

Business & Entertainment

Real and the shadow

Just see how life goes on. A queen in a kingdom lost her diamond necklace while on the terrace, drying her hair after a bath. A crow on the tree nearby picked it up and carried it up the branch of a tree. Unable to eat that hard substance, the crow left it on one of the branches. The queen started to weep as she wanted the same necklace back. Many people, police officers, and soldiers jumped into a dirty stream where the necklace was seen shining, but no one could find it. As they jumped into the water, it stirred, and the necklace was invisible. The king announced his half of the Kingdom as a gift to one, whoseover finds and brings the chain back.

At last, a saint, the wise man, passed by. The saint told them that what they saw in the water was only a shadow of the necklace. The genuine necklace is hanging just above the water on the twig of a tree.

Editorial

Our whole life, we witness the same thing. Whatever we see in this world is only the shadow. Whatever we are running after is only the shadow. The real gem of happiness, bliss, and tranquility is hidden inside us. That is only permanent, and else everything is temporary. To acknowledge and experience that hidden jewel of happiness inside us is only the real task assigned by the Almighty God to perform when we are sent on this Earth.

But as we grow older slowly, we forget our mission in childhood, when we learn to speak. After forgetting, we indulged in trivial worldly acts. We engage deeply in useless affairs, sometimes for happiness and sometimes for just pomp and show. This is why we call this world A Maya, where we are lost. We are running after some worldly treasure that has no meaning to us in our life. We are running speedily to reach nowhere. This is Maya, something transitory means only the shadow of a real Gem hidden inside us. We have come here on this Earth to attain the life goal of Moksha. To find that goal, we must be aware and keen enough to recognize the difference between real and shadow.

- Sulekha Shrivastava

Mobilla ropes in Kajal Aggarwal

Udaipur. Leading lifestyle and mobile accessories brand Mobilla continue to strengthen its market presence through its marketing and branding initiatives. In a bid to further consolidate its position, accelerate growth, and drive consumer recall, Mobilla now ropes in Indian actor and model Kajal Aggarwal as the company's face for its brand endorsements. In line with this partnership, the companies marketing collaterals and communication across ATL and BTL including print, digital and electronic media will feature Kajal Aggarwal going forward.

Mobilla's association with Kajal Aggarwal will not just significantly bolster the company's brand appeal but will also help in strengthening the existing consumer base while tapping into new and potential consumers. Moreover, Kajal Aggarwal's wide appeal will certainly help Mobilla target consumers across all ages. Creative Head of Mobilla, Sachin Sharma said - "Kajal is an icon in the film industry; she inspires people from all age groups. Having her on board, we can make our users understand the difference our products will make in their lives."

Actress Shyamali Srivastava's craze for Bholenath in 'Bam Bhole Bhandari'

Baba Bholenath's favorite month of Sawan is getting a lot of reverence for his devotees. That's why actress Shyamali Srivastava, immersed in the devotion of Bhole Baba, has released her Sawan special bhajan 'Bam Bhole Bhandari' today. This bhajan of his has been removed from the official YouTube of Desi Lota. Shyamali Srivastava has presented this bhajan in a very different way. In this, there is the glory of Baba Bholenath and the rap of Sawan, which people are very fond of.

Link: https://youtu.be/c1DZKKCoN64

In this hymn by actress Shyamali Srivastava, her passion for Lord Shiva is taken out of the car. Shyamali Srivastava has sung it together with Abbi Singh. It is to be known that due to the worldwide corona crisis, this time where there is great enthusiasm in the area regarding the Shravani fair, which is being held after two years, we have brought this special song for the devotees of Shiva. I hope everyone gets the support of this song. The music of this song is composed by Bhajpuriya Bhai. The song is by Abbi Singh and Shyamali Srivastava. PRO is Sanjay Bhushan Patiala.



Let us tell you that actress Shyamali Srivastava has brought a priceless gift to her audience this Sawan. This is the first bhajan of Shyamali Srivastava. Along with this bhajan, Shyamali is busy with her films these days, and next month her two films will be shot in Lucknow. In such a situation, he also earned money from Bhole Baba for his career and upliftment of all. Actress Shyamali Srivastava's craze for Bholenath is seen in Sawan special bhajan 'Bam Bhole Bhandari' Baba Bholenath's favorite month of Sawan is getting a lot of reverence for his devotees. That's why actress Shyamali Srivastava, immersed in the devotion of Bhole Baba, has released her Sawan special bhajan 'Bam Bhole Bhandari' recently. Shyamali Srivastava has presented this bhajan in a very different way. Her bhajan has been released from the official YouTube of Desi Lota. In this, people are very fond of the glory of Baba Bholenath and the rap of Sawan. Link: https://youtu.be/c1DZKKCoN64

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"Being an extrovert made my conversation easy with Jacqueline Fernandez": Vivek Keshar

A multitalented Actor and a confident human being, Vivek Keshari has influenced people for quite some time on social media. He recently got live in a conversation with actress Jacqueline Fernandez. Talking about his experience in life, he said, "At first, I was a bit nervous, which usually happens with everyone whenever you talk to a celebrity doing so well in their life and career. But it was a live conversation; many people were watching me with her, and I did not want to let

down the viewers by being nervous. So I took a deep breath and made myself feel like I was talking to just another person. That made me sound confident. It turned out to be an amazing conversation".

Vivek keshari answering our questions in a PLUSH way Hailing from a small town in Uttar Pradesh named Mirzapur and traveling from Banaras to Mumbai was an incredibly Fun and Entertaining Journey.

Q. Do you enjoy being famous? A. Yes, I do. I have been



an extrovert since childhood and have always liked talking to people. That lead me to become an actor and now an influencer as well. Being famous gave me the advantage of meeting and talking to different people. Meeting many people at first could be intimidating, but then you get to learn so much. Their conversation works like an inspiration to keep you moving forward and chase your dreams more.

Q. Any advice you would like to give to budding social media influencers?

A. Yes, I would like to say that you can always get inspired by any influencer you want. But Be original, Raw, and Maintain your authenticity. Don't Be a Xerox copy of someone you like. Authenticity will lead your way to success & fame.

Q. What would you like to say about Ranveer Singh's Latest post?

A. I feel it's good. He is doing what he feels like doing. He always lights up everyone's mood through his feed or choice of his movies, and now he is going all out for the selec-

tion of his clothes. One should have an option of wearing what they want to Or if in case they don't feel like wearing that is also okay.

Q. Apart from being an actor- influencer - Anchor, would you like to explore any other side of yourself?

A. Ha ha, I recently discovered that My voice sounds good, and many people ask me to do voiceovers. If given a chance, I would like to explore my voice as a voiceover artist, and I might want to listen to my voice as a Radio jockey!

Passion - Lata, Asha aur Main is as powerful as it is personal: Madhushree

Soulful Songstress Madhushree shares the musical magic elixir that kept her alive during the pandemic with a concert at Nehru Centre this July 29. In a country where the millennials resonate with the lyrics, dive deep into the metaphors, discard the digital takeover and bring back to life the golden era of realness in the time of reels, singer Madhushree promises to musically narrate the transformation of Indian music from the era of Ghazals, Qawwali, Thumri, Sufi, Dadra to cabaret, disco, pop, classical evolution and the grooves and the hook lines of the new narrative!

Her musical offering Passion - Lata, Asha aur Main premiering at 7pm on July 29th at Hall of Harmony, Nehru

Centre, Mumbai, promises to transport you into the era of cult classics and capture the childhood memories that brought us comfort and to unwind and relieve from the mundane stress. "For an artist, compulsory homestay meant boredom, anxiousness, loneliness and depression. In such times, Lata didi's music embraced me and not just in an uplifting, comforting and inspiring way - It hit a spot in my brain that helped me express and process my current feelings. It hit a spot in my brain that made me happier."

Madhushree realised that the best way to stay connected while still social distancing was to share her mood lifting song list and help many people deal with the emotional tur-

moil of the pandemic. In the process, Madhushree created an unbreakable personal bond with Lata Mangeshkar.

"Lata didi gave musical life to every syllable, to the last dissolving note. The sheer control behind her renditions overruled the complexity of melody. She made me smile, cry, love and celebrate. She made me feel alive.

Asha didi helped me further spread my wings and romance every microsecond of the song sequence and transform them into unforgettable musical moments. I prayed for Lata didi's immortality and realised that Lata didi exists in my mystical, musical moments with her and I wanted to share with the world the immortal voice for every emo-

tion. Passion - Lata, Asha aur Main is the incredible force, the great uniter and the warm glow that filled the void inside me and saved my life. Passion - Lata, Asha aur Main is to help the world listen to their heartbeat, to experience the blood dancing in their veins, to understand that everything living has a rhythm and to realise that our true soulmate is music." Madhushree has chosen classical songs, folk, cabaret and melody - from Hoton Pe Aisi Baat to Lag Jaa Gale, Kya Jaanu Sajjan, Ajeeb Dastaan Hai Yeh, Dil Cheez Kya Hai, Jhumka Gira Re, Pyaar Hua, Dil Ki Nazar Se to her own bits Kabhi Neem Neem, Tu Bin Bataye, Kanha So Jaa Zara, Hum Is Pal Yahan, Mahi Ve to Tu Yahn

H a i . Madhushree believes that her musical expression with the blessings of Lata and Asha didi will be the magical elixir that will help the listener tap into their inner power and strength and acquire the feeling to take on the world. " T h e s e melodies will stay with you long after the song has ended and help you tap into your inner fortune, feel grateful for what we have and take each moment as it comes.



This concert is as powerful as it is personal. In simple words, I want everyone to experience this musical journey and find your own path to glory."

NMIMS University announces new-age programs

New Delhi: SVKM's NMIMS School of Technology Management and Engineering (STME) has announced the introduction of two new-age programs in Computer Engineering; and Computer Science and Engineering (Data Science) at its Chandigarh campus. The programs are designed to keep students abreast with the fast-changing industrial operations deep-rooted in technology.

The comprehensive four-year B Tech program in Computer Engineering has a unique curriculum to help students gain expertise in modern engineering practices and disruptive technologies. The curriculum follows international standards that include a balance of mathematics, basic sciences, humanities, and computer engineering.

The B Tech in Computer Science and Engineering (Data Science), also a four-year undergraduate program, constitutes a good blend of Engineering, Mathematics, Analytics Management, and general education related to modern skillsets of Data Science.."

Candidates interested in applying for the program must have passed the 12th standard or equivalent examinations from a recognized board to qualify - application link: https://apply.nmims.edu/b-tech-mba-tech-noncet

JK Tyre unveils the complete range of EV-specific Smart Radial Tyres

Udaipur: JK Tyre, the pioneers of Radial tyre technology in the country has taken yet another step to further enhance its technological prowess in the industry by developing the complete range of EV specific Smart radial tyres for all categories of buses, truck, LCVs and Passenger Cars in India.

Designed and developed by the engineers from state-of-the-art global technology centre-Raghupati Singhania Centre of Excellence (RPSCOE), the tyres have been engineered specially to the unique needs of electric mobility. Speaking on the new development, Mr. V K Misra, Technical Director, JK Tyre & Industries Ltd. said, "At JK Tyre, innovation and technology are the core pillars and each of our product category is ahead of its time to meet the need of our customers and industry. With the evolution of the EV sector in India, the development of EV-oriented technology remains a key focus for the company. Our Smart tyres are developed with EV specific next Gen Design philosophy making the entire range Smarter, Quieter, Durable and Energy Efficient."

The Smart EV tyre range for all categories of buses, truck & LCV is developed in 17.5" and 22.5" tubeless sizes. The EV range of tyres (255/70R22.5 & 295/80R22.5) is being supplied to JBM EV buses.

TriByte Technologies & Azim Premji University Over 85,000 Teachers in Telangana

Bengaluru - TriByte Technologies, a global Learning Management System (LMS) platform provider, announced that it has successfully enabled the training of over 85,000 teachers through its support in offering a blended English Language Enrichment Course (ELEC) for the teachers of Telangana state by creating & managing the Learning Management System (LMS).

The program is a joint effort by TriByte and their academic partner, Azim Premji University where they are aiming to train all the primary and secondary school teachers to enhance the language proficiency of the teachers and empower them to instruct the students in English.

The upskilling programme is being conducted across 400+ centres across (all) 33 districts of the state of Telangana. The pedagogy is activity-based, self-study & self-paced learning starting with 1 Face to Face session and 7 Online Live Sessions. The program requires each teacher to execute 5 Activities every week, and they also need to submit (online) the output of the activity/assignment. There are a total of 6,204 mentors who are involved in monitoring the progress and mentoring the teachers.

KNMA celebrates Global Tiger Day in collaboration with WWF

New Delhi: To celebrate Global Tiger Day, the Kiran Nadar Museum of Art is organizing a series of events to mark the occasion.

The first event will be a zine making workshop, in collaboration with WWF India. This interactive and educational workshop will cover different ways of making Zines while relaying important information related to tigers in India. The workshop will be facilitated by Manmeet Sandhu and Shrabani Dasgupta, part of the artist collective Vichar k Achaar.

Following this, there will be a display of Zines by Manila Zine titled 'Tiger In & As Me'. This will explore and trace the presence of the tiger as a being and a metaphor in our life.

Finally, KNMA will host a storytelling workshop with Usha Chhabra with the theme of "DAUD LAGATAAAYABAGH"- Running Came The Tiger. The stories will revolve around the magnificent big cat, it will bring into focus facts and references from popular and folk cultures. This enthralling session will explore the world of tigers!

KNMA conducts workshops and events which create opportunities for education and knowledge, aligned with sustainable development goals, which this museums views as

priority. Sharing knowledge and raising awareness is a key part of KNMA's outreach programs.

KARGIL VIJAY DIWAS : A TRIBUTE TO BRAVE SOLDIERS OF INDIAN ARMY

Jaipur: To commemorate the celebrations of Kargil Vijay Diwas Lieutenant General Gajendra Joshi, General Officer Commanding, Strike One along with troops stationed at Mathura Military Station paid homage to the brave soldiers of Indian Army who made supreme sacrifice in the line of duty during the Kargil War of 1999. On the occasion, Lieutenant General Gajendra Joshi, laid wreath at the war memorial located at Mathura Cantonment and exhorted all to reminisce the bravery of the martyred soldiers and rededicate themselves to the safety and honour of the country.

Kargil War has been symbol of bravery of our young officers and soldiers who despite heavy odds pushed Pakistani intruders out of the Indian territory in Kargil and Drass Districts in high altitude area of Ladakh region. On this day Indian Army successfully re-captured high mountain peaks from intruding enemy. Kargil Vijay Diwas is celebrated on 26th July every year in honour of soldiers who participated in the Kargil War and to commemorate victory of India over Pakistan in year 1999.

There was a lot of debate: Ranbir Kapoor

"Let me tell you guys that I have been watching this lady sitting here Suchitra Pillai for the last 30 years and she hasn't changed, she is as beautiful and warm as ever, and it takes me back to my growing up years," said Ranbir Kapoor about the show host of the B4U podcast Hear It Here.

Hear it Here had Ranbir Kapoor and Vaani Kapoor on their podcast to promote their film Shamsheera. Ranbir was candid enough to say that he got a lot of flak from his illustrious father, the late Rishi Kapoor over his choice of movies. "When I started off, I always heard the words, Family and Legacy, and I always looked up to it as a responsibility. Fortunately for me, I had

the good sense that if I had to succeed in this industry, I had to do it on my own terms and I had to be individualistic about it. So there was a lot of debate on the kind of films I was doing which came from my father, Rishi Kapoor. "What are you doing? If you want to be a mainstream actor, you cannot do films like Wake Up Sid, Barfi, or Rockstar and films like that. But it was very important for me to follow my heart and choose subjects that appeal to me so I could put myself in those characters," admitted Ranbir, adding that he never took his Kapoor Khandaan legacy for granted. "I am very proud of my legacy but it is not something that I have taken for granted. It is not something that I have ever thrown at people and I feel very responsible for it. In the film Shamsheera, Balli (the son) has to take (his father) Shamsheera's legacy forward, but he is very reluctant. He doesn't want to be a part of the tribe. He wants to join the British forces and be a police officer. He is very different from where I come from," explains Ranbir about how different his role is from his real life.

A Dermatologist bursting the myth

Yes, the one i get to hear very often. "I don't use anything on my face , still i get this problem". I wanna shout it loudly to everyone who is concerned about skin - not using anything is not a good practice. Dust, UV rays , stress and many more alike factors are deteriorating your skin on a daily basis. So you need to use appropriate products to reduce or stop the damage.

Dr Nadhia's path to dermatology began at the age of 8. As a kid she was always conscious about her skin and she always wanted a good skin , but she realised it doesn't works that way.

After finishing her graduation in medicals she choose Dermatology. Now after 7 years of experience she expertise in each and every injectable / non-injectible / non-invasive treatments. Since 2019, she is consulting the patients online and offline as well across the globe.

Pro tip : Anti-aging skin care has 2 major pillars, Hydration and cell-turnover . For well hydrated skin, adequate fluid intake , electrolyte balance and topical moisturizer are the main factors. For cell turnover, Retinol (vitamin A derivative) is best agent.

