the environment of our mind and brain is cured, it is not difficult to improve it. The problem lies where we only want to make lip-service speeches while acting on environmental imbalance; we want to loot the sympathy of others by shedding crocodile tears but do not want to do anything.

Today has come to make us realize the reality. This day wants to shout and say there is still time to do something. Otherwise, everything will be ruined. We do not need to think about what will happen to us when the environment is no more.

- Dr Deepak Acharya

Tata Tea launches its latest edition of Jaago Re

On World Environment Day, Tata Tea launched its latest edition of #JaagoRe, aimed at spreading awareness on a cause which is the most defining crisis of our time - Climate Change.

Climate change is no longer a distant threat, it is a reality that demands our immediate and urgent attention. The impact of this global crisis is affecting our planet which poses a serious threat to the future of our children.

Tata Tea Jaago Re, through its new TVC, uses popular nursery rhymes as a device to make the message of fighting against climate change more relatable and personal to parents. Conceptualized by Mullen Lintas Bangalore

To facilitate change, the film implores consumers to adopt simple actionable ways to contribute to fight climate change, which otherwise appears to be a complex and insurmountable problem. Consumers can visit Jaagore.com to pledge their support, get tips to adopt a sustainable lifestyle and inspire others by sharing their stories of fight against climate change.

Mementos by ITC Hotels, a sought-after weekend destination for epicurean discoveries

Udaipur: Ever since its launch in March this year, Mementos by ITC Hotels Ekaaya, Udaipur has seen an influx of guests and discerning travellers seeking out bespoke luxury experiences. Over these two months, the hotel has been a preferred destination for its versatile luxury hospitality as well as its range of culinary offerings. In fact, over weekends, the epicurean offerings are much sought-after by the patrons of Udaipur and the non-residents visiting the beautiful city of lakes.

Mementos' signature restaurants including Udai Pavilion, Kebabs & Kurries, Royal Vega and the Aravali Lounge clocks at least 100 covers each over both days of the weekend. The tranquil Oasis

called Mementos Udaipur is a plush more than 47-acre property nestled amidst the Aravalis, just 40 minutes from the city centre, making it much accessible for an evening getaway for the people of the city.

The versatile ambience, the serenity and charm of the resort surrounded by nature and the scrumptious gastronomic delights are experiences that our guests choose to indulge in and savour with delight.

"Our patrons are particularly fond of Al fresco's charm at our signature all-day diner, the Udai Pavilion as well as the Aravali Lounge, where they devour a mélange of flavours offered served through authentic cuisines while soaking in breath-taking views of the

Aravalis. The Asian meals and footlongs offered at the Udai Pavilion are a particular favourite among our guests. The Mewari Khana at the Royal Vega also doesn't fail to impress patrons visiting us over the weekend as they are treated to a burst of authentic local flavours. It is indeed a matter of pride to witness the overwhelming love the residents as well as the visitors to this historic city have showered upon us," said Mr. Sandipan Bose, General Manager, Mementos by ITC Hotels Ekaaya Udaipur.

Patrons visiting the property look for an indulgent experience and a sense of gourmet sophistication. ITC's promise of hospitality and the signature offerings of specially curated recipes at Mementos Udaipur



through its culinary outlets perfectly complement the guest's aspiration for an indulgent weekend. The right ambience always complements the dinner setting of a scrumptious feast.

The lavish poolside seat-

ing of Kebabs & Kurries is a preferred choice for intimate family gatherings and date night dinners over a sundowner or a star-studded sky, as it overlooks a sprawling lawn at the backdrop of the serenity of the Aravalis. Patrons visiting

Kebabs & Kurries devour our signature dishes including Shaan-e-Aam, Dum Pukht Biryani, Dal Bukhara, Labgeer, Jhinga Ajwani and Sikandari Raan, with utter delight.

ITC's promise of luxury hospitality and curated bespoke experiences at Mementos Udaipur, would indeed remain incomplete without indulgent gastronomic experiences.

Therefore, the team of chefs and culinary experts at the signature restaurants constantly strive to bring out the nuanced flavours through a range of authentic preparations not just from the region of Mewar but world over, to create yet another indulgent experience for its patrons.

Renault Nissan Accelerates Progress Towards 2045 Carbon Neutrality goal

New Delhi: Ahead of World Environment Day 2023, Renault Nissan Automotive Pvt Ltd (RNAIPL) has announced that it is making strong progress towards its 2045 Carbon Neutrality goal unveiled in February this year and that it will be crossing several important sustainability milestones by the year 2030.

RNAIPL's carbon neutrality roadmap encompasses three key pathways: Increasing the share of green energy in the overall mix, aggressively improving efficiencies in ener-

gy usage and continuous adoption of energy efficient technology at its Oragadam plant. The strategy has already



allowed the automaker to cut down the equivalent of 87,500

tons of CO2 emissions every year as of FY 2022-23.

Keerthi Prakash, Managing Director of RNAIPL, com-

mented: "At RNAIPL, our unwavering commitment to

environmental responsibility is imprinted in everything we do.

We have set ourselves on an ambitious roadmap to Carbon Neutrality by 2045 and this goal underlies our drive towards utilization of more green energy, optimization of energy consumption and upgrading our technology. RNAIPL is a leader in energy efficiency and sustainability actions within the global network of manufacturing facilities within the Renault Nissan Alliance and we aim to further

consolidate this position not only within the Alliance, but also within the industry.

"RNAIPL is also committed to shaping a more sustainable future for our communities and a number of our Corporate Social Responsibility programmes work towards this goal, including our ambitious project to rejuvenate water bodies.

We are shaping a future where our actions today define the legacy we leave for generations to come," he further added.

Standardized sticker of equipment across the plant for optimal use and energy conservation

Upgrading to energy efficient equipment such as BLDC Blowers, Compact Ejectors, VFD for Pumps and Motors

Installation of water source heat pump as an alternative to LPG based hot water generator at the Paint shop and using both the hot and cold water (byproduct) for industrial processes resulting in 6% reduction of Co2 emissions.

Looks Salon will inaugurate its outlet at Urban Square Mall

Udaipur: Looks Salon launched its new outlet at Urban Square Mall, Udaipur, on Friday, June 2. This is Udaipur's first luxury hair range brought to you by the Looks brand, offering the locals the most exotic amenities in the segment. Dr Lakshyraj Singh Mewar of Udaipur inaugurated the grand outlet. Spread across 3000 sq ft; the outlet has lavish amenities and an exquisite interior. The outlet is also offering 34 per cent off on all services on the occasion of its inauguration. The most important aspect is that the entire outlet staff is from Delhi and are leading experts in their respective fields. They cater to the customers' specific demands on the latest trends in this field and provide excellent services with products from top brands.



Ms Priyanka Sharma, Franchisee Owner of Looks Salon, said, "We are glad to announce the opening of our outlet at Urban Square Mall. This is our first outlet in Udaipur, and we aim to provide our best services to our customers in this region. We look forward to offering unparalleled services to the residents of Udaipur and visitors to the mall.

The L'Oréal-certified Look salon operates around 194 outlets nationwide, providing hair care, makeup, beauty and nail services, and tips to its valued customers. Established in 1989 with two barbers and a pedicurist, the brand has become one of the most trusted beauty brands over the last 34 years.

Udhav Poddar, MD, Bhumika Group, said, "We aim to host the most popular global brands for our visitors.

The opening of Looks Salon is a big step towards further enhancing the lifestyle of our visitors with added convenience. We thank Lux for choosing Urban Square Mall as its operating location, as this will be a great opportunity for our customers to utilize the brand's services."

Sudesh Bhosale launches melodious series Saiyaan Se

Renowned playback singer Sudesh Bhosale graced the launch event of the musical series Saiyaan Se by Advani Films and Red Ribbon Musik. The series, consisting of three interconnected singles, promises to captivate audiences with its soul-stirring music and engaging storytelling. The event was attended by Shahid Mallya, Lalitya Munshaw, Vicky Advani, Prateek Kapadia, Pooja Chaudhary, Amardeep Phogat, Abhijit Sonawane, Dheeraj Kumar, Ritu Zeid amongst others.



As a veteran in the industry, Sudesh Bhosale expressed his appreciation for the series, stating, "I feel very blessed to encourage young talents like Amrita Singh, who brings a fresh

voice and comes from a musical heritage as the sister of Arijit Singh. The lyrics, composition, and vocals do justice to the song, and I commend Lalitya Munshaw for her continuous support in promoting good music. I am glad that Vicky Advani is bringing out this Saiyaan Se three-part series."

Producer Vicky Advani, the driving force behind the series, shared his excitement about the project, saying, "This is the first-ever trilogy music series. Saiyaan Se is just the beginning, followed by the teaser of Saiyaan Se 2.0. The music, lyrics, vocals, and visuals of the series promise to take the audience on a mesmerizing journey. The overwhelming love and support we have received have made this journey even more special."

Lalitya Munshaw, the Managing Director of Red Ribbon Musik, expressed her enthusiasm for the series, stating, "I instantly fell in love with the songs and the concept when Vicky Advani approached me with the Saiyaan series. It is soul-stirring, and it takes a producer with great vision to announce a trilogy and release the second teaser immediately after the first. The album, which is a

song series, is refreshing, hummable, and is sure to enthrall everyone."

The first song in the series, Saiyaan Se, is sung by Amrita Singh, who hails from a musical family and has previously lent her voice to popular projects like Rohit Shetty's Cirkus and the Bengali film Bismillah. The second song, sung by the versatile Shahid Mallya, has also been soulfully composed by Ritu Zeid and penned by Dheeraj Kumar.

Saiyaan Se Part 1 tells the story of a couple, portrayed by Pooja Chaudhary and Amardeep Phogat, with Abhijit Sonawane in a significant role that connects to the narratives of Parts 2 and 3. The series is presented by Advani Films and released by Red Ribbon Musik.

With the launch of Saiyaan Se, Advani Films and Red Ribbon Musik aim to create a memorable musical experience for the audience, blending captivating storytelling with soulful melodies.

HERO MOTOCORP UNVEILS THE NEW ENRICHED HF DELUXE SERIES

Udaipur: In keeping with its commitment to bring a comprehensive portfolio of technologically-advanced and fuel-efficient products, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today launched a refreshing new range of its highly popular 100cc motorcycle - the HF Deluxe.

Adding to the striking appeal of HF Deluxe,

four new stripes enhance the overall dynamic appearance of the motorcycle. And, the Canvas Black Edition strives to take customer aspirations to newer heights, backed by enhanced safety and convenience.

Standard features such as tubeless tyres in Self and Self i3S variants will add to the high value proposition of the brand. A USB charger comes as an accessory for convenience. For complete peace of mind, Hero HF-Deluxe comes with standard five-year warranty and



five free services.

Retaining the brand DNA, the new HF Deluxe portfolio presents the right balance of style, tech-excellence, and performance. Considered as India's one of the most trusted brands, the HF Deluxe is the ultimate choice for customers for high fuel savings, sturdy and powerful engine capabilities, riding comfort, minimal maintenance, and appealing resale value. The HF-Deluxe is available at Hero MotoCorp showrooms across the country at attractive prices of Rs. 60,760/- for Kick Variant and Rs. 66,408/- for Self-Variant.