



Helplessness or Ignorance

Friends, different types of environment are found in different parts of the world, due to which the people living there and their culture develop. And it is necessary for the residents of that place to follow their own culture and eat, drink, wear and behave accordingly. We are talking about the visible difference in different environment and culture found in Europe and India.

Friends, you all know that wearing coat, pant, tie and muffler is the compulsion of Europe, due to continuous severe cold for 8 months in Europe, while going out for work wearing coat pant even in hot weather is our ignorance. Due to non-availability of fresh food, it is Europe's compulsion to eat Pizza, Burger, and Noodles made of old flour, while eating pizza burger of old flour leaving fifty-six indulgences is our

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ignorance. Due to non-availability of fresh vegetables, it is Europe's compulsion to keep them safe in the refrigerator, whereas, even when fresh vegetables are available throughout the year, it is our ignorance to bring a week's collection and fill them in the refrigerator. Due to lack of knowledge of herbs, it is their helplessness to prepare and consume medicines from the flesh of animals, whereas, despite the availability of medical science equipped with abundant knowledge of Ayurveda, it is our ignorance to hunt animals to fill their stomachs, while even after having 1600 types of crops, it is our ignorance to kill animals and eat them just for taste. It is their compulsion to drink cold drinks like Lemon, Limca or cococola in beverages, whereas it is our ignorance to consider ourselves modern by drinking cold drinks like Lemon, Limca or cococola in beverages, even when 36 types of drinks like lassi, whey, buttermilk, milk, juice and shikanji are available. The sooner the people of the East come out of the darkness of ignorance, the better it will be for their health.

-Sulekha Srivastava

74th Republic Day was organized in Geetanjali

The 74th Republic Day was organized on the vast premises of Geetanjali University, Udaipur. The chief guest in the program was Mr. J.P., Chairman of Geetanjali Group. Vice Chairman Kapil Agarwal, Executive Director Ankit Agarwal, Vice Chancellor Dr. F.S. Mehta and Chief Patrons GMCH Dean Dr. D.C. Kumawat, GMCH CEO Pratim Tamboli, GMCH Medical Superintendent Dr. Col. Sunita Dashottar, GDRI Principal Dr. Nikhil Verma, GCP Principal Dr. Pallav Bhatnagar were present.

GM HRBP Rajeev Pandey and Dr. Udichi coordinated the program. Shri J.P. Aggarwal inaugurated the program, hoisted the flag, and the entire campus echoed the national anthem. Geetanjali University and Medical College performed a grand parade. The students of Gitanjali University gave colorful presentations.



Doctors, Faculties, and Employees working for 10 years in Geetanjali were honored with the Facilitation Award, the best example of employee centricity.

At the end of the program, a gala presentation was given by about 200 students on the same stage. My mind was filled with joy after seeing the students dancing in colorful costumes on the scene, and this was the end of the Republic Day celebrations.

Anupam Kher treats Mumbai Dabbawallahs to a sumptuous meal

Actor Anupam Kher and the team of Shiv Shastri Balboa treated Mumbai Dabbawallahs to a sumptuous lunch as an ode to the goodness of the Dabbawallahs who feed the entire Mumbai city seamlessly.



Actors Anupam Kher, Neena Gupta, Sharib Hashmi, Nargis Fakhri, presenter Tarun Rathi, executive producer Ashutosh Bajpay, Asha Varieth and team joined hands to lead this initiative.

The Dabbawallahs also launched an amazing poster of Shiv Shastri Balboa that is being talked about as the spice of life adventure film. (The dabbawallah delivery system incidentally is six sigma certified -- that means only one error in six million deliveries. To understand the precision with which the Dabbawallahs deliver these dabbas with home cooked food, Harvard University had taken it up as a case study and the results left them astounded. Shiv Shastri Balboa team decided to treat the unsung heroes that feed the society, wanting "giving back" to become a universal movement, and enable us to utilise our power to touch the lives of the less fortunate.

Conference organized by Q MAX WORLD {Q MAX WORLD} for traders of the Udaipur division

Udaipur: A conference was organized for all the business people of the division under Udaipur Udaan at Labhgarh Palace on behalf of Q Max World.

More than 65 traders from the Udaipur division participated in the conference.

All the traders were informed about the innovations and new experiments in clothes, designs, and uniforms.

Giving detailed information about Q Max World {Q MAX WORLD}, Ankit Tibrewal, director of Q Max, said that Q Max company is famous for school

uniforms and corporates. Q Max's clothing is known for its quality. This is why it is liked in every corner of India, and it is trendy in schools and the corporate world.

Manish Pareek, Proprietor of Motichand Narayandas Udaipur, said that the purpose of this conference was to bring the entire range of traders under one roof to make them aware of the innovations and give their suggestions based on the demand in the market.

Mukesh Pareek said that Q Max had been continuously in this field for 30 years, lead-



ing through its quality in every nook and corner of India. They

focus more on quality. Cumex is now working on cotton, also.

Good stylish, branded clothes are available based on season and color. Q Max is expanding rapidly in Udaipur. Q Max currently has more than nine and a half thousand designs available.

Meghna and Anmol Pareek said that today it had become the leader among the most popular companies in India. There have been many ups and downs in the last few years, but One Nation has learned a lot from them and has been able to improve based on that and achieve a position in the market.

At the conference, all the people in business took information about the innovations being done by Q MAX WORLD {Q MAX WORLD} and the designs being made continuously.

Everyone also gave their suggestions on them.

Along with this, a beautiful presentation was also provided by One Nation for the business people.

In the beginning, companies Mukesh Pareek, Ankit Tibrewal, Meghna, and Anmol Pareek started the program by lighting the lamp.

Flipkart hosts the fourth edition of 'Crafted by Bharat' on 74th Republic Day to support Indian artisans

Udaipur: Flipkart, India's homegrown e-commerce marketplace, today announced the fourth edition of the Flipkart Samarth 'Crafted by Bharat' event which will be held from January 26-27 this year in honor of India's 74th Republic Day. The event will celebrate India's rich culture of handicrafts and handlooms by featuring over 100,000 products from more than 300 art forms across the country.

The goal of 'Crafted by Bharat' is to provide Indian craftsmen and weavers with a platform to be recognised and showcase their commendable craftsmanship that has preserved our nation's culture and traditions. The products available as part of this event exemplify both art and history, and support the artists who earn a livelihood from selling their products. Flipkart will also have a dedicated storefront on the platform for the event, under which products by women sellers will be specifically highlighted, to honor the distinctiveness that women sellers bring to the table.

As part of the celebration of India's rich cultural heritage, the event will bring people



closer to works of art such as 'Rajasthani furniture' which is intricately crafted by Rajasthani artisans, and 'Dokra Art' which is an embodiment of the deeply held beliefs and values of the tribal community and their sacred form of art, 'Bamboo Jewelry' which is a singular fusion of nature and art, 'Tant Saree' which represents the state of West Bengal's ancient crafting tradition and affluent fashion, 'Khadi' and 'Kalamkari' that represents Bharat and its rooted art forms.

Lakhs of artisans, weavers, differently abled people, women from SHGs and government emporiums in the country who are associated with the Flipkart Samarth pro-

gram will participate in the event. These include people from Tier-2 and Tier-3 cities, few urban centers, as well as rural regions of the country. Various government and private brands among other local businesses across the country are to be a part of the event.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "Flipkart's 'Samarth' initiative has been a key enabler to provide India's artisans, weavers, and handicraft makers with a platform to help them reach pan-India consumer base and help grow their income. Since the launch of 'Samarth' in 2019, we have empowered more than 1.5 million sellers, weavers, and arti-

sans and feel proud of our contribution to traditional Indian arts and crafts. We remain committed to providing opportunities to indigenous and underserved businesses to leverage the online medium for growth, resilience, digital transformation and prosperity. 'Crafted by Bharat' event enables small enterprises and artisans to be recognized beyond their own communities, access a nationwide market, and contribute to the larger economy. Our constant endeavor is to bring customers closer to India's rich heritage and support the entrepreneurial journey of Bharat's artisans and weavers."

Flipkart Samarth expanded its seller base by 300% over the past year and helped them, in turn, to grow their business by an average of 300%. The growing participation in the Samarth program has been secured through the help of several strategic engagements with the State and Central Ministries, Government Departments, and other entities across India. Today, Flipkart Samarth today positively impacts 1.5 million livelihoods across the country.

Neena Gupta's quirky Shiv Shastri Balboa posters

Neena Gupta and Anupam Kher go a long way from their early days as actors with dreams. In Shiv Shastri Balboa, it has become an amazing adventure. Shiv Shastri Balboa is all about the protagonists Neena Gupta and Anupam Kher and the guts it takes to chase after their dreams, stand up against injustice, and stick to their convictions with tenacity in the face of adversity, and how they become champions in their own right!

https://www.instagram.com/p/Cn071VwsR_S/?igshid=OGQ2MjdIOTE=

The current poster of Neena Gupta in Maroon T shirt with a mischievous dog as her alter ego is cute. But look deeper, and you see her goggles seemingly reflecting her thoughts. And how! Earlier, Anupam Kher released his poster with his goggles reflecting the Eyes of a Tiger, a poster champion Mary Kom admitted, she simply loved. Now, this poster again using the goggles to tell a story, is making the netizens go crazy. Now, Neena Gupta's quirky look is a rage. For the uninitiated, Shiv Shastri Balboa is an inspirational film of a common man with uncommon adventures starring Anupam Kher, Neena Gupta, Jugal Hansraj, Nargis Fakhri, Sharib Hashmi. Presented by UFI Entertainment, Anupam Kher Studios and Tarun Rathi, Executive Producer: Ashutosh Bajpai. Earlier, Mary Kom had released the film's first poster. The event saw Anupam Kher spar with Mary Kom in a with a friendly ring! This was followed by Anupam Kher's bare-bodied poster with the pug in the poster exclaiming, "phata poster, nikla...." Looks like this takes Anupam Kher's fitness and popularity to another level!

Megastar Yash as its brand ambassador

Udaipur: Youth-centric beverage brand Pepsi, made a blockbuster announcement as it roped in megastar Yash as its brand ambassador. Yash, the superstar, who shattered all geographical boundaries to become a force to reckon with, has had a hugely successful run at the box office. The disruptive partnership between Pepsi and Yash will become a huge topic of conversation amongst the youth of India. Pepsi has constantly reinvented and innovated itself to be a part of the cultural fabric of India. Yash, on the other hand, has been lauded for his fearless and bold persona in Kannada cinema and enjoys a massive fanbase across the nation. This blockbuster collaboration is all set to enthrall consumers this summer. Commenting on the association, Saumya Rathor, Category Lead, Pepsi Cola, PepsiCo India, said that we are thrilled to join hands with Rocking Sharing his excitement on coming on board as Pepsi's ambassador, the Superstar Yash said that I am exhilarated to engage with Pepsi and join them as the face of the brand. I believe in living life to the fullest, make most of each moment, and follow my passion unabashedly, which is synonymous with Pepsi's philosophy.



Drone made by students of PCE selected in top-20

Jaipur: A drone made by the students of Poornima College of Engineering (PCE), Jaipur has been selected in the top-20 in the first round of the National Drone Ranking Competition. It is the only team from Rajasthan to reach this point in this competition, which is organized by Aviation and Space Federation for Universe (ASFU), India, Dorotics (Drone and Robotics), BIAG, and International Games Board. For this, drones were prepared by different colleges across the country and their videos were submitted. The team of Lakhan Singh, Harshit Parmar, Kanishk Pamecha and Anjana crafted the autonomous and GPS model drone under the guidance and support of the Udaan Aeromodelling Club of the college. One of the team members Harshit Parmar informed that this drone weighing about one kilogram can fly up to a height of 120 meters and it can also carry a weight of about 200 grams with it. Data from the beta flight software is fed into the flight controller and the drone automatically moves to whatever location it is given and lands back after tracking. On the basis of various parameters like controlling and functioning of the drone and response to this video on social media, these top-20 teams were selected from the entries from across the country for the second round.

Ar. Rahul Singhi (Director, Poornima Group); Dr. Mahesh Bunde (Director, PCE); Dr. Pankaj Dhemia (Vice Principal, PCE); Dr. Garima Mathur (Faculty Advisor & HOD, Department of ECE) and Dr. Payal Bansal (Faculty Coordinator, Udaan Aeromodelling Club) congratulated these students for this achievement.

Mask tv OTT releases trailer of LEECH worths watching

A trailer of leech worths cheers of praise; A bone chilling, par excellence camera work and direction oriented piece of story telling will leave viewers wordless.

Budding actress Sanam

Jeeya will be seen in mask tv OTT originals movie / web Series Leech after web series mission 70 a well known face of Bollywood, An actor of great potential mir Sarwar who received state award by Jammu and Kashmir for carving his niche in entertainment industry, Abheek Banerji, talented actress who was seen in many tv shows and 72 hours, shadi mein Zaroor aana dum laga ke Haisha sort Bollywood Films Alka Amin and seniors like Atul Srivastava who received applauses in Bollywood films like stree, bajranghi bhaijan and Kashmir files recently are the important characters played in web series and movie



LEECH will be streaming on mask tv ott this February 26 th.

Director Anil ramchandra Sharma and Pavitra das have strong faith in their project and they are sure that viewers will love their series / movie as it is the first time such caliber shown by Indian actors directors and overall team that matches up high class world cinema and web series.

Startup Conclave organized

Udaipur: Startup Conclave was organized on Friday by I-Start and Startup Choupal, Department of Information Technology and Communications, Government of Rajasthan. Sheetal Agarwal, Joint Director of the department, said that many young startups participated in this conclave at I-Start Nest Incubation Center in Udaipur, for which expert sessions and panel discussions were held organized.



ACP (Deputy Director) of I-Start Nest Incubation Center Manoj Bishnoi said that at the beginning of the conclave, Lakshyraj Singh Mewar of Udaipur shared the journey of entrepreneurship. He also interacted with all the startups, in which he encouraged them startups to work on their skills and said that work in the subject in which you are good, take all the people with you so that you will get successful in your business. Praising the iStart project launched by the Rajasthan government, he called upon young entrepreneurs to take maximum advantage of the scheme. Sumit Srivastava, the founder of Choupal, moderated the session. This was followed by a panel discussion on the topic 'Entrepreneurship: Opportunity and Roads Ahead.' This detailed discussion was held by Viner Rathi, President of TIE, Udaipur, Sushil Sharma, Founder of Marwari Catalyst (MKTs), and Dhawal Singhal, representative of ICRISTAR. In the program, Umang Purohit, Jameel Khan, and Amit Purohit gave information about various schemes being offered by I-Start. In the end, ACP Manoj Bishnoi thanked everyone.

Udaipur's Ishika shines again in CBSE National Swimming Competition

Udaipur: In the CBSE National Swimming Competition 2022-23 held at Rajkot, Gujarat from 20 to January 24, 2023, Ishika Ramsnehi, who is taking training at Maharana Pratap Khelgaon, showed her mettle.

In C.B. S.E., students of Udaipur received an award after many years in the girl's category. Swimming instructor Mahesh Paliwal said Ishika Ramsnehi won one gold and one silver medal in the under-19 girls category. Ishika won the gold medal in the 50m breaststroke and the silver medal in the 100m breaststroke.

HDFC Bank opens first branch in Kanyakumari town

Udaipur: HDFC Bank today announced that it has opened its first branch in Kanyakumari town. Located in Cape Road, this is the bank's southern-most branch in the country and reinforces its commitment to offer services across the country. This is HDFC Bank's 11th branch in Kanyakumari district.

The branch was inaugurated by Mr. Sashidhar Jagdishan, Managing Director & CEO of HDFC Bank. Members of HDFC Bank's senior management team including Mr. Sanjeev Kumar, Branch Banking Head - Tamil Nadu, Kerala & Puducherry and Mr. Ilamurugu Karunakaran, Circle Head - Madurai, were also present on the occasion.

This new branch comes soon after HDFC Bank announced its plans to upgrade 24 Government schools into smart schools in the state. This is expected to benefit about 22,000 students in the state as they will now reap the benefits of experiential learning. Five such schools have already been launched in Madurai.