



## Safeguarding Personal Data: A Milestone Achieved

In a significant development, the Lok Sabha introduced a pivotal Bill concerning the protection of digital data on August 3. Surpassing the clamor, the Bill, carrying implications for every individual, swiftly passed through both Houses within a week. Remarkably, the ensuing law, named the Digital Personal Data Protection Act 2023, received Presidential approval on August 11, ushering in a new era of data security.

This legislative triumph is the culmination of a meticulous refinement process spanning six years and incorporating five iterations. Notably, the discourse involved a staggering 48 organizations and 39 ministries, underscoring the gravity of the subject. A staggering influx of approximately 24,000 inputs was received by the Ministry of Electronics and Information Technology during this period.

### Editorial

#### A Growing Digital Footprint

The period between 2015 and 2021 has witnessed a staggering surge of 200 percent in broadband connections within rural regions, accompanied by a robust 158 percent growth in urban areas. This surge underscores the increased reliance on internet services, resulting in a trove of essential individual data resting with service providers.

The ascent of broadband connections, both wireless and wireline, has been nothing short of remarkable since 2014. Figures have surged from 6.1 crore to an impressive 83.22 crore by December 31, 2022. Of these, an overwhelming 79.98 crore are mobile connections, while 3.23 crore are fixed-line installations. Notably, the rapid deployment of over three lakh 5G mobile towers across 714 districts within a span of 10 months since the launch of 5G services is a notable achievement.

#### A Speedy Path Forward

A tangible timeline of six to ten months is envisaged for the formulation of the operational regulations and successful onboarding of companies. Encouragingly, Union Minister for Electronics and Information Technology, Ashwini Vaishnaw, expressed optimism in potentially surpassing this timeline.

#### The Crux of the Matter

The crux of the matter lies in whether India can effectively shield its citizens' personal data within a burgeoning digital economy heavily reliant on amassing and amalgamating user information for service provisioning. Crucial data sets, including Aadhaar numbers, income-tax transactions, financial and insurance records, credit card particulars, vaccination histories, transportation usage, and the array of applications catering to daily needs such as groceries, sustenance, and medication, all rest on data collation platforms.

## ICAP Implementation : Initiatives & Learnings from Kerala

In an alarming indicator of the intensifying climate crisis, July 2023 has been declared the hottest month ever recorded by the European Union's Copernicus Climate Change Service. In India, an intense heatwave swept through the country's north in May, with temperatures climbing to a record 49.2°C (120.5°F) in parts of the capital, Delhi. South East Asia also saw record temperatures in a number of countries in both April and May - which are typically the hottest months for the region. With every passing year, world is hitting new temperature records and research tells that one of the major areas that will be extremely vulnerable to climate change is South Asia region. India particularly will be more vulnerable due to its diverse terrain, rapid use of natural resources due to current trend of precipitation urbanisation, industrialisation and economic growth.

Recognising the urgent need for sustainable cooling solutions to tackle the rising temperature and its linked adversities, India proactively launched the India Cooling Action Plan (ICAP) under the Ministry of Environment, Forests and Climate Change (MoEFCC) in 2019. As the nation undergoes rapid economic growth and urbanisation, climate-friendly and affordable cooling solutions are essential.

ICAP focuses on promoting energy-efficient technologies and low global warming potential refrigerants to minimise carbon footprints. India is one of the first countries to launch Cooling Action Plan that recognises cooling as a developmental need linking it with economic growth, health, well-being, and productivity. However, since its release, ICAP's implementation has been finite due to the absence of an enforcement mechanism in the action plan.

While the Cooling Secretariat, an inter-ministerial committee proposed in ICAP, is expected to execute the plan's recommendations, more representation from sub-national governments or institutions will be advantageous. Awareness of ICAP at state level is also a challenge that needs to be addressed, emphasising the need for active participation in decision-making. At the same time, a recent analysis reveals that states such as Kerala and Gujarat are formulating cooling action plans while Maharashtra plans to integrate a state-level cooling roadmap into its overall climate change strategy. However, there still remains a need to assess how well states have adopted ICAP recommendations since its launch in 2019.

To understand the adoption and implementation challenges

at sub-national levels, Shakti Sustainable Energy Foundation initiated a study in April 2022 focussing on identifying strategies for increas-

temperatures t most of the year. The findings from this study aimed to guide future efforts to improve stakeholder involvement and enhance ICAP's



ing state-wide cooling actions and making these initiatives more inclusive and responsive to local needs.

The study adopted an integrated approach by engaging stakeholders involved in decision making of planning built environments, which directly or indirectly impact the cooling requirement and needs at the local level and thus developed an implementation framework for cooling action plan in the state. Kerala was selected as a case study since the state has been grappling with high humidity levels combined with elevated summer tem-

reach across diverse regions in India.

The comprehensive study employed a robust approach that encompassed reviewing existing state policies and programmes, mapping relevant stakeholders, prioritising cooling actions, designing an implementation framework, assessing the needs of vulnerable communities, and effectively communicating the findings. The review of Kerala's State Heat Action Plan shed light on current priorities such as adopting sustainable cooling solutions with the Kerala State Energy Conservation Building

Code (KSECBC) and promoting research and development. Selected ICAP recommendations were tailored for Kerala, including ensuring new construction was 100% ECBC compliant and retrofitting existing spaces to reduce cooling energy. Recognising the need for targeted solutions for heat-vulnerable communities, surveys were conducted in collaboration with Kochi Municipal Corporation (KMC) and Trivandrum Municipal Corporation (TMC) to understand thermal comfort concerns in 200 Anganwadis in Kochi and 100 informal households in Trivandrum. Interestingly, built condition of Anganwadis turned out to be better in comparison to households, with the latter struggling for ventilation and tin-roofs making the situation worse; Anganwadis, despite having ventilation, faced issues in opening the windows due to mosquitoes and air pollution. Another challenge that surfaced during the survey was the overcrowding of indoor spaces, which negatively impacted the thermal comfort of the occupants. The survey revealed disparities in living conditions and ventilation challenges, particularly affecting women and children.

Out of the many observations, one key takeaway from this study is the limited awareness of ICAP among state and

city-level agencies. Engaging ULBs as crucial implementation partners is vital for success, with particular attention paid to addressing the health and productivity of women and children who are disproportionately impacted by inefficient building design and inadequate ventilation.

Moving forward, it is crucial to prioritize cooling projects specifically tailored to urban local bodies (ULBs), as this will enhance their involvement and accountability in implementing effective heat action plans. To better address the needs of heat-affected communities, targeted policies and programs should be developed. Moreover, integrating affordable cooling strategies is an essential undertaking for states to pursue, while increased research and development efforts should pave the way toward innovative cooling technologies and models. As far as the other states are concerned, it is imperative for them to recognise that a key area requiring attention is the efficient fund deployment at the city or local level since this where a majority of implementation activities occur. The solution to the pressing need for cooling strategies is to focus on these crucial aspects that will help foster a more resilient urban environment and address the growing problem of heat stress.

## Prince Singh Rajput's Impactful Presence in "Main Tere Ishq Mein"



Amid a progressive transformation in the Bhojpuri film industry, where family-oriented films are taking the lead, "Main Tere Ishq Mein," featuring Prince Singh Rajput, emerges as a com-

PELLING blend of romance and action. The scorching chemistry between Prince Singh Rajput and Payas Pandit sets the stage for this riveting Bhojpuri film.

The trailer of "Main Tere Ishq Mein" has been unveiled today on the ENTERR10 RANGEELA YouTube channel, garnering an enthusiastic response from viewers. The trailer hints at an exhilarating mix of action and romance, meticulously intertwined to challenge the boundaries of love's journey. While the film promises an enthralling action-packed narrative, it is abundantly clear that no external force can taint the purity of love and romance portrayed onscreen.

The trailer vividly portrays Prince Singh Rajput's encounter with a formidable mafia, a confrontation driven by his genuine desire to win the heart of Payas Pandit. Determined to secure his affection, Prince Singh Rajput's character dares to take on

the mafia, vowing to eliminate any obstacles that stand in the way of his love. This potent blend of action and romance captivates viewers, evoking anticipation for the film's impending release.

"Main Tere Ishq Mein" is under the banner of Mati Productions and is directed by Ajay Kumar. The screenplay and dialogues are a collaborative effort by Ajay Kumar and Manoj Gupta. The musical score, composed by Sudip Sajjan, magnificently complements the heartfelt lyrics of Vinay Bihari, Santosh Utpati, Ajit Mandal, and Sudip Sajjan. Ravi Chandan skillfully handles the film's cinematography, while Pradeep Khadka choreographs the action sequences. Choreographers Prasun Yadav and Ashok Maity contribute to the film's mesmerizing dance sequences.

Sanjay Bhushan Patiyyala shoulders the responsibility of the film's publicity and promotion.

## On Independence Day, a new avatar of Kallu emerged at the Vidhyapeeth



As the nation celebrates the 76th anniversary of independence along with the grand festivities of the 77th Independence Day, a special occasion is being marked. On this very day, the country broke free from the shackles of British rule and began breathing the air of freedom. The entire team of Vidhyapeeth is extending their greetings and messages to the citizens on this occasion. Vidhyapeeth has also imparted lessons to those

who defy the principles of the country's constitution. In a historic move, the teaser of a film was launched today. The official teaser of the film "Vidhyapeeth" was released on the Global Music Junction YouTube channel this morning. Within 3 hours of its release, the teaser went viral, and the response from the audience has already begun. After watching the teaser, it is evident that apart from academics, love and romance have a significant role to play in Vidhyapeeth. Where there is love, there must be conflicts. The teaser of the film "Vidhyapeeth" revolves around such an intriguing story, and its potential to captivate audiences will be revealed in the coming times. Based on this teaser, one can only estimate the events; to learn about the acting skills, one must await the release of the film's trailer.

The film "Vidhyapeeth" is produced under the banner of Govinda Films Entertainment by Govinda ji, also known as Ramjeet Jayaswal, and co-produced by Shamjeet Barai. The screenplay for the film "Vidhyapeeth," presented by Global Music Junction and IIFA Music World, is written by Manoj Pandey, directed by Yogesh Raj Mishra. The lyrics for the songs of Vidhyapeeth are written by Azaad Singh, who has beautifully blended them with music composed by Azaad Singh and Vishal Singh. The vocals are rendered by Arvind Akela Kallu, Priyanka Singh, Arohi Bhardwaj, and Jeetendra Singh Jeetu. Ravi Nath Ji handles the cinematography for Vidhyapeeth, while the film features action sequences choreographed by Arun Prem Singh. The responsibility of promoting and disseminating the film "Vidhyapeeth" lies with Sanjay Bhushan Patiala.

## Mask TV: A Treasure Trove of New and Entertaining Content"

Much new and entertaining content is being offered on the OTT platform, Mask TV. Not long ago, Mask TV knocked on the hearts of entertainment-seeking app users. Shows like "Mission Seventy," "Project Angels," "Ragad Bhassad," "Leich," "Aazamgarh," and numerous other web series and movies were streamed successfully, captivating the audience.

The treasure trove of fantastic and mind-blowing entertainment keeps growing. "Snake 3" and "Underground Monster" have been dubbed in Hindi and the Bhojpuri language to cater to their audience. According to channel producer Manasi Bhatt, this trend will continue, with big films and web series being streamed on the Mask TV OTT platform in the near future. Mask TV is excited to bring something new to its users and subscribers every day.

## Grade 1 Saffron under its Himalayan brand



Tata Consumer Products (TCP), the consumer products company uniting the principal food and beverage interests of the Tata Group under one umbrella, today announced its entry into the premium Kashmiri saffron category under its provenance brand- Himalayan. This launch is in line with the Company's focus on expanding into new categories with differentiated products with strong quality credentials. With the launch of Grade 1, 100% pure Kashmiri saffron, the brand Himalayan is extending its existing product portfolio comprising of Natural Mineral water, Honey, and Fruit Spreads into this new category. Himalayan is directly sourcing the Grade 1 Kashmiri saffron, recognized for its purity and quality, from the picturesque valleys of Kashmir.

The superiority of Kashmiri saffron lies in it widely being recognized as one of the best in the world. It surpasses saffron sourced from other regions like Iran which is a major exporter to India in terms of its high concentration of key compounds crocin, safranal and picrocrocin giving it the deep red color and distinct aroma. Kashmiri Saffron has a crocin content of 8.72% vs Iranian Saffron which has 6.82% as per Quality Control Lab, Directorate

of Agriculture, J&K making it more beneficial for consumer's well-being.

Given the adulteration prevalent in the category, there is a trust deficit in the saffron category in India and a lack of awareness among consumers on how to distinguish between the varieties available in the market. Saffron is graded on a scale of 1 to 4 based on its quality, with Grade 1 being the most superior grade.

Each pack of Himalayan Saffron establishes its quality credentials by not only beautifully capturing visually the process of how Saffron is processed but also comes enabled with a first of its kind AI enabled QR code. Consumers can scan the code for an authentic Himalayan experience which virtually transports them to Kashmir Valley. In addition, they can see for themselves the "Kashmiri origin, purity & Grade 1 Quality certificate" from a NABL accredited lab for their pack by entering the batch number on the pack. For more information, consumers can type in their queries regarding saffron in the ChatGPT powered section. They can also explore saffron recipes and learn how to test the purity of saffron at home, further augmenting this unique experience.

A box and a container with a lid and a glass of liquid

## Akshara Singh and Gaurav Jha to Team Up for an Exciting Film "Durga"!



**Mumbai:** The much-anticipated film "Durga" had its grand poster unveiling ceremony, featuring popular Bhojpuri film stars Akshara Singh and Gaurav Jha. Akshara Singh is known for portraying challenging characters in Bhojpuri films and continues to set a bench-

mark for herself with each role she takes on. Her dedication to her craft makes her an exemplary figure in the industry. In her upcoming film "Durga," she will be essaying the titular role, which is set to become a milestone in her illustrious career. The auspicious occasion of the film's Mahurat took place in Mumbai on Thursday, along with the recording of a mesmerizing song.

The film "Durga" is directed and written by renowned Bhojpuri director, Ravi Sinha, who has delivered numerous blockbuster films in the industry. This film marks a significant milestone in his career as it will be his silver jubilee film. The producer of "Durga" is Shreyansh Mishra. With a vast experience in filmmaking and direction, Ravi Sinha is known for garnering the admiration of every artist who works under his guidance.

The music for the film is composed by Bharat Chauhan, while Santosh Prajapati takes charge of the production design. The poster design and artwork are handled by Prashant. The film is a joint venture of AKB Production and JR Films and is a family-oriented movie with a strong social message, narrating the struggles of a woman. While the title "Durga" may evoke thoughts of the mythological goddess, the director, Ravi Sinha, clarifies that it is not a religious film. Instead, it is an empowering tale of a woman's indomitable spirit, depicted through the character of Durga, who overcomes various challenges in her life.

The film features a talented ensemble cast, with Akshara Singh playing the lead role of

place at Krishna Audio Studio, Goregaon West, Mumbai, with the melodious voices of Priyanka Singh and Mohan Rathore. The entire team is eagerly looking forward to the film's release and believes that "Durga" will leave a lasting impact on the audience with its empowering narrative and compelling performances.

## Airtel Payments Bank Launches Eco-Friendly Debit Card

**Udaipur:** Airtel Payments Bank, India's only profitable multi-segment fintech operating at scale with a banking license, becomes the first Indian Bank to launch eco-friendly debit card for its new and existing customers with a savings bank account. The launch comes in alignment with the Bank's commitment to sustainability and promoting eco-friendly practices within the financial sector. The debit cards will come in r-PVC material, a certified eco-friendly material. With adoption of this eco-friendly material, Airtel Payments Bank is coming up with two cards under Classic variant - Personalised Classic Card and Insta Classic Card. Customers can order the Personalised Card from the Airtel Thanks app, while the Insta Card will be available at select neighbourhood banking points by close of the current quarter. The cards come with rewards including e-commerce benefits of up to INR 10,000, and free One Dines across major cities of India.

Speaking about the launch, Ganesh Ananthanarayanan, Chief Operating Officer of Airtel Payments Bank said, "We are delighted to introduce our new eco-friendly Debit Cards, made using recycled PVC. Airtel Payments Bank believes in responsible consumption and production for a sustainable future. These cards demonstrate our support for sustainability and commitment to offer safe and convenient banking experience. Our aim is to provide India with accessible and inclusive banking by driving positive change in the financial industry and offering our customers a seamless and secure payment experience."