

Bull N Horse

A traveller riding on his horse was on the way to his destination. Horse was thirsty so he stopped beside a farm. The traveller understood the reason, so he started searching for water all around. He noticed that nearby a farmer was watering his farm with the help of a water wheel, running by two bulls. Their eyes were covered with a piece of leather. So they were roaming round and round. The water wheel was continually making noise along with the tinkling sound of bells tied in bull's necks. Traveller asked the farmer to give some water for his horse to quench the thirst. After getting the permission he took his horse to the rahat.

The horse bent to drink the water but got afraid of the hustle bustle of water wheel and the sound of bells. Like this, he tried to drink thrice but could not drink. Then the traveller requested the farmer to stop that water wheel for a while. The farmer said that the horse will have to drink water when the water wheel is on because if the water wheel is stopped the water also would cease to flow out.

Editorial

Friends, here we have to look for two things. First, bulls are walking round and round because their eyes are covered with a piece of leather. Second, horse has to drink water while the hustle bustle and tinkling noise of bells is heard. Same is the condition with us. Like bulls, we are also doing same jobs, performing same actions in every birth. Every human being is busy in eating, sleeping and reproducing, thereafter bringing up their children for the whole life. Nobody has time to think that human form is a gift from God to develop spiritually and get rid of shackles and bondages of attachment.

Then, like that horse we are also waiting for hustle bustle and different kinds of disturbances to stop if we want to make any effort for spiritual development.

Now, it's the highest time to understand that a limited time period of human life is a very good chance for us to either use or waste. We have to opt use of life in the path of salvation. And that too when hustle bustle all around us is on rather than waiting for the time when atmosphere around us is calm and quite, filled with peace. Because, that time will never come as nobody is going to go our way. We have to adjust accordingly for our well-being. Mind you that doing that adjustment also you are not obliging anybody. That also you are doing for your own benefit. If you go deeper, you will surely come to know that everybody is here on this Earth to fulfil his own dreams and his own requirements. So for your own benefit do not miss the chance of this precious and beautiful life and also make all efforts whole heartedly to grow spiritually.

-Sulekha shrivastava

realme launches GT 2 Pro along with the realme 9

realme launches its most premium-flagship ever, realme GT 2 Pro along with the realme 9; and leaps ahead as a tech lifestyle brand with realme Buds Air 3, realme Book Prime and realme Smart TV Stick

Udaipur: realme, India's fastest growing technology brand, today introduced its latest, cutting-edge smartphones - realme GT 2 Pro, its most premium flagship ever and realme 9, the 108MP ProLight Camera Power Performer. The brand also unveiled new fascinating products under its TechLife Ecosystem offerings - realme Buds Air 3, realme Book Prime, and realme Smart TV Stick. Commenting on the occasion of the launch, Mr Madhav Sheth, CEO, realme India, VP, realme and President, realme International Business Group said "Our goal is to provide consumers with a variety of innovative technology products to empower them in their everyday lives. With the GT series as the flagbearer, we approached 2022 with big, new objectives to expand realme's footprint in the customized, premium category"

Paper White, Paper Green, Steel Black, and will be available in two storage variants, priced at INR 49,999 (8GB+128GB), and INR 57,999 (12GB+256GB). The first sale for realme GT 2 Pro is scheduled on April 14 from 12 noon onwards across Flipkart.com, realme.com, and mainline channels.

Pristyn Care launches integrated mobile app; enables location-based discovery of doctors

Mumbai: Pristyn Care, a Gurgaon-based healthcare unicorn, today launched a new avatar of their state-of-the-art integrated app. The embedded location-based filtering works on a discovery database. This assists users in effortlessly finding the most easily accessible doctor/surgeon for free in-clinic or online consultation. The app uses the latest frameworks and architecture for an intuitive interface that complements the visual design and easy usability. It is also packed with additional features like downloading CoWIN Vaccination Certificate, scheduling COVID vaccine shots for boosters as well as the 12 and above age groups. It also has the feature of creating ABHA (Ayushman Bharat Health Account) card instantly.

Pristyn Care, which is among the largest healthcare providers in the country, offers free consultation, state-of-the-art surgery, and end-to-end support to make the patient's journey smooth. Commenting on the app, Harsimarbir (Harsh) Singh, co-founder, said, "We want to improve our patient experience through this app. The app provides them with reliable and updated information - a detailed symptom checker for various diseases, guiding them to the nearest specialist doctor, free consultation, access to high-quality health and wellness blogs, and scheduling for COVID shots for booster or vaccination for the 12 and above age group. Not only this, but the app also allows users to download a CoWIN vaccination certificate. In addition, the app can help any user to create an Ayushman Bharat Health Account (ABHA) card. ABHA, a government initiative, helps one keep up-to-date health records of self and family at the same secure place."

Speaking about the technology, Gaurav Bagga, Head of Product and Engineering, said, "Patient is at the center of all we do at Pristyn Care. Our app is a powerful tool that helps our users connect with expert surgeons, keeps them connected to their patient care coordinator team, and ensures easy access to assistance."

DESERT CORPS ORGANISES KASHMIR WEBINAR

Jaipur: In order to gain an insight into prevailing security situation in J&K, a webinar presided by Lieutenant General JS Nain, Param Vishisht Seva Medal, Ati Vishisht Seva Medal, Sena Medal, Army Commander, was conducted by Desert Corps under the aegis of Pune based Southern Command.

The webinar was attended by about 1100 Officers from 32 different stations under Southern Command. It focused on evolving social, political and economic contours in Kashmir, post abrogation of Article 370 and the consequent paradigm shift in the global and national security scenario. It was followed by an interactive session on the future Road Map.

The panelists included

Lieutenant General DP Pandey, GOC Chinara Corps, Lieutenant General KJS Dhillon (Retd), Ex GOC Chinara Corps, who was at the helm of affairs during the Pulwama incident, along with Mr Rajendra Kumar, Ex DGP J&K and Mr TCARaghavan, former High Commissioner to Pakistan and a foreign policy expert. The domain experts like Mr Aditya Raj Kaul, renowned journalist, Mr Bashir Assad, a well-known writer and an activist, Mr Ajaz Wani, Mr Raja Muneeb and and Dr Ashok Behuria, South Asia expert at IDSA, also shared their views & indicated way forward.

The Army Commander in his concluding remarks reiterated the major takeaways from the webinar and impressed



upon young officers to remain abreast of the situation prevalent in the country and understand the emerging dynamics of Kashmir on the geo strategic front.

He stressed upon the need felt to revamp the education system to ensure that the youth

remain aligned to main stream and the necessity of preventing narco-terrorism and guarding against infiltration in Principal Institutions. He reiterated that the decisions taken in the last few years including abrogation of Article 370, delimitation and planned statehood

to J&K is reflective of a strong and decisive leadership which is pursuing a secular, pluralist agenda, crucial for the development and betterment of J&K. An audit of the infrastructure development and socio-economic impact may be considered, to enable better policy

making decisions, he said.

The Army Commander advised all stakeholders to be prepared to pre-emptively counter Pakistan's next strategic design. India stands for peace and resolution of issues through diplomacy and dialogue, however the conditions should be right and cessation of the proxy war by Pakistan is a prerequisite for the same, he said.

The webinar made an honest attempt to get various stakeholders helming the response calculus on the future prognosis for Kashmir and it's people, besides emphasising the requirement of a concrete and cogent "Whole of The Nation" approach for ensuring ownership at all levels of governance.

Sonakshi, Luv & Kussh's entrepreneurial art venture 'House of Creativity' drives its inaugural exhibition into the spotlight

Sonakshi Sinha, Luv Sinha and Kussh Sinha's art venture that brought several emerging artists to the fore, holds its first offline exhibition, an exclusive, by-invite-only show, titled Locus of Control, driven by BMW Infinity Cars, Worli, from 9-10 April, 2022

In July 2021, in the midst of the pandemic, the famous Sinha siblings, Sonakshi Sinha, Luv Sinha & Kussh Sinha launched their art venture titled House of Creativity - an online platform that allows art aficionados, from virtually anywhere, to procure contemporary artworks from homegrown Indian talents.



Now as the virus goes dormant, they prepare their first offline foray, an exclusive, by-invite-only exhibition, 'Locus of Control', curated by Abhinav Khanna, assisted by Anushka Bhatnagar, to be held at BMW Infinity Cars, Worli, from 9-10

April, 2022. Driven by BMW Infinity Cars, this exhibition will feature select works across paintings, photography, film, textile, and new media by contemporary House of Creativity artists such as Ali Akbar Mehta, Arvind Sundar, Digbijayee

Khatua, Govinda Sah Azad, Koshy Brahmamaj, Kedar DK, Sarika Mehta, Shalaka Patil, Urvi Sethna, Tushar Waghela, Sonakshi Sinha, Luv Sinha, and Kussh Sinha.

Sonakshi Sinha, actor and self-taught artist, is understandably thrilled about the venture's inaugural exhibition and also about the fact that she will be showcasing her brand new series.

Talking about her acrylic on canvas works, she divulges, "My works are about colours and a lot of my identity as well, but not in a very obvious, in-the-face manner. They are self-portraits, my interpretation of self-portraits, and are defi-

nately open to interpretation by people. Earlier, I have painted chiefly in monochrome tones, but then one day I added a burst of colours on canvas and it resonated with me so much that I never looked back!"

Speaking more on the showcase, photographer-actor Luv Sinha who will be displaying two of his photographs, adds "Our primary goal is to display works of artists on-board at House of Creativity. It's a huge responsibility we've undertaken to give them a platform and showcase them to as many art enthusiasts as possible.

Having said that, we three

are going to be displaying our artwork as well. My photographs are somewhat bold and loud - they are all about energy, colours, and positivity. Every photographer has their own vision, and for me, framing eye-catching objects is what attracts me."

Continuing the discussion, filmmaker and artist Kussh Sinha affirms "Art is a way of giving your creativity a physical form.

Even if I take a digital photograph, how I set the frame or what subjects draw me in - that's something personal, and may not resonate with others. For me, art signifies a memory that causes me to ponder."

Shakti Pumps R & D prowess granted maiden Patent for 'A Unidirectional Solar Water Pump'

Udaipur: Shakti Pumps (India) Limited, India's leading manufacturer of energy-efficient pumps and motors has been granted its maiden patent for Innovating 'A Unidirectional Solar Water Pump with Grid-tied Power Generation' system making it a proud moment in the company's history. As per the provisions of the Patents Act, 1970, the patent holds a validity of 20 years from the date of filing of the patent.

With its first patent, Shakti Pumps has yet again displayed its commitment to innovate and develop highly efficient products to meet India's irrigation and pumping requirements. The unique innovation of this solar-powered unidirectional water pump offers grid-tied power generation capabilities. The unidirectional solar pumps' invention ensures efficient performance by utilizing the solar panels to help feed extra power to grid. Furthermore, this technology allows to limit the pump's discharge as per water need and helps save both water & electricity. Sharing his views on this important development, Mr. Dinesh Patidar, Chairman and Managing Director, Shakti Pumps (India) Limited said, "We are overjoyed and pride ourselves on the success of our R&D efforts. We expect similar success for 28 more patents that we have applied for which is a testimony to

Finest Auction of India's Film Poster Heritage

Nothing similar seen since pioneering 2002 Osian's Historical Mela Sale From Awara to Mother India, from Mughal-e-Azam to Junglee, from Khamoshi to Majboor, First Release Original Posters

Tributes to Dilip Kumar, Saira Banu, Dharmendra, Rajesh Khanna & the Cinema of Satyajit Ray & Bimal Roy

14th March 2022, Mumbai & New Delhi: Online Auction House deRivaz & Ives announced what is heralded to be the greatest collection of first release original Indian Film Posters to be offered for public sale on 8-9 April 2022 on its auction website: www.derivaz-ives.com.

Exactly 20 years after the landmark Osian's Auction - Historical Mela: The ABC Series - which introduced and started building a credible financial market and respectability for Indian film publicity material and memorabilia, this deRivaz & Ives auction though smaller in ambition, offers the finest collection of rare first release original film posters from India's vast cinematic history, including many designs which are still not available on the global internet.

Various live events & exhibitions in Mumbai & Delhi will be held during the coming month

with Tributes to many legends and superstars of Indian cinema - Satyajit Ray, Dilip Kumar, Bimal Roy, Dharmendra, Rajesh Khanna, Saira Banu & Pamart Studio's.

"Unless the Indian film fraternity takes a greater responsibility for preserving and galvanizing interest in our paper-based cinematic heritage little will change. In the past Aamir Khan, Shah Rukh Khan, Anil Kapoor, Anupam Kher, Dia Mirza, and a few others have purchased in Osian's auctions, but a much larger and collected interest is required for an irreversible change. We hope deRivaz & Ives can take this fragile art form to the next financial level," stated Ambassador (Retd.) Niranjan Desai, Chief Spokesperson - deRivaz & Ives.

The auction is to be held online on www.derivaz-ives.com on 8-9 April 2022.

Spinny launches Spinny@Max, extending the full-stack advantage to make luxury automobiles accessible

Mumbai: Spinny, India's most trusted full-stack used car buying and selling platform has launched its luxury segment Spinny Max. The platform marks the first used luxury cars offering that operates at a national scale and offers an assortment of over 500 cars - including marquee such as Mercedes-Benz, BMW, Audi, Jaguar and Land Rover with pan-India delivery service through 250 cities.

Talking about the launch of Spinny Max, Niraj Singh, Founder & CEO, Spinny, said: "Spinny was founded on the principle that everyone deserves a quality car. Six years down the line, seeing young India's aspirational consumption and its appetite for luxury vehicles, Spinny Max aims to create a niche in the market for luxury automobiles - making accessible luxury a reality for young men and women. Each car is thoroughly vetted and test drives and ownership are designed with highest levels of quality and support, keeping customer delight and simplicity in mind."

Spinny Max is a stepping stone to luxury cars, for prospective buyers. The brand emphasizes the words "accessible luxury" - as Spinny Max stocks well-maintained, luxury cars and takes responsibility for the ownership experience including Money Back guarantee and one-year warranty. Spinny Max is pioneering an online experience in luxury used car buying and selling, serving the aspirations of many Indians who are on the fence to own a luxury automobile.

The benchmarking benefits include thorough inspection (250 different checks) - a capability that's been developed with an experienced team and superlative inspection equipment, another industry first from Spinny. Assurance of the right price, 5 day money back guarantee and continuous support from Spinny's team come as standard benefits with every Spinny

Max car. Besides the detail-oriented new Spinny Max section on the Spinny App, customers in Bengaluru, Delhi and Mumbai are being treated to bespoke luxury buying through well-informed concierges at three well-appointed Spinny Max Experience Centres.

The full-stack capabilities helps buying & selling of cars from the confines of your home, with contactless and digital transactions. The entire procedure is designed to be an online-first experience, complete with all pertinent details and a 360-degree view of each luxury used car featured on spinny.com and Spinny App.

ideaForge Partners with PV Lumens to Distribute its Best-in-class UAVs Across India

Mumbai: India's leading drone manufacturer, ideaForge Technology Private Limited has partnered with PV Lumens LLP, a rapidly growing distributor of safety, security, connectivity and productivity solutions to distribute its best-in-class UAVs across India. Through PV Lumens' reseller network, ideaForge will be able to increase its reach and penetration across the Indian market.

PV Lumens-ideaForge partnership Drones are a high potential and fast-growing sector that is receiving a lot of attention from the Indian government as well as the Industry. Indian government is focussed on utilising the power of drones as a technology enabler for widespread benefits such as improvement in farm productivity, faster and better disaster management, digitisation of land records, and better surveillance and security of borders and critical establishments. The relaxation in drone policies will help the drone sector by bringing it to the forefront, increasing adoption, and accelerating India's growth.

As the pioneer of India's drone industry, ideaForge is committed to contributing to the country's digital growth, and as part of that goal, it is constantly evolving its products and business model to assist in achieving those objectives. With PV Lumens extensive distribution network, ideaForge will be able to expand its presence across India, grow its customer and partner base, and serve them better.

"We are excited to work with PV Lumens," said Vishal Saxena, VP Business, ideaForge. "The collaboration with PV Lumens to strengthen our distribution network is an important development for our company and the entire UAV ecosystem. This partnership will help in faster proliferation of UAV technology into our customers, and will enable our Value added resellers, partners and System Integrators to turn around faster in response to customer needs. Also, the extent of financial solutions that will emerge from this partnership will definitely add value into the entire ecosystem."

Chaman Pansari, Director at PV Lumens

LLP said, "We are pleased to partner with ideaForge, the leading player in Indian drone industry. Drones have a wide spectrum of applications across Defence, Security, Agriculture, Survey and Mapping, Operations and Maintenance, Logistics and many more. Our alliance with ideaForge will augment our existing Safety, Security and Maintenance solutions and open newer avenues of growth for both, ideaForge as well as our customers."

As part of the collaboration, PV Lumens will distribute all of ideaForge products across India. All resources, support documents, and training required to execute the plan will be provided by ideaForge to the PV Lumens team. With ideaForge's best-in-class UAVs and PV Lumens extensive partner network, experienced business development team, and expertise in distribution management, both are confident of gaining competitive advantage and achieving their strategic goals.

Who is the Biggest? Man Matters satirical take on 'Does Size Really Matter?'

In the 21st century, the objectification of a woman's body is being called out, though however slowly the mindset is changing for the better. Women are now being encouraged to love themselves for who they are, as they are. BUT WHAT ABOUT MEN? In our quest to instil body positivity and self-love, have we left men behind? Given this, Man Matters - India's leading digital health platform for men has come up with a new campaign - 'Who is the Biggest?'. The fun & cheeky social campaign is constructed around the cultural perception - Is penis size the final determining factor in a man's ability to satisfy or enjoy sex. Launched on their Instagram page @man.matters, the campaign drew immediate reactions when followers were posed the question "Who is the biggest?". They were then led to a landing page where they were asked to fill in their "size" as part of a survey and nominate their friends. The campaign was further bolstered by reels and statics with content teasing the psyche of how men always want to be the biggest. The reactions ranged from shock to intrigue. Comments came in like "what's the biggest one you got?", "You're kidding right?", "Forget biggest, tell me the average bro". The campaign concluded with the reveal on April 1st with a video that revealed the whole survey as a prank. The eventual message being that "however big you are, you are big. The biggest champ for knowing that performance matters and NOT size Happy April Fools Day!"

The message was clear and loud throughout the campaign, the brand highlighted that men should no more feel anxiety about their size. All men are the biggest, and whatever size they are is a perfect size. Performance is what matters. All entrants got a complimentary Ashwa gummy hamper from Man Matters for participating in the campaign.