

## R Royal Harbinger

Love nation,  
not party!

There is a fast growing misconception among the youth of today is that loving their favorite leader and party is equivalent to the patriotism. This is simply not. Social media has seen an upsurge of youth being vocal about political view. They pass on sharp comments on one leader and then shower extreme love on the other. Both these emotions flown into the political system are actually polarizing the system more every passing day. Leaders are now

## Editorial

backed by supporters. These supporters will never accept anything bad against their leader. Even if the leader has killed someone, supporter will see conspiracy in the plot while if the leader of opposition party has done some commendable job, they will find reasons to mock them or simply censure them. If you open your eyes to the reality and see with a balance of things, you will find that the parties ruling or opposing are nothing more than players we have fielded. We have asked them to perform certain duties and for that we pay them. So, we do not need to support them for anything they do. We are here to judge what they do and support only good things and not all. If we support good action by government then we have the right to, and in fact it is our duty to, censure any incorrect step no matter the wrongdoer is the one we voted for or not. Our love which has got deviated from country to leaders must be corrected immediately. Actually these leaders were supposed to love the country and take important actions so that the country prospers both outwards and inwards. Their actions had to be inclusive of sustainable growth that includes people till last end of the country both vertically and horizontally--but, that has not been the case always with all the leaders.

And this is why we have invested in democracy where we have the right to keep our representatives in check and show them their Exit gate if they are found in wrongdoings or fail to perform. So, ask yourself if you are keeping a vigil on your representative or have become supporter of a party.

Chandi got her photoshoot  
done for valentine's day

Chandi who was seen in Grand Masti film and guest role in serials got her photoshoot in red dress for Valentines day. She will be seen in two plays very soon as she is doing rehearsals for both the plays.

Global Advertisers creates buzz  
for Ishq Forever- a comeback  
movie of cancer survivor Lisa Ray

**Mumbai:** India's smartest out-of-home agency, Global Advertisers has put up large display for upcoming Bollywood film Ishq Forever. It's a romantic and musical film directed by Sameer Sippy. They had organized a party at Juhu Club Millennium, Vile Parle (w), Mumbai on 10th February 2016. The event was attended by film star Lisa Ray, newcomer Krishna Chaturvedi, Ruhi Singh and Sanjeev Gupta, MD of Global Advertisers.

Speaking on the campaign, Sanjeev Gupta, MD of Global Advertisers said "We have 18+ years of experience in promoting movies through outdoor medium. Our team at Global has selected the right mix of hoardings to promote the movie across Mumbai. We expect to see great result of our campaign on the box-office collection of the movie."

Mahindra Racing in Action at the  
Buddh International Circuit

**Udaipur :** Mahindra Racing demonstrated the incredible power and performance of its new M2Electro Formula E electric racing car, and new MGP30 racing motorcycle at the Buddh International Circuit today. These racing machines embody Mahindra's growing technical expertise and increased commitment to racing which is helping to build recognition and admiration for the Mahindra brand globally. Both the M2Electro and MGP30 compete at the very highest level of international motorsport in the Formula E electric racing car championship, and MotoGP world motorcycle racing championship respectively.

**Mahindra Racing M2Electro Electric Racing Car :** The M2Electro was developed by Mahindra Racing to compete in the second season of the Formula E championship. This made Mahindra one of a select few manufacturers that developed an all new electric powertrain for the racing series. The second generation Mahindra Racing car, the M2Electro is blisteringly fast with a 0-100kms time of under 3 seconds. It has been designed with a priority on increased performance, energy efficiency and weight saving. Developed to Mahindra specification with world leading manufacturers including McLaren and Hewland, the M2Electro showcases the technology that you will soon find in your next electric road car.

Mahindra's is taking these learnings and technical progress made on the race-track are transferred into the development of a new generation of electric road cars. These road also



demonstrate Mahindra's vision of the 'Future of Mobility' with vehicles that are Clean, Clever, Convenient, Cost Effective and Connected.

Formula E cars represent the future of electric car technology with racing taking place on city streets on all-weather treaded tyres similar to the tyres on your road car. The narrow, bumpy street tracks are a demanding test ground for any racing car and the M2Electro has excelled with no mechanical failures in its first few races in season two of Formula E. Early tests reveal that the M2Electro has proven a fast and reliable racing car, completing all allocated pre-season test days, successfully covering over 2,000km on track before official pre-season testing even began.

Piloted by former Formula 1 stars Bruno Senna and Nick Heidfeld, the M2Electro has impressed in its first races by scoring the team's maiden podium on its first outing in Beijing in a highly competitive field. Each driver races two Formula E cars during a race. During a mandatory pit stop about half way through the race, the driver pulls into the garage and swaps to a second car within a specified time. This in itself is a precise exercise and can be the difference between failure and glory.

Indian women seek freedom from  
appearance based societal bias

**Udaipur :** Today, at an event in Kolkata, Vidya Balan released the Nihar Naturals #IAmCapable national report. As a brand, Nihar always stood for the inner-voice of women and has supported a progressive life for them. This time, Nihar took upon the task of making Indian women realize that, "Appearance cannot be a tool to judge a woman's capability". In order to sensitise women about their inner capability through a powerful medium that would immediately resonate with them, Nihar Naturals launched the #IAmCapable report, a national study commissioned to Nielsen. The report highlights a limiting bias faced by Indian women today - 64% of Indian women



state that judgements passed on them has affected their ability to reach their true potential.

The Nihar Naturals initiative, commissioned this research to bust some commonly held judgements

regarding a woman's appearance and her ability.

Women's hair length and clothing choices are elements of style that Indian society routinely polarises either as 'traditional' or 'modern'. Long locks are considered 'feminine,' whereas short haircuts are not. Hair in a bun or braid is considered traditional and sedate; long and loose hair is judged as glamorous. With such fixed stereotypes at play, Indian women find their style being confused with their abilities like 62% of Indian men agree that women with long hair are better at attending to a child's needs and 62% of Indian men agreed that they don't think women who wear traditional attire can change the

tyre of a car.

An Indian actor has encountered and overcome such stereotypes in the professional world. As brand ambassador for Nihar Naturals, Vidya Balan said, "I have chosen to be associated with Nihar over 5 years because this brand believes in encouraging and enabling women to achieve their full potential. I learnt that more than 69% of Indian men agree that their judgement of women is based on their looks. I feel by making public the findings in this survey Nihar is doing a great job in rejecting appearance based stereotypes. Nihar through its initiatives, is tangibly enabling men and women alike to overcome obstacles to development."

Airtel expands its 4G  
services in Rajasthan

**Udaipur :** Airtel, India's no. 1 operator and the third largest mobile services provider globally with operations in 20 countries across Asia and Africa, today announced the launch of its high speed 4G services in Udaipur, Rajasthan. The launch marks the expansion of Airtel's 4G footprints in the state and will be extended to customers on other parts of the state in the weeks to come. With Airtel 4G, customers can experience high speed wireless broadband on Airtel 4G and get on to the digital superhighway to enjoy uninterrupted HD video streaming, super-fast uploading and downloading of movies, music and images. Airtel 4G is available to customers across a range of smart devices including mobile phones, dongles, 4G hotspots and Wi-Fi dongles.

Commenting on launch of Airtel 4G, Manoj Murali, CEO - Rajasthan, Airtel said, "As customers in Rajasthan show an increasing propensity for consuming data services, we at Airtel are excited to expand our 4G services in Udaipur and take the lead in introducing customers in Rajasthan to their first ever experience of blazing 4G speeds. We are committed to augmenting our 4G presence to more regions across the state and deliver a compelling network experience for our customers in Rajasthan - now and in years to come".

Customers can leverage a host of strategic initiatives by Airtel as part of its national 4G rollout:

**Unmatched value :** 4G at 3G prices: Airtel customers can enjoy



4G at 3G data prices with prepaid packs starting at INR 21. Prepaid customers using 4G compatible devices can also enjoy a special 4G double data offers.

**Seamless customer experience :** Instant SIM swap in minutes

1. SMS SIM <20-digit SIM Number> to 121 from your Airtel mobile and wait for phone to get disconnected from network

2. Reply 1 to confirmation SMS and wait for phone to get disconnected from network

3. Insert 4G SIM, switch on handset - select LTE in network settings

Free Home delivery of SIMs - <http://www.airtel.in/4g/sim-swap>

Innovative alliances and faster customer acquisition Alliance with Flipkart: Numerous 4G devices on Flipkart are now bundled and delivered with Airtel 4G SIMs. Customers

can choose from a range of 4G devices (from brands like Samsung, Xiaomi, Motorola, Lenovo, Asus and Huawei) and enjoy a host of attractive Airtel 4G data benefits

Alliance with device players: Customers can enjoy special 4G double data offers on the purchase of select 4G handsets Airtel has led the 4G story in India, having launched India's first 4G network in Kolkata in April 2012. Today, there are over 350 towns across India that enjoy Airtel's 4G services. Prior to that, Airtel had successfully conducted trials of its 4G services in select cities and leveraged feedback from customers towards strengthening its service experience. To get started on Airtel 4G, customers can walk into their nearest Airtel Store and switch to a 4G SIM. For more information, visit [www.airtel.in/4g](http://www.airtel.in/4g).

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Is Censor Board  
Really Fair? Wonder  
Direct Ishq Filmmaker!

There has been enough disparity and more by the censor board on the way films have been approved or denied a U/A certificate. While many have had censors working in their favour, many have bitten the dust in the hands of the board members. So while you have films like Saala Khadoos seeing the light of the day without any issue, makers of Direct Ishq are facing the fire by being made to change words like "Saale" to "Abbe".

Director Rajiv S Ruia is a troubled man. The maker has been handed over a list of 55 words that the Censor Board has deemed unfit for clearance. Right from Saali being replaced to Hateli, Kamina to Namuna, Pichwada to Bonetwa, Neeche Se To Yahan Se, Maal to Haal and so on.

Addressing the issue the maker Pradeep K Sharma of

Baba Motion pictures Pvt Ltd says, "This is really unfair that we see too many movies getting away with some glaring words in their title itself while we new filmmakers are asked to make so many changes to get a clearance!"

There have been many incidences of disparity in the past as well. While recently in Tamasha one saw Deepika Padukone abusing away to glory, the past there have been violent movies like Ghajini that have been passed under U/A certificate. But one can only wait and see if Direct Ishq gets some mercy or a revision from the censors.

Starring Rajnesh Duggall, Nidhi Subbaiah and Arjun Bijlani, Direct Ishq is an action packed romantic comedy set in the holy city of Banaras. The movie releases on the 19th of February.

Twinstar Display  
Technologies to set ...

**Udaipur :** Twinstar Display Technologies, promoted by Volcan Investments, will sign a Memorandum of Understanding (MoU) with the Government of Maharashtra, to set up India's first LCD Manufacturing Unit, known as Panel FAB. Under the agreement, Twinstar Display Technologies will invest \$10 billion over 5 phases in setting up India's first and one of the world's largest LCD fab units.

"We have made good of the promise we made to the nation during the Digital India Summit in July 2015. We are happy to participate in two of the Government's key initiatives - the 'Make in India' campaign as well as 'Net Zero Electronics import by 2020'. We will endeavour to make India a significant export hub of display units with the setting up of Panel FAB," said Anil Agarwal, Chairman, Vedanta Group.

The Compassion Crusade  
makes a port of call at Udaipur

**Udaipur :** International animal rights leader visits the city to demand rights for farmed animals. As part of the nationwide tour organized by the Federation of Indian Animal Protection Organisations (FIAPO), Victor Sjojin, Director of International Outreach at Vegan Outreach, USA has arrived today in Udaipur for a two day outreach mission in the city which is scheduled for 14th & 15th February. The Compassion Crusade as the tour is called, cast off from Delhi

in January to spread awareness on cruelty to animals farmed for human consumption. The, Crusade aims to reach out to 1.5 lakh people in 2 months and enter the Limca Book of Records as the Largest awareness drive for animal rights in Indian History. At Udaipur, it plans to distribute 3,000 booklets at tourist spots and across college campuses including an interactive talk and meeting with students at Geetanjali Institute of Technical Studies, Dabok.

Over 700 companies to  
take part in INDIWOOD

See the innovations and latest technology in the woodworking industry: there are plenty more reasons to visit INDIWOOD 2016 in Bangalore. One of the world's largest trade shows for Furniture Production Technologies, Woodworking Machinery, Tools, Fittings, Accessories, Raw Materials and Products being held at the Bangalore International Exhibition Centre from 25 - 29 February 2016. As always, IndiaWood looks forward to a huge participation of Furniture & Kitchen manufacturers, Saw Millers, Timber Traders, Plywood/MDF/Particle Board/Laminate Manufacturers & Traders, Traders and Manufacturers of furniture fittings / hardware, architects, builders and interior designers etc from Rajasthan.

Vodafone M-Pesa Felicitated by The Rajasthan Government  
For Empowering women & Financial Inclusion Thru 6000

**Udaipur :** Vodafone India, one of India's leading telecom service providers, was recognised by Government of Rajasthan for empowering rural women in Village Organisation (VO)/ Self Help Groups (SHGs) through Vodafone M-Pesa, in a partnership with Rajasthan Grameen Ajeevika Vikas Parishad (RGAVP). Shri. Surendra Goyal, Rural Development Minister, Government of Rajasthan presented this award to Vodafone for successful completion and performance of the pilot in 3 blocks. Additionally, Vodafone India was also awarded another 7 blocks by RGAVP to implement its M-Pesa service for over 6000 SHGs for instant deposits to their saving account using the mobile wallet.

Amit Bedi, Business Head - Rajasthan Circle, Vodafone India



said, "We are grateful to the Government of Rajasthan for this recognition and feel encouraged that our efforts towards supporting financial inclusion and creating empowerment are appreciated. We are also delighted to extend

our M-Pesa offering with RGAVP in another 7 blocks. The partnership started 6 months ago as a pilot in 3 blocks of Rajasthan viz Anandpur in Banswara district, Baap in Jodhpur district and Sankar in Jaisalmer district. Vodafone M-

Pesa has ensured that women who had to earlier walk for 15-20 kms for money transactions can now just reach their SHG meeting points within the village for sending and receiving money. Under the successful pilot run, women in these 3 blocks have made over Rs. 1.55 crore transactions at SHG meeting points by instant deposits to their account using the mobile wallet - Vodafone M-Pesa. We look forward to making meaningful contributions as we extend our services to the 7 blocks."

With the success of the pilot run, RGAVP has awarded another 7 blocks of Rajasthan namely - Chipabarod of Baran, Asind of Bhilwara, Kekri of Ajmer, Jhadol of Udaipur, Bakani of Jhalawar, Simalwara of Dungarpur and Balesar of Jodhpur. All these blocks constitute around 6000

SHGs and all of them walk nearly 15-20 kms for depositing money in bank.

RGAVP gives small loans to women in poor families in the form of cash. Loans are given to the Village Organisation (VO)/ Self Help Group (SHG) leaders and cashiers who drive the business. These loan amounts are disbursed in the form of cash and repayment amount is collected periodically. With Vodafone M-Pesa wallet, the loan amount will be deposited instantly by the lenders to the individual savings account. Instant confirmation in the form of SMS is sent to the individual handsets. Instead on travelling 15-20 kms in most case for cash transaction, Vodafone M-Pesa facilitates instant, safe and secure cash transaction for the poor in Rajasthan.