

Do good for yourself

When you invest in good things, returns are bound to be good. At times you get instant results while more than often you have to wait. But for those who have made investing in good things a habit, results don't matter. These are the people who believe in Nishkam Karma and do good and offer it to the God. They, in return, get a deep peace inside instantly and then also get results in the future.

Now, in our lives, what we have been told is that good thing have to be big in magnitude. You donate money, feed someone, help a blind cross the road, pay fees of your maid's children, donate your old clothes, return an ornament to back to the owner, and so on.

Of course, these are great deeds, but you do not get an opportunity to perform such investments always. So, there are many ways with which you can continue with great deeds for the

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is proportional to the frequency you committed good work in the past.

What you reap is what you sow can be realized in many small endeavors we take across the day. For example, if you flush the toilet after using it on a train, you are most likely to get a clean toilet when you step in to use it. If you find it filthy, you must have left it so sometime in the past for someone else.

Similarly, if I get a lower berth in the train and I offer it to the senior citizen or a lady with an infant, I shall find similarly generous and kind youngster when I am old.

So, it is all about getting benefited from the past deeds of your self. This implies that you write your destiny. For many cases you see around you every day, you can connect with your past actions. You dropped a student to the exam center when it was difficult for him to reach in time will inevitably result in similar help for you in the future.

The power is like money which is too slippery to hold in your hands. Today, if you are powerful, you are bound to be weak next time. And that cannot be changed. Now the way you behave in the times of your power will determine how you will get treated in the future in your weaker times.

So, you are not obliging anyone by helping them. All you do is pave a path of comfort for your future. So next time when you use public parking, make sure that your park your vehicle in the most proper way so that others can park as well. Next time, you will get your parking space even when its Saturday night.

Javed Akhtar is Indian Music Industry's "Person of the Year"



Eminent script writer, lyricist, poet and Chairman of IPRS, Mr. JavedAkhtar was recognized and awarded with the inaugural Indian Music Industry "PERSON OF THE YEAR" award.

In a glittering function organized by the IMI during the first "DIALOGUE- Indian Music Conclave" organized by the IMI which is the apex Indian Music Industry body, Mr. Akhtar was presented with the award by Mr. ShridharSubramaniam President of Sony Music India and Chairman of IMI and by Seymour Stein, Co-founder/ Chairman Sire Records and VP Warner Bros Records.

An audio-visual which was played during the presentation contained messages from personalities such as Oscar winner and renowned music maestro AR Rahman, Filmmaker Karan Johar etc., demonstrated the respect with which Mr. Akhtar is viewed across the film and music industry.

Stakeholders in the music sector such as VikramMehra, MD Saregama, DevrajSanyal MD & CEO Universal Music Group India and South Asia spoke of the immense respect that Mr.JavedAkhtar has gathered the industry by ensuring that the creator and music business communities build bridges in an effort to work together for the success and betterment of the industry and for his role in ensuring that authors, composers settle their long standing with the music industry which had been festering for years.

ShridharSubramaniam, Chairman of IMI said that, "this award is recognition of Javed Saab's outstanding leadership which will allow the industry

now to concentrate on bigger challenges and to expand and bring value to all stakeholders and users of music."

In his address to the conference on receiving the award, MrJavedAkhtarsaid, that the creator was an indispensable part of the music industry and the soft power of creators could be a critical part of the strength of the music industry as it deals with the serious challenges posed by technology. He said, "this award is not only recognition of me, it is recognition for all stakeholders in the Industry- of the extremely positive and mature fashion in which the industry now conducts and views itself".

Mandar Thakur, COO of Times Music and Director of IPRS said that, Javed Saab's status as a leader is not only limited to IPRS but is acknowledged across the industry- all of this as a result of the extremely positive and constructionist role he has played in bringing together stakeholders on one table. The IMI Music Person of the Year award is recognition of this reality"

DevrajSanyal MD & CEO of Universal Music Group, India and South Asia said, "Javed Saab's exemplary leadership and even handed approach to all stakeholders has brought this industry to an extremely positive point - something we have not seen for quite some time now.

The Indian music industry must take advantage of this great synergy that has been built up between all of us- I feel, that given Javed Saab's leadership, we are up to this task- good things lie ahead for the industry."

Women Empowerment: Modern Scenario and Our Responsibility

Women is the best creation of GOD they are Mother , Sister ,Wife, Daughter and True friends it is said that there is always a women behind a successful men she whatever the relation may be, she is always the inspiration and source of motivation to make men successful even a tender relation of platonic love can create miracles it is our illusion that women is physically weak and soft and she unable to fight with muscular male infect the inner strength of a women is the backbone of all relations.

Women Empowerment is a recently coined buzzword which is trending every where today if we go in the history we find raja ram Mohan Roy is the champion of women liberation and establishing their strength in the society. Today's women is entirely different from the women of 15th century. The modern women is not just confined to kitchen or home they have proved there strength and competence in all the spheres of life even in those fields where man had a monopoly.

What is Women Empowerment ? - Actually, speaking women empowerment is the key to social and economic growth

Women empowerment can be defined as a process leading to enhancing women's control over financial, human and intellectual resources in society. In any nation, the women empowerment can be measured by extent of their involvement in social, economic and political fields. Women can be made said to be truly empowered only when all the factors such as self-worth of women, their right to control their own lives, their ability to bring about social change, are addressed simultaneously.

Why is it necessary ? - For the centuries together, women have been considered has inferior, Weak and as second citizen in all societies (accept some tribals) all over the world India is also not an exception

but with the new of renaissance now the society is compelled to consider the strength of women and they are getting importance and dignity in the society now. It is so important because their contribution cannot be neglected or overlooked women empowerment is a must for the betterment of not only a family or society but for the country as well. Today the scenario is quite difference girls are now inclined towards studies. They are toiling for better scores, vast knowledge and to crack the high levelled exams. They know the world better than before, women are playing multiple roles in the family they are the axis of the family around whom parents husband and children are spinning. None can ever ignore the importance of the role of a Mother, Sister, Wife, Daughter in their families. In old times it was a misconception that only man can earn for the family and women are just managers. They have no contribution for livelihood but in recent years everything has changed .

Positive Winds of Change ?

When we speak about the women empowerment we must keep in mind that only theoretical or imaginary empowerment will not serve the purpose infect it should be transformed into ground reality, without women empowerment we cannot remove the in equalities, Gender bias and injustice to the almost half population in the world. Today they are living in a better and open environment they are realising their liberty, independence and also the thrust for improvement in the society though there are certain grey areas where women are still becoming the victims of discrimination exploitation and injustice. In urban areas women are more secured, independent and empowered they are enjoying a number of opportunities facilities and new horizons for competitions and achievements but in rural areas women are still in miserable conditions it



is more important to focus on their education, health holistic development and also the financial condition so that they are not exploited by men anywhere.

How can we do this ? - We can certain do this by primarily changing the attitude the Parents and Society, we have to convince ourselves that girls are blessing and not a curse for the family. only worshipping women as goddess will not help. Now we have to perform our thoughts on the practical surface there are certain happy moments where people in villages celebrate the birth of a female child and feel proud to be the parents of a daughter. The second important means is the education it is important to save every girl child, keep her protected from all the evils of society teach her good sacraments and give her equal opportunities of higher studies. there is no time to cry on the past. every girl must be computer literate she must participates in games and sports she must be allowed to raise her voice against exploitation she must be made aware of all the odds and evils which she has to face during her coming life. She must be motivated and inspired to read books related Literature, technology Inspirational content and Psychology so that they get better understanding about them-

selves and the surroundings. Girls in tender age must be made Physically, Mentally and Morally strong enough to confront the forthcoming challenges.

Our responsibility as parents

? - We the parents are the prime source of inspiration for our children means sons and daughters it is our responsibility to teach our sons how to behave with girls and women in the society. Boys must know that they are not superior to girls and they have no right to misbehave with them in any manner Sons must be taught that " A lonely girl is a responsibility NOT an opportunity for them and they have burden to keep her protected . We must teach girls not to trust strangers and to develop a capability to understand the intentions of a person. Girls also must have a deep confidence in their mother and father.

They must share each and every thing with there parents in order to get proper guidance instead of exploring friendship outside they must come closer to their mother as a true friend. A Girl child closer to her father feels more secured hence it is important to change the attitude of distracting from parents making friends or Boy friend is not bad to the extent that they are your supporters and the relationship is healthy within limits, but this LINE OF



THE LIMIT is must be drawn by the girl herself so that boys may not take advantage of her innocence.

Responsibility of Children -

In the field of communication women are now getting new opportunities to communicate their feelings desires ambitions and goals to a large number of people around them but in case they misuse the means of communication in wrong direction they fall in danger. Parents have provided expensive cell phones to their daughters for the purpose of education and knowledge for improving their personality and achieve high goals for their carrier but when mobile is used to make friendship with unknown peoples on Facebook, Twitter and other similar communication platforms unknowingly they are fallen in danger. Every day we observe a number of crime stories on electronic and print media which happen due to the

misuse of internet resulting in serious consequences where the girls become the victims of heinous offences.

The legislations supporting women

Government , Social activist, NGO's and Other agencies are striving for bringing change in the life of women on different levels . today government of India is more inclined towards the women liberation . Empowerment and welfare for all classes of society without discrimination of religion, commune , economic status education or social position . The parliament of India has enacted several Laws to make the women well protected and empowered some of them are :-

Sexual Harassment of Women at Work Place (Prevention, Protection and) Act-2013. Immoral Traffic (Prevention) Act-1956,

Dowry Prohibition Act-1961; Equal Remuneration Act-1976; Medical termination of Pregnancy Act-1971;

Maternity Benefit Act-1961; Commission of Sati (Prevention) Act-1987; Prohibition of Child Marriage Act-2006;

Pre-Conception & Pre-Natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act-1994; Juvenile Justice (Care and Protection of Children) Act, 2000.

My appeal - I make an humble appeal to every person of the society that if you are really concerned and moved by the incidents /accidents on women ,PLEASE DON'T JUST SIT IDLE , THINK AND TRANSFORM YOUR THOUGHTS IN REALITY and give some practical contribution by actions towards the protection , empowerment and improvement of the condition of tender girls and women In the society .

ACT NOW !

- Chandra Vijay Shrivastava
Media Journalist

HDFC Life launches HDFC Life Classic One

Udaipur: HDFC Life Insurance Company, one of India's largest private life insurers announced the launch of HDFC Life Classic One, a single premium ULIP plan which offers the dual benefits of creating wealth through potentially high returns, along with financial protection in the form of life cover. Salaried as well as self-employed individuals sometimes come across a financial surplus. This could be in the form of a bonus, through maturity of a financial plan or a sudden wealth gain. Choosing the right financial instrument for investing a surplus of this kind can be difficult. There are very few instruments available today, which offer the flexibility to maximise gains from market movements, while also offering a life cover of 10 times of the single premium paid. HDFC Life Classic One has been specially designed to address this need. This product offers individuals the opportunity to invest in a market-linked plan through a single-premium payment and stay invested for the long-term. It provides policyholders with nine fund options across debt, equity and balanced fund platforms. This unique product also allows for unlimited free switches between the funds, thereby enabling customers to maximise their investments. SrinivasanParthasarathy, Sr. EVP, Chief Actuary & Appointed Actuary, HDFC Life said, "Our customer insights highlighted the need for a plan that is market related and flexible, along with a single-premium option."

THE AWARD WINNING 'OKO' ALL SET TO TREAT THE ROYALTY OF UDAIPUR



Udaipur: After scaling up the standards in fine dine Pan Asian cuisine across, Chandigarh & Bangalore, OKO, the award winning restaurant at The LalitLaxmi Vilas Udaipur is all set to

Toyota Kirloskar Motor Ushers Into The Festive Season



Udaipur: Toyota Kirloskar Motor (TKM) announced the launch of the enhanced version of the InnovaCrysta and the enhanced Fortuner. The Innova has been the country's undisputed leader in the MPV segment since its launch in 2005, while the Fortuner is one of the most celebrated SUVs in the Indian automotive market.

Keeping in line with the evolving require-

ments of its customers, the InnovaCrysta and Innova Touring Sport have been enhanced in the areas of safety and security. Speaking on the enhanced product, Mr. N. Raja, Deputy Managing Director, Toyota Kirloskar Motor Pvt. Ltd said, "Ever since its launch in India way back in 2005, the Innova has maintained a leadership position and is often referred to as a segment creator being the most preferred MPVs in the country with a current segment share of over 40%.

We have registered strong demand with cumulative sales of over 52,000 units from January to August 2018 period, with a growth of 13% as compared to same period previous year. The Fortuner has been dominating the SUV market since its launch in 2009. The Fortuner with its bold design and imposing presence gives a

distinctively new driving experience and delivering Toyota's legendary promise of Quality, Durability and Reliability (QDR). The 2nd generation Fortuner received a very positive response for its improved driving dynamics in all terrains coupled with its distinctive, sleek and powerful design.

At Toyota, we believe in 'Customer First' philosophy and in-line with the evolving preferences of our customers, we are happy to introduce the enhanced version with focus on safety, convenience and security features like passenger side power seat, anti-theft alarm with glass break and ultrasonic sensor to cater to the current generation of SUV lovers. The Fortuner has won many hearts in India and globally, since its launch in 2009, the Fortuner has been leading the SUV segment in the country, currently with segment share of over 70%," he Added.

toss up a culinary storm.

The 30 cover specialty restaurant brings to table an amalgamation of iconic preparations from Malaysia, China, Thailand, Indonesia, Vietnam, Korea and Japan. The authenticity of each dish stems from the recipe and fine ingredients sourced from their indigenous lands.

As shared by Executive Chef Sudarshan, "being the only true Pan-Asian restaurant in the city, dining at OKO will be an experience of graceful hospitality infused with vibrant ambience.

The menu is curated by some expat chefs and each of these dishes have a signature touch to it. From Indonesian Satay and Chinese DimSums to Japan's Udon Noodle Soup and Malaysian NasiGoreng; OKO is ready to serve the food enthusiasts of Udaipur the finest of different regions."

To add to the enthusiasm Master Chef Suriya, from OKO Chandigarh will be in the city during 1st to 10th of September. Chef Suriya will bring with him his spices and ingredients hand-picked from his farm at The LaLiT Chandigarh. OKO is also ideal for private group events and is operational during dinners.

Airtel announces massive expansion plans in Rajasthan

Udaipur: Bharti Airtel ("Airtel"), India's largest telecom-

munications service provider, today announced its massive network roll-out plans for FY 2018-19 to further expand its high speed mobile data footprint in Rajasthan.

As a part of its network expansion program – Project LEAP, Airtel announced its plans to add more than 9000 new sites in FY 2018-19, along with an addition of more than 4150 KMs of optic fiber, in Rajasthan. While stepping up the data capacities and taking services deeper into rural and unconnected areas. The expansion plan for FY 2018-19 follows a fruitful FY 2017-18 which saw more than 6800 new sites being deployed and more than 3000 KMs of optic fiber being rolled out in Rajasthan, extending its mobile broadband footprint to 44,200 towns and villages.

Hemanth Kumar Guruswamy, Chief Executive Officer – Rajasthan, BhartiAirtel Ltd, adds, "At Airtel, we remain committed to offering the best network experience to our customers and our massive investments in upping network strength and deploying latest technologies just reinforces that. We will continue to focus and invest heavily in our network to offer enhanced speeds and coverage to our customers in Rajasthan."

With this planned roll-out, number of Airtel's mobile sites in Rajasthan would go up by 29% to 33,000. further enhancing the data speeds and voice qualities. The addition of fresh optic fiber would extend its fiber backbone to 23,100 KMs, supporting the growth of high speed data services in the region.