



Royal Harbinger Stuck at the Middle

A friend of mine recently was elated to receive offer from an MNC in Delhi NCR. His Dad took a long breathe while dumping his old shirt on to the bed. "Now My son will buy me branded one." Similar were the reactions from other family members. And my friend who had his own dreams of new mobile, branded clothes, new bike knew that he will be able to fulfil all dreams of everyone.

Soon, the day of joining came and everyone started counting days for the first pay check. Just few days before he received a letter from accounts to reach out to the office accounts department. He there was appraised that he had to declare his investment plans else income tax would be deducted.

Editorial

He already was shocked to see that out of his monthly take away, he had to shell out a whopping 8 thousand towards rent. And IT investment declaration meant he had to further invest to avoid taxation.

Eventually he had a very small amount left in the end. All his family needs could not be fulfilled. This is the story of every other middle class earners-- thanks to higher taxation and expensive taxes. A middle class individual who has just risen from a lower income group has to struggle so much that he hardly can enjoy his life.

Middle class actually is a section which is running behind brands and high end cars and actually his income does not allow him. But then since he shares life and spaces with rich ones, just to match up the standard, at least to show off, he has to spend on many things that he does not need. for example, a bike would be fine but then since most others are coming to office in cars, a car would need to be bought. Obviously, it will need a big amount of EMI every month. And most probably, a personal loan would add up to settle the down payment.

It just doesn't end here. Clothes, watches, perfumes, parties, all have to be matching with seniors who have been working since ages in the company and have secured enough salary and savings.

Now, my friend, having entangled in all these social requirements and so called obligations is stuck totally and now even his income falls short to meet ends. The question of supporting family back home is now a distant dream he carries in his eyes. That's the life of a middle class professional. And actually nothing can be done.

Now, there are those too who do not fall prey to glitterati of new lifestyle. They keep a low profile and ensure they have enough money secured before they think of buying new things. Another friend of mine in similar situation bought a bike instead of car, rented a shared apartment instead of individual one, and kept it all low so that he could send a good amount back home.

Well, carrying a low profile in corporate world of today is little difficult so the dilemma of a middle class boy is there to stay.

And the IIFA 2015 goes to...

Best debut-female: Kirti Sanon for Hero Panti
Best debut direction: Umang Kumar for Mary Kom
Best debut direction: Sajid Nadiadwala for Kick
Sonakshi Sinha thumps the stage on Lungi Dance
Best music direction: Shankar-Ehsaan-Loy for 2States
Best playback singer- male: Ankit Tiwari for Galliyan (Ek Villian)
Best playback singer- female: Kanika Kapoor for Baby Doll (Ragini MMS2)
Our dazzling hosts Arjun and Ranveer setting the stage on fire!
Best performance in a comic role: Varun Dhavan for Main Tera Hero
Best debut- male: Tiger Shroff for Heropanti.
Best performance in a negative role:

Kay Kay Menon for Haider
The IIFA Award for outstanding contribution goes to The Show Man- Mr. Subhash Ghai.
Shraddha Kapoor pays tribute to Subhash Ghai
Best performance in a supporting role-male: Riteish Deshmukh for Ek Villian.
Best performance in a supporting role-female: Tabu for Haider.
Best regional film: Lai Bhari
IIFA Award for Woman of the Year goes to Deepika Padukone
Best story: Vikas Bahl, Chaitally Parmar & Parvez Shaikh for Queen
Best direction: Rajkumar Hirani for PK
Best performance in a leading role: Shahid Kapoor for Haider
Best performance in a leading role-female: Kangana Ranaut for Queen
Best picture: Queen.

Dr. Atwal Nominated by PM for celebrating Dr. B.R. Ambedkar's 125th Anniversary

Jaipur: Dr. Charnjit Singh Atwal, Speaker, Punjab Vidhan Sabha (former Deputy Speaker, Lok Sabha) has been nominated as a Member of the National Committee, headed by Shri Narendra Modi, Prime Minister of India, to commemorate celebration of 125th Birth Anniversary of Bharat Rattan Dr. Bhim Rao Ambedkar, the maker of Indian Constitution on National Level by the Ministry of Social Justice and Empowerment, Government of India, in recognition of his services rendered for Dalit Samaj.

As per Gazette Notification issued by the Ministry of Social Justice and Empowerment, Government of India, Shri Narendra Modi, Prime Minister of India is the Chairman of the Committee, whereas Shri Rajnath Singh, Union Home Minister, Shri Arun Jaitley, Union Finance Minister, Smt. Sushma Swaraj, Union Foreign Minister, Shri G.C. Gehlot, Union Social Justice and

Empowerment Minister, Shri Vankaiyanadu, Union Urban Development Minister, Shri Ram Vilas Paswan, Union Food and Civil Supplies Affairs Minister, Shri Sadanad Gowda, Union Law and Justice Minister, Shri Suresh Prabhu, Union Railway Minister, Smt. Smriti Irani, Union Human Resources Minister, Shri Jual Oram, Union Tribal Affairs Minister, Dr. Mahesh Sharma, Union Cultural Affairs Minister, Dr. Charnjit Singh Atwal, Speaker, Punjab Vidhan Sabha, Dr. Narindran Jadav, Dr. Siddal Inigia, Shri Milind Kamble, Shri Bikhu Raj Ji Idate and Shri Rahul Bodhi have been nominated as Members while Smt. Anita Agnihotri, IAS, Secretary, Social Justice and Empowerment Department shall be Member Secretary of this Committee.

The whole Dalit Samaj have expressed pleasure over the nomination of Dr. Atwal in this High Level National Committee from all the states.

Delhi-based social issues take prominence on Code Red – Awaaz!

Udaipur: Since its launch in January, Code Red's Awaaz series has consistently addressed issues faced by women and children while spreading the message of hope in the face of human frailties. With Sakshi Tanwar and Yash Sinha's involvement, Code Red's Awaaz series has brought to light the instances of violence meted out against women and children and sought active solutions that empower the Indian viewers to speak out about their issues and seek help fighting their cause. And now, Code Red's Awaaz series will be airing a special edition featuring episodes dealing with the various issues that are prominent in our nation's capital city, New Delhi, such as

cheating, road rage and eve-teasing.

In the coming week, Code Red's Awaaz series featuring actor Yash Sinha as the empathetic crime reporter, Kabir who has been a crusader for bringing about positive change in the society through his journalistic skills. The Delhi special stories focus on the passion with which the residents of Delhi lead their lives and the solutions that Kabir brings to their lives while ensuring that justice is served. Shot in the sweltering summers of New Delhi, the episodes will take viewers on a ride of popular locations across New Delhi including the Red Fort, AIMS, Karol Bagh, and India Gate among others.

Bappi da's Slumstars to woo San Francisco

Nandani Vishwanathan

Bappi Lahiri is a legend in his own right, a man who has reinvented himself over four decades and is still going strong. He will be honoured with a Lifetime Achievement Award at San Francisco Global Movie Festival scheduled for 7th to 14th August this year. Also, Bappi Lahiri has San Francisco going ooh la la now with his latest album Slumstars, that is winning him accolades again at the prestigious San Francisco Fest, where Bappi Da will

rub shoulders with Jackie Chan and Martin Sheen as well. This achievement follows his recent Goodwill Ambassador Award at the Garifuna Film Fest.

Says Dr Romesh Japra, Convenor, San Francisco Global Movie Fest, "When I think of anyone timeless, the only person who comes to mind is Bappi Lahiri. He is a composer-singer par excellence who is still coming out with chartbusters and trendsetters, when others retire. 42 years and still going strong... we could



think of no one else but him to fit the slot."

Bappi da who is currently in LA is excited. "I feel elated. I approach every song as if it were my first. And I love it when the audiences react with love and affection. I am humbled by the award bestowed on me by Dr Romesh Japra and the San Francisco Global Movie Fest. I am touched."

In the same breath, Bappi da talks of his album, Slumstars, attributing the album to Mumbai and its large heart that beats for

the less-fortunate..

"I am happy that my album Slumstars is also touching global shores with the SF Movie Fest. There are four songs and the first, 'We Are One' with the slumkids singing along is simply three words with which I define the unity of the metropolis," adding that the album is co-produced by international DJ Paul Devro. And of course Mumbai Slumstars trained under Bappi da, have rendered their vocals with him!

Shamita Shetty is going to be in Jhalak Dikhhla Jaa : Season 8!

favourite reality dance show of all time Jhalak Dikhhla Jaa is back with its brand new season 8. And guess who has just been revealed as the first contestant of this year - the gorgeous actress Shamita Shetty.

The sizzling beauty, who has also been a part of Bigg Boss season 3, is all set for her second stint on Colors as a contestant.

We are all well aware of Shamita's acting chops and we're sure she will definitely leave mark with her dancing skills in this tough competition.

Let's see how she challenges the other contestants on the show when Jhalak



Dikhhla Jaa 8 comes very soon on Colors!

Who plots to kill Ishani?

It has been a bumpy ride for Ishani and Ranvir in Meri Aashiqui Tum Se Hi. A lot of unexpected happenings have occurred that have left the two torn apart and it now looks like that someone is taking full advantage of this situation.

The accident that took place in the party, almost killed Ranvir

while he jumped to save Ishani. Turns out, it was a master plan plotted by someone very close to hire a contract killer, who ultimately made confessions.

If this has put you in a state of shock The person has threatened the contract killer to do exactly what she asks him to do or else she will kill him too.

Ashoka has found his way to Chanakya him?

Seen how Ashoka is in desperate search of his guru, Chanakya, who has been declared dead by Helena. But, it isn't true. Helena has plotted her next evil move by kidnapping Chanakya and keeping him weak and alive in the secret chamber. All this, so that there is no one in the way for Justin to take to the throne.

While she has made this evil move, Ashoka has been very determined and adamant about finding Chanakya and has been successful in finding the map which leads the way to the secret chamber. It's Ashoka's positive gut feeling which tells him that Chanakya is alive and he will find him there if he makes his way to the secret chamber.

Will Ashoka be able to reach the secret chamber and rescue Chanakya?



Ragini becomes the real hero!

Last week almost got us to believe that a flabbergasted Ragini would in no way spare Swara and Lucky for her own heartbreak. However, this made us forget for a while that the girl has a huge heart and even though pained and hurt severely, it wouldn't go against right and good.

Deeply bonded with her sister whose love is unconditional, Ragini wanted to test if she equally loves Lucky. While debating over having poison, it came across clearly that Swara cares for Lucky too but unfortunately hasn't realized this fact. However, as a sister,

Ragini sensed this and revealed why did she take such a huge step of creating the drama and consuming poison. This in fact was just to see if Swara also had the same feelings for Lucky!

Now, when Ragini has realized the fact, she has accepted her fate very graciously. She is willingly taking efforts to bring the lovers together. Swara, however refuses to accept this but Ragini wouldn't give up on her!

Tell us people if you don't think Ragini teaches us the real meaning of love? Tell us if she isn't the real hero?

Vodafone Enhances Customer Experience in Tamil Nadu

Chennai : Following a 'Customer First' approach, Vodafone India, has invested over INR 750 crores on ramping up network and distribution in Tamil Nadu circle over the past 12 months (April 2014-March 2015). Already the preferred mobile services provider in terms of Subscriber base, Network, Revenue Market Share and Retail touch points, Vodafone has been focusing on closer engagement and enhancing customer experience in an endeavour to be future ready.

Pursuing an accelerated growth strategy since April 2014, Vodafone has expanded its network footprint by adding over 3600 new sites to take total network strength to close to 6300 3G and around 10,500 2G sites across Tamil Nadu. During this period, Vodafone has also expanded its exclusive retail footprint to 890 outlets (53 Vodafone Stores (20 Global Design), 236 Vodafone mini Stores (urban and semi-urban) and 600 ADVMS (rural)).

With this ramp up, Vodafone has further extended its leadership in Tamil Nadu across relevant industry parameters--network coverage, subscriber base, retail footprint and revenue market share (RMS).

Expressing pride further consolidating Vodafone's long term commitment to Tamil Nadu circle, S Murali, Business Head--Tamil Nadu, Vodafone India, said, "Gaining the trust of our customers and winning the distinction of being the most preferred mobile services provider in Tamil Nadu circle is not incidental. We have won the hearts of our customers by pursuing a continued and consistent customer centric strategy to bring the best connectivity solutions to our valued customers. It is their trust and support that has enabled us to achieve leadership position in Tamil Nadu across key parameters -- Network, Subscriber base, Retail footprint and Revenue Market Share. We remain committed to continue investing in bringing the best in class, innovative, relevant prod-

ucts and services to win customer delight in the years to come."

Having set up one of the largest networks in the circle, Vodafone now has about 6300 3G sites in Tamil Nadu. Specifically to spread awareness and increase adoption of mobile internet, Vodafone has been hand holding customers through on ground engagement and education initiatives. 3G has shown tremendous uptake, with 3G users now growing at 175 % YoY and 3G revenues growing at 160% YoY. Data Revenues has been growing at 90% YoY and now contributes 15.7% of circle service revenues. With already one of the state's largest and exclusive retail footprint, Vodafone has continued to expand its reach to cover over 32 districts in Tamil Nadu. In FY 14-15, Vodafone has launched 20 + Global Design Stores in Tamil Nadu, as part of an initiative to offer an unmatched retail experience to its new age customers. Whether it is Edinburgh in UK or Erode in Tamil Nadu, Vodafone Global Design Stores offer a uniform customer experience.

Over and above our retail presence, Vodafone also offers customers an opportunity to connect with the brand through a robust customer service call centre platform, the simple and convenient My Vodafone mobile app and Vodafone Web Chat. Besides multiple on-going schemes and customised tariff plans, some of the more notable introductions from Vodafone have been the launch of M-Pesa, a mobile banking and payment solution that has seen high affinity amongst migrant population in the state and Vodafone Angel Stores entirely staffed and run by women employees. With a pan India distribution network of over 90,000 agents and with more than 3mn customers, M-Pesa is the largest banking business correspondent in the country. Vodafone M-Pesa was launched in March 2014 in Tamil Nadu and currently has almost 7200 agents, and a customer base of over 1.5 lacs.

Vedanta invested over Rs 300 Crore for Environment Sustainability in FY15

Udaipur : Vedanta Limited, a global diversified natural resources company, invested Rs 361 crore towards environment sustainability projects across its global business locations in FY 2015. Additionally, in line with its World Environment Day theme of: Seven Billion Dreams. One Planet. Consume with Care -- the diversified natural resources company planted 7.12 lakh trees in India in FY 2015. Importantly, Vedanta is also one of the first companies in India to adopt the Integrated Biodiversity Assessment Tool and has an integrated biodiversity action plan across its sites.

"At Vedanta, we recognize the importance of sustainable communities for the benefit of future generations. We understand that a sustainable community is one that is economically, environmentally, and socially healthy, safe and resilient. It is with this objective, that we at Vedanta have undertaken a set of unique sustainability initiatives across all our locations to engage with local communities in which we operate. We hope to co-create a model of sustainable community living for others to replicate and will soon be implementing the CII's biodiversity Indian Business Biodiversity Initiative," said Ms. Roma Balwani, President, Group Sustainability & CSR, Vedanta.

Vedanta had celebrated World Environment Day across its operations. In Rajasthan, group company Cairn India Limited supported a 5-km 'Run for Environment' and a cycle rally in which thousands of

students, NCC Cadets, army personnel, policemen, activists and sports persons participated. Rajasthan State's Forest, Environment and Petroleum Minister Rajkumar Rinwa was the Chief Guest at the event and member Secretary of the Rajasthan State Pollution Control Board K C A Arun Prasad and Mr. OP Meena - Additional Chief Secretary, Environment and Forest were among the key dignitaries. To create awareness about the biodiversity, Cairn India also conducted 'Nature walk' in the 'MangarBani' forest area in the outskirts of Gurgaon over the weekend. The company's 'Go Green' initiatives extended to a tree plantation drive at the corporate office and across its assets.

Hindustan Zinc Limited, another group company in Rajasthan, distributed 2200 cloth bags amongst shopkeepers under the awareness campaign 'Say No to Polythene' in Rajasthan. It also conducted various competitions and held a vehicular emission monitoring camp at Dariba and Kayad where 135 were checked at Dariba and 130 vehicles were checked at Kayad.

In Chhattisgarh, over 200 saplings were planted on World Environment Day, kick starting a plantation drive aiming at 1.6 lakh trees, by Vedanta's BALCO. The company organized awareness programmes for the community, which included competitions for children and the employees.

In Goa, Vedanta's Iron Ore business organized various competitions on 'wealth from waste' based on this year's World Environment Day theme

'Seven Billion Dreams. One Planet. Consume with Care. Other activities included planting saplings and conducting a solid waste management awareness drive at the Bicholim Mine, conducting cleanliness drives, awareness drives for school students through mine visit programmes and distribution of solar lanterns to tribal community in Codli.

In Tamil Nadu, Vedanta's company MALCO Energy Limited planted 400 saplings in its township, with 285 members from the community and the company's operations, along with conducting awareness programmes through competitions.

Vedanta's company, Sterlite Copper initiated a week long plantation drive, with planting 200 saplings at various villages in Tuticorin and conveyed the message of 'Consume with Care' as a responsibility towards environment.

In Punjab, Vedanta's company Talwandi Sabo Power Limited organized the planting of over 250 saplings, and distributed jute bags, which are 100% biodegradable, to the community.

In Odisha, the members of Vedanta's Lanjigarh business unit planted 300 saplings in their township and 200 saplings in villages, Nangalbeda and Goipeta. In Jharsuguda, over 1000 saplings were planted and efforts have been made to extend this drive through planting more than 5000 saplings in the month of June this year. With the slogan of "One Child. One Plant", more than 500 trees were planted by the children in Vedanta's township.