



Why MCD elections are that important?

Municipal Corporation of Delhi is yet another popular civic body in India. And is all set to pick up a fresh set of faces for the new five-year tenure starting this year. So what's new this time? There have been polls since its inception. The answer is the stake of multiple political parties. All the parties namely Bhartiya Janata Party, Congress, and Aam Aadmi Party are working hard to form the administration in the MCD for various special and very significant reasons.

BJP, of course is on a winning spree and it won't be exaggerated if they are termed as invincible this point of time. Their latest and biggest victory after general elections of 2014 was in Uttar Pradesh where they defeated everyone who came in their way. Led by master strategist Amit Shah, the party is on top. They would like to win MCD as well but here they will be facing anti-incumbency and the prevalent corruption. To combat the roadblocks of anti-incumbency and corruption, the national party may plan to field fresh faces. But still, people will judge the party based on work they have done in these ten years.

Aam Aadmi Party though is not facing the issues of anti-incumbency or corruption but they have been in state power since last two years. Most of the people in Delhi find it hard to understand which development work comes under MCD and which of their facility is onus of state government. At ground level they

have done well so far in some areas like water, electricity, education, and health but still they are far from fulfilling their most of the promises

Editorial

like cameras and free wi-fi. Also their latest defeat in Punjab assembly polls and a total fiasco in Goa have really put their ratings down as a party that can handle multiple governments. But still in Delhi, their base is strong and people who decide the fate of corporations are too busy to analyze a party's national performance and vote share arithmetics. All they will see if the ruling party has done well or not in the areas in their control. This will be the only parameter for their evaluation. Congress which ruled the state from assembly for three consecutive terms until 2013, will only have fresh promises to make to win the MCD elections. Their recent debacle in UP while has been a great setback, their unprecedented Punjab win has proved to be nothing less than a panacea for the national party. Their only hope would be anti-incumbency from BJP and AAP are different levels.

Since anything that happens in Delhi becomes a breaking news across the country, each of these parties will try and prove their power and popularity here. But, as far as people are concerned, they do not care for a particular party anymore. Both BJP and AAP have their share of responsibility from center and state's perspective. These parties will surely be measured on their achievements hitherto. While, congress will much depend on the bad show of these two. Even after their win in Punjab, the top leadership is yet to come into picture. The congress needs a miraculous win to survive while the other two will have more chances in the future to improve their ratings.

Yogesh Lakhani, Won Two Awards In One Week



Yogesh Lakhani, CMD of Bright Outdoor won two awards in one week. He won World Icon Awards at Dubai and Economic Times Best Brand icon awards in Mumbai. He would like to thank God, his family, his friends, well wishers & clients for trusting on Bright Outdoor Media on International level.

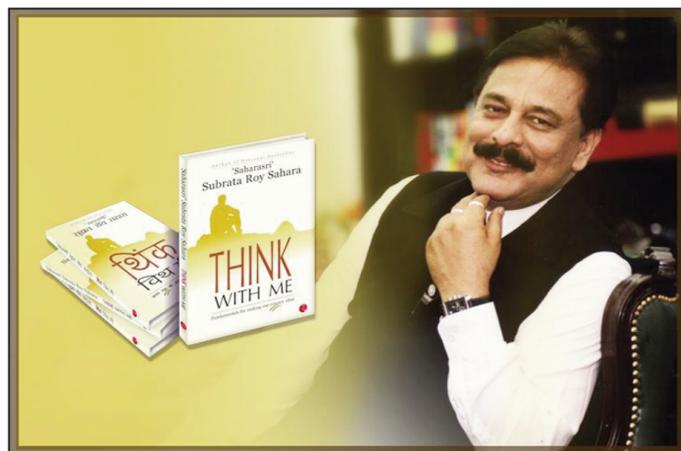
Subrata Roy Sahara's Book - 'Think With Me' Hit The Number One Spot In The Bestseller Chart Of Nielsen

Lucknow: 'Think With Me' - a book written by Shri Subrata Roy Sahara, Managing Worker & Chairman, Sahara India Pariwar, has topped the best-seller chart of Nielsen. The book "Think With Me", written by Shri Subrata Roy Sahara, has elaborately detailed out the deep-seated and thought-provoking commentary on various issues and how to deal with them to make India an ideal nation and a greater country. According to Nielsen, best-seller list, last week, 'Think With Me' topped the chart by ranking number one and has become bestseller in the non-fiction category of Nielsen BookScan. Earlier week, the book was in the 10th position in the best seller chart of Neilson. The book 'Think With Me' is published by Rupa Publications.

The Nielsen BookScan service, which happens to be the world's largest continuous book sales tracking service operating in

India, the UK, Ireland, Australia, US, South Africa, New Zealand, Italy, Brazil and Spain, collects total transaction data at the point of sale directly from the tills and dispatch systems of all major book retailers. Nielsen collects data from online and offline booksellers including Bookadda, Crosswords, Connexion, DC Books, Flipkart, Indiatimes, Infibeam, Landmark, Landmark Retail, Capital Book Depot, Rediff, Odyssey, Pageturners, TV18 Homeshopping, WH Smith India, ebay, Mahindra Retail, Reliance Timeout, Snapdeal, etc.

The book 'Think With Me' was unveiled in the theme session of Think With Me Summit 2016 at Lucknow in December, and was well received by readers. Within 3 months of its launch, the book - 'Think With Me' has walked upright in the chart to acquire the status of a Bestseller. The 'Think With Me' Summit and the unveiling of



the book, in December, was attended by eminent personalities and galaxy of stars including Shri Keshav Prasad Maurya, Deputy Chief Minister of Uttar Pradesh, Superstar of the millennium Shri Amitabh Bachchan, Spiritual and Yoga

Guru Swami Ramdev, Shri Om Prakash Mathur - National Vice President, Bhartiya Janta Party, Shri Satish Chandra Mishra, Lawyer and All-India General Secretary, Bahujan Samaj Party, Ace Tennis Star Ms. Sania Mirza, Leader of

Opposition in Rajya Sabha Shri Ghulam Nabi Azad, Shri Akhilesh Yadav, Ex Chief Minister of Uttar Pradesh, Spokesperson of Bhartiya Janta Party Shri Sambit Patra, Shri Raj Babbar - Uttar Pradesh State President of Indian

National Congress, Cinestar Shri Anil Kapoor, Shri Assadudin Owaisi - President of the All India Majlis-e-Ittehadul Muslimeen, Shri Jayant Chaudhary - National General Secretary, Lok Dal. The book 'Think With Me' happens to be the second book among the trilogy series by Saharasi Subrata Roy Sahara and is available at all leading book stores across India as well as abroad. It is also available at all leading online portals and even in the form of an e-book. The first book of the trilogy was 'Life Mantras', released earlier in this year and was a National Bestseller after its launch in February 2016. 'Life Mantras' secured the No. 1 position twice in the non-fiction genre and also remained in the top 5 best-selling books across India for 7 continuous weeks. The third forthcoming book of the same trilogy series is 'Reflections from Tihar - A book on Tihar Jail'.

Collection 2017 "SUMMER+ BEYOND" launched

Udaipur: Parx, the premium fashion casual lifestyle brand, has launched its latest Spring Summer 2017 collection with theme SUMMER + BEYOND. The brand known to have a stylish range of apparels for the new age youth, unveils the collection which will help accentuate the summer delight for its users. The collection derives its effortless, elegant quotient from the exotic pops of colours with muted earthy tones that make up the culture and beautiful landscape of Cuba. Collection is

categorised under different unique themes, with each theme reflecting



the heads turn and give its user a chance to stand out in the crowd. #Fresh factor range is a fabric innovation story with shirts, trousers & t-shirts made from Tencel and Bamboo fabrics. While fabrics helps in enhancing the cool feeling and breathability factor, Cuba inspired designs ensures that the range is fashionably up to date. #Great Escape is a theme dedicated to print stories covering different nuances of Summer+Beyond thought. Print depiction is enhanced with use of bold colours and innovative style which adds the tinge of uniqueness to the collection. Ideal pick for Sunday

brunch or beach parties. #Sing the Blue is an all Indigo story which brings a sense of calmness and elegance to the SS-17 collection. Ideal wear for Friday office dressing, #sing the blue is a must have in young man's wardrobe. #Denim Love depicts the ever growing denim range of Parx. Range has special additions in fits, washes and style all available at attractive price range making this collection a hot cake. The Parx Piece of Cuba Spring Summer 2017 collection is available at all exclusive Parx Stores, The Raymond Shop, Central, Westside, Reliance trends and other leading multi-brand stores across.

Panasonic Batteries signs up P.V. Sindhu as the Brand Ambassador



Udaipur: PV Sindhu, the 2016 Olympic silver medalist, currently ranked World No.6 dawns a new role starting as the brand ambassador of Panasonic Energy India Co. Ltd. - The 21 year old, ace-badminton player has been signed on for Panasonic's Battery division for the next three years as a part of strategic decision to enrich the brand image and challenge the 'numero uno' position.

"I have always admired Panasonic products and now to partner with such a premium brand, is an amazing honour. Panasonic batteries have always been known for its performance and reliability. I am looking forward to carry forth this communication and be a part of the growth journey," stated PV Sindhu at the event. "PV Sindhu is an exceptional athlete. She exudes power and performance through her sport. These are precisely the traits that Panasonic Batteries are known for," stated Manish Sharma, President and CEO, Panasonic India and South-Asia. "We are proud to welcome the ace badminton player into the Panasonic family. Not only she resonates our vision of becoming the No.1 (Global Battery Manufacturer) but also possesses the right mixture of dedication, reliance and charisma which makes her the ideal choice for Panasonic."

M. Morikawa, Chairman & Managing Director, Panasonic Energy present at the event added, "PV Sindhu seemed a natural extension to Panasonic Batteries. Both are best known for their consistency and are aggressively growing to clinch the numero uno position. 2017, marks our 45th year in India. Born in Hyderabad, Ms. Sindhu is the youngest recipient of India's fourth highest civilian honor, the Padma Shri. She is the youngest and the very first Indian shuttler to have reached the finals of a women's singles event in an Olympics badminton event. She's also a recipient of other prestigious awards such as Rajiv Gandhi Khel Ratna, Arjuna Award and CNN-IBN Indian of the Year in Sports among others.

Narendra Bhawan to promote Bikaner art

Udaipur: The newly launched boutique hotel by MRS Group in Bikaner recently announced the opening of its Art Gallery with inaugural exhibition of traditional Bikaneri paintings by Mahaveer Swami, who has been honoured with Master Craftsman Award by President of India in 1986.

Narendra Bhawan, a royal residence turned hotel is designed by Ayush Kasliwal, an award winning design graduate, based in Jaipur.

The hotel where unique artefacts adorn every corner, the contrasting design elements come together in harmony. The last residence of Maharaja Narendra Singh Ji, the hotel is unconventionally curated, comprising of Maharaja's memories from his travels to destinations near and far.

Commenting on the launch of the art gallery, Manvendra Singh Shekhawat, Managing Director, MRS Group said, "As an erstwhile residence of a Maharaja who was also a great patron of art, Narendra Bhawan's association with the same is a natural extension. The dedicated space to showcase art from the city is our contribution to preserving and promoting the art of the region, much like the original resident of our hotel. We were introduced to Mahaveer Swami's art last year and were fascinated with the attention to detail in his artworks. We are happy to showcase his brilliant work that reflect that sophisticated and refined Bikaner school of painting."

Present at the launch, Mahaveer Swami, national award winning artist shared, "I am thankful to Narendra Bhawan's management team for their efforts to support the Bikaner style of painting, which is unique for its delicate lines and tonal range. The launch of the art gallery will help introduce the distinctive style from Bikaner to visitors and patrons of art."

Mahaveer Swami is one of the finest traditional artists working in India today. He has been honoured by title of Master Craftsman from the President of India for his painting "Buffalo Fight" which is influenced by the style of great Mughal Court Painter Miskin.

Beautifully designed range to spice up your Kitchen

New Delhi: GAMLE, introduces an air of elegance to gas cooking with the new Venus Gas Cooktop Series, featuring a sleek new design and enhanced features for even greater convenience. Cooktops, make a great addition to any kitchen, providing you with a high-quality cooking surface perfect for preparing meals. GAMLE brings new range of Cooktops which exactly serves the purpose.

The irresistible design combined with its revolutionizing technology makes it one of the top class cooktops. This GAMLE cooktop is new, and yet, the look is classic. With the new technology, this gas cooktop has impressive functionality and astonishing temperature precision. This one is GAMLE bringing real style to the realm of the kitchen. Equipped with Auto ignition feature, cooking experience is simply seamless smooth and safe.

Launching the new dynamic range, Mr. Sanjeev Dayal, MD & CEO, GAMLE Appliances, said, "Kitchen is a place where not only food, but moments are cooked. We at GAMLE endeavour to transform those moments into memorable ones. We are launching these products to cater to the mid segment and mass market with the distinct objective to redefine and replace the cook top market in India. These have been specially designed to suit Indian cooking requirements."

Rooting in interest for innovative cooking, people love multiple burners as it allows them diverse cooking of various dishes simultaneously. So, the striking GAMLE Gas Cooktops are available in Two, Three and Four brass burner configurations that provide good heat resistance. With glass finish, these cooktops are a couple that looks stunningly grand and sturdy. Besides allowing good distribution of flame on the cookware, their shapely grills only add to the stylish look. Solid metal knobs accentuate the high quality, elegant design.

These cooktops refine your kitchen appearance with its polished look. So, don't be surprised when you beget friends to envy your kitchen because of your cooktop!

Price: 2 Burner Stainless Steel-Non Auto Model Rs.4290/-, 3 Burner Black- Non Auto Model-Rs. 5790/- & Auto Model-Rs.6890/-, 4 Burner Black-Non Auto Model-Rs.6490/- & Auto Model Rs.7590/-

Availability: Available on all leading retail stores and Online

About GAMLE - Great Appliance Makes Life Easy: was founded in 2016 by Mr. Sanjeev Dayal, the young dynamic businessman withyears of rich experience. The company has wide range of products ranging from Cooktops, Kitchen Chimneys, and Hobs. The primary mission and objective is to be rated the most sought after brand name in the kitchen home appliance that offers technologically superior world class products and service and to build a long term relationship with customers and business associates for strong and long standing in the market.

Celebrates Golden Jubilee of Birla Cement Works

Udaipur: The M.P. Birla Group celebrated the Golden Jubilee of Birla Cement Works, the second member of its 10-member Cement Division, at Chanderia. Shri H V Lodha, Chairman of the Group, and members of the Board of Directors of Birla Corporation Limited, were present on this auspicious occasion.

Shri Lodha said Birla Cement Works was the first dry process plant in India, using the latest technology. The M.P. Birla Group has two cement plants at Chanderia, Birla Cement Works (1967) and Chanderia Cement Works (1986). Today, the total production capacity of the plants per year is 4 million tons and, in the near future, it would go up to 5.5 million tons. Despite restrictions on blasting in the Chanderia mines since the past six years, the plants were working in full gear. Shri Lodha congratulated the Chanderia team on its initiative in ensuring normal performance of the plants and presented 40 employees with the Long-term Service Award.

Shri D.N. Ghosh, Member, Board of Directors of Birla Corporation Limited, the flagship Company of the M.P. Birla Group, said it was a great occasion when "we can take pride of ourselves". He praised the contribution of the Chanderia team since the past 50 years. He emphasized that a large part of the profit made by the Company went to charitable work.

Shri Pracheta Majumdar, Executive Director, said "we keep pace with the times but without sacrificing our basic values". Referring to the CSR activities of the group, he referred to the multi-specialty hospital being set up at Chittorgarh and support to the poor by Priyamvada Birla Arvind Hospital and South Point School, in Kolkata.

Cement Division, M.P. Birla Group.

The Cement Division of the M.P. Birla Group now has 10 units across Rajasthan, Uttar Pradesh, Madhya Pradesh, Maharashtra and West Bengal, with a total capacity of 15.5 MT. The Group acquired the cement business of Reliance Infrastructure Limited recently.

The units at Chanderia produce Portland Pozzolana Cement (PPC), OPC 43 Gr., OPC 53 Gr. & SRC, under the brand name "Birla Samrat CHETAK Cement". The cement facilities at the units have received the ISO-9001:2008 quality system certification, covering the entire range of production. CHETAK Cement is ideal for mass concrete, RCC/pre-stressed/precast structure (for reduced thermal crack), increased water tightness of concrete, increased resistance to sulphate soil & aggressive water and increased resistance to alkali aggregate reaction, besides corrosion resistance properties.

Awards:

Birla Cement Works received the Greentech Safety Gold Award 2014 from Greentech Foundation, New Delhi, for outstanding achievement in safety management and got the Greentech Silver Award for environment management. It also received the 'Bhamashah Award 2013' from the Ministry of Education, Government of Rajasthan, for excellent contribution towards education.