

Royal Harbinger Blue to 'basanti' to white

The man who made the Congress lose in 2012 is expected to help it win in 2017. Joining the Congress, Manpreet Singh Badal brings with him a party that has won no election, has no mass base, cadre or an organisational network to speak of. Not even money. He still likes to flag his PPP agenda - putting an end to VIP culture, police-politician-drug nexus, nepotism and favouritism, and monopolistic control of a handful of individuals on the state's

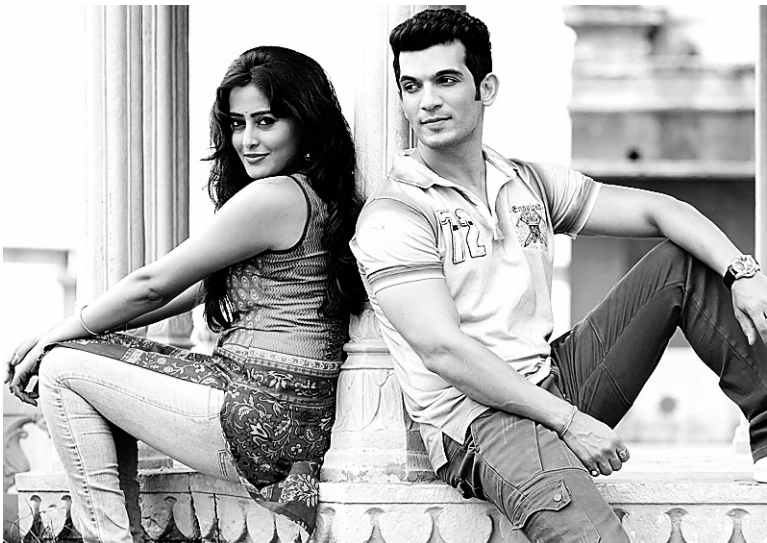
Editorial

natural resources and businesses. It may not work in the Congress. Besides, Congressmen are as much involved in shady practices as Akalis. Both pursue politics of populism, ruinous to Punjab. In fact, none of the parties has a workable agenda to revive agriculture and industry or attract fresh investment. An empty treasury may force the next government to add to the debt pile-up. A smaller government and administrative cost-cutting appears likely from AAP as also its promise of providing corruption-free governance.

Shaken by two successive assembly defeats, Capt Amarinder Singh is trying to grab any available pole for support. In a likely triangle contest he is unsure of victory. Manpreet may have helped him score a perception point but the façade of Congress unity may not hold. Ravneet Bittu and Warring, both Rahul Gandhi boys, feel insecure with Manpreet, who too shares friends and a Doon School background with Rahul.

Since he is a well-read politician, a little idealist who understands what is wrong with Punjab and what needs to be done, Manpreet can help the Congress change the fortunes of Punjab. Chances are he may find a job in a Congress government but may not be able to push his agenda. The experience of being out of power may help him change rather. In villages he will be hard put to explain his political shift from a party committed to the ideals of Shaheed Bhagat Singh to a party responsible for Operation Bluestar and the 1984 Sikh massacre. It may be easy for Manpreet Badal to change the colour of his turban from blue to 'basanti' to white, it may not necessarily change Punjab's face.

Nidhi Subbaih slapped Arjun Bijlani while shooting a scene



Nidhi Subbaih was shooting a scene with debut actor Arjun Bijlani for Hindi film Direct ishq at Varanasi. Nidhi had to slap Arjun in the scene. She slapped so hard that everyone was shocked on the set. Arjun was also shocked with the incident. He refused to shoot the scene again. Director Rajiv Ruia had to keep the sound of that scene with reaction of Arjun. The film is produced by Pradeep Sharma of Baba Motion Pictures Pvt Ltd. The film is family drama and also has Rajnesh Duggall. Swati Sharma has sung five songs in the film. The film is releasing on 19th February.

Rajnesh, Arjun, Swati and director Rajiv went for kite flying event



Actors Rajnesh Duggall and Arjun Bijlani have started the promotion of their film Direct ishq which is coming on 19th February. The film is produced by Pradeep Sharma of Baba Motion Pictures Pvt Ltd and directed by Rajiv Ruia. Swati Sharma who has sung five songs in this film is also going to promote her second film.

Manpasand Beverages ties up with German wholesale major METRO

January : India's leading fruit juice player, Manpasand Beverages Ltd, has entered into a tie up with German wholesale retail and trading major, METRO Cash & Carry. Manpasand's flagship mango-based brand 'Mango Sip' and recently launched 'Fruits Up' will be available in all of METRO's various outlets across India.

This tie up will facilitate the penetration of Manpasand's flagship brand 'Mango Sip' into urban markets. It will also give a boost to the recently launched 'Fruits Up' brand, which consists of a range of carbonated fruit drinks and premium fruit drinks in different flavours, primarily targeted at urban markets.

Tata Motors trains over 150 school bus staff, in Jaipur

Udaipur : Furthering the company-nationwide initiative to train school bus staff on aspects of safety during school bus travel, Tata Motors today conducted its 'Hamare Bus Ki Baat Hai' campaign for over 150 school bus staff of Delhi Public School, Jaipur. An interactive training program, 'Hamare Bus Ki Baat Hai' includes sessions to sensitize school bus staff on the importance of their duties, how to act in case of an emergency, including softer aspects like personal hygiene and how to better interact with parents and their kids, while on the job. The program also aims at sensitizing school children and their parents on how to prevent and minimize accidents school bus travel.

Commenting on the occasion, Mr. Sandeep Kumar, Business Head,



Commercial Vehicles - Passenger, Tata Motors Ltd., said, "Safety is of paramount importance at Tata Motors at we are delighted to have imparted school bus safety training to over 150 school staff of Delhi Public School, Jaipur. Designed with inputs from various stake holders, the campaign has helped in creating a sense of involvement among participants, increasing

their awareness about their duties and responsibilities and take necessary measures in case of a situation during school bus travel. Through such trainings, we have reiterated our commitment towards providing safe travel for children and hope to conduct many more such sessions in the near future, across the country." Tata Motors has trained over

One right step with the new whisper ultra

To power a thousand steps to success



Whisper India. It showcased the top sheet upgrade & boosted core that offers more absorption and better dryness for clean feeling.

The event showcased a never seen before innovation via a powerful demonstration carried out by Parineeti Chopra and Gynaecologist, Dr. Nandita Palshetkar highlighting the benefits of the new product from

numerous responsibilities. They are going that extra mile to test their capabilities and abilities both professionally & personally. I think as new age ultra girls, we should have an unstoppable attitude on all 30 days of the month and not hold ourselves back on those 5 days as well. It is high time women broke away from senseless period taboos and

With the New Whisper Ultra, women should not feel restricted anymore on their period days but #OwnThose5Days as it offers:

- More absorption for long hours
- Better dryness for clean feeling
- Faster absorption for sudden heavy flows
- Better comfort with soft top sheet
- Better odour lock

kudos to Whisper for enabling us to stride ahead even during periods. We need to remember when we have a superior sanitary napkin like the New Whisper Ultra that offers 5 times better protection than ordinary pads; we can follow our dreams and #OwnThose5Days with confidence."

Highlighting the importance and need of a superior quality sanitary napkin, Dr. Nandita Palshetkar said, "A good quality sanitary napkin is truly essential for every girl/woman. When you have a trusted brand like Whisper I don't see any reason why we being the new age ultra girls, should take a step back on those 5 days of the month. The new Whisper Ultra absorbs more and lasts longer meeting all the require-

ments of a woman during her periods and will enable her to be truly unstoppable."

The launch event culminated with an interesting interaction between teen college girls, Parineeti and Dr. Nandita where in the girls shared situation/problems they have faced since during their periods to which Dr. Nandita and Parineeti addressed the problems highlighting the benefits of the New Whisper Ultra.

In its persistent endeavor to break the period taboos and educate girls on menstrual hygiene, Whisper has been successfully running the Whisper School program for the last 15 years across 900 towns, currently reaching out to more than over 4 million girls every year.

Let's look into the current trends in the aspirations and beliefs of our society, says GaneshaSpeaks!

Mumbai : GaneshaSpeaks.com, India's leading Horoscope portal released its annual analysis of astrology trends. The trend points towards, empathy and desire to be loved, as the priority of women in 2015. A yearly analysis' of the calls received at Ganeshaspeaks.com's call centres across India, highlights that 90% of the calls were related to love and relationships, most of which were made by women. The average queries constituting of about 29% of the total calls, were related to love and marriage and exceeded those made with regards to any other issue.

On the other hand, the portal, on its Astrology helpline number 55181 discovered that 80% of the calls made by women, highlighted that 68% of their doubts were related to career and personal relationships. The award winning website, famous for its scientific approach to Astrology, showcased that women are more concerned about the intimacy, relationship, family and marriage related issues, while the men are inclined more towards profession and career.

Additionally, the web-statistics



showed that women constitute majority of the queries through the GaneshaSpeaks.com website. The number of women was two times than the number of men seeking Astrology guidance via their premium reports ordered directly from the website.

An analysis of the annual trend highlighted men to be more focused on practical aspects of life, namely planetary transits, career, work, finances and business. The web-queries in 2015 from these areas registered 100% growth as compared to 2014! Around the major planetary transits like, the Saturn transit, GaneshaSpeaks.com experienced an amazing escalation of over 300% from its usual traffic, and out of this, over 200% business was

pushed by clients who were men.

Overall, this research, as per Astrology helpline number 55181, highlighted the fact that there is huge demand for astrology in areas such as, personal relationships, which would include all interpersonal associations, even extra marital affairs along with career! The website registered a tremendous growth of about 60% in its queries of love/marriage than the last calendar year. Here again, the women lead with queries from their end exceeding the ones requested by men, by a margin of over 20%. So while men are more concerned about finances and career, the women seem to be worried about both, career and personal relationships, with the focus being more on personal issues.

Cisco Helps Businesses Address Shadow IT

SAN JOSE, CA-Shadow IT is rampant. For years, CIOs have known that business groups were circumventing the IT department to access public cloud services they felt they needed to do their jobs. Only recently have CIOs begun to realize the full extent of the cloud sprawl across their organizations and the pitfalls for their business. To help CIOs manage their shadow IT issues, Cisco is launching Cloud Consumption as a Service-a new software-as-a-service product that discovers and monitors public cloud services an organization is using.

Recent analysis by Cisco reveals the extent of the shadow IT challenge. The average large enterprise now uses 1,220 individual public

cloud services. That's up to 25 times more than estimated by IT. And the average number of public cloud services has grown 112 percent over the past year, and 67 percent over the past six months. Even worse, there are significant business risks associated with uncontrolled adoption of public cloud services. These range from regulatory compliance and data protection, to business continuity, cost and service performance.

That's where Cisco@Cloud Consumption as a Service comes into play. The primary function of the new service is to discover and continually monitor public cloud use across an organization. When combined with detailed analytics and

benchmarking from Cisco, this insight helps businesses reduce security risks and better understand and manage costs. This helps IT team to partner more effectively with business groups and make educated decision about the right cloud services for the business.

To help customers understand how cloud governance can be simplified, Cisco is offering a free 30-day trial.

CityMD is a fast-growing urgent care organization with 50 facilities across New York City and New Jersey. After using Cisco Cloud Consumption, CityMD were surprised to discover employees were using 522 cloud services, with IT only formally supporting 15-20.

Shillong : Vodafone India, one of India's leading telecommunications service providers, today announced the launch of Superfast 3G services on its own network in Shillong in Meghalaya. With this move, over 2.8 lakh citizens of the city (approximate) will be able to experience Vodafone 3G services, now even faster, smarter and better than the existing 3G experience. To provide high speed mobile internet services to its valued customers in the capital city of Meghalaya, Vodafone has so far deployed 68 new 3G towers and continues to add more sites.

The new Superfast Vodafone 3G will enhance the service experience such as multimedia, high speed mobile broadband, internet access with the ability to view video footage on one's mobile handset. Also, with a 3G phone and access to the Superfast Vodafone 3G network, one can make video calls, watch live TV, access the high speed internet, download large email attachments faster and download music tracks, as well as the usual voice call and messaging services found in a mobile phone.

Commenting on the launch of own 3G network in Shillong, Alok Verma, Business Head- Assam & North East, Vodafone India said, "With this launch our valued customers across Shillong will now avail of faster, smarter, better speeds and superior data browsing experience at the existing 3G tariffs. Our aim is to accelerate mobile internet adoption through penetration, consumption and value addition, and we are confident that this move will facilitate in quicker adoption, better usage and a superfast internet experience on the go."

Vodafone, so far, has been offering 3G services in Assam

& North East circle via bilateral roaming agreements (ICR) with other operators. In March 2015 auctions, Vodafone India acquired 2100 Mhz (3G) spectrum for Assam & North East circle and has made significant investments to modernise its network to offer faster, smarter and better 3G services to its customers on its own network. Vodafone India has more than 4.8 million customers in Assam & North East Circle with 40% being data users.

Vodafone has been rolling out its own 3G network in a phased manner across Assam & North East Circle. It has recently announced the launch of its own 3G services in Jowai, Nongpoh and Tura in Meghalaya. Apart from these markets, Vodafone has also rolled out its own 3G network in Jorhat, Guwahati, Tezpur, Dibrugarh, Nagaon, Digboi, Tinsukia & Bongaigaon in Assam; Itanagar, Bomdila, Tawang, Along, Basar, Bhalukpong, Dirang, Changlang, Palin & Seppa in Arunachal Pradesh; and Kohima & Dimapur in Nagaland. As part of its strategy to democratize data, Vodafone India has been focusing on closer engagement with customers to use mobile internet, and educating current and potential users about how internet can add significant value to them. Vodafone has also launched '3G Experience Card' free of cost for customers to experience faster, smarter and better speeds and superior connectivity of Vodafone 3G services. This is a onetime experience card which offers free 30 MB 3G data. 3G Experience Card comes with validity of one day, and is available at its Vodafone Store and all leading Vodafone Mini stores and multi brand retail outlets across Shillong.

Global campaign for Pride Hotels dazzles Mumbai

Global Advertisers is promoting Pride Hotels brand new property Pride Plaza situated at Aerocity in New Delhi. Globals has engaged over four dozen premium hoarding and gantry sites across the Mumbai Metropolitan Region for the purpose for the ongoing campaign, which is in its first phase.

Pride Group positions itself as an eminently successful chain with fully owned Five Star Luxury Hotels making their mark in Ahmedabad, Nagpur, Chennai, Kolkata, Bangalore, Delhi - Aerocity (upcoming), Pune, Dharamshala, Kanha,

The group has also acquired a few more properties in Goa, Jaipur, and there is also the Pride Tiger Woods Resort in Kanha. The outdoor sites spanning from South Mumbai to Central suburbs of Mulund are making quite a splash in the market. "The buzz is noticeable," admits, Sanjeev Gupta, Managing Director of Global Advertisers. "Pride Hotels is a premium brand that sells five-star luxury in style. Our selection of sites, phasing of the campaign and the execution had to do justice to this positioning.