

FPAI celebrated World Population Day



Supratip Majumdar, Head of Kolkata Branch, FPAI led rally of FPAI members and other enthusiasts to commemorate World Population Day—EOI Pkts

Ever committed to social welfare, Family Planning Association of India (FPAI) has observed World Population Day (WPD) on July 11.

FPAI, Kolkata Branch took out a Mass Rally to raise the awareness about population issues and to work upon this year's theme "Family Planning: Empowering People, Developing Nations".

Supratip Majumdar, Branch Head of FPAI, Kolkata remarked that FPAI Rally is an important part of FPAI's series of campaigns each year during the World Population Day. It aims to increase the knowledge and skills of the people worldwide towards their reproductive health and family planning. Through this great awareness celebration, people are encouraged to take part in the event to know about population issues like importance of family planning towards the increasing population, gender equality, maternal and baby health, poverty, human rights, right to health, sexually transmitted infections and so many.

Dr. Shehaz A. Arsiwala said, "Colloidal oatmeal based moisturizers are useful for routine skin care. Oats are the natural ingredient most recommended by dermatologists globally."

As a skin protectant, active ingredient oatmeal can help restore skin's normal pH and aid in the maintenance of skin's moisture barrier to help prevent and protect dry skin. It would be well suited to balance the impact of all environmental impact on the skin and restore it naturally."

After the rally, Supratip Majumdar, Branch Manager of FPAI, Kolkata and Dr. Sajal Biswas, District Family Welfare Officer, Kolkata

gave a speech on family planning issues and what should do or don't. This year's WPD, 11 July, coincided with the Family Planning Summit, the second meeting of the FP 2020-Family Planning 2020 initiative, which aims to expand access to voluntary family planning to 120 million additional women by 2020.

Objectives of the World Population Day:

Protect and empower youths of both gender and

Johnson & Johnson launches Aveeno in India



Johnson & Johnson, a pioneer in baby skin care for more than 120 years, now launches Aveeno with a Baby Care and a Body Care range in India. Aveeno Baby which already has presence across 6 categories and 22 markets will mark Johnson & Johnson's foray into premium baby care segment in India.

Deepali Agarwal - General Marketing Manager Baby Personal Care said, "As experts in baby care, we realized that there is an emerging segment of mums who have a bent towards wellness lifestyle and are seeking baby care products with real skin care benefits. Aveeno Baby with the power of Active Natural

Oats, brings a unique combination of natural ingredients & scientific efficacy in baby skin care. Our range of Aveeno Baby products is designed for daily nourishment of normal skin as well as for special care for sensitive skin."

Explaining the science behind the range, Ram Shukla, Senior Director-Research and Development said, "Active Naturals are natural ingredients sourced from nature, uniquely formulated and scientifically proven to deliver real skin benefits."

Our commitment is to source only the nature's finest ingredients and then use our proprietary science to make them better, stronger, more effective and safe for the needs of baby skincare."

During the panel on healthy skincare for babies,



Durban Mahila Samanwaya Committee celebrates 25 years of operations in Kolkata—Arjit Ganguly

Dell encourages youth to achieve more with the PC

Dell, in India today kick started the 'Back to College' season for 2017 with exciting offers for college going students. With exclusive offers on educational and skill development content, easy financing schemes at 0% interest, as well as extended warranty options, Dell is enabling youth to focus on fueling their passions while offering comprehensive technology solution to fuel their growth.

Dell believes that PC technology complements the growth and performance of aspiring young minds, and moulds their overall growth across about 5000 square feet, is to provide requisite skilling to the youth residing in West Bengal and North Eastern states, keen on becoming world-class Certified Personal Trainers. "We are committed to the mandate put upon us by NSDC to up-skill and provide employment to 50,000 Indians by 2022", said Kaizad Capadia, Director, K11 Academy of Fitness Sciences. He added, "So far my academy has trained over 50,000 Indians in the last 14 years. We are by far the largest provider of qualified human resource to the Indian fitness industry. We continue to provide highly skilled fitness trainers to most reputed gymnasiums and gym chains across India. We have a stellar track record for the success of our graduates. Hence, NSDC considered us as an ideal partner to promote its mission of truly build careers in Fitness. Hence, NSDC considered us as an ideal partner to promote its mission of truly build careers in Fitness."

K11 Academy of Fitness Sciences to open city center

With the funding provided by the National Skill Development Corporation (NSDC) a funding body under the Ministry of Skill Development & Entrepreneurship (MSDE) of the Government of India, country's leading fitness Sciences institute, 'K11 Academy of Fitness Sciences' will very soon be opening an academy in Kolkata.



mGuru taps Mio Amore Network *To deliver English learning to kids

With the aim of increasing English proficiency skills in kids, mGuru, and Mio Amore have teamed up to provide a unique experience for their consumers in the city. The collaboration between these Khorakiwala family owned companies will entail Mio Amore customers receiving a free, three week subscription to the mGuru app. On the other hand, the top 25 children shortlisted based on usage rankings in mGuru on a weekly basis will be invited to an experiential visit to the Mio Amore factory located in Kolkata. The mGuru app is available as a free download on the Google Play Store (bit.ly/mgneric).



This partnership, which kicked off in May 2017, has already provided 75 children with Mio Amore factory visits and over 400 premium mGuru subscriptions. Going forward, mGuru is planning to extend their tie-up with Mio Amore across all of its stores and a wider range of programs and events.

With this initiative, Mio Amore continues its long history of working in education, primarily through its annual Math competition for students called Mathemagic. Adam Khorakiwala, Founder and CEO, mGuru commented, "At mGuru, our focus is on building the best learning experience possible for parents and students. Through our partnership with Mio Amore, we are excited to bring our platform to new audiences and thereby empower more families. Both Mio Amore and mGuru care deeply about education and look forward to creating new ways to deliver English learning to students."

SOTC announces special Durga Puja holiday packages

In an endeavour to cater to the overwhelming number of travellers from West Bengal and the Eastern Region, SOTC Travel has crafted unique group tour packages. With travellers opting for short holidays to international destinations during the 10-day grand Durga Puja celebrations, these exclusive Durga Puja packages offer holiday experiences to a wide range of destinations across Europe, Australia, Far East, Thailand, Dubai and Mauritius.

The special tailor-made group tours offer vacationers from the East Region a home away from home experience with professional & friendly tour managers and the added comfort of Indian meals. SOTC's products are designed to create delightful experiences for the travellers amidst exotic locations spanning across the globe. Speaking about these innovative packages, Amod Thatte, Head Product, Contracting & Innovation, SOTC Travel said, "Durga Puja is one of the year's most widely celebrated festivals in West Bengal offering a long holiday opportunity for Bengalites across the globe. West Bengal along with the Eastern region has been earmarked as an important market for Durga Puja holidays. We at SOTC Travel have witnessed an uptake of 20% in bookings y-o-y with consumers booking their holidays almost 2-3 months in advance. Keeping the festive mood flying high, SOTC Travel has curated special itineraries that incorporate the unique festive spirit into its packages exclusively for its Durga Puja tours."

Few of the bestselling packages are:

- Escorted Group Holidays starting Rs 36,600 all-inclusive with Airfare
- 5-Day Shantard Europe Visit: France, Belgium, Germany & Switzerland Rs 1,10,700 all-inclusive
- 5-Day Nomashkar Thailand Visit: Pattaya & Bangkok Rs 36,600 all-inclusive
- 10-Day Aitihaasik

- China Visit: Xian, Beijing, Shanghai & Kunming Rs 1,06,100 all-inclusive
- Customised Holidays starting Rs 9,100 per person without Airfare
- 5-Day Thailand Visit: Bangkok & Pattaya Rs 9,100 per person
- 5-Day Dubai Visit: Dubai Rs 15,200 per person
- 5-Day Mauritius Visit: Mauritius Rs 20,200 per person
- Holidays of India starting Rs 32,900 all-inclusive with Airfare
- 6-Day Highlights of

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2007
25th July

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Andaman

Visit: Port Blair & Havelock
Rs 42,200 per person

7-Day Golden Triangle

Visit: Delhi, Agra, Jaipur, Ajmer & Pushkar
Rs 33,500 per person

7-Day Highlights of Himachal

Visit: Shimla, Manali & Chandigarh
Rs 29,900 per person

Packages include: Accommodation, sightseeing, meals as per itinerary and ground transportation. Escorted Holidays also includes airfare, taxes, visa fee (for international holidays), standard travel insurance up to 60 years of age and services of the tour manager.

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