



Business & Entertainment

Dussehra: A Call for Environmental Action

Dussehra, a festival celebrated with great fervor across India, symbolizes the victory of good over evil. It is a time for reflection and renewal, a moment to honor the principles of righteousness and to acknowledge the struggles we face in our lives.

Pollution manifests in various ways, mirroring the ten heads of Ravana, each representing a challenge that we must confront:

Editorial

1. Greed and Desire: Our insatiable greed and unrestrained desires fuel environmental degradation, leading to unsustainable practices.

2. Overexploitation of Water Sources: The encroachment on surface and groundwater, excessive extraction, and disposal of waste are detrimental to our ecosystems.

3. Soil Degradation: The use of plastic and harmful chemicals degrades soil quality, jeopardizing agricultural productivity and food security.

4. Loss of Soil Health: The increase in concrete structures suffocates the earth, leading to the loss of vital soil health.

5. Deforestation: The relentless cutting down of trees destabilizes ecosystems and contributes to climate change.

6. Destruction of Forests: The annihilation of forests threatens wildlife and disrupts the balance of nature.

7. Air Pollution: The infiltration of toxic gases into our atmosphere poses serious health risks and exacerbates climate change.

8. Noise Pollution: The rising levels of noise pollution contribute to stress and disrupt the peace of our communities.

9. Food Waste: The wastage of food reflects a lack of respect for resources and exacerbates hunger and poverty.

10. Cultural Pollution: The degradation of cultural values erodes our connection to nature and sustainability.

As we celebrate Dussehra, let us not only revel in the triumph of good over evil but also commit ourselves to combating these forms of pollution. Just as Lord Rama fought against Ravana, we too must battle the forces that harm our planet. The festival encourages us to reflect on our values and the changes we can make in our behaviors and lifestyles.

Let this Dussehra inspire us to take actionable steps toward sustainability—embracing eco-friendly practices, reducing waste, and advocating for the protection of our natural resources. By doing so, we honor the spirit of the festival and ensure a healthier, cleaner environment for future generations. This Dussehra, let us not only defeat the evil within but also strive to heal our planet, embodying the true essence of righteousness.

Amitabh Bachchan's Heartwarming Gesture on KBC

In the 16th season of Kaun Banega Crorepati, Amitabh Bachchan delighted viewers with a memorable episode featuring Pardeep Kaur Benipal from Rajasthan. An MBBS graduate from China, Pardeep won over both the audience and Mr. Bachchan with her vibrant personality, requesting him to call her "Peri" instead of her full name. Playfully, Amitabh responded by calling her "Pyari," leading to a light-hearted exchange.

In a cheeky moment, Pardeep invited Mr. Bachchan for a coffee date. To everyone's amusement, he agreed, calling for coffee on stage and humorously asking, "Please change the lights!" The episode showcased Amitabh's genuine care for his audience, as he expressed his affection, leaving both viewers and the studio audience touched by his warmth and humility.

Zee Studios and Anil Sharma Announce Vanvaas

Bollywood director Anil Sharma, following the success of Gadar 2, has teamed up with Zee Studios to announce his next film, Vanvaas. The film will explore themes of duty, honor, and the life-altering consequences of one's actions, offering a fresh take on modern family dynamics. Known for his blockbusters Gadar and Gadar 2, Sharma is set to present a contemporary "Ramayana of Kaili Yuga." The announcement video, featuring stunning visuals and the song Ram Ram, has already generated excitement. Vanvaas promises to be a unique cinematic experience and will be released globally by Zee Studios.

Presentation by: Kali Das Pandey

Ram Charan's Game Changer Set for Makar Sankranti

Game Changer, the highly anticipated political thriller starring South star Ram Charan, will now release on Makar Sankranti 2025. Originally scheduled for a December 2024 release, the film's date was postponed, as announced by the makers on social media. Directed by Shankar and written by Karthik Subbaraj, the film features Kiara Advani alongside Ram Charan, with Anjali, SJ Suryah, and others in pivotal roles. Produced by Sri Venkateswara Creations, Game Changer promises an intense political narrative, further elevated by Thaman's music and Tirru's cinematography.



Commitment to Develop Khel Gaon

UDAIPUR: In a meeting held at the Field Club, lifetime members of Maharana Pratap Khel Gaon Society expressed concern over the neglect of 200 members. They reaffirmed their commitment to the holistic development of Khel Gaon and grooming Olympic-level talents. A 28-member committee, led by coordinator Tushar Mehta, was formed to enhance management and facilities. Key discussions focused on maintenance, resource allocation, and transparency. Members urged the district administration to support improving Khel Gaon and planned a meeting with the District Collector to address future needs.

Chief Minister Bhajan Lal Sharma Prioritizes 'Rising Rajasthan' Global Investment Summit-2024 and PKC-EACIP

Amid preparations for the upcoming by-elections for seven seats in the Rajasthan Assembly next month, Chief Minister Bhajan Lal Sharma has embarked on a foreign tour to invite foreign investors and expatriate Rajasthanis to the 'Rising Rajasthan' Global Investment Summit-2024, scheduled to be held in Jaipur from December 9 to 11. He departed late Sunday night from New Delhi and has now arrived in Munich for his six-day visit to Germany and the UK. In the past month, the

Bhajan Lal government has organized investor roadshows in various locations, including Delhi, Mumbai, Seoul, South Korea, Tokyo and Osaka in Japan, Dubai and Abu Dhabi in the United Arab Emirates, Doha in Qatar, and Singapore. As a result of these extensive outreach efforts, the Rajasthan government has successfully signed MOUs related to investment proposals worth over ₹12.75 lakh crore.

Despite being busy with election campaigning for BJP candidates in the Haryana and Jammu & Kashmir Assembly



elections, Chief Minister Sharma has remained committed to making the 'Rising Rajasthan' Global Investment Summit-2024 a success, actively reviewing progress in

various meetings. He has also shown dedication to advancing the ambitious Eastern Rajasthan Canal Project (PKC-EACIP). During his visit to Germany and the UK, Chief Minister Sharma will address investor roadshows and tourism conferences in Munich and London. He is accompanied by a high-level delegation from the state government, which includes Deputy Chief Minister Diya Kumari and other senior officials. This delegation will meet companies in sectors such as construction, mobility, automobiles, startups,

artificial intelligence, tourism, defense, education, health, food processing, and renewable energy. The aim is to invite these companies to invest in Rajasthan, particularly to participate in the 'Rising Rajasthan' Global Investment Summit-2024. Additionally, the delegation plans to engage with members of the expatriate Rajasthan community and overseas Indians to strengthen their connection with their home state. State Industry Minister Colonel Rajyavardhan Singh Rathore has expressed confidence in the success of

the Rising Rajasthan Mega Conference, emphasizing the goal of making Rajasthan an investment-friendly state. State Chief Secretary Sudhansh Pant has highlighted the need to develop major industrial areas like Bhiwadi near the national capital, Delhi, to compete with Gurgaon.

In the coming days, it will be interesting to see how Chief Minister Bhajan Lal Sharma's efforts in both domestic and international arenas yield tangible results for the 'Rising Rajasthan' Global Investment Summit-2024.

Reliance Industries Reports Q2 Profit Surge

New Delhi: Reliance Industries Limited (RIL) reported a net profit of ₹16,563 crore for Q2 FY25, marking a 9.4% increase from the previous quarter.

Revenue from operations slightly decreased to ₹2.35 lakh crore, compared to ₹2.36 lakh crore in the preceding quarter.

Mukesh D. Ambani, Chairman and Managing Director, highlighted robust

growth in the Digital Services and Upstream business, which helped mitigate the weaker performance in the O2C sector due to unfavorable global dynamics.

Digital Services growth was driven by a 7.4% year-on-year increase in Jio's average revenue per user (ARPU), with full tariff hike impacts expected in the coming quarters. Jio Platforms reported a profit of ₹6,536 crore. Reliance Retail



Ventures saw a nearly 20% profit increase to ₹2,935 crore, with revenue rising to ₹66,502

crore, reflecting a growing omni-channel retail model to meet diverse customer needs.

Dhanashree Verma Inaugurates Limelight Diamonds Store in Udaipur

UDAIPUR: Actress and performer Dhanashree Verma grandly inaugurated the first Limelight Diamonds store in Udaipur, located at Shastri Marg, Ashok Nagar. This is Limelight's 14th exclusive store in India. The event saw the presence of Udaipur District Collector Arvind Kumar Poswal, Maharaj Kumar Lakshyaraj Singh Mewar, Limelight Diamonds' founder and MD Pooja Sheth Madhavan, along with regional partners Jatini and Loma Sahulka, and other notable personalities.



Limelight Diamonds is renowned for its lab-grown diamond collections, including solitaire necklaces, bracelets, rings, and earrings. Dhanashree Verma praised the collection, stating that these diamonds, crafted in India, are a source of pride for every Indian woman. The brand also offers unique services such as design customization, lifetime buyback, and exchange guarantees, enhancing customer trust and ensuring that the brilliance of the diamonds is enjoyed with confidence.

Udaipur Cricket Premier League Launch

UDAIPUR: MVP Events Pvt. Ltd. is set to host the inaugural Day-Night Wonder Cements Presents Udaipur Cricket Premier League, kicking off on October 15 at Shikarbad. The launch event for the league's T-shirts and trophy took place at Chunda Palace, featuring notable attendees such as Zaid Khan from Wonder Cements and Shaikh Singh Jhalal from Aditya Real Estate.



MVP Events representative Pratik Parihar explained that the competition is tailored for local clubs and casual players. The tournament will feature 10 teams, including Chetak Stallions, Maharana Kings, Gangaur Warriors, Pichola Panthers, Lake Titans, Aravali Avengers, Haldighati Yodhawas, Mewar Legends, Palace Knights, and a team of medical professionals. Anirudh Sankhla from the event highlighted that three matches, each consisting of 20 overs, will be played daily. The tournament, sponsored by Wonder Cements and co-sponsored by Aditya Real Estate, will welcome players aged 25 to 55. Matches will be broadcast live on the YouTube channel, with physiotherapists on-site and facilities for third umpires and live camera coverage.

Writer and Director Ashfaque Khopekar Honored

Recently, a grand ceremony organized by the Buddhanjali Research Foundation Charitable Trust took place at the ISKCON Auditorium in Juhu, Mumbai. In the presence of Union Minister of State for Social Justice and Empowerment Ramdas Athawale, Buddhanjali Research Foundation Charitable Trust President Kailash Masoom, and CSPA General Secretary Atul Rajkule, renowned writer and director Ashfaque Khopekar was honored with the Bharat Ratna Dr. Ambedkar Award by Maharashtra Governor C.P. Radhakrishnan.

During the same event, yesteryear's celebrated film star Prem Chopra received the Lifetime Achievement Award from the Governor. Additionally, MLA Dr. Bharati Lavekar, Padma Shri music director Alighani, comedian Sunil Pal, Indian cricket umpire Anil Chaudhary, Dr. Basant Goyal, social worker Mustafa Gom, among others, were also honored with awards.

IIT Madras Partners with HZL to Develop Zinc-Air Battery Technology

UDAIPUR: Hindustan Zinc Limited (HZL), India's largest zinc producer, has partnered with IIT Madras to develop an advanced 1 kWh rechargeable Zinc-Air battery. This breakthrough technology offers a cost-effective, sustainable alternative to lithium-ion batteries, addressing key challenges like high costs and limited resources associated with lithium.

The collaboration will focus on enhancing zinc-based battery technologies, which are safer, longer-lasting, and more affordable. Zinc, widely available and known for its stability, is poised to play a critical role in energy storage, especially in sectors like renewable energy, electric vehicles, and telecommunications.

HZL CEO, Mr. Arun Misra, expressed optimism about zinc's potential to revolutionize energy storage, while IIT Madras professor, Dr. Aravind Kumar Chandiran, highlighted the partnership's goal to push India's battery technology to the next level, making the country a leader in energy storage innovation.



Decarbonization: The Future for the Cement Industry

The cement industry is a crucial part of modern society, currently responsible for approximately 7% of global carbon dioxide emissions and 4% of emissions in the European Union. In the face of global competition and a challenging business environment, the European Union has made changes for the cement industry to achieve climate goals from 2030 to 2050, with decarbonizing production systems being a key option. The cement business is focusing on carbon capture and storage technologies while still exploring alternative chemicals to reduce carbon emissions. For cement players seeking a net-zero future, decarbonization is the most promising path, involving low-carbon clinker, mixtures, and new cement materials.

In India, initiatives have already begun. Adani Ports and Special Economic Zone Limited (APSEZ) and Ambuja Cements Limited have formed the Adani Mundra Cluster by participating in the World Economic Forum's "Transitioning Industrial Clusters" initiative. This initiative aims to align the visions of co-located companies to promote economic development, job creation, and decarbonization by 2050. Karan Adani, Director of Ambuja Cements, believes that "the Adani Mundra Cluster aspires to become an integrated green hydrogen manufacturing hub, aiding the decarbonization of sectors in the Indian economy that are difficult to reduce and decreasing the country's dependence on energy imports."

The balance of the cement ecosystem while creating green investments and business models will be dictated by the decarbonization trajectory. For decades, cement companies have relied on traditional methods to reduce emissions, such as improving fuel efficiency and adopting more sustainable options in place of clinker and conventional fuels. Significant investments in developing new decarbonization technologies have compelled the industry to embrace innovative options.

Decarbonizing the cement industry has never been more critical. Globally, cement's greenhouse gas (GHG) emissions account for about 7% of total emissions, marking the largest regional carbon footprint to date. The cement and concrete industry has set new targets for reducing and even eliminating emissions, such as the goal established by the Global Cement and Concrete Association (GCCA) to reduce CO2 emissions per metric ton of cement by 20% and per cubic meter of concrete by 25% by 2030, compared to 2020 levels. The GCCA has called for complete decarbonization by 2050.

Toyota Launches Urban Cruiser Hyryder 'Festival Edition'



UDAIPUR: Toyota Kirloskar Motor (TKM) has introduced the Urban Cruiser Hyryder 'Festival Limited Edition,' featuring 13 exclusive Toyota Genuine Accessories (TGA) to enhance its

dynamic and premium appeal. Since its 2022 debut, the Urban Cruiser Hyryder has become a popular choice in the B-SUV segment, known for its cutting-edge technology, bold design, and exceptional fuel efficiency. With growing demand, this new edition strengthens Toyota's commitment to offering sustainable, high-performance vehicles. Vice President Mr. Sabari Manohar highlighted the company's focus on customer satisfaction and innovation in response to increasing market demand.

Navratri Dandiya Jalsa 2.0 Thrills Crowds at Urban Square Mall

UDAIPUR: Urban Square Mall celebrated Navratri with Dandiya Jalsa 2.0, running from October 7 to 11, attracting large crowds to revel in the festive spirit. The event featured live drum performances, food stalls, selfie booths, and dance workshops, creating a vibrant atmosphere for families and groups.

Uddhav Poddar, CMD of Bholia Group, expressed delight over the enthusiastic response, highlighting the mall's dedication to offering exceptional cultural and entertainment experiences. Participating brands like Shoppers Stop, Max, Lifestyle, and Subway contributed to the festive shopping experience, reinforcing Urban Square Mall's status as Udaipur's premier event destination.

The Jungle Tales

UDAIPUR: Nexus Celebration Mall, Udaipur, showcases the unique jungle experience with The Jungle Tales running from 6th Oct onwards. This immersive setup promises to transport visitors into the heart of the jungle with captivating décor and exciting activities. Known for creating memorable experiences for its patrons, Nexus Celebration Mall invites everyone to explore this magical journey filled with adventure and rewards.

The Jungle Tales is designed to be a fun-filled escape for families and visitors of all ages. The life-size animals come alive. The fun does not end here, you can also shop and take advantage of exclusive shopping offers that make this experience even more rewarding.

- Shop & Win Offers:
• Shop for ₹5,000 and receive an assured voucher worth ₹500.
• Shop for ₹10,000 and get an assured voucher worth ₹1,000.
• Shop for ₹30,000 and take home a Duffel Bag or a BT Speaker.
Jungle Theme - 06th October - 30th November

Mewar Polytex Promotes Rainwater Conservation

UDAIPUR: Emphasizing the belief that "water is life," the Mewar Polytex Group, through the Hasteemal Bapna Charitable Trust, is making significant efforts for rainwater conservation and ensuring the availability of clean water across the district. Water activist Dr. P.C. Jain noted that, using the company's CSR funds, free rooftop rainwater harvesting systems have been installed at 160 locations, including the city's information center, schools, hostels, hospitals, police stations, Jain temples, Gurdwaras, and radio stations.

The installation of these systems has led to an increase in water levels in hand pumps, tube wells, and wells in several areas, as well as significant improvements in water quality. Notably, the TDS (Total Dissolved Solids) levels, which were previously high, have decreased considerably due to the influx of rainwater. Director B.H. Bapna is the sole individual who has dedicated his CSR funds to this noble cause, creating underground water sources for future generations. Dr. P.C. Jain, recognized as a "Water Hero" by the city's Water Resources Ministry, is also providing full support for this initiative. The installation of these systems will continue throughout the year.

69th Foundation Week Celebrations at Regional Railway Training Institute

UDAIPUR: The Regional Railway Training Institute marked its 69th Foundation Day with a vibrant celebration on October 9. The event commenced with Deputy Chief Personnel Officer, Mr. Ajay Kumar Jain, lighting the ceremonial lamp and appreciating the rangoli designed by the trainees.

In his speech, Mr. Jain congratulated everyone on the occasion and emphasized the institute's role in enhancing safe train operations through comprehensive training. He announced a series of sports and recreational competitions for railway employees and their families during the foundation week, which runs from October 9 to 16. The institute, inaugurated by Dr. Rajendra Prasad in 1956, trains over 900 employees and boasts Asia's largest transportation model room.