



Revelation of truth

We celebrate Holi festival as a sign of "Victory of good over evil." Holika is supposed to be a wicked woman, a sign of evil. But it is not the complete truth. Just imagine, why we would worship Holy, a day before playing with colors if Holika was that bad. So, the reality is totally different as we get from the popular folk tales in Himachal Pradesh.

Holika was sister of King Hiranya kashyap from devil family. She was a pious woman, a great worshipper of Lord fire. Because of her deep meditation, she had received a magical cloth as a boon from Lord fire with the assurance that this cloth would save her life from the fire also, if needed.

Here, her brother was so angry with his own son Prahalad that he wanted to kill him anyway just because he was a great devotee of the God. Many ways of killing him had been a failure. He ordered Holika to sit on the fire with Prahalad in her lap. She denied to do so. Then the king threatened her saying that he would not allow her to marry Prince Eloi and also would punish the Prince, her would be husband. Then in order to save the life of Eloi, her lover, whose she wanted to marry with, Holika was compelled to sit on the fire with Prahalad, her nephew in her lap.

Due to the grace of God, the magical cloth was flown away and it fell on Prahalad, covering him on all sides. As a result Prahalad's life was saved where as Holika was burnt to ashes. Later when Eloi reached with procession, he found that Holika had already died. He was so drowned in grief that he went to Jungle.

So friends, this story tells us that Holika was not a bad woman. She did not want to kill Prahalad.

In order to save her would be husband, her bridegroom, she had to sit on the fire. Then too, she lost her own life only.

Atleast we should know the truth of what we are doing. We should be aware of the facts regarding our festivals that play an essential role in our culture, then only following culture will be of some use.

- Sulekha Shrivastava
Smbdy stated,

Burning the past, you gear up for a new beginning.

Your emotions, like fire, burn you.

But when there is a fountain of colors, they add charm to your life.

In ignorance, emotions are a bother; in knowledge, the same emotions add colors to ur Life!!!

Happy Holi

Subhash Lakhotia Seva Award presented to Punarjagaran Samiti

New Delhi: Lions Club New Delhi Alaknanda presented the Lion Subhash Lakhotia Social Service Award to Punarjagaran Samiti and its founder Shri Babulalji on the occasion of its 28th Charter Night. District Governor Lion Ashok Sharma, Award Selection Committee Chairman Lion Om Baheti and Club President Lion Lalit Garg honored him with a cash prize of Rs 1 lakh, a citation and a shawl. The function was organized in the grand auditorium of Airport Authority Club, New Delhi.



District Governor Lion Ashok Sharma, the Chief Guest at the function, said that the Club has done remarkable service work during the corona pandemic. Inauguration P.D.G. Lion Kusum Gupta said that the Club took unique initiatives of service keeping its slogan 'Seva se Muskaan' meaningful. Lion Anil Arora VDG-I, and Lion Pradeep Singhal VDG-II said that Lions Club is not only a source of entertainment but also a means of service. Lions Club New Delhi is a premier club of Alaknanda District which is non-drinking and vegetarian. Indian culture and traditions are given priority in its programs. President Lion Lalit Garg said that the Club is constantly aware of the unity and overall development of the nation. The efforts of the Club are noteworthy from the point of view of promotion of Hindi language. Special Guest Lion N.K. Gupta, Chairman of the function, Lion Anand Maheshwari, Master of Ceremony Lion Rajesh Gupta, Chairman of the Award Selection Committee Lion Om Baheti, Past President Lion Harish Garg, Editor of the Souvenir Lion Sunil Kumar Agarwal etc. expressed their views in the field of social service of the Lions Club New Delhi. The Club's Annual Souvenir 'Muskaan' was released on the occasion.

Chief Guest Lion Ashok Sharma said that the main aim of Lionism is to serve the suffering humanity. The spirit of fraternity, leadership development as well as the slogan of service given by its founder Melvin Jones are important to us. The Chairman of the function, Lion Anand Maheshwari, while welcoming all the guests presented the 28 year history of the Club. On this occasion, the founder of the Punarjagaran Samiti, Shri Babulalji, while expressing his gratitude, informed about the work being done by the Punarjagaran Samiti in the field of overall upliftment, social service, women's awakening, de-addiction, skill development of the underprivileged children of the national capital Delhi.

'ZIVAME UNHOOKED' – Embark on a warm

Mumbai: Zivame, India's No 1 intimate wear brand, announces the launch of its unique show- 'UNHOOKED'; featuring 8 beautiful women, their unique body types and their one-of-a-kind inspiring stories. These women embark on a journey of inside-out transformation, championed by the power of well-fitting intimate wear.

Now open your own office, factory or warehouse in UAE at a cost of Rs 2 lakh investment

Jaipur: Under the recently signed 'Free Trade Agreement' between India and the United Arab Emirates (UAE), it has been agreed to reduce or eliminate import duty on most of the goods being exported from India to the UAE. On the lines, a discussion was organized on 'Business Opportunities in Sharjah Airport International Free (SAIF) Zone' in Jaipur to promote exports from Rajasthan to UAE. The aim was to provide information about the Free Trade Agreement to the industries and to discuss its nuances.

Organized under the aegis of the Associated Chamber of Commerce and Industries of India (ASSOCHAM), the session was supported by the Federation of Rajasthan Trade and Industry (FORTI), Federation of Rajasthan Exporters (FORE), Rajasthan Chamber of Commerce and

Industry (RCCI) and ASSOCHAM Gem Green Building. The event was attended by more than 150 businessmen from the state, who expressed their curiosity about starting a business in the UAE. On this occasion, officials of the SAIF Zone gave information about setting up business in the SAIF Zone through a presentation. H.E. Saud Salim Al Mazrouei, Director of SAIF Zone, said in the session that "Sharjah Airport International Free (SAIF) Zone" is a hub of trade from where not only Dubai, but all over the world can be reached for business.

By paying only Rs 2 lakh i.e. 10,000 dirham, any small businessman can open his office or factory in SAIF zone. This payment includes one year rent, electricity, water, all permissions and visa of three people. The interested person will simply have to go to the office of SAIF Zone and sub-



mit their documents and their office key will be given in their hand. No tax will be levied on doing business from here.

Raed Abdullah Bukhatir, Director of Marketing and Business Relations, SAIF Zone informed that Sharjah has three ports. One of the largest airports in the world is located in Sharjah. Large quantities of goods are being dispatched through Sharjah airport.

Customs clearing of goods takes only half-an-hour. There is no customs duty and free import is allowed. You can import the goods if you want and keep it at your shop in Sharjah and then you can export if you want. There is no income tax. 100% foreign sponsorship is allowed. Dr. Ajay Data, Chairman, Rajasthan State Development Council, ASSOCHAM in his welcome

address said that SAIF Zone is Corporate Tax and Income Tax Free Zone. More than 7000 industries are already working in this zone. Through this session, traders of Rajasthan will get an opportunity to go to the UAE and connect with the whole world and do business. Rajeev Arora, Chairman, Rajasthan Small Industries Development Corporation and President of

Federation of Rajasthan Exporters said that it is a matter of great pleasure that ASSOCHAM has organized an interactive session with SAIF Zone in Jaipur. He further said that if a company which does manufacturing in India and if it wants global presence and wants to distribute its products all over the world, then via UAE can go to Europe. On this occasion, the Honorary Secretary General, Rajasthan Chamber of Commerce and Industry, Dr. K.L. Jain and Federation of Rajasthan Trade and Industry (FORTI) Women's Wing President Ms. Neha Gupta also addressed. The Vice Chairman of the ASSOCHAM Rajasthan State Development Council, A.R. Tushar Sogani proposed a vote of thanks. During the session, SAIF Zone Corporate video presentation as well as experiences of existing investors of SAIF Zone were also shared.

Toyota Kirloskar Motor Announces 'Start of Bookings' for the much-awaited Cool New Toyota Glanza

Udaipur: Toyota Kirloskar Motor (TKM) today announced 'bookings open' for its much-awaited offering, the Cool New Toyota Glanza, beginning 9th March 2022. The most affordable Toyota in India, the cool new Glanza expresses unique Toyota identity with the help of its dynamic looks targeting stylish & sporty design, for value seeking customers and first time Toyota intenders.

The cool new Glanza will be available in both Manual (MT) as well as an Automatic Transmissions (AMT) and is equipped with a powerful yet fuel efficient 'K-Series Engine'. With the power of 66 KW (89 PS), the new Glanza boasts of a new, improved & efficient gasoline engine to deliver a superior driving experience.

Created to complement the awesome experience of owning a Toyota, the cool new Glanza is loaded with a plethora of connected features to connect to the car and to Toyota. The features are designed to transform and add convenience to customers, thus making it an irresistible choice, especially for millennials who are also first time Toyota buyers. The easy and new-age head-up display, 360-degree camera and the infotainment system seamlessly allow control through a smartphone (Apple & Android).

Designed specially by Toyota designers, the Toyota signature front fascia of the cool new Glanza, along with its advanced connected technology and affordable variants, makes it the right choice for the style seeking cus-

tomers. Furthermore, with respect to safety features, the cool new Glanza takes safety a notch above with 6 airbags.

In order to further enhance customer delight, the cool new Glanza is bundled with the renowned Toyota experience through a warranty of 3 years/100,000 Kms and option of Warranty extension of up to 5 years/220,000 Kms, a periodic service in just 60 minutes via EM60, benefits from Roadside Assistance, and convenience of booking service through just a few clicks.



Convoke 2022 a national research symposium organized by NITI Aayog along with Bharti Foundation

Udaipur: COVOKE 2021-22, a national research symposium organized in collaboration with NITI Aayog and Bharti Foundation, the philanthropic arm of Bharti Enterprises, to encourage teachers and head teachers from Government schools to write research papers. CONVOKE 2021-2022 the first ever national level symposium was launched on 9th December 2021 to provide a platform for teachers, head/ principals of government schools and educational administrators to help improve learning outcomes. This platform provides teachers a space to discuss, collaborate and exchange ideas and further represent it in the form of a research paper. Teachers and principals from states across India applied with their micro research papers as per the format provided. A total of 191 research papers were received from across 26 states and UTs of India.

NITI Aayog and Bharti Foundation will evaluate the papers basis a pre-defined matrix followed by shortlisting 16 papers that will be presented on 30th March 2022. Later, top three papers will be awarded in a valedictory session at a National level. In keeping with the National Education Policy 2020, this one-of-a-kind event strives to improve student learning outcomes. Research papers were received from states including Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Jharkhand, Karnataka, Ladakh, Madhya Pradesh, Maharashtra, Odisha, Puducherry, Punjab, Rajasthan, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, West Bengal and Sikkim.

Spring exhibitions entitled K Ramanujam

New Delhi: The Kiran Nadar Museum of Art (KNMA) is delighted to announce the reopening of the museum to visitors after a yearlong pause on holding onsite exhibitions, affected by the worldwide pandemic situation. The days are turning brighter with the spirit of restoration and springing back to normal courses of life, the two exhibitions 'K Ramanujam: Into the Moonlight Parade...' and 'Atul Dodiya: Walking with the Waves' curated by Roobina Karode (Chief Curator and Director, KNMA) wishes to bring forth recreations through an array of visual stimuli. Two artists are spaced

by distinct junctures in Indian art, and yet connected through underlying chords of hope and resilience.

Paying homage to K Ramanujam, an exceptional figure of Indian modernism, the exhibition 'K Ramanujam: Into the Moonlight Parade...' provides the audience a unique opportunity to view rare drawings and paintings of the artist including his awe-inspiring 13-feet panorama 'My Dream World' (1973).

K Ramanujam's mythopoetic universe appears to be an impenetrable fortress dimly lit by a solitary crescent; a nocturnal world guarded by "an army of muses" to use the artist's own expression. Perhaps the most enigmatic and underrepresented figure from Indian modernism, the late Tamil artist was a member of the largest artist's commune in India – the Chola Mandal Artists' Village founded in 1966 by painter-pedagogue KCS Panicker.

The two exhibitions together will reveal intricacies and profundities that solitary creative minds can reach and bring out for the onlooker, by touching upon unforeseen emotions and sensibilities that can only arise from a period of great crisis and a subsequent respite brought in through healing.

Gautam and Rupali Patole to get back to his roots!

Jackie Shroff may be very busy with his back to back projects. But when it comes to his loved ones, Jaggu Dada always stands for them and gives them his full support. Recently Jackie Shroff was invited as the chief guest in a painting exhibition put up by Gautam and Rupali Patole where he came and spent quality time watching works that were made from charcoal and wood signifying the transition of media.

Jaggu Dada said that "I have known Gautam Patole for a long time, he is an amazing charcoal artist and Rupali is an expert in sculpting, painting, and interiors. They also help children and rural artisans through Era. I am here to appreciate their work as I think it is the most noble act of art to teach children in the villages. I would also like to support their decision to plant more and more trees, and ask every citizen to do the same."

Artists Gautam and Rupali Patole expressed, "We share a family bond with Jaggu Dada. We are very inspired by his work. He supports us a lot. We have set up an art studio in Karjat, called Root Studios, where besides art, we are planting trees as well."

Actors Rupali Suri and Mihika Kushwaha, celebrated art director Nitin Desai, politician Vinod Tawde, music makers Leslee Lewis and Kavya Jones and philanthropist Dr. Aneel Kashi Murarka as well as writer-director Anusha Srinivasan Iyer were present at the exhibition.

Tropicana launches its new Summer Campaign

Udaipur: PepsiCo's leading juice brand Tropicana is all set to welcome summers with a new campaign that celebrates the goodness of its tasty and refreshing juices. The brand today unveiled a new TVC that extends the brands 'Goodness Jo Dikhti Hai' positioning to reiterate the brands revamped aseptic see-through PET packaging. The ad film also aims to engage with the youth in their context, showcasing how unpleasant situations can be turned around by tapping into one's inner goodness. The film opens with the protagonist and his friend standing on the roadside when a speeding car passes by and scares them. One of the guy retorts in anger. Soon, the speeding car stops, and a muscular guy step out of the car. The anger quickly turns into fear as soon as the friend sees a tall-muscular guy headed straight towards him while the protagonist looks calm as ever.

Collaborates with Footballco to identify two Indian football enthusiasts

Mumbai: Inspired by the success of last season, TECNO Mobile and Manchester City FC has once again partner with Footballco, in their pursuit to find two football enthusiasts from the media fraternity. Footballco is the world's largest football content creation and media strategists' entity, as a part of this campaign, the journalists from India will be offered an opportunity to work as trainee correspondents and write for Footballco's GOAL website, covering the reigning Premier League Champions. The content created by the trainees will be published across GOAL's global and Indian editions as well as social channels with a reach of over 57 million.

TECNO Mobile is Manchester City's Official Global Tablet and Handset Partner. TECNO has been partnering with Manchester City to run CSR projects in Africa, Latin America and Southeast Asia for successive years to provide local communities with technological education program and creative football interactions. The collaboration with Footballco is an extension of last season's association, which resulted in two trainee reporters creating more than 368 pieces of content which reached more than 34m fans and generated 5.6m video views.

Appoints Robin as Principal Data Scientist

Mumbai: Simpl, the market leader in 1-tap checkout, today announced the appointment of Robin as Principal Data Scientist. Robin has served as a Lead Scientist - Analytics Science in his previous role at FICO USA.

His new role at Simpl includes creating high-impact Data Science and anti-fraud projects in close coordination with other stakeholders. He will be working as a technical consultant to product managers from different departments.

Robin comes with over 14 years of robust experience in building AI solutions for a range of industries. During his time at FICO, he was instrumental in developing the FICO Cognitive Analytics toolkit using advanced machine learning algorithms. Robin's areas of expertise include developing anti-fraud solutions for insurance claims, credit cards, and other applications. He has also worked on Clinical Decision Support and Identity Proofing projects.

Commenting on the key appointment, Nitya Sharma, CEO & Co-Founder – Simpl, said, "In the fintech payments industry it is imperative to continuously innovate by deploying new-age technologies. Robin, Principal Data Scientist – Simpl, stated, "I'm thrilled to be a part of Simpl's journey in innovating the digital payments ecosystem and ensuring consumer data protection. I look forward to design and develop a suite of solutions utilizing advanced machine learning algorithms at Simpl and contribute towards Simpl's commitment of making payment experience simple, safe, and secure for customers."

AirAsia India introduces International Connecting Baggage (ICB)

Mumbai: AirAsia India announced the launch of special discounted International Connecting Baggage (ICB) fares. The ICB fares empower guests connecting from or to AirAsia India domestic flights to international flights on other airlines to save on the standard excess baggage charges on their domestic flight. Guests can pre-book ICB fares and choose from three excess baggage slab options in addition to the standard 15 kgs free check-in baggage allowance. The excess baggage slabs have been configured in line with the predominant international baggage allowances of major international carriers, i.e. 8kg at ₹1600; 15kg at ₹3000 and 30kg at ₹6000.

ICB fares can be pre-booked upto 2 hours prior to the AirAsia domestic flight departure while booking or checking-in, or using manage my booking on airasia.co.in. Guests will be asked to show their boarding pass of their international flight within 24 hours of their domestic AirAsia India flight at the check-in counter.