



With or Without

You are with somebody always. Day or night, morning or evening. The interesting thing is that this condition is not for a day or two or months but it remains for yrs. In other words you are in this condition for years.

Birth, parents, brother sister, relatives, friends, spouse, society, office colleagues environment etc.etc. One day you say that nobody leaves me alone for a while also. Though you utter these words but the thing is that at heart you yourself like this situation. The reason is simple that you feel yourself important when you are amongst all. In other words you try or say that these people can't live without me. It may be true that you have reserved some place, a specific place for you amongst all. That only means that you're some or the other quality has made you useful up to some extent for them. They are getting some benefit out of your quality so they are paying a bit attention towards you. But that doesn't mean that they cannot live without you. They will

forget you as soon as they find somebody else better than you in the same field. That time you will realise that you cannot live without them. Just bcs

Editorial

when they paid attention, U unknowingly developed the habit of somebody buttering you all the time, for or without reason.

Now, when people don't pay attention, you feel unhappy, ignored and angry. Then you start blaming others for no reason. Sometimes you put serious allegations also on others and you bring reasons also from nowhere to justify yourself. This all is done to make yourself important again.

This all together creates a chaos or confusion in ur mind. This is one instance of ur life. Like this, many instances we face in our life. Every instance sometimes render peace and sometimes pain. From birth till old age many instances confront us. The result is sometimes pain and sorrow with blaming others and sometimes peace and joy with praising others. This all whether good or bad is responsible to create a state of mind in you. Mind means mental body, all the time full of thoughts or emotions, regarding those all, small or big instances you had been facing all through ur life. Not only facing but also storing them in your unconscious mind.

These thoughts n emotions provoke you to act in a specific manner. You act accordingly. These are your Karmas, a storage of which you have made unknowingly or unaware. In old age after 60 years when you come in contact with some enlightened person, you hear or read some very literate or spiritual person then you are suddenly told that to walk on the spiritual path or to get developed spiritually you have to calm all chattering of your mind. Be peaceful and loving to all creation of almighty God. Then in order to lead a peaceful spiritual life, you have to leave all that you have been collecting in ur mind all through ur life. All seemed true but all were a false illusion.

Now, in the beginning, you said that people can't live without me but now you have to be strong enough to live without them. They can live or not without you, is their problem but you surely have to learn to live without them. It's not only for ur betterment but also an only way to take you to Salvation.

Man Matters launches #LetsTalkMan

National : The Epiphany - Who do you go to, to talk about your wellness problems? The last two years have been unprecedented for everyone, and people across age groups have found themselves grappling with multiple uncertainties and challenges. Given this



MEN

Man Matters - India's leading digital health platform for men, has come up with a new campaign #LetsTalkMan. The campaign reflects on how men sometimes

refrain from opening up and do not allow themselves to be vulnerable, which then leads to bottling up of emotions. The latest digital film executed by Spring Marketing Capital features 'Taare Zameen Par' and 'Shor in the City' famed actress Girija Oak Godbole encouraging men to self-love and talk about their problems. The first scene of the video begins with the actress asking her partner to open up about his problems. Cut to the next scene, she continues asking men why they don't open up as women do. The video highlights how men shy away from speaking about basic issues like hair loss or stress. They consider their partners to be their better halves but at the same time, they are often seen dealing with all the emotional baggage alone. The video shows companionship as more than just working together on household chores or planning the finances. It's equally important for men to talk about their physical and emotional issues with their partners and peers. The campaign focuses on breaking societal gender stereotypes and redefining the importance of men's care. Commenting on the campaign, Anuroop Nair, Director of Brand Marketing at Mosaic Wellness said, "With this campaign, we are one step closer to our brand's vision. The idea is to encourage the men to come forward and talk about their challenges without any hesitation or societal pressure. We have seen that society has always perceived and internalized men to be tough, physically strong, and for some reason, not emotionally forthcoming. Men opening up about their feeling and problems is considered to be 'weak'. Through this campaign, we want to break those gender biases and at the same time make sure the film is worth repeat-watching and entertaining." Sandeep Balan, Branded Content Partner at Spring Marketing Capital, said, "We are always excited to associate with Man Matters, as the brand has always pushed the boundaries on how we should open up and feel. The pandemic has taught us the importance of self-care and how we should prioritize ourselves. We have always seen men hesitant in expressing themselves thinking of being judged by their partners or other male friends. I think most of us have felt this way some or another time, but someone needed to say this and hence we finally did through this film."

Launched in May 2020, Man Matters (manmatters.com) is operated under parent company Mosaic Wellness, focused on offering curated services & products across health & wellness. Having completed more than 2L unique medical consultations across areas like hair loss, dandruff, sexual wellness, nutrition, skin, and more.

ABB technology helps Wonder Cement to save over 1.8GWh energy annually

Udaipur : Wonder Cement, one of the leading cement manufacturing companies in India, installed ABB's ACS880-based SPRS solution for saving energy, at its manufacturing plant in Chittorgarh, Rajasthan. The plant has three production lines, with a capacity of producing 8 Million Tons Per Annum (MTPA) of clinker.

The cement manufacturing process is complex, and companies usually opt for big slip ring induction motors to get high starting torque and to meet process requirements. The traditional method uses external rotor resistors and leads to heavy energy loss in the form of resistive heat dissipation. ABB's ACS880 based SPRS solution plays a very important role in controlling the speed of slip ring motors and helps in achieving significant energy

savings. The built-in energy calculators including used and saved kilowatt-hours, CO₂ reduction, and money saved, help the customer to optimize manufacturing processes to ensure efficient energy use. The energy optimizer mode ensures maximum torque per ampere, reducing energy drawn from the supply.

"This project is indeed a great example of how we are one of the most trusted partners for customers when it comes to energy efficiency. From the cement sector to food & beverages, and pharmaceuticals, we have constantly promoted technologies that help in driving our carbon neutral future. Our solutions are helping businesses across India to cut energy expenses and decarbonize their operations," said Sanjeev Arora,

President, Motion Business Area, ABB India.

With the help of SPRS, Wonder Cement saved 1.8 GWh - 2.0 GWh energy annually, which is equivalent to the energy consumed by over 9,000 houses per month.

Digital monitoring for

easy maintenance

ABB (ABBN: SIX Swiss Ex) is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics,

automation, and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB's success is driven by about 105,000 talented employees in over 100 coun-

tries. www.abb.com

ABB Motion keeps the world turning - while saving energy every day. We innovate and push the boundaries of technology to enable a low-carbon future for customers, industries, and societies.

With our digitally enabled drives, motors, and services our customers and partners achieve better performance, safety, and reliability. We offer a combination of domain expertise and technology to deliver the optimum drive and motor solution for a wide range of applications in all industrial segments.

Through our global presence, we are always close to serve our customers. Building on over 130 years of cumulative experience in electric powertrains, we learn and improve every day.



Vodafone Idea Foundation's 'JaaduGinniKa' Financial Literacy Program Enables Bhavana Paliwal, CSC Village-Level Entrepreneur, to educate over 8000 Villagers of Rajsamand

Rajsamand : 32-year-old Bhavana Paliwal, who hails from the Rajsamand District in Rajasthan, always wanted to create awareness on a large scale in rural areas, particularly among women.

Association with CSC Academy

To pursue this dream, she joined CSC Academy, under the Ministry of Electronics and IT (MeitY), in 2012. On learning about CSC's various programs in the areas of digital and financial literacy, Paliwal registered as CSC's Village Level Entrepreneur (VLE). After undergoing training, she undertook her first project to conduct digital financial literacy programs in remote villages.

Challenges Faced

On her visits to villages, Paliwal came across many villagers who had no understanding of money management. Some believed that their money was safe only when locked at home. Others had fallen into traps of fraud chit fund

companies. The loss suffered by these villagers due to such misinformed decisions was huge. However, Paliwal was undeterred by the challenge set before her. She was determined to promote financial inclusion in rural villages.

Financial Literacy with 'JaaduGinniKa'

Over the last ten years of her journey as a VLE, Paliwal, through Vodafone Idea's 'JaaduGinniKa' program, focused on financial literacy and spread awareness on the need of financial management. 'JaaduGinniKa', which is implemented in partnership with Learning Links Foundation, educates people on basic financial concepts such as investments, financial planning, digital financial tools, etc. The content offered is based on simple storytelling format and features engaging games and quizzes.

Paliwal says, "Through the financial literacy program, villagers feel empowered." They understand how they can secure their future

by saving safely and making informed financial decisions. Paliwal's project of digital financial literacy gained momentum when she was selected to operate the technologically equipped mobile van recently launched by Vodafone Idea Foundation, under its 'JaaduGinniKa' program.

The mobile van is fitted with laptops, an LCD screen, speakers, and generator. It allows Paliwal to communicate the message of financial literacy in remote villages using audio and visual content. The mobile van also doubles as a classroom as villagers are encouraged to step inside and use the laptops to attempt interesting quizzes on financial literacy.

Impact on Ground

The 'JaaduGinniKa' program has enabled Paliwal to cover a distance of over 18 thousand kilometers and educate over 8000 people on financial literacy.

Paliwal's main goal has always been to contribute to the empowerment of women across

rural villages. Through the 'JaaduGinniKa' program, she has successfully educated over 3000 women on money management. These women now hold bank accounts and make informed investments.

COVID-19 Awareness

Paliwal also repurposed the mobile van to conduct COVID awareness drives, distribute masks and sanitizers, during the onset of the COVID pandemic. During this time, many women in remote areas had little to no access to sanitary napkins. To help such women, Paliwal also made door-to-door deliveries of sanitary napkins with the help of the mobile van.

What does the future hold?

It is for her heroic efforts that, in 2020, Paliwal was recognized at the state level with the title of 'Distinguished Woman' of Rajsamand. When asked what's next for her as a VLE, she says that her goal is to empower many more women settled in the remote villages of India.

CONCENTRIX CATALYST DOUBLES TECH TALENT IN INDIA

Mumbai : Concentrix, a leading global solutions company that reimagines everything customer experience (CX) through strategy, talent and technology, "India is the epicenter of tech and innovation and where we see tremendous growth opportunities in both IP and delivery driven from our centers in Bangalore, Hyderabad, Chennai, and Kolkata," said Ajaz Mohammed, head of delivery, Concentrix Catalyst. "We anticipate significant growth in the next 12 months to bolster our ongoing innovation, engagement and delivery capabilities to clients around the globe."

As the Catalyst team drives the digital capabilities business to accelerate CX transformation, the company is poised to take a leading stake in the \$550 billion CX market. Its ability to grow and innovate at scale around AI and advanced analytics, immersive experiences, intelligent automation, cloud and more will drive the expansion of its workforce. Over the next year, the Catalyst team is looking to amplify its workforce - specifically mid to senior level software engineers, project managers and technical architects across a number of vertical markets including telecom and media, technology and software, fintech, transportation and logistics, industrial, retail and healthcare. "Since our inception, we've strived to become the world's leading customer engagement company, rich in talent and diversity," said Dinesh Venugopal, president, Concentrix Catalyst. "With the powerful data, strong tech and exceptional talent needed to create experiences beyond expectation, we're committed to delivering ever-greater outcomes and continually pushing the boundaries of what's possible. Expanding the tech talent of our Catalyst team in India will help us support the company's long-term vision to provide best in class CX services, on a global scale."

Concentrix has received numerous accolades for its commitment to workplace diversity, having been recognized by Comparably as the best company for diversity, the best company for women, and the best corporate culture.

Ukraine Crisis 2022: What it Brings and What it Says?

Beginning a war carries a purpose and it is a subject of strong debate among world's major Government platforms. Every such account provides result as a defeat and vic-

tory. However, no one ever could answer about the absolute validity of any war that is arranged in human civilization.

Current attacks from Russia over Ukraine is another cry of equal note that the world has heard in each of all past wartime incidents. Loss of life, desperate escapes, violent protests, criticisms and condemnations are there as it happens always. Even then, as it is a choice of a nation's government, the question rises once again?

Will it bring any absolute prospect? For this event Russia-Ukraine war, the conflicts between powers and assumptive fear of national security are shown to be the triggering agents to set the rage.

In the struggle to defend against anti-government far right extremism or crush the influence of NATO, whom Russia fears as its contender, a whole country is tormented forgetting about the numerous common people, economy and value of peace. Even, the aftermath is ignored that the country itself and many other regions can face.

How then, a power is defined if it finds war at the cost of so many common people's life,

...ast...

Washed Out



disrupting normalcy to be the only choice to prevent a suspected threat? Then, can we say that this powerful world is sufficient to save the humanity?

-Arkaprava Das

CINTAA-ICMEI collaborate, strengthen ties with MoU

The Cine and TV Artists Association (CINTAA) and International Chamber of Media and Entertainment Industry (ICMEI) have collaborated with each other for the fulfillment of their respective aims and objectives by signing a MoU on 26th February at 3 pm at the office of CINTAA in Andheri.

As per the agreement, ICMEI will provide office space to CINTAA at their premises located at Marwah Studio, FC- 14/15, Film City, Sector 16A, Noida 201301 to carry on its activ-

ities in the Delhi NCR and North India region. CINTAA on its part will provide work permit cards to the diploma and degree holders



in acting of Asian Academy of Film & Television (AAFT) and AAFT University on payment of applicable admission fee and annual charges.

Says Amit Behl, Hon General Secretary, CINTAA, "Due to the pandemic, a lot of our members and actors have relocated to other places, states that are offering subsidies. Hence this collaboration offers an alternate centre of member relief and also helps cleanse the ecosystem wherein producers, broadcasters and the media and entertainment industry benefit. It is two well-meaning organisations coming together at the right time. The MoU aims to strengthen ties and pave the way for a robust future."

Ashok Tyagi, Secretary General of ICMEI

averred, "It is a historic MOU which is relating CINTAA, which is an International association of actors with the AAFT University of Media and Arts through International Chamber of Media and Entertainment Industry (ICMEI). It is the recognition of the fact that acting is not merely a skill but also an academic art. The MOU will give the social recognition to the profession of acting which was long overdue to it."

Sandeep Marwah, Chancellor, AAFT University of Media and Arts and Founder, Marwah Studios, Film City, Noida, said "We are proud to be associated with CINTAA. I am sure together we will be able to bring in massive changes in creative education and especially in acting. The input from CINTAA members is going to be the most authentic and full of experience. We invite members to visit and see for themselves how we are organised."

This move will go a long way in benefiting actors from the northern regions as they can now easily reach out to CINTAA.

Poster launch of Santosh Gupta's short film Excuse Us Boys

Made In India Pictures and Sky247 are looking at making serious content for the online viewers. The series of short films made by them are being talked about.

The Poster Launch of their latest offering

Excuse Us Boys was at the Made In India Pictures office along with the stars, producer Santosh Gupta and director Roshan Garry Bhinder.

Now let us take a look at the cast. Newsmakers Laveena Tandon and Palak Purswani have made a name for themselves in the world of television. Laveena Tandon is the face of a number of shows like Jodha Akbar, Naagin, Baalveer, Pyaar Tune Kya Kiya, while Palak Purswani was a strong contender of Splitsvilla 7 as well as the face of serial Badi Devrani, Yeh Rishtey Hain Pyaar Ke and Meri Hanikarak Biwi among others. Apart from this, both of them have worked in several webseries as well. Trishan Singh Maini has worked in the film Sarabjit as well as many webseries and serials. Parth Zutshi has also shown his skills in TV series like Dhup Chhaon, Batti Gul Meter Chalu, Har Roz Da Ladna. And looking at the camaraderie of the actors, it looks like this short film is worth a dekho. Produced by Made In India Pictures and Sky247, Excuse Us Boys is directed and written by Roshan Garry Bhinder, produced by Santosh Gupta. The short film features Laveena Tandon and Palak Purswani alongside Trishaan Singh Maini and Parth Zutshi.

Karan Wahi and Anya Singh shoot for Never Kiss Your Best Friend Season 2 in London

Actor Karan Wahi recently took off to London to shoot for the remaining schedule of his web series, Never Kiss Your Best Friend Season 2, helmed by Zee5. Ironically, Karan essays the role of an actor and plays his name-



sake 'Karan' in the show. The ace actor took to Instagram to post a picture of himself with co-star Anya Singh and director Harsh Dedhia, from their shoot location in London, all looking dapper in casuals! Avers Karan, "I am stoked to be part of Never Kiss Your Best Friend Season 2 with Nakul Mehta, Anya Singh and Sarah Jane Dias. I am particularly excited because I have watched the first season and thoroughly enjoyed its flavour."