Page-2_Page-2.qxd 07/06/2026 12:44 PM Page 1

Business & Entertainment

From Awareness to Action: The Time to Restore Nature is Now

Every year on June 5, the world observes World Environment Day as a reminder of humanity's shared responsibility toward the planet. While environmental concerns have long been discussed in conferences, policies, and campaigns, the urgency of today's challenges demands action beyond words. Climate change, deforestation, biodiversity loss, pollution, and water scarcity are no longer distant threats; they are realities affecting millions of lives across the globe.

The environment is not merely a collection of natural resources to be consumed. It is the foundation of human existence. Clean air, safe drinking water, fertile soil, forests, rivers, and oceans sustain life and support economic growth. Yet rapid urbanization, excessive consumption, and unsustainable industrial practices have placed unprecedented pressure on these vital ecosystems.

Editorial

One of the greatest challenges facing humanity today is plastic pollution. Single-use plastics continue to contaminate land, rivers, and oceans, threatening wildlife and entering the food chain. Equally concerning is the loss of green cover due to indiscriminate tree cutting and expanding urban development. As forests disappear, so do countless species of plants and animals, weakening the delicate balance of nature.

The effects of environmental degradation are increasingly visible. Extreme heat waves, irregular rainfall, floods, droughts, and rising temperatures are disrupting agriculture, livelihoods, and public health. Developing countries, including India, are particularly vulnerable as growing populations and expanding cities place additional demands on natural resources.

However, the solution does not rest solely with governments and international organizations. Every individual has a role to play. Simple actions such as reducing plastic use, conserving water, planting trees, adopting sustainable lifestyles, and supporting eco-friendly initiatives can collectively create a significant impact. Educational institutions, businesses, civil society organizations, and local communities must work together to promote environmental stewardship.

India has a rich tradition of respecting nature. From ancient practices of water conservation to community-led forest protection movements, the country offers valuable lessons in sustainable living. Reviving these traditions while embracing modern environmental technologies can help build a greener future.

On this World Environment Day, the message is clear: environmental protection is not an option; it is a necessity. Future generations will inherit the consequences of today's decisions. The choice before us is simple—continue on a path of environmental neglect or commit ourselves to restoration, conservation, and sustainable development.

The Earth does not need occasional celebrations of environmental awareness. It needs consistent action. Let World Environment Day be more than a symbolic observance. Let it be a collective commitment to protect the only home humanity has ever known.

CSR Drive Promotes Green Awareness

Udaipur: A special cleanliness and environmental awareness campaign was organized at the Ghata Wali Mataji Temple premises under a Corporate Social Responsibility (CSR) initiative to promote environmental conservation and sustainable practices. The campaign was jointly conducted by the Rajasthan State Pollution Control Board, Udaipur, Pacific Dental College & Hospital, Debari, and National Chemical Factory, Udaipur.The initiative focused on making the temple premises and surrounding areas polythene-free, clean, and environmentally friendly. Biodegradable bags were distributed among devotees and local residents, awareness banners were installed, dustbins were placed at key locations, and a comprehensive cleanliness drive was undertaken across the temple complex.A unique feature of the programme was an eco-friendly havan conducted using Go-Kasth, an environmentally sustainable alternative to conventional wood made from cow dung. The activity highlighted the integration of traditional cultural practices with environmental responsibility.

Speaking on the occasion, Sharad Saxena, Regional Officer of the Rajasthan State Pollution Control Board, stressed the importance of public participation in environmental protection and sustainable development. Dr. A. B. Rai, Principal of Pacific Dental College & Hospital, reaffirmed the institution's commitment to social and environmental welfare, while Hospital Superintendent Dr. Mohit Pal Singh emphasized that cleanliness and a healthy environment are essential for public health.The event witnessed participation from representatives of industries, social organizations, environmental groups, and local residents, who collectively pledged to support ongoing efforts towards building a cleaner, greener, and pollution-free society.

Quiet Excellence Book Unveiled

New Delhi: Quiet Excellence: 52 Reflections on Work, Faith and What Truly Matters, authored by Rajnish Jain, President and CFO of Reliance Jio Infocomm Limited, was launched at the India International Centre, New Delhi. Published by Om Books International, the book presents 52 insightful reflections on leadership, faith, work, and life values.Drawing from personal experiences and everyday situations, the book emphasizes that success and fulfillment are shaped by small daily actions, meaningful relationships, and strong values. Speaking at the launch, Jain said that India's collective consciousness helps balance ambition with humility and purpose.The book includes a message from Gurudev Sri Sri Ravi Shankar and reflections from eminent personalities. Distinguished guests, including Dr. Deepak Vohra, Naresh Kumar, BK Asha Didi, CMA TCA Srinivasa Prasad, and Mahendra Nahata, praised the book's focus on self-awareness, ethical leadership.

Sneha Shankar Night Enthralls Udaipur

Indian Idol finalist to recreate her mesmerizing musical magic at RNT Medical College

Udaipur: Music lovers in the City of Lakes are set for an unforgettable evening as the Dr. J.K. Tayalia Foundation, in association with Econ Building Product, presents "Sneha Shankar Night" on June 5 at RNT Medical College. The free-entry musical extravaganza, accessible through invitation cards, will feature Indian Idol Season 15 finalist and rising playback sensation Sneha Shankar, whose recent performances have captivated audiences across the country.

Sneha, granddaughter of legendary Sufi singer Shankar of the iconic Shankar-Shambhu duo and daughter of renowned composer-singer Ram Shankar, has emerged as one of India's most promising young voices. Trained in classical and contemporary music from the age of three, she gained nationwide recognition through Indian Idol, where her soulful renditions earned praise from music stalwarts including Shreya Ghoshal, Sonu Nigam, Shankar Mahadevan, Vishal Dadlani, Badshah, and Bhushan Kumar. Her talent also secured her a recording contract with T-Series.

Fresh from a highly acclaimed performance in Udaipur, where she mesmerized audiences with unforgettable renditions of "Yaad Piya Ki Aaye," "Mere Rashke Qamar," "Dama Dam Mast Qalandar," "Sajda," "Lag Ja Gale," "Yeh Dil Tum Bin Lagta Nahin," and "Baahon Mein Chale Aao," Sneha is expected to once again enchant music lovers with a blend of classical, Sufi, ghazal, and Bollywood melodies. Her exceptional stage presence, vocal versatility, and emotional depth have made her a favorite among audiences of all ages.

The evening will also feature performances by emerging city singer Pamil Modi, who recently won appreciation for her soulful renditions of "Yara SeeliSeeli" and "Mere Naina Sawan Bhadon."

Dr. J.K. Tayalia said the programme is not only a celebration of music but also a platform to inspire young talent and recognize individuals who have achieved remarkable success through dedication and perseverance. Through cultural, educational, and social initiatives, the Foundation and Econ Building Product continue to support community development, youth empowerment, scholarships, and the preservation of Mewar's rich artistic heritage.

Heritage Lok Marudhar to Offer a Unique Blend of Culture and Technology in Udaipur

Udaipur: A first-of-its-kind cultural and entertainment attraction, "Heritage Lok Marudhar," is set to open at Panchwati Circle in Udaipur, offering residents and tourists an extraordinary experience where Rajasthan's vibrant folk culture meets cutting-edge technology. This innovative initiative is expected to add a new dimension to the city's tourism and entertainment landscape.

The attraction will feature a range of modern entertainment experiences, including a Sheesh Mahal (Mirror Palace), Virtual Reality (VR) games, Park of Illusion, and an exciting Vortex Tunnel, providing visitors with immersive and interactive adventures. Alongside these technological attractions, guests will also witness captivating performances by traditional folk artists showcasing Rajasthan's rich heritage through folk dance and music.

According to the organizers, the project is not merely an entertainment venue but also a platform to introduce domestic and international tourists to the state's cultural traditions, art, and heritage. By seamlessly integrating modern technology with folk culture, the initiative aims to create a memorable experience for visitors of all age groups.The project is expected to further strengthen Udaipur's reputation as a premier tourist destination while providing local folk artists with a valuable platform to showcase their talent. Heritage Lok Marudhar is also being viewed as an important step toward promoting cultural tourism and preserving Rajasthan's traditional arts.With its unique combination of Rajasthani folk colors, modern attractions, immersive experiences, and illusion-based entertainment, Heritage Lok Marudhar is poised to become a major new attraction on Udaipur's tourism map.

Ai+ Smartphone Achieves Record Growth

Brand crosses 3 lakh unit sales and ₹350 crore revenue in May 2026

Lucknow: Ai+ Smartphone has announced a significant business milestone, recording sales of more than 3 lakh smartphones and generating over ₹350 crore in revenue during May 2026. The achievement highlights the rapid growth of the Indian technology brand, which aims to make advanced technology accessible, affordable, and consumer-centric.

Less than a year after entering the Indian smartphone market, Ai+ has emerged as one of the country's fastest-growing smartphone brands. The strong performance follows the successful launch of the Nova2, Nova2 Ultra, and NovaFlip smartphones in April 2026, which have received a positive response from consumers seeking innovation, design, and value.

Commenting on the achievement, Madhav Sheth, CEO of Ai+ Smartphone and Founder of NxtQuantum Shift Technologies, said the milestone reflects a larger mission to bridge the digital divide by making technology more accessible, transparent, and trustworthy for millions of users.

Through its expanding product portfolio and consumer-focused initiatives, Ai+ continues to strengthen its position in India's competitive smartphone market. The Nova2 Series is currently available exclusively through Flipkart and select retail outlets across the country, further supporting the brand's growth and reach among Indian consumers.

"Sadabahar Nagme" musical evening to celebrate golden-era Bollywood classics

Udaipur: Music enthusiasts in the city are set to relive the magic of Bollywood's golden era as Suro Ki Mandali organizes "SadabaharNagme," a grand musical evening dedicated to evergreen melodies. The event will be held at Madhushree Auditorium, Ashoka Palace, from 4 PM onwards.

The programme will feature memorable songs immortalized by legendary singers Mohammed Rafi, Lata Mangeshkar, Asha Bhosle, and Kishore Kumar. Through soulful performances by talented local artists, the audience will be taken on a nostalgic journey filled with timeless classics.

The event is being organized by the Senior Wing of Suro Ki Mandali, with Hema Joshi, H. Kazi, and Rajkumar Bapna overseeing arrangements. Founder President Mukesh Madhvani said the initiative aims to connect younger generations with the rich musical heritage of Indian cinema while offering music lovers an unforgettable experience.

Secretary Arun Choubisa informed that preparations are in the final stages and there is tremendous enthusiasm among music lovers. Treasurer Yogesh Upadhyay added that special arrangements have been made to ensure a comfortable and enjoyable experience for all guests.

Programme Coordinator Hema Joshi said the evening will recreate cherished memories through beloved melodies and invited families, friends, and music enthusiasts from across the city to attend and enjoy the celebration of timeless music.

PepsiCo Launches Adrenaline Rush Energy

Premium energy drink targets Gen-Z with focus and performance benefits

Udaipur: PepsiCo India has expanded its energy drinks portfolio with the launch of Adrenaline Rush®, a premium international energy drink brand aimed at the growing Gen-Z consumer segment. Accompanied by a high-energy campaign built around the theme "A-Rush, A-Game On," the launch reflects the company's focus on meeting the evolving aspirations of young consumers.

Priced at ₹60, Adrenaline Rush® is available in two variants—Passion Rush and Classic Rush—packaged in sleek premium cans. Powered by caffeine, taurine, and vitamins, Passion Rush is designed to deliver Ultimate Focus, while Classic Rush is positioned for Ultimate Performance.

Diksha Bajaj, Category Lead – Energy Drinks, PepsiCo India, said the brand celebrates a generation driven by ambition, dedication, and the desire to achieve its full potential. Tarun Bhagat, Chief Marketing Officer, India BU Beverages, PepsiCo India, noted that the energy drinks category continues to grow rapidly, with consumers seeking products tailored to specific needs and occasions. The launch strengthens PepsiCo India's presence in the premium energy drinks segment while offering a differentiated and aspirational experience for today's youth.

Grand Maharana Pratap Jayanti Celebrations

Udaipur: Udaipur is set to witness a week-long series of grand events to mark the 486th birth anniversary of Maharana Pratap, with celebrations beginning on June 10 and culminating in a massive public gathering and procession on June 17. The programme is being jointly organized by the Mewar Kshatriya Mahasabha Institution, Udaipur City, the Udaipur Municipal Corporation, and various social organizations from across the Mewar region.

The celebrations will commence with ceremonial worship at the historic Haldighati battlefield and the collection of its sacred soil. Religious ceremonies, tributes to Maharana Pratap and his associates, blood donation camps, seminars, lamplighting events, cultural performances, and displays of traditional martial arts will be organized throughout the week.

A special attraction will be the welcome of tourists arriving at Udaipur Railway Station on June 16 with sacred soil from Haldighati, symbolizing the valor and legacy of Maharana Pratap. The day will conclude with a spectacular fireworks display on Jaisamand Road.

The main event on June 17 will begin with floral tributes at Maharana Pratap's statue at Moti Magri, followed by a grand procession proceeding to Town Hall. A large public assembly and cultural programme will then be held at Sukhadia Rangmanch.

Organizers said the celebrations aim to honor Maharana Pratap's ideals of courage, self-respect, and patriotism while inspiring younger generations to remain connected with Mewar's rich historical legacy.

Over 1,600 Students Shape Brighter Futures Through Hindustan Zinc's Shiksha Sambal Summer Camps

Udaipur: More than 1,600 students from government schools across Rajasthan are gaining new confidence, knowledge, and life skills through Hindustan Zinc's Shiksha Sambal Summer Camps, a flagship educational initiative aimed at strengthening learning and holistic development among rural youth.Spread across six districts—Udaipur, Salumber, Rajsamand, Chittorgarh, Bhilwara and Ajmer—the camps are helping students strengthen their understanding of Science, Mathematics and English while nurturing creativity, leadership, sportsmanship and cultural awareness.

The 9th edition of the Summer Camp was inaugurated at Zinc School, Zinc Nagar, in the presence of education officials, healthcare representatives and community leaders. More than 250 students have enrolled at the flagship camp, where learning extends beyond textbooks to include personality development, communication skills and confidence-building activities.A major highlight this year is the integration of modern learning tools such as digital classrooms, audio-visual teaching aids, robotics, clay modelling, pottery and innovative projects created from waste materials. These activities are designed to make learning interactive and inspire students to think creatively and scientifically.In partnership with the Vidya Bhawan Society, Hindustan Zinc has also launched its residential summer camps in Udaipur. Running from May 20 to June 19, 2026, the programme is benefiting over 340 students from Classes 8, 10 and 12. Simultaneously, six non-residential camps at Chanderiya, Dariba, Debari, Kayad, Agucha and Zawar are reaching nearly 1,200 students.For nearly two decades, the Shiksha Sambal Programme has supported students studying in government schools by bridging learning gaps and providing quality academic guidance. Through expert mentorship and innovative teaching methods, the initiative continues to empower rural students with the knowledge, confidence and opportunities needed to build a brighter future.

IndianOil Launches SERVO HYPER SERIES

New Delhi: IndianOil today launched the SERVO HYPER SERIES, its most advanced premium lubricant portfolio, designed to meet the evolving requirements of modern engines and high-performance industrial equipment.

Developed using advanced synthetic base oils and next-generation additive technologies, the SERVO HYPER SERIES delivers superior engine performance, improved fuel efficiency and extended drain intervals under demanding operating conditions. The new range is aimed at addressing the growing demand for premium lubrication solutions across automotive and industrial segments.

SERVO HYPER SERIES has been designed for a wide range of automotive and industrial applications and incorporates QR-enabled digital authentication and traceability features that enable customers to verify product authenticity and access product information instantly. The range also features premium packaging with increased use of recyclable and recycled materials, reflecting IndianOil's focus on sustainability and customer-centric innovation.