

# R CITY OF LAKES

## National Children's Film Festival concludes with promises and praise

**Vilas Janve**

Around 30 thousand students children of Udaipur viewed 27 films at PVR, INOX, Picture Palace and Ashoka cinema from March 29 to 31. School Children enjoyed variety of films like: EK tha bhujang, Ladli, Pappu ki Pagdandi, Mahak Mirza, Krish Ttrish, Abhay Ek Ajuba, Chakkad Bakkad Bambe Bo, and Bhago Bhoot Aya etc. At Ashoka Cinema, I talked to Children who praised film 'Mahak Mirza' for entertainment and creating thinking. Speaking about film "Hayat" children of Rajkeeya Uchha Prathamik Vidyalaya, Banjara Basti appreciated acting of the girl protagonist who never lost her hope despite all odds. One child recalled the last word of the film 'HAUSLA' and other added 'NAHEEN KHONA CHAHIYE'. After screening of 'Asman se gira', some children were so engrossed that they forgot the name of the film. Hussain of Jagruti Senior Secondary School enjoyed the film but could



not remember the name of the film, 'It was Asman se gira' shouted Bhawna, his classmate. Asking what she liked the most in the film. She replied that there should not be any binding on children. Jyoti, her colleague added that film taught them how they can make earth a good place for living.

At the closing ceremony children witnessed films made by the participants of the workshop along

with dance by Scholars Arena School and magic show by Ravi Prakash at the packed PVR hall. The closing ceremony was graced by the Mayor and high officials. Divisional Commissioner Shri Bhavani Singh Detha while congratulating children appreciated the Punch lines of Festival 'Kuch Filmen...Kuch gyan ki baten...Mauz masti ... Hansi thahake...'. Shri Chandra Sing Kothari,

Mayor, Municipal Corporation, Udaipur said that most of the serials and films are such that entire family cant not view them together. They don't teach moral. The sensor board should look into this issue seriously. The films in to 'day's scenario should help to inspire and build good character in children and youth. District Collector Shri Ashutosh Pednekar thanked all the helping

agencies and participating children. Officials of Children Film Society of India were happy with the outcome of the National Film Festival. All the guests presented prizes and certificates to children film makers of the town.

Prdumna Menaria, student of class vii of Central Akademy made film with Priyanshu Suhalka, who handled the camera. Their film 'Pahal' was

based on cleanliness. They were inspired by the 'Swachh Bharat Abhiyan' initiated by the Prime Minister of India. The film was declared best short film by the participants of the Film making workshop. The film was shot at Veerpura village near Jaysamand with local available talent. Other films awarded were 'Kaal kare so ab' was directed by Mahesh Soni and Saloni and 'Mobile Padega

Mahanga' by Akshay Raj Panwar and Chelsi. Akshay, student of St. Anthony's School cautioned people of ill effects of talking on mobile while driving. These children learnt film making during the workshop guided by Vineet Talesara, Satish Ashi, Sonika Jain and Lokesh Menaria.

It was significant initiative of the District Administration to organize the festival for children. I personally feel that seeing quality films and discussing about it, certainly enhances vision and thinking of children. Our children are the future of our country; hence they should have access to good films who would contribute in character building. Such festivals will go a long way with children viewers at the same time will help in creating scope for young film makers to make their own way. Children of Udaipur would eagerly wait for the next film fest. Should it also inspire the local cinemas to have special shows for children on Sundays?

## Aravali Group of Colleges celebrated 7th Annual Function "AROMA-2015"



Aravali Group of Colleges celebrated 7th Annual Function "AROMA-2015" with full of joy and pumps. The chief guest of the function was Sh. Arjun Lal

Meena, MP, Udaipur and Guest of Honor was Sh. Chandra Singh Kothari, Mayor, Municipal Corporation, Udaipur. The function was presided by Sh.

Om Prakash Agrawal, Honorable Patron, Aravali Group of Colleges.

Sh. Meena, in his speech, urge to all the youth to come in front and do extra ordinary in their respective field for the welfare of our nation.

The students spellbound the audience with their amazing performances. Sh. N. L. Khetan, Secretary, Aravali Group of Colleges, Sh. Amit Agrawal, Finance Secretary, Aravali Group of Colleges first welcome the guests. Also present on the occasion was Dr. Ajay

Sharma, Professor, CTAE. In the welcome address Mr. Hemant Dhabhai, Director, Aravali Institute of technical Studies brief the major achievement of AITS for session 2014-15 and congratulates the students for their successful year.

Prizes were given to students by guests in various categories for their achievement for session 2014-15. Mr. Anand Jain, ADSW presented vote of thanks to all the guests, students and faculty members.

## DS Group 'Pass Pass PULSE'

The DS Group has forayed into the Candy segment with launch of Pass Pass 'Pulse' in Udaipur, thus expanding its confectionery portfolio. 'PULSE' is a Kachcha Aam flavoured hard boiled candy, with a tangy twist. The new product is aimed at making a new flavor available to all who crave for a tangy sour taste. The new candy is not a mere candy but an experience of flavours combined with the gesture of sharing. It is available in pillow pack at the cost of Rs.1 per

pack. PULSE will leverage on the distribution network of Pass Pass to reach out to the target group. The initial phase of the launch will be supported extensively with BTL activities in Rajasthan like in-shop display, exclusive merchandise promotion and focussed sampling through various consumer contact activities to gather visibility and reach. Subsequently after the all India launch, a plan for ATL activities will be drawn up to further give a push to the brand.

DS Group entered the Confectionary business in 2012 with the launch of 'Pass Pass Chingles' - mini chewing gums. One of the company's leading brand Pass Pass was repositioned to encompass a broader portfolio of pioneering products in Confectionary business. From traditional after mints to the fun-filled mini chewing gums 'Chingles', DS confections offer the choicest innovative flavours in Mint, Nimbu, Saunf, and Tutti Frutti flavours that are available in Rs. 1 sachet, Rs. 5 zip

## Regional Public Relations starts a complete online PR solution wing "RPR Digital"

New Delhi: Regional Public Relations Pvt Limited, the Delhi headquartered young PR Consulting firm has started a complete online PR solution wing of its own. The online PR

solution wing will be known as RPR Digital and will be spearheaded by RPR founder Vivek Sood.

Commenting on this development, Mr Sood told,

"Indian PR industry is moving toward digital space with more and more clients are looking at e-solutions, viral practices and active presence on key online platforms.

However, just deploying a technology or social media marketing agency won't full fill the much required PR needs. Hence, at RPR digital our aim is to fill in the vacuum.

## VCs meet may discuss inter-varsity transfer of non-teaching staff - Sodani



**RH TEAM**

**AJMER:** In a bid to streamline the management in government universities in the state, a proposal of inter-university transfers of non-

teaching staff is in offing at the upcoming governor and vice chancellors meeting scheduled in the first week of May, said Maharishi Dayanand Saraswati (MDS) University

vice-chancellor Kailash Sodani here in Ajmer. Once the motion is adopted then universities will have the power to transfer employees from one university to another. According to the Sodani, all eight government universities of Rajasthan are seriously facing work problem in different sections where some of the non-teaching staff have adopted a casual approach towards their work. "Despite knowing the fact, the administration can only change their

seat within the university and cannot transfer them to other cities," he said.

The casual approach of the non-teaching employees at times hampers work in the universities, he added. Sodani said in the past 10 years, private and deemed universities in Rajasthan are doing well and there are universities like Ajmer, Kota and even Bikaner where the number of students have declined because of poor services.



The President of India, Shri Pranab Mukherjee inaugurated the Mid-Term Meet 2015 of the National Interventional Council of the Cardiological Society of India in New Delhi. Speaking on the occasion, the President said a healthcare system, which is universally accessible, affordable and effective, is crucial for a developing country like India. To build such a system, we require robust healthcare infrastructure, trained and motivated personnel, and better access to medicines and equipments. There are 7 hos-

pital beds per 10,000 population in India, compared to 23 in Brazil, 38 in China and 97 in Russia. In terms of health-care professionals, we again lag behind the other BRIC countries. There are 7 physicians per 10,000 population in India, compared to 19 in Brazil, 15 in China and 43 in Russia. Though schemes like the National Health Mission have improved service delivery, health services in India still suffer from lack of reach and constraints of quality.

The President said India's public expenditure on health is meagre. We fare below our BRIC peers on this count as well. India's per capita government expenditure on health in PPP terms is US Dollar 44, as against 809 in Russia, 474 in

Brazil and 236 in China. Considering that we are a sixth of humanity, a significant rise in health expenditure is urgently required to ensure universal health coverage. The President said a health insurance mechanism that can take care of all is the need of the hour. As per estimates, about 216 million people in India or 17 percent of the population were covered under various health insurance schemes as at end-March 2014. We need to do much more to bring the uncovered population under the health security net. An insured population will also be a healthy population, which will exhibit a greater propensity to seek education, acquire knowledge and access job opportunities. Good health and fitness.