



Royal Harbinger

Bihar to be next Delhi?

Elections in Bihar are now much important for each of the contenders. Its not just a matter of winning or losing an election but the matter has become a prestige issue for all. BJP, the principal party and main player would like to reinstate the capabilities of Modi and Shah after having lost Delhi election badly to Arvind Kejriwal's Aam Aadmi Party. Bihar win will put them back on track and their credibility will stay there as the central government is trying to justify all their decisions on national and international issues. For Nitish Kumar and co, it is imperative to prove that Kumar's decision to distance himself from Modi just before the 2014 general elections was good one and he still holds firm grip in his state and on his voters.

Both these major players are trying best to win and thus playing all cards with full power. Modi recently announced a whopping package of 1.25 lakh crores for the development of state. He also stated that the current government failed to spend previously given money and this 40

thousand crores is still with the treasury. This package while has left opposition almost fainted, the other states are also questioning the timing and amount of package. But that does not harm the government and they have successfully played their money card to woo voters.

Nitish Kumar who had already helped Arvind Kejriwal with special officers for Delhi earlier this year has sought help in return and Arvind too found nothing wrong in shaking hands with Nitish. Arvind also seems to be supporting Nitish as the two looked quite friendly in the Bihar Samman Samaroh recently held in New Delhi.

Arvind's association with Nitish is being questioned because this is the same politics he used to criticize earlier. Also the matter becomes much worse as Nitish has an alliance with Lalu Yadav who is convicted already in fodder scam. So Arvind's distance from traditional politics and corrupt setup gets demolished. But maybe Arvind is realizing that to stay and go and national, he must get support of others.

This entire setup is going interesting and these elections by all means will go further interesting that we would have thought.

Alessandro Del Piero is Brand Ambassador

Udaipur: Vespa, the premium Italian lifestyle two-wheeler brand, proudly announces Alessandro Del Piero, as its world-wide Brand Ambassador. Alessandro Del Piero is a legendary football player and winner of the 2006 FIFA World Cup with the Italian team.

Alessandro Del Piero will pay visit to India on 1st of September, for a spectacular Vespa event. The event will be a special day for all Vespa lovers and football lovers to gather and celebrate their idol in real. The Vespa event will start with various activities, interactions with media and Vespa fans from the morning till the afternoon of 1st September. The booming moment will be the Vespa - Alessandro Del Piero exclusive cocktail party in the evening, where number of Vespa lovers and football fans will gather to celebrate these

two Italian icons. Commenting on this new association, Mr. Stefano Pelle, Managing Director, Piaggio India said, "We are very excited to have Alessandro Del Piero join the Vespa family here in India. Vespa and Alessandro Del Piero have many things in common, two worldwide famous Italian symbols recognized for their successes and profound impact on public opinion. Moreover both Vespa and Alessandro Del Piero show a very classy elegance, a contagious spirit of freedom and the ability to move people's emotions, bodies, and beliefs". Over decades, Vespa has been applauded as one of Italy's design and cultural icon all over the world. With the presence of Alessandro Del Piero - one of the best Italian football players of all time- this is a meet between two legends globally recognized for style, quality and Italian excellence.

Pradeep Ved receives 'Medallion of Excellence' at WorldSkills

Udaipur: At the 43rd World Skills Competition organized in Sao Paulo, Brazil organized from 11th to 14th August, Udaipur's Pradeep Ved grabbed the 9th position. The competition was organized between 1,169 competitors from 59 countries for 50 skills in which Ved received 518 numbers from the Judge Committee. All India Hair & Beauty Association's National Secretary Ashok Paliwal informed that Ved was undergoing international level training for the last 6 months from hair expert Samantha Kochar, interpreter Pushkar Sen and trainer Shwetasha Paliwal. India received Medallion of Excellence certificate in 8 skills in which Ved received Medallion of Excellence certificate in hair styling.



Sadbhavna Diwas observed by Wittians

Udaipur: Sadbhavna Diwas was celebrated by Wittians in commemoration of birth anniversary of late Prime Minister of India, Rajiv Gandhi. Sadbhavna literally means "Good feelings" or "God will". The main theme of Sadbhavna is to promote good will, national integrity and communal harmony among the people of India irrespective of caste, creed and religion. The students of Grade VI to XII took the Sadbhavna pledge that was administered by the Principal. Student also participated in mini Marathon which was conducted under four categories viz senior boys, senior girls, junior boys and junior girls. Winners of the Marathon were awarded certificates and medals. The results of the respective groups are Karan Parihar, Jatin Kalal, Kushagra Champawat, Mahi Paliwal, Muskan Singh, Khushboo Malviya, Sahil Mohammad, Manvendra Morya, Suyesh Vanawat, Avni Bhandari, Khushi Dalal, Tanisha Vyas.

Edutainment Venture 'Battle of Minds'

New Delhi: ConveGenius, an edutainment start-up, focused on digitizing education and making it fun and affordable, today announced the launch of its gaming network mobile application - Battle of Minds for the Android users. Battle of Minds is a real-time multi-player contest platform where users can engage, interact, play and learn by competing against each other. It is a mixture of trivia, educational content, news, and skill based games. The users derive twin benefits - learning via playing and the tokens they earn as they win which can then be redeemed for cash vouchers and goodies from leading brands like Flipkart, Freecharge, Jabong, Bookmyshow, Dominos, Zo Rooms, Vista Print etc. The platform is based on the concept of - 'the more you learn, the more you redeem' and the essence of Battle of Minds reflects the brand philosophy - Edutainment. The platform is being created in such a manner that it will be agnostic to third party games, new topics on the go, live and trending news, and participatory content contribution. It also acts as a social discovery platform for the users, by connecting them with like-minded people on the platform, based on the topic of their interest. In one month from launch, the Battle of Minds beta app without any paid marketing has crossed 700,000+ screen views, 7000+ sign-ups, 800 daily active users, 100,000+ challenges played and more than 30,000 sessions averaging 21 minutes. Speaking on the occasion Mr. Jairaj Bhattacharya, Co-founder of ConveGenius said, "Battle of Minds is a step towards creating disruption in the knowledge and digital media segment.

North-East Film Festival should become a People's movement

Govt. committed for quality cinema and young talent : Rajyavardhan

Minister of State for I&B, Col. Rajyavardhan Rathore has said that the Government intended to make the North East Film Festival, a 'People's Movement' which would become better with each passing year. The Government remained committed to promote and facilitate popular cinema of the North East so that a long lasting brand equity to the films of the region could be established through such events and film festivals. Such events also acted as a catalyst to strengthen the talent across platforms from the region. The Minister stated this while delivering his address at the inaugural ceremony of the three days festival here today.

Elaborating further, the Minister mentioned that the films from the North East always attracted attention in International Film Festivals and in academic circles for their canvas of human emotions and their reflections of society. The increase in representation of cinema at such events was definitely a healthy sign of growing culture of cinema in the region. It also reiterated the willingness of creative artists to venture in the medium of cinema. He further mentioned that the creative talent from the region had been regularly winning national and international awards, and travelling to prestigious international festivals over the decades.

During his address the Minister specifically mentioned that the



I&B Ministry had undertaken special measures to promote the flow of quality information in the region through the Prasar Bharati network. The current FM Phase III auction had earmarked 15 channels for bidding which would enable the growth of radio in the region in the private FM domain. The Minister highlighted the measures being taken to promote quality education in the field of journalism through the Indian Institute of Mass Communication currently at Aizawl. He also mentioned that efforts were being made to fast track the process of establishing the Film making institute at Arunachal Pradesh. This ini-

tiative was part of the overall vision to promote and strengthen youth talent from the North-Eastern Region. Minister for State for Youth Affairs & Sports, Shri Sarbananda Sonowal in his address mentioned that such festivals showcased the youth talent of the region and reiterated the cinematic legacy of the region. Secretary (I&B) Shri Bimal Julka mentioned that the initiative was part of the vision to promote cinema as medium of creative expression especially from the North East Region.

The inaugural ceremony today witnessed the premiere screening of Manipuri feature film 'Palpepfam' which is directed & pro-

duced by Shri Wanglen Khundongban which is also his debut film. The screening was preceded by three cultural shows that will had the Hojagiri Dance troupe from Tripura, DholPungCholam Dance troupe from Manipur and The Girish and Chronicles, a Hard Rock Band from Sikkim. In order to provide a complete flavour of the region to the visitors, film screenings will be supplemented by cultural programmes, exhibitions of handicrafts and books, food stalls and much more during the festival.

The Directorate of Film Festival under the aegis of Ministry of Information & Broadcasting is

organising the three day festival "Fragrances of the North-eastern films". The festival provides a platform to cine lovers to view films from the North East. The festival is being held at the Siri Fort Auditorium Complex from August 21st - 23rd, 2015.

The festival also includes a retrospective of maestro Shri Aribam Syam Sharma from Manipur. Six films including two feature films Ishanou and Imagi Ningthem and four non feature films titled Orchids of Manipur, The Deer on The Lake, Indigenous Games of Manipur and Yelhou Jagoi will be screened in the retrospective. Apart from the retrospective the film Ko:Yad by eminent film maker from Assam Manju Borah will be showcased. While Tribeny Rai's films 'Yathawat' and 'Last Rites' from Sikkim will be presented, 'Maithya' directed by Shri Joseph Pulinthanath and 'Crossing Bridges' by 'Sanga Dorjee Thongdok' will give a glimpse of Tripura and Arunachal Pradesh.

A bouquet of short films from Meghalaya 'Karyukai' and Rong' Kuchak directed by Dornic Sangma and from Nagaland documentary titled 'The Honey Hunter And The Maker' directed by Tainla Jamir and Story of a House directed by Sesino Yhosu & Sophy Lasuh will also be presented. The closing film of the festival will be 'Aisa Yeh Jahaan' on August 23.

Godrej HIT Launches : 'Desh Ke Har Kone Se Machharon Ka Safaya'

New Delhi: Godrej HIT has been a thought leader in building mass awareness against mosquito borne diseases and has executed many successful education campaigns against Dengue and Malaria across the country. On the occasion of World Mosquito Day, Godrej Consumer Products Limited (GCPL) launched its nationwide campaign - 'Desh Ke Har Kone Se Machharon Ka Safaya'. As a part of the campaign, Mr. Ravinder Kumar, Mayor, North Delhi Municipal Corporation along with Mr. Sunil Kataria, Business Head - India and SAARC, Godrej Consumer Products Limited flagged off the Godrej Kala HIT center for it to embark on a 4000+ km drive from Delhi to Bangalore with the objective of educating people about Dengue. On its way to Bangalore, the HIT Van will cover more than 20 cities and demonstrate how HIT - Track the Bite app can help them be informed and safe from Dengue.

There is regular coverage on print and electronic media about vector-borne deadly diseases like malaria and dengue claiming thousands of lives around the globe. Why is it then that people are almost indifferent to the effects that mosquitoes have?

HIT realized that intense media clutter and cacophony in traditional media channels has made people indifferent even to such critical messages. The leader in the house-hold insecticide spray market, Kala HIT,

thus elevated the significance of its campaign with the launch of the 'TrackTheBite' app today - a necessity these days owing to the vast population that has taken to cellular devices and mobile internet. The app is designed to deliver real time Dengue and Malaria threat information basis user's location to individuals owning smart phones. Amongst other features, users can check threat levels in any part of the country and with easy share feature of the app one can alert their family and friends to take necessary action. In case the recipient does not own a smart phone, HIT Track the Bite app is designed to send the alert through SMS. In addition the app allows users to report a mosquito infestation in a particular locality.

Speaking on the occasion, Sunil Kataria, Business Head - India and SAARC, Godrej Consumer Products Limited (GCPL) stated, "Godrej Consumer Products has always strived to make the lives of consumers brighter and better. Carrying this philosophy forward, on the occasion of World Mosquito Day, Godrej HIT has taken the initiative to create awareness about dengue and malaria by launching the HIT Track the Bite app. This app will provide real time information on mosquito infestation and will empower the citizens to fight the threat of mosquito-borne diseases. The campaign will also include on ground activations like installing 2000 HIT Clamps

at Police Station, Hospitals, Colleges, Hostels and places of public importance. Kala HIT is also embarking on a 4000+ Km drive starting from the national capital - Delhi with the objective of educating people about Dengue. In addition, we are partnering with government institutions and NGO's to amplify this message across the country".

With HIT 'Desh Ke Har Kone Se Machharon Ka Safaya' campaign, GCPL will reach out to people driving awareness about the threat of dengue & malaria. We will demonstrate how HIT-Track the Bite app helps us to be informed and alert others in time so that we can take necessary steps required to prevent the spread of Dengue and Malaria.

As a part of this campaign HIT will install clamps with HIT cans in places of public importance like hospitals, police stations, etc. so that people can spray Kala HIT to kill even the hidden mosquitoes and remain protected from Dengue and Malaria. Godrej Consumer Products Limited is a dominant leader in the 3800 Cr Household Insecticide (HI) market with brands like HIT & GoodKnight leading the industry across all the major formats - Coils, Liquid Vapourizer and Aerosols. HIT commands indomitable market share of more than 80% in aerosol segment and is trusted by millions of households for its 100% efficacy in eliminating even the hidden mosquitoes.



Vedanta revives Computer Literacy Program

Udaipur: Vedanta Limited-Sesa Iron Ore business, in collaboration with the Vedanta Foundation partnered with the Sanquelim Municipal council to revive the free computer training centre in Sanquelim. The Centre was inaugurated by Mr. Dharmesh Saglani, Chairperson Sanquelim Municipal Council. Mr. Dharmesh Saglani, thanked Vedanta for their initiative towards encouraging computer literacy among the local youth, and urged the youth to proactively avail the benefits of the program.

Ms. Leena Venekar - Head CSR addressed the gathering, informing, "Vedanta supports the Skill India campaign and we are happy that the graduates from our programmes are gainfully employed in government and private offices." She also said, "Till date around 1000 youth have benefitted through our various centres located across Goa".

As a part of the CSR initiative, the company operates four computer training centres; in Bicholim, Codli, Usgaon and Sanquelim with the objective of bridging the digital knowledge divide in the country and providing alternate employment to the youth. The content of the course is divided into two modules, 'Basics of computers' and 'Advanced course in desktop publishing & financial accounting'.

The function was graced by Mrs. Vibha Desai - Dy. Chairperson, Sanquelim Municipal Council, Council members Mr. Riaz Khan, Mr. Damodar Ghadi, Mrs. Nisha Pokle, Mrs. Rashmi Desai, Mr. Milind Relekar, Mrs. Kunda Madkar, Ms. Leena Venekar-Head CSR, Vedanta and Mr. Nilesh Zore-Associate Manager CSR from Vedanta Limited, Dinesh Davande-State Project Coordinator and Ms. Ranjita Malik, Computer Teacher-Vedanta Foundation.

Herbalife India Felicitates the Indian Contingent

New Delhi: Herbalife International India Pvt Ltd, a leading global nutrition company along with Olympic Medal Winner, Mary Kom, felicitated the Indian contingent to the 2015 Special Olympics World Games, held from July 25-August 2, 2015, in Los Angeles, United States. As part of its support for the Indian contingent, Herbalife has provided the necessary athletic training suits and apparel kits for the athletes and team officials for their achievements at the Special Olympics World Games. The sponsorship is in line with a global initiative in which Herbalife partners with LA2015, the Organizing Committee for the Games, to assist in meeting the nutritional needs of athletes and coaches from 165 countries. There were 214 athletes from the Special Olympics Bharat team, who brought back 47 gold, 54 silver and 72 bronze medals.

Addressing the press conference, Ajay Khanna, Vice President and Country Head, Herbalife International India Pvt

Ltd said, "Herbalife India is proud to be associated with a cause that promotes awareness of acceptance and inclusion. We are also extremely proud of the Indian contingent's achievements at the games - and congratulate all the athletes. In addition, as a global nutrition company, we advocate the importance of nutrition for a healthy and active lifestyle. Our support for the 2015 Special Olympics World Games is indicative of this commitment."

At the press conference, Ms. Mary Kom reiterated, "To be a winner, one must be highly focused, especially in the sphere of sports. To stay focused, a healthy mind and a healthy body are both absolutely essential. My partnership with Herbalife has benefited me immensely in ensuring this. The Herbalife nutritional food products that form a regular part of my dietary regimen have been an immense help to me to maintain the strength and concentration that I require to excel in boxing, my chosen

discipline. I am sure that the support and encouragement from Herbalife for the Indian contingent will be a boost to the aspirations of these young and talented athletes."

Air Marshal Denzil Keelor, CEO, Special Olympics Bharat said: "We are delighted to welcome back our Athletes from the World Summer Games at Los Angeles. They arrived full of joy, excitement and thrill at this great experience they had. The 214 athletes came back with 173 medals. I would like to congratulate the athletes for their grand performances and also the coaches and trainers who worked so hard to ensure success. Let's now look ahead, focus on our mission and strive to achieve all our targets involving as many Athletes as we can through our local, district and state level programs. As sporting excellence cannot be achieved without appropriate healthcare, I look forward to a continuing association with Herbalife in the years to come.

About Herbalife Ltd.:

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy, sports and personal care products are available exclusively to and through dedicated Independent Herbalife Associates in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and excess weight by offering high-quality products, one-on-one coaching with an Herbalife Associate and a community that inspires customers to live a healthy, active life. We support the Herbalife Family Foundation (HFF) and its Casa Herbalife Program to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports. The company has over 7,800 employees worldwide, and reported net sales of \$5 billion in 2014. To learn more visit herbalife.co.in & herbalife.com.