



Add Zing to your professional life

Wake up early morning and reach office in time, check emails and get immersed into work, finish that to-do list and leave for home, take a paycheck and then update your resume to add that new project. Most of us unfortunately are happy with this kind of life. A handsome salary, nice family, and regular appraisals. But if you devote sometime and think what exactly are you making of yourself, you might surprise yourself - may be you are earning nothing!

Work will vanish into forgone projects, experience will turn stale as new technologies will come in, and money will all be lost into the huge market we have.

When you think of yourself, you might realize that you are nothing but a part of huge crowd that does the same thing again and again. Raise your buried head from your cubicle and notice that many people are better than you, then you are better than many of them as well. Few are more popular and respected than others. Even you are one of the respected people. People know you for that skill with which you are still sitting on that revolving chair.

Now look at the exit door of your office and question yourself - How many people know me for what I know, out of this office? People outside of the office are only those who are related to you by family, friendship, or business. Does an unknown person ever would know you without having met you.

Editorial

Your obvious reply would be NO, and reasons you have to satisfy yourself would be like

- I do not have any special talent or I simply am too busy to try out that passion of mine to become popular.

Well, I disagree. I believe that you can still be popular and be appreciated by many people who are not connected with you by any means. And overall, you can have something to show to your grandchildren down the line 20 years from now apart from house or a bank balance.

Think about blogging! Yes, you can blog what you know. Create a free blog on any free blog service provider website and write what you know. You do not need to be a writer or expert in English; all you need to know is what you know.

Simply pick a topic of your interest and start writing about it. You do not need to devote special hours, simply open that new post page on your system and keep jotting points of topic that you would like to write on.

And then whenever you get time, elaborate on one point at a time. This will not only keep you refreshed but will also help you get charged up every time you feel tired or bored. Normally you would turn to Facebook or Twitter to rejuvenate your senses, this time try a blog.

As you keep writing, your content gets automatically saved on server - that means your work is always safe. If some idiot friend of yours jumps up and pulls you for a tea break, you can simply close that browser window and you will have your work saved till last letter.

When completed, simply copy entire text and put it into a Word file so that you can get rid of typos. Read couple of times before posting it back to the blog.

Now, now simply post it and share the URL on your LinkedIn or Facebook profile pages. In the list of people who would appreciate your work, there will be many who would realize your knowledge and would like to hear more from you - a reason to write back and again.

A regular posting to the blogger would give you an identity and you will earn more followers. You never know someday your name could appear in the top list of Google search engine when you try your name.

I am the one whose name appears in all top listing in Google and Bing when searched by name - Prashant V Shrivastava. You have the inspiration now, go, get started now! All the best!

Mukesh Khanna Launched, Unveiled Shaktimaan Wax Statue



Mukesh Khanna invited friends, relatives and media for launch of his website www.mukeshkhanna.in. He also unveiled Shaktimaan wax statue and spoke to media regarding new films of CFSI. He also showed promos of new 8 films made by CFSI to media and guest. Satish Kaushik, Pankaj Parashar, Shravan Kumar, CEO CFSI, Manish Tiwari and many more came for this event. Mukesh Khanna spoke regarding website, CFSI new plans and wax statue. Some of the films were Chidiyakhana by Manish Tiwari, School Chalen by Satish Kaushik, Banarsi Jasoos by Pankaj Parashar, Tennis Buddies by Anup Wadhwa, Naani teri morni by Akash Aditya Lamba, serial V3.

Dr. L Subramaniam Joined reception hosted by Queen Elizabeth



As a part of the UK-India Year of Culture 2017, Dr. L Subramaniam was one among several celebrities to have been nominated by Prime Minister Narendra Modi. The event was hosted by Queen Elizabeth II in Buckingham Palace. Ambi Subramaniam told that my dad Dr L Subramaniam performed and closed the cultural festival of India at UK 2017 Festival with the London Symphony Orchestra and premiered a new symphony called The Bharat Symphony. Dr. L Subramaniam also thanked the Prime Minister for nominating him for the culture event. The UK-India of Culture 2017, which was led by finance minister Arun Jaitley, saw the presence of several dignitaries including Kapil Dev, Kamal Hassan, Manish Malhotra, Suresh Gopi and Gurdas Mann.

Xerox India announces enhancements to its popular Xerox Color C70 Printers

New Delhi: Xerox India, a part of Xerox Corporation, announced the launch of the enhanced version of its popular Xerox Color C70 Printers with the all new Fiery NX Pro at PrintPack 2017 in Delhi/NCR earlier this month. For the first time, a High End RIP will be available in the entry production printing space along with substantial feature upgrades focused on the media handling capabilities. These capabilities make it easier to handle a wider range of substrates to include lightweight media (60 gsm) often used for dictionaries along with heavier, more challenging stocks (256 gsm two-sided/300 gsm one-sided) used for cards or invitations including textured media. Commenting on the upgraded device, Mr. Balaji Rajagopalan, Executive Director, Technology, Channels & International Distributor Operations, Xerox India said, "With the updates made to the award-winning Xerox Color

C70 Printers, we are trying to ensure that our customers are provided with features associated with our high-end production printers at the cost of an entry-level printer. The enhanced version allows small businesses and manufacturers to enhance and expand the applications they create with increased substrate flexibility and greater image quality accuracy. We are confident that the enhancements will raise the interest for the press in SMBs & help us in expanding our reach to tier 2 and 3 cities in India, thereby adding to our overall digital printing volumes." **Other Xerox Color C70 Specifications** "The software updates and feature enhancements makes Xerox Color C70 Printer a cost-effective digital printing option for a wide range of printing needs, opening up application opportunities to print environments of any size, inclusive of synthetics, rugged polyester labels, menus, carbon-



less paper, never-tear paper, transfer papers, magnets, signs and vinyl window clings. "The Xerox®C70 unique EA Toner with Ultra Low Melt technology, fuses the image to synthetic media in a chemically bonding way. It also provides excellent cost saving capabilities by reducing power consumption in standby mode by 44% compared to a resistance heating device and consumes 1/6th of the total energy con-

sumed by most of the digital press available in this segment. "When printing on certain specialty media such as textured linens, polyesters, and other heavyweight substrates, the new Optimal Print Quality Mode can be used. This will produce higher gloss output with optimal image quality. This mode is selectable via the Optimal Print Quality Button located on the RIP. The Xerox Color C70 was



awarded the 2016 Buyers Laboratory Production Printer PRO Award for its reliability and above average color stability on both uncoated and coated media. It now offers even greater accuracy and media flexibility. It would be available in India through our extensive channel partner network of 150 at an attractive price range. **About Xerox** Xerox Corporation is an \$11 billion technology leader that

innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what's at the heart of work - and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe - in more than 160 countries - our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace. For more information visit www.xerox.com

Vedanta wins Platinum and Gold at LACP Vision Awards

Udaipur: The Annual Reports of Vedanta Limited and Vedanta Resources Plc won Platinum and Gold, in the Materials and Energy - Equipment & Services category respectively, at the LACP Vision Awards 2016. The awards recognize best practice in international financial reporting. Vedanta Limited's FY 2016 Annual Report earned 99 of a 100 points and was ranked 19 among the top 50 reports worldwide. Vedanta as a purpose driven organisation ensures best practices in financial and non-financial disclosures, including governance, ethics and proactive information sharing. The Annual Reports reflect the best practices of Vedanta, which are benchmarked globally. "We are delighted that Vedanta's Annual Reports were recognized at the Vision Awards. These awards truly

credit the excellent performance of our teams and place our Annual Reports among the best in the world in terms of the quality of their disclosure," said Tom Albanese, Chief Executive Officer, Vedanta Resources plc and Vedanta Limited. The League of American Communications Professionals (LACP) is a forum within the PR industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. The League of American Communications Professionals (LACP) is a forum within the PR industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities.

Dearness allowance may go up by 2-4%

New Delhi: The Centre is likely to announce a hike of 2-4% in dearness allowance for about 50 lakh of its employees and 58 lakh pensioners later this month. Dearness allowance and dearness relief are provided to employees and pensioners to neutralise the impact of inflation on their earnings. The labour unions, however, are not happy with the proposed hike saying it would not be able to offset the real impact of price rise. "The dearness allowance as per the agreed formula by the Centre works out to be 2% which would be effected from January 1, 2017," Confederation of Central Government Employees' president KKN Kutty told PTI. However, Kutty expressed dissatisfaction over such a "meagre" hike saying that the consumer price index for industrial workers (CPI-IW) which is an agreed benchmark for increasing dearness allowance, is far from reality. He said that there is difference between the quantum of price rise of commodities ascertained by the Labour Bureau

and the ministry of agriculture. The average CPI-IW to be taken into account for raising DA is 4.95% from January 1 to December 31, 2017. Since the government has already hiked the dearness allowance by 2% in October last year from July 1, 2016, it will now raise it further by 2%. As per an agreed-upon formula, the Centre hikes the allowance taking 12-month average of retail inflation. The government does not consider the price rise rate beyond a decimal point for deciding the rate of the dearness allowance. Therefore, despite the fact that the hike works out to be 2.95%, the government will ignore the rate of price rise beyond decimal point and increase the DA by 2%. Kutty said that the federation, in the next meeting of the national council, would make a case for considering the fractions while fixing DA. The national council is a forum where unionists and senior official discuss issues concerning central employees.

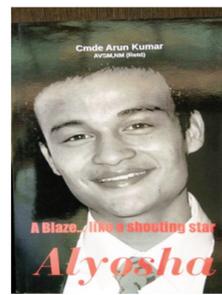
Anirudh Dave And Shubhi Ahuja To Play Reel Life

Mumbai: Anirudh Dave has turned second time lucky! The actor's wife, Shubhi Ahuja, will play his heroine in Dheeraj Kumar show Y.A.R.O Ka Tashan. The show is produced by Creative Eye Ltd. Anirudh Dave and Shubhi Ahuja had worked together in Bandhan two years ago, but weren't a couple back then. Interestingly, Anirudh was clueless about his wife bagging a part in the show. "I had no idea that she had gone for the audition and got finalised. Even my creative team kept it a secret. I learnt about it much later, during the mock shoot. She wanted to work with me and I am glad to have got a second chance." Ask him if he was instrumental in getting her the role and he replies, "No, every actor gets work on merit and no one can take that credit away. It would be interesting as she will romance my character, which is of a machine."

'Alyosha, A Blaze...like a shooting star' released

Mumbai: "We hear of so many heinous crimes everyday and it happens because some people think they can get away with it," said Arnab Goswami (Journalist, News Anchor, MD & Co Founder of Republic TV), during the release of the book 'Alyosha, A Blaze...like a shooting star' on 25th Feb 2017 at Title Waves - Mumbai's first large format boutique bookstore, St.Pauls Media Complex, Bandra (West), Mumbai. Written by Cmde Arun Kumar, AVSM, NM (Retd), the biography is a fathers tribute to his brave son Alyosha Kumar and functioning of 'The Brave New World Foundation' for education of underprivileged and willing children. "I know the spirit in which you are naming it 'The Brave New World Foundation'. You are showing fortitude and saying there is a never give up spirit in you. But that must not stop us from questioning that must not stop us from campaigning, and acting and confronting. Because we can't take it lying down anymore," said Arnab Goswami. Speaking about his new venture, Arnab Goswami informed the audience that Republic TV should start airing in two months. "I will in my way, I am promising you today, I am starting a new media and we will actively work with you. I don't

make false promises. When I go back, I will institutionalize this. So while we fight for what is wrong, we also work to repair the injustice that has been done to this wonderful family. I will remain connected to 'The Brave New World Foundation', through my journalism or whichever way we do, so that we can campaign on behalf of the people. If we institutionalize the spirit of Alyosha, we will create many more like him," he said. Alyosha lived a short life, which he lived to the fullest following his convictions, with utter honesty and showing compassion to his fellow beings. His simplicity and positivity of outlook endeared him to those who came in touch with him whilst his brutal forthrightness quite often brought him into conflict with those in authority. Ever since his birth, it was apparent that Alyosha was a special and exceptionally gifted child. He excelled in sports and academics with equal ease. He was also very perceptive of the human nature. His friends knew him to be a daring and brave boy, who stood up against odds and injustices in life with dignity. In the wee hours of 30 Sep 2007, he was fatally stabbed at Bangalore whilst defending his friend from molestation. His parents, Cmde



Arun Kumar, Ms Deepa and his paternal aunt Ms Prabha Rao have set up a public charitable trust "The brave New World Foundation" as per Alyosha's desire, to help the disadvantaged sections of the society. Cmde Arun Kumar, AVSM, NM (Retd) said, "A Blaze...like a shooting star is the story of Alyosha Kumar, whose life was short lived like that of shooting star. In that short span, Alyosha blazed his unique trail of brilliance. As a classmate he said Alyosha Kumar was amongst a rare concoction of talent that combined a brilliant mind with fine sportsmanship. Even as a school kid most wondered how he managed to excel in so many fields. Yet his most fine qualities were his uncompromising honesty and his faith in people. His Headmaster from Lawrence School thought

Alyosha was too wise a head for so young a body and epitomised all that is brave about 'The Brave New World'. The name Alyosha signifies 'Defender of Man' and true to it, Alyosha Kumar died defending the honour of his friend. In the country that he was born in 'Russia', a monument to 'Alyosha' stands in the city of Murmansk as the defending spirit of the Russian people in 'The Great Patriotic War (1940-45)'. In most ways, the story of Alyosha Kumar depicts that very spirit. Alyosha's compassion for fellow beings was manifest in a will he wrote at the tender age of nine years wherein he foresaw with great equanimity and clarity his own end and expressed his desire wanting his monies to be used to start a charity forum to help the poor and the needy. Even though short, Alyosha lived his life to the full doing in his way, uncompromising in his convictions and yet experiencing the full spectrum of human endeavour. He leaves behind a rich legacy which most falls short of even in a full lifetime." The book is published under the imprint Frontier India and the foreword has been written by Dev Lahiri, ex headmaster at the Lawrence School, Lovedale.

Women literacy up, child marriages down: Minister

Jaipur: In Rajasthan are getting literate and it was evident from the fact that child marriages have declined in the state to 35% from 65%, said women and child development minister Anita Bhadel on Sunday. HT PHOTOMinister Anita Bhadel (third from right) said child marriages in Rajasthan declined from 65% to 35%. "Now, we have to bring this figure to zero, which will be a challenge to us," she said, while addressing elected women representatives and students on the concluding day of Aao Sath Chale, a state-level programme launched on the occasion of International Women's Day on March 8. Bhadel said education is the only way to protect women from social evils. "Education empowers women and develops leadership qualities among them." Speaking on the occasion, health minister Kali Charan Saraf said women are no less than men in any way. "We have to bring change in the male dominated society to provide women their rights," he said. Higher education minister Kiran Maheshwari said, "Girls are very special; without girls and women, we cannot imagine a healthy society. Child marriage is ill-practice, and all elected representatives should work in order to stop it." UNFPA chief Diego Palacios said UNICEF and state government are doing a good job to curb child marriages. "If all sections of the society work collectively to stop child marriage, the situation will be better," she said. Child development department secretary Kuldeep Ranka said this is for the first time International Women Day has been celebrated for a week in the state.

Tanishq launches Rivaah - a new sub-brand for wedding jewellery for all Indian brides

Udaipur: Tanishq, India's largest and most-loved jewellery brand, announces the launch of its new sub-brand, Rivaah. With the launch of its second sub-brand, Tanishq makes available a wide range of stunning handcrafted wedding jewellery for brides from across India, designed and conceptualized by the Design Team in Bangalore.

Tanishq believes that every bride deserves the best for her special day and has ventured into this category pre-summer wedding season. Rivaah will be available across the brand's large and expanding retail network, which is currently present across 205 stores. Jewellery from Rivaah begins at Rs. 1 lakh. Rivaah is the union of Tanishq's tradition and craftsmanship - Rivaah and the sacred bond of marriage - Vivaah. Irrespective of which part of the country a bride hails from, jewellery is always an integral part of the wedding ceremonies.

Rivaah comprises of ornate creations in gold, diamond, Kundan and polki, to cater to a bride hailing from any community across India.

Every piece of jewellery from Rivaah, be it a haathphool for a Punjabi bride or a kamarbandh for a Kannadiga bride, is a Tanishq masterpiece in itself. Tanishq pays an eloquent tribute to the discerning Indian bride of today, with the launch of Rivaah. Sharing his thoughts on the launch of the latest sub-brand from Tanishq, Sandeep Kulhalli - Senior Vice President, Retail and marketing, Jewellery Division, Titan Company Limited said, "We are extremely proud to launch Rivaah, our latest sub-brand, dedicated to the Indian wedding category. Over the years, we have seen the potential for this category grow and we feel that now is the best time to carve our wedding jewellery offering into an identity of its own. With Rivaah, we will initially cater to 13 bridal communities across India and celebrate their culture.

This new offering has the best-in-class design direction and marks the beginning of a new journey for not just the bride, but Tanishq too."

