

## Spurious Liquor Kills Twelve Villagers

The recent tragedy in Amritsar's Majitha area, where twelve lives were lost due to the consumption of spurious liquor, is a heart-wrenching incident that once again highlights the devastating consequences of unchecked illicit liquor trade. The victims, mostly young men from the villages of Bhangali Kalan, Marrari Kalan, and Threawal, fell prey to a deeply rooted network of illegal alcohol distribution that continues to thrive despite repeated crackdowns.

Initial investigations revealed that all victims consumed liquor from a common source. What's more alarming is that some families, unaware of the legal implications or fearing social stigma, conducted cremations without informing authorities. The delayed reporting not only obstructed prompt medical intervention but also slowed the investigative process.

### Editorial

The swift arrest of six individuals, including the main supplier and the alleged kingpin, within hours of launching the investigation, is commendable. However, it raises a larger question—how does such a dangerous nexus operate so freely under the nose of local administration? The police have now expanded their investigation beyond state borders, suggesting the involvement of larger cartels.

This tragedy is not an isolated case; such incidents have occurred repeatedly across the country. Each time, public outrage is followed by temporary enforcement drives, only to fade away until the next disaster strikes.

It is imperative that strict, systemic measures be adopted—not just reactive arrests. Surveillance on liquor production units, village-level awareness campaigns, stronger informant networks, and harsh sentencing under the rule of law are urgently required. Officials who turn a blind eye to such activities must be held accountable.

This incident must serve as a turning point. The loss of 12 innocent lives demands more than sympathy; it demands concrete, sustained action. Let this be the last of such tragedies. The rule of law must prevail—firmly and uncompromisingly.

## Pan-India Film 'Kantara: Chapter 1' Nears Completion | Set to Release on October 2

Under the banner of Hombale Films, the highly anticipated Pan-India film "Kantara: Chapter 1" is heading toward completion, with its final shooting schedule progressing at a rapid pace. Serving as a prequel to the 2022 blockbuster "Kantara", this film has already generated massive excitement among cinema lovers.



The poster release created a strong buzz, capturing the audience's attention and raising expectations for what is being hailed as one of the most ambitious projects in Indian cinema. The film is currently being shot around 20 kilometers from Kundapura (South India).

A key highlight of this prequel is a grand war sequence, meticulously crafted by a team of national and international action specialists. For this scene, over 500 trained fighters have been hired, contributing to one of the most dynamic and explosive action sequences ever filmed. In total, more than 3,000 people have participated in this high-octane scene, making it one of the largest cinematic sequences in Indian film history.

Audiences can expect an epic visual and cinematic experience, combining myth, action, and modern storytelling techniques. The lead role will once again be portrayed by South superstar Rishab Shetty, who returns in a thrilling and intense avatar.

Set for release on October 2, Kantara: Chapter 1 promises to deliver an unforgettable theatrical journey to viewers across the country.

## Grand Launch of MPMSC Inter School Premier League – Season 1 in Nathdwara

**Fixtures, Team Jerseys, and Trophy Unveiled**  
**Nathdwara:** The inaugural season of the MPMSC Inter School Premier League was officially launched with a press conference at the Madan Paliwal Miraj Sports Centre (MPMSC). The aim of this pioneering tournament is to bring together ten leading schools from Rajasthan to promote young sports talent and strengthen grassroots sports culture.

Four major announcements marked the occasion – unveiling of the official tournament fixture, launch of all team jerseys and names, trophy unveiling, and the announcement of tournament dates. The matches will be played from May 13 to 17, 2025, at the MPMSC Stadium in Nathdwara.



During the press meet, Mr. Suresh Sahu (Chief Manager – HR & Admin, Miraj Group and BCCI Level-1 Umpire) shared details about the match format – 10-over matches using leather balls, following T10 rules adapted from BCCI's T20 guidelines. Mr. Gokulendra Sharma (Senior Manager – Marketing, MPMSC) highlighted the importance of school-level outreach, parent-student participation, and media collaboration. Mr. Uday Saak (Manager – Stadium Operations) discussed match-day logistics, safety protocols, pitch setup, and eco-friendly facilities.

Ten teams from schools across Nathdwara, Udaipur, Bhillwara, and Gangapur are participating. The event will conclude on May 17 with the semifinals and grand finale.

The launch ceremony concluded with a media interaction, group photo session, and refreshments.

## Talent from Bundelkhand's Kitchen Wins National Acclaim; Zahida Parveen Crowned Winner



**Jhansi:** The aroma of indigenous spices from Bundelkhand has once again made its mark on the national map, thanks to Bundeli Chef Season 2. Organized by renowned regional digital media platform Bundelkhand 24x7, the grand finale of this unique culinary competition took place in the heart of Jhansi on Sunday, May 11. More than a cooking contest, the event became a celebration of Bundelkhand's rich tradition, culinary finesse, and the empowerment of women.

Zahida Parveen from Jhansi emerged as the winner, charming the judges with her simplicity, confidence, and authentic Bundeli flavours. Rashmi Thakur from Sagar was named the first runner-up, while Poonam Rayakwar secured the position of second runner-up. All three winners were felicitated with trophies, silver anklets, and attractive gifts. Other finalists received certificates and tokens of appreciation.

The journey began with 88 participants, culminating in a high-stakes finale featuring the top five: Zahida Parveen, Poonam Rayakwar, Sakshi Shrivastava from Jhansi, Ruchi Jain from Lalitpur, and Rashmi Thakur from Sagar. The final challenge was a surprise—renowned film actress Sushmita Mukherjee tasked the contestants to prepare Aloo Paratha and Gulab Jamun in two hours, judging them not only on taste but also on presentation, plating, table decoration, and traditional attire.

Star chefs and judges included Chef Sanjay Sharma, previous season's winner Shamita Singh, and Shivani Kamariya. The judges were thoroughly impressed with the dedication and creativity displayed.

Bundelkhand 24x7 Director, Asif Patel, expressed pride in the participants, stating, "This show has proven that the women of Bundelkhand are no longer confined to their kitchens—they're turning their heritage into a confident public identity. Every plate told a story of tradition and courage."

The success of Bundeli Chef Season 2 was supported by key sponsors and collaborators. Rudrani Kala Gram provided creative support, PR 24x7 served as the PR partner, and Rasa Aroma along with My Coconuts were the gift partners. OOH Bazaar managed the event's digital reach, amplifying the cultural and culinary journey to a broader audience.

## Hindustan Zinc Revives 125 Acres Through Lift Irrigation



Hindustan Zinc, the world's largest integrated zinc producer, has made a significant stride in rural and agricultural development under its community welfare initiatives. In an innovative move, the company has implemented a lift irrigation system in Bilia village near its Chanderiya Lead Zinc Smelter, revitalizing 125 acres of farmland and positively impacting the lives of more than 100 farming families.

The project facilitates the transfer of water from lower regions to higher agricultural fields, enabling year-round irrigation. Previously, the lack of adequate water supply rendered the land barren during summer months. Now, with reliable irrigation, farmers are cultivating wheat, sorghum, and high-value cash crops—resulting in increased productivity, reduced risk of crop failure, and improved household income.

Expressing joy, a farmer from Bilia said, "This lift irrigation system has truly transformed the way we farm. Earlier, it was a major challenge to get water to the upper fields. With Hindustan Zinc's support, water now reaches every corner of our land, making it easier to grow wheat, sorghum, and cash crops. We appreciate that the company adopts scientific methods, consults experts, and implements truly effective solutions."

This initiative is part of Hindustan Zinc's flagship sustainable agriculture program, Samadhan, which promotes climate-resilient farming, soil and water conservation, livestock development, and market linkage. Currently, Samadhan is positively impacting around 35,000 farming families across six districts in Rajasthan—Udaipur, Salumber, Rajsamand, Chittorgarh, Bhillwara, and Ajmer. The program provides tailored support and training, helping farmers shift from subsistence farming to surplus production.

Beyond agriculture, Hindustan Zinc is also actively contributing in areas like quality education, sustainable livelihoods for rural women and farmers, access to healthcare, promotion of arts and culture, water conservation, sanitation, and grassroots sports development. Through its extensive community development efforts, the company has benefited over 2.3 million people across 2,400 villages. Ranked among India's top 10 CSR companies, Hindustan Zinc's initiatives underscore its commitment to building a resilient and self-reliant Rajasthan—driven by inclusivity, innovation, and environmental responsibility.

## Hindustan Zinc Embraces Emerging Tech Innovations

**Udaipur:** Udaipur-based Hindustan Zinc Limited, India's only and the world's largest integrated zinc producer, has implemented cutting-edge technologies across its operations to boost safety, productivity, and sustainability. Marking a milestone in Indian mining, the company is the first in the sector to deploy tele-remote loaders and smoke-hours drilling technology at its Rampura Agucha and Sindesar Khurd mines. These solutions allow operators to manage underground equipment from the surface, increasing efficiency and adding over 22,000 tonnes of annual output.



To enhance reliability, Hindustan Zinc introduced an AI-driven predictive maintenance system with over 1,000 sensors developed with startup Infinite Uptime, cutting unplanned downtime by 500 hours. Additionally, an AI/ML-powered automation tool is optimizing consumable usage in zinc production while maintaining high-quality standards.

The company is also leveraging robotics in high-temperature smelting, AI-based surveillance systems for safety, and LiDAR-enabled drone scanning to improve underground mine mapping. Through the Vedanta Spark accelerator, Hindustan Zinc is collaborating with over 40 tech startups on 60+ projects focused on cost optimization, ESG goals, and operational excellence.

CEO Arun Misra emphasized that technology is now core to their identity, enabling smarter production, enhanced safety, and environmental responsibility. Hindustan Zinc's innovation initiatives, including its low-carbon 'EcoZen' brand, reflect its global leadership in sustainable mining and its commitment to advancing India's energy transition. With a 77% share in India's primary zinc market and presence in 40+ countries, the company continues to redefine the future of the metals industry.

## Legend Dadasaheb Phalke Award 2025 Ceremony Held in Mumbai

On the occasion of his birthday, Dr. Krishna Chauhan, founder of the Krishna Chauhan Foundation (KCF), organized the 6th Legend Dadasaheb Phalke Award 2025 on May 4 at the prestigious Classic Club, Andheri West, Mumbai. The grand event honored prominent personalities who have made significant contributions to the Indian film industry and related fields.

The evening began with a traditional lamp-lighting ceremony, followed by a birthday cake-cutting celebration for Dr. Chauhan on stage. The event was graced by eminent guests including Udit Narayan, Sudesh Bhosale, music director Dilip Sen, Pratima Kanan, ACP Sanjay Patil, Ali Khan, Deepak Parashar, Ramesh Goyal, Rekha Rao, Sanand Verma, Abhishek Khanna, Dr. Mustafa Yusufali Gom, and representatives from Bright Outdoor Media, among others.

In keeping with his tradition, Dr. Krishna Chauhan presented awards of honor to all the attending dignitaries. Other awardees included Pawan Todi, singer Naresh, Shirin Farid, Kabina Maharajan, Pinky Khimani, Deep Goswami, CD Shetty, Ranjula Roy Chowdhury, Sonu Srivastava, Kuldeep Sharma, Sangeeta Joshi, Gauri Tank, anchor RJ Arti Sajwan, Deepak Desai, Sunny Kapoor, Bailey Grover, Jigna Seth, Mahima Gupta, Vaishali Bhorjar, Shree Rajput, Malcolm Bhaya, Samad Aziz Sheikh, Aditya Shukla, and many others including film journalist and advocate Kali Das Pandey, photographers, and media professionals. Zedian Perfume served as the official gift partner.

Notably, Dr. Krishna Chauhan is recognized as a leading Bollywood director, a dedicated social worker, and a pioneer in hosting award ceremonies. His passion for honoring talents is such that as soon as one award show concludes, he begins planning the next. His upcoming horror-thriller film 'Aatma.com' is set to go on floors soon, with music composed by the well-known Dilip Sen.



## Muskan Club Hosts Carrom Tournament



**Udaipur:** The Late Smt. Manorama Devi Porwal Memorial Senior Citizens Open Carrom Tournament concluded with enthusiasm at Muskan Club, where winners were felicitated by Chief Caretaker Dr. Shradha Gattani. Over 60 senior citizens from eight clubs, including Muskan Club, participated in singles and doubles matches for both men and women.

Tournament coordinator Surajmal Porwal shared that the competition fostered camaraderie and healthy rivalry among the city's senior clubs. Dr. Gattani, in her address, paid tribute to Late Manorama Devi and congratulated all winners. She praised the spirit of all participants and suggested that the core committee convene to discuss improvements in future club activities.

**Winners List:** Women's Singles: 1st – Mrs. Kanchan Soni, 2nd – Mrs. Asha Mehta, 3rd – Mrs. Manju Jain  
Men's Singles: 1st – Mr. Himmat Singh Jain, 2nd – Mr. Ajeet Singh Khinchi, 3rd – Mr. Vimal Jain  
Doubles: 1st – Mr. Ajeet Singh Khinchi & Mr. Shankarlal Paliwal, 2nd – Mr. Surajmal Porwal & Mr. Hemmat Vyas, 3rd – Mr. Bhagwati Indrawat & Mr. Suresh Chandra Mantri  
Media coordinator Prof. Vimal Sharma informed that winners received trophies and certificates, while all participants were awarded appreciation certificates. The event was anchored by Dr. Naresh Sharma and chaired by K.K. Tripathi and M.P. Mathur. It concluded with the National Anthem and refreshments.

## Hindustan Zinc Advances Zinc Battery Research

**Udaipur:** Udaipur based Hindustan Zinc Limited, India's only and the world's largest integrated zinc producer, is making rapid strides in zinc-based battery research. With the clean energy transition gaining momentum, zinc is emerging as a viable alternative to lithium due to its abundance, safety, and cost-efficiency. Zinc batteries offer a longer life cycle, non-flammable safety, recyclability, and a lower carbon footprint compared to conventional technologies.



To further innovation, Hindustan Zinc has partnered with premier institutes—Indian Institute of Technology (IIT) Madras and Jawaharlal Nehru Centre for Advanced Scientific Research (JNCASR), Bengaluru. Under a MoU signed with JNCASR in August 2024, research is underway on zinc-ion batteries, focusing on advanced anode and electrolyte designs. In a parallel effort, IIT Madras is developing a 1 kWh rechargeable zinc-air battery module targeting electric vehicles, grid storage, and electronics.

CEO Arun Misra emphasized the company's commitment to driving environmentally friendly energy solutions through responsible innovation. Hindustan Zinc is also collaborating with US-based AESIR Technologies on nickel-zinc batteries, contributing technical expertise and specialized alloys.

With the global energy storage market expected to grow to 442 GWh by 2030, Hindustan Zinc's initiatives align with national and global sustainability goals. Leveraging its metallurgical capabilities, the company is fast-tracking the commercialization of zinc-based batteries. Hindustan Zinc, a Vedanta Group company and the world's third-largest silver producer, continues to lead the sector, recently launching EcoZen, Asia's first low-carbon zinc brand, and earning top sustainability rankings globally.

## Paytm Posts Strong Q4 Growth

**Jaipur:** Paytm (One97 Communications Ltd), India's top fintech platform, reported ₹1,911 crore revenue in Q4 FY25, marking a 5% sequential increase. The company achieved an EBITDA before ESOP of ₹81 crore (including UPI incentives)

and ₹11 crore (excluding), showing progress towards profitability. Contribution profit stood at

₹1,071 crore with UPI incentives, and ₹1,001 crore without, reflecting strong operational efficiency. Net payment margin rose to ₹578 crore with incentives, and ₹508 crore without.

Paytm's net loss narrowed to ₹23 crore, a ₹185 crore improvement quarter-on-quarter, excluding a one-time ESOP charge of ₹522 crore. CEO Vijay Shekhar Sharma voluntarily gave up his 2.1 crore ESOPs, helping reduce future ESOP costs to ₹75–100 crore from Q1 FY26.

Financial services drove growth with ₹545 crore in revenue (9% QoQ rise), and merchant loan disbursements of ₹4,315 crore. Paytm's GMV reached ₹5.1 lakh crore, and MTUs grew to 7.2 crore. With 8 lakh new device subscribers, total merchant devices hit 1.24 crore. Key innovations included the Solar Soundbox and Mahakumbh Soundbox, enhancing reach and transparency. A 16% YoY drop in indirect costs and ₹12,809 crore in cash reserves signal financial strength. Paytm remains focused on MSMEs and digital inclusion in smaller cities.