



Dynastic politics in decline across the country

EVER since the Shiv Sena's inception in 1966, its name has been synonymous with the Thackerays. However, a decade after the death of its founder and tallest leader Bal Thackeray, winds of change have swept the once-powerful family to the sidelines. The Thackerays had managed to retain their hold despite the 2005 exit of former Maharashtra CM Narayan Rane and Balasaheb's nephew Raj Thackeray, but the recent revolt by Eknath Shinde — which led to his elevation as CM — seems to have caused irreparable damage to the dynasty.

Shinde has claimed that the rebellion was a fallout of the 'unfair treatment' meted out to him, a poor reflection on the leadership of ousted CM Uddhav Thackeray. The latter, Bal Thackeray's youngest son, has accused the BJP of plotting to finish off his party, but he needs to delve into his own lapses that Shinde capitalised on to win over most of the Sena MLAs.

Editorial

Dynastic politics, termed by PM Modi as a threat to democracy, is in decline across the country. Two grand old parties, the Congress and the Shiromani Akali Dal, both ruled by families, find themselves at the crossroads after a series of electoral losses. A rare exception is the Biju Janata Dal, whose current chief, five-time Odisha CM Naveen Patnaik, has proved to be a brilliant administrator and a worthy legate of his father, Biju Patnaik. Back in the late 1980s, it was MGR's political heir J Jayalalithaa who had eclipsed his widow Janaki in the fiercely fought battle for succession in Tamil Nadu.

Even as Uddhav struggles to keep the Thackerays politically relevant, the message to all dynasty-centric parties is loud and clear: reinvent yourselves to regain the trust of the masses. Their family fixation has given the BJP enough ammunition to accuse them of depriving commoners of opportunities to occupy top posts. The nomination of tribal leader Droupadi Murmu as the presidential candidate is in sync with the BJP's policy of rewarding those who have risen through the ranks. At the end of the day, it's the track record that should invariably count, not the DNA or a sense of entitlement.

Mumbai throngs Nisha JamVwal's Art Fiesta 'Meanderings' by Lata Balakrishna

Nisha JamVwal, celebrity columnist, art curator, interior architect and social activist presented Meanderings by Lata Balakrishna, a Modern contemporary Indian artist whose oeuvre JamVwal showcased at the Taj Mahal Hotel Art Gallery that has also exhibited works by the legendary MF Husain and FN Souza.

The five day art fiesta pulled off by Nisha JamVwal was easily the most talked-about extravaganza of this year post-Covid. Famous Art collectors, Art Aficionados, Consul Generals, Authors, Top Police commissioners, Bureaucrats, CEOs from the corporate world, actors, singers, models, fashion designers all friends of Nisha JamVwal thronged the show that opened with a grand dinner at Recca Kala Ghoda followed by four champagne cocktails back to back at the Taj Mahal Palace Hotel, Gateway of India.

Guests were enthralled by the textured whites and vibrancy in clouds and waters that take us at once into a minds search for the meaning of life.

Nisha JamVwal looking stunning in a Marium Akbar Khan gold gown took guests on walking tours each day speaking about the works in the show 'Meanderings' telling friends about Her interpretation of the art.



The Glitterati included author Ashwin Sanghi, Maestro Anup Jalota, Maestro Roop Kumar Rathod, Japanese Consul General Dr Fukahori Yasukata, Kobbi Shoshani Israel Consul General, Consul General Turkey Tolga Kaya, actors Sara Khan, Tanaaz Irani, Luke Kenny, Designers Pallavi Jaikishan, Eshaa Amin, Amy Billimoria and Roshni and Parvez Damania, Shashi Bansal, Malti Jain, Nidarshana Govani among many others.

Says JamVwal "Lata invited me to see her work as many artists do all over the world with the desire that I host a solo show for them. I went without expecting much as I almost always do. It would be an understatement to say that I was moved by what I interpreted as canvases that speak of a woman achiever thirsting to explore a world outside her life of responsibilities breaking free from the regimented routine hurdles and monotonous repetitive mundane"

The chiaroscuro of shadow and sunshine, the showers of colour in meandering waters drew me into her world, where the title 'meandering' came to me not only because of a travel junkie thirsting to explore a world outside her childhood in Jalandar, but I saw her art as journey into her own mind.

Women all over the world face challenges multitasking home and work, ever the champions who go through life traipsing over challenging hurdles that life poses. Often employed at work outside and running a home simultaneously bearing babies and rearing them, caring and managing the family needs- the story is deeply etched in the Indian scenario and culture of joint families arranged matrimony and the ensuing characteristics of all this in the predominantly male chauvinistic society that is India.

I am lost in a kaleidoscope of emotions that play out using symbolic metaphor as tools of expression seeking more from life"

Utkarsh Classes & Edutech to ramp up hiring in Tier 2 and Tier 3 cities

Mumbai : UTKARSH Classes & Edutech, one of India's premier e-learning platforms, has announced aggressive hiring plans for tier 2 & tier 3 cities by the end of FY22-23. The company plans to recruit 500 people including senior leadership, educators, and people for their new sales and customer service team. The development is a part of its strategy which begins by providing quality and affordable education to young learners, preparing them for various competitive exams and school education courses, and finally creating potential job opportunities. Utkarsh is aggressively focussed on hiring from Hindi-speaking states including Rajasthan, Uttar Pradesh, Haryana, Bihar, and Madhya Pradesh, and generating

employment opportunities in smaller towns and cities.

While the learning educational app was launched in November 2018, Utkarsh Classes is a pioneer in the industry, founded by Dr. Nirmal Gehlot in 2002. Built on a sustainable growth model, UTKARSH is a bootstrapped yet profitable organization that maintains its competitive edge by adopting innovative solutions and a technology-driven approach. It currently has over 1,200 employees, including 170 educators across categories and over 20 million students across its online and offline platforms, learning app, and YouTube channel.

UTKARSH provides online and offline learning modes for central and state government exams, all-India competitive



exams such as IIT-JEE, NEET, and CLAT, and school education for Classes 6th to 12th, CBSE, and eight state boards. It also specializes in all-India and state-level government tests for IAS, banking, defense services, state Public Service Commission, and teaching

exams.

UTKARSH Classes and Edutech, Founder and CEO, Dr. Nirmal Gehlot said, "Amid the disruption and uncertainty cast by the Covid-19 pandemic, a majority of young Indians now prefer government jobs for employment security and higher income. As a result, we have witnessed growth from 6000 to 1.5 million paid students enrolling for online coaching in the past two years. Given this, we are expanding our team across Tier 2 & Tier 3 cities. We are looking to hire out-of-the-box thinkers with a passion for educational excellence and problem-solving, thus helping our young learners advance in their careers and succeed in life."

Utkarsh has processes to

strengthen the talent pipeline right from the initial phase of onboarding and induction of employees to prepare them for the EdTech sector. In addition, the company ensures that its workforce is continually engaged and motivated, from recognition mechanisms to regular updates on key initiatives and milestones, so that each employee understands how they fit into the 'big picture.'

About the company

UTKARSH Classes & Edutech Pvt. Ltd, India's one-stop e-learning platform that aims to provide quality and affordable education to young minds for various competitive examinations. While The Utkarsh Smart Learning App, was launched in November 2018, Utkarsh Classes is a pio-

neer in the industry, founded by Dr. Nirmal Gehlot in 2002. The company has a hybrid model and offers learning courses, in both online and offline mode, for various Central & State government recruitment examinations, all-India Competitive Exams like IIT-JEE, NEET, CLAT, and school education courses for Classes 6th to 12th, for CBSE & 8 other state boards. They specialize in competitive examinations and are the most significant player in all-India and state-level government tests like IAS, Banking, SSC, Defense Services, States PSCs, Teaching Exams, etc. The company has corporate offices in Jodhpur, Jaipur, Delhi, and Prayagraj. The offline centres for classroom programs are presently in Jodhpur & Jaipur.

Producer-Director Neeraj Pathak announces biopic on Maratha war hero Madhusudan Surve at Shivtar, Khed

"Where is my khukri," asked a calm Commando Madhusudan Surve alternating between consciousness and unconsciousness, morphine barely helping him in his unbearable pain. Taking his khukri, he cut the remnants of his left leg till the knee. "Now bandage it," he commanded. "The reinforcements come only tomorrow." Surve walked home on two feet as he predicted to his doctors. Only one was a Jaipur foot, the other leg had an iron rod and his stomach had artificial intestines. The enemy could hurt his body, but his spirit was the same as ever!

Cut to Circa 2022. Writer-Producer-Director Neeraj Pathak is all set to immortalise the life of this war hero, and decides to launch the mega biopic at Surve's village Shivtar, a village steeped in patriotism. "India will always remain free as long as it is the home of the brave like Madhusudan

Surve," says an emotional Neeraj Pathak when the Maratha war hero chooses to honour Neeraj with a shawl. The director admits that it gave him goosebumps when he heard that Surve, even when from the hospital pre-amputation surgery, called his wife to say he was injured while playing football and will take four days to connect back! No one other than those around him could fathom that he was in a life meets death situation.

More about Madhusudan Surve... Madhusudan Surve is a former Paracommando, or a lethal soldier handicapped to operate behind enemy lines and thwart enemy defences. He was trained to carry out intelligence correction, subversion and sabotage of vital enemy infrastructure and communication through deep penetration and surgical strikes behind enemy lines.

But what makes Surve a

true soldier is not the fact that he can recite the nomenclature of a machine gun or a grenade launcher, or that he has learnt to use his hands like weapons and weapons like they were his hands. It is the fact that even as a child, patriotism coursed through his veins. Surve joined the army to do twice the work of a civilian, drawing half the pay and yet feel Jana Gana Mana vibrate through his body even as a half-boy, half-man army lad. The same Jana Gana Mana reverberates in every classroom in Chhatrapati Sambhaji Raju Sainik School in Khed, where today, young boys do a march past heading to the martyr stambh that honours the martyr sons of Shivtar village. Shivtar village in Khed taluka of Ratnagiri is known as the village of soldiers. The tradition of joining the Indian Army from every house in this village continues even

today. Almost every family in Shivtar has men serving in the Army, in fact, war hero Madhusudan Surve's ancestry has donned the military uniform. Among the Indian soldiers who died in the First World War, 18 brave soldiers were sons of this village, and a majority of the residents are still serving in the Army. The village high school has classrooms named after heroic forts of Maharashtra. Fitness clubs are a norm and the youth take great pride in serving the army, police and medical fields.

The then British government built a heroic memorial of the martyred soldiers in Shivtar to remember their contributions to the country, their bravery and valor was witnessed by Neeraj Pathak and Commando Surve. The majority of the sons from this village are still serving in the Indian Army; in fact, Commando Surve's family has had multi-

ple generations in the Army. The villagers proudly say that they have been given the opportunity to join the Indian Army since their school days. In fact, the high school in the village has classes named by the names of forts in Maharashtra, well established fitness clubs and students who all respect and understand the brilliance of the soldiers serving their country. Not just the Army, the youths of the village are also serving the country in the police forces and medical fields. Coming from a village of soldiers, Commando Surve's own service and skills as a commando shine with the support of his village. He has been on duty on Operation Rhino in Assam, Operation Rakshak in J&K, Operation Vijay in Kargil, Operation Orchid in Nagaland and Operation Hifajat in Manipur, where he and his team eliminated over 32 militants despite

him losing a limb and being near fatally wounded. He also was on a UN peacekeeping surveillance mission in Congo, South Africa. His family also has its next generation working to serve the country. His son is preparing for the NDA and his daughter is working in the medical field.

As for Surve, the true patriot is content that he has been awarded the Shaurya Chakra for his extraordinary fight against the Naxals in Manipur in 2005, and has served six years after the incident, retiring from active duty in 2011.

"There are only winners in war, no runners-up. A soldier either hoists the tricolour or comes back wrapped in it. Madhusudan Surve's bravery is awe-inspiring, the reason I took the rights to his biopic. But much as I love making this film, I truly wish it was a fictional story and not a biopic," Neeraj Pathak trails off.

Trends Presents India's largest Fashion Sale—Trends Shopping Festival

Chittorgarh: Trends, India's largest fashion retailer, known for its on-trend, freshest styles and high-on fashion is all set to get India to fashion up with the hottest fashion sale—Trends Shopping Festival.

Trends is all geared up to bring to its customers the best of fashion and brands True to its name, the Trends Shopping Festival is the fashion's biggest sale to date with an EXCLUSIVE OFFER - SHOP FOR Rs. 3499 & GET MERCHANDISE WORTH Rs. 3499 FREE on wide range of Men's wear, Kids wear and Women's wear.

Leaving no stone unturned and giving the most compelling reasons — unheard offers with attractive prices, assured gifts, rewards and points - to customers across the country, the Trends Shopping Festival Sale is hard to miss.

To enable customers to shop for all their fashion needs you will find latest styles at slashed prices and unmatched deals.

Trends has become the go-to retailer for the fashion enthusiasts in the country and brings specially curated men's and women's apparel and accessories collection.

AirAsia India to conduct recruitment drive for Cabin Crew in Uttar Pradesh

Mumbai: In line with AirAsia India's network expansion to Lucknow with daily direct flights connecting Bengaluru, Delhi, Mumbai, Kolkata and Goa, the airline announced a recruitment drive for Cabin Crew in Lucknow, Uttar Pradesh. Inviting applicants with a passion for delivering exceptional customer service, the airline has invited registrations on airasia.co.in/jointthecrew, through its social media handles.

The recruitment drive will take place at Taj Mahal, Lucknow on Sunday, 3rd July 2022. The recruitment drive is open to candidates with a Higher Secondary Certificate (HSC) or Pre-University Course (PUC) certification (10+2) from a recognised board or university with a good command of written and spoken languages, English & Hindi, and holding a valid-Indian passport. Candidates are also required to meet the prescribed height and Body Mass

Index (BMI) criteria.

Registration Date : 3rd July 2022, Sunday (registration closes at 9:00 am)

Final Round Date: 4th July, 2022

Venue: Taj Mahal Lucknow, Gomti Nagar Gomti Nagar, Lucknow, Uttar Pradesh 226010

Registration Link: airasia.co.in/jointthecrew
Note: Please be advised that AirAsia (India) Private Limited will never charge any money for recruitment. For any recruitment related information, please check out AirAsia India on Twitter @AirAsiaIndia, Instagram @AirAsiaIndia, Facebook @AirAsiaIndia and LinkedIn @AirAsiaIndia.

Is "Judaa Hoke Bhi" Inspired By Modern-Day Ramayana?

The psychological thriller film "Judaa Hoke Bhi", which marks the much-awaited return of the formidable duo Vikram Bhatt and Mahesh Bhatt, is all set to hit theatres on 15th July, 2022. The overarching concept of the film that magically interweaves elements of romance, mysticism and horror brings to the fore a pertinent question: Can there be a Ram in our present times?

If you are wondering how mythology has found a place in the context of this film, then let us jog your memory to the times of "Raaz"—a 2002 cult classic from the legacy of the Bhatt



camp. While "Raaz" was loosely inspired by the story of the revered couple Satyavan and Savitri from Mahabharata, it is learnt that "Judaa Hoke Bhi" takes its inspiration from the age-old narrative of Ram and Sita.

The role of modern-day Sita has been essayed by actress Aindrita Ray whose character is taken hostage by evil forces and is forced to give up her chastity. Her husband in the film, Akshay Oberoi, imbibing Lord Rama's virtues of honesty and resilience ventures out in the frantic search for his beloved wife. But will he accept his wife whose life has now become tainted? Do they reunite and overcome the odds? This unmistakable presence of the theme of Ramayana makes the film well-suited for diverse audiences.

Judaa Hoke Bhi, produced by K Sera Sera and Vikram Bhatt Virtual World, is India's first film that has been shot and completed entirely in virtual production. It has been directed by Vikram Bhatt and written by Mahesh Bhatt. Besides featuring Akshay Oberoi, Aindrita Ray and Meherzan Mazda as the lead actors, the film also presents Rushad Rana, Punit Tejwani and Jia Mustafa in important roles. Puneet Dixit has composed the songs and this film marks his debut.

Ujjivan SFB's Initiative Wins Gold at the Cannes Lions International Festival

Mumbai : Ujjivan Small Finance Bank's initiative 'Shagun Ka Lifafa' won a Gold at the Cannes Lions International Festival of Creativity, in Creative Commerce category. The initiative aims to give financial independence to women in Tier-II and III Indian cities through a redesigned version of 'Shagun Ka Lifafa' - the traditional gifting envelope presented at weddings. <

The envelopes were redesigned to become joint bank account opening forms, urging women to be actively involved in financial decisions. The creative agency that partnered with Ujjivan was McCann Worldwide.

Ujjivan Small Finance Bank's initiative 'Shagun Ka Lifafa' won a Gold at the Cannes Lions International Festival of Creativity

The initiative was based on the insight that, in the financially backward and economically weaker sections of most Indian households, men oversee the finances, including access to the bank account. As a result, women tend to lose out on opportunities to be financially active or independent. Even among newly wedded couples, every aspect of their life is characterized by togetherness. However, the finances continue to be managed predominantly by men. Also, Indian marriages, at every strata of society, traditionally see guests bearing cash gifts, called 'Shagun'. Most of these cash gifts are in multiples of Rs. 100's, and in round numbers. As per tradition, the Shagun is never a round figure, and hence is always accompanied by a 1 Rupee coin, since this addition signifies prosperity and continuity.

Mr. Dileep Ashoka, EVP & Head of South, McCann Worldwide mentioned, "McCann and Ujjivan Small Finance Bank have been in a close partnership for several years with a shared agenda of innovation in marketing communication. 'Shagun ka Lifafa' is a testimony to this. This idea hit the sweet spot since it addressed the

inherent social, economic and gender inequities that exist in our society. We are elated and honoured that it received the top honours. It is a rare achievement."

TECNO's POVA 3 makes debut in India; first-ever sale is live on Amazon

Mumbai: TECNO Mobile, the global premium smartphone brand from TRANSSION India, goes live with POVA 3's first-ever sale in India on Amazon starting today. Designed especially for gaming enthusiasts and Gen Z consumers, TECNO POVA 3 is equipped with India's first 7000mAh battery with a 33W fast charger, providing a level ahead power back-up to consumers who are in need of all-day battery performance.

TECNO POVA 3 is a perfect amalgamation of performance and aesthetics that sets a new benchmark with a visually appealing design. The presence of LED notification light on the back panel of the Electric Blue variant illuminates different lighting effects for various activities. The smartphone comes with a category-defining Helio G88 processor, coupled with a 180Hz touch sampling rate, Ultra-large memory of up to 11GB via memory fusion technology. The smartphone is available in three contemporary hues - Tech Silver, Eco Black and Electric Blue. The smartphone comes with a 50MP triple rear camera supported by RAW Super Night Algorithm that provides charming photos in dark. The professional mode allows you to adjust various settings like ISO, Shutter Speed, White Balance etc. to get the desired professional output. TECNO POVA 3 produces loud stereo sound with its dual stereo speakers and gives a cinematic-level experience with its DTS surround Sound quality through its amazing speakers. The narrow bezels present in the smartphone with LTPS FHD+ display with 90Hz refresh rate gives a colossal 91% screen-to-body ratio and a smoother scrolling, gaming and viewing escapade. POVA 3 offers a first-in-segment mighty STS-certified 7000mAh battery with a 33W Flash Charger, giving the users a whopping 53 days of stand-by time. The 33W Flash Charger charges 50% of the battery in just 40 minutes. Additionally, it supports 10W of reverse charging where the user can also charge other compatible devices and accessories. The presence of Graphene Film Cooling prevents the phone from heating while playing heavy graphic-induced games and prolonged usage.