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Let all Hindi-speaking unite

In this age of consumerism the future of Hindi is bright. Hindi-speaking people should unite as a social force, and as consumers of the biggest market in India based on linguistic identity. With the glue spreading all over North, they need to understand two things simultaneously they should overcome the barrier of the caste within to as much extent as possible and keep good relationship with Muslims. Hindi Diwas falls on 14th September each year. Hindi is the most popular language spoken in India. It along with English is the official language of Indian Union and other Hindi speaking states. Spoken Hindi has some resemblance with English phonetically. The official Hindi language is written in Devanagari script which matches with Sanskrit. Hindi is a simple language and therefore it is expansive. Hindi was must for the

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idea of India as other than English there should have been one Indian language which be spoken in many states. All other Indian languages are mostly confined to one state and the migrants of that linguistic group in other states as the foundation of Indian states was based on language. It turns out to be the correct idea.

The usage of Hindi is increasing though English is the most popular language among the educated classes. The growth of Hindi is just like the growth of Hindu Rightist opinion. It can not come without imports and without increasing the chauvinistic tendencies among other language speakers. Hindi reflects the history of Hindi speaking people. The most important thing for Hindi-speaking populace is to become somewhat regionalized without offending anyone. They should unite as a social force, and as consumers of the biggest market in India based on linguistic identity. The greatness of Hindi lies in the dharma with modernity without offending anyone. The dharma is not to fight in peace. If they do so Hindi will prosper and so will its speakers. Consumerism and nationalism along with politics will keep the Hindi clock ticking till there is perceptible growth.

Spoiler Alert: Are you up for a marathon run?



Its week 10 on Jhalak and with three new contestants, the excitement and competition has reached an epic high! It wasn't just the three ladies that had all the contestants nervous but also the marathon dance which like each year had all in a state of panic. The segment on Jhalak which is carried out year after year is a test of who has the maximum stamina to dance non-stop. While two seasons ago, it was Lauren who set the record with a marathon run of 4 minutes and 40 seconds, this year a whole new record was set by one of the contestants on Jhalak Reloaded. Any guesses as to who bagged the marathon round?

The most awaited TV show is back again



It's time of the year again when Salman Khan will keep you glued to your seats day after day with his 'dumdaar' avatar. Big Boss season 9 will be packed with never before 'masala' and entertainment. The season guarantees to be unlike its previous seasons. The theme this year is 'double trouble' and if you haven't guessed already what this season will entail, then you are definitely up for a huge surprise soon. Bhaijaan who never seems to disappoint with his quick wit and 'bindaas' andaz will keep your fun quotient at an all time high throughout the entire season. So, stay tuned to Colors and watch out for your favorite stars on the Big Boss season 9. Coming soon!

Toyota Kirloskar Motor Becomes the First Auto Manufacturer to Auction Used Cars in India

Toyota Kirloskar Motor (TKM) today announced the launch of "Toyota Auction Mart" as it becomes the first auto manufacturer in India to venture into used car auction business. Reinstating the company's commitment towards creating a transparent and reliable used car industry for the customers across India, Toyota Auction Mart (TAM) is a first of its kind initiative in the Indian automobile industry and will start operations through a dedicated auction facility at Bidadi (near Bangalore) in Karnataka. Every used car from all brands will go through detailed inspection that will determine the current quality level of the car thereby ensuring highest levels of QDR (quality, durability & reliability) for the end users of the product.

All cars in the Toyota Auction Mart will go through comprehensive 203 point inspection which is used to arrive at a quality level of used vehicle. And each car will be checked for quality level by TKM in-charge after due diligence of documentation. These 203 Points inspection is based on global Toyota standards of QDR. With this launch TKM aims to move one step closer in ensuring a fair used car ecosystem in the country, enabling a one stop shop for used car customers. Commenting on the launch, Mr. Naomii Ishii, Managing Director, Toyota Kirloskar Motor, said, "India's used car market continues to grow rapidly every year, yet remains largely unorganized."

The launch of Toyota Auction Mart signifies our efforts to develop a fair and transparent used car market with increased reliability for our customers and will contribute to the Indian society. Toyota has been engaged in auction through affiliates for more than 45 years now and we will leverage our global experience and expertise of conducting auctions in markets across the world to ensure the highest quality. We are committed towards creating a reliable and transparent used car market which will enable faster disposal of cars at right prices and right quality cars to the buyers," he continued.

Also sharing his views on the inauguration of Toyota Auction Mart, Mr. N. Raja, Director & Senior Vice President, Toyota Kirloskar Motor said, "At Toyota, we are striving to revolutionize the used car industry by increasing the reliability of Used Car market for customers, which otherwise is considered as unreliable by many customers in India."

Five Things That We expect Madhuri Dixit To Reveal On The Show

Most fondly remembered as the 'dhak dhak' girl of Bollywood, Madhuri Dixit is going to take the hot seat opposite the veteran actor Anupam Kher in this week of 'The Anupam Kher Show'. Despite her absence from Bollywood for almost a decade, people welcomed her with open arms when she made her comeback in the 2007 release 'Aaja Nachle'. Madhuri who turned Ms. Nene after her marriage and moved to the U.S returned only a few years ago with her entire family to India. Her charismatic smile and her killer dance moves is what sets this beauty apart. Here is a list of things that we expect the gorgeous diva to reveal on 'The Anupam Kher Show'.

Her debut: Madhuri has been



part of the Indian film fraternity for more than three decades now. She made her debut in 1984 in the movie 'Abodhi'. Though the movie flopped at the box office, Madhuri was highly appreciated by the crit-

ics for her portrayal of a naïve village girl. The first few films that she worked on turned to be complete 'duds' at the box office and only after the release of 'Tezaab' did she really smell the scent of

success. They say 'where there is a will there is a way' and Madhuri definitely proved that!

Madhuri, the microbiologist: Madhuri wanted to become a microbiologist while growing up. Imagine what it would be like to not have a 'Hum Apke Hain Kaun' or 'Dil to Pagal Hai' without Madhuri? We are glad that fate had different plans for the young Madhuri, otherwise Bollywood wouldn't have been the same without her. Don't you think so?

Youngest in the family: Madhuri is the youngest amongst the four siblings in her family. She has two elder sisters, Rupa and Bharti and an elder brother Ajit. Being the youngest in the family definitely has its own perks and we bet Mrs.

Nene enjoyed all the attention.

Trained dancer: Madhuri is a trained kathak dancer and has learnt the art form for 8 years. No wonder the diva has the perfect 'latkas' and 'jhatkas'. Her grace and poise is what makes her dance moves in all her films worth a watch. M.F Hussain's Muse: The late Indian painter M.F Hussain was smitten by Madhuri's mesmerizing smile and effervescent persona. He watched the hit movie 'Hum Apke Hain Kaun' 67 times and booked an entire theatre for her comeback movie, 'Aaja Nachle'. Hussain isn't the only one to have fallen head over heels over her. I we start counting the numbers, we bet the numbers will go on and on forever!

The second season promises to be bigger and better

'ZeeQ's Kahaani Express arrives in Udaipur

Udaipur : After the overwhelming response to the first year of 'Kahaani Express', ZeeQ is back with its second innings which promises to create a large scale impact and reach out to maximum number of schools in each city. The unique story telling competition has arrived in the city of Udaipur and has associated with schools like M D Academy, Ryan International School, Indo American Public School and many more.

To provide a unique platform and offer an unmatched learning opportunity to young India, this activity is strategically divided into three parts, beginning with a school workshop conducted by expert story tellers. During the workshop, the story-tellers will demonstrate story development techniques with the help of specially designed picture panels and other props. It will be followed by city finals where the 3 best stories from each school will be judged



by a jury of literary personalities, and 1 winner per city will go on to participate in the national-level finals to be held in Kolkata.

Ashwin Sashital, Brand Head, ZeeQ says, "ZeeQ is one of India's popular kids' entertainment channels. The channel has always been about learning various life-skills and values in the masti way, mak-

ing it a fun process for the kids. 'Kahaani Express' is yet another such initiative by the channel keeping up to its promise of encouraging fun learning." To enhance the reach of the initiative, ZeeQ has planned an extensive marketing campaign encompassing on-air, digital and on-ground promotions for maximum reach and impact.

First Fully Secure Screener Application Launched

Mumbai : With awards season around the corner and hundreds of thousands of screeners currently in circulation, Prime Focus Technologies (PFT) is pleased to offer SecureScreener as the industry's first digital, contemporary and safe screener application. SecureScreener, a superior substitute to DVD and online channel distribution, is part of CLEAR™, the world's first and most proven hybrid cloud-enabled Media ERP Suite that virtualizes the content supply chain.

SecureScreener provides entertainment companies with a robust alternative to the logistical hassle of shipping DVD screeners, as well as peace of mind that screener content is always secure. The application offers access to content anytime, anywhere, while also providing instant feedback including exactly who has viewed, shared and downloaded watermarked content with the option to further customize with expiration and access settings. Recipients even have the option to view the con-

tent offline. Through CLEAR's unbreakable Secure Player, SecureScreener delivers a safe, high-quality viewing experience on a variety of platforms, ensuring a seamless end-to-end experience. The Secure Screener is also available as an iPad app.

The cloud-based application also addresses the financial commitments made by studios by eliminating recurring costs that has no productive use. In fact, it is estimated that for every \$20 of direct cost spent on physical screeners, \$80 more are lost in indirect costs. SecureScreener provides a solution to this monetary drain, reducing the overall cost of screener distribution.

"As studios continue to grapple with the challenges of security in the digital age, SecureScreener stands alone as the safe, cloud-based solution to piracy threats, providing peace of mind that content is secure," said Ramki Sankaranarayanan, Founder and CEO, Prime Focus Technologies.

Vedanta Celebrates World Literacy Week in Tuticorin

Vedanta's Sterlite Copper is celebrating International Literacy Week in two schools; TNDTA Primary School, Puthamputhur and TNDTA Middle School, Madathur, located around its operations in Tuticorin, Tamil Nadu. The celebrations began on September 8, 2015, with educational kits provided to about 400 girl students.

Aligning with the World Literacy Day global theme 'Literacy and Sustainable Societies', the community development team of Sterlite Copper emphasized the importance of education in the society, for sustainable growth. Various competitions were organized for the students along with awareness campaigns on menstrual health, importance of sanitation and

hygiene, sex education and the importance of education in enhancing livelihoods.

The celebrations are a part of Sterlite Copper's girl child education programme 'Ilam Mottukal' that ensures education to 7,500 girl children in 78 schools in 2 blocks of Tuticorin namely Pudukottai & Ottapidaram. The programme which began four years ago, is aimed at achieving 100% literacy amongst the girl children and aligns with Prime Minister Narendra Modi's vision of 'Beti Padhao, Beti Bachao Abhiyan'. "Education particularly, Girl Child Literacy is the basic inevitable prerequisite for progress and development of any society. We at Sterlite Copper have many signature CSR Initiatives such as 'Ilam Mottukal' Project and 'Sterlite

Scholarship Distribution Programme' to enable and empower girl children through education," says Mr P Ramnath, CEO, Sterlite Copper.

As a part of the International Literacy Week celebrations, Mr. D. Jesu Rajan Selvakumar, Assistant Elementary Educational Officer, Ottapidaram, addressed the students on the importance of literacy. Dr. Kailasam, Chief Medical Officer and Head CSR, Ms. V. Geetha, Additional Elementary Educational Officer, Ottapidaram, Ms. C. Vijayalakshmi, Supervisor of Sarva Shiksha Abhiyan, Mr. Anil Kumar, TNDTA Headmaster Puthamputhur, Ms. Jasmine Chandra, TNDTA Headmaster Madathur along with teachers, coordinators and tutors were present at the programme.

National Summit on 100 Smart Cities : India 2015, New Delhi Evaluates the Smart Cities Multi Billion Opportunity

New Delhi : The much talked about Smart Cities project by the Government of India is expected to add to the growth story of the Indian economy. During the inauguration session of 'National Summit on 100 Smart Cities - India 2015' held in New Delhi today, the speakers attending the Summit said that the convergence of various technology and service with enable the existing cities to turn smart.

While giving the key note address, Dr. Sumit D. Chowdhury, Founder & CEO, Gaia Smart Cities said: "during the first wave of smart cities, the existing cities will be made smart with the right technology. The whole process would purely depend upon four essential Cs - co-operations, convergence, capabilities and convenience." According to him the important components for creat-



ing Smart Cities in India would require co-operation between various city departments to create common infrastructure so as to catapult from basic facilities to

adoption of new technology, enabling the citizens to participate in the growth story.

With the evolution of the Smart Cities, the issue of law and

order will become very crucial. "We would be depending on data analytic in securing such cities so that the Police is enabled to foresee any possible conspiracy and take preventive steps." Going forward, the police is already in the process of adopting new-age tools.

On the question of sustainability of such Smart Cities, Mr. Reji Kumar Pillai, President & CEO of India Smart Grid Form said "despite the fact that 98 cities have been identified, there is a shortage of people to integrate such development." According to him the biggest challenge which the Smart Cities project will face would be the tendering process, wherein the lowest bidder will walk away with the mandate, which can result in inducing the equipment in the Smart City eco-system which

may become obsolescence much earlier.

Speaking on the opportunity from the legal point of view, Mr. Hemant Sahai, Managing Partner HAS Advocates said that while the opportunity is staggering, this potential can be realized only through astute planning and execution, including creation of robust legal, regulatory and contractual frameworks. "PPP will be the preferred model for attracting private capital and PPS as the best regulated through robust contracts," said Mr. Sahai.

Making it truly global platform to conduct business, global players such as; GAIA, Fourth Dimension, Advantech, NIXI, NICE, VERINT, Schneider Electric, Shaildhar Telecom, VIAVI, QuadGen, Jakson, Anritsu, Tata Docomo are participating at the event.