

Royal Harbinger

Like There's No Tomorrow

Preparations are on for International Yoga Day coming up on June 21. The Prime Minister will be in Chandigarh, leading an exercise to remind us of the importance of a holistic health regime to undo the damage we have done to our body, as well as build strength and resilience. Amidst the excitement, many of us health aficionados would have just realised that today is World Environment Day, and that we have not had time to spare a thought for the womb that has given birth to all life and is struggling to sustain it. The Earth. For India, World Environment Day could not be on a more appropriate date. Right between an ongoing drought and what may possibly turn out to be a plentiful monsoon, thereby meaning a period of floods. Drought is as much a result of overconsumption as of our failure to provide for that consumption in a sustainable manner. The Deccan Plateau is parched because

Editorial

of the running dry of its reservoirs and tanks, which are dependent on annual refilling. The north-western plains from Punjab to UP may be headed for a devastating drought in a slightly longer term that will not be addressed by a good monsoon. The region's addiction for groundwater is dipping into reserves built by nature over millennia.

Flooding, seen across most regions of the country, is essentially water being allowed to go waste. That is because we do not want to invest in building enough water conservation infrastructure, perhaps because the benefits will be realised sometime in the future. We are prepared to address a disease, but not to spend on preventing it.

India (just as the rest of the world) is in an environmentally critical state today - nearly 10 million hectares of natural forests gone in the past 15 years; around 40 per cent of India's total area is affected by degradation; and 50 per cent of lakes and wetlands lost since 1911. Our slice of the earth stands denuded and devastated because we have gone about the business of consuming without a thought for its consequences, or considering if there was a more sustainable way of consuming the same. It is just the same as us recklessly eating a packet of salted potato chips with a bottle of oversweet carbonated soft drink.

For too long our solution to deficiencies has been consuming even more, or applying toxic answers to imbalances caused in the environment. For instance, modern agriculture simply scaled up primitive flooding methods of irrigation. When the water was not available, we bored holes in the ground to pump out more. Multiple crops in the same fields led to nutrient depletion.

The beauty of being environment friendly is that it costs less and gives more profits, just as with eating less and exercising more. Do not spend on eating sugar and fats; instead go for vegetables and proteins. Similarly, do not spend on tubewells and fertiliser; opt for greenhouses and crops that are suited to the agro-climatic zone. Do not spend on ever-larger highways and cars; spend on trains and buses instead. Imagine the national investment that may be saved if there were to be no private cars - and all that money went into Metros and high-quality buses to serve every neighbourhood! Public policy can move in that direction at a faster pace if governments found public support. That is possible only when there is sufficient awareness among the people of the harm our consumption-driven lives are doing for our future generations. Social media - by spreading posts from the mainstream - is evolving as a great tool towards furthering the cause of creating awareness.

Last film which Razak Khan shoot was Sallu Ki Shaadi



Late Razak Khan played film director in Hindi film Sallu Ki Shaadi produced and directed by Mohammed Israr Ansari under the banner Angel Production, Brosis Production House and Aman Films Production. The film also have Kashyap, Arshin Mehta, Zeenat Amaan, Kiran Kumar, Asrani as other cast of the film. Entire shooting was in Etawah Uttar Pradesh. Producer director Israr Ansari was shocked when he came to know the news.

Suvigya Sharma's 'Utsav' attention at Virat Kohli's Charity Gala Dinner



Jaipur : City based artist Suvigya Sharma participated in a charity gala dinner that was hosted by ace cricketer Virat Kohli and curated by Chef Vikas Khanna on June 3 in Mumbai. The event was an initiative by Virat Kohli Foundation and Smile Foundation to empower children and youth. The duo included eminent singers, cricketers, Bollywood celebrities and many other popular personalities, all of whom gathered for the empowerment of underprivileged children and youth. While the guests savoured the extravagant dinner they also, treated their eyes to Khanna's coffee table book 'Utsav' which was at a special preview at the gala dinner. Utsav is one of the limited edition copies that is hand painted and crafted on a box which is handcrafted by Jaipur based artist Suvigya Sharma. "The purpose of this book is to build the advocacy around the cause of Nutrition for education. This book is supporting the pledge of #milliondollar4nutrition. And I am touched by the way Sharma has designed the cover of this limited edition book. It has added more life to the book," said Khanna. Sharma's contribution at the event was hugely applauded and appreciated. "It is a matter of pride to be appreciated by big shots like Virat Kohli and Vikas Khanna. The book will go to a couple of more previews before going under the hammer as we would like to build about the cause and encourage more people to be a part of the journey," said Sharma. While eminent players like Sachin Tendulkar, Virat Kohli, Chris Gayle, auctioned their bats at the duo, one also saw the auction of high end luxury products. The proceeds of the same will be used towards the education initiatives of Smile Foundation.

HRITHIK ROSHAN TO ENDORSE FLAIR PENS

Udaipur : FLAIR leading Pen manufacturer celebrating its Golden Jubilee announced its alliance with Bollywood Superstar Hrithik Roshan. As FLAIR Writing Instruments Ltd's - Brand Ambassador Hrithik Roshan will launch a series of new pens backed by a high visibility publicity campaign.

Mr. KJRATHOD - (Chairman-FLAIR) explained that "Flair pens has an installed capacity of 5 million pens per day and are sold in India through a strong distribution network of 4000 distributors and 245,000 retailers. Bollywood Superstar Hrithik Roshan would be a big Brand Differentiator and will help Flair Pens increase product awareness and add new cus-

tomers."

FLAIR proposes to launch many new pens with unique features that enhance consumer experience. India uses 880 Crore plastic pens annually and dump them polluting the environment. A regular ball point pen has a writing length of about 1000 meters. As an environmentally conscious measure FLAIR has two of the longest writing pens. FLAIR MARATHON (Rs.10/-) that writes 3 times more than any similar priced pen and FLAIR WRITOMETER (Rs.20/-) which has a writing length of a world record 10,000 meters nonstop that is equivalent to more than 10 Ball point pens put together. FLAIR INKY (Rs.45/-) is India's most popular fountain



ink pen among school students. FLAIR ADDICTION (Rs.20/-) has unique grip and smooth flow (low viscosity) which enhances users' writing pleasure. FLAIR EASY CLICK (Rs.5/-) is India's fastest selling pen.

"A pen is capable of adding

growth to your Life" explained Hrithik Roshan and recalled having used a FLAIR pen in his successful super-natural-alien adventure KRISH (2006) in which the pen was a critical part of the storyline.

Flair's new point of sale pub-

licity material featuring Hrithik Roshan is expected to improve the look and feel of the retail outlets and make pen purchase a fulfilling experience for the consumers.

Flair exports pens to more than 75 countries. In financial Year ending March 2016, the Indian Pen Industry is valued at about Rs. 4600 Crores which includes exports of about US\$ 220 Million. The USA & South American Countries are a big market for Indian Pens. Indian pens are also fast replacing Chinese pens in Middle East & African countries because of their quality and superior writing experience.

Sofia hayat reveals why she turned into a nun



Mumbai : Ever since her transformation into Gaia Mother Sofia, Hollywood model-turned-nun Sofia Hayat has been criticising the use of makeup and even said that she will never have sex or get married. She said in an Instagram post, "We are beautiful without make up..hair colour..fashion..we are perfect as we are." Now, Sofia has apologised to her fans for her 'previous life' as a model.

Speaking to media, Sofia said, "I apologise to my fans and anybody who found me beautiful with makeup and implants. Three weeks ago, I had my implants removed."

Sofia said in an earlier interview that she will never have sex, get married or have children. When asked if she considers having sex or getting married wrong, Sofia said, "The problem is media

promotes sexual promiscuity. There is nothing wrong with making love. I say, make love and connect to your bodies. I will not marry or have sex or have children as I need to save myself for my children earth. I am the Holy Mother Gaia Mother Sofia.

She further said, "Unfortunately, women start believing that showing sexy, curvy body is freedom. The truth, however, is that media all media organisations across the world are directly or indirectly controlled by men. So what we thought was freedom, was just a man's view of how a woman should look. That is some freedom!"

Sofia was in tears when she spoke of her visit to Egypt. She is India to support different NGO'S and want to go to drought affected areas in Maharashtra. She will not promote her film Six X.

The Romcom Love Ke Funday on Today's Youth Set For July Release



The romcom 'Love Ke Funday', a film on today's youth has been produced by FRV Big Business Entertainment Private Limited by Faaz Anwar and Prem Prakash Gupta. Written and directed by Indervesh Yogee, the film with music by Prakash Prabhakar & Farzan Faaziz, is slated for release in July this year.

The film revolves around four heroes and four heroines. One is a married couple while another pair is in a live in relationship. There are two bachelors who keep changing their girl friends, like most of the youngsters do today. The youth oriented film has dialogues with humorous punches like "Why do jeans for girls have chain in them? What is the use?"

Faaz Anwar is a renowned romantic poet and lyricist and his romantic songs are legion, like in Dil Hai ke Maanta Nahin, Saajan, Hello Brothers, Jab We Met and Dabbang (Tere Mast Mast Do Nain) and Rowdy Rathod (Chikni Kamar). Prem Prakash Gupta who had earlier produced Super Model and the Punjabi film Munde Kamaal De. According to them today's youngsters think differently and have a different approach towards life and hence given a break to a new director.

Indervesh hails from Haryana. It is Indervesh's debut as a direc-

tor after having assisted several big directors in the past. Indervesh Yogee says, "It is a film on today's youth and hence college boy and girl will be able to identify themselves with each and every character on the screen, especially as it is a film about them and has been presented with a sense of inherent humour".

Manjunath N. and Manohar Iyer are the co-producers of the film Love ke Funday. The associate producers are Aashni Krishna, Sundeeep K Goyal and Jasbir Singh while Shree Shankar is the cinematographer of the film. Meraj Ali is the Editor and Rahul Vichare is the art director. Aslam Keyi has done the background music while Sujit Kumar is the choreographer. Bunyad Ahmed is the Executive Producer while Atit Jaidev is the Creative Director who has also handled post production. Naushad Shaikh and Abhishek Sharma are the production managers of the film. The film stars Shaleen Bhanot, Rishank Tiwari, Rahul Suri, Harshvardhan Joshi, Ritika Gulati, Samiksha Bhatnagar, Sufi Gulati, Pooja Bannerjee and Pramod Moutho.

Relive your memorable moments from the golden period of your campus days in Love Ke Funday which is slated for release In July 2016.

Big Bazaar's Monthly Bachat Bazaar Shopping Gives Rs 2000 Monthly

Udaipur : We always tend to plan our grocery shopping around the time of salary. Big bazaar, India's most loved chain of Hypermarket, is at your rescue. Big Bazaar's Monthly Bachat Bazaar, which helps consumers save not only in the first week of the month, has got bigger and better with launch of "Monthly Cash/Bonus Vouchers". Now customers shopping between 1st - 8th June for Rs. 2500/- will get "Monthly Cash /Bonus Vouchers worth Rs. 2000/- which gives additional benefits on a wide range of products across various categories throughout the month.

Big Bazaar customers shop-

ping for Rs. 2500/- between 1st -8th of every month will get unique benefit of vouchers worth Rs. 2000/-, which they can redeem from 9th till the end of the month. Monthly Cash / Bonus Vouchers Booklet will give the power to the customer, to not just shop and save in the first eight days of the month but avail extra saving and discounts for the rest of the days with exciting offers. These cash/Bonus vouchers will be over and above Big Bazaar selling prices and can be redeemed across any Big Bazaar, fbb and Food Bazaar across India.

Speaking on the occasion, Mr. Sadashiv Nayak, CEO, Big Bazaar

said, "We understand the need to evolve and keep redefining our propositions that enhance value to our customer and maximize saving on shopping. We are sure that the Monthly Cash/Bonus Vouchers will help our customers to maximize saving and enjoy shopping throughout the month".

Monthly Bachat Bazaar helps people save on their monthly grocery shopping in the first 8 days of the week, when they get their salary. With Monthly Cash/Bonus Vouchers the extra saving and benefits will be extended for the whole month, so head to your nearest Big Bazaar and enjoy shopping!

Frost & Sullivan India Ict Awards Recognises Vodafone's Leadership In The Enterprise Segment

Mumbai : Vodafone Business Services (VBS), the enterprise arm of Vodafone India, claims top honors at the Frost & Sullivan India ICT Awards 2016. VBS won the award for the 'Enterprise Mobile Service Provider of the Year' for the sixth year in a row. In addition, it was also the first time that VBS was awarded the 'Enterprise Telecom Service Provider of the Year - SMB segment' in its category.

"Vodafone Business Services is very grateful for this recognition as we continue on our journey to be the most trusted and valued total communications partner with solutions across fixed, mobility, cloud and IoT. We thank our customers for their vote of confidence," said Nick Gliddon,

Director, Vodafone Business Services. "Receiving the Frost & Sullivan award for SMB segment is especially a matter of great pride this year as we believe they are the growth engine for the country, and we are well positioned to serve their needs."

"In 2015, Vodafone demonstrated excellence across its mobility portfolio and made strides in penetrating and targeting the SMB segment. Vodafone's mobility portfolio has empowered enterprises to scale up faster, streamline operational efficiencies and more importantly build a more connected and productive workforce in this ubiquitous mobile world.

In the SMB segment Vodafone has been at the forefront of inno-

vation to empower SME companies to meet the challenges of the current business environment and equip them to prepare for their next phase of growth. Vodafone's comprehensive value propositions across their portfolio coupled with their strong partner and channel ecosystem has enabled them to offer SMB's an ideal technology growth partner to fulfil their objectives. With its strong leadership in mobility and its commitment towards offering the SMB segment an enriched service experience, Vodafone is well positioned to act as a business enabler for enterprises in the coming global and hypercompetitive business landscape", said Benoy CS, Director, ICT Practice, Frost & Sullivan.

Cast, Crew and synopsis of Marathi film Barad

Film Name - BARAD
Release Date- 10 June 2016
Production House- Image SRK Productions
Producer- Devendra Kapadnis
Co-Producer- Kumar Gandhi
Presenter- Atharva Movies
Director- Tanaji Mahadeo Ghadge
Story, Screenplay, Dialogues- Deven Kapadnis
Actors- Bharat Ganeshpуре, Suhas Palshikar, Rajan Patil, Nandkishor Choughule, Sanjay Kulkarni, Dhananjay Jandар, Rohit Chavan, Ajay Tapkire, Vasu Patil, Srikant Badve, Shahaji Kale, Geeta Shinde, Kamal Thoke, Namrata Kudalkar, Sharvari Joshi
Executive Producer- Shankar Dhuri
Line Producer- Pankaj Kothawade
Art Director- Vasu Patil
Music- Rohan Rohan, Sandip Wadekar
Singers- Rohan Pradhan, Bharat Ganeshpуре, Piyush Ambhore
Lyrics- Dr. Mithila Kapadnis
Cinematography- Surendra Singh Paraswan & Kamal Chauhal
Editor- Pankaj Sapkale
Background Music- Prakash Nar
Sound Design- Abhijeet Shiram Deo
PR- Himanshu Jhunjhunwala, Rajeev Ketkar, Kartiki Yadav
Distribution Partner- Ajay Phutane, AP communications

BARAD a barren land of fertile dreams Alkud (M) is a typical small village in a Maharashtra with an agrarian economy and a simple life, like any other village. The urban way of living fascinates, but the economy doesn't allow. The story starts with a survey conducted by a government agency at Bardi, the barren land adjacent to the village. Anna, a village veteran, is called for, as a witness to the survey. Anna enquires about the survey. The information by the officer contains some crucial words in English. Anna and Appa try to conclude a meaning.....guessing remains their only access to what this survey is all about.

Anna is respectable personality of Alkud (M).

He was active politician few years back. Unable to cope up with the new way of politics, isolates himself from active politics but always kept himself socially active. His efforts showed when Alkud was recognized by the Government as a non-quarrelsome village. (Tantamukta Gaav).

Anna's guessings about the survey transforms to fear, the fear of acquisition of land, which compels him to fence his piece of land. This simple act becomes a genesis of rumour... Guess transforms to gossip, gossip to rumour and rumour to a news...!! The news of a proposed industrial zone at Alkud spreads throughout the Manjari legislative constituency.....!

Arunbhau, sarpanch of Alkud, who's an active and a typical new line politician, learns about this and further propagates it to MLA Waghmare.. Now Waghmare tries to confirm the news immediately, as he plans to declare the same officially as early as possible; to show his efforts for new industrial zone.

This, he thinks, will fetch him great political mileage. But unfortunately, the news leaks to Walzade, Minister of Industry, who belongs to the same district. For his ambitious political dreams, Walzade wants to retain all legislative assembly seats, for his party and faction. In the last election, his sole loss came at Manjari...!! So Waghmare was always there on the top of his hunt-list...!! He gets all the information about survey and its significance but for his political game he just holds the reality.

This game of political one-upmanship at every step becomes fodder for rumour...!! Waghmare starts buying land in Alkud.. His target of 200 acres creates a wave of speculation...!! The non-fertile and barren Bardi turns gold...!! This wave disturbs the harmony of the village. By the time this political game ends, the village lost its human relationship pattern and simplicity of being. Awarlike scoundrel spreads all over, which hampers the community thread. This forms the core of the story... A story which has parallels in every society across the world...Alkud, solely coincidentally being the stage here.