

## Rajasthan Association for English Studies Concludes 20th Annual Conference



**Udaipur:** The 20th Annual Conference of the Rajasthan Association for English Studies concluded on its third day with participants engaging with the challenges and vibrancy of tribal life in the surrounding villages. Collaborating with the Gandhi Human Welfare

Committee, individuals such as Karam Singh, Kailash, Bhuri Lal, Ajit, Nanalal, Lokesh Singh, and others supported the initiative.

The participants visited villages near Udaipur, including Gajvi, Gandar, Ranvi, Ranpur, Mohini, Samija, and Kolar,

interacting with the residents to gain insights into their life challenges and rich cultural heritage.

Gandhi Human Welfare Committee played a crucial role in facilitating this exchange of information.

The expedition revealed prevalent issues such as the scarcity of potable water, healthcare challenges, and inadequate electricity supply in these villages. Additionally, it was observed that children have to travel six to seven kilometers to access education beyond primary schools.

Adivasi women showcased their culture by singing various traditional songs at different occasions during the event, offering a glimpse into

their lives and challenges. The conference provided a platform for participants to share their experiences and knowledge about language, worship practices, employment opportunities, and more.

The three-day conference also featured discussions on decentralization, environmentalism, and collectivism. The closing ceremony took place at Rana Punja Mahavidyalaya, where Madan Lal Nagda, the founder of the college, emphasized the pivotal role of education in empowering the common people in Adivasi regions.

Nand Kishor Sharma, the college director, stressed the importance of understanding the sensitivities of Adivasi communities and working towards

their holistic development. Esteemed journalist Himmat Seth highlighted the need to base global existence and human welfare on nature-centric development.

In the opening remarks, Mohan Lal Sukhadiya, the Head of the English Department at Sukhadiya University, and Dr. Meenakshi Jain, the conference director, reported on the highlights of the three-day event, emphasizing the diverse participation from regions such as Arunachal Pradesh, Odisha, West Bengal, Gujarat, Delhi, Chhattisgarh, Madhya Pradesh, and Haryana, as well as from Africa and Arab countries. Summing up the confer-

ence, Dr. Khushpal Garg, from the English Department at Mohan Lal Sukhadiya University, expressed satisfaction with the event's comprehensive coverage of various aspects and issues. Local college administrator Mini shared her experiences, calling for collective efforts to address the concerns of border communities.

Hemendra Chandalia, Vice President of the Rajasthan Association for English Studies, announced future plans to extend the conference beyond Rajasthan, emphasizing the need for a new developmental paradigm to counteract the expansion of imperialist forces and exploitation of resources.

## Impact of COVID-19 on Consumer Behavior in Udaipur

Research on the Impact of COVID-19 on Consumer Behavior in Udaipur District Earns PhD for Neetu Prasad

**Udaipur:** Neetu Prasad, affiliated with Manikyalal Verma Mahavidyalaya, under Janardan Rai Nagar Rajasthan Vidyapeeth (Rajasthan University), has been awarded a Ph.D. in Business Administration by the Department of Business Administration, Udaipur, a certified 'A' grade university.

Under the guidance of University Chancellor Prof. Shiv Singh Sarangdevot, Prasad conducted research titled "Mapping Changes in Consumer Behavior of FMCG Products Due to COVID-19: A Study of Udaipur District." In her research, she employed an analytical technique to identify three major factors affecting consumer behavior in the context of the COVID-19 situation, categorized as situational factors, economic factors, and intellectual (institutional) factors.

The findings of the study highlight crucial components that can be considered by various stakeholders for appropriate management in future scenarios. This research contributes valuable insights into understanding and adapting to the evolving dynamics of consumer behavior in the face of the ongoing pandemic.

## BNU Maya Kumari Clinches Bronze in Hammer Throw



**Udaipur:** Maya Kumari, an athlete from Bhopal Noble University, secured the bronze medal in the hammer throw event at the All India Inter-University Athletics Championship held at Kalinga Institute of Industrial Technology (KIIT) University in Bhubaneswar. Dr. Hitesh Raval, Secretary of the Sports Board at Bhopal Noble University, shared this achievement, highlighting Maya Kumari's outstanding performance.

Dr. Hitesh Raval informed that Maya Kumari's success in the hammer throw at the prestigious championship has brought laurels to Bhopal Noble University. Colonel Prof. Shiv Singh Sarangdevot, the Acting Vice-Chancellor of the institution, along with Secretary Dr. Mahendra Singh Agariya, Managing Director Mohabbat Singh Rathore, and Sports Board Chairman Dr. R.S. Shaktawat, congratulated Maya Kumari and the coaching team on this proud accomplishment, extending their best wishes for future endeavors.

## BN University's Sunil Kumar Selected for Olympic Trials

**Udaipur:** Dr. Hitesh Raval, the Secretary of the Sports Board at Bhopal Nobles University, revealed that Sunil Kumar from Bhopal Nobles University secured the fourth position in the All India Archery Competition hosted by Punjabi University, Patiala. This achievement has earned him selection for the Olympic trials. Commending this honor, the Acting Vice President of the institution, Colonel Prof. Shiv Singh Sarangdevot, Secretary Dr. Mahendra Singh Agariya, Managing Director Mohabbat Singh Rathore, and Sports Board Chairman Dr. R.S. Shaktawat extended their congratulations and best wishes to Sunil Kumar and the coaching team.

## Sonika Srivastava Awarded Ph.D. in Pharmacy from BN University

**Udaipur:** Sonika Srivastava, daughter of Mrs. Rekha and Pramod Kumar Srivastava, and wife of Mr. Vishal Gupta, has been conferred with a Ph.D. in Pharmacy from BN University in the Faculty of Pharmacy. Her research focused on the "Pharmacological Evaluation of Some Herbal Formulations from Phytoconstituents of Saraca Asoka," guided by Dr. Kamal Singh Rathore, Professor of Pharmaceutics at BN College of Pharmacy. The inspiration for this research was drawn from Hindu mythology, specifically the story of Mother Sita residing in Ashoka Vatika and finding solace under the Ashoka tree during times of depression. The various parts of the Saraca Asoka tree, including fruits, flowers, seeds, and bark, are traditionally used to treat diverse ailments.

Sonika's contributions extended beyond her dissertation, as she presented papers derived from her research in national and international conferences. Her work advocates for herbal solutions to address depression, offering valuable insights to society. Sonika's dedication and ethical approach have earned her numerous awards and scholarships, emphasizing the significance of her contributions.

## MPUAT Unveils National Flag on New Year

**Udaipur:** On the occasion of the New Year, a grand ceremony was held at the administrative building of Maharana Pratap Agriculture and Technology University, where a massive national flag was hoisted atop a one hundred feet mast (pole). Simultaneously, all the university staff pledged to dedicate an extra hour of voluntary work on each working day in the new year.

The event also marked the unveiling of an agriculturally useful calendar. The impressive national flag was raised by the university's Chancellor, Dr. Ajit Kumar Karnataka, during a splendid ceremony in the administrative building courtyard. The chief guest for the occasion was Mr. Nitin Baghmara, Regional Head of ICICI Bank. The installation of the flag was made possible through the financial support of ICICI Bank.

## Workshop on "Cubing the Orthodontic Rubik"

**Udaipur:** The Department of Orthodontics at Pacific Dental College and Research Center organized a two-day CE workshop on the subject of "Cubing the Orthodontic Rubik." The inaugural ceremony was presided over by Dr. Punit Batra, the elected president of the Indian Orthodontic Society. More than 80 participants from various states took part in this CE workshop held in Udaipur on December 27. Dr. Piyush Bolya, Professor and HOD of Orthodontics and Dentofacial Orthopedics, highlighted that the first day of the CE workshop involved hands-

on practice of the technique of wire bending through live demonstrations for all participants. Speaking on the relevance of the workshop, Dr. Punit Batra, the keynote speaker from the Indian Orthodontic Society, shared his experiences and emphasized how correcting facial aesthetics through innovative dental techniques can enhance the beauty of the face when jaw anomalies are present from birth or due to other reasons. On the second day of the CE workshop, presentations of posters and papers took place.

## C.P.S. Harman Selected as Captain of Rajasthan Badminton Team

**Udaipur:** Harman Pandit, a 9th-grade student of CPS School in Udaipur, has been appointed as the captain of the Rajasthan Badminton Team in the under-14 age category. Harman demonstrated outstanding performance in a recently held national-level training camp in Ajmer, securing the first position.

Prior to this achievement, Harman secured the second position in the state-level competition, earning a spot in the national-level training camp. During the camp, he excelled in 9 matches, securing a remarkable victory and clinching the first position. Harman will now represent Rajasthan in the national-level competition scheduled in Delhi from January 3rd to 8th.

## Celebrating Congress Foundation Day in Udaipur Rural



Ph- Congress

**Udaipur:** The Congress party observed its 139th Foundation Day at the rural district office, marking a historic occasion that resonates with the sacrifices made for the nation's unity and integrity. Prominent leaders, including Shri Kacharu Lal Choudhary, Shri Jagdish Raj Shirmalli, and Shri Laxmi Narayan Pandya, emphasized the party's steadfast dedication to principles of truth, non-violence, mutual respect, and

fraternity.

Shri Kacharu Lal Choudhary, the President of Udaipur Rural District Congress, highlighted the significance of the day, acknowledging the party's role in shaping India's diverse democracy. He stressed that the Congress party, founded 139 years ago, continues its commitment to the welfare of the people and building a prosperous nation.

Former State Minister Shri Jagdish Raj Shirmalli spoke about the principles that define the Congress party – justice, freedom, equality, and the struggle for the rights of every citizen. He emphasized that the party has played a pivotal

role in various achievements of the country, from the independence movement to economic liberalization, green revolution, and information revolution.

Shri Laxmi Narayan Pandya, exuding pride, discussed the continuous contribution of Congress to the nation-building process. He underscored the party's unwavering commitment to democracy, secularism, and constitutional values.

The celebration concluded with a reaffirmation of the Congress party's commitment to the values of justice, freedom, equality, and the continued service to the nation.

## "Good Touch, Bad Touch" Awareness Session Organized for Deaf and Mute Children

**Udaipur:** As part of the ongoing Sparsh



Campaign across the state, an awareness session on 'Good Touch, Bad Touch' was organized for deaf and mute children on Monday at Abhilasha School. In this campaign, Sparsh volunteers Dr. Sofia Nalwaya and Shradha Murdia, the founder of Kasturi Foundation, conducted a session specially designed for deaf and mute children to provide information on good and bad touches and create awareness.

During the session organized for students at Abhilasha School, faculty member Harshita Varma from Abhilasha School collaborated with volunteers, providing full support. They translated the essential information given by Dr. Sofia and Shradha Murdia into sign language to facilitate easy understanding for the students.

Significance for Deaf and Mute Children  
Dr. Sofia and Shradha emphasized that this session was particularly crucial as these students often do not receive information on such sensitive topics from the mainstream. Given that the language for deaf and mute children is touch-based, it is essential to make them aware, especially that someone might be attempting to touch them inappropriately. Additionally, the students were encouraged to take responsibility for their actions and stay away from bullying. The Sparsh Campaign's PPT and the short film conveyed this information effectively to the target audience, which comprised deaf and mute children. During the session, students not only listened attentively but also provided their feedback with keen interest.

Principal Pooja Agrawal stated that the session was educational and much-needed for today's society. Both trainers described it in simple terms, benefiting the students of the special school immensely.

On this occasion, students Rohit Prajapat, Divyesh Laxkakar, Hemant Kumar Dangre, Ummed Singh, and Jayesh Sharma were also present. It is noteworthy that the Sparsh

Campaign has been actively spreading awareness about good and bad touches among children and students in Rajasthan since 2019, with great enthusiasm and dedication. The campaign has successfully registered its name in the World Book of Records, London.

## Ayodhya Ratna Award to painter Subodh Ranjan

**Udaipur:** Recently, Ayodhya Art Culture Mahakumbh was organized in Ram Katha Park, Ayodhya (Uttar Pradesh).

According to Mahakumbh President Shri Shiv Baksh, in this program Subodh Ranjan Sharma, a dedicated painter in the painting field of Udaipur, was honored with Ayodhya Kala Ratna Award-2023. This event is dedicated to arts, crafts, folk culture, tourism, literature, education, science and public service. According to Mahakumbh Director Ambrish Pandey, Patron Hariom, Anjani Kumar Pandey, on this occasion, Deepotsav was organized by lighting fifteen thousand lamps at Chaudhary Charan Singh Ghat, in which 35 organizations also contributed. Mahant Brij Mohan Das, Mahant Sunil Pathak, Sanjeev Singh (MLA-cum-Janwa), Pratibha Yadav, Rita Tiwari, Arpit Maurya were also present in the programs organized on different days.

## Demand for Adequate Representation of Kshatriya Community in BJP Leadership

**Udaipur:** In a letter addressed to BJP National President JP Nadda, Maharaj Rana Ranveer Singh Bhindar, the Pradesh Adhyaksha (State President) of Akhil Bharatiya Kshatriya Mahasabha, raised concerns over the inadequate representation of the Kshatriya community in the BJP leadership across various states.

Maharaj Rana Ranveer Singh Bhindar emphasized that approximately 90% of Rajputs in India are associated with the BJP, and despite the community's significant contribution, the party has been neglecting them. He pointed out that even though Rajput candidates contest elections from opposition parties, the community consistently supports the BJP during elections.

Expressing disappointment, Bhindar high-

lighted that the BJP has not provided proper representation to the Kshatriya community in the organizational structure or ministerial cabinet. He pointed to the statistics of BJP-led state governments where the number of Kshatriya representatives is disproportionately low compared to the tickets allocated during elections.

Bhindar cited examples of Haryana, Chhattisgarh, Gujarat, Madhya Pradesh, and Rajasthan governments, where the number of ministers from the Rajput community is inadequate. He specifically mentioned the recent controversy in Rajasthan, where an individual from the community was appointed as Deputy Chief Minister, a position that holds no constitutional powers.

The letter concluded with a plea to JP Nadda to seriously consider the demand for appropriate representation of the Kshatriya community in BJP leadership roles. Bhindar warned that failure to address this concern might lead to a reevaluation of the community's support for the BJP in the future.

## Dr. Gandhi Honored at Senior Citizen Respect Ceremony



**Udaipur:** A Senior Citizen Respect Ceremony was organized by the Consumer Protection Organization and Tara Foundation in collaboration. Providing details about the event, State President Om Prakash Gupta mentioned that the ceremony recognized and honored over 100 senior citizens and social workers in the courtyard of "Maan Dropadi Devi Anand Vriddh Ashram" (under Tara Foundation Udaipur). The main guest of the program was Dr. Rajshree Gandhi, the National President of the Consumer Protection Organization.

During the ceremony, Dr. Rajshree Gandhi was acknowledged for her visionary leadership and dedication to providing invaluable services to society. The founder president, Kalpana Goyal, and Deepesh Mittal, Secretary of Tara Foundation, extended their appreciation by presenting a commendation letter to Dr. Gandhi for her exemplary commitment and services to society.

## Dr. R.A. Kaushik Assumes Charge as

## the Head of Matsyaki Mahavidyalaya

Dr. R.A. Kaushik took over as the head of Matsyaki Mahavidyalaya, following the retirement of former head Dr. B.K. Sharma. The faculty, staff, and students of the college welcomed Dr. Kaushik with a heartfelt ceremony upon assuming his new responsibilities.



Dr. Kaushik, currently serving as the Director of Extension Education at Maharana Pratap Agriculture and Technology University, Udaipur, has a wealth of experience in the

field of horticulture, spanning over 30 years. Prior to his current role, he has served as the Director of Residential Instruction and Head of the Department of Horticultural Sciences at the university.

Dr. Kaushik is a distinguished figure in the field of horticulture, with expertise in teaching, research, and extension services. During his tenure at the university, he has contributed significantly to the development of various technologies, primarily focusing on dry fruit cultivation. His efforts have played a pivotal role in popularizing crops like berries, amla, and custard apple in the semi-arid regions of Haryana and Rajasthan.

His notable contributions include the development of a range of technologies, especially the commercial application of browning-free custard apple seeds. Dr. Kaushik has been honored with several national and international awards for his research findings, including recognition from the United States and the Netherlands. In 2011, he was awarded the SAARC Young Scientist Award by the H.S. Mehta Foundation for his outstanding contributions to horticulture.

Dr. Kaushik holds a Ph.D. from Ben-Gurion University of the Negev, Beer Sheva, Israel. He has served as a guide and mentor for numerous Ph.D. and M.Sc. students during his tenure as the Director of Extension Education. Throughout his career, he has authored more than 200 research papers, articles, books, bulletins, manuals, and book chapters in national and international journals.

As the new head of Matsyaki Mahavidyalaya, Dr. Kaushik is expected to bring his wealth of knowledge and experience to further enhance the institution's academic and research endeavors in the field of fisheries. The college community expressed their anticipation for a fruitful and progressive period under Dr. Kaushik's leadership.