

Business & Entertainment

Over and above elections

So all the noise and rush is now over. Its high time to relax and unwind. And when you are already in the paradise of lakes, you can only think of spending some quality time with your loved ones. Over the last few months, there has been a deafening noise about political scenarios across the city and state. Almost everyone was involved. We know who supports who and who's winning this time. But both win or defeat are temporary. Literally.

If you have supported a winner party, you can do a chest-thumping, and if you have lost it, you can cry in the washroom. But wait. Do we really need to get entangled in this political game of thrones? Not really. You need to get back to your loved ones with whom you were at a distance due to political and ideological differences. Your loved ones will always be there. There is no limit of five years or a term.

Supporting one party is good but hating the other makes you culprit. There are multiple ideologies and none of them is total-

ly correct. Likewise, none of them is totally wrong. All you need to understand is that the difference of opinion cannot be allowed to escalate to acrimony.

Editorial

The social fabric of the country is all about respecting the other thread while your part of the thread which is held by someone else. We all are connected since time immemorial.

This silence of a few days before the politics again takes over everything else, let's sit back and enjoy some light moments with friends.

Actually, this must begin from the leaders' level where each leader should sit with the rival leader and share some light moments. During the campaigns, people do a lot of mudslinging, which is a sad part of today's politics but once the elections are over, the same leaders should be sorry about their words and agree to contribute positively towards developing the nation. The political rivalry creates enemies while we need opponents.

The ones in power are answerable to the public. And the public involves everyone including the opposition party people. Simply ridiculing any concern of a rival party's member on the pretext of political difference is the apparent violation of basic rules of democracy. While leaders may not like the idea, you as an avid supporter of your party can start this. Enjoy some time with the opponent party's friends. We are one, and we must be one, before and after the game.

Distinguished dubbing by artiste Surendra Bhatia



Mumbai: BBC Earth known for their seminal show offerings like "Blue Planet", "Frozen Planet", "Life Story" and others have roped in illustrious dubbing artiste Surendra Bhatia after a row of auditions in India to give voice over to London-based 'Voice of God' Sir David Attenborough. The dubbing star winner of many laurels including the Dadasaheb

Phalke Academy Award is pleased to have bagged this prestigious project adding one more feather to his crowded cap. Speaking about this proud achievement, Surendra Bhatia says, "It is indeed a privilege and honour to dub for the world's renowned and divine voice of Sir David Attenborough. I am thankful to BBC for giving me this renowned opportunity of my lifetime. In my long professional dubbing career, I have given voice over to many famous and veteran actors. Not only across the country but across the entire globe my voice has proved impressive and enthusiastic voice has been complemented and has rendered the character an immediate hit among the masses. I am happy that many people have liked my performance and I get paid accordingly." Bhatia further informs those earlier years there was bare minimal scope for dubbing. He further adds, "But with the mushrooming of satellite channels in northern and regional languages, multiplexes, the digital revolution, there has been a sea of change. Many television serials, films, commercial advertisements, and other shows are being dubbed in different languages and are released simultaneously."

Looking back, the versatile dubbing artiste Surendra Bhatia, the ex-president of Association of Voice Artists, recalls that he has completed around 36 years in this industry. Getting emotional, he quips, "This industry in my 36 years long journey has given me name, fame, respect, status, money and all that I could achieve through hard work. But the government fails to honor and reward our talent. Today many channels air dubbed serials, films, etc. in different languages which helps in fetching crores of rupees as revenue to the government exchequer too. But I regret that the government bodies overlooks in honoring the dubbing talents of our country. I at this stage do not require any such distinction, but it will inspire the young generations which the governing bodies should make a note of. By honoring young talents with National Award, Padma Bhushan, Padma Shri and other highest civilian awards will make our countrymen proud. This will also help the government and the country self-important too. But why dubbing artiste is not added to these lists of awards is anybody's guess."

It was a pleasantry exchange of views while meeting the acclaimed and eminent dubbing artiste Surendra Bhatia, who has completed 36-years of his fruitful profession and was dubbing for BBC Earth's upcoming television programme "Planet". Bhatia had the privilege of dubbing for actor Richard Attenborough for his film "Jurassic Park". Now he is dubbing for his brother David Attenborough for "Planet".

Tipping the youngsters who intend to take dubbing as their professional career, Surendra Bhatia highlights, "Dubbing artiste should be a good actor and then he should have a mesmerizing and resounding voice. When it comes to dubbing, there's a lot of observation involved. Memorizing the dialogue is important. Even laughter differs from person to person. The character in the film or the serial and his body language and the mood has to be taken into account. You have to tone your voice louder or smaller as per the requirement fitting into the gesture, style, mood to fit the bill."

Cinépolis hosts a movie screening for over 4700 underprivileged kids across India



Cinépolis, India's 1st International and the world's 2nd largest movie theatre circuit organised a special movie screening today in association with Round Table India for underprivileged kids. This initiative is part of Cinépolis's endeavour to change the lives of young children for the better. This year, Cinépolis treated over 4700 underprivileged

children by screening the much-awaited action sci-fi thriller '2.0' at Cinépolis cinemas across 18 cities. Speaking on the occasion, Javier Sotomayor, Managing Director, Cinépolis Asia said, "Through our CSR initiative 'Let's All Go to Cinépolis', we aim to bring joy and happiness into the lives of the lesser privileged children.

Cinema has the power to influence and empower and being a responsible organization, it is our constant endeavor to provide this benefit to the underprivileged children as well. Speaking on the partnership, Devang Sampat, Director-Strategic Initiatives, Cinépolis India said, "Our partnership with Round Table India has helped bring our initiative to life in India

and has been very successful. This year we have reached out to more children across the nation and we hope to continue and grow these efforts in years to come." Commenting on this initiative, Dhruv Dalmia, National President from Round Table India said, "Round Table India & Cinépolis has partnered yet again to bring smiles to thousands of less privileged

children across India. Movie is an effective medium to create curiosity and deliver learning to the youth. 2.0 is a marvel in the field of artificial intelligence & high-end graphics which surely increase aspirational value within the children and make them believe in their bright future. The comfort of Cinépolis will definitely give them one of the best experiences of their lives. We are extremely happy that Cinépolis lent its support to make this initiative happen."

It was truly a memorable experience for many of these children who have never visited a cinema hall in the past and were enthralled with this initiative undertaken by Cinépolis. The screening was followed by a round of refreshments as well as an engaging discussion around the movie. Cinépolis has been organising this activity in India for the last 5 years and has so far screened movies for 21,690 less privileged children in these years. "Let's All Go To Cinépolis" is a global initiative undertaken to inspire, educate and brighten

the lives of underprivileged children through the medium of movies.

About Round Table India
Round Table is an organization of young people aimed at promoting community service and goodwill in National and International Affairs. Round Table is present in 56 Countries worldwide with over 33,500 members. In India there are more than 290 Chapters / Tables spread across 117 Cities and Towns with over 4500 members who are entrepreneurs, technocrats & professionals.

Round Table India is involved in building School infrastructure like Class Rooms, Toilets and providing other amenities like Drinking water facility, Library, Science lab etc to government or government aided schools across the country that are catering to children from underprivileged sections of the society.

Since 1997 Round Table India has built over 6189 Classrooms in 2588 Schools impacting 6.8 Million children across India at an outlay of Rs. 244.65 Crores.

Ford 'Midnight Surprise' With Prizes Worth Rs. 11 Crore



New Delhi: Ford India today announced the return of its mega sales campaign 'Midnight Surprise' from December 7 to December 9, offering consumers assured gifts totalling INR 11 Crore. The Midnight Surprise gets bigger in its latest avatar. All customers booking a Ford car during the three-day period will get a scratch card, entitling them for assured gifts on delivery of their cars within this month.

The gift on bookings made during Midnight Surprise includes LED TVs, washing machines, home theatre systems, microwave ovens to latest generation iPad, iPhone X, gold gift voucher worth Rs. 100,000 and holiday vouchers including a seven-day, six-night trip to Paris.

"Buying a Ford vehicle is always special, thanks to the value, features and safety on offer in each of them," said Vinay Raina, executive director - Marketing, Sales and Service at Ford India. "With the Midnight Surprise, we have made owning a Ford vehicle even more rewarding and look forward to welcoming many new members to the Ford family."

The offer will be valid on Ford's entire vibrant, feature rich and value for money product portfolio comprising Ford Figo, New Ford Aspire, Ford Freestyle, Ford EcoSport, Ford Endeavour. Customers who take deliveries of their Ford cars in December will automatically qualify for a lucky draw with a brand new Ford Figo as the bumper prize.

GODADDY LAUNCHES NEW MARKETING CAMPAIGN "BIJNESS BHAI" IN INDIA

Hyderabad : GoDaddy Inc. (NYSE: GDDY), world's largest cloud platform dedicated to small and independent ventures, today launched its new integrated marketing campaign focused on educating entrepreneurs in India about the value of creating an online presence for their business. The aim is to help people understand the ease and affordability of building a website with the robust ecosystem that GoDaddy offers, to manage and grow their businesses.

For this campaign, GoDaddy has signed MS Dhoni, former captain of the Indian cricket team, portraying a supreme mentor and guide as the "BijnessBhai" (business mentor), the foremost authority on business for small business owners, entrepreneurs and individuals across the country. Together, GoDaddy and Dhoni will work towards encouraging people to turn their ideas into reality online. The campaign will be available in seven Indian languages, including Hindi, Gujarati, Kannada, Malayalam, Marathi, Tamil and Telugu, to help spread the message to people across the country.

"Every successful inning requires a strong and stable mentoring. My association with GoDaddy on the next inning of my life is an assurance that I have a mentor and guide to help me reach my goals and bring my ideas to life," said Dhoni. "Like me, for all aspiring entrepreneurs out there, with GoDaddy as your partner, your business can realize its true potential, equipped with the right online tools and solutions required to deliver a match winning performance on the challenging pitch of business that lies ahead," he further added.

Arun Pandey, cricketer-turned-entrepreneur, Dhoni's friend, manager and business partner said: "I understand from personal experience how hard it can be to turn one's passion into a business. The key to achieving it successfully is by staying focused and committed to your vision, while building a close

connection with your audience. GoDaddy understands the importance of community by making it easy to get an idea online and discovered. I am super excited about my venture with Dhoni and with GoDaddy, helping us advance our dreams and make them bigger and real."

For its latest marketing campaign, GoDaddy worked with Lowe Lintas to create two quirky and humorous television commercials (TVCs) with Dhoni as the "BijnessBhai", a messiah for aspiring entrepreneurs, who helps them with day-to-day problems and advises them to grow their business by going online, using GoDaddy's differentiated online and productivity tools and solutions. Using an engaging narrative, the commercials illustrate how the company is committed to supporting the growth of its partner ecosystem, empowering them with digital solutions to grow and thrive online.

Commenting on the campaign and collaboration with Dhoni, Nikhil Arora, Managing Director and Vice President, GoDaddy India said, "We are thrilled to be working with a global phenomenon like Dhoni and share our combined story. He represents a true voice of India with a successful professional journey, as a cricketer and now as an entrepreneur. We hope that his story can inspire and encourage business owners, especially in Tier 2 and Tier 3 cities across the country, to follow their dream and get their ideas online." He further added, "Through this campaign and our association with Dhoni, we want to create awareness about the benefits of going online, while demonstrating the power of our integrated suite of products and services to help emerging India transform digitally."

Currently releasing the two TVCs on GoDaddy's official online and social channels, as well as on TV, the company plans to fully launch the campaign, by the end of January 2019, rolling it out across radio, print and outdoor channels.

TAFE inks Agreement with Japan's ISEKI

Udaipur: Tractors and Farm Equipment Limited the world's third largest tractor manufacturer by volumes and ISEKI & Co., Ltd, the third largest Japanese agricultural machinery manufacturer for tractors, planting and harvesting machinery, and engines, inked an agreement for the manufacture of compact tractors in India.

Under this agreement, ISEKI will offer product technology to TAFE for the manufacture of these products for the Indian market. The scope of the agreement will, in addition, cover sourcing of components/ assemblies through TAFE, building on the volume advantage that TAFE offers. TAFE will offer ISEKI's premium light utility compact tractors in the 35-54 hp range in India. These multi-utility light weight tractors with advanced features can be used for puddling operations, orchard and plantations land preparation, tilling, inter-cultivation and spraying applications to name a few. The tractors will be manufactured in TAFE's Madurai plant and expected to roll out by 2020.

Mallika Srinivasan, Chairman and CEO - TAFE, said, "This agreement brings together ISEKI's rich experience in the light utility compact tractor segment globally and TAFE's strong position in the Indian market, along with its strong manufacturing capability and robust supply chain, to offer Indian customers an international product range that will meet their requirements in new, emerging applications through a unique value proposition."

Mr. Kikuchi, Chairman of ISEKI, on signing this agreement said, "We will enter into the largest tractor market in the world, India and the Indian subcontinent with greatest partner called TAFE. We'll promote technical alliances with TAFE by this agreement and collaborate with each other as important partners not only for India but also for our global strategy in long term. We believe our global strategy is founded by this cooperation with TAFE, and we hope we can contribute great relationship between three companies to promote global strategy together."

SCHOLARSHIP 2019 - 2020 FOR YOUNG MUSICIANS (INDIAN MUSIC)

Udaipur: Applications (bio-data on music education) are

invited from students for a scholarship in advance training in Hindustani Music (vocal - khayal / dhrupad, percussion - tabla / pakhawaj). The value of the scholarship is Rs. 7,500/- per month for one year (April 2019 to March 2020). Send in your application (bio-data on music education) via mail to ncpascholarships@gmail.com in an envelope marked 'Citi - NCPA Scholarship for Young Musicians (Indian Music)' to the National Centre for the Performing Arts, Nariman Point, Mumbai 400021 on or before 31st Dec, 2018. Please note, applications received after 31st December 2018 will not be accepted.

The application must contain details regarding the individual's name, date of birth, address, contact number/alternate contact number, professional qualification, email ID, music teachers/gurus, number of years of total training and details of achievements/prizes/scholarships and performances, amongst other noteworthy details. The shortlisted candidates will be informed via email or telephone. They will be required to appear for an audition at the NCPA, Mumbai, in the month of February 2019. The decision of the NCPA Selection Committee will be final.

Contact No: 022-66223872 / 3737 (Mon to Fri. 10.30 am to 5.30 pm)

Eligibility Criteria & General Instructions:

- Age Limit - For Khayal / Tabla / Pakhawaj - 18 to 30 years of age (as off 1st March 2019)
- For Dhrupad - 18 to 35 years of age (as off 1st March 2019)
- Students who are beneficiaries of other scholarship/grant in the field of music during April 2019-20, are not eligible to apply
- Professional musicians including those with 'A' grade from All India Radio are not eligible to apply
- Only Indian citizens are eligible to apply

Overseas Synthetics Ltd Plans Major Expansion

Udaipur: BSE listed Overseas Synthetics Ltd, one of India's leading vertically integrated textile companies having its State of art, ultra modern manufacturing units producing grey yarn, dyed yarn, knitted fabric and garments from Spinning to Garmenting, operating in a highly computerized environment, even as they constantly innovate to diversify and upgrade their products is planning expansion whereby it will increase its capacity of grey yarn & dyed yarn. Its core strengths, includes mod-

ern manufacturing technology, quality systems, quality relationships. Overseas Synthetics has earned the reputation of an extremely reliable supplier. Its conviction in leadership through quality and best business practices enables Overseas Synthetics to emerge as a reliable supplier of world-class products in the global market.

The company manufactures 100% cotton combed yarn in different count ranges with focus on sourcing the best quality of raw material from India/abroad having a dedicated team for cotton procurement frequently travels across India and abroad to assess the quality before purchase.

The company has a system of "on the spot passing" before procuring any cotton - be it in India or abroad with focus is on having a fine quality long staple fiber with lowest possible contamination levels.

Overseas Synthetics has established strategic relations with some of the farmer groups/ginners to provide us "contamination free cotton". The company has R&D facilities with latest and modern testing equipments. Indian Textile industry contributes to 7 per cent of industrial output in terms of value, 2 per cent of India's GDP and to 15 per cent of country's export earnings. India's overall textile exports during FY 2017-18 stood at US\$ 39.2 billion with high growth figures due to the boost given by the Modi led Government.

The size of India's textile and apparel market recorded USD 108.5 billion in 2015 and is expected to grow on a fast pace to reach USD 226 billion by 2023, growing at a CAGR of 8.7 per cent, due to which Overseas Synthetics Ltd would benefit substantially with increased turnover and profitability. The Indian government has come up with a number of export promotion policies for the textiles sector and also allowed 100 per cent FDI in the Indian textiles sector under the automatic route, whereby a host of foreign companies are planning to enter the Indian Market. According to market circles this stock appears to be an Attractive Buy at its current levels.

The future for the Indian textile industry looks promising, buoyed by both strong domestic consumption as well as export demand. With consumerism and disposable income on the rise, the retail sector has experienced a rapid growth in the past decade with the entry of several international players like Marks & Spencer, Guess and Next into the Indian market. High economic growth has resulted in higher disposable income leading to rise in demand for products creating a huge domestic market.