

Rain's round the corner!

It's a great news that monsoon is predicted to be good this season. According to the meteorological department of India, July could have 96 percent of LPA while August to have 99 percent of LPA. LPA stands for Long Period Average. Now when we have already surpassed the mid of the June and monsoon is just a few days away, it's high time we check our preparations. Yes, you read it right. You as an individual or family must ensure a total preparedness for the monsoon.

First of all, a water harvesting system is the need of the hour. In case you have not done that yet, you can act now. A water harvesting system is a way to refill the fast depleting water level in the underground. If the system is already in place, the need is to get it checked for proper functioning. Blockages in pipes is a common problem.

Cleaning of roofs and clearing all the water outlets is also very important. At times, you do not realize and water logging takes

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place at a corner of the roof which results into seepage and sometimes produces a shock on the walls. Besides all the cleaning at the local and personal level, one more additional thing can be done, and in fact, should be done. You need to look around the water outlets and check if they are clean and have enough room for water to flow. This is something as a citizen, we don't worry about. People believe that it's administration's duty to clean up all the water outlets of the city, which is fairly and technically true. But, these outlets and water channels affect us. When there is water logging or road breaks into potholes, it's we, who suffer. So, if there is a blockage in an outlet near your house or office, just inform the administration.

And if there is a society or any kind of Residents Welfare Society, small tasks can be done on the local level too.

There needs to be a positive approach towards a healthy tomorrow. And that will not be achieved just by blaming the government or administration, the need is to own the country. Act as you do at home. The day your maid does not show up, you do not leave the house messy, rather you clean it up yourself.

Once you pick up the idea of being the owner of the country, you will start taking care of things around you, no matter where you are.

And of course, it's high time to make space for new plants and a total clean-up of your small or big garden. Also, stock up the gram flour and other spices for delicious Pakoras. Udaipur's rains are always beautiful and with a cleaner surroundings, we can and we will make it even prettier. Happy Monsoon.

Odina:debut with 'Fast Track'



Adarsh Jain Films And Sun Audio Pvt. Ltd.'s new musical-action film titled Fast Track is gearing up to launch in a non-stop shooting schedule. Produced by Yamini Jain, the film is directed by Adarsh Jain. Dubai based versatile, bold and beautiful actress Odina makes her debut in this film.

Odina hails from Uzbekistan. For the last 15-years she is in property business in Dubai. Apart from being a dynamic business woman, she is also a good singer, dancer and model

too giving training classes for the young aspirants over there. Odina speaking about her maiden debut, "I met Adarsh Jain once and at that time he was looking out to cast a foreign actress who could speak English in the lead. Thus this is how he gave me a chance to feature in the film."

Speaking about her role in the film, Odina adds, "I play myself in the film. My character's name is also Odina and she is a business tycoon from Dubai who comes to India for some business and what and how she conducts it is what the film is all about."

Adarsh Jain had earlier directed Mithun Chakraborty in Bengal Tiger. He is the owner of Sun Audio Company too. "Fast Track is a complete entertainer," says director Adarsh Jain. Adarsh further adds, "To sum it up, the film is of musical action genre. We are commencing the shooting from 25th June in Nainital with a start-to-finish shooting schedule. Meanwhile, the recording of all the songs are in progress. The film has five lead pairs and Odina is playing the central character. For Odina's role our script demanded an extraordinary character and she fits in like a hand in glove. The film will have five melodious numbers which will be liked by all the people."

Chitah Yajnes Shetty now enthalls people of Canada too!!



Renowned and World famous Chitah Yajnes Shetty, the chairman of 'Chitah Jeet Kune Do Global Sports Foundation' is gaining more grounds worldwide as far his popularity in martial arts is concerned.

Yajnes is a famous name as martial arts expert, physical training and body building in the Indian film industry for around 30-years. He has trained three generations of stars, which is a record as a physical trainer in the cinema industry in the world. The world famous grand master of martial art has recently achieved one more feat. Gulab Singh Saini, Director of South Asia Development and Membership Growth based in Canada had invited him for martial arts seminar, teach self-defense, women empowerment and impart training to people of Canada Government & citizens.

The martial guru received a warm welcome from the invitees including officials from the government of Canada. Yajnes Shetty held several programs of martial arts seminar and taught the art of self-defense through various forms of martial arts in cities like Mississauga and Ontario in Canada. In both the places he had the privilege of training officials from the defense and fire department of Mississauga and Ontario.

RUNKI GOSWAMI DAZZLES MUSIC LOVERS

New Delhi: Making the state of Bengal proud, Delhi-based Music Director and singer Runki Goswami gave a scintillating live folk music performance held on Thursday June 22, at India International Centre. Runki's phenomenal multilingual show was a pure and joyful celebration of diverse country that we inhabit! Her performance in 18 different languages not only connected all but also left the audience spell-bound. With controlled and mastered



vocals, Runki, captivated music lovers by setting up a majestic mood with her journey from north to south through a myr-

riad of rustic folk songs of India; thus engaging the audience in musical expression with multiple languages.

The recitals were the mirror image of the unchanging legacy of different states, their culture, customs, beliefs and faith. Moreover, this is just not it. Every state has more than one kind of a folk. It varies from caste, to seasons with changing pattern of rhythms and lyrics. A diverse country that India is - imagine the rich collection of folk this country has. Uniquely fascinating the folk songs sung by Runki captured glimpses of this treasure trove. Starting the concert from

Rajasthan with its Gorbathi, Jhoomar and Maand singing style, Runki rendered original Mirzapuri Kajri's of UP, Nakta's of Bihar so on and so forth. A real treat for the music lovers as Runki musically hopped in and out of States, seamlessly rekindling the dormant familiarity here-n -there. Some well-known songs handpicked and chosen by Runki were - Loomba Jhoomba, Luk Chhip and Kesariya Baalam of Rajasthan, Rang Saari, Saiya mile and many more from UP

and Bihar, Bhedu Paako, Momri's and many other sounds of the hills. Bihu, Bawl, Jatra, Dandiya, Lavani and South Indian folk were covered in her renditions as well.

Accompanied by Virender Singh on rhythms, Saif Ali Khan and Hemanth Juyal on guitar, Runki mesmerised the audience with some great rustic folk songs in its original form. The performance lasted for an hour and received an overwhelming response from the listeners.

Airtel launches *121# Digital Care in Hindi

Udaipur: Bharti Airtel ("Airtel"), India's largest telecommunications services provider announced the launch of *121# Digital Care platform in Hindi, making the platform much more accessible for millions of Airtel prepaid mobile customers across the country. This is yet another industry first from Airtel to empower customers and deliver best-in-class service experience. *121# Digital Care is a quick and easy to use platform for Airtel prepaid customers to get basic information like balance amount/recharge validity/ details of last few transactions etc. In addition, information relating to ongoing offers can be accessed via this platform and customers can also activate/deactivate value added services on their own. Customers simply need to dial *121# from their mobile phones and access an easy to navigate menu on their mobile screens to get their account related information in a matter of seconds. No need to wait to speak to a customer care executive or visit an Airtel retail store for basic queries.

*121# Digital Care facility is completely free of cost and does not require a data connection. It can be accessed via all smart-phones and feature phones with regional language support.

STE Offers Power infra Solutions Under One Roof

Udaipur: Salasar Techno Engineering Ltd. that provides customized steel fabrication solutions to Indian market. Formed with the ambition of Building more sustainable World, its wide product line and service portfolio are designed to fulfil 4 goals: Connectivity, Accessibility, Sustainability, and Resilience. Salasar's products include Telecommunication Towers, Power Transmission Line Towers & Substation Structures, Solar Module Mounting Structures, Smart City Poles, Customized Galvanized & Non-galvanized Steel Structures. Its services include undertaking turnkey projects and providing complete Engineering, Procurement and Control (EPC) for Rural Electrification, Power Transmission, Feeder Segregation, Telecommunication, and Solar Power Plant projects. Salasar has executed projects in all types of geographical terrains and weather conditions. It boasts of the shortest delivery windows and the ability to ramp up operations in minimum time anywhere. Hi-tech in-house fabrication facilities allow the company to offer its customers complete customisability, quick delivery, and products manufactured as per the strictest quality standards. To provide its customers with the best time-tested solutions, it works with the Danish consulting giant Ramboll with which it has a Technical Design and Quality Control collaboration for Telecom Towers.

Salasar recently increased its installed annual manufacturing capacity from 50,000 MT to 1,00,000 MT with the installation of Hot Dip Galvanizing plant at its wholly owned subsidiary - Salasar Stainless Limited. Including this subsidiary, the Salasar group has 3 manufacturing units spanning a cumulative area of 1,30,000 square yards in the heart of the National Capital Region's industrial hub on NH24.

Eklinggarh Fort : A New eco-tourism site

Udaipur: Team of IFS officials recently visited various points related to Ekling Garh and decided to develop it as new eco-tourism site. Akshay Singh directed subordinate officials IPS Mathur & RK Jain to work accordingly

He told that Ekling garh has already developed as tourist point from where the panoramic view of the entire city is visible. He further instructed to include in the proposal to develop Ram pol (Ramaniya pole) as a heritage walk destination from Dudh talai in the Forest area of Machhla Magra

It may recall that around 1000-1200 tourists come to this hill on the Karani Mata Temple by Rope-Way, a historic venue for them will be a unique Fort Eco-Tourism site, from here can they admire the views of Udaipur city and lakes. It is proposed to have a seating arrangement for tourists, railing for safety and development of environment related information as an Interpreting Center.

About 8,000 plants are being planted on this hill by forest department this year. The Chief Forest conservator instructed the Deputy Forest Guard to prepare and present its work plan.

MCU invites application for honor to senior citizens by June 30

Udaipur: MCU will be honoring the senior citizens who have crossed the age of 90 years and above in the coming days. For this, eligible applicants can submit their Ward Councilor along with the age certificate or directly in the municipal room no.16 till June 30.

According to Municipal Corporation Commissioner Siddhartha Sihag, a respect ceremony to be organized by the Municipal Corporation for citizens who attained more than 90 years of age, aspirants must enclose along with application, a certificate of the doctor related to age, certificate of identity, Aadhaar card, identity card, driving licenses, PAN card etc. for verification.

Launch of Dialysis Unit at PIMS

Udaipur: Dialysis Unit, inaugurated PIMS Umarda by Ashish Agarwal. Dr. Bakul Gupta was also present on this occasion.

With this Dialysis Unit patients will not have to face any kind of problems. he said latest machines have been installed here which will treat five patients of all five types like infections, swelling and kidney related be treated at a time. Good facilities will be provided to the poor from minimum to minimum charges.

Phase III of 'SAPNA, BACHAT, UDAAN'

Udaipur: Sesame Workshop India, the nonprofit educational organization behind Galli Galli Sim Sim (the Indian adaptation of Sesame Street) and MeLife Foundation recently rolled out the third phase of its multimedia initiative, 'Sapna, Bachat, Udaan: Aarthik Bal, HarParivarka Haq' in Jharkhand. Phase III introduces new engaging educational materials like comic strips, digital games, songs and a series of radio episodes. The Galli Galli Sim Sim radio episodes are on air in Ranchi on AIR FM 1125 KHz. Listeners can tune into AIR FM every Tuesday and Wednesday at 7:10 PM and listen to waystheir favorite Galli Galli Sim Sim characters Grover, Chamki

and Elmosave, share and donate. The episodes also re-broadcast on every Saturday and Sunday at 8:15 PM on AIR FM 1125 KHz. Sapna, Bachat, Udaan Phase III introduces a new digital game, ChunoaurBuno, to teach children about choices and planning. Another new element is the Aspiration Pond, which helps children identify their aspirations-what they want to be when they grow up-and, hence, plan accordingly to achieve those goals. Kids are also enjoying the new comic strips, Dostonki Jodi, KareChahatPuriandGhar par banaye, paisebachayen, which educate them about planning, sharing and spending.



Like Hiralal, today many such young kids are becoming powerful agents of change, understanding and spreading messages of financial empowerment. They understand the importance of having dreams for their future and the strategies that can help them achieve

those goals. Such stories reflect the power of high-quality, informative and engaging content, which can help children become influencers capable of bringing about social change in their families, communities and the world at large.

Cement se Ghar tak : MP Birla Cement launches brand

MP Birla Cement has launched Cement se Ghar tak - a brand initiative through a 360-degree communication campaign including electronic, digital and print media to strengthen its relationship with the homebuilder.

MP Birla Cement is one of the oldest manufacturers of Portland cement in the country. Today, the company has 10 plants, including the recent acquisition of Reliance Cement Company Private Limited, which takes its annual production capacity to over 15 million tons, making it one of the top five cement producers in North India. It also has the widest range of cement brands - Perfect, Ultimate, Chetak, Unique, Samrat, Multicem & Concrecem -- that cater to various construction needs, climatic conditions, regional and customer preferences etc. Its retail footprint extends from Rajasthan in the West to Bengal in the East, with a very strong presence in the central heartland of Uttar Pradesh, Madhya Pradesh and the Vidarbha region of Maharashtra.

As pioneers in the industry, MP Birla Cement has always put the customer at the heart of the business and never stopped at being just a provider of quality cement. With the launch of the latest Cement se Ghar tak campaign MP Birla Cement has once again underlined this commitment to its customer. The campaign goes beyond the conventional route by adding value of providing on-site expert technical services to homebuilders. This dedicated Customer Support Services (CSS) team, not only provides advice but also calculates costs, recommends the right type/grade of cement for diverse construction requirements and guides the home-builder through crucial steps during various phases of building the super-structure. MP Birla Cement has more than 100 qualified technical field support engineers

and more than 50 fully equipped mobile construction material testing laboratories.

Cement se Ghar tak is a 360-degree communication campaign reaching out directly to homebuilders. The campaign includes a television commercial [TVC], which is currently on air on major news and entertainment channels. The TVC will also be promoted across digital platforms and in cinema theatres. Through this TVC, MP Birla Cement has showcased the brand as a trustworthy companion that empathizes with the customers' need for a well built home.

The idea behind Cement se Ghar tak campaign emerged from research and insight that clearly demonstrated a marked increase in engagement by customers. Building a home is a labour of love and an investment of a lifetime for most people. Besides, homebuilders today have greater awareness about products, are more quality conscious, yet, they still look for expert advice so that they can take the right decision while building their home.

Understanding this need, MP Birla Cement has further developed and enlarged the reach and scope of its Customer Support Service to be the best in class.

As a group, the M P Birla Group is known for its 'heart and strength'. The 'on-site expert services', provided by MP Birla Cement, hopes to strengthen the bond it shares with its customers. "This is a key differentiator and vehicle for customer delight," says Sandip Ghose, Executive President, MP Birla Group. He added that, "The Cement se Ghar tak campaign, unlike other cement campaigns, talks directly to the end-customer at an emotional level, and gets close to understanding their needs."

GET COMPLIMENTARY INSURANCE WITH VODAFONE RED PLANS

Udaipur: Redefining customer experience through innovative products and services is at the core of Vodafone's philosophy. As one more initiative to serve the dynamic needs of customers, Vodafone India has introduced VODAFONE RED SHIELD, and a complete device security solution with complimentary insurance for Smartphone's that assures a protection cover of up to Rs. 50,000 (fifty thousand) on brand new handsets and those up to six months old. Currently available free of cost exclusively for Vodafone RED Post Paid customers, with plans 1699 and above, VODAFONE RED SHIELD is the only device protection offering in the industry that offers theft cover, beyond basic handset damage cover and extends complimentary insurance cover to handsets that have been purchased up to six months earlier.

The VODAFONE RED SHIELD App, available at Google Store and iOS, offers a comprehensive security solution to smart phone

devices. In addition to the theft cover, VODAFONE RED SHIELD comes with malware protection and other security features. Insurance coverage is being brought to the customers through a third party insurance company.

The annual subscription of Rs.720 will be debited to the customer's monthly bill through 12 equal installments (Rs. 60 x 12) who opt for RED Plans less than 1699. VODAFONE RED SHIELD comes with a validity of one year.

Announcing the launch of VODAFONE RED SHIELD for the residents of Rajasthan, Amit Bedi, Business Head- Rajasthan, Vodafone India, said "Vodafone is happy to present for our customers an innovative offering that ensures the safety of their handsets. VODAFONE RED SHIELD is a first of its kind mobile security offering that builds in a unique combination of features like Theft protection, Accidental Physical & Liquid damage, Virus protection and many more security features.

Press meet of Mrs Bharat Icon 2017



Akhil Bansal CMD of Mrs Bharat Icon 2017 and Royal Heritage Group organised press conference of 1st Mrs Bharat Icon at The View preview theatre, Andheri West.

He wanted to do something for married women. He took the initiative - From Kitchen to ramp for married women. More than 100 women took part in audition across globe. Top 31 finalist were announced in press conference. Model Alesia Raut, Singer Shibani Kashyap, Designer Archana Kochar, Dr. Anil Murarka, Yogesh Lakhani of Bright Outdoor, Diet expert Delnaz Purniwal, show director Shubhi Malhotra, Hardik came specially for this press meet. Shibani Kashyap composed a new song especially for this event which she will perform live on finale. Simran Ahuja anchored the event.

Launches Heart / Cancer Protect

Udaipur: ICICI Prudential Life launched ICICI Pru Heart/ Cancer Protect. The unique feature of this product is that it pays part of the insurance cover amount to the customer on diagnosis of a Heart ailment or Cancer.

Thus, the customer gets the necessary financial support and freedom to choose the best available treatment to address the medical condition.

Even after the payment on diagnosis, the policy continues without the customer having to pay any future premiums. Customers have the flexibility to choose the type of cover, either for Heart or Cancer or have the option to purchase both covers. Heart ailments and Cancer together account for over 50% of casualties among Indians.

Medical research suggests that India has the highest rate of cardiac arrests in the world and it is estimated that 2 lakh heart surgeries are conducted every year. Cancer cases are expected to rise by 25% by 2020. Every 13th new cancer patient is from India.