



Miracle

Have you ever taken this word miracle seriously. There are many miracles happening around and also in our day to day life. Life itself is a miracle. This combination of five natural elements in a particular ratio and the human body is ready. Then seven systems working in the body 24 by 7 and life is on. The process is the same for all but still every being is different in color, form and physique. Whether you eat banana or apple it turns into human being after 4 hours.

The same birds, animals and insects are also made up of five natural elements only the difference is that their ratio of combining natural elements is different.

Just three months ago we had been to Jabalpur and happened to see there a Balancing Rock. A huge Rock balancing itself on a small point. Who is behind all this. No technology is working there. Like this, there are many miracles in the world which force you to think something about nature.

Editorial

The number nine also seems to be a miracle. The biggest numeral digit is supposed to be an auspicious digit in Indian culture and mythology. There are nine Jems, nine planets, nine rasas in Hindi literature, nine doors in human body then nine nights of navratri are there. If you write the table of nine the product of every multiple digit is nine. Planet Earth is round that means 360-degree. Sum of its digits 3 + 6 + 0 also comes nine. The sum total of human years of all the four ages also equals to nine. A human body is formed complete within nine months in its mother's womb. Now the main thing is that these are not the facts about which science can ever explore in future also. So just bow to these miracles.

Now after nine again one comes in front that shows a vast sky of immense possibilities in human life.

These are the days of Navratri festival to give a new start to some big planning running in your mind. Just give a beautiful shape to your imaginations as these days are pious days. Blessings by different nine Goddess are being showered on everybody now a days. The saying is "Do today what you want to do tomorrow."

Happy Navratri to you all
-Sulekha shrivastava

Bhojpuri rapper Hiteshwar's song shoot with Canadian musician Darshan Barot in Mumbai...

In such a way, you people have heard and seen many rap songs, but for the first time Canadian musician Darshan Barot has composed the song for Bhojpuri rapper Hiteshwar, "Suna Suna Babuni", which is sung in a very different way by rapper Hiteshwar, which is sung by the audience. Likes a lot. South actress Kalpana Saini will be seen in the video of the song along with rapper Hiteshwar which has been shot at Andheri Isthi DID Hall in Mumbai under choreographer Ricky Jackson's choreography.

Rapper Hiteshwar told that Bhojpuri audience is already giving their love to me, but this time I have some special hope from my audience this time from the song "Suna Suna Babuni". Soon this song will be released from any big channel.

Presenter of this video is Ashish Maheshwari, Producer - Promoter Sanjay Bhushan Patiala, Director Shiva Devnath, Geet Kunal Bihari, Music Darshan Barot, Singer Rapper Hiteshwar, Cinematography Sahil Ansari and Choreographer Ricky Jackson! Starcast in the video is Rapper Hiteshwar, Kalpana Saini, Ram Sujan Singh, Sanjay Singh, Kishan Pandey, Shiva Devnath etc.

Muhurat of Deepak Dildar's film 'Tota Ram' in Gorakhpur

The muhurat of Bhojpuri film "Tota Ram", being made under the banner of Amit Motion Picture and In Association with Premi Picture, was done in Gorakhpur! Film's actor Deepak Dildar told that I was currently shooting director MI Raj's film Dramebaaz son-in-law with Nidhi Jha in Gorakhpur, when director MI Raj signed me for a new film and today the muhurat of this film is here. But done!

The film will be full of comedy and romance, the story of which is written by SK Chauhan, the film has a total of eight songs, which will soon be recorded in Mumbai!

The producer of Bhojpuri film "Tota Ram" is Dr. RP Yadav, director MI Raj, co-producer writer SK Chauhan and publicist Sanjay Bhushan Patiyala. Talking about the cast of the film, Rajneesh Pathak has also been signed along with Deepak Dildar, the selection of the rest of the cast is going on.

Home stay listings from Tier II cities and unexplored destinations increased by 70%

Udaipur: India's leading online travel company, MakeMyTrip, is aggressively focusing on bringing homestays from across the country on its platform. The online platform has seen a 70% increase in homestay listings from tier II and unexplored destinations over pre-pandemic levels. Cities such as Jibhi, Karjat, Auli and Malvan have emerged amongst the top unexplored destinations that are seeing a consistent increase in homestay listings on MakeMyTrip. Encouraged by rising interest from owners across the country to turn into hosts, MakeMyTrip has now opened its platform for quick and easy listing of homestay's including villa, apartment, cottage, hostel and other independent rentals on its website and app. Termed as 'Be a Host', the in-app feature allows hosts to list their homestay in just a few clicks. The feature can be located as an icon on the homepage banner (at the bottom) of the app. Speaking on the occasion, Vipul Prakash, Chief Operating Officer, MakeMyTrip, said, "MakeMyTrip has emerged as the hub of homestays in the country with more than 32,000 properties currently listed on the platform. With every passing day as more hosts join the growing homestay community on the platform, we look forward to offering extra choices and homestay options as per varied stay demands and needs of discerning travellers. The launch of new in-app feature 'Be a Host' will also help in accelerating the momentum of first-time homestay hosts opening their doors for travellers in the future. 'Be a Host' feature has been designed to offer end-to-end assistance and convenience to owners at every step. From listing the property to inventory management solutions on MakeMyTrip, the new feature has been conceptualized to offer an intuitive, easy to navigate and seamless experience to owners.

MSMEs are growth accelerators; necessary to strengthen them: Shri Narayan Rane

New Delhi: Union Minister for MSME, Narayan Rane, inaugurated the two-day mega summit on MSME competitiveness and growth being organized by the Ministry of Micro, Small and Medium Enterprises (MSME) and Entrepreneurship Development Institute of India (EDII) in the august presence of Bhanu Pratap Singh Verma, Minister of State (MoS), MSME at India international centre New Delhi on Tuesday.

The two-day summit will witness brainstorming sessions and panel discussions on the enhancements, challenges and growth opportunities in the MSME sector and speakers and experts from India, Singapore, Peru, Lao PDR, Rwanda, Myanmar, Russia, Uzbekistan, Spain and Iran, will share their experiences at the summit. The summit is also going to be attended by entrepreneurs, academicians, policymakers, industry leaders, thought leaders, business chambers, industry associations, startups, social impact organizations, MSMEs and self-help groups from across the world.

Speaking at the conference, union minister Rane emphasized upon the significance of MSMEs in the GDP of the country. He said, "For a long time now, MSMEs have been working amidst minimum resources and yet making a significant contribution to the GDP of the country. It is, therefore, necessary that these growth accelerators are hand-held and strengthened. In this direction, there has definitely been significant collective efforts to strengthen the sector. Various schemes of the government are directed towards opening up new avenues for MSMEs." He further said, "The Government has well ensured that the MSME sector receives an unhindered credit flow from financial institutions, technology support for development and modernization, access to export markets, infrastructure facility, training and capacity building facility and welfare of workforce."



Shri Bhanu Pratap Singh Verma, in his address, said, "India, with its focus on entrepreneurship, start-ups, innovations and MSMEs, is well placed at a remarkable time on account of interesting economic decisions and strategies. The discernible economic growth is a testimony to MSME development and revival, especially post the most serious wave of the pandemic. I think I would be right in assuming, and announcing, that growth in the MSME sector is palpable, and is manifesting itself in many ways all across the country. The primary reason behind this, as I see, is progressive changes in the public policy."

Speaking on this occasion Dr Sunil Shukla, Director General, Entrepreneurship Development Institute of India (EDII) said, "EDII has been closely associated with the Ministry of MSME on several important programmes and projects under cluster development, training and capacity building, research and policy advocacy. We look forward to imparting yet more scalability and extensibility to the MSME sector with carefully curated strategies."

During the summit, experts will deliberate on subjects such as challenges and opportunities in the MSME sector amidst the COVID-19 pandemic, incubation/acceleration in MSME growth, role of conducive policies and non-financial business development services in MSME competitiveness, and how MSMEs can work in consortia to achieve sustainability.

As special panel discussion has been lined up on 'People, planet, and profit in the light of MSME sector development'. Discussions will also revolve around MSMEs' competitiveness, internationalization of Indian MSMEs, technology and innovation, digital transformation of MSMEs, entrepreneurship ecosystem and emerging opportunities in the MSME sector, and gender and disadvantaged communities' entrepreneurship.

Toyota Kirloskar Motor Announces Price of the iconic Hilux at Rs. 33,99,000/-

Udaipur: Toyota Kirloskar Motor (TKM), today, announced the 'One Nation One Price' of the iconic Hilux at Rs. 33,99,000/- (ex-show-room price for 4*4 MT Standard). Launched earlier this year, the Hilux aimed to fulfil the needs of the customers seeking an incredible lifestyle utility vehicle that is best suited for off-roading adventures.



ture drives on tough terrains, and everyday city use.

Commenting on the announcement of the price of Toyota Hilux, Mr. Tadashi Asazuma, Executive Vice President of Toyota Kirloskar Motor, said, "Today, we are happy to announce the price of the Hilux. Ever since its launch, the sophisticated Hilux has managed to win the admiration and hearts of the customers with good response."

With our 'customer first' approach, drawing inspirations from the lifestyles of the people, our offering in the whole new lifestyle segment with Hilux is a step ahead to deliver 'mass happiness to all'. We are grateful to our valued customers for placing their confidence in our brand.

The Toyota Hilux is the epitome of world-class engineering, unparalleled safety, and best-in-class comfort, all perfectly channelled to create the incredible lifestyle utility vehicle for those who enjoy adventure, thrill, and creating enduring memories with friends and family." he added.

Airtel Payments Bank Customers can now get Smartphone Insurance

Udaipur: Airtel Payments Bank customers can now buy Smartphone Insurance from ICICI Lombard General Insurance Company on the Airtel Thanks app. With this, Airtel Payments Bank has further strengthened its insurance offering available on its digital platform. Customers can now buy insurance through a fast, paperless, and secure digital process. With the rise in digital adoption, smart devices, particularly smartphones, have seen a multi-fold increase in demand. The smartphone insurance solution from ICICI Lombard provides financial protection against damage to the phone and its screen resulting from accidents or liquid spills. As part of this smartphone insurance, customers can file up to two claims during the policy period, and it also includes free pickup & delivery, making it a unique offering in the market. With a monthly premium starting at INR 1299, customers can get an insurance sum that is equivalent to the purchase price of their smartphone.

NTPC delivers electrifying performance in FY 2021-22

Mumbai: NTPC, India's largest integrated power generating company delivered a phenomenal performance with highest ever annual group generation of 360 BU, a growth of 14.6% compared to previous year.

During this period, NTPC also recorded highest ever single day generation of 1215.68 MU (Group) & 1013.45 MU (NTPC). The coal-based plants recorded a PLF (Plant Load Factor) of 70.7% with an availability factor of 88.8%. On a standalone basis, NTPC generated 299 BU in FY 21-22, an increase of 10.4% over the previous year.

The total installed capacity of NTPC Group increased by 4.7% to 68940 MW with 3130 MW of capacity addition. On a standalone basis, NTPC Capacity increased by 4.1% to 54575 MW.

NTPC Korba in Chhattisgarh and NTPC Singrauli in Uttar Pradesh, recorded remarkable achievements in the current year. Korba Unit-3 & Singrauli Unit-4, commissioned 38 years ago, have achieved more than 101% & 99% annual PLF respectively. The stellar performance is a testimony to the expertise of NTPC engineers, Operation & Maintenance practices and NTPC technical systems.

The company is also increasing its Renewable portfolio and has received approval from Ministry of New and Renewable Energy (MNRE) for setting up one of the largest 4750 MW Renewable Energy Park in Rann of Kutch, Gujarat.

NTPC also expects to setup 10,000 MW capacity in Rajasthan for which Letter of Intent (LOI) has been issued. NTPC has set a new target of installing 60 GW of renewable energy capacity by 2032.

HDFC Bank & Shoppers Stop launch co-branded credit cards

Udaipur: HDFC Bank and Shoppers Stop today announced the launch of a new range of co-branded credit cards. The credit cards will be available for over 8 million "First Citizen" customers of Shoppers Stop along with HDFC Bank customers, with an aim to provide an elevated shopping experience in a convenient manner.

HDFC Bank and Shoppers Stop aim to source over 1 million cards in 5 years through this tie-up. The partnership draws on HDFC Bank's strengths as India's leading issuer of credit cards and Shoppers Stop position as India's leading premier retailer of fashion and beauty brands.

The credit cards will be available in two categories, Shoppers Stop HDFC Bank Credit Card and Shoppers Stop BLACK HDFC Bank Credit Card. The first category is the Shoppers Stop HDFC Bank Credit Card which offers 6 Shoppers Stop points (SSP) on private label brands at Shoppers Stop, 2 SSP on spends on other brands of Shoppers Stop and outside (except fuel and wallet) without any cap. Customers can redeem their points at the Shoppers Stop outlets while making purchases. Annual milestone benefits include 2000 SSP on spending Rs 2 Lakh per annum, 1% fuel surcharge waiver at all fuel stations across India up to Rs. 250 per month. Card holders can enjoy accelerated saving and benefits using HDFC Bank platform and portfolio offers via PayZapp and SmartBuy.

New recognition for Schneider Electric from World Economic Forum

Mumbai: Schneider Electric, the leader in the digital transformation of energy management and automation, announced that the company's Smart Factory in Hyderabad, India has been recognized as an Advanced Lighthouse — the fifth Schneider Electric factory to receive this distinction to date, joining Le Vaudreuil, France, Wuxi, China, Lexington, Kentucky, and Batam, Indonesia factories.

Schneider Electric's Smart Factory in Hyderabad, India The company also added that its Le Vaudreuil factory in France which was earlier recognized as Advanced Lighthouse in 2018 has now been recognized by the World Economic Forum as a Sustainability Lighthouse. This is one of only six worldwide and the second for Schneider Electric, with the Lexington, Kentucky plant receiving the same status in September last year.

The Forum's Sustainability Lighthouses showcase and recognize global best practices of 4IR technologies in manufacturing to demonstrate how companies can unlock new levels of sustainability in their operations and win-win solutions: greater operational competitiveness while simultaneously delivering greater

environmental stewardship, for a cleaner and more sustainable future.

The Le Vaudreuil factory is a compelling case in the power of data to drive greater sustainability outcomes. The plant implemented IIoT sensors connected to digital platforms, and the visibility of this new data enabled optimized energy management to reduce power use by 25%, cut material waste by 17%, and lowered CO2 emissions by 25%. The smart factory is equipped with a zero-reject water recycling station connected to cloud analytics monitored by AI that predicts and processes flows, leading to a 64% reduction in water use.

Manufacturing the mission-critical products, the Hyderabad smart factory has leveraged Schneider Electric's Fourth Industrial Revolution (4IR) based EcoStruxure Solutions to meet the company's ever changing customer needs, supporting business growth of 54%. Enabled by AI deep learning, IIOT infrastructure, and both predictive and prescriptive analytics have improved manufacturing defects rates, non-quality cost and customer lead times, improvements in efficiency and free-up of energy for people.

"The Fourth Industrial Revolution is here," said Mourad Tamoud, Schneider Electric's executive vice president of global supply chain. "This latest recognition from the World Economic Forum for Le Vaudreuil and Hyderabad plants provides compelling cases for rapid and extensive deployment of 4IR technologies — there are significant benefits for manufacturers including sustainability, agility, and resilience."

STRIVE Program
The Hyderabad and Le Vaudreuil factories are part of Schneider Electric's global smart factory and distribution center initiative encompassing nearly 300 factories and logistics centers in more than 40 countries. This initiative — part of the company's STRIVE program — aims to address the fundamental challenge of sustainability while increasing profitability and efficiency.

STRIVE (Sustainable, Trusted, Resilient, Intelligent, Velocity and Efficiency) is the next evolution of Schneider Electric's supply chain transformation to be the most agile, innovative, planet and customer-centric supply chain.

A Frendy "Khama Ghani"- Frendy launches its services in Rajasthan at a soft launch event in Udaipur

Udaipur: The community group buying platform Frendy announced its entry into Rajasthan with Udaipur as its first location. The platform plans to hire over 2000 home entrepreneurs in Udaipur. "Frendy Partners," who are also home entrepreneurs, run a digital grocery store for their communities. They offer customers

great discounts on groceries & other daily necessities as they prefer to directly deal with their Frendy Partners.

Mrs. Monika Panwar and Mr. Bhupendra Panwar, Frendy's distributors in Udaipur, hosted a soft launch on April 2 at a local venue where over 100 prospective Frendy Partners were invited to learn more about the Frendy Partner opportunity. In addition to the Frendy DOST company representatives, Anri Chaubey and Vinu Nakum were on hand to answer questions. A Friendly Customer can place an order on Frendy's customer mobile App or ask the Frendy Partner to place an order on their behalf. All customer orders are delivered via the Frendy Partner, who hands over orders and collects payment from customers. The best part is that in case of any issues faced, the user has to contact the Frendy Partner instead of dealing with Customer Care employees. This high touch model works for 95% of Indian customers who prefer to transact with a known person and helps them overcome the trust gap that eCommerce suffers from. Freddy says that they are not eCommerce but WECOMMERCE, where they leverage the community to build trust. In addition, Freddy's app is available in the Hindi interface. Freddy's focus on women has substantial economic merit as women control 80% of discretionary spending and are decision-makers & early adopters for their entire family. Freddy provides an opportunity for women to work part-time, serve their communities & earn an income. Frendy Partners can earn between Rs. 5000-10,000 a month once they get a loyal customer base, and this keeps increasing with local word of mouth. In addition, Frendy Partners feel a great sense of pride in serving their community and helping homemakers save on their daily needs.

This also gets them recognition within their own family. The in-app & online learning & development facilitated by Frendy, the support of a Woman's network of similar Frendy Partners, and the constant reward & recognition all help to ensure the Frendy Partners' "stickiness" with Frendy. This high-tech model is also high touch, and with this engagement, Frendy has been able to create retention, which is much higher than the typical reseller model. Gaurav Vishwakarma, the co-founder of Frendy who hails from Udaipur and previously ran a tech start-up — Xavoc Tech, from Lake City, said, "Women's microbusiness has been a highlight as well in Rajasthan. We are sure that by training our Frendy Partners, we will be able to further strengthen our Main Se Hum movement in Rajasthan as well." Vinu Nakum, Growth Team Frendy, commented, "Udaipur has been very welcoming to Frendy, and we are seeing a lot of positive response from our new Partners who are referring their friends and families to join our Frendy Main Se Hum movement."

Mrs. Monika Panwar Frendy, DOST Udaipur, said, "The Freddy's Wecommerce model immediately attracted me, and with my husband, we decided to become the Frendy DOST franchisee for Udaipur, offering home entrepreneurs a fantastic opportunity to serve their communities and earn income." She further added "we are confident that we will create 2000 digital supermarkets & successful home businesses in Lake City within six months."