



Royal Harbinger

Young generation will take inspiration Kalam

In today's time in particular, from young heroes. They feel connected with legends who are of their age. Heroes are those who can be followed and youngsters can be like them. And a Hero in general means a film star, a cricketer, a model, a singer, and the list goes on. But then there are fewer people who are of past age and still people feel linked—yes, its none other than cwho has been an idol for every individual regardless of age, gender, class, or domain.

So what was so magical about very simple looking gentleman who has been an idol for everyone since the last three generations and will continue to inspire all generation coming next? I strongly believe that his ability to stay simple and keep words. He inspired not by giving speeches or writing blogs

Editorial

but he inspired by living. Born in a small town in the South India, Dr. Kalam began with a simple life and throughout his life he carried his simplicity with him. He dared to dream beyond his reach and then achieved every single dream. His story of achieving dreams is of exception category, a boy from a small town when dreams to scale heights of sky, the dream dies gradually but this man showed us how you achieve what you want. The story of Dr. Kalam has many such instances where he failed marginally. We easily give up when we even see that our dream would be so difficult to attain, Dr. Kalam attained a dream when it was close to impossible. This is what every person who knows his likes about him. And this gives ample courage to people who want to attain success in life.

A simple walk on the path towards the destination without any doubt of failure could take you where you want. If you have a determination that can be undeterred, you are bound to conquer.

Dr. Kalam's focus on quality things and his dream was so pointed and sharp that he never paid attention to other things of life. He walked into the Rashtrapati Bhawan with one suitcase and left with the same one. This proves that when you are sharply focused on your target, you see nothing else and nothing else matters to you. I would say that this was the extension of the concentration logic we learnt from Arjuna of Mahabharat. Arjuna saw only his target and nothing else and Dr. Kalam focused on his dream and ignored rest all. His entire life is an inspiration on how a human should live, behave, and act to lead a life that makes sense.

HDFC Bank launches CSR campaign

Udaipur : HDFC Bank Ltd. today launched 'Dhanchayat' an educational film to raise awareness on the dangers of borrowing money from unorganised sources. This film has been launched under the aegis of Swachh Banking, the Bank's CSR initiative for rural India.

As part of Swachh Banking, which aims to raise awareness about clean and convenient banking, HDFC Bank-branded Dhanchayat video vans will travel across East, West, South, North and Central India, covering thousands of villages across the country. Through the film, the bank will showcase to the rural population the importance of transparency in dealings as also the dignity and self-respect of the individual in the borrowing process. The vans will stop at assembly points such as haats, bazaars, melas and village panchayats.

The Bank will cover 5000 villages

in phase 1 and encourage the local populace to join the organized banking sector in line with the government's vision for financial inclusion. The vans will also have micro-ATMs with biometric facility fitted in them to enable instant e-KYC and Re-KYC using Aadhar.

The first van was flagged off by Mr Aditya Puri, MD, HDFC Bank and Mr Paresh Sukthankar, Deputy MD, from the Bank's headquarters in Mumbai.

Speaking at the launch event, Mr Paresh Sukthankar, Deputy Managing Director, HDFC Bank said, "The need of the hour is real financial inclusion, not merely financial access. It is a Board-mandated objective at HDFC Bank to support inclusive growth. We believe this cannot be achieved in an environment where misinformation and a lack of familiarity with organized finance is pushing people towards unorganized sources of finance. Through Dhanchayat we hope to change this."

Anil Agarwal, tweeted: @APJ AbdulKalam's words

Udaipur : Today as 1.2 billion Indians mourn the passing away of Dr. A P J Abdul Kalam, Vedanta pays homage to one of India's greatest educationists, a scientist par excellence and most of all a great thinker. Dr. Kalam was a passionate teacher, a keen learner and spent his life to enlighten millions of youth in the country. "Creativity is the key to success in the future and primary education is where teachers can bring creativity in children at that level," former President A P J Abdul Kalam had said while interacting with college students in 2011.

Dr. Kalam's vision and teachings continue to inspire Mr. Anil Agarwal, Chairman, Vedanta, who has committed to building 4000 modern Anganwadis, called NandGhars, where primary education to children will be provided in a creative environment and boosted by digital learning; a social initiative aligned to the vision of Prime Minister Narendra Modi. 'Building as a Learning Aid' a concept piloted by

UNICEF, which will feature learning concepts embedded within the structure, will attempt to increase attendance and attention span of children. In addition, the centres are equipped with solar panels, to ensure that learning aids will receive uninterrupted power supply.

This next generational Anganwadi, is a Public-Private-Partnership (PPP) model between the Government of India and Vedanta, designed to be the grass root incubation centre providing nutrition and education, with amenities such as TVs, toilets and water supply, aimed at the holistic development of the mother & child. This unique concept is proposed to be run as a shared space in which 50% of the time will be devoted to children's education and the remaining half to support women's skill development, through digital learning.

Today India looks poised to grow at over 7.5%. While it is a robust rate, Mr. Agarwal, is confident that it can achieve double-digit growth, once malnutrition and poverty is eradicated.

GCT Presented 40 tricycles

Jaipur : The Golcha Charitable Trust presented 40 tricycles to the disabled on the first death anniversary of Jatan Kunwar Golcha, the wife of well known exhibitor, film producer and industrialist late Mehtab Chand Golcha at a function organised at the Bhagwan Mahaveer Viklang Sahayata Samiti's centre at Malviya Nagar on Friday.

The Golcha Trust presented artificial limbs (Jaipur Foot) and articles and items that would help the disabled to earn their livelihood. The daughters and sons-in-laws of late Jatan Kunwar Golcha apart from members of the Golcha and Surana families were present. Suredra Golcha, Vikram Golcha, Asha Golcha and Usha Golcha and the brothers of late Jatan Kunwar, Kushal Chand Surana, Vimal Chand Surana and Kamal Chand Surana and other members of the Surana family were also present. The joint secretary of the BMVSS Bupendra Mehta who welcomed the guests thanked the Golcha Trust for their contribution for the welfare of the disabled. Mehta and the technical consultant of BMVSS Dr Pooja Mukul showed the guests the process of artificial limb making.

Aircel musters mass support for tiger conservation

Udaipur : Strengthening its commitment to the cause of tiger conservation, Aircel, celebrated World Tiger Day with thousands of school students through a host of activities across the country. As part of the celebration, Aircel organised rallies with students in various cities as well as fests in schools across India, inspiring them by the cause while engaging with them in fun-filled, yet meaningful ways. Aircel's partner Sanctuary Asia and celebrated Bollywood actress Dia Mirza joined the celebration in Delhi to gather support for the cause.

Speaking on the occasion, Anupam Vasudev, Chief Marketing Officer of Aircel said, "Aircel has been passionately working towards the cause of tiger conservation for several years with noted conservationists and expert organizations, canvassing support from people all over the country. Our initiative, 'Save Our Tigers' travels to the remotest parts of the country with various focused programs and has touched millions of Indians through its journey so



far. Tigers are irreplaceable and are extremely important to secure the environment for our future generations, and our celebration of World Tiger Day is a testament to our commitment to the cause, through which we wish to reach out to more people than ever."

As part of its 'Kids For Tigers' program that's run in association with Sanctuary Asia, this World Tiger Day, Aircel will reach out to thousands of school kids across the country in major cities like Delhi, Mumbai, Bengaluru, Hyderabad, Kolkata, Chennai, Guwahati and Goa. While rallies

will involve students from more than 20 schools in each city, the 'Kids For Tigers' fests will engage students in multiple cities through various competitions such as face-painting, fancy dress, extempore, street plays, poster-making — all resonating with the theme of 'Save Our Tigers'. These fun-filled activities play a significant role in educating the children about the importance of the cause and its role in maintaining the ecological balance of our planet.

Speaking about Aircel's 'Kids For Tigers' initiative, Brinda Malhotra, Head - Corporate Social

Responsibility, Aircel, said, "Tiger Conservation is at the core of Aircel's Corporate Social Responsibility program and we have been relentlessly working for the cause with multiple on-ground initiatives to ensure the safety of tigers. Undoubtedly, awareness about the cause is as important as the ground work, and it brings us great pride that 'Save Our Tigers' has left a lasting impression on many Indians, while 'Kids For Tigers' inspires tomorrow's generation to care for their environment. In order to spread the footprints of our message, we have also created young tiger ambassadors across the country that feel passionately for the cause and join us in celebrating World Tiger Day with great enthusiasm. Indeed, this makes us hopeful of a better future of our environment."

According to renowned Bollywood actor Dia Mirza, "Global Tiger Day is a not just a day to mark in our calendars but a resolution to make a commitment to ourselves as individuals to remember that the Tiger is the metaphor

for life and that in protecting the Tiger and its habitat we are in fact protecting our own future. What better than to have Kids become Tiger champions and make this resolve? I am happy to come back home and to The Hyderabad Public School that remains iconic for its heritage to convey this important message."

Bittu Sahgal, Founder Editor, Sanctuary Asia said, "Tiger sits at the pinnacle of the ecological pyramid and saving them is equivalent to saving nature. We want to inspire as many children as possible to take action to prevent the loss of this beautiful animal. These children hold the future of this planet in their hands and will make the right choices if they know what is at stake." Held annually on July 29, World Tiger Day promotes the protection and the expansion of wild tiger habitats and gathers people's support for the cause. Aircel has a deep-rooted commitment to the cause of tiger conservation and many of its successful initiatives have contributed to the increased tiger population in India today.

Priyanka bares her secrets on The Anupam Kher Show

Udaipur : When one thinks of Priyanka Chopra, one always looks back at her versatility and the various milestones that she has managed to achieve over the past decade. However, her journey started as a young child in Bareilly and on COLORS' The Anupam Kher Show – Kuch Bhi Ho Sakta Hai the actor will be seen revisiting the pages of her childhood to reveal some treasured moments out of her album of memories.

While most are aware about Priyanka Chopra's nickname at home being 'Mimi', not many know that originally, she had been christened 'Mithu' by her parents because she was a chatterbox. While she didn't realize the reason behind the name at first, when she found out that it was because of her naughty behavior, she insisted that everyone address her as 'Mimi'! The naughty girl in Priyanka Chopra, in fact, was also quite a bully! She would bully boys; and jokingly confessed that as a child she often thought that she was one too! While the



Bollywood beauty has already caught the attention of many, she confessed the qualities she looks for in her dream man. The actress affirmed that her ideal partner must be someone who is an achiever. A person whom she could look up to and has qualities similar to her father; someone who is as clever, funny and charming as he was. While Priyanka Chopra grew up to do bigger and better things, the learnings never stopped. Without any qualms, the actor reveals that she has

imbibed many qualities from her co-stars. She shared that she has learnt the value of punctuality from her co-star in many films, Akshay Kumar. And not just him, Priyanka has also learnt something of immense importance from Amitabh Bachchan – no matter how big or small a role is, the key is to make it truly memorable. The actress who has now become a self-made sensation continues to scale upwards as she shared how their words of wisdom will always stick with her.

Director Pramod Rao Shibhate's new movie 'Mid Night 12 O'Clock : A Horror Love Story'

Movie 'Mid Night 12 O'clock - A Horror Love Story' is made under the banner of Greenchilly Movie International and the writer - director is Pramod Rao Shibhate. The shooting is completed and the post-production has begun. Songs are sung by Shaan, Javed Ali, Mamta Sharma, Amit Kumar and others. The movie is a musical horror love story and includes all Masala. It has been made both in Hindi and Marathi. Abhishek Chauhan and Rohit Rajput are leads in Hindi, while Abhishek and Ajit Gade (Marathi film hero and choreographer) are in lead in Marathi.

In the movie a ghost gets married



to a girl and after the first night a lot of strange thing begins to happen in the house. "People will be surprised to see the marriage, the first night with ghost and the subsequent happenings. This is a totally new concept," says Pramod Rao Shibhate. The Star cast of film is Dr. Rajesh Bakshi, Abhishek Chauhan, Ajit Gade, Rohit Rajput, Shresha Mishra and others. The movie is set to release in September 2015.

Charcoal particles now in the new Colgate Total Charcoal Deep Clean

Udaipur : Colgate-Palmolive (India) Limited, the market leader in Oral Care, has launched an Oral Care solution that cleans and protects 100% of the mouth surfaces viz. teeth, tongue, cheeks & gums – Colgate Total Charcoal Deep Clean. This newest innovation in the company's vast portfolio utilizes the unique formula with activated charcoal. . Actress and former Miss Universe Lara Dutta has been roped in as the brand ambassador for the product, and features in its new TVC.

Charcoal has antibacterial properties and it is a natural cleanser. Activated charcoal is known for its

ability to absorb and trap impurities as it draws impurities onto itself, and removes germs and odour. It's the purifying property of activated charcoal which is increasingly making it the latest fad in the health and wellness space. Colgate Total Charcoal Deep Clean combines the science of Colgate Total with micro charcoal particles. . The result is a clinically proven, unique and superior anti-germ technology with ultra-micro charcoal particles that prevents germ build-up on all mouth surfaces viz. teeth, gums, cheeks and tongue.

Eric Jumbert, Director, Marketing, Colgate-Palmolive (India) Limited

said, "At Colgate, we are consistent in our efforts to introduce innovations that make the practice of oral hygiene more efficient. Our newest innovation – Colgate Total Charcoal Deep Clean that provides superior cleaning vs. regular fluoride toothpaste and protects 100% of mouth surfaces About the Company's association with Lara Dutta, Mr. Jumbert said, "We are delighted to partner with Lara Dutta, an eminent personality, a doting mother, health and fitness enthusiast who relies on leading-edge solutions to meet the complete oral care needs of her family."

Panasonic Launches 3G Smartphone Love T10

Udaipur : Panasonic India today announced the launch of its new smartphone Love T10 supporting 21 Indian regional languages. In order to cater to the needs of consumers in small towns and upcoming urban markets, this smartphone is targeted at the youth who are looking at upgrading their 3G smartphones. With a growing number of users accessing internet on their smartphones today, the newly introduced device serves as a perfect smartphone to suit their needs and requirements.

The Panasonic LOVE T10 is the first offering of the LOVE series of smartphones dedicated to the youth segment with complete connectivity suite

covering Dual SIM 3G HSPA, Bluetooth™ 4.0 A2DP, Wi-Fi Hotspot at an attractive price. LOVE T10 is 8.89cm (3.5) LCD Display & weighs only 100 grams. The device is powered by 1GHz Dual Core processor and runs on Android™ 4.4.2 (KitKat) with 4GB internal memory support.

The smart gadget sports 2MP camera & houses a battery capacity of 1400mAh. LOVE T10 supports 21 Indian regional languages for the diverse Indian consumers; the supported languages are Hindi, Gujarati, Punjabi, Malayalam, Tamil, Telugu, Kannada, Oriya, Bengali, Assamese, Marathi, Nepali, Bodo, Dogri, Konkani, Urdu, Maithili, Manipuri, Sanskrit, Sindhi & Santali.

Sharing his thoughts, Mr. Pankaj Rana, Business Head – Mobility Division, Panasonic India, said, "Smartphones today have overtaken personal computers and tablets to become the ultimate gateway for those who want to connect to the internet on-the-go.

Due to a surge in mobile internet users outpacing the growth in the Indian market, we have introduced this device which not only meets the affordability aspect but also supports vernacular languages for our consumers. Catering to the needs of masses as well as the classes, the LOVE T10 is a perfect device that offers a blend of technology and design making it a smart utility product."

Steelbird Helmets Debuts Motoring Sports

New Delhi : Steelbird Hi-tech India Ltd. reckoned as one of the top class helmet manufacturer company across India with over 50+ countries business operation across globe has announced its foray into motoring sports. To begin with steelbird will identify the talents available in this industry and provide them a platform to compete on national and international level motoring sports events.

To begin with, steelbird has come on board to sponsor and support budding moto cross rider Maninder Singh Prince. Prince is associated with

motocross since last 7-8 years and has participated in MRF National Super cross, GOA MTOCROSS GOLD etc and won many positions. Mr Prince is preparing to compete for MRF National Supercross championship of 6 rounds in current year. After Ahmedabad and Coimbatore leg, he will race in Chandigarh, Delhi, Bangalore and Pune. Commenting on this development, Mr Rajeev Kapur, MD, steelbird who himself is a motoring sport aficionado told, " Steelbird Helmets, Motoring sports goes in sync with each other.