



Entertainment, Business & City Round Up

Where's Udaipur online?

After the explosion of mobile phone usage, the internet is the fastest vertical of IT industry that has grown out of nowhere. The speed has been unstoppable and the results have been absolutely surprising. The number of internet users has surged to 2 billion. People may have lack of sanitation and other primary facilities at home, but they are connected to internet. And Udaipur is no exception.

It's high time Udaipur goes online. Places like Bangalore, Hyderabad, Mumbai, and Delhi already are under the influence of internet heavily. And State cities like Jaipur, Jodhpur, and Udaipur have responded well to the new virtual world, but still the real use of internet is yet to be explored. "If you talk about internet, even youngsters only know about Facebook and Google. Very few understand that internet is an ocean of information and one could learn so much. Not just about learning but the technologies over internet can be so useful in business as well," says MD of Avid Web Solutions in Udaipur, Nishant Shrivastava. Even being an Udaipur based web Development Company, Avid Web solutions gets its business mostly from foreign countries, especially those overseas. Those involved in marketing of internet business in Udaipur see

Editorial

that people still rely upon print advertisements, pamphlets, and wall graffiti etc are main places to display an advertisement. These modes are not just old but also come with lot of restrictions. Newspaper advertisement for example will last for a day and is useful only if the reader read that page. That means the ad must be big enough to attract the reader's eye. And bigger the size more will be the price. Pamphlets are easily ignored by readers. Actually they are used by local fast food sellers to serve their dishes to eaters. And as far as wall graffiti is concerned, it only looks until the colors are fresh. But soon the colors fade away and it starts looking awful. Naughty kids even modify the advertisement to give them horrible look. Few business people go a step further and advertise on air via Radio - FM. But again that is limited to your city territories. And it's not necessary that those who listen to your advertisement pay heed to it.

So what's next Udaipur? Or should I say what's the better option of advertisement in Udaipur. Option and solution is right here - in front of your eyes. You can see aside this text to find some advertisements. But how advertisement on a web page is useful?

Well simply put, the webpage is accessed throughout the day for it contains dynamic contents. The top news of this hour will be replaced with a new one soon. But the advertisement will remain there for a longer period. And one news or article will be read by many unlike a newspaper which is a personalized entity. With advertising options like Google Ad Word, you can target your ad viewers. So if you sale job consultancy services, through Google Ad word, your ad will mostly be seen by job seekers. This is called contextual advertisement which is a Google algorithm. Benefits of online advertising are lesser known entity here in Rajasthan at large let alone Jaipur or Udaipur. Most of the business concerns are still run over traditional methods. Few use Tally and that's all. The Tally software is the beginning and end of the computer technology. At most a company will have a website which was developed ages ago but never refurbished or updated. It's not just the need to walk with the pace of the world but people of Rajasthan, especially those cities that can attract foreign business or tourism like Udaipur, Jaisalmer, and Jaipur must go online. The government that spends millions on tourism must ensure that city is available online for tourists to know more about the city. A bunch of websites have content but that hardly is appropriate and updated. If a tourist sitting in Florida gets to know the amazing stories about the city, they will come for sure. And one tourist brings not just foreign currency but also takes back monuments in form of memories. These memories when shared bring more people. And this becomes a nuclear reaction.

So it's now imperative to go online. Unless it is done, be it Jaipur, Jodhpur, or Udaipur, development will remain a distant dream.

Singer Anwesshaa performed live



Anwesshaa, who is just 23 years old has started formal training in Hindustani classical (vocal) at the age of 4 under Guru Shri Jayant Sarkar, senior most disciple of Pundit Ajoy Chakraborty (Patiala Gharana), has till date sung around 350 songs in 320 films in different languages. Anwesshaa has sung for films like 'Golmaal Returns', for Music Director - Pritam, 'I'm 24' for Jatin Pundit, 'Dangerous Ishq' for Himesh Reshammiya, 'Luv U Soniya' for Vipin Patwa, 'Ranjhanaa' for A. R. Rahman, 'Rowdy Rathore' (Background vocals), 'Kaanchi' for Ismail Darbar (a duet with Sonu Nigam), 'Revolver Rani', for Sanjeev Shrivastav, 'Guru Dakshina' for Ismail Darbar, 'The Expose' and Prem Ratan Dhan Payo for Himesh Reshammiya and 'Do Lafzon Ki kahani' for Babli Haque. She performed live with Shaan and Sonu Nigam at Juhu Durga Puja.

Staged drama on World Tourism Day

Udaipur: Aishwarya College of Education Institute organized a drama on the World Tourism Day. Principal Dr. Rashi Mathur informed that the girl students highlighted the importance of tourist destinations in India. Through the drama, the students acted lively to display problems of tourists and highlighted the solutions, in order to establish the policy of 'Vasudhaiva Kutumbakam'.

They showed through the acting that common people it is shown in play that we should be accompanied and arranged for the smooth operation of the help centers for the tourists to provide proper guidance.

Dr. AN Mathur, Dr. DS Chundawat, Raksha Sharma, Shamil Shree etc. were present while students shown their talent in play entitled Atulya Bharat.

"Sony MAX treated Baahubali like their own baby, and I am delighted that they are telecasting Baahubali 2 as well" :S.S Rajamouli

Udaipur: Sony MAX, the leading Hindi movies channel from Sony Pictures Networks brings the epic saga from the Kingdom of Mahishmati, Baahubali 2: The conclusion. Directed by the showman of South Indian movies, S.S. Rajamouli, this extravagant heroic tale of Baahubali will be premiering on Sony MAX on 8th October at 1pm.

Boasting of awe-inspiring finesse, this larger than life story of Baahubali's unfinished tale will reveal the biggest question of why Kattappa killed Baahubali. Creating a new landmark for Indian cinema, this magnum opus gives viewers a glimpse into the fairytale

world while Kattappa narrates the story of Mahishmati. Starring Prabhas, Rana Daggubati and Anushka Shetty in pivotal roles, this revenge drama is a visual treat for viewers while it takes them through a flashback into life of Baahubali.

Comments:
S.S. Rajamouli, Director: "Sony MAX had done a brilliant job in the way they promoted & marketed Baahubali in 2015 and we were hoping that they get the telecast rights this time too. We are more than delighted to know that India's No.1 Hindi movie channel is going to be our television partners once again. They treated

our film like their own baby and we couldn't have asked for a better partner to showcase our movie across millions of households."

Prabhas, Actor: "TV has a greater connect with the masses and I really feel that the impact of a film gets extremely enhanced as it reaches out to millions through television. It definitely guarantees a better reach and a lot of people out there tune in to Sony MAX to watch movies."

I'm extremely happy about the world television premiere of 'Baahubali 2' on Sony MAX and I am excited that more people will get to watch the movie."

Rana Daggubati, Actor: "It



takes a lot to do a film like Baahubali.

A large part of this is actually allocated to the camaraderie

that the entire team shared. All of us stuck to a vision Rajamouli had given us.

We really belonged to a world,

we just believed in Rajamouli's vision.

We knew this was the biggest visual spectacle coming out."

Mr. & Mrs. Khiladi, the new face of pc jeweller

Udaipur: PC Jeweller, India's premier jewellery brand announced their foray into media entertainment in celebrity endorsements and announced their brand ambassadors from Bollywood - the stunning Twinkle Khanna and the ruggedly handsome Bollywood megastar Akshay Kumar a.k.a Mr & Mrs Khiladi. As part of the one year agreement, PCJ will leverage the versatility of the star couple, who have Bollywood's filmy legacy and Twinkle's status as a celebrated author, producer and columnist. Both Akshay and Twinkle's brand presence resonate with luxurious style of PC Jeweller as a brand. The company will be releasing a TV and print commercial featuring the dynamic star couple encapsulating the essence of the brand and the art of jewellery creation.

PCJ, country's leading and one of the fastest growing jewellery retail chain has 84 showrooms across 67 cities in 20 states of India. With a portfolio of attractive wedding jewellery and affordable wearables, PC Jeweller has fashioned exceptional designs with unmatched quality. The brand has been a pioneer in designs as every product is crafted to a standard of perfection. Its range of both traditional and contemporary jewellery has always earned admiration for its unique craftsmanship. Speaking on the partnership, Mr Balram Garg, Managing Director PC Jeweller said "We are thrilled to announce Akshay Kumar and Twinkle Khanna as PC Jeweller's brand ambassador and we warmly welcome them to the PCJ family. The star couple sets formidable example about bond of love



and cherishing relationship. We believe this association will further add spirit to the brand and strengthen PC Jeweller brand image in the country." National award winner Akshay Kumar, has proven his mettle with series of versatile roles in films spanning over multiple genres. Twinkle Khanna, who also had an enjoyable beginning in Bollywood is now a sought-after interior designer and very well-known author. The couple embodies a bond

of trust which complements PC Jewellers legacy and brand ethos. On being the brand ambassador of PC Jeweller, the star couple Akshay Kumar and Twinkle Khanna said, "It has been an absolute pleasure to be a part of the PCJ family and we are happy to be associated with the brand known in the country for its jewellery, design, captainship and trust. We look forward to being a part of its fascinating growth journey in India".

Himalaya Optical opens 2nd Store in Nagpur!!

Nagpur: In the rapidly expanding Indian retail scenario, the consumers are demonstrating a rare aptitude towards shopping. The best and the widest collection under one roof, coupled with the finest retailing experience, is the demand of today's shoppers. Glitzy stores with the dazzling product display and the plush interiors are knocking the doors of the Indian retail space. Anticipating the changes and foreseeing the imminent scenario, Himalaya Optical, one of the most trusted brand in the eye wear industry, inaugurated their 2nd store in Nagpur. Mr. Vijay J. Darda, Ex Member of the Parliament of India was the chief guest and inaugurated the store at Nagpur here today. Mr. Shrawan Binani, Director, Himalaya Optical was also present on the occasion.

Himalaya Optical has always been the pioneer in introducing global eyewear trends to our very own Indian market. Keeping this in mind, the Nagpur stores in Dhantoli & Dharampeth has been built to the changing demand of Nagpur and will offer services which are truly international. The store also boasts of ultra chic interiors with world class service.

Himalaya Optical will offer the widest range of sunglasses and spectacles from brands like Dita, Mont Blanc, Bvlgari, Prada, Emporio Armani, Silhouette, Etnia, Versace, D&G, Vogue, Ray Ban, Philippe Morelle, Oliver Martini to name a few.

Apart from the Sunglasses, Frames and Ophthalmic lenses the store offers both powered & cosmetic Contact lenses from renowned brands too. Our most sophisticated lenses are surfaced on Digital Lens surfacing system that provides high definition optics, better clarity and contrast and facilitates night driving by preventing glare and haloes around lights. These lenses are very advanced in terms of their optical performance and provide lot more scope to enhance it further.

A one-stop solution for your entertainment needs



Over the years, GSEAMS, a film Studio, has made a mark in the Marathi industry with its varied projects evolving into one of the largest players and a one stop solution for the Marathi Industry. A brainchild of the dynamic duo of Arjun Singh Baran and Kartik Nishandar, this brand has taken on a new task now, that of creating new content on TV and on the digital platform. GSEAMS has made a mark in the film marketing, satellite syndication, production of Films & TV and Talent Management space. Having

been associated with projects like 'Mitwaa', 'Pyar Vali Love Story', 'Photocopy, Friends', 'Vrundavan', 'Fugay', 'Lapachhapi' Bhikari and the recently released 'Tula Kalnara Nahi' and many more the company is steadily climbing the success ladder. They ventured into film production and presenting with the Swarnil Joshi-Subodh Bhavastar 'Fugay' followed by Ganesh Acharya directed "BHIKARI" and are taking the journey forward with the recently released "Tula Kalnara Nahi". GSEAMS is also co-producing

another film titled 'Waras' along with Viacom Motion Pictures & 52 weeks Entertainment Ltd. Arjun and Kartik have also made a mark in TV production with shows like 'Kon Hoel Marathi Karodpati- Sukhacha Shubh arambh' and 'IMA Marathi Music Awards', to name a few. They have also produced 'Lux Jhakaas Heroine season one' and 'Fair and Lovely Jhakaas Heroine season 2' and are now entering into producing fiction content on Star Pravah spearheaded by the dynamic Shrabani Deodhar. Another interesting aspect of the company is that they manage two of the top stars of the Marathi industry- Swarnil Joshi and Mukta Barve. "Apart from production, marketing and distribution, we are planning to present a lot of entertaining options for the audience. We strive to reinvent ourselves and that's our USP," inform Arjun and Kartik.

With so much in their kitty and more to come, GSEAMS is poised to become a one-stop solution for Marathi film Goers.

Seventh pay : salary of government employees to be increased by 14.22%

Jaipur: Rajasthan cabinet of ministers have given its approval to the recommendations for the seventh pay scale to the state government employees. The DC Samant committee had submitted a report and received a positive response from CM Vasundhara Raje. An announcement about the implementation of the changes is expected soon.

The basic pay of government employees is expected to be increased by 14.22 % while the pension will see a hike of 2.5 percent. Approval of a new component of 5% DA (Dearness Allowance) is also being considered. If this is approved it will be the first time that employees will get such a benefit. If implemented, it will be a 2% benefit from July 2016, 2% for January 2017 and 1% from July 2017.

The latest development will have an impact on the salaries of 8, 11,000 thousand state government employees as well as around 3, 54, 000 pensioners. As per estimates, the state government will have to spend around Rs 10,500 crore in salaries and allowances if all the proposals are implemented. The government had constituted the committee for giving recommendations these on February 23 earlier this year.

Along with the state employees, the members of the Akhil Bhartiya Seva will also enjoy the benefits of the 7th pay commission. The government had already approved the proposals for these members however they were unable to get the benefits because of the delay in approval of the proposals for state employees.

According to Cabinet Circulation, the government is going to implement the seventh wage from October. The announcement is likely to be made before the festival season of Diwali. If this happens, the pay will be hiked from next month meaning the salary received by the state employees on the 1st November should be as per the 7th Pay Commission.

HDFC Bank's CODE launches 'Industry Academia' for start-ups

Udaipur: HDFC Bank's Centre of Digital Excellence (CODE) launched 'Industry Academia'. The initiative, first-of-its-kind in the country, aims at mentoring and hand-holding fintechs and start-ups incubated at country's top technical and B-schools.

In all, over 50 such partnerships with institutes are envisaged in phase one of the initiative beginning with IIT-Bombay, IIT-Roorkee and CII at IIM-Ahmedabad. The objective is to identify potential fintech ideas at Incubation and Entrepreneurship cells in these institutes at a nascent stage, and help them evolve into a consumer-ready product. The Bank will use its domain expertise to mentor start-ups on customer experience, reduce time to market and costs, among other things. In turn, the start-ups will get the Bank's platform to test their ideas in the real world, in addition to expert insights, and knowledge.

Video of Industry Academia

'Industry Academia' was launched by Prof. Manish Shrikhande, Dean - Incubation and Innovation - IIT Roorkee; Prof. Anand Kusre - Head, Desai Sethi Centre for Entrepreneurship, IIT Bombay along with Mr. Nitin Chugh, Country Head - Digital Banking, HDFC Bank at an event in Mumbai.

This is how the 'Industry Academia' mechanism will work: "HDFC Banks sends proposal to partner institutes inviting start-ups/ideas

"Students shared details of their start-up@ www.hdfcbank.com/industryacademia or email it to industry.academia@hdfcbank.com "HDFC Bank team guides students with promising ideas to make presentation

"Students showcase detailed presentation to Bank panel

"Short-listed start-ups create prototype

"We are delighted to partner with top-tier institutes. We've always believed exchange of ideas and knowledge breeds culture of innovation. The CODE Industry Academia is another major step in that direction, and will take the culture of innovation in the country to the next level," said Mr. Nitin Chugh, Country Head - Digital Banking, HDFC Bank.

"New technology developments are essential for attaining high-priority objectives like inclusion, superior customer servicing and scale. BFSI and Institutes of Technology therefore need to work together to apply new tools to create high value propositions," said Prof. Anand Kusre - Head, Desai Sethi Centre for Entrepreneurship, IIT Bombay.

"The interactions between industry and academia have a great potential for symbiotic growth. Normally the academic research ends at the proof of concept stage with a few scholarly publications and rarely does one find these ideas maturing into a product, or a prototype which is ready for adoption. Sustained interactions with the industry can lead to a more focussed approach towards academic research and encourage taking the next logical step to product development and testing," said Prof. Manish Shrikhande, Dean - Incubation and Innovation, IIT Roorkee.

Here's why Singer Raj Mahajan will not participate show

The premiere show of Bigg Boss 11 anchored by Salman Khan will be aired on October 1.

Mumbai. Most burning shows of small screen, Bigg Boss is soon going to entertain people with its 11th season. Bollywood actor Salman Khan once again hosting the show, people are waiting for it anxiously. Speculations about the celebrities entering the show were doing the rounds from quite some time and one name that engaged everybody's attention was Singer-Musician Raj Mahajan. Now, the latest reports say that the director will not enter the show and the factor is his remuneration. As per the facebook post, Raj Mahajan demanded Rs 1.5 crore for the show. Raj Mahajan is quite a popular face on social media. The internet celebrity will reportedly not enter the show. This appears as a disappointing news for those who were expecting eagerly to see Raj Mahajan in the Bigg Boss house. Raj Mahajan rose to fame with his TV show 'Music Masti with Raj Mahajan' and his most discussed lesbian based song 'Yaara Ve'. Now, people are eagerly waiting for the makers to raise the curtains from the celebrities' names. The first episode of Bigg Boss 11 will be broadcasted on October 1. Its launch was recently held in Mumbai.

Donating breast milk Women to be honoured

Jaipur: The government will felicitate 33 breast milk donors at a programme on October 2, an official said on Saturday.

Three donors each from the 33 human milk banks across the state, will be honoured with mementoes at the event, said Devendra Agarwal, adviser to the health department for Aanchal mother's milk bank project. There are three categories of awards will be given, including aanchal vatsalya award-- to mothers who are the first time donors, aanchal kalyani award-- to mothers who have donated milk for the maximum number of times-- and aanchal amrit da award-- to mothers who have donated the maximum quantity of milk.

Naveen Jain, national health mission chief said, "Like the white revolution, these mothers have come forward for the mother's milk revolution in the state." "State government officials, including those from the revenue department, have come forward to donate milk, which is very encouraging and has set an example for other mothers to come ahead and donate milk for needy newborns," he said.