



## Accepting and correcting

We are never late in accepting and correcting our mistakes. Try to understand this with the example of a remote Village boy Shaktiman. He is studying in a village. He always stands first in his class. Suddenly, his father is transferred to a nearby city. He gets admission in a school where standard of education is a bit higher, than the previous one, in the village. The child is not able to cope up so he failed in first test. His parents and teachers got worried. His parents helped him at home. Now teachers come forward to guide him better but still he failed in the second test also. Now Headmaster advises his father to transfer his child in another school.

His father and mother are worried for his future. It is Sunday today. Unlike other Sundays, his father and mother are unhappy and looking sad. Because of the tension, they only take soup in the afternoon, drink water and leave the table. The meal was left as it was.

## Editorial

Noticing all this change in his parent's behaviour carefully, the child now tries to brood over on his own mistakes. After brooding over his mistakes, he wants to correct them. He determines to bring certain changes in the pattern of his studies and then start studying with a new enthusiasm and vigour. Soon he covers up, beyond expectations. As a result, he passes in third division in half yearly exams. After two months when third tests are ahead, he passes them in second division. Now everybody was looking at him with great expectations. Meeting their expectations, he stood first in his class, in final exams of the year. This is the result of strong determination and hard labor.

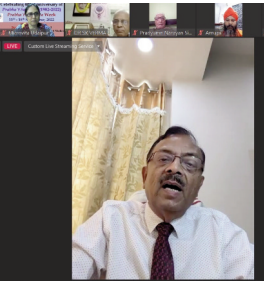
Now, the question arises that how this all happened. The answer is that everybody has hidden talents in him. Often a person himself do not know about his own hidden talents. But then a situation occurs and he determines to crack hard by all means to do something at the cost of his life also. Nature also comes forward to support such a person and finally he comes up in flying colors and achieves success.

So friends, we should be aware of our own virtues. Then recognising our own virtues, we should make certain commitments and then honestly perform hard labor to achieve the target. To achieve the target we should handle time and money also carefully. We should listen to all but take decision according to our own intelligence. We should never lose hope instead maintain our will power, up till the end. For this success, a good balance is needed in all aspects of life.

- Sulekha Shrivastava

## Inauguration of Prabhat Samgiita Week on 40th Anniversary

**Udaipur:** Society for Microvita Research and Integrated Medicine (SMRIM) and Renaissance Universal (RU), Udaipur is celebrating Prabhat Samgiita Week from 11th to 18th September on the occasion of 40th Anniversary of Prabhat Samgiita (1982-2022). Inauguration of the week was organized on Sunday, 11th September, 2022 in a virtual program. The program started with playing of Prabhat Samgiita no. 123 'Sharat Oi Ase, Oi Ase, Oi Ase' as a tribute to the composer of these songs Shrii Prabhat Ranjan Sarkar who has composed 5018 melodious songs in a very short span of 8 years and 36 days.



After welcoming all the guests and participants, SMRIM Secretary and moderator of the program, Dr. Vartika Jain gave a brief introduction to Prabhat Samgiita (PS) and the theme behind organizing the PS Week. She said that on 14th September, 1982, Shrii Sarkar gave first PS in Deoghar and the day is celebrated as PS Day.

President SMRIM & RU, Dr S K Verma introduced the Keynote speaker of the inaugural function, Shrii Harananda from Gurugram who retired as Principal Chief Security Commissioner from Indian Railways.

Shrii Harananda spoke on Prabhat Samgiita mei Sharad Ritu'. He said that all the six seasons have been depicted in PS through various examples and Autumn season (Sharad Ritu) is one of them. He unveiled the mysticism in PS through Sharad Ritu. For example, in PS 1540, wind is blowing and creating a sound of dried fallen leaves which is compared with ankle bells. He explained that in these songs, matter is talking with consciousness, non-living is talking with living beings, a flower is talking with human beings and so on. The beauty of multidimensional PS is that it incorporates neohumanism, proutist philosophy, optimism and anti-dogmatic expressions.

He further stressed that every word of PS is Apat Vakya explaining the cosmic love that is divine love which prevails everywhere in every atom, molecule and microvita. He has given several examples, in which Prabhat Samgiita is depicting how wind is communicating, how Shefali flowers are communicating with Rajanigandha, how campak flowers are giving indications of coming of Supreme being and so on. Further, he said that PS are a strong medium of social and spiritual empowerment and a step towards global renaissance in every sphere.

Queries of all the participants were also resolved by the Shrii Harananda in the question and answer session. The program was smoothly conducted on Zoom platform with live streaming on YouTube. In the end, Dr Verma proposed a vote of thanks to all the participants, eminent speaker, and the entire organizing team.

## Divyang did Ganesh's immersion

**Udaipur.** Ganpati Bappa, enthroned in Narayan Seva Sansthan, was paraded on all the institute's campuses with cheers for immersion. Where with reverence, the Divyangs, their relatives, and the seekers of the institution offered roses and flowers to the comforter and the sorrowful. During the farewell time, Institute director Vandana Agarwal immersed the idol of Ganesh Ji in a tub giving the message of environmental protection. During that time, Acharya Upendra Shastri recited Vedic mantras.

## The country's first Bhojpuri OTT Mitwa TV completes its one year

**Enjoy free access to tons of great content for a worldwide audience in 176 countries.**

The nature of entertainment changed after the Covid period. The audience of films, songs, and the news was confined to mobile. After the closure of cinemas, it was replaced by TV and digital platforms. The audience liked the best content coming on OTT. Keeping these things in mind, Bhojpuri's first OTT was launched.

This OTT named Mitwa TV was launched in full country style, which got a lot of love from the audience. Defining the way of entertainment ultimately, Mitwa successfully completed one year this year. Mitwa TV's foundation was laid in 2021, and its test feed was started on February 22. Mitwa TV has

started showing programs in 176 countries for a worldwide audience, due to which Mitwa TV has gained a lot of popularity among the audience in a short time. The growing popularity of Mitwa's growing number of viewers in the country and abroad proves that Mitwa TV is Bhojpuri's first OTT platform worldwide, where entertainment programs and the country's first news presentation are available.

Mitwa is today one of the most popular OTTs in the country due to its strong distribution and great content. Along with Bhojpuri movies, Hollywood classics, live-streaming, dramas, web series, and news, there is something for every age group. It can be easily downloaded and watched on Play-store, App-store, Firestick, and other pop-



ular streaming devices like Mi Stick. Avinash Raj, CEO of Mitwa TV, says, "A strong distribution with fun shows is the key to success. We had the option of creating a standalone app like Netflix, but understanding the market demand, we invested in distribution and quality of programs, as well as access to

free access to audiences through Mitwa, leading television channels in multiple languages.

The made provision". This strategy worked great. To date, Mitwa has been presenting many unique programs with 200+ channels to millions of viewers in India and abroad, and today Mitwa is one of the

fastest growing start-ups in the country.

According to Raghvesh Asthana, MD, Mitwa TV, "In the Bhojpuri entertainment market, there is a huge gap between demand and supply!" Sensing this difference, Mitwa has first dubbed in Bhojpuri language select Hollywood films. Mitwa plans to acquire more and

more such entertaining content from India and abroad to build a robust content library. Raghvesh further adds, "We are also planning web series, dramas, and reality shows as a part of the strong content library." Mitwa is its first OTT platform for those interested in languages like Bhojpuri, present in India. Thanks to the entire team, Mitwa is redefining the Bhojpuri market with its offerings.

What makes Mitwa different is its approach to providing a complete solution in entertainment. While the focus of other OTTs is only on the metros, Mitwa is focusing on Tier 1 and Tier 2 cities as part of its strategy and is reaching out to the areas where the mainstream media is not providing its services yet—still working.

## Toyota Kirloskar Motor Announces Prices of The Top Four Grades for The Much-Awaited Urban Cruiser Hyryder

**Udaipur:** Toyota Kirloskar Motor (TKM), today initiated the announcement of the prices of its brand-new Toyota Urban Cruiser Hyryder. To be announced in a phased manner, the top four grades of the latest offering from Toyota are competitively priced between Rs. 15,11,000 to Rs. 18,99,000.

The brand-new SUV was unveiled in early July and the bookings were also announced at the same time. As one of the Toyota's sustainable mobil-

ity offerings, the Urban Cruiser Hyryder inherits Toyota's famed global SUV lineage with bold and sophisticated styling, along with advanced technology features, making it a perfect choice for customers.

Commenting on the significant milestone Mr. Atul Sood, Associate Vice President, Sales, and Strategic Marketing, TKM, said, "We are truly humbled and honored to receive such an overwhelming response for the

Urban Cruiser Hyryder and we are grateful that our customers have put their faith & trust in brand Toyota. Today, we have decided to announce the price of the Urban Cruiser Hyryder in a phased manner. The prices for the remaining grades will be announced shortly.

The first of its kind self-charging strong hybrid electric vehicle in the B SUV segment, the Urban Cruiser Hyryder aims to deliver exemplary performance, best-in-class fuel efficiency, quick

acceleration, and connected car features and is designed for a greener future. We have introduced very competitive pricing for the Urban Cruiser Hyryder, as it is through the Hyryder that we aim to encourage widespread acceptance of environment-friendly technologies, thereby creating a positive impact and enhancing energy security of the country", he concluded.

Available in two powertrains—Self-charging Strong Hybrid Electric powertrain &



Neo Drive, the Self-Charging Strong Hybrid Electric Vehicle is powered by an e-drive transmission and runs 40% of the distance and 60% of the

time on electric power, with engine shut-off, offering a fuel efficiency of 27.97 km/l. Additionally, the Neo Drive comes with a 1.5-liter K-series

## Madhushree performed Ganesh Aarti!

Maharashtra Chief Minister Eknath Shinde, Hon Governor Bhagat Singh Koshyari, Deputy CM Devendra Phadnis, Tourism Minister Mangal Prabhat Lodha along with singer Madhushree performed Ganesh Aarti! Famous stars of the film world also performed Ganraj's aarti with political figures before immersion!



The Film fraternity and political figures gathered from the fair to bid farewell to Ganpati Bappa, yes, before the Ganpati Visarjan of Maharashtra Tourism along with Times of India, Hon. Chief Minister of Maharashtra Eknath Shinde ji, Hon. Governor Bhagat Singh Koshyari, Deputy CM Devendra Phadnis, Maharashtra Tourism Minister, Mangal Prabhat Lodha, Dhananjay Sawalkar -- DoT Director arrived specially to perform Bappa's aarti and bow at his feet. The aarti of Ganaraya was completed at the hands of the dignitaries.

Singer Madhushree also was present as special guest. Madhushree along with Hon. Chief Minister Eknath Shinde ji, Hon Governor Bhagat Singh Koshyari, Deputy CM Devendra Fadnavis, Anuradha Paudwal also performed Bappa's aarti. Apart from this, celebrities including actor Dilip Tahil, Aditi Govitrikar, Dinesh Shah, Vinayak Prabhu, Dr. Anusha Srinivasan Iyer, Robbie Badal, Satish Vyas, Kuldeep Singh, Jaswinder Singh, Dr. Ramani attended the momentous event where the sea of humans were seen bidding farewell to Bappa.

## Light returned after brain tumor operation

**Udaipur:** Ignoring headaches for a long time becomes dangerous for people when they stop seeing them. Investigations revealed that a brain tumor caused this headache and that brain hemorrhage had occurred due to its growth. After examination in the Department of Neuro Science of G.B.H. General Hospital, it was detected and operated on, after which the eyesight returned.

A 60-year-old resident of Udaipur has been suffering from headaches for a long time. He kept ignoring the headache and used to take relief from the nearby medicine center by taking painkillers. After a similar headache in the past, he stopped seeing. On this, the family took him to the ophthalmologist of G.B.H.

General Hospital located in Bedwas, where he was sent to the Department of Neuro Science after examinations. The M.R.I. revealed that the man had a brain tumor that had taken over, causing the person to have a brain hemorrhage. Due to this, he had lost his eyesight. This is called pituitary edema with apoplexy in medical science.

Here the Neuro Surgeon Dr. Sumit Dave, E.N.T. Surgeon Dr. Kanishk Mehta, and Anesthesia Specialist Dr. Heena Bhatt were formed, and it was decided to take the telescope to the brain through the nose. After taking the telescope to the tumor, it was taken out through the nose. As soon as the cancer was removed, the person's light returned. After keeping the person in I.C.U. for two days, the person was discharged. Now the person is completely healthy. Neurosurgeon Dr. Sumit Dave, E.N.T. surgeon Dr. Kanishk Mehta, and Anesthesia specialist Dr. Heena Bhatt with Omprakash and Deepak were present during the operation.

## Harish Chawla won two silver medals for India

**Udaipur:** In the International Strength Lifting and Ellen Bench Press Competition being held in Krikistan, Russia, from September 5 to 10, 72-year-old national player of the city Harish Chawla has brought laurels to the country by winning two silver medals. State Lifting Secretary Chandresh Soni gave this information.

National President of Lifting Pramod Samar said that Harish Chawla, who represented India for the first time, was honored by Pakistan's team manager Javed Butt by wearing a medal and a certificate. There is a wave of happiness in the Sindhi society as soon as this information is received in the city.

## 25 primary teachers got the nation builder award

**Udaipur:** 25 teachers of primary education in the district were honored with the Nation Builder Award in a function organized at Rotary Bajaj Bhawan as part of the Teacher Award Ceremony After becoming the President, Sarvepalli Radhakrishnan and A.P.J. Abul Kalam chose the wake of a teacher and gave great respect to this profession. Dr. Pradeep Kumawat, Chairman of the Teachers' Facilitation Committee and Director of Alok School, said that these teachers help in nation-building and teach children to speak and walk. He lifts the child lying in the soil from there and drives him on the path of learning.

He said that the British tried their best to end the education system of India. At that time, he had completed the 72 lakh ashrams running in India so that education from India would be rooted. Teachers have no right to make mistakes. The mistake made by the teacher becomes an explosion in the world and burns everyone. No one is small or wasted in life.

Teachers honored were - Madhuri Vaishnav, Deepshikha, Rajkumar Meena, Pushpa Sukhwal, Subhash Bijarana, Reena Chaudhary, Vandana Shirmali, Bhavna Joshi, Omprakash Rudrawat, Nidhi Sharma, Kalpana Kumawat, Anita Ameta, Snehlata, Lakshmi Menaria, Deepak Meghwal, were honored in the ceremony. Dr. Manjulata Parihar, Laxmi Rajput, Jaswant Kumar Menaria, Hemlata Paneri, Sushila Ameta, Tarun Shirmali, Fathal Mail, Anu Garg, and Prakash Vaya were invited as guests of the club, including club president Satishchandra Jain, chief guest Nirmal Singhvi, Ambalal Bohra, Dr. Pradeep Kumawat. Senior members were honored by giving mementos, citations, and shripal.

## Prospective engineers donated 60 units of blood

**Udaipur:** Camp organized by CTAE College Dean Professor P.K. Singh's instructions. In the memory of Shri Bhupendra Singh Bhati, a blood donation camp was contained in the college. On this occasion, many students and the N.S.S. program officer of the unit, Dr. Jai Kumar Meherchandani, were present.

CTAE Professor Anupam Bhatnagar, the acting Dean of the college, told the students that donating blood is a virtuous act that gives life to a patient. He urged the students to cooperate continuously in the tradition of blood donation. Dr. Jai Kumar Meherchandani informed that in the blood donation camp, a total of 60 units of blood were donated, N.S.S. The volunteers of the college and the present and former students of the college did it.

On this occasion, former students Abhilash Dixit, Kamlesh Chaudhary, Narendra Rawat, and Sher Singh expressed their gratitude to all for the successful organization of the blood donation camp in the college and for their contribution to encouraging the students to donate blood. The team of Maharana Bhopal Government Hospital completed the blood donation camp. Mahendra Rao, Manish Ola, Sumit Pareek, Siddhartha, Rajesh, and Bhavya cooperated in organizing the blood donation camp.

## PEPSI UNVEILS QUIRKY FILM TO CELEBRATE PARTNERSHIP WITH AIRTEL

**Udaipur:** In line with PepsiCo India's partnership with Bharti Airtel, Pepsi unveiled a new film to mark the announcement. The quirky TVC showcases Pepsi's and Airtel's latest data offering on its PET bottles where consumers can avail Airtel recharge benefits worth INR 10 to INR 20. With the launch of this new TVC, Pepsi aims to bring a streak of celebration with its distinct value-for-money offering through its collaboration with Airtel.

Speaking on the comical take of the campaign, Saumya Rathor, Category Lead, Pepsi Cola, PepsiCo India, said, "Consumers today more than ever, are seeking value for money. Ahead of the festive season, the partnership with Airtel, is an endeavour to bring people together, help them stay connected and bring more smiles with every sip."

The unique offer is valid on the purchase of Pepsi PET bottles ranging across 200 ml, 250ml, 350ml, 400ml, 500ml, 600ml, 750ml, 1.2L, 1.25L and 2.25L. The partnership will be amplified via robust 360-degree campaign spanning TV, digital, outdoor, and social media.

## PEPSICO INDIA PARTNERS WITH AIRTEL, OFFERS RECHARGE COUPON WITH BEVERAGE BRANDS

**New Delhi:** Ahead of the festive season, PepsiCo India and Bharti Airtel ("Airtel"), India's leading provider of telecommunications services, have joined hands to bring an innovative offer for the consumers. With every purchase of Pepsi®, Mountain Dew®, 7UP®, Mirinda®, Slice®, and Tropicana® PET bottles consumers get Airtel Recharge coupons worth INR 10\* to INR 20\*. An Airtel Thanks App discount coupon code will be printed on the reverse side of the labels of PET bottle to provide consumers with an access to avail the offer. Demand for connectivity and internet access continues to grow in India with consumers increasing their time spent online be it gaming, entertainment or content streaming. As per Airtel's quarterly report ended June 30, mobile data consumption surged by 16.6 percent from a year ago, with consumption per mobile data consumer at 19.5 GB per month.

Concurrently, out-of-home beverage consumption has also witnessed a spike with consumers stepping out more frequently to celebrate moments of togetherness, resuming work and travel. As the mobility and movement increase, there has been an escalation in the demand for beverages. In line with this, PepsiCo India and Airtel's distinctive association is aimed at expanding the brand footprint while establishing a deeper connect with consumers through this value-for-money proposition.

Speaking on the partnership, George Kovoor, Senior Vice-President, Beverages, PepsiCo India said, "Demand for digital connectivity continues to soar in India and is transforming the way consumers engage with the brand. At PepsiCo India, it is imperative for us to deepen our consumer connect by engaging with the consumers through platforms that are most relevant to them. With consumers now ready to step out and interact with the world around them, our festive partnership with Airtel is designed to complement their digital experience."