

Kotak Partners Rajasthan Royals; Launches MyTeam Card - Special Cricket Edition Debit & Credit Cards

Jaipur. Kotak Mahindra Bank today announced that it is the official partner of Rajasthan Royals, and launched MyTeam Cards - a specially designed range of Debit and Credit Cards. This season, fans of India's beloved sport are getting yet another reason to rejoice as, now, they can own a specially designed Cricket-themed Debit and/or Credit Card of their favourite team - Rajasthan Royals. The Kotak Cricket Edition range of Debit and Credit Cards feature striking team visuals of the players, the Rajasthan Royals logo & watermark, and the official team colours making the card a must-have for all passionate followers of the game as they cheer on their favourite team. Puneet Kapoor, President Products, Alternate Channels and Customer Experience Delivery, Kotak Mahindra Bank Ltd. said, "India's much loved annual festival that marries sports and entertainment is underway and with great delight we announce Kotak's partnership with Rajasthan Royals. Kotak's Cricket Edition range of debit and credit cards MyTeam Cards, will spice up the season even further, giving millions of ardent Rajasthan Royals supporters a unique opportunity to own a small piece of their team and display their fandom in a unique way." Jake Lush McCrum, COO, Rajasthan Royals said, "We're pleased to have Kotak Mahindra Bank join as one of our partners. Kotak is one of the leading banks in India and we have enjoyed their innovative approach to this partnership. We're always looking to get closer to our fans through our activations and products, and the credit and debit cards from Kotak are a brilliant opportunity to do this. Kotak will also benefit hugely from our large and growing fan base, with more deeply engaged customers."



Increasing pollution is detrimental to 'Incredible India' image: Leading travel and tourists associations

New Delhi. Ahead of World Tourism Day (27 September), leading travel and tourism associations of India have come together to appeal to the government to strengthen the packaging waste collection and recycling ecosystem; echoing cleanliness to play a vital role to attract regional and international tourists to Indian tourist destinations. The strengthening of waste collection system and educating common citizens about the importance of responsible disposal of various types of plastics will ensure less wastelittered at the tourist hotspots and other Indian cities. Currently, plastics like multilayered packaging (Chips/biscuits) and tetra packs rarely get collected due to their low value in the recycling ecosystem, other plastics like PET/HDPE bottles are the most recycled globally and fetch INR 25-30 per kg for ragpickers. A month ago, the Indian government released the Swachha Survekshan (Cleanliness Survey), in which many tourist hotspots like Amritsar, Jaipur, Delhi, Mumbai, Srinagar, Varanasi Shillong, etc. received a poor rating. Also, almost half of the world's 50 most polluted cities are in India. It projects a negative image of India/Indian destinations globally and adversely impacts tourism. The current pandemic is an opportunity to rethink the roadmap to build a clean, safe, and environment-friendly tourism ecosystem. Pronab Sarkar, President - Indian Association of Tour Operators - National Apex Body of Tour Operators said, "Tourism sector is the key for the revival of Indian economy and cleanliness will play a pivotal role in the post-COVID era to attract tourists. Soiled and battered tourists will seek destinations that are safe, hygienic, and clean. Pollution not only affect the environment but also the culture, society, and economy adversely. Pollution with respect to tourism encompasses air emissions, noise, solid waste and littering, releases of sewage, and chemicals, even architectural/visual pollution. Most of these are easily avoidable. Better planning in terms of plastic waste disposal, collection, and recycling mechanism will usher in good health and well-being, clean water and sanitation, sustainable cities and communities, and responsible consumption and production. These will send positive signals globally that shall augur well for Indian tourism." "Cleanliness is the key to stimulate tourism industry in India. The habit of littering, ineffective waste management, and the pandemic has led to widespread pollution. Owing to the current pandemic, plastic waste has increased drastically, due to the surge in the usage of plastic items. But banning plastic is not a solution since COVID-19 has taught us that plastic is an essential part of our life, be it masks, PPE kits, or sanitizer bottles. The need of the hour is to educate masses about its correct disposal and recycling, especially the most recycled types of plastics, so the negative effects can be curtailed and our tourist hotspots i.e. beaches, hill stations, pilgrimage can maintain their sheen." Mr. Nilesh Shah - President - Travel and Tourism Association of Goa. Subhash Goyal, Hon'y Secretary - Federation of Associations in Indian Tourism & Hospitality (FAITH). "Destinations which are not only hygienically safe but also visibly clean will be preferred by the tourists. The current pandemic has made us realize that the health of our planet is the priority, collective efforts not only by the government and municipalities but by all individuals, social, voluntary organizations, and resident welfare associations have to be made across our country to curtail littering and improve waste collection and recycling efforts. Tourists look for a surrounding which is pleasing to the eye. There should be regular cleanliness and health audits to ensure that the infrastructure and environment are pristine. We collectively contribute towards this objective, then we could usher towards a new era of incredible India!"



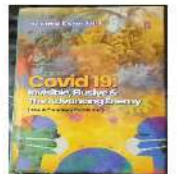
Health is wealth

Jaipur. A Two days Online Workshop on "Life Skills - Yoga, Physical Fitness, Health and Hygiene" in collaboration with Life Skills Enhancement Cell & Swachhta Action Plan (Hygiene) was organized by the Department of Computer Science, at St Xavier's College, Jaipur on 23 and 24 September. Prompted by rising reports of students on mental distress, depression and physical fitness its important to be responsive to the physical health and hygiene and well-being of students in the present scenario. These source person of the Session of Yoga and Physical Fitness on both the days was Dr. Ajay Kumar Dandotiya, Department of Physical Education, St. Xavier's College, Jaipur. He addressed the students the need for Yoga in the Modern World. He demonstrated a few Yoga exercises to manage stress, anxiety and how to relax the body. The Next session on was served up by Dr. Sanjeev Kumar, Director and Head of National Institute of Ayurveda, Jaipur. He stressed on the key topic of Mindful Approach to Mental Health and Happiness. He caught the attention of students, how Ayurveda explores the symbiotic relationship among the mind, body, soul, the senses, and their workings. The second day had a lot to say about Self Safety and Hygiene which was addressed by Dr. Shankar Goenka, Chief Architect, Managing Director - WoW Factor, also an author, Coach and TEDx Speaker.

Flipkart Wholesale Expands Footprint to 12 New Cities

Bengaluru. Flipkart Wholesale today announced the expansion of its operations into 12 new cities, enabling a one-stop digital marketplace solution for the retail ecosystem which will offer small businesses a wide selection of products at a significant value. Expanding with the Fashion category in these cities, Flipkart Wholesale is looking to digitally transform kiranas and MSMEs to help them grow faster, retain their customers, and improve their profitability. Ahead of the festive season, Flipkart Wholesale will now be operational in Ghaziabad, Faridabad, Mysore, Chandigarh Tricity, Meerut, Agra, Jaipur, Thane-Bhiwandi-Ulhasnagar, Greater Mumbai, Vasai-Virar-Mira-Bhayanagar, Thane (Kalyan-Dombivli) and Thane (Navi Mumbai). Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale, said, "As we enter the festive season, we are excited to be scaling up our offerings across 12 cities, aiming to create more opportunities for MSMEs and Kiranas. From trendy Jaipur Kurtis to evergreen Mysore Silk Saris, we aim to help small businesses embrace the digital transformation and emerge as more robust businesses. Since the launch we have partnered with several leading brands, and enabled ease of doing business digitally for MSMEs and Kiranas by helping them leverage micro-market level B2B and B2C insights from the Flipkart ecosystem to better understand customer demands specific to their area so that they can buy and sell the right products. We're excited to see our initiative contributing to the prosperity of MSMEs, Kiranas and creating laish of new & exciting livelihood opportunities in India."

Covid-19: Invisible, Elusive and the Advancing Enemy (The worst Century Pandemic)



Lloyd marks its entry into the refrigerator segment; launches Direct Cool, Frost Free and Side by Side categories

Jaipur. Havells India Limited, a leading Fast-Moving Electrical Goods (FMEG) company today announced its entry into the refrigerator segment under its consumer durable brand - Lloyd. The company will also double the range with additional 25 models by Diwali this year. The refrigerator range is designed keeping in mind the modern kitchen aesthetics combined with energy saving features that adapt to the consumer lifestyle. The alluring transparent interiors of the range comes with an array of attractive fresh floral fascia design, which reflects refrigerators as a work of art that blends with your home decor. The refrigerators will be available in capacities ranging from 190 litres to 587 litres, and an introductory offer price range from INR 10000-84990. Shashi Arora, CEO, Lloyd said, "With the legacy of being known as a cooling expert over decades, Lloyd today is among the top 3 brands in the air conditioners segment. Today, we are introducing DC, Side by side, Frost free range of refrigerators to complement other categories, in our attempt to make Lloyd a full-fledged consumer durable brand. Backed by our



Make in India vision, we are going to produce all our refrigerators in the country enabling us to bring better quality and relevant customisations to our customers. The refrigerators launched today will offer class leading features in a wide array of capacities and price range through our strong network of 10,000 dealers and retailers across the country. Our range of refrigerators brings to our customers the benefits of even cooling that keeps all their food items including fruits and vegetables fresher for a longer duration. All this comes at a lower electricity cost due to the latest inverter technology deployed in the newly launched range." Revolutionizing the refrigerator category in India. The new range introduced by Lloyd is equipped with BacShield technology that eliminates bacteria and provides longer lasting freshness to perishables - a much needed feature in a tropical country like India. The refrigerators range will feature the unique Decacool technology that will ensure cooling in every corner. It also consists of flexi max design which caters to the underlying need of more storage for discerning Indian consumer. The above range is rated as per the 2020 energy rating norms coupled with advantages of the Inverter technology. In conjunction with inverter technology the new refrigerator range will come with dual safety compressor with OLP and OHR that enhances compressor's life and makes Lloyd refrigerators highly energy-efficient.

Corrugated Box Industry in distress over rising Kraft Paper Prices & Supply Disruptions During COVID Pandemic

Mumbai. The Corrugated Box Industry is reeling under the twin blows of massive price increases in a short span of two months on one hand by Kraft Paper Mills & cascading hikes in other Conversion Input Costs on the other hand over the years. The industry is staring at huge losses on account of these hikes during COVID Pandemic. Kraft Paper Mills are citing the most important reasons behind these hikes are - a. Both domestic and Imported waste paper prices are up by Rs. 4500-5000 pmt in last couple of months during COVID Pandemic. b. Both China and India import their Waste paper primarily from USA and Europe. As China has proposed ban of Waste Paper Imports from any country with effect from 1st January 2021, Chinese Paper mills are lapping up whatever supplies available in overseas markets before ban becomes effective. This extra demand has pushed up the prices of imported Waste paper. c. Kraft Paper mills are indicating that, even post-Chinese ban, waste cuttings prices would remain at elevated levels in the foreseeable future for various reasons. d. Lockdowns all over the globe due to COVID have dented the generation & collection of waste and scarcity in supplies. e. Indian Paper Mills could not import adequate volumes during COVID lockdown periods resulting in lower inventory of required grades and shortage in some lower grades at this point of time. Sandeep Wadhwa - President, Indian Corrugated Case Manufacturers' Association (ICCMA), a PAN India body, request all the Kraft Paper Mills Associations to bring stability in prices & to ensure that supply chains are not hampered during the recovery phase of the Indian economy. The industry growth is of vital importance to our honourable Prime Minister's cherished dream of WAKE IN INDIA. The support of all Kraft Paper Mills as well as our valuable clients is very crucial to achieve that mission.



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