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'India Can Become a Global Hub for Mining and Construction Equipment Manufacturing'



New Delhi | BR Team

India's mining and construction equipment industry can emerge as a major global force in the coming years. In this direction, the Confederation of Indian Industry (CII) and Boston Consulting Group (BCG) have jointly released a report titled "Pressing the Throttle: How India's Mining and Construction Equipment Industry Can Support Domestic Ambitions and Become a Global Force." The report presents a detailed strategy to make India a global hub for the manufacturing and export of mining and construction equipment. The report provides a comprehensive assessment of India's mining and construction equipment sector. It also outlines a clear roadmap to strengthen domestic manufacturing, accelerate the adoption of new technologies, increase localisation, enhance global competitiveness, and establish India as a preferred manufacturing and export hub in the sector. The report highlights that the mining and construction equipment sector will play a crucial role in achieving the country's long-term development goals. CII Director General Chandrajit Banerjee said that the mining and construction equipment sector is an integral part of India's infrastructure and industrial development ambitions.

The Saga of Valor That Still Runs Through Every Indian's Veins

The Heroes of Kargil are enduring symbols of courage, sacrifice, and patriotism

Jaipur | BR News Network
businessremedies.com

26 July is not just a date, but a symbol of India's courage, valour, and supreme sacrifice. In 1999, when Pakistani soldiers and infiltrators crossed the Line of Control and occupied strategically important heights in the Kargil sector, the brave soldiers of the Indian Army displayed extraordinary courage under impossible circumstances and forced the enemy to retreat. Despite snow-covered peaks ranging from approximately 13,000 to 18,000 feet, sub-zero temperatures, lack of oxygen, and relentless enemy fire from higher positions, the morale of Indian soldiers never wavered. The Kargil Victory was not merely a military success, but the saga of immortal heroes whose bravery continues to make every Indian proud.

Rifleman Sanjay Kumar : Overpowered the Enemy Even After Being Wounded

Rifleman Sanjay Kumar displayed exceptional courage during the Kargil War by single-handedly attacking an enemy forward post. Despite being seriously wounded, he captured the enemy bunker and seized their machine gun, using it to launch a counterattack. His fearless action made it easier for the Indian Army to advance. For his unparalleled bravery, he was awarded the Param Vir Chakra.

Lieutenant Manoj Kumar Pandey: The Unbreakable Resolve to Fight Until Victory

Lieutenant Manoj Kumar Pandey played a crucial role in capturing several heavily fortified enemy positions in the Batalik sector. Despite sustaining severe injuries during intense enemy fire, he refused to abandon his mission. Leading his



troops from the front, he destroyed several enemy bunkers and continued fighting until his last breath. His courage and leadership remain an example of the highest ideals of the Indian Army. He was posthumously awarded the Param Vir Chakra for his supreme sacrifice.

Grenadier Yogendra Singh Yadav: Never Stopped Despite the Bullets

Grenadier Yogendra Singh Yadav displayed extraordinary bravery in

the capture of Tiger Hill. Even after being hit by multiple bullets during continuous enemy machine-gun fire, he kept climbing the steep cliffs. He reached the enemy bunkers, attacked them, and cleared the way for his fellow soldiers to advance. For his remarkable courage and indomitable determination, he was awarded the Param Vir Chakra. He is among the living recipients of the Param Vir Chakra from the Kargil War.

Captain Vikram Batra: The Immortal Hero of "Yeh Maange More"

Captain Vikram Batra was one of the most celebrated and inspiring heroes of the Kargil War. After capturing Point 5140, he gave the famous radio message, "Yeh Dil Maange More." Later, during the operation to capture Point 4875, he continued leading his men despite being critically injured and made the supreme sacrifice on 7 July 1999. For his exceptional gallantry, he was posthumously awarded the Param Vir Chakra. His life continues to inspire the youth with patriotism and an unwavering sense of duty.

Immortal Sacrifice, Eternal Inspiration

The Kargil War was not limited to these four heroes alone. During the conflict, 527 Indian soldiers laid down their lives in defense of the motherland. Thousands of soldiers displayed unmatched courage under the most challenging conditions, proving that the nation always comes first for the Indian Army. On every Kargil Vijay Diwas, the entire nation pays heartfelt tribute to all those immortal heroes whose sacrifices ensured that the Indian tricolour continues to fly proudly over the Himalayan peaks. The heroes of Kargil are not merely names recorded in history; they are living symbols of courage, sacrifice, and patriotism for the generations of India to come. Their sacrifice reminds us that every contribution made in the defense of the motherland is eternal. Whenever the history of India's bravery is written, the names of these Kargil warriors will forever be inscribed in golden letters.

Union Education Minister Dharmendra Pradhan Resigns, Says Nation's Service Is the Highest Priority of My Life



New Delhi | Agency

Amid the protest by the Cockroach Janata Party (CJP) at Jantar Mantar, Union Education Minister Dharmendra Pradhan has finally resigned. He has submitted his resignation to Prime Minister Narendra Modi. Pradhan said that serving the nation has always been the highest priority of his life. In a post on social media, Dharmendra Pradhan wrote, "My young friends, I have remained dedicated to students, teachers, and education reforms for more than four decades. I have always believed that a strong, inclusive, and visionary education system is the foundation of a strong nation. I deeply respect the aspirations, emotions, and legitimate expectations of the youth of our country." He further wrote, "Fulfilling the dreams of India's young generation has always been a moral commitment in our political and social life. I express my gratitude to Prime Minister Modi for giving me the opportunity to serve the nation under his visionary leadership."



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Business Remedies

Year : 2 Volume No. 146

Editorial

Kargil Vijay Diwas Today: A symbol of the indomitable courage and sacrifice of brave soldiers



Kargil Vijay Diwas, a day dedicated to remembering the indomitable courage, sacrifice, discipline and patriotism of India's brave soldiers, will be

observed today. It also reminds every Indian of their responsibilities towards the sovereignty, unity and security of the nation.

This year, India is celebrating the 27th anniversary of its victory in the Kargil War. The day marks the historic success of the Indian Army's Operation Vijay against Pakistani soldiers and infiltrators in the Kargil hills in 1999.

In 1999, Pakistani soldiers and infiltrators occupied several high-altitude positions in Kargil, Dras, Batalik and other areas of Jammu and Kashmir, now part of Ladakh. India launched Operation Vijay to free these areas from enemy occupation and bring them back under its control. The Indian Air Force supported the Army through Operation Safed Sagar.

After nearly two months of conflict, the success of Operation Vijay and the end of the war were officially announced on 26 July 1999. In the war, 527 Indian soldiers made the supreme sacrifice and 1,363 soldiers were injured.

Kargil Vijay Diwas is observed every year on 26 July to honour the courage and sacrifice of these brave soldiers. It is a day to pay tribute to those who made the ultimate sacrifice in defence of the nation. The occasion strengthens patriotism and a sense of duty among citizens, especially young people. It reminds us that the Indian Armed Forces are capable of protecting the country's sovereignty and integrity under all circumstances.

The day also commemorates the Indian Army's strategy, bravery and ability to achieve victory in extremely difficult conditions. It remains a source of inspiration for the younger generation.

Rajasthan emerges as investors' first choice, state reaching new heights of industrial development: Chief Secretary

Jaipur BR Team

Chief Secretary V. Srinivas said on Saturday that Rajasthan is emerging as a "Land of Opportunities." He was speaking at a high-level dialogue meeting held at the State Secretariat with representatives of the Public Affairs Forum of India, PAFI.

He said the state government is giving the highest priority to industry, investment and employment generation by providing a transparent, simple and investor-friendly environment. During the meeting, the Industries and Commerce Department gave a detailed presentation on the state's industrial progress, investment opportunities, infrastructure and industry-friendly policies. The Chief Secretary said that Rajasthan offers extensive investment opportunities, particularly in renewable energy, semiconductors, artificial intelligence and machine learning, data centres, defence manufacturing, logistics, tourism, textiles and other emerging sectors. The state's strategic geographical location, extensive network of national highways, Dedicated Freight Corridor and connectivity with the Delhi-Mumbai Industrial Corridor provide investors with a competitive advantage. He said that the groundbreaking ceremonies of projects worth



more than Rs 8 lakh crore have already been conducted in the state, while work is progressing rapidly towards the groundbreaking of other projects covered under memorandums of understanding.

Over the past two and a half years, 40 new industrial areas have been developed, with an average of one new industrial park being established every three weeks. Around six industrial plots are being allotted every day, enabling investors to obtain land quickly. He said the state government has introduced more than 30 sector-specific policies to create a favourable ecosystem for industries. Under the Rajasthan Investment Promotion Scheme 2024, investors are being offered reimbursement of state taxes, capital subsidies and other attractive incentives, making investment in the state more competitive.

The Chief Secretary also informed investors about opportunities available

under the Private Industrial Park Promotion Policy 2026. He said modern industrial parks are being developed with the active participation of the private sector under the public-private partnership model. He urged eligible investors to submit their applications by 31 July 2026.

He said the state government has greatly simplified the approval process for industries through ease-of-doing-business and deregulation reforms. Through the single-window system, 190 services have been made available online. The time limit for land-use conversion has been reduced to 30 days, approvals for micro, small and medium enterprises have been accelerated, and several reform-oriented measures, including round-the-clock industrial and commercial operations, have been implemented.

The Chief Secretary invited PAFI representatives to participate actively in Pravasi Rajasthani Divas, scheduled to

be held in December 2026, as well as in the proposed reverse buyer-seller meetings in Jaipur and Udaipur. He said these events would help create new business opportunities between global investors and Rajasthan's industrial sector.

Additional Chief Secretary for Industries, Micro, Small and Medium Enterprises and State Enterprises, and Chairman of RIICO, Shikhar Agrawal, highlighted the state's industrial achievements. He said Rajasthan is rapidly strengthening its position among India's leading industrial states because of the government's investor-friendly policies, industrial infrastructure developed by RIICO, joint ventures, partnership-based development models and export-promotion initiatives. He said approvals worth Rs 3,200 crore have been granted for the development of various industrial areas, and policy reforms are being continuously undertaken in accordance with the requirements of industries. Ravi Kumar Surpur, Secretary of the Planning, Planning Manpower, Gazetteers and Statistics Department, shared details of the state's startup policy, data centre policy, innovation hubs and hub-and-spoke model, along with the initiatives being taken to connect young people with innovation and entrepreneurship.

Poster of Shiv Dharmarth Seva Sansthan to be unveiled today

Jaipur BR Team

The poster of Shiv Dharmarth Seva Sansthan, Jaipur (Registered), will be formally unveiled on Sunday, 26 July, at 10:30 am at the Moti Dungri Ganesh Temple, following Ganesh Vandana.

Chirag Mishra, founder and president of Shiv Dharmarth Seva Sansthan, Jaipur, said that the organisation has been carrying out service activities for the past four years with the support of everyone.

Jaipur's entry points will be adorned with the unique beauty of Rajasthani culture

Jaipur BR Team

To realize Chief Minister Bhajanlal Sharma's resolve of a developed Rajasthan, the Jaipur Development Authority (JDA) is making continuous efforts. In this direction, the JDA has taken an important initiative to give a new identity to the Pink City's cultural heritage, tourism appeal, and beautification. Commissioner Siddharth Mahajan said that JDA will develop grand welcome gates based on the "Waste to Art" theme at three major entry routes to the city. These wel-



come gates will showcase the rich culture, traditions, and folk life of Rajasthan in a unique way.

The proposed welcome gates will be installed on the road from Delhi Kunda Mod to Amer, at the Ghat Ki Guni Toll Plaza, and in front of the proposed New Jaipur on Ganga Marg. Each of the three welcome gates will have a different theme. The

welcome gate at Delhi Kunda Mod will reflect the spirit of Rajasthan's warm tradition of "Khamma Ghani," symbolizing the state's culture of hospitality. The proposed gate at Ghat Ki Guni Toll Plaza will be developed on the theme of Rajasthan's traditional "Leheriya" design, representing the state's colorful cultural heritage and folk arts. Meanwhile, the welcome gate proposed on Ganga Marg in front of New Jaipur will bring to life the spirit of "Padharo Mhare Des" through artistic figures of women and men in traditional Rajasthani attire welcoming visitors.

Dr. Sara George Muthoot conferred the JANANI National Award 2026 for Business Excellence



Kochi BR Team

Dr. Sara George Muthoot, Director of St. George's School, Paul George Global School, New Delhi, and The Muthoot Group was conferred the prestigious JANANI National Award 2026 for Excellence in Business Leadership at JANANI 2026, a national conclave organized by the Dr. APJ Abdul Kalam International Foundation at St. Teresa's College, Kochi. The award was presented by the Hon'ble Chief Minister of Kerala, Shri V. D. Satheesan, in the presence of eminent dignitaries, policymakers, educationists, industry leaders and changemakers from across the country.

Dr. Sara George Muthoot exemplifies this philosophy through her visionary leadership, unwavering commitment to excellence and steadfast dedication to nation-building through education. A distinguished educationist, institution builder and philanthropist, she has successfully transformed educational institutions into centres of excellence by combining academic distinction with strategic governance, innovation and values-driven leadership while contributing back to the society in various meaningful ways.

As the guiding force behind

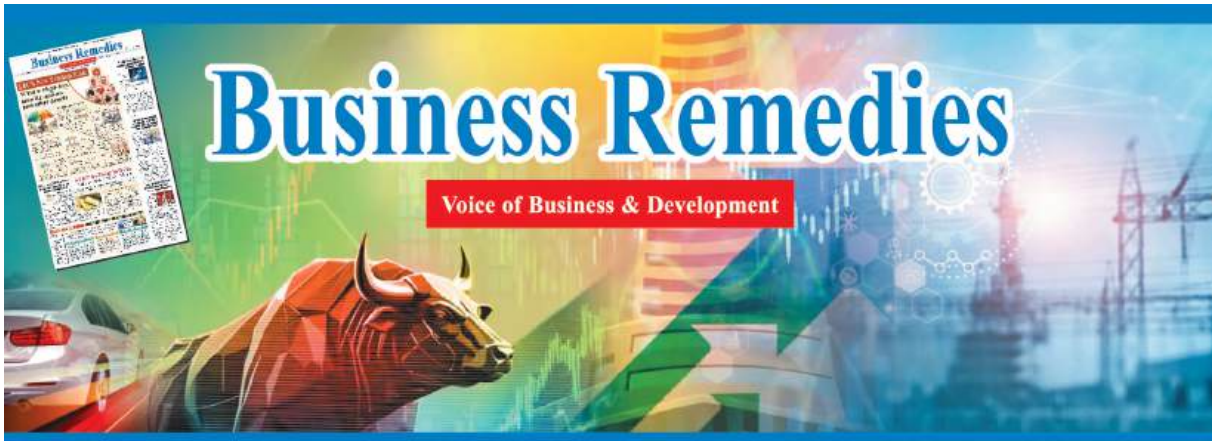


St. George's School, Dr. Sara George Muthoot has nurtured an institution that continues to shape future-ready young minds through world-class education, character development and holistic learning. Her vision further found expression in Paul George Global School, New Delhi, a progressive institution established on the values of Courage, Compassion, Equality and Integrity. Under her leadership, both schools have emerged as benchmarks of educational excellence, preparing students to become compassionate, confident and globally responsible citizens.

The JANANI Award for Excellence in Business Leadership recognizes leaders who have built institutions of enduring value through exemplary governance, innovation and sustainable growth. Dr. Sara George Muthoot's leadership reflects these very ideals, demonstrating that excellence in education extends beyond academic achievement to creating professionally managed institutions that

empower individuals, strengthen communities and contribute meaningfully to nation-building.

Receiving the honour, Dr. Sara George Muthoot expressed her heartfelt gratitude and dedicated the award to the dedicated educators, administrators, students and parents who have been integral to the remarkable journey of both institutions. She reaffirmed her belief that true leadership lies in creating opportunities, empowering communities and inspiring generations through the transformative power of education. This prestigious recognition celebrates not only Dr. Sara George Muthoot's outstanding institutional leadership but also a life dedicated to creating opportunities, empowering communities and inspiring generations. Her unwavering commitment to excellence, purpose, integrity and compassion continues to strengthen a legacy that will endure for generations, while shaping the future of education and inspiring young minds to become responsible leaders of tomorrow



A Daily update of macro-economic and sector trends, comprising:

Real Sector

- GDP
- Wholesale price index
- Consumer price index
- Index of industrial production

Infrastructure

Industries

- Railways
- Civil aviation
- Electricity
- Telecommunications
- Shipping & cargo

Agriculture and Related Industries

- Agriculture
- Edible oils
- Rubber
- Sugar
- Tea

Financial Markets

- BSE indices
- Call money rates
- Foreign exchange rates
- Cash reserve ratio
- Interest rates

Manufacturing Industries

- Cement
- Steel
- Crude oil
- Coal
- Fertilisers
- Chemicals
- Capital goods
- Polymers
- Automobile
- Textiles
- Man-made fibre
- Non-ferrous metals
- Consumer durables

Financial Sector

- Bank performance indicators
- Money supply
- Reserve money

Public Finance

- Central government finances
- Monthly tax collections

External Sector

- Foreign trade and international finance
- Commodity-wise exports & imports
- Country-wise exports & imports
- Foreign exchange reserves
- NRI deposits
- Direct foreign investment flows
- India's external debt

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The Immortal Saga of **Sacrifice** and **Victory** Written on Snow-Covered Peaks

New Delhi | BR Team
Pre-War Situation

In 1998, both India and Pakistan conducted nuclear tests, leading to increased tensions across the world. In February 1999, then Prime Minister Atal Bihari Vajpayee took a peace initiative by traveling to Lahore by bus and signing the "Lahore Declaration" with Pakistan to normalize relations between the two countries. However, just a few months later, the Pakistani Army secretly executed a major conspiracy behind India's back.

The Infiltration Conspiracy
Under the leadership of then Pakistani Army General Pervez Musharraf, a covert plan was devised under which regular Pakistani Army soldiers were sent in the guise of infiltrators and militants to occupy Indian posts that remained vacant during winter. Their objective was to capture the Kargil-Leh Highway (NH1) so that Ladakh could be cut off from the rest of India. This highway was the only route used by the Indian Army to supply logistics to Siachen.

During winters, the Indian Army temporarily vacated some high-altitude posts every year. Taking advantage of this weakness, Pakistani soldiers occupied more than 130 strategic mountain posts without facing any resistance.

How the Infiltration Was Exposed
On May 3, 1999, local shepherd Tashi Namgyal from the Batalik sector informed the Indian Army about suspicious activity in the mountains. An initial patrol sent to investigate was attacked, during which Captain Saurabh Kalia and his companions were captured and later brutally martyred. It was after this incident that India realized the full scale of the infiltration.

The Beginning of the War - Operation Vijay
By the end of May 1999, it became clear that this was not a routine infiltration but a well-planned military assault. The Government of India launched "Operation Vijay" and deployed thousands of soldiers to Kargil. The challenge was extremely difficult-the Indian



Major Battlefronts

Tololing - This was the first major peak recaptured by the Indian Army in June 1999. The victory significantly boosted the morale of the armed forces and paved the way for subsequent operations.
Tiger Hill - The most iconic and difficult battle of the war. On the night of July 4-5, 1999, soldiers of the 18 Grenadiers and 8 Sikh Regiment hoisted the Indian tricolour on the peak after an intense battle. It is regarded as one of the greatest achievements of the entire war.
Point 4875 - This strategic peak was captured under the leadership of Captain Vikram Batra and was later renamed "Batra Top" in his honour.
Batalik and Mushkoh Sector - Fierce battles continued here for several weeks, where many soldiers displayed extraordinary courage and determination.

Army had to climb steep, snow-covered cliffs at altitudes of 16,000 to 18,000 feet while attacking from below, whereas the enemy held the advantage of firing from higher positions. Military historians regard it as one of

the most difficult and unbalanced mountain battles ever fought. From May 26, 1999, the Indian Air Force also launched "Operation Safed Sagar," using Mirage-2000 and other fighter aircraft to

bomb enemy positions.

International Pressure
In July 1999, U.S. President Bill Clinton summoned Pakistani Prime Minister Nawaz Sharif to Washington and made it clear that the United States would not support the intrusion. Due to increasing international pressure and the steady advances made by the Indian Army, Pakistan was eventually forced to withdraw.

Declaration of Victory
Gradually, the Indian Army recaptured all the strategically important peaks from enemy occupation. On July 26, 1999, the Government of India officially announced that Operation Vijay had been successfully completed and all infiltrators had been driven out of the region. Since then, July 26 has been commemorated every year as "Kargil Vijay

Diwas."

The Cost of the War
More than 527 Indian soldiers were martyred and over 1,363 were injured during the conflict. Pakistan never officially disclosed its casualty figures, but estimates suggest that several hundred of its soldiers were also killed.

Who Received Which Honour
Param Vir Chakra (India's Highest Gallantry Award):
Captain Vikram Batra (Posthumous) - Famous for the slogan "Yeh Dil Maange More"; sacrificed his life at Tiger Hill and Point 4875.
Lieutenant Manoj Kumar Pandey (Posthumous) - Martyred while destroying enemy bunkers at Khalubar Hill.
Grenadier Yogendra Singh Yadav - Despite being seriously wounded, he destroyed enemy bunkers at Tiger Hill.
Rifleman Sanjay Kumar - Single-handedly stormed several enemy bunkers at Point 4875.
Major Recipients of the Maha Vir Chakra: Captain Anuj Nayyar, Major Padmapani Acharya, Captain N. Kenguruse, Major Rajesh Singh Adhikari, and several other officers.
Vir Chakra: Dozens of soldiers were awarded the Vir Chakra for displaying exceptional bravery in Dras, Tololing, Batalik, and the Mushkoh Valley.

Impact and Legacy of the War
Following the Kargil War, India introduced major changes to its border security policy, including better surveillance systems, permanent deployment at high-altitude posts, and a stronger military intelligence network. The war also proved that the Indian Army could accomplish seemingly impossible objectives even under the most adverse conditions. Today, the Kargil War Memorial at Dras stands as a tribute to every martyr. Every year on July 26, tribute ceremonies are held there with the participation of the country's top leaders, while schools and institutions across India commemorate the day with pride and respect.

THE BRAVEHEARTS OF KARGIL

Jaipur | BR Team

The victory in the Kargil War was not limited to a few well-known names. During the 1999 conflict, amidst rugged mountains, freezing temperatures, and heavily fortified enemy positions, many Indian soldiers displayed extraordinary courage. Among these brave warriors were Captain Keishing Clifford Nongrum, then Lieutenant Balwan Singh, then Naik Digendra Kumar, and Captain Vijayant Thapar. Captain Nongrum, Lieutenant Balwan Singh, and Naik Digendra Kumar were awarded the Maha Vir Chakra, the country's second-highest wartime gallantry award, while Captain Vijayant Thapar was posthumously awarded the Vir Chakra. A total of nine military personnel received the Maha Vir Chakra and 55 were awarded the Vir Chakra during the Kargil War.

Captain Keishing Clifford Nongrum
The Immortal Warrior of Point 4812

Captain Keishing Clifford Nongrum, a resident of Shillong, Meghalaya, was an officer in the 12 Jammu & Kashmir Light Infantry. On the night of June 30 and July 1, 1999,



his unit was assigned the task of attacking the strategically important Point 4812 in the Batalik sector. After scaling an almost vertical cliff, his unit came under heavy and accurate automatic enemy fire. The enemy positions were well protected among the rocks and remained secure despite artillery bombardment. In this extremely difficult situation, Captain Nongrum advanced without concern for his own safety, threw grenades into the first enemy position, and eliminated several enemy soldiers. He then attempted to capture the machine gun at the second enemy post. During this action, he was hit by multiple bullets. Despite being critically wounded, he refused to retreat. His courageous action enabled other Indian soldiers to advance, and Point 4812 was eventually captured. For his supreme sacrifice, he was posthumously awarded the Maha Vir

Chakra.

Lieutenant Balwan Singh
Courageous Leadership at Tiger Hill

During the Kargil War, Lieutenant Balwan Singh was leading the Ghatak Platoon of the 18 Grenadiers. His unit was assigned the task of attacking Tiger Hill on the night of July 3 and 4, 1999. Avoiding enemy detection, his platoon chose an

extremely difficult and unexpected route with the help of mountaineering equipment. The soldiers advanced for several hours under continuous artillery shelling. The sudden arrival of Indian troops from this direction caught the enemy by surprise. During the battle, Balwan Singh was seriously wounded, but he continued to lead his soldiers. His courage and the actions of his platoon played a crucial role in establishing Indian control over Tiger Hill. He was awarded the Maha Vir Chakra for this extraordinary bravery.

Naik Digendra Kumar
The Indomitable Warrior of the Tololing Battle

During the Kargil War, Digendra Kumar was a Naik in the 2 Rajputana Rifles and was part of the light machine gun team. His battalion was assigned the

responsibility of destroying heavily fortified enemy positions in the Tololing area of the Dras sector. During the assault, the Indian unit came under intense machine gun and small arms fire. Several soldiers were injured, and Digendra Kumar himself was wounded. Despite this, he continued to provide sustained covering fire with his light machine gun, enabling the advancing troops to move forward. His determination and combat action played a vital role in helping the Indian unit reach the enemy positions and achieve its objective. He was awarded the Maha Vir Chakra for his exceptional courage.



Captain Vijayant Thapar
Supreme Sacrifice at the Age of 22



Captain Vijayant Thapar was a young officer of the 2 Rajputana Rifles. He was commissioned into the Indian Army in December 1998, and within a few months, his battalion was deployed to the Dras sector during the Kargil War. During the Battle of Tololing, he led his platoon in capturing an important enemy position. Later, his battalion was assigned the task of attacking Knoll and nearby enemy positions in the Dras sector. During the operation on June 29, 1999, Captain Thapar led his soldiers under heavy enemy fire. As he approached the objective, he was critically wounded by enemy fire and attained martyrdom. His leadership and bravery significantly helped Indian soldiers advance and capture the objective. He was posthumously awarded the Vir Chakra. Captain Vijayant Thapar also left behind an emotional letter for his family, in which he requested his parents to take pride in his sacrifice and to care for the families of soldiers. His life and sacrifice continue to inspire the youth to serve the nation.

Symbols of the Wider
Valor of Kargil

The success of every front in the Kargil War was the result of the collective efforts of soldiers, officers, artillery units, Air Force personnel, and support teams. In battles such as Tololing, Tiger Hill, Batalik, Khalubar, and Point 4875, Indian soldiers fought under extremely adverse conditions to liberate strategically important peaks from enemy occupation. The stories of these four warriors are not merely accounts of individual bravery but are examples of leadership, discipline, responsibility towards fellow soldiers, and the highest duty towards the nation. On Kargil Vijay Diwas, the nation salutes all the known and unsung heroes whose courage and sacrifice ensured that the Indian tricolour once again flew proudly over the peaks of the Himalayas.

Corporate World

Appleton Engineers Limited receives an order worth Rs. 39.23 crore for meter installation services

New Delhi | BR Team

New Delhi-based Eppeltone Engineers Limited, a specialist manufacturer of various electronic products including smart meters, has informed the stock exchanges that the company has received an order worth Rs. 39,23,61,564 for meter installation services.

Business Activities
Established in 1977, Eppeltone Engineers Limited specializes in the manufacturing of electronic energy meters, including smart meters. The company has also established a strong presence with its diverse portfolio of power conditioning equipment, including UPS systems and high-end chargers, as well as products such as AVR, MCBs, and transducers. Initially, the company specialized in Switch Mode Power Supplies (SMPS) for computers and other electronic equipment. Subsequently, it significantly



expanded its product range to focus on energy management solutions catering to both industrial and consumer requirements. The company is a certified organization engaged in the design and supply of static watt-hour meters, smart meters, water meters, BPL kits, UPS systems, LED luminaires, battery management systems, chargers, packs, software development, 4.5 kW regulated emergency chargers, short neutral section assemblies, lightweight insulator assemblies, modular cantilever systems, and auto tensioning devices. The company operates in the B2B segment and primarily provides products and services to gov-

ernment entities, which account for the majority of its business transactions. The company also supplies products to private sector companies that provide services to government as well as non-government organizations across various industries. Eppeltone's diversified product portfolio caters to the requirements of multiple sectors, including electric utilities, industries, commercial establishments, and residential consumers. The company's primary manufacturing facility is a 36,000-square-foot plant located in Greater Noida, Uttar Pradesh, serving as the central hub for production and innovation.

Abha Power and Steel Limited receives a new order worth Rs. 2.24 crore

Jaipur | BR Team

Abha Power and Steel Limited has informed the stock exchanges that the company has received a new order worth Rs. 2.24 crore from a reputed railway OEM company. As of July 25, 2026, the company's order book stands at approximately Rs. 18.50 crore. According to the company management, this order reflects the company's continued efforts to strengthen its presence and increase its market share in the railway sector.

Business Activities: Abha Power and Steel Limited provides a comprehensive range of standard and customized products to diverse industries, including Indian Railways, steel, cement, heavy engineering, mining, and power. The company focuses on quality, safety, value, and competitive pricing, helping it establish and maintain long-term relationships with customers in the domestic market as well as in more than six countries, including the United Arab Emirates, Qatar, Germany, Canada, Italy, the Netherlands, and Nepal. Its manufacturing facility includes a 3 MW captive solar power plant, which helps reduce the company's operating costs. The solar plant saves approximately 3,400 metric tonnes of carbon dioxide emissions annually. The company aims to become a green manufacturer of castings. Established in 2004 with a steel ingot and billet manufacturing plant at Hardikala in Bilaspur district, Chhattisgarh, the company expanded in 2009 by adding a spheroidal graphite iron foundry to serve Indian Railways. In 2016, it converted its ingot plant into a steel foundry. At present, the company operates two foundries-SG Iron and Steel-within its ISO 9001:2015 certified manufacturing facility spread across 319,200 square feet in the Silpahari Industrial Area of Bilaspur.



Ashwin Agarwal appointed as Whole-time Director of G R Infraprojects Limited; decision approved at AGM

Jaipur | BR Team

Udaipur-headquartered leading infrastructure company G R Infraprojects Limited has informed the stock exchanges that the members of the company, at their 30th Annual General Meeting (AGM) held on July 24, 2026 through video conferencing, approved the appointment of Ashwin Agarwal as a Director, liable to retire by rotation, and as a Whole-time Director for a period of five years. His tenure will be effective from May 11, 2026 to May 10, 2031 (both days inclusive). He possesses strong expertise in business operations, project management, and strategic planning, supported by extensive experience in driving business growth and execution in the infrastructure sector. As the Business Unit Head at G R Infraprojects Limited, he has successfully managed overall operations with a consistent focus on operational excellence, quality delivery, adherence to timelines, profitability, and sustainable business growth.



UTI Mutual Fund's New Initiative: India's First In-Chat Payment Investment Solution on WhatsApp in Partnership with CAMSPay

First mutual fund house in the industry to offer in-chat payment functionality on WhatsApp

Mumbai | BR Team

UTI Mutual Fund, one of India's leading mutual fund companies, has launched a unique investment facility that enables investors to complete their entire investment journey-including payments-without leaving WhatsApp. For the millions of people in India who use WhatsApp every day, investing in UTI Mutual Fund is now as simple as sending a message. Investors can try this feature by clicking on the UTI Mutual Fund WhatsApp link. Through a single, seamless WhatsApp conversation, investors can make lump-sum investments and complete UPI payments without opening another app or switching to a web browser.

This capability has been made possible through a collaboration between payment partner CAMSPay, conversational platform Gupshup, and Meta's WhatsApp as the engagement channel. Traditionally, users are redirected to an external payment platform, often leading to abandoned transactions. In contrast, this integration keeps investors within WhatsApp throughout the entire investment process, making the experience more convenient and frictionless.

Mr. Peshotan Dastoor, Group President and Head - Sales, Product and Digital, UTI AMC, said: "At UTI, we are committed to making investing simpler, faster, and more accessible for every investor. By becoming the first mutual fund house to offer in-chat payments on WhatsApp, we are bringing investing to where our investors already are-on a platform they use every day. This marks a significant milestone in our journey to make investing effortless for every Indian."

Mr. Vasant Jayapal, CEO of CAMSPay, said: "CAMSPay's WhatsApp-native payment solution addresses a real challenge faced by BFSI institutions, where payments often fail due to broken links or redirection to external websites. By enabling in-chat one-time and recurring payments along with automated WhatsApp notifications, we are transforming WhatsApp from a simple messaging platform into a powerful digital conversion platform. We are proud that UTI Mutual Fund has adopted this capability and launched it for its investors."

The integration is powered by Gupshup's conversational engagement infrastructure and Meta's WhatsApp Business Platform, enabling UTI Mutual Fund to deliver this service securely and at scale to its large investor base.

Mr. Gaurav Kachhawa, Chief Product Officer at Gupshup, said: "Gupshup is delighted to power UTI Mutual Fund's end-to-end customer journey with integrated payments on WhatsApp. We believe the future of customer engagement in financial services lies in conversational experiences. UTI's initiative is an excellent example of what becomes possible when trusted financial institutions commit to meeting customers on the platforms they prefer."



India's Deep-Tech Economy Gains Momentum as Innovation, Investment and Policy Align

Jaipur | Charu Bhatia

India's deep-tech sector is emerging as a key driver of the country's innovation-led economic growth, with industry leaders highlighting stronger government support, rising investor confidence and expanding export opportunities. Speaking at the News18 Rising Bharat Summit in Bengaluru, entrepreneurs and startup founders said that India's deep-tech ecosystem has matured significantly over the past few years, positioning the country to compete in advanced technologies such as space, precision manufacturing, electric mobility and life sciences.

South India, particularly Bengaluru, Hyderabad and Telangana, continues to play a pivotal role in this transformation due to its robust research institutions, skilled talent pool and startup-friendly ecosystem. Experts believe that the combination of public policy support and private capital is creating a favourable environment for deep-tech companies, which typically require long development cycles and substantial investment before reaching commercial scale.

Sanjay Nekkanti, Founder and CEO of Dhruva Space, said that India's deep-tech ecosystem has witnessed remarkable progress, especially in sectors such as aerospace. He noted that government

initiatives, including the Research Development and Innovation Fund (RDIF), have provided crucial early-stage backing to startups working on complex technologies. According to him, such support has enabled companies to scale operations, with Dhruva Space building an order book of around Rs. 500 crore and a pipeline worth several thousand crore rupees.

Industry leaders also pointed to growing interest from venture capital firms, which increasingly view deep-tech as the next frontier of investment. Kaushik Mudda, Co-founder and CEO of Etheral Machines, said that policy reforms and dedicated funding mechanisms have made deep-tech one of the most attractive sectors for entrepreneurs and investors alike. However, he cautioned that investors must recognise the long-term nature of deep-tech businesses, where product development can take years before generating commercial returns.

Another major growth driver is the global "China Plus One" strategy, under which international manufacturers are diversifying supply chains beyond China. Indian deep-tech companies are witnessing increased export enquiries from global markets, creating fresh opportunities for advanced manufactur-

ing and engineering businesses. Industry experts believe this trend could significantly strengthen India's position in global technology supply chains over the coming decade.

Kavikrut, CEO of T-Hub, observed that while venture capital funds are eager to invest in breakthrough technologies, success in deep-tech depends on patient capital and sustained support. He also emphasised the need for more startup success stories across emerging innovation hubs to inspire future entrepreneurs and strengthen regional ecosystems.

Meanwhile, Telangana's expanding life sciences sector was highlighted as another example of India's growing innovation economy. With established biotechnology infrastructure, Genome Valley and strong policy backing, the state is attracting startups, researchers and venture capital investment.

As India accelerates its transition towards a knowledge-driven economy, deep-tech is emerging as a strategic pillar for long-term growth. Continued policy support, patient investment and stronger research-commercialisation partnerships are expected to play a critical role in enhancing India's global competitiveness and boosting high-value employment in the years ahead.



From Rural Marts to Instamart: The Meghalaya Pineapple Story

Shillong | BR Team

Meghalaya's premium pineapples, celebrated for their high Brix content, exceptional sweetness, and rich aroma, are now available to consumers in Bengaluru via Swiggy Instamart, prominently showcased and branded as "Pineapple (From Meghalaya)."

Sourced directly from the Jirang Organic Farmer Producer Company, this air-freighted produce represents a significant step in strengthening Meghalaya's agricultural brand identity. By establishing a robust, direct-to-consumer pipeline, the initiative creates sustainable market linkages that ensure farmers receive much better returns for their labor. The rapid transit guarantees that the fruit retains its premium taste and freshness upon reaching consumers in Bengaluru, perfectly aligning with the State's broader vision of driving inclusive economic growth through farmer empowerment.

This landmark commercial milestone



reflects the proactive vision of Shri Conrad K. Sangma, Hon'ble Chief Minister of Meghalaya, whose leader-

ship has consistently prioritized converting the State's vast natural resources into tangible economic opportunities for

local communities. Under this visionary policy framework, Meghalaya is systematically bridging the gap between farmers and national urban markets, elevating native agricultural produce into high-value commercial brands.

This milestone in Bengaluru builds seamlessly upon the overwhelming success of the 4th Meghalaya Pineapple Festival at Dilli Haat, New Delhi, which recently concluded with a historic sale of 30 Metric Tonnes of fresh pineapples in just three days. To further accelerate this integrated value-chain transformation, the Government of Meghalaya has also signed strategic Memorandums of Understanding (MoUs) with Flipkart and NCDEX e-Markets Limited (NeML). These pivotal partnerships are designed to secure long-term digital and institutional market access for the State's niche agricultural products, reinforcing the government's commitment to building a globally competitive, farmer-led agricultural ecosystem.

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Fortune Celebrates Rath Yatra 2026 with an Immersive Multi-Sensory Experience in Puri

Fortune Sunflower Oil takes center stage as the brand blends devotion, innovation, food, technology and community service through a multi-sensory celebration of Odisha's cultural heritage



Jaipur | BR Team

AWL Agri Business Limited, one of India's largest Food and FMCG companies, returned to Puri for its annual Rath Yatra celebrations through its flagship brand, Fortune. Bringing together culture, culinary traditions, innovation and meaningful consumer engagement, the brand created an immersive experience for devotees and visitors during one of India's most celebrated festivals.

Designed as a holistic brand ecosystem, the activation featured immersive Mixed Reality (MR) and Virtual Reality (VR) experiences, an AI-powered photo booth, live culinary engagements, utility-led initiatives and a symbolic Rath installation made using Fortune edible oil packaging like Jars and PET bottles. The experience was led by Fortune Sunflower Oil, which was prominently integrated across consumer touchpoints, food experiences and festival engagements throughout the celebration.

One of the key highlights of the celebration was an immersive technology zone that allowed visitors to experience the emotion of participating in Rath Yatra through Mixed Reality and Virtual Reality. Through sensor-enabled interac-

tions, devotees could recreate the symbolic act of pulling the sacred Rath, offering an engaging experience for visitors of all age groups, including those unable to take part in the actual procession.

Adding a visual focal point to the activation was a symbolic Rath installation that paid tribute to the significance of the annual festival. The installation reflected the brand's creative approach to celebrating one of India's most revered cultural traditions while drawing the attention of devotees and tourists visiting the festival grounds.

Commenting on the initiative, Mukesh Mishra, Joint President - Sales and Marketing, AWL Agri Business Limited, said: "At AWL Agri Business, we believe the most meaningful consumer connections are built by celebrating the traditions, flavours and cultural moments that bring communities together. Rath Yatra holds immense significance for millions of devotees, and through Fortune, we were honoured to once again be part of this grand celebration. This year, we created an integrated experience that brought together food, technology, culture and meaningful services for devotees.

With this culturally immersive experience, we sought to create memorable moments that reflects the spirit of the festival while reinforcing Fortune's special place in Indian households."

The activation brought alive the flavours of Odisha through a Live Kitchen experience. Visitors were treated to a taste of traditional Odia delicacies, including Kakara Pitha and Soyabean Chops, prepared using Fortune products and fried in Fortune Sunflower Oil and Fortune Rice Bran Oil. Women visitors were invited to take part in the live kitchen experience, allowing them to interact with the products first-hand and build a stronger reason-to-believe in Fortune's quality and performance.

To help visitors create lasting memories of their Rath Yatra experience, Fortune also introduced an AI-powered photo booth at Puri Beach. The interactive zone allowed visitors to capture personalised photographs against iconic Odisha-inspired backdrops, creating unique keepsakes and shareable digital memories from the festival.

Recognising the needs of the lakhs of devotees who travel to Puri during Rath Yatra, Fortune also introduced several utility-led initiatives to enhance comfort and convenience. A dedicated changing station on the beach provided practical support for pilgrims after taking a holy dip, while Fortune-branded e-rickshaws operated as a seva initiative, assisting devotees, senior citizens and families in travelling across key locations around the festival zone.

The Rath Yatra activation reflects AWL Agri Business' continued focus on creating hyperlocal consumer experiences rooted in regional culture and community engagement. By bringing together devotion, innovation, food and purposeful utility, the company created a memorable celebration that honoured Odisha's rich heritage while deepening consumer engagement at one of the country's most significant cultural gatherings.

Craquelure Inspired Surfaces and New Campaign Launch Dominate Aludecor's 24th Foundation Day



Kolkata | BR Team

Aludecor Lamination Pvt. Ltd., a leading façade product manufacturer which is known for trendsetting innovations in the industry, utilized its 24th foundation day to launch a new series and the second phase of its industry-first Test Nahi Toh Trust Nahi TVC campaign.

The company has introduced another "never-seen-before" reengineered aluminium composite panel surface that interprets one of nature's wonders. This time, it was the craquelures of stones formed by geological aging. Christened Stonic, this series is positioned by the company through its catalogue as revealing "the poetry of ageing through delicate craquelure and layered depth." The series is said to draw inspiration from the stone heritage of Harappan and Mohejo-daro, transforming an ancient legacy into a contemporary surface.

Available in seven shades, the series has been developed using what the company describes as its proprietary Spray Fusion technology. Stonic is expected to find applications across commercial, residential, hospitality and mixed use spaces, including facades, feature walls, entranceways, soffits, balcony fascia and ceilings.

Having created a flutter by being the first in the ACP industry to launch a TVC campaign - Test Nahi Toh Trust Nahi - in the beginning of the year, Aludecor used the foundation day occasion to launch an extension of the campaign. Called The Fikar-Free ACP, the campaign is informed by the most practical pain points of contractors and architects, hammering home that by imbibing the culture of using tested ACP, one can be free of stress or fikar. The campaign is anchored by a surreal

Fikar-Meter, the readings of which are influenced by real-world stress scenarios in fabrication. A series of quirky videos and on-ground activations have been rolled out.

Mr. Ashok Kumar Bhaiya, the Founder and Chairman and Managing Director at Aludecor Lamination Pvt. Ltd., said, "The Fikar-Free campaign is yet another expression of our unrelenting effort to sensitize the industry to the long-term benefits of using tested ACPs. Through humour, we try to highlight the very legitimate problems the fabricator and the designer communities face like fading, delamination and fire, and how tested ACPs can be the answer to all those problems."

On how the industry is expected to respond to the campaign, Mr. Saurav Kabra, Director, Aludecor, said: "Our Test Nahi Toh Trust Nahi is already a major success, and now with Fikar-Free, we are going to further strengthen our position as the thought leader. The fact is that we have long grown out of claiming to be better - we believe in proving. We are arguably the most tested brand in the world, conducting an unmatched number of 205 in-house tests in our fully equipped R&D centre which houses the only NABL reaction-to-fire lab in the country."

The Stonic Series, according to Saurav Kabra, is going to catch on too. "Our innovations are backed by industry inputs, and Stonic is no exception. The industry will certainly accept the series as much awaited."

The day was capped by felicitation of faces of Aludecor across different departments whose long-term stint, according to the company, played a major part in upholding the company's ethos of quality and innovation.



The Journey of Meghna Khanna, Founder of The Bindi Project Reviving a Timeless Tradition Through Premium Designer Bindis for the Modern Woman

Jaipur | Rajshree Upadhyaya
In 2022, Meghna Khanna launched The Bindi Project, a premium designer bindi brand that has successfully revived an age-old Indian tradition while making it relevant for a new generation of women. After spending nearly two decades building expertise in design, styling, and handcrafted products, Meghna embarked on a journey to redefine one of India's most iconic accessories.

Her vision was simple yet powerful to restore the bindi as a symbol of culture, identity, and self-expression. At a time when bindis had largely become inexpensive, disposable fashion items, Meghna believed they deserved the same level of craftsmanship, storytelling, and design attention as any premium fashion accessory. Her mission extended beyond selling products; it was about celebrating India's rich heritage while embracing contemporary design.

The Bindi Project quickly carved out a niche by introducing handcrafted designer bindis, reusable bindis, and premium statement pieces inspired by Indian textiles, traditional art forms, and modern fashion. Every collection reflected meticulous craftsmanship, encouraging customers to see the bindi as more than just a decorative sticker. Instead, it became a meaningful expression of personal identity that complemented both ethnic attire and contemporary fashion.

Drawing on her extensive design experience, Meghna created products that celebrated Indian craftsmanship while appealing to consumers seeking unique, high-quality accessories with cultural significance.

When Meghna appeared on Shark Tank India Season 5, she



presented her vision before the panel of investors and brought national attention to her brand. During her pitch, she passionately explained that the bindi is not merely an ornament but an integral part of India's cultural identity that deserves to be reimaged for modern consumers.

Strengthening Its Position in the Premium Lifestyle Segment

The Sharks appreciated her determination, creativity, and commitment to preserving India's cultural heritage. They acknowledged that she had built a distinctive brand with a loyal customer base and a meaningful purpose. However, concerns were raised regarding the scalability of a business centered on handcrafted products and serving a niche market.

Despite an engaging discussion and positive feedback on her entrepreneurial spirit, Meghna left the show without securing an investment. Rather than viewing the outcome as a setback, her appearance on Shark Tank became a significant opportunity to introduce The Bindi Project to a much wider audience. The nationwide exposure substantially increased brand awareness and further strengthened its position in the premium lifestyle segment.

Remaining committed to quality over mass production, Meghna continued expanding her collections. Her focus remained on artisan-inspired bindis, designer reusable bindis, and limited-edition handcrafted collections that showcased India's rich artistic traditions while maintaining contemporary appeal.

The Project Continues to Grow as an Active Business

Today, The Bindi Project continues to operate as a thriving business with a growing customer base and a strong online presence. The company regularly launches new collections while staying true to its mission of celebrating Indian heritage through thoughtfully designed products.

Meghna Khanna's entrepreneurial journey demonstrates that success is not always measured by securing investment on television. Sometimes, it lies in building a brand with a clear purpose, preserving a cultural legacy, and creating products that deeply resonate with people.

Through The Bindi Project, she has successfully transformed the humble bindi into a premium lifestyle statement, proving that tradition and innovation can coexist while inspiring a new generation to embrace one of India's most enduring symbols of identity and culture.

Beyond Payments

How Embedded Finance Is Transforming E-Commerce And Travel Platforms

Jaipur | Charu Bhatia

The line between shopping, booking and banking is rapidly disappearing. Consumers today can purchase products, reserve hotel stays, book flights and even access credit without ever leaving an app. This shift is being driven by embedded finance, a business model that integrates financial services directly into non-financial digital platforms. As competition intensifies across e-commerce and travel, embedded finance is emerging as the next major battleground for customer acquisition and long-term loyalty.

Rather than directing users to external banks or payment providers, companies are offering services such as instant loans, "buy now, pay later" (BNPL), travel insurance, digital wallets, EMV options and rewards within their own platforms. The goal is simple: reduce friction during checkout while creating a more seamless customer experience.

For e-commerce companies, embedded finance has become a powerful conversion tool. Consumers making high-value purchases, such as electronics or home appliances, are increasingly choosing flexible payment options that allow them to spread costs over several months. By integrating credit solutions at the point of sale, retailers can reduce cart abandonment and encourage higher spending without requiring customers to navigate separate financial applications.

The travel industry is witnessing a similar transformation. Online travel agencies and airline



booking platforms now offer travel insurance, foreign exchange services, airport lounge access, installment-based payments and trip protection during the booking process. These value-added financial services not only simplify travel planning but also generate additional revenue streams for companies while improving customer retention.

Artificial intelligence is further accelerating this trend by enabling platforms to offer personalized financial products. Based on user behaviour, spending patterns and booking history, algorithms can recommend suitable payment methods, financing options or insurance plans that align with individual customer preferences. This level of personalization strengthens engagement and encourages repeat transactions.

For financial institutions, embedded finance provides

access to millions of digital customers through strategic partnerships rather than traditional branch networks. Banks and fintech firms are increasingly collaborating with retailers, marketplaces and travel companies to deliver financial products where customers are already making purchasing decisions.

However, rapid growth also brings challenges. Data privacy, cybersecurity, responsible lending and regulatory compliance remain key concerns as more financial transactions move beyond traditional banking environments. Companies must balance convenience with robust security measures and transparent customer communication to maintain trust.

Industry analysts believe embedded finance will continue expanding as digital ecosystems mature and consumers demand greater convenience. The future may include integrated savings products, investment options and personalized financial planning within shopping and travel apps, creating comprehensive digital ecosystems that extend far beyond commerce.

As businesses compete to retain customers in an increasingly crowded digital marketplace, embedded finance is evolving from an optional feature into a strategic growth driver. Companies that successfully combine seamless transactions, personalised financial solutions and strong consumer trust are likely to gain a lasting competitive advantage in the next phase of India's digital economy.

Lifestyle

The Ayurvedic Haircare Revival

How Bhringraj, Amla And Reetha Are Making Waves



Jaipur | BR Team

Natural, ingredient-focused beauty is reshaping the haircare industry, and three traditional Ayurvedic ingredients, Bhringraj, Amla and Reetha, are once again finding a place in shampoos, hair oils, scalp serums and hair masks. As consumers become more conscious about product labels and seek alternatives to chemical-heavy formulations, these time-tested botanicals are emerging as popular choices for healthier hair and scalp care.

Beauty experts say the renewed interest is driven by a growing preference for clean beauty and ingredient transparency. Rather than relying on products that promise overnight results, many consumers are choosing haircare routines that focus on long-term scalp health and nourishment.

Among the three, Bhringraj, often referred to in Ayurveda as the "King of Hair," has traditionally been used to strengthen hair from the roots. It is commonly infused in hair oils and is believed to support scalp health, reduce hair fall and help delay premature greying. Modern haircare brands are increasingly incorporating Bhringraj into products designed to address concerns such as hair thinning, pollution damage and heat styling. Experts note that its benefits are gradual and become noticeable with consistent use rather than immediate application.

Another widely recognised ingredient

is Amla, or Indian gooseberry, which has long been valued for its rich vitamin C and antioxidant content. Amla is known to help strengthen hair strands while protecting them from environmental damage caused by pollution and sun exposure. Traditionally, it has been combined

with herbs such as Reetha and Shikakai as part of natural hair cleansing rituals. Today, consumers are once again embracing Amla as they seek products backed by both traditional use and scientific understanding.

Completing the trio is Reetha, commonly known as soapnut. Rich in naturally occurring saponins, Reetha acts as a gentle natural cleanser that removes dirt and excess oil without stripping the scalp of its natural moisture. This makes it particularly suitable for people with sensitive scalps, chemically treated hair or those looking for sulphate-free cleansing alternatives. Unlike harsh cleansers that can leave hair feeling dry, Reetha is valued for maintaining the scalp's natural balance.

Industry experts believe the resurgence of these ingredients reflects a broader shift in consumer behaviour. Millennials and Gen Z buyers are increasingly researching product formulations and looking beyond marketing claims to understand the purpose of every ingredient in their skincare and haircare products.

With brands combining traditional Ayurvedic herbs with modern formulations and scientific testing, Bhringraj, Amla and Reetha are no longer confined to home remedies. They are becoming mainstream ingredients in contemporary haircare, offering consumers a balanced approach that blends centuries-old wisdom with modern beauty innovation.

When Wives Earn More

Study Highlights Mental Health And Relationship Challenges For Couples



Jaipur | BR Team

As more women take on the role of primary earners, traditional family dynamics are evolving. While greater financial equality is often viewed as a positive social change, a new analysis suggests that changing income patterns within households may also influence mental well-being and relationship satisfaction for some couples.

The findings, highlighted by The Economist, are based on 17 years of data involving young, working heterosexual couples. According to the analysis, only around 30% of couples had wives earning more than their husbands, despite the narrowing gender pay gap. Researchers found that husbands whose wives contributed at least

70% of the household income were nearly two-and-a-half times more likely to report serious psychological distress than men who remained the primary earners.

The trend was also observed among unmarried couples living together. In households where women earned more than half of the total income, men were approximately 1.5 times more likely to experience mental distress compared to couples with more traditional earning patterns. Researchers noted that these findings remained significant even after accounting for differences such as age, education and income.

However, the study suggests that women may also face emotional chal-

lenges when they become the primary breadwinner. Female earners reported lower levels of relationship satisfaction than couples with a more balanced or conventional income distribution. Experts believe this could be linked to the continued expectation that women manage a larger share of household responsibilities, regardless of their financial contribution.

Dr. Misty Heggeness, an economist at the University of Kansas, pointed out that many women continue to shoulder most domestic work even when they are the family's highest earners. This "double burden" of balancing career responsibilities with household duties may contribute to

lower relationship satisfaction.

The findings are consistent with previous research examining gender roles and financial dynamics within families. A 2015 study by University of Chicago economist Marianne Bertrand found that many couples appeared to avoid situations where the wife's income clearly exceeded that of her husband's. Another recent study from France reported that couples in which women contributed around 75% of household income were more likely to separate than those with more evenly shared earnings.

Despite these findings, public attitudes towards female breadwinners have become increasingly positive. According to the analysis, only 10% of Americans surveyed in 2022 believed it was problematic for a woman to earn more than her husband, a significant decline from more than one-third of respondents in 1998.

Experts emphasise that the findings should not be interpreted as evidence that women earning more causes relationship problems. Instead, they suggest that long-standing social expectations, traditional gender roles and unequal household responsibilities may continue to influence mental health and relationship dynamics as family structures evolve.

Fertility Awareness Matters: Experts Explain What Every Woman Should Know Before Planning Pregnancy

BR Team
Jaipur

India's fertility patterns are undergoing a significant shift as more women choose to pursue higher education, establish careers and achieve financial independence before starting a family. According to the National Family Health Survey (NFHS-5), India's Total Fertility Rate (TFR) has fallen to 2.0, while the Sample Registration System (SRS) Statistical Report 2024 indicates a further decline to 1.9, below the replacement level of 2.1. Although delayed parenthood has become increasingly common, fertility specialists stress that the biological clock continues to influence reproductive health. Experts emphasise that understanding fertility should be based on medical facts rather than misconceptions. Dr. Pallavi Vasal, Director and Head of Obstetrics & Gynaecology at Marengo Asia Hospitals, Gurugram, says that fertility naturally declines with age because women are born with a fixed number of eggs whose quantity and quality decrease over time. Research indicates that fertility begins to decline after the age of 30, with a more noticeable drop after 35 and a sharper decline after 37 to 38 years. By

the age of 40, natural conception becomes more difficult, while the chances of miscarriage and chromosomal abnormalities increase. However, doctors point out that age is only one factor affecting fertility. Conditions such as polycystic ovary syndrome (PCOS), endometriosis, thyroid disorders, obesity and diabetes can also interfere with reproductive health. Fertility specialists further highlight that infertility is not solely a woman's concern, as male-related factors contribute to nearly half of infertility cases. Another common misconception is that fertility treatments such as in vitro fertilisation (IVF) can completely overcome the effects of ageing. Dr. Deepika Aggarwal, Chief of Laparoscopic Gynaecology and Robotic Surgery at Artemis Hospital, Gurugram, explains that while IVF has transformed fertility care, the quality of a woman's eggs remains one of the most important determinants of treatment success. Assisted reproductive technologies improve the chances of pregnancy but cannot fully reverse ovarian ageing. As awareness grows, more women are undergoing Anti-Müllerian Hormone (AMH)

testing to assess ovarian reserve. Experts caution that AMH levels should not be interpreted as a guarantee of future fertility or a prediction of when pregnancy will occur. Instead, the test is most useful when evaluated alongside age, ultrasound findings and overall medical history. For women planning to postpone motherhood, egg freezing has emerged as a valuable fertility preservation option. Specialists note

that freezing eggs at a younger age may increase future reproductive choices, although it should not be viewed as a guaranteed pathway to pregnancy. Doctors also recommend adopting healthy lifestyle habits to support reproductive health. Maintaining a healthy weight, staying physically active, avoiding smoking, managing chronic conditions such as diabetes and thyroid disorders, and seeking early medical

advice can optimise fertility outcomes. With advances in artificial intelligence, genetic testing and fertility preservation techniques, reproductive care is becoming increasingly personalised. Experts conclude that informed decision-making, timely medical consultation and greater awareness can help women make confident choices about family planning without unnecessary anxiety.



Small Everyday Choices Can Protect Your Brain: Neurosurgeon Shares Habits Worth Changing

Charu Bhatia
Jaipur

Your brain is responsible for everything from memory and movement to emotions, decision-making and sleep. Despite being the body's most vital organ, brain health often receives attention only after symptoms appear. However, experts say that neurological well-being is largely influenced by daily lifestyle habits, many of which are within our control. According to the World Health Organization (WHO), neurological disorders such as stroke, dementia, epilepsy and migraines affect more than one in three people globally. While age and genetics play a role, unhealthy routines can gradually increase the risk of cognitive decline and neurological diseases. Dr. Ishwar Chandra Premeasagar, Brain and Spine Surgeon at Rajiv Gandhi Cancer Institute and

Research Centre (RGCIRC), Delhi, says that maintaining brain health begins with simple, consistent lifestyle choices rather than waiting for warning signs. One of the biggest contributors to poor brain function is inadequate sleep. During sleep, the brain repairs tissues, consolidates memories and restores energy. Chronic sleep deprivation can impair concentration, learning ability and emotional balance. Maintaining a regular sleep schedule and limiting screen exposure before bedtime can improve sleep quality. Physical inactivity is another concern. Sitting for prolonged hours reduces blood circulation and contributes to obesity, diabetes and hypertension, all of which are recognised risk factors for stroke and cognitive decline. Experts recommend standing, stretching or walking every hour and incorporating regular exercise such as brisk walking or cycling into

the weekly routine. Excessive screen time has also emerged as a modern challenge. Constant digital exposure can lead to mental fatigue, reduced attention span and disturbed sleep. Taking scheduled digital breaks and avoiding phones immediately after waking up or before sleeping may help reduce its impact. Nutrition also plays a significant role in brain function. Diets rich in fruits, vegetables, whole grains, nuts, seeds and lean proteins provide essential nutrients that support cognitive health, while excessive intake of processed foods, sugary beverages and unhealthy fats may increase inflammation and vascular damage. Staying adequately hydrated is equally important for maintaining mental alertness. Experts also caution against smoking and excessive alcohol consumption, both of which can damage blood vessels and nega-

tively affect memory, judgment and overall brain function. Managing chronic stress through yoga, meditation, deep breathing or regular physical activity can further protect mental health. Regular monitoring of blood pressure, blood sugar and cholesterol is essential, as uncontrolled lifestyle diseases can silently damage blood vessels supplying the brain. Finally, sudden symptoms such as facial drooping, slurred speech, severe headache, weakness, vision changes or loss of balance require immediate medical attention, as early treatment during neurological emergencies like stroke can significantly improve outcomes. Doctors emphasise that preserving brain health is a lifelong commitment. Healthy habits adopted today can help reduce the risk of neurological disorders and support better cognitive function, independence and overall quality of life in the years ahead.

West Asia Airspace Crisis Disrupts International Travel: What Indian Flyers Need To Know

Charu Bhatia
Jaipur

Travellers flying between India and destinations in Europe, North America and parts of the Middle East are facing growing disruptions as geopolitical tensions in West Asia continue to affect global aviation. Airspace restrictions triggered by the conflict involving the United States and Iran have forced airlines to reroute flights, resulting in widespread cancellations, longer travel times and higher operating costs.

According to information shared by the government in Parliament, nearly 26,000 international flights operated by Indian carriers had been cancelled up to July 20 due to restrictions across key air corridors in the region. The situation has created significant challenges for airlines and passengers

alike, with schedules remaining vulnerable to sudden changes.

One of the biggest consequences has been the need to avoid conflict-affected airspace. Instead of taking the shortest routes, airlines are flying longer paths around restricted zones. These detours have increased flight durations on several routes connecting India with Europe and North America, adding hours to journey times in some cases.

Longer flights also mean greater fuel consumption at a time when aviation turbine fuel prices remain elevated. As a result, airlines are dealing with higher operational expenses while simultaneously managing disruptions to aircraft scheduling, crew availability and route planning. Industry experts note that frequent changes in flight operations have made it increasingly difficult for carriers to maintain their regular

international networks.

The uncertainty has also affected travellers' booking decisions. Airlines have reported reduced demand on certain international routes as passengers postpone or reconsider travel plans due to concerns about delays and unpredictable schedules. For those travelling abroad in the coming weeks, experts recommend checking flight status regularly, monitoring airline notifications and allowing extra time for possible schedule changes.

Civil aviation authorities have also issued multiple safety advisories in response to the evolving geopolitical situation. These measures are intended to ensure passenger safety while allowing airlines to continue operating through alternative flight paths. Indian carriers are working to maintain services by rerouting aircraft wherever feasible, while complying with international

aviation safety standards and crew duty regulations.

Travel experts believe the impact may continue until regional stability improves and restricted airspace reopens. Besides affecting airlines, the disruptions are also influencing international tourism, business travel and cargo movement, highlighting how geopolitical developments can quickly reshape global travel networks.

For travellers, flexibility has become essential. Those planning international journeys should consider travel insurance, stay informed through official airline channels and be prepared for itinerary adjustments. While airlines continue to prioritise safety, the ongoing situation serves as a reminder that global events can significantly influence international travel, even for passengers departing from India.

Planning To Climb Mount Everest?

Nepal May Soon Introduce Tougher Rules For Adventure Seekers

BR Team
Jaipur

Adventure enthusiasts dreaming of conquering Mount Everest may soon have to meet stricter eligibility criteria as Nepal considers major reforms to its mountaineering regulations. The proposed changes aim to improve climber safety, reduce overcrowding on the world's highest peak and encourage more sustainable tourism practices in the Himalayas.

The amendments are part of Nepal's proposed Tourism Bill 2081, which is currently under review after being

passed by the National Assembly. Lawmakers have introduced hundreds of amendments to strengthen expedition regulations following a record-breaking climbing season that also witnessed several fatalities, raising fresh concerns about congestion and the increasing number of inexperienced climbers attempting Everest.

One of the most significant proposals would require aspiring Everest climbers to first successfully summit a mountain above 7,000 metres within Nepal before becoming eligible for an Everest climbing permit. Authorities believe that prior high-altitude experience will better prepare mountaineers for the physical and technical challenges posed by the 8,848.86-metre peak.

The proposed legislation also seeks to tighten regulations for expedition operators. Under the new rules, high-altitude guides leading Everest expeditions would be required to be Nepali citizens, reinforcing local expertise while enhancing safety standards. In addition, several support roles, including guides, sirdars, cooks, porters and media personnel, could be reserved exclusively for Nepali nationals, with salaries paid through Nepali banks in accordance with local tax regulations.

The move comes after Nepal experienced its busiest Everest climbing season on record. During the latest spring expedition window, the country issued 492 Everest permits, resulting in more than 1,000 successful ascents from the Nepal side for the first time.

While the achievement reflected Everest's growing

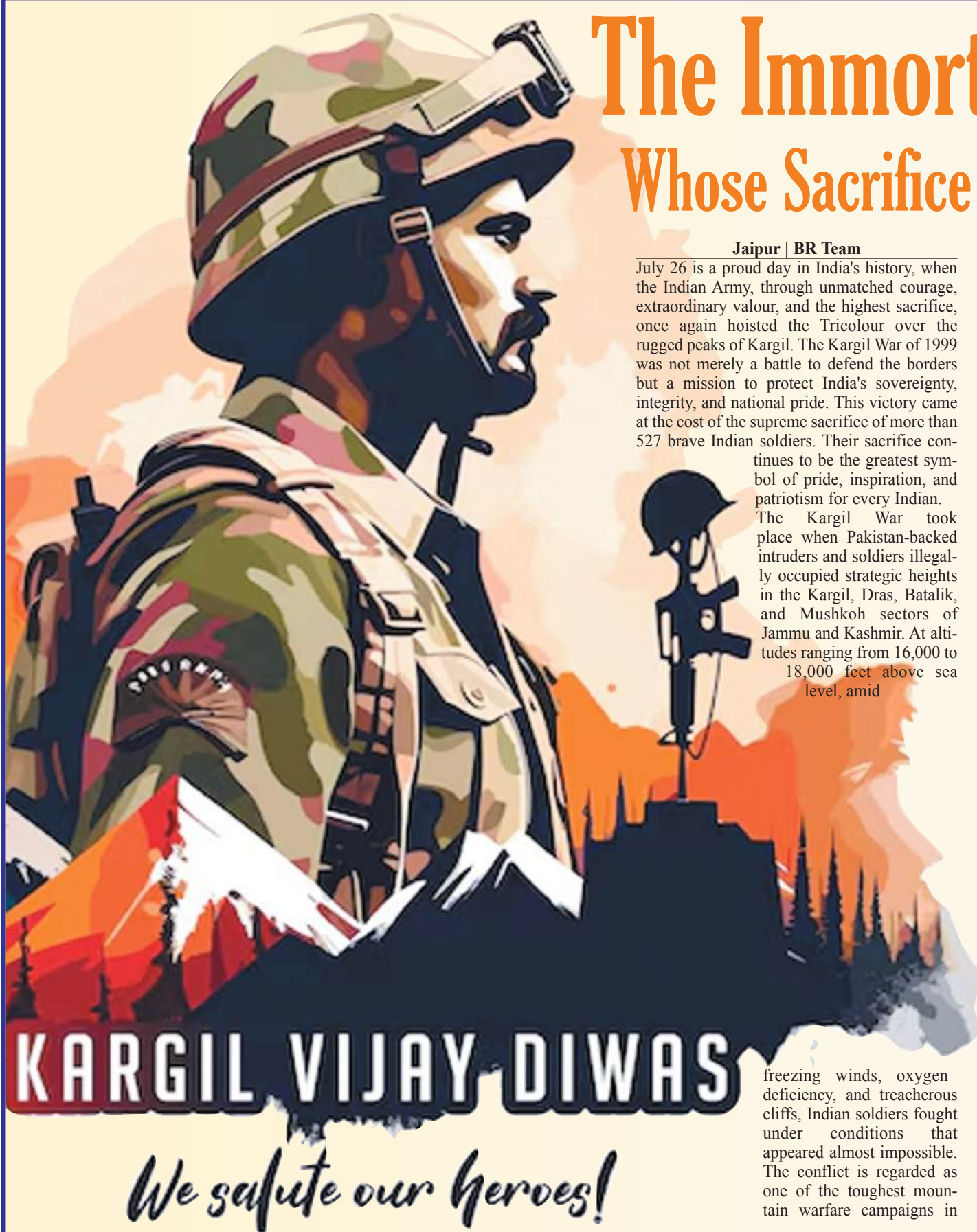
popularity, it also highlighted persistent problems such as overcrowding near the summit.

Long queues in the notorious "death zone" above 8,000 metres have become an increasing safety concern. At these extreme altitudes, oxygen levels are dangerously low, and climbers waiting in line for extended periods face greater risks of exhaustion, altitude sickness and life-threatening complications. Mountaineering experts have repeatedly warned that congestion, coupled with insufficient climbing experience, can significantly increase the likelihood of accidents.

The proposed reforms also focus on improving working conditions for support staff. Suggestions include limiting the loads carried above base camp, introducing national certification for mountain workers, ensuring fair wages and giving support personnel the right to decline unsafe assignments without penalty.

Mountaineering remains one of Nepal's biggest tourism attractions and an important contributor to its economy. However, authorities are increasingly seeking a balance between tourism growth, environmental conservation and climber safety. If approved, the new regulations could reshape how future Everest expeditions are planned, ensuring that only well-prepared climbers take on one of the world's most demanding and iconic adventures.





The Immortal Heroes of Kargil

Whose Sacrifice the Nation Can Never Forget

Jaipur | BR Team

July 26 is a proud day in India's history, when the Indian Army, through unmatched courage, extraordinary valour, and the highest sacrifice, once again hoisted the Tricolour over the rugged peaks of Kargil. The Kargil War of 1999 was not merely a battle to defend the borders but a mission to protect India's sovereignty, integrity, and national pride. This victory came at the cost of the supreme sacrifice of more than 527 brave Indian soldiers. Their sacrifice continues to be the greatest symbol of pride, inspiration, and patriotism for every Indian. The Kargil War took place when Pakistan-backed intruders and soldiers illegally occupied strategic heights in the Kargil, Dras, Batalik, and Mushkoh sectors of Jammu and Kashmir. At altitudes ranging from 16,000 to 18,000 feet above sea level, amid

freezing winds, oxygen deficiency, and treacherous cliffs, Indian soldiers fought under conditions that appeared almost impossible. The conflict is regarded as one of the toughest mountain warfare campaigns in

An Eternal Inspiration for the Nation

Kargil Vijay Diwas is not merely a celebration of a military victory, but a symbol of patriotism, sacrifice, dedication to duty, and national unity. The immortal heroes of Kargil remind us that every sacrifice made in the defence of the nation lives forever. Their lives and extraordinary courage continue to inspire generations of young Indians to serve the country. Today, Kargil Vijay Diwas is an occasion to express gratitude to all those brave soldiers who laid down their lives to safeguard India's borders and honour. Every time the Tricolour flies proudly over the Himalayan peaks, it reflects the blood, perseverance, and sacrifice of the immortal heroes of Kargil. The nation will forever remain indebted to them. Their sacrifice can never be forgotten, for they not only won a war but also ignited an everlasting flame of patriotism in the hearts of millions of Indians. That is why the immortal heroes of Kargil will always remain an eternal part of the golden chapter of India's history.

modern military history.

A Symbol of Unmatched Courage

During the Kargil War, Indian soldiers displayed extraordinary courage and determination despite the harshest conditions. Fighting face-to-face against an enemy positioned on higher ground, they proved that nothing is greater than the duty of defending the nation. Their unwavering resolve turned the impossible into reality. The victory at Kargil was made possible by several brave warriors whose courage demonstrated the strength of the Indian Army to the world. Captain Vikram Batra remains one of the most celebrated heroes of the war. His famous words, "Yeh Dil Maange More," became more than a slogan—they symbolised the fearless spirit and confidence of the Indian soldier. He laid down his life while capturing Point 5140 and Point 4875 and was posthumously awarded the Param Vir Chakra.

Supreme Sacrifice, Eternal Honour

The Kargil victory is not the story of one soldier but of hundreds of brave men who sacrificed their lives to defend the motherland. Their supreme sacrifice secured India's borders and conveyed a powerful message that Indian soldiers never step back from any challenge in the service of the nation. Lieutenant Manoj Kumar Pandey displayed exceptional bravery in the Batalik sector. Despite being seriously wounded, he captured several enemy positions before making the supreme sacrifice. He was also posthumously awarded the Param Vir Chakra.

Rifleman Sanjay Kumar and Grenadier Yogendra Singh Yadav also displayed remarkable bravery that changed the course of the war. Despite sustaining multiple injuries, both soldiers advanced towards enemy positions and created a path for their comrades. Their courage and indomitable spirit earned them the Param Vir Chakra. Together, these four Param Vir Chakra awardees proved that an Indian soldier wins not because of favourable circumstances, but because of unwavering determination.

Valour That Changed History

The heroes of Kargil not only defeated the enemy but also created a glorious chapter in the history of the Indian Army that future generations will always remember with pride. The victories at Tiger Hill, Tololing, and several other strategic peaks are permanently etched among the finest achievements in India's military history. However, the victory at Kargil was not limited to a few celebrated names. Hundreds of officers, jawans, and soldiers fought with selfless dedication, placing the nation above personal recognition or honour. Many left behind their families, dreams, and future, smiling as they embraced martyrdom in defence of the motherland. Their sacrifice conveyed a timeless message that the nation always comes first. The Kargil War also united the people of India like never before. Every corner of the country prayed for the soldiers, organised blood donation camps, launched support campaigns, and stood firmly with the families of the martyrs. The war awakened a renewed spirit of patriotism and national unity across the nation.

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