

Business & Entertainment

Pet at house

Many people have pets. Those who have, have to take care of pet animals. Some keep them lovingly but some treat them strictly. Owners have to bear their expenses also. At times, when they are diseased, treatment has to be done. If you go some where, you have to make complete arrangements for food, water and shelter for them.

Some people think that by spending money on animals, they are doing them a favor. But it is not so. Because every creature that comes on the earth, brings its own destiny. The one you raised as your pet, also brought its fortune. Yes, these are the transactions of previous births, which in some form or the other, man has to pay. So it would be beneficial to understand that you are not doing any favor to the animal. That is why, every expenditure on it should be done happily and generously.

Editorial

Do you know that animals also protect you from negative energies, coming into the house. We see only gross-bodied beings, but animals also see negative energies in subtle forms, then they protect you from them in their own manner.

Perhaps, you do not know that animals also foresee the coming dangers on that family. Those dangers to which you are sitting blindly, by sensing and understanding them, animals protect you from them too. It is understood later, when you look back and examine all the facts thoroughly. From loyalty point of view, they have left human beings far behind since years. Where man is unable to serve even it's parents, who give birth and bring up, there pet serves his master with loyalty. They become alien, but animals are never alien and till the end they support their owner. Sometimes, they even sacrifice their lives for the owner.

Think, if ever you forgot, to keep drinking water or food for them owing to some busy schedule, then they will remain thirsty and hungry all day long, but will not complain to you. If they are sick and you are negligible to them then they will bear all pains of the disease, but will not complain to you. Still when you are back to them they will greet you with wagging tail.

That is why, have sympathy with these dumb creatures, keep them with love and cordial spirit. If there is extra food left in the house, then instead of spoiling it lying in the house, give it to some needy animal outside to eat. It would be much better. They will be grateful to you.

- Sulekha Srivastava

WEDDING TV has become a quite popular name

Wedding TV's Akkapakaganapathi Aka GANA says our journey from wedding planning to design the sets of the film was not an easy one.

WEDDINGTV has become a quite popular name in the wedding management, set designing be it a film set, wedding set up or the awardfunction setup. However the team

says this journey was not easy. It took us 7 years to reach us here, where we are today. Gana started his journey as an audio engineer for a production

house and that gave him a good hold in the entertainment industry. Being from south India, it was a bit easy to capture that area. But it wasn't enough the entire team worked hard day by day we started growing up and we captured the entire Indian market. Be it Rajasthan, Madhya Pradesh or Maharashtra we have covered it all. The next expansion stage was to hire the good team, we were enough lucky to get the talents as an when required. Hiring process was bit easy for us comparatively. Now in 2022 we have captured Asian market and middle east.

In past few years we have been designing the sets for the popular Bollywood films, Awards functions and Reality shows. We have also worked with celebrities like Govinda, Zareen Khan, Malaika Arora, Gauhar Khan and singer Sukhwinder Singh and more.

"Government should take strict action, especially against drugs"

Actress Shradha Rani Sharma is deeply hurt by the death of Bigg Boss contestant Sonali Phogat in Goa. Responding to this, Shradha said, "What happened to Sonali is very bad. Drugs and alcohol are making the industry hollow day by day.

Crime is getting worse. Girls should be careful, if they go to a party or anywhere, they should not drink any food given by someone. Today, a dark age is going on. We should always stay alert of our surroundings. In the last few years, many accidents have happened in the film industry. We should take lessons. I would advise everyone to stay away from drugs and alcohol and save their lives from being wasted in vain."

Further Shradha Sharma says, "Government should take strict action especially against drugs and pass the law of life imprisonment or death penalty and make a provision of punishment within 15 days or a month by running the case on fast track. Otherwise our youth generation will be ruined."

By the way, glamorous, sexy and versatile talented actress Shradha Sharma has acted in 'Suno Har Dil Kuch Kehta Hai', 'Saarathi' & 'Har Shakha Pay Ullu Baitha Hai', 'Comedy Classes', 'Neeli Chatriwale', 'Bigg Boss season 5', 'Emotional Atyachar' etc and played lead role in many hit serials and made her own identity, apart from three Kannada films 'Jeeva', 'Jai Ho' and 'Aniveshi'. She has also starred in a Tamil film 'Maiyum Kunte'.

EDII to join hands with corporates in creating 10,000 women-led green businesses in 100 districts in 1000 days

New Delhi: The Entrepreneurship Development Institute of India (EDII), a Centre of Excellence recognized by the Government of India, on Friday, outlined how, the Institute with joint hands with noted corporates to create 10,000 women-led green businesses in 100 districts in 1000 days. The announcement was made following a roundtable meeting organised by EDII on 'Technology-enabled women-led green businesses' at the India International Centre (IIC), New Delhi.

The day-long session witnessed deliberations on the latest practices in women-led green enterprises, collaboration for collective action for increased women empowerment and the use of low-cost technologies to scale up green businesses. Notably, CSR heads from the corporate world, PSUs, senior officials from ministries and representa-

tives from international organisations participated in the session.

EDII, a pioneer in the field of entrepreneurship education and skilling, works in collaboration with government ministries and departments and India Inc for the implementation of several developmental projects ensuring inclusive growth of communities. Social entrepreneurship and CSR have always remained key focus areas for the institute.

EDII's Director General Dr Sunil Shukla said, "EDII has been successfully offering entrepreneurship and skill development training to artisans, weavers, women startups and the unemployed, leading to sustainable livelihood options for them. I am glad that with corporates endorsing the power of entrepreneurship, we will continue to progress with remarkable results."

Dr Raman Gujral, Director, Department of Project



(Corporates), EDII, emphasized on the growing requirement for high-end value-added products and services in the market with minimal environmental harm. "The need for sustainability in business applies to both big corporates and small enterprises. Keeping this in mind, we need to focus on what strategies can be developed for promoting green enterprises and businesses for economic growth and to save the environment. There

is a need for newer innovations and eco-friendly practices both in rural and urban sectors," he said.

In partnership with noted corporates, EDII, under Micro Skill Development Programme (MSDP), has developed several innovative green businesses like urban terrace gardening kits, bamboo crafts, mushroom cultivation, organic fertilizers, beekeeping, and biodegradable plates made from leaves to name a few.

Highlighting the correlation between rural entrepreneurship and technology, Dr. Sunil Shukla, DG - EDII, opined, "Rural entrepreneurship has the potential to power over 70% of the Indian economy by imparting the right set of skills to the right set of people. Technology is and always will be one of the core drivers for mitigating problems faced by a target community. To promote enterprises in this sector, rural community groups must be

aware of the different low-cost technologies conducive to enterprise creation. It will improve their economic resilience and well-being."

Interestingly, under the MSDP project, EDII has trained rural women in Karnataka for manufacturing solar-based electrical items. To help rural women entrepreneurs grow their businesses, EDII provided digital training to sell and connect with buyers on various online and social platforms. In the past, EDII has joined hands with noted corporates including Accenture, Facebook, Bayer Foundation, HSBC Bank, Walmart, HAL, HP, ITC, Yes Bank, ONGC and Amazon. Through these collaborative efforts, EDII has so far impacted the lives of 68,134 people across 741 villages, 138 districts and 23 states of India through several projects.

-GOPENDRA NATH BHATT

Media Shala - A Unique Futuristic Media and Design Curriculum with Modernistic Infrastructure

Gurugram: Media Shala is a one-of-a-kind curriculum to build essential skills which include Journalism, Podcasting, Film Making, Visual Design Communication and much more

Dr. Amit Bhalla along with Dr. Sunny Bansal, Ms. Sanyogita Sharma & Ms. Dhriti Malhotra inaugurated Media Shala

Ms. Upasana Dutt, Ms. Vineeta Jerath and Mr. Prabhu Usgaonkar attended as special guests Manav Rachna International Schools, a part of Manav Rachna Educational Institutions, with their evolving focus on futuristic education have always ventured into the new areas in the pedagogic field and translating ingenious ideas into successful endeavors.

Upholding the same tradition, Manav Rachna International School, Sector 46

has added yet another feather to its illustrious cap of offerings with the launch of Media Shala - a neoteric concept that is bound to metamorphose the whole idea of imparting education.

The scintillating launch event was graced by prominent dignitaries from multitudinous fields of Direction, Media & Communication, Business & Operations. Ms. Upasana Dutt - Director of India Operations, The Economic Intelligence Unit; Ms. Vineeta Jerath - a seasoned media and communications professional, Editor of magazine SUBURB and Mr. Prabhu Usgaonkar - a veteran in Direction, Editing and Film Production were the eminent guests.

The concept aims at building responsible capabilities among the students in the realms of media and design

communication, journalism, filmmaking, photography and podcasting. Tapping on the dormant creative pursuits of the students pertaining to media and design verticals - photography, film-making, podcasting, journalism, design and more.

Dr. Amit Bhalla addressed the students and guests quoting, "I see that the work we are doing in sound media, design and communication would converge into all different subjects that the students are learning. I can visualize Media Shala to be the nerve center of the school that will touch each and every vertical of learning like sports, science, mathematics, social sciences and interpersonal relations."

In her inaugural address, Ms. Dhriti Malhotra highlighted, "We are in our 13th year and the school has progressed

with every passing year. Today, we take another step forward in the direction of excellence by launching a futuristic curriculum with Media Shala and I am grateful to all the parents, teachers and students who have supported us on this journey."

Ms. Upasna Dutt quoted, "I personally feel that it is important to value individual freedom and creativity, and this can only be achieved when we instill those thoughts in children at a young age."

Ms. Jasmita Oberoi, along with her team of media experts, outlined the objective of Media Shala as to how it will make children future ready in whichever career choices they make.

Media Shala is a Unique Futuristic Media & Design Curriculum with ultra-modern Infrastructure and equipment for the students to explore



their skills and interests in the field of design and media. Considered a pioneer in advanced education across a variety of domains, with a groundbreaking approach in the field of futuristic education, Manav Rachna International School Sector 46, Gurugram has taken a revolutionary leap by inaugurating the Media Shala which is driven to build essential skills amongst the

students through programmes such as journalism, podcasting, filmmaking, graphic design, photography, gaming and much more aligned to UNSDGs while being constantly engaged in reflection and inquisition. Manav Rachna International School continues to scale new heights of success and innovation in the field of education with this novel venture.

Octa and Neeraj Chopra Draw Parallels between Athletes and Investors

New Delhi: In light of the recently announced three-year partnership with the Olympic champion Neeraj Chopra, Octa, a global educational platform focused on investments, decided to unveil the parallels between professional athletes and investors.

Investing and professional sport appear to be two different worlds by definition. However, Octa found that there is something in common between them, at least in their approaches.

In sports, athletes need to practice a lot, perform analyses and have a clear goal. The same applies to investors aiming for success in the financial markets.

Practice is what makes all the difference between an amateur and a professional. Athletes train a lot before participating in major competitions, while investors should try their hand at live market trading using, for instance, a demo account with virtual funds.

Careful analysis is important for both athletes and investors. When learning to throw a javelin, Neeraj Chopra analysed the videos of Jan Zeleny, a former World and Olympic champion holding the world record in the event. Apart from analysing the performance of others, it is equally essential to evaluate one's performance. Investors always go over past trades to see what could be improved in their strategy.

When a goal is clear, it's easier to achieve. This is a foundation of an efficient investment strategy that investors need to follow in order to figure out when to exit the trade and make a profit. For athletes, setting a clear goal is a mental technique to increase the commitment toward achieving outstanding results.

"We take great inspiration from brilliant performances of Neeraj Chopra, such as his recent comeback at Lausanne Diamond League on 26 August 2022. The first Indian to win the competition, Neeraj made an impressive throw of 89.08 metres, earning the name 'Indian sensation'. Judging by this encouraging event alone, Neeraj Chopra is undoubtedly an athlete combining qualities both of an outstanding sportsman and investor," the Octa press office com-

mented. Octa is a global people-oriented educational platform where anyone can learn how to benefit from the global market and manage personal finances wisely.

JK Tyre secures 'Best in Class' rating in ESG performance

Udaipur: JK Tyre a leading tyre manufacturer and the pioneer of Radial technology in India, announced that, CareEdge has undertaken ESG rating of the Company. In recognition of its superior environment, social and governance practices, JK Tyre has been rated as the best among peers, in the sub-industry category of tyre. Overall ESG score at 75 out of 100 is considered "Very Good". JK Tyre's ESG performance is driven by strong commitment and performance on majority themes to ensure ESG integration. It is effectively implemented throughout its business. Transparent and well-defined policies make JK Tyre a market leader in Tyre industry.

Dr. Raghupati Singhania, Chairman & Managing Director, said, "We are extremely proud to share that JK Tyre has scored a "Very Good" rating on ESG parameters and is the best among peers in the industry. We believe that this recognition will further strengthen our unwavering commitments and responsibility towards conserving environment and serving societal needs. It is highly satisfying that we kept sustainability at the heart of our growth journey. We are committed to the goal of being a Green and Clean Company with sustainable use of green energy, green technology in manufacturing and reduction of fossil fuel dependence."

"We stood steadfast to our commitments towards our people and the larger community. We will continue to provide support through our well-structured and multifaceted CSR programs. We follow global best practices and uphold the highest standards of corporate governance and compliance."

Roopkumar Rathod, Leslee Lewis, Kavya Jones grace Sanjukta Arun's Into The Deep at Jehangir Art Gallery

"Forget not that the earth delights to feel your bare feet and the winds long to play with your hair," says Renowned artist Sanjukta Arun whose current exhibition 'Into The Deep' is being held at the Jehangir Art Gallery, Kala Ghoda from Aug 30-Sept 5. The series on display brings to the fore the beauty and importance of Nature and the tearing need to attend to the wake up call, to save Mother Earth.

"Creating awareness about our environment is of extreme importance because it can help to minimise the damage caused due to destruction caused by industrialisation, pollution and modernisation leading to Global warming," et al reflects Sanjukta. "My current series focuses on the beauty of nature in its myriad hues. It is time we realise that our existence totally depends on how we take care of our planet."

Sanjukta Arun's exhibition was graced by Nafisa Khorakwala, Dr. Habil Khorakwala, Roopkumar Rathod, Vijay Darda, Leslee Lewis, Kavya Jones, Dr. Aneel Kashi Murarka, Prithvi Soni, Padmanabh Bendre, Rajendra Patil, Vinod Sharma, Ajoykant Ruita, Arun Arora, Vijay Lazarus, Nayana Kanodia, Vijay Kalantri, Rupa Naik, Papiya Das, Banamali Das, Suniti Kukarni, Renu Arya and many more.

Microsoft launches Azure Blogathon to empower the developer blogger community in India

New Delhi: Microsoft India today announced the launch of the Azure Blogathon, a year-long technical blogging contest that lets you share your experiences with building solutions on Azure. This one-of-its-kind initiative helps developers share their ideas, learning, and innovations in the form of blogs and presents them with the opportunity to become a developer community leader and win amazing prizes. The contest will help drive best practices and create an ecosystem of learning amongst the developer community.

The contest will be divided into four quarters with each quarter focusing on a different theme. The first quarter's theme will be Azure-focused Programming Languages. With the KPI of driving 25+ high-quality blogs per quarter, a repository will be created by the end of June 2023. The content will be collected till the last week of October, giving participants time to experiment with their blogging skills

and submit quality content.

Microsoft's early-stage cloud developers, experienced developers accustomed to using Azure technologies, and students in the fields of science and technology will not only share their insights, but in process motivate the developer community at large around the world.

A jury panel of well-recognized IT professionals will be announcing the winners in the last week of each quarter. Thus, allowing the winning bloggers to become community leaders and win prizes. As an incentive to the participants, winners for each quarter will get an opportunity to become part of the jury for the next quarter, giving them ample recognition.

The top 3 winners from the Blogathon will get a Surface Pro X, while the next 25 blog submissions will each receive an online voucher worth INR 2000.

Winning blogs will be selected based on the quality and validity of their content. The blogs must have in-depth technical content containing examples, technical details, and useful & working source code. The blogs are expected to contain relevant scenarios and use cases on the Microsoft Azure platform.

DLF Cybercity, Gurugram awarded with the World's first

Gurugram: DLF Limited - India's largest real estate company announced today that DLF Cybercity, Gurugram has received the prestigious US Green Building Council's certification of "LEED Platinum for Cities & Communities" verified by Green Business Certification Inc (GBCI). With this award, DLF Cybercity, Gurugram becomes the first Developer owned community in the world to receive this certification under LEED Cities and Communities Rating System. DLF Cybercity is a bustling business district in Gurugram where people from diverse cultures and communities from across the world come here to work, dine, shop and entertain. Spread across more than 100 Acres, it is home to several Fortune 500 and leading Indian companies. DLF Cybercity in Gurugram, India, has one of the most advanced and modern infrastructure facilities that conserve energy and water and has an efficient waste management system. The entire Cybercity operates on an integrated model of sustainability, incorporating numerous green initiatives such as Zero water discharge, rainwater harvesting.