

Navratri: A Festival of Faith and Youthful Energy

Navratri, beginning on Monday, September 22, is not just a festival—it is a celebration of belief, discipline, and cultural identity. For nine days, households and temples will echo with chants, prayers, and rituals dedicated to the nine forms of Goddess Durga. But beyond the spiritual sanctity, Navratri also carries a deeper message for our society, particularly for today's youth.

The essence of Navratri lies in the victory of good over evil, self-restraint over indulgence, and devotion over distraction. In a time when younger generations are swept away by digital distractions and material pursuits, the discipline of fasting, daily poojan, and participation in community rituals offer an anchor to values. Navratri reminds us that true strength comes from within—through perseverance, purity, and respect for traditions.

Evenings of garba and dandiya showcase more than just dance and celebration. They reflect unity in diversity, where

people from different walks of life come together in joy. For the youth, these nights become a reminder that cultural pride need not be dull or outdated; it can be vibrant, inclusive, and deeply fulfilling.

Navratri impacts society in two vital ways—spiritually, by reviving devotion and moral strength, and socially, by fostering community bonding. For young people, these nine nights stand as a living lesson: traditions are not chains of the past but guiding lights for the future.

As the lamps are lit and the beats of garba resound, let us ensure that this Navratri is not just about celebration but about carrying forward the festival's timeless message—faith builds character, discipline strengthens will, and culture shapes identity.

Artel's Anti-Fraud Initiative Reduces Customer Financial Losses by Nearly 70%

Udaipur - Bharti Airtel today announced that its ongoing anti-fraud initiatives have led to a remarkable decline in cyber-



crime complaints and customer financial losses. This impact has also been validated by recent data released by the Ministry of Home Affairs' (MHA) Indian Cyber Crime Coordination Centre (I4C).

According to MHA-I4C, financial losses reported on the Airtel network have dropped by a significant 68.7%, while overall cyber-crime cases have decreased by 14.3%. These figures highlight the effectiveness of

Airtel's fraud detection solutions in curbing cybercrime and ensuring a safer digital experience for its customers.

Sharing his thoughts on the development, Gopal Vittal, Vice Chairman and Managing Director of Bharti Airtel, said: "Our mission is to make our network completely free from spam and financial fraud for our customers. Over the past year, our AI-based network solutions have identified more than 48.3 billion spam calls and blocked over 3.2 lakh suspicious fraudulent links. However, we consider this only a small step in a larger fight. Until our network is entirely free of digital spam and scams, we will continue to innovate and invest in this space."

Stray dogs - Our shared responsibility

- Pooja Bhandari

Everyday we come across countless stray dogs wandering ourstreets. Their eyes reflect hunger and silent and innocency wishing someone will feed them with love and care. Their wagging tails often speak of trust, honesty and a search for kindness. These voiceless beings struggle to survive amidst traffic, harsh weather, starvation and waiting for a compassionate hand. Stray dogs are not truly 'stray', they are living souls who deserve food, shelter and affection.

They silently guard our streets, greeting familiar faces with loyalty and reminding us of unconditional love. Yet they continue to suffer from disease, cruelty and abandonment.

As humans, it becomes our shared duty to care for them with love and care.

Many kind-hearted people feed them regularly or even arrange medical help. But on the other side, many of them mistreat and drive away with their harshness and cruelty with ignorance not realizing that these animals too deserve dignity.

Witnessing their plight, even the Supreme Court of India intervened directing that stray dogs must be treated with care and not left hopeless.

This step is a reminder that kindness costs nothing but everything. Small actions when multiplied, create a powerful change. Their loyalty asks for nothing but humanity in return. Helping them is not just about saving animals but also saving a natural cycle—it is a relet of our values. Because in the end feeding and caring for them is not charity, it is a true rest of humanity.

Amazon Pay, ICICI Renew Credit Card

Amazon Pay and ICICI Bank have renewed their partnership for the Amazon Pay ICICI Bank Credit Card, India's most-adopted co-branded card with over 5 million users. Effective October 11, 2025, the card will reduce forex markup to 1.99% and continue offering 5% cashback on Amazon Pay shopping and travel for Prime members, and 3% for Non-Prime users.

Benefits like no annual fees, unlimited cashback, no-cost EMI, and fuel surcharge waivers remain. The fully digital onboarding ensures seamless convenience, while enhanced travel rewards make the card ideal for daily and international spends, reinforcing its position as a trusted, customer-focused credit solution.

Hindustan Zinc Unveils Official Medal for Vedanta Zinc City Half Marathon

Hindustan Zinc, the world's largest integrated zinc producer, officially unveiled the medal for the second edition of the Vedanta Hindustan Zinc City Half Marathon. Scheduled for September 21 at Udaipur's iconic Field Club, the marathon is set to witness the participation of over 7,000 runners from 27 states—marking a record-breaking response compared to last year.

The unveiling ceremony was held during a press conference in Udaipur, graced by Hindustan Zinc CEO Arun Misra, ABCR's Dr. Manoj Soni, and other dignitaries. The zinc-based medal, designed as a symbol of strength and lega-

cy, reflects the resilience of both the runners and the metal itself.

With the theme "Run for Zero Hunger", the marathon goes beyond fitness—advocating social responsibility with the vision of a malnutrition-free India. The first edition celebrated Udaipur's identity as a Zinc City, linking its 2,500-year-old zinc mining history with the cultural richness of the City of Lakes.

This year, a prize pool exceeding ₹3 lakh will motivate participants, alongside the experience of running around the serene Fatehsagar Lake and through the Aravalli hills. Categories include 5 km,

10 km, 21 km, and the special Race with Champions. Every finisher will take home a uniquely crafted zinc medal, representing both endurance and Udaipur's charm.

Speaking at the launch, CEO and passionate marathoner Arun Misra remarked, "The Vedanta Zinc City Half Marathon is not just a sporting event; it is a celebration of fitness, inclusivity, and community spirit. Through this platform, we aim to promote health, tourism, and the local economy while supporting the mission to eradicate malnutrition in rural India."

To enhance the marathon experience, ABCR will set up



hydration stations along the routes, while Geetanjali Hospital will serve as the medical partner, providing physiotherapists, doctors, and rest points. Participants will run past Udaipur's historic and scenic landmarks including the Maharana Pratap

Memorial, Saheliyon Ki Bari, and the revered Neemach Mata Hill. In addition, a Bib Expo along with cultural performances will be held on September 19 and 20, adding festive vibrancy to the event. The marathon is closely associated with Run for Zero

Hunger—an initiative by Nand Ghar supported by the Anil Agarwal Foundation, which distributes nutrition kits to thousands of children.

Every step taken in this marathon is thus a step towards building a healthier, hunger-free society.

SC appointed SIT gives clean chit to Vantara



New Delhi, The Supreme Court-appointed SIT probing the affairs of Vantara has given a clean chit to the zoological rescue and rehabilitation centre in Gujarat's Jamnagar. A bench of Justices

Pankaj Mithal and P B Varale took the report on record and noted that authorities have expressed satisfaction on the issue of compliance and regulatory measures in Vantara. The report was submitted

on Friday and the top court perused it on Monday. The apex court said it will pass a detailed order during the day after going through the report. The top court constituted the SIT on August 25 to conduct a fact-finding inquiry against Vantara, in view of allegations of non-compliance with laws and acquisition of animals from India and abroad, particularly elephants. The top court constituted the four-member SIT headed by a former apex court judge while hearing two PILs alleging irregularities against Vantara on the basis of reports in the media and social media and diverse complaints from NGOs and wildlife organisations. On August 14, the top court described as "completely vague" the plea filed by petitioner C R Jaya Sukin seeking to get a monitoring committee formed to return the captive elephants in Vantara to their owners

Nand Ghar Drives Nutrition Awareness 2025

Vedanta's flagship initiative, Nand Ghar, marked Poshan Maah 2025 with a month-long campaign supporting over 3.5 lakh families across 15 states. Modernizing Anganwadis into vibrant community hubs, Nand Ghar integrates nutrition, early childhood education, healthcare, and women's empowerment to promote holistic growth. With the theme "Poshan Se Pragati," the campaign focuses on direct nutrition support, community awareness, and technology-driven interventions. Children receive fortified supplements, Nutri Bars, and Protein Shakes, while parents engage in training, counseling, and growth monitoring.

Starting 12th September, Nand Ghars across India host recipe demonstrations, parental guidance sessions on maternal health and child nutrition, and special activities linking diet with learning outcomes under "Poshan Bhi, Padhai Bhi."

Past initiatives, such as serving over one lakh millet shakes in 2024 and Project Balvardhan in Rajasthan, have improved children's growth, energy levels, and school attendance. Community-led PD Hearth sessions equip mothers with skills to prepare affordable, nutritious meals while fostering peer support networks. Shashi Arora, CEO of Nand Ghar, emphasized the campaign's goal to transform awareness into action, ensuring children and mothers in rural India access the right nutrition and knowledge.

Amid India's ongoing malnutrition challenge—37.5% of children under six are stunted and 50% of women anaemic—Poshan Maah serves as a crucial platform to promote sustainable, locally sourced dietary solutions, strengthen community-led practices, and contribute to a healthier, resilient generation.

Hindustan Zinc Empowers Engineer Leaders

On Engineers' Day, Hindustan Zinc Limited highlighted that 55% of its executive roles are held by engineers, reflecting the company's belief in technical expertise as a driver of innovation and growth. Employing over 1,490 executive engineers, including 270+ women breaking barriers in underground mining and leadership roles, the company celebrates diversity and talent development. Through programs like VLPD, GET, PGET, and MT, 300 young professionals joined this year. Engineers at Hindustan Zinc lead in automation, decarbonization, and digital mining, ensuring sustainable operations, safety, and efficiency. CEO Arun Misra emphasized their role in India's self-reliant industrial growth and nation-building.



Udaipur Resolves Nearly Six Lakh Cases

The third National Lok Adalat of 2025, organized by the National and Rajasthan State Legal Services Authorities in Udaipur, resolved 5,99,866 cases with awards totaling ₹39.26 crore. District & Sessions Judge Shri Gyan Prakash Gupta inaugurated the event, attended by judges, advocates, bank and insurance officials, and litigants. Cases included 1,65,267 pending matters, 4,34,599 pre-litigation disputes, 902 NI Act cases (₹21.70 crore), 400 family court cases, and 203 motor accident claims (₹8.32 crore). Benches were formed across district headquarters, subordinate courts, and revenue courts. Settlements are final, with court fee refunds, promoting harmony and reducing pendency.

Hrithik Roshan Launches Mountain Dew

Mountain Dew® India has launched a new 400 ml PET pack priced at ₹20, expanding accessibility while staying true to its "Darr Ke Aage Jeet Hai" philosophy. The launch is backed by a high-octane TVC featuring brand ambassador Hrithik Roshan, directed by Ali Abbas Zafar, showcasing courage and adventure as Hrithik faces daring challenges outdoors.



Akanksha Dalal, Category Head, emphasized that the new pack delivers greater value without compromising the brand's bold identity. The campaign reinforces Mountain Dew's message of fearlessness, triumph, and thrill, making the beverage more accessible while inspiring fans to embrace challenges head-on.

JioSaavn Makes Premium Affordable

JioSaavn, India's leading audio streaming service with over 100 million MAUs, continues to offer premium content at consumer-friendly prices. Users can enjoy ad-free streaming, offline downloads, curated playlists, personalized recommendations, and high-quality audio across Indian and international languages.

Amid global price hikes in streaming services, JioSaavn keeps its regular plan at INR 89/month, with a limited-time offer of INR 9 for the first two months, plus Jio's anniversary offer of 1 month free with Rs 349 recharge. The platform strengthens Reliance Jio's mission of digital inclusion while delivering accessible, world-class audio experiences.

Adani Cement Launches FutureX Initiative

Adani Cement has launched FutureX, a nationwide academia-industry collaboration announced on Engineer's Day to nurture India's next-gen leaders. The programme connects classrooms with real-world infrastructure and sustainability challenges, aligning with Skill India and Viksit Bharat 2047. Reaching over 100 engineering colleges and 100 schools across India, FutureX includes Smart Cement Labs, robotics and AI demonstrations, field visits, collaborative research, and industry-led learning. CEO Vinod Baheti emphasized creating employable and entrepreneurial youth. Inspired by Gautam Adani's vision, the initiative aims to transform curiosity into

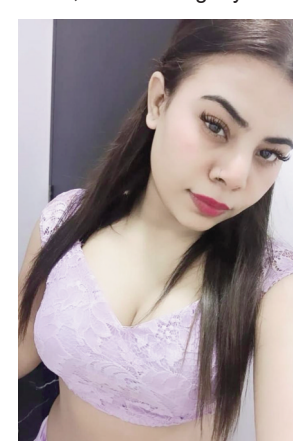


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Emerging Actress Sameeksha Goswami Shines on the Silver Screen

After portraying a significant role in Ekta Kapoor's superhit television show Naagin, the charming and vivacious actress Sameeksha Goswami has been making headlines. Originally hailing from Kota, Rajasthan, Sameeksha carved her initial space in the entertainment industry through Hindi and Bhojpuri music videos, where her graceful screen presence and natural performance quickly won the hearts of audiences.

Having been based in Mumbai, the city of dreams, for several years, Sameeksha has already appeared in more than five music videos. Among her popular works are Ek Haseena Thi Ek Deewana Tha, Agreement, and Rajniti—all of which are available on YouTube and have been well-received by viewers. Adding to her achievements, she is soon to be seen in a new video song alongside Bhojpuri superstar Pramod Premi Yadav, which is eagerly awaited by her fans.



Known for her cheerful personality and lively nature, Sameeksha aspires to portray a wide variety of roles as an actress, without confining herself to any single genre. Her versatility and willingness to experiment highlight her dedication to the craft.

Taking a major step forward in her career, Sameeksha has also ventured into the South Indian film industry. The shooting of her debut South film is nearly complete, and she is preparing to make her mark in cinema with her distinct style and individuality. With her growing body of work, talent, and confidence, Sameeksha Goswami is all set to establish herself as a rising star of the new generation.

- Presentation by Kali Das Pandey

Mumbai Crowns Ghazal King, Queen

Mumbai witnessed its first Mega Ghazal Singing Contest organized by Taal Music & Films, conceptualized by Devendra Khanna with support from Vandana Aswani and Vishal Raskar. The event began with lamp lighting by Babulal Kothari and a devotional performance by Neelam Narayan.

Distinguished guests included Lyricist Sudhakar Sharma, singer-composers Kirti Anurag and Satish Dehra, and ACP Sanjay Patil. After intense competition among 20 singers, Osdan was crowned Ghazal King and Supriya Ghazal Queen. The judging panel praised the tough contest. Winners received trophies, medals, and certificates, while all participants were honored in the grand finale.



careers, empowering students as drivers of innovation and nation-building.

Amazon India Empowers Military Families

Amazon India has signed an MoU with the Army Welfare Placement Organisation (AWPO) to provide career opportunities for ex-servicemen, spouses of serving personnel, and war widows. The collaboration will focus on tailored recruitment, training, and awareness programs, enabling smooth integration of the military community into corporate careers. Dipti



Verma, VP at Amazon India, emphasized the leadership and resilience ex-servicemen bring to the workforce. AWPO MD Maj. Gen. Ajay Singh Chauhan (Retd.) highlighted the initiative's role in fostering economic independence for soldiers' families. Already employing hundreds of ex-servicemen, Amazon reinforces its commitment to inclusivity and empowerment.