



Good or Bad

In this world, no person is good or bad. The truth is everybody is just as he is. What today, we are seeing is just one layer of his personality. Many layers of this fold of his personality are hidden inside.

Circumstances--- As today we see him is not the result of circumstances that he has gone through in this life but his today's personality is the outcome of various circumstances that he had been facing in various previous births. He might have seen good or bad times, easy or difficult situations, sometimes people around him co-operating while sometimes not co-operating, sometimes rich in resources whereas sometimes poor in resources to face those situations. In separate births, scenes might have been different different for him. All these, he himself also does not remember now. But all these surely have different impacts on his personality.

Sanskars--- We just cannot know another important factor that is sanskar in him. A child when takes birth on the earth, brings Sanskar with him acquired from the previous many births. Those Sanskar that he had acquired in previous births are with him in this birth also. Then in this birth while growing older, he gets Sanskar from his parents, relatives etc. He also gets Sanskar from the environment and the society. Then there are those Sanskar also which he himself has acquired and developed thinking them to be the right ones, for his life.

These all situations, circumstances and different Sanskar mould his personality to give it a specific shape. His thinking pattern, his attitude all are shaped according to that only.

Thus his personality is moulded. Now, with impact of so many layers, he has to face present life situations. So, we cannot say for any of his reactions that he is good or bad whether his reactions are right or wrong. However, he reacts just shows the impact of so many layers on his personality. That is the glimpse of impact or influence on him.

We can say that he can and he must try to bring changes in his personality to be a better person which is in the favour of his bright future which everybody wants.

So when dealing with somebody, instead of getting angry, we must accept a person as he is but escaping our own self from the bad influence from him. First save your own self then can adopt helping attitude. Our thought level should be high as it is everybody's social duty to help raising the level of humanity.

- Sulekha shrivastava

Editorial

Two days training programme on Entrepreneurial Approach



Department of Resource Management and Consumer Science organised a two-day web training program on 'Entrepreneurial Approaches to Lighting in Interiors'. On the first day of the program Mr. Gaurav Singhvi enlightened the students about the importance, types and different classifications of lighting. He also explained the psychological relationship between colours and lights. Furthermore, Mr. Amit Munot, Owner of Amana Lights gave the demonstration regarding the different types of lights available in the market in variety of ranges, different materials, the types of bulbs and tube lights. In the third session Mr. Sulabh Dharmavat owner 'Lantern-A unit of Sulabh Decor' showed the students different decorative wall lights, hanging lights, chandelier and also told the importance of Bluetooth and sensor based lights in the near future. On the second day of web training program Mr. Nagendra Singh and Mr. Rajendra enlightened the students with parallel and series lighting, types of switches, bulbs and safety points be kept in the mind about the hazards.

Simple Energy seals partnership with Siemen

Mumbai: India's leading electric vehicle (EV) and clean energy start-up, Simple Energy, announced its partnership with global technology leader, Siemens Digital Industries Software to boost EV mobility solutions with new-age technologies.

As per the partnership, Simple Energy will be adopting Siemens' Teamcenter X, a cloud-based Product Lifecycle Management (PLM) software, which will help the company establish a strong digital foundation for its e-mobility solutions. The PLM technology will deliver consistent and rich product definition to further fuel Simple Energy's constant quest for manufacturing excellence, top quality product, and superlative R&D standards.

Along with Siemens, Simple Energy has also roped in PROLIM, Siemens' Technology Partner, to share its world class technologies for strengthening India's bid to become the EV capital of the world. "Electric vehicles are the future of sustainable mobility, and digitalisation is vital to make EV manufacturing efficient and environment friendly. Being a start-up focusing on clean energy solutions, we are happy to have two of the most reputed digital technology brands in Siemens and PROLIM powering product development and innovation at our centre. Simple Energy is committed to deliver high quality, sustainable products to our patrons and will continue encouraging innovation in the mobility segment" says Suhas Rajkumar, founder and CEO, Simple Energy. "PROLIM is a proud Siemens global technology partner. We are excited by the opportunity to deliver the benefits of the cloud native Teamcenter X to power Simple Energy's super exciting, green and clean technology and support the fast paced, rapidly growing EV market in India," says Srinath Koppa, Managing Director.

Jai Bheem App Soars in its Launch with Manoj Bajpayee

The ambitious Jai Bheem Short Video App finally met a conclusive beginning with a successful spectacular launch yesterday. The launch was done by none other than the Padma Shri and National award-winning actor Manoj Bajpayee in a grandiose event organised by the Jai Bheem CEO Girish Wankhede, on 26th January, Republicans day of India.

Jai Bheem App is a short video app where creators can share their content and even learn from others. It's like a platform aimed at the masses that still remain bereft of a chance to prove themselves. With Jai Bheem App, which is made in India, the wait is finally over as it got launched by Actor Manoj Bajpayee.

At the launch, Actor Manoj Bajpayee said, "It's a privilege and honour to be a part of such a monumental moment. The app is going to be a boon for our talents; especially one's belonging to small towns and cities acting is the sole bread and butter in the industry and we all know there are so many talents who are still suffering

because of lack of the opportunities. I believe the Jai Bheem app is going to take care of it. Short video contents are the talk of town everywhere and with Jai Bheem App everyone in our country and abroad as well can participate in it. Furthermore, the app will help you in mastering your talent and possibly bring you into the Bollywood industry. So, I suggest people should join the Jai Bheem app and start their entrepreneurial journey soon. I wish everyone all the best.

Jai Bheem short video app CEO Girish Wankhede shares the idea behind creating the Jai Bheem App. He added, "We are witnessing a lot of foreign apps making money from our country and leaving. Also, a major grievance I heard from many industry experts was that local content creators were held back suspiciously from getting viral. It spurred the zeal in me to think what if we have a home grown similar app aimed at helping our local talents with an opportunity to make their marks. And from there the creation of the Jai Bheem app began. With this



app, our youth not only can showcase their talents but also empower themselves into an entrepreneurial journey with our monetization feature. They would be able to UNLEASH their potential."

"I was fortunate enough to receive immense support from society. Along the way we came up with Jai Bheem as the name. The name Jai Bheem encompasses brotherhood, fraternity, and the freedom of expression that Babasaheb Ambedkar taught us about. Another reason was a widely conducted survey where we asked for the name suggestion and people around

the nation selected Jai Bheem too."

Jai Bheem App is a category breaker app not only in Entertainment but also in Education and Entrepreneurship in the space of short videos that is why the whole idea of getting Manoj Bajpayee and creating a huge setup where we break the wall and launch the app where it comes out on a phone with a QR code and Manoj downloads the app whole Jai Bheem App team is thankful and grateful to Manoj for supporting and showering love on JAI BHEEM APP.

The whole idea is to serve

society with the aid of modern technology. We need to speak with the younger generation in their own language. So, the whole idea was developed around the technologies the current generations can relate too. The promoters of JAI BHEEM app aim to redefine the Es in the business, which is Entertainment, Entrepreneurship and Education. This app will not only talk about entertainment as right now but it would also specifically concentrate on monetization of Entertainment and thus promote entrepreneurship.

On a closing note with a massive smile around his face, Girish Wankhede concluded by saying The industry looks happy, I'm happy, and I'm sure our people will be happy too. Cheers to a new beginning.

The programme started with salutations to Dr Babasaheb Ambedkar with a very well choreographed dance by Bollywood industry choreographer Sandeep Soparkar.

Ginni Mahi was the star performer of the launch, who sang Punjabi songs praising the

Unity of India through Our Constitution.

Kannada Actor Chetan Ahimsa was very happy at the launch and said that Jai Bheem app would bring in the equality and equal opportunities for the youths of the nation.

One of the Bureaucrats Dr Kamble expressed his happiness and also desired that it lives up to the name of Jai Bheem and its ideals.

The event was full of galore and limelight as many popular industry personas notably, Senior Musician Lalit Pandit, Kannada Actor Chetan Ahimsa, Actor Singer Ketki Mategaonkar, Sensational Singer from Punjab Ginni Mahi, Choreographer Sandeep Soparkar, Nitin Raikwar, amongst others graced the launch and took part in post-event celebrations of Republic day of India.

The launch was specially attended by many social media influencers who have millions of followers. They were jubilant and were happy that the Jai Bheem app would give them a chance to UNLEASH THEMSELVES.

'Swami Narayan Vishwa Vikram Samaroh-2' successfully organized

Mumbai: A grand and huge program 'Swaminarayan Vishwa Vikram Samaroh-2' was organized in Mumbai by Shri Swaminarayan Mandir of Shri Hari Satsang Seva Trust (Kundaldham) on 29 January 2022 at Swaminarayan Mandir, Sarvopari Nagar, Mumbai, which was successfully completed.

On 18th December, 2021 a wonderful idol collection of total 7090 forms of Shri Swaminarayan Bhagwan were created in Shri Swaminarayan Mandir Kundaldham, Gujarat, under a program called 'Swaminarayan's Akshardham in Kundaldham'. This was organized for the development of Indian culture and Hindu religion and for the worship of God. Particularly this huge gathering of idols has got a place in the Guinness Book of World Records as a world record. For this award, a Guinness World Record certificate was presented to the saints of Puja Gyanjivandasji Swami by the special guests like famous flute player Pandit Ronu Majumdar and MP of North

Mumbai Shri Gopal Shetty.

On this occasion MLA Geeta Jain, Puja Madhavpriyadasji Swami, Niranjandasji Swami, Aloukidasji Swami and many passionate devotees and eminent personalities of Mumbai graced the program by their presence. Inspiring Param Puja Shri Gyanjivandasji Swami Kundaldham attended the program through video conferencing.

After observing this program 'Swaminarayan's Akshardham in Kundaldham', the Guinness World Records team has given it the status of Vishwavidyut. Millions of idols of God built with the inspiration of Puja Swami Shri Gyanjivandasji are adorned in the homes of devotees all over the world. It has been the spirit of Swamiji that after seeing these beautiful idols of God, people should settle them in the heart, so that every person's mind becomes a temple. This work is believed to resonate the fragrance of Indian culture and the sanctity of Swaminarayan culture to across the globe.

On this occasion, a tree plantation was organized for the protection of the environment of Mumbai metropolis, in which there were blessings of saints along with the blessings of many great personalities. The principles and teachings of Shri Swaminarayan Bhagwan reached the masses.

This program with an unique confluence of religion and environment is an effort of Puja Guruj Shri Gyanjivandasji in this direction. It was a divine blessing to have this combination of Devotion and Environment conservation.

Chief Guests like World renowned flautist Pandit Shri Ronu Majumdar and North Mumbai M.P. Shri Gopal Shetty were also very much



impressed by this auspicious event. Swami Gyanjivandasji believes that this program preached Lord Swaminarayan's motto of 'Every soul's well-being' to the world. It was really fortunate that the lively city of Mumbai hosted such an auspicious function.

JK Tyre achieved highest ever revenues in Q3FY22

Udaipur: Indian Tyre Industry major, JK Tyre & Industries Ltd. (JK Tyre) announced its consolidated unaudited results for third quarter of FY2021-22. Commenting on the results, Dr. Raghupati Singhania, Chairman and Managing Director (CMD), said, "JK Tyre recorded in Q3, the highest ever quarterly sales. Exports contributed significantly to the top line.

He further added "The unabated increase in input costs could be partially offset by some price increases. We intend to increase selling prices again to neutralize the impact further". "The Company's subsidiaries - Cavendish Industries Ltd. and JK Tormel, Mexico have made significant contribution to the revenues. JK Tormel, Mexico has performed well and has been able to achieve 100% sales growth during the first 9 months of the fiscal. The operating margins have also improved considerably." "We are optimistic on the outlook of the Tyre Industry and believe there will be good demand growth across all market segments given the expected economic activity going forward and the waning effect of the pandemic." Dr. Singhania further added that, "During COVID third wave JK Tyre has placed the highest emphasis on the safety and well-being of its employees, business partners and society for continuation of the business as well as livelihoods."

Gujarat Port & Logistics Co. Ltd accepts proposal of Seacoast Shipping Services Limited

Udaipur: Gujarat Port and Logistics Company Limited (GPLCL) being SUP floated by Gujarat Maritime Board and GSFC has accepted proposal proposed by Seacoast Shipping Services Limited (SSSL) for developing coastal movement of containers and Bulk cargo from minor ports to major ports via sea route through bogies.

The above project will be the first move towards Sagar Mala Scheme, by Government of India, Ministry of Shipping to reduce land traffic which to be beneficial to environment and will be high cost effective exim trade and will play major role in economy.

The above project will have high revenue income which will increase the turnover above 200 Cr. additionally to the current business and will be in position to deploy 100 employees. Moreover SSSL has proposed Joint Venture to GPLCL for long term association which is under procedure for implementing as per policy of Government.

BSE listed (542753) Seacoast Shipping Services Limited is amongst the top three freight forwarders handling Agri export commodities exports in containers from Mundra port. It offers complete logistics solutions under one roof and also offers International Ship Operations of Modern Dry Bulk Vessels. Every year it carries around 5.0 million mt of bulk /and unitised cargo across the oceans. As a specialist in spot business, SeaCoast focuses fully on dry bulk logistics and Container Freight Forwarding along with Inland Road Logistics.

The company offers TOTAL MULTIMODAL LOGISTICS through seam-less services from the transportation of cargo to export. It offers a one-stop solution for the oceanic transport of dry bulk cargoes worldwide. With worldwide shortage of Containers, Sea Coast would get higher realisation whereby it would be benefited substantially. The main role is ensuring the safe and efficient Marine transportation of commodities. Ship Chartering Charter Vessel on Time or Period for movement of cargo Worldwide, Coastal Trade, Freight Forwarding End-to-End Service Provider for Container movement, Warehousing and Transportation of FMCG product. Providing end-to-end service in FMCG products for example Liquid, Salt, Ceramic etc. within India, Mining and Transportation.

Trushna Vyas became the Women Vice President RPI (A) of Gujarat State

Kutch (Gujarat): A program Republican Party of India (A) Sadbhavna Mahasammelan was organized in the town hall of Rapar district.



Chief Guest for the occasion were RPI (A) National President and Union Minister Ramdas Athawale. In his speech he asked everyone to unite the society, break the caste system and work in the direction of brotherhood. He chanted slogans like Jai Bhim, Jai Samvidhan, Jai Gujarat.

The office bearers of all the districts were present in the meeting of businessmen of Gujarat State. On this occasion, the party's Vadodara Woman Chief Trushna Vyas was appointed as the Gujarat State Women's Vice President. State President Ashok Bhatti, Women President Leelvatiben Vaghela, Gujarat Prabhari Jatinbhai Bhuta, City President Rajesh Goyal and all party officials and workers were present on the occasion. In the end, newly elected Gujarat State Women's Vice President Trushna Vyas expressed gratitude to all.

India's Biggest Short Film Festival ...

Mumbai: The hunt is on for India's emerging short filmmakers, directors and actors Films can be 8, 16 and 32 seconds long and need to address the themes of love or discrimination The winning films will be screened nationally through Carnival Cinemas 470 screens Carnival Cinemas is launching the 8secondz Short Film Festival in a bid to discover India's next great filmmakers, directors and actors and showcase their talents to the nation.

In what is dubbed India's biggest short film festival, films have to be either 8 seconds, 16 seconds or 32 seconds in duration and deal with one of two themes: love or discrimination.

"If you're a budding filmmaker, this is the chance of a lifetime to be discovered! Simply

download the 8secondz app, create or upload your film to the festival and you'll be in the running to win," says 8secondz Global CEO Tom Godfrey. "We have chosen love and discrimination as the two themes we want filmmakers to tackle this year. After years of dealing with the pandemic, we felt encouraging people to showcase love and working to put an end to discrimination will help inspire the nation."

Filmmakers will have until March to enter their film through the 8secondz app, before the jury which includes Anuraj Manohar, A C Balaji, Sarath Raj, Shikhan Madathil and Santhosh Puthan, will decide winners



Entries are welcome across a range of movie genres including Bollywood, Tollywood, Hollywood, Sandalwood and Bollywood. The winning films will be screened nationally through Carnival Cinemas 470 screens.

"Whether you want to be the next Alia Bhatt, Ranveer Singh or Priyanka Chopra, we want to help you showcase your talent and be discovered," Godfrey says.

US based CommercIQ announces India market entry to drive

Bengaluru: The pandemic has imutably changed how people shop, accelerating e-commerce adoption and market share. In response to the growing demand from global brands for solutions that can help them manage and capitalize on the growing \$5 trillion global e-commerce boom, CommercIQ—the industry pioneering E-commerce Decision Management Platform™ announced its expansion into India.