



That Kind Gesture

We are in the middle of summer, and this is the peak time of hot weather. Life's harsh on people whose work involves being out there under the Sun. Especially the fruit and vegetable sellers who cover colonies to sell their stuff. Also, the marketing guys, field service engineers, and other sales people are always feeling the heat literally.

Sitting in an air-conditioned car or office or home, we can only try to feel the agony of these field people. But the fact is that we are much far from even understanding their plight. In this hour of extreme pain and suffering for many, we, on the other side need to be more empathetic and kind than usual.

For example, the postman who delivers your mails will be more than happy if you request them to take a small rest of five minutes with a cold drink. It won't cost much, but it will become an expensive gesture for sure.

If you have booked a service for your air conditioner, you can't do much, but still, you can be a little patient. Generally, as soon as the service request is registered, the company sends you the details of a service engineer. Now, people would give the guy too many calls to come early or prefer them over others.

Are you aware that the guys would be on a scooter or a bike running across the city repairing these ACs one by one? They get tired and exhausted. After one service, we expect them to be with us as soon as possible. We make all plausible excuses to get them early. Some people even threaten with lousy feedback or complaints.

We can be a little human in this case. Feel what the engineer goes through and allow him to take a breather, a small break to finish his lunch, and have a glass of juice. Try this once and tell the engineer to take his time and take a break of 15 minutes before starting for your place, you will be amazed to see the happiness he will feel.

This kind of gesture helps in many ways. You mitigate the frustration of the guy due to all the heat he suffers the entire day. Less furious, he will keep his cool and might act more sensible than he would do otherwise. So, if he gets hit slightly by a car by mistake, this engineer might forgive him. This could save some tension somewhere.

When we see some people acting unnecessarily high and making a mountain out of a mole, they are frustrated somewhere. You cannot change their destiny and circumstances, but if you can mitigate their tension a bit by your gesture, they will have less to suffer or will feel more empowered to tackle the roughness of life. Try to feel the pain of others and life will surely heal yours.

HB coaches for Udaipur-Shalimar Express

Udaipur-Shalimar-Udaipur Weekly Express will have a new look with LHB coaches soon. 18th May onwards, Shalimar Express will start operating with its new LHB coaches instead of the regular traditional coaches.

The Shalimar Express train will don 16 LHB coaches. There will be 1 Second AC, 2 Third AC, 7 Sleeper coaches, 4 General coaches and 2 power car coaches. As per railway officers, 10 years back some coaches were made by Research Designs and Standard Organizations. The specialty of these coaches is that they don't climb over each other and do not crash. These coaches were named as Linke Hoffman Busch (LHB) coaches after the designer himself who hailed from Germany. During derailment or collision, these coaches do not climb on the adjacent coaches because of CBC or Centre Buffer Coupling. Also these LHB coaches are equipped with controlled discharge toilet system and bio toilets. For efficient braking, LHB coaches have advanced pneumatic disc brake system.

NDCP 2018: holistic, progressive and forward looking; ASSOCHAM



New Delhi: Apex industry body ASSOCHAM has welcomed the draft National Digital Communications Policy (NDCP) 2018 that provides much needed impetus for light-touch, technology friendly framework to propel innovation and efficiency via communications.

Stating the ASSOCHAM view, Mr. D S Rawat, Secretary General, said, "the telecommunications sector is a critical enabler for Digital India and this proposed new policy is designed to empower Indian telecom to fulfill this designated role to achieve the larger vision. It is holistic, progressive and forward looking for it rightly considers all aspects vital for the development and growth of the sector to deliver connectivity for all in both urban and rural areas, across the country, amidst an evolving landscape of convergence across technologies and platforms".

Mr P Balaji, Chairman, National Council on Telecommunication and Convergence, ASSOCHAM, added, "The draft shared for public views is a well thought through document focused on making the sector financially strong and sustainable with requisite licensing and regulatory reforms, review and reduction of costs such as SUC, USO levies and concept of pass through revenues in line with principles of input line credit".

"This progressive policy draft, setting aspirational goals provides much needed impetus for light-touch, technology friendly framework to further propel innovation and efficiency via communications. Its forward looking focus to usher in new technologies such as 5G, IoT and AI etc. emphasizes on the need to build a state-of-the-art telecom and digital infrastructure and recognizing it as essential infrastructure like roadways, railways etc. for the overall development of India", said Mr. Balaji. ASSOCHAM lauds the efforts of the Department of Telecommunication under the leadership of Shri Manoj Sinha, Minister for Communications and Smt. Aruna Sundararajan, Secretary Telecom, for taking another major step towards the development and progress of the Telecommunications Sector. As a responsible industry chamber, ASSOCHAM has played its due role in providing relevant inputs directly and by providing a platform for exchange of thoughts and ideas amongst all stakeholders that helped shape the future of this important sector, vital for the socio-economic growth of the country.

True Blue launches three new collections for Spring-Summer 2018

Udaipur: Embodying the spirit of the global Indian, True Blue gears up to launch its Spring Summer 2018 line with three new collections, comprising: the Kashi Collection, True Blue's Signature Collection and the exclusive Savile Row collection by designer Paul Jheeta; all three of which are inspired by the legendary cricketer Sachin Tendulkar.

Differentiated in its colors and patterns, the Kashi collection draws inspiration from the ethnicity and joyfulness of the city, with elements like Bhadohi carpets, wooden carvings, bright summer cityscapes and wall paintings.

Revolving around the natural inheritance of Kashi, innate hues grace True Blue fabric which comes from the architectural style, vintage photographs, natural color tones and khadi inspired fabrics. Mimicking the festive tone defined by the luminous nights of Kashi, the collection also celebrates the radiance of the city that is driven by exquisite crafts

such as asbrocades, zardozi, meenkari and more. Signified by monochromes with an accent of maroon, the collection also draws a leaf out of the ancient architecture, stone carving crafts and age-old Sanskrit slokas. Furthermore, the collection offers a refreshing twist through an assorted range of true indigo that is inspired by Lord Shiva, coupled with the metal repousse work of Kashi.

For all the loyal 'Tendulkar fans' out there, the Signature Collection boasts of crew neck graphic tees and a set of polo shirts that hold the legend's iconic signature on all the sleeves and incorporates the famous Number 10 sported by the Master Blaster on the field. The collection is an ode to the stalwart of Indian cricket.

In addition, the graphics used in this collection are inspired by the cricketer's milestone achievements on the field. The Savile Row Collection is an exclusive range of outfits in collaboration with London based

Indian designer - Paul Jheeta, who has been Tendulkar's suit craftsman for years.

On the launch of the latest collection, Mr. Alok Dubey, CEO, Arvind Lifestyle Brands said - "We strongly believe that every single product story from our brand is deeply rooted in Indian heritage and traditional designs.

True Blue has three distinct offerings this season - Kashi Collection, Signature Collection and Savile Row by London-based Indian designer Paul Jheeta. We take great pride in our collection as we do in our country and we are sure of its success.

There are modern brands and traditional brands in the market. Between these two, lies a gap which we have captured through our brand. True Blue is excelling in terms of expanding the business, the brand is growing at a stellar rate, in terms of retail sales and expansion. True Blue is on-track to become a big player from the house of Arvind, with the true



essence of India in its DNA. Our aim is to reach out to every fan of Sachin and every true blue Indian." Further, cricketer legend Sachin Tendulkar, who is closely associated with the brand, said - "This venture came into being post my association with the house of Arvind, which is such a renowned name in

the field of fashion. A lot of effort and thought has gone into the creation of the brand and every collection. This year's offerings also has a special line from, Paul Jheeta, of Savile Row fame, and I am sure that every True Blue Indian would love the collection of apparel being offered. "With an exquisite bou-

tique at Savile Row in Central London, Jheeta is primarily known for his traditional bespoke tailoring for men, with an impressive India clientele that includes Amitabh Bachchan, Barry Gibb, Monty Panesar, Abhishek Bachchan, Dino Morea, Atul Kasbekar, among others.

Dubai: The Safest And Lucrative Market For Investment



Dubai: Investing in real estate for the first time can be a daunting task, particularly for first-time buyers. However, real estate investment can also be a great asset, and a steady income source. Hence, when looking at

where to invest a few points which everyone needs to keep in mind are -

- Ultimate security of investment
- High return on investment
- High capital appreciation
- Location and accessibility is key.
- Proximity and connectivity of the place you are investing
- Great health facilities

Above all, the most important point is the country in which you are investing your hard earned money must be in safe hands. With the recent report by World Economic Forum (WEF) UAE is the second safest country in the world. It's a global hub for business, transport and culture in the region. It is safe, diverse and developed as bustling metropolis with boulevards crowned by looming skyscrapers, shiny residential buildings, and five-star hotels. That's one of the most significant reasons behind a recent surge in investment by many nationals especially Indian

in Dubai's real estate market.

The report also praised the UAE's efforts at bringing in money that doesn't rely on natural resources has built a unique environment to attract both business and leisure travellers. So, the UAE is on the threshold of a new phase of growth that does not only rely on the volume of oil revenues as was the case for the better part of four decades. Rather, it depends on the growth of non-oil sectors after implementation of a policy of economic diversification, which has led to an impressive development in key sectors over recent years, such as in tourism and air transport, trade and financial services, as well as manufacturing and alternative energy.

The UAE has begun to reap the fruits by maintaining the growth momentum and high living standards. To ensure the development and growth of their new nation, the UAE government decided to open their doors to the world's population by offering work visas, incentives for new businesses. Today, the countries comprise a cornucopia of immigrants from all corners of the globe, bringing with them numerous religions, cultures, and languages.

So, given all these economic facts, UAE is absolutely a good place for real estate investment. And with developers such as Danube coming up with a lucrative scheme and timely delivery, your money is definitely in safe hands. Danube Properties is a major Dubai-based property developer that offers up to 15 percent return on investment. The developers not only deliver good homes for the end-users but also provide the highest rental yield for the investors. They also construct with high-end finishing and features world-class facilities.

Susheel Jangira Receives Dadasaheb Phalke Award 2018

Qs: "Meri Rockstar Wali Jeans has won BEST SOCIAL FILM JURY at 8th DADA SAHEB PHALKE Film Festival, How do you feel about it ?

SJ: This is such a great honor, when I was in the scripting stage I was in such an awe of any short film which has been associated with any small or big Award never thought that I will receive not one but 10 great Awards. Meri Rockstar Wali Jeans is also a winner at Acolade Global Film Competition Award, USA, Best Screenplay Award at Chhatrapati Shivaji International Film Festival, Pune, Best Jury Award at Direct Short Online Film Festival (DSOFF) USA and Calcutta International Cult Film Festival, Official Film at New Jersey Indian & International Film Festival, Nashik International Film Festival, UK Monthly Film Festival and Move Me Productions, Belgium. I am more than happy my very first film receiving so much of appreciation.

Qs: "Meri Rockstar Wali Jeans" such a catchy title, how did you come up with such a different title for your short film ? And what's it all about? SJ: I am all about originality, original title and original story. Well once I finished writing my screenplay I was clear about keeping this title and the very next morning I got it registered. "Meri Rockstar Wali Jeans" is an extraordinary story of little Bhanoo a 10 year girl who gets inspired from her teacher's jeans after a traumatic past.

Qs: Why you decided to make a short film ? And how was the experience being behind the camera?

SJ: I am a born writer, I have been writing poems and short stories since childhood. Writing is exhilarating for me. I write fresh and revolutionary content. Any thought provoking idea needs a platform, short film is such a great medium to put your idea in front of the world. But making a film is not an easy task. "Meri Rockstar Wali Jeans gave me 103 Fever. Everything was a challenge from producing the film from my hard earned money as an anchor to finding the right cast and crew, rehearsals, pre productions, locations, erratic monsoon to post production. I was one Woman Army doing every thing. I went to so many BMC schools, NGOs, Koliwada, Versova village in Mumbai, spoke to random fisher women on the streets just to find the right child artist for my film end of all this just before the shoot I got 103 fever but nothing stopped me, I went and shot the film in fever and finished the post production in time.

Qs: Was it difficult to write, act and director at the same time?

SJ: It can be challenging but not impossible. I write and direct the complete film on the paper, once I come on the set I become the actor, Once you do your strong paper work you can manage it all with a great team of course. In Hollywood it's a very old trend starting from Charlie Chaplin who wrote, directed and produced all most all his silent films and many more like Ben Affleck and Matt Damon wrote and starred in their film 'Good Will Hunting', and who is not aware of Sylvester Stallone's Rocky success. Film Rocky is a phenomena in itself. Writing is a serious talent you can make anybody act or dance in a film but you cannot make anybody write a film.



UTI Equity Fund-Over 25 years of Wealth Creation

Udaipur: UTI Equity Fund was launched in May 1992 and has over 25 years in its journey of Wealth Creation. The Scheme has withstood the changing weather of the Indian economy, from liberalization to digitization.

UTI Equity Fund is an open end equity scheme having a corpus of Rs.4,905 crores and 7.42 lakh investor accounts (as on March 31, 2018). The scheme primarily aims at securing for the unitholders capital appreciation by investing the funds of the scheme in equity shares and convertible and non-convertible bonds/debentures of companies with good growth prospects and money market instruments.

Consequent to the Categorization & Rationalization of schemes, UTI Equity Fund has been characterized as a Multi Cap Fund investing across the market capitalization spectrum from its previous avatar of investing in predominantly large-cap stock. However, the Fund would continue to follow the investment strategy of investing into stocks with High Operating Cash Flows, RoCEs etc., The Fund has 66% in Large Caps and remaining in Mid & Small caps as of March 31, 2018. The scheme's top holding consists of well-known and researched companies like Bajaj Finance, Indus Ind Bank, HDFC Bank, Yes Bank, Infosys, Kotak Mahendra Bank, HDFC Ltd., TCS, Maruti Suzuki India Ltd., & Mindtree Ltd., which accounts for around 41% of the portfolio.

The scheme has a proven track record for 25 years and has generated a return (CAGR) of 12.18% against benchmark return of 10.74% since inception (as on March 31, 2018).

An amount of Rs.10,000/- invested at inception has become Rs.1,95,910/- at the end of March 2018 as against Rs.1,40,223/- of benchmark S&P BSE 100 TRI. The scheme has around 20 times in the last 25 years.

Mr. Ajay Tyagi, Executive Vice President and Fund Manager of UTI Equity Fund said, "The Fund follows a well-set Investment Strategy in respect of stock selection and framework for prudent portfolio construction. Investment Strategy involves picking of stocks with strong earnings quality (high operating cash flow and high free cash flow characteristics) and those that can continue to show strong growth into the foreseeable future, thus providing for compounding of wealth. The scheme endeavours to pick high quality businesses in secular growth Industries that can generate economic value through the cycles rather than cyclical industries which are highly volatile."

Megh Mandal Santhan felicitated 8 Indian Painters

Megh Mandal Santhan, a NGO based in Rajasthan, gave award to eight talented painters in Mumbai at the NGO's 4th edition of their annual event "Chaitranjali" at Iskcon Auditorium, Juhu.

Led by the dynamic Vimlesh Brijwall, the NGO has been committed towards the noble cause of the betterment of the society and promoting the concept of sustainable development in various sectors. Megh Mandal Santhan has been working towards bringing positive changes in the lives of underprivileged children, their families and communities. Apart from contributing towards the betterment of the less fortunate, the Santhan has also been taking up the cause of preserving Indian art, culture and traditions.

Raja Ravi Varma is one of the greatest painters in the history of Indian art. His works of art have received profound acceptance across the length and breadth of the country. His portrayal of Hindu deities and episodes from the epics & Purans are used as objects of worship all over India.

The event witnessed the presence of Prof. Shri Kaptan Singh Solanki, Governor of Haryana as the Chief Guest. Additionally, apart from Vimlesh Brijwall who works in the capacity of Secretary of Megh Mandal Santhan, the other Special Guests of Honor includes - Arvind Savant, Member of Parliament (Shiv Sena), Pankaj Berry Bollywood Actor and businessman Vijay Kalandri. Painters who won the award are - Shashi Bane, Shmra Das, Suhas Nimbalkar, Sangeeta Gupta, Shridhar Iyer, Anu Nayak, Jai Jarotia and Siddharth. Speaking on the event, Ms. Vimlesh Brijwall, Secretary of Megh Mandal Santhan, said, "We Indians are blessed with a rich history, culture and tradition that makes us unique. Together we look forward to encouraging the talented artists of this generation by providing them with the recognition that they deserve."