



India's Response to HMPV A Call for Vigilance and Preparedness

The recent detection of three Human Metapneumovirus (HMPV) cases in India, including two in Bengaluru and one in Gujarat, has raised concerns about the spread of this respiratory virus. While HMPV was first identified in 2001, its impact continues to be felt globally, especially among vulnerable populations like infants, the elderly, and those with compromised immunity. The fact that all three reported cases in India involve infants with no travel history underscores the reality that the virus is circulating locally.

Editorial

HMPV is known to cause acute respiratory illnesses, particularly during winter and early spring, with symptoms often resembling the common cold. However, the virus can progress to severe conditions like pneumonia, making it a significant health threat. Currently, there are no vaccines or antiviral treatments available, which means that early detection and supportive care are crucial in mitigating its impact.

India's healthcare system has responded promptly to the emergence of HMPV, with enhanced surveillance mechanisms in place through the Indian Council of Medical Research (ICMR) and the Integrated Disease Surveillance Programme (IDSP). Laboratories have been better equipped to test for the virus, helping to monitor trends and enabling timely interventions. The lessons learned from the Covid-19 pandemic are invaluable here, highlighting the importance of effective surveillance and response strategies.

However, there are still considerable challenges to be addressed. The lack of affordable, accessible diagnostic tests limits early detection, particularly in high-risk populations. Without these critical tools, India's ability to identify and isolate cases early remains compromised, potentially exacerbating the virus's spread.

This situation highlights the need for continued investment in healthcare infrastructure, particularly in diagnostics and treatment options for emerging respiratory illnesses. It also underscores the importance of proactive public health measures. Strengthening isolation protocols, ensuring the availability of necessary medications, and promoting hygiene awareness are essential steps in preventing further spread. Addressing issues such as sanitation and clean air should also be part of the broader strategy to reduce respiratory infections.

India's response to HMPV has thus far been measured and cautious, aimed at preventing panic while ensuring that necessary precautions are in place. Still, the country must take a more comprehensive approach to combat this respiratory threat. Key measures include streamlining the approval of diagnostic tools, improving healthcare accessibility, and ramping up public education campaigns about the importance of hygiene and seeking medical attention when needed.

Citizens have an important role to play in this battle. By adhering to hygiene practices, seeking timely medical help, and staying informed about the latest developments, they can contribute significantly to containing the spread of HMPV.

In conclusion, while HMPV is not yet a pandemic, its presence in India serves as a reminder of the ongoing challenge posed by respiratory illnesses. Vigilance, preparedness, and cooperation between the government, healthcare providers, and the public will be key to managing this emerging threat effectively and preventing its escalation.

Prit Ajmer: 'My Journey Has Just Begun'

With her mesmerizing voice and captivating performance in the video song 'Zikr Tera', actress and singer Prit Ajmer has showcased her talent in both singing and acting. Hailing from Punjab, Prit dreamt of acting in films since childhood. To fulfill her dreams, she moved to Mumbai and began her career with advertisement films, working with renowned brands in jewelry, sarees, cosmetics, and more.

Prit enjoys cooking, traveling to hill stations, and writing. She also creates music and writes poetry. Currently, she is busy with ad films and is expected to venture into web series, short films, and eventually feature films, making her way into the hearts of audiences.

When asked about the kind of roles she wishes to play on screen, Prit confidently said, "My journey has just begun. I want to explore and perform all kinds of roles on screen." She further added that she is particularly drawn to strong and empowering roles for women.

Prit aspires to work with Ekta Kapoor and admires actress Rekha. Her favorite films include 'Chak De India' and 'Bhaag Milkha Bhaag'. She believes every woman should strive for independence and self-reliance. In her words, "Don't live your life depending on others, or your self-respect will crumble. Build your own identity and respect yourself."

Prit emphasizes that a woman is not just a delicate being adorned in sixteen embellishments but can also embody the fierce forms of Durga and Kali. She encourages women to adapt to situations, recognize their inner strength, and embrace their power.

Action Thriller 'Deva' First Poster Released

Zee Studios and Roy Kapoor Films have released the first poster of their latest action thriller, "Deva". In the new poster, Shahid Kapoor's look is bold and raw. His style and attitude while smoking a cigarette reflect power and roughness. The poster is further intensified by a glimpse of iconic Amitabh Bachchan from the 90s in the background, adding a sense of nostalgia and depth. Shahid's striking look combined with Bachchan's powerful presence hints at the film being intense and explosive. This has only increased the excitement among movie lovers regarding Shahid's strong performance. Directed by renowned Malayalam filmmaker Roshan Andrews, "Deva" is set to release on January 31, 2025.



Hindustan Zinc Empowers Rural Students through Shiksha Sambal Winter Camp

Udaipur: Hindustan Zinc Limited, India's largest zinc producer, recently concluded its Shiksha Sambal Winter Camp, benefiting nearly 1,700 students from 50 government schools across six districts in Rajasthan. This initiative is part of Hindustan Zinc's ongoing commitment to enhancing education in rural areas, where students often face financial and social barriers.

The Shiksha Sambal program targets Class IX and X

students, offering support in foundational subjects like mathematics, science, reading, and writing. Through workbook exercises, practical lab sessions, and holiday camps, the program builds essential academic skills, helping students prepare for a brighter future. Many of the participants are first-generation learners, at risk of dropping out without such interventions.

Since its launch in 2008, Shiksha Sambal has impact-



ed over 2 lakh children annually, significantly improving educational outcomes in Rajasthan. The state's Class X pass percentage has increased from 45% in 2007 to 93% in 2024, reflecting the program's success in reducing dropout rates. In partnership with the Vidya Bhawan Society, the program reaches remote regions like Udaipur, Salumbar, and Rajsamand. Hindustan Zinc has pledged ₹36 crores over five years to further

enhance education in the state. Alongside Shiksha Sambal, initiatives like Unchi Udaan, Jeevan Tarang, and Nand Ghars strengthen the company's impact on rural communities. Hindustan Zinc's commitment to education, healthcare, and sustainable development has positively affected over 20 lakh people in 3,700 villages, advancing its mission to empower Rajasthan's youth and create a self-reliant future.

Hindustan Zinc's Udaan Program Empowers Rural Students

Udaipur: Hindustan Zinc Limited, India's largest zinc producer, celebrated the success of over 180 alumni of its flagship CSR initiative, Udaan, at the Alumni Meet 2024. Launched in 2017, Udaan empowers underprivileged youth from rural Rajasthan by providing a pathway to pursue engineering through a comprehensive three-year residential training program. This initiative, a collaboration with Vidya Bhawan Society and Resonance Training Institute, helps students excel in Class 10 and 12 exams and prepares them for competitive exams like IIT-JEE Mains.

The event saw enthusiastic participation from alumni, parents, teachers, and dignitaries such as Arun Misra, CEO of Hindustan Zinc. Udaan has successfully trained nine batches, benefiting around 300 students, over 50% of whom are girls. Notable achievements include 15 students securing admissions to IITs and NITs, and 125 entering government engineering colleges.

Arun Misra highlighted Udaan as a visionary program that nurtures the next generation of engineers, shaping Rajasthan's future. Alumni like Sunita Dangi, who secured admission to CTAE, shared how Udaan transformed their lives and inspired them to contribute to India's development.

Through Udaan and other initiatives like Shiksha Sambal, Jeevan Tarang, and Zinc Football Academy, Hindustan Zinc is making a lasting impact on nearly 2 million people across 3,700 villages, driving education, healthcare, and community empowerment.



'Gadhe Ki Baraat' Leaves Audience in Splits

Udaipur: The monthly theatrical evening 'Rangshala', organized by the Paschim Kshetra Sanskritik Kendra, Udaipur, showcased the hilarious satirical play 'Gadhe Ki Baraat' on Sunday, 5 January 2025. The play highlighted the disparity between rich and poor through humor and satire, winning the hearts of the audience with an outstanding performance by the artists.

Director of Paschim Kshetra Sanskritik Kendra Udaipur, Furqan Khan, shared that the monthly theatrical evening Rangshala featured this iconic play at the Darpan Sabhagar in Shilpgram, Udaipur. The play, presented by Saptak Cultural Society, Rohtak, marked its 345th performance. Prior to this, it has been staged at Lahore (Pakistan), LBSNAA Mussoorie, and the National School of Drama in Delhi.

Through 'Gadhe Ki Baraat', it was depicted how anyone who rises from the gareebasti to the grandeur of a rajmahal never returns, forgetting their poor brothers. Written by Hari Bhai Vadgaonkar and directed by Vishwadeepak Trikha, the play captured the audience's attention with its humor and poignant satire.

The performance and acting by the cast received immense appreciation from kalapremis. At the end of the event, all the performers were honored. The program was conducted by the center's Assistant Director (Finance and Accounts), Durgesh Chandwani.

Cast Details:

Kallu - Avinash, Gangi - Parul, Raja & Baba - Surendra, Diwanji - Tarun Pushp Trikha, Indra - Shakti Swaroop Trikha, Chitrasen - Amit Sharma, Dwarpala - Anil, Rajkumari - Khushi, Bua - Prerna, Barati - Nalinakshi, Chhoti Bai, Vanshika. On Harmonium - Vikas Rohilla, on Nagada - Subhash Nagada.

The Storyline:

The play begins with a humorous nok-jhok between a potter Kallu and his wife Gangi, where she insists that Kallu bring back a donkey. Reluctantly, Kallu sets out to graze donkeys and encounters Devo ke Guru Brihaspati. Through persistence, Kallu finds himself in Indra's darbar, where he witnesses Chitrasen, a gandharva, holding the hand of apsara Rambha in jest, which angers Raja Indra. As a punishment, Indra curses Chitrasen to roam Earth as a donkey but blesses him with the promise that he will be freed from the curse once he marries the daughter of Andher Nagari ke Raja Chaupat Singh.

Chitrasen, now a donkey, joins Kallu's herd. One day, Raja Chaupat Singh announces that whoever builds a bridge overnight from the palace to the poor's colony will marry his daughter, Rajkanya Chandni. Using his cleverness, Kallu arranges for his daughter to marry Chitrasen (the donkey). As soon as Rajkanya puts the varmala around the donkey, he transforms back into a gandharva. Chitrasen, now free from the curse, refuses to acknowledge Kallu and Gangi. Delighted to have a gandharva as his son-in-law, Raja Chaupat Singh has Kallu and his wife thrown out of the palace.

The play's brilliant narrative and satirical undertones left the audience thoroughly entertained while subtly delivering a message on class disparity.

Reliance Consumer Products Launches RasKikGlucose Energy in the Rehydration Segment

Bengaluru: Reliance Consumer Products Limited (RCPL) has announced the launch of RasKikGlucose Energy, marking its entry into the rehydration category. Designed to cater to the hardworking Indian consumer, RasKikGlucose Energy is a refreshing and energy-boosting drink packed with the goodness of electrolytes, glucose, and real lemon juice. Priced affordably at just ₹10 per single-serve pack, this beverage is set to redefine how India stays energized and hydrated.

With the introduction of RasKik as a master brand for juices and functional beverages, RCPL is positioning itself as a "Total Beverage and Consumer Products Company." RasKik offers a range of accessible, high-quality, fruit-based drinks, including Mango, Apple, Mixed Fruit, Coconut Water, and Nimbu Pani variants. The portfolio will further expand to include beverages inspired by India's regional fruits and taste preferences.

Ketan Mody, Chief Operating Officer of RCPL, highlighted the brand's commitment to blending global standards with Indian



traditions. "RasKikGlucose Energy brings back the goodness of traditional rehydration solutions provided by our mothers, ensuring hygiene, quality, and the convenience of a ready-to-drink product," he said.

He further added, "Our journey to becoming a Total Beverage and Consumer Products Company reflects our deep understanding of Indian consumer needs. RasKikGlucose Energy is more than just hydration – it's about revitalizing and energizing the Indian consumer to take on the challenges of the day."

With this launch, RCPL strengthens its position in the functional beverage space and continues to resonate with the everyday needs of Indian consumers by offering innovative, high-quality, and affordable products.

Jio extends its 4G and 5G services to over 4500 villages in Rajasthan

Jaipur: In a transformative step for rural digital connectivity, Reliance Jio has made significant strides by extending its 4G and 5G services to over 45,000 villages in Rajasthan. Out of these, in 54 remote villages across districts like Bikaner, Jhalawar, and Udaipur, Jio is the only private telecom operator providing digital services.

Villages like Modiya Manasar, Ramsara, Mithriya, Dholiya, Laifal, Rampuriya, and Majawad now enjoy reliable internet access. This expansion is already proving life-changing, bringing crucial services like online education, e-governance, and agricultural technologies to these remote areas.

Meharban Singh, 24, from Luhariya village in Jhalawar, shared, "Before Jio, our village had no network. Now, online education and new livelihood opportunities are easily accessible."

In villages like Sikarali (Ladnun), Takhatpura (Bikaner), Ranora (Sirohi), Mada, and Patia (Udaipur), Jio's connectivity has become a lifeline. Manmohan, 29, from Koharihar in Jhalawar, noted, "We used to leave the village just to access the internet. Now, services like e-Mitra are creating new job opportunities right here."

Sunil Kumar Meena, 25, from Dehlawas village in Alwar, added, "Jio's 5G network has not only made studying easier but also opened up new career avenues for us."

By continuing to invest in Rajasthan's digital infrastructure, Jio is empowering rural communities, creating job opportunities, and playing a pivotal role in advancing digital inclusion across the state.



BSNL Launches IFTV and Calendar

Udaipur: Bharat Sanchar Nigam Limited (BSNL), Udaipur Business Area, unveiled the Mewar Fiber Network Communication New Year Calendar at the Sector 4 office under the leadership of General Manager Hariprasad Meena. Alongside the calendar launch, a live demonstration of the newly introduced IFTV service was also conducted for the first time in Udaipur.

General Manager Hariprasad Meena announced that BSNL users can now enjoy access to 500 TV channels along with their internet connection. Plans ranging from 60 to 300 Mbps are available, and customers can stream seamlessly without buffering. He emphasized that no separate TV connection would be required to avail of this service.

Devi Lal Mali, Director of Mewar Fiber Communication, shared that the calendar was designed to disseminate essential BSNL information and contact numbers to the public. He also confirmed that the calendar distribution would be free of cost. Furthermore, new FTTH connections are now available across all areas of Udaipur, supported by an active TIP team working under BSNL.

During the event, Assistant Manager Durga Prasad Redia distributed BSNL-branded T-shirts to the Mewar Fiber Network and TIP representatives, with over 50 TIPs being honored. The program was attended by Assistant General Manager Mahendra Kumar Sharma, Financial Advisor Naresh Soni, Assistant General Manager Ajay Chopra, along with other BSNL officers, employees, and members of Mewar Fiber Communication.

The Sub-Divisional Engineer for FTTH provided detailed information about the registration and installation process for IFTV. This service has been launched across Udaipur, Rajsamand, Sirohi, Banswara, Jalore, and Dungarpur regions.



Bollywood Stars Shine at 'Love is Forever' Special Screening

Mumbai: The special screening of the film 'Love is Forever' was held at PVR City Mall in Mumbai.

Several renowned Bollywood personalities attended the event, praising the film and calling it a full entertainer. They congratulated the star cast, producers, director, and the entire team of the film.

Produced under the banner of Soft Touch Entertainment, the film is set to release on January 10, 2025, simultaneously in Hindi, Tamil, and Telugu. The

storyline of the film is quite different from traditional Bollywood films, making it unique. It offers a perfect blend of suspense, thriller, romance, horror, and comedy, which is rarely seen in movies.

The film takes the audience on a journey from a love story to an unexpected horror thriller, featuring several exciting twists that thrilled the attendees at the screening.

The film stars Ruslan Mumtaz, Karnika Mandla, Rahul B Kumar, Mushtaq Khan, Gargi Patel, Garima Agarwal, Javed Haider, Saleem Munawwar, Mohammad Saleem Mullanwar, and Chandraprakash Thakur in lead roles.

Directed by S Srinivas, the film also features DOP Raj Shekhar Naidu, music by Day Chauhan, lyrics by Sandeep Nirmal, screenplay by Rashid Kanpuri, action choreography by Mukesh Rathore, dance choreography by Kausar Sheikh, with distribution by Riddhi Siddhi and promotions by Sanjay Bhushan Patiala.

