

Business & Entertainment

Needs and desires

It is necessary for every human being to understand the difference between needs and desires. If this difference is understood properly, then more than half of life's problems will be solved before they arise. Needs are legitimate, while desires are illegitimate. Needs are for the body while desires are for the mind. Fulfilling needs makes the body happy and satisfied, while fulfilling desires makes the mind more greedy. When faced with compulsion, the body does not insist on fulfilling the demand and tolerates it, while the mind becomes obstinate and insists on fulfilling the demand. Along with stubbornness, anger also happens. The body makes demands in a limit while the mind desires for anything limitlessly. The body supports till the last breath and leaves only when death occures, while the mind may deceive

Editorial

anytime. It is easy to calm the body by explaining while it is difficult to explain the mind. If you prohibit the body to go some-

where, it will not go there, but the mind, if it's refused to go somewhere, it will definitely go there again and again. Needs are limited while desires are unlimited. Needs never deviate from the path while desires sometimes deviate from the

Just like getting food is the need of a human body, but getting delicious sweets is only the desire of the mind. Clothes are the need of a human body, but getting branded clothes is only the desire of the mind. Getting a house for residence is the need of a human body, however getting a big mansion or bungalow is just a desire of the mind. If a man's need is fulfilled, he is satisfied, but if the desire is fulfilled, he becomes not only happy but also greedy, and later when the desire is not fulfilled the second time, he also becomes grumpy. Even if there are different types of dishes in front of him, a person can eat only as much as his appetite is satisfied. And even if there is simple food in front of him, a person will eat only as much as his appetite is satisfied. Man can live in a small house in the same way as in a big house, only the amount of empty space can be more or less. Things of necessity can be arranged properly even in a small house, but even big bungalows fall short for the things of luxury. It is necessary to fulfill the needs but it is not necessary to fulfill desires. If the needs of the body are fulfilled, then the man can remain healthy, but if the needs of the mind are being fulfilled, diseases surround him. If you want to meditate, the body gets ready to sit at one place, but the mind does not stay, it keeps wandering in different directions. There is no wastage of time, money and energy if you fulfill the needs, while if you tend to fulfill desires continuly, your time, money and energy will be misused. That's why if the body is to prosper materially, to be healthy and later to develop spiritually, then focus on fulfilling the needs as soon as possible. Don't focus on fulfilling desires. Minimize them. Limit them as much as possible. This is the basic mantra of a happy life.

- Sulekha Srivastava

Pacific University leading in the country for 100% digital literacy - Kirti Seth

PACIFIC

Udaipur: Various digital programs including hands-on project-based learning, data analytics, Internet of Things and cyber security will be offered to every student at Pacific.

Kirti Seth, CEO, Nasscom, while highlighting various technical and multi-use aspects like Artificial Intelligence, Machine Learning, Data Science and Cloud Computing, said that it will be very useful for the students studying in all the faculties. India is becoming a digital democracy. Now mobile applications like UPI, Arogya Setu, Digi Yatra, Umang are being widely used in the country at the national level.

In view of this, special efforts will be made through NASSCOM in Pacific University to ensure that students also get future technology-based employment. For this, Pacific University signed an MoU with NASSCOM partner Moktik Consultancy

Services. Seth said that the efforts being made by Pacific University, along with Udaipur, will become a model and story in the country which will inspire other universities. Citing the example of industrialist Sridhar Vambu, he told that even living in small towns, anyone can

Sridhar Vambu's company Zoho Corporation, which is the 55th richest company according to Forbes magazine and whose value is 3.75 trillion rupees, is working in a small village of Tenkasi in Tamil Nadu. Now the time has come, where instead of migrating to big cities, you can do your business from village and Dhani.

Under the Digital 101 program, basic knowledge of various aspects related to information technology and certification program has been organized in collaboration with PACIFIC, in which 1100 stu-

set up a big industry. these students will be given a 36-hour high-level program in

> the next phase, giving information about which, Shrikant Nivarthi, director of Moktik Consultancy, said that the trainers of NASSCOM will provide training to Pacific University students without any fees and internships will also be made

Pacific University President

Pacific will be the first university in the country to make this effort to ensure that every student gets complete digital lit-

In various undergraduate and postgraduate programs such as BCA, B.Tech, B.Sc, Hotel Management, BBA, B.Com, B.Sc, BA, LLB, B.Pharma, B.Sc Fire & Safety, B.Sc Agriculture, MBA all the

digital technology. Advanced training will be provided by the University of the Pacific. He said that it will be necessary for all the students to do this course and 100 percent digital literacy will be completed this year itself.

Dean PG Studies Prof. According to Hemant Kothari, this will increase the imagination, graphic and data related understanding of the students of 2 credit scores. A lot of enthusiasm was also seen among the students for how the use of information technology technology can be used in an easy and comprehensive scenario, it will be explained in an experimental form. While giving vote of thanks in the program, Prof. Mahima Birla, Dean, Faculty of Management told that Artificial

and their productivity will also

increase exponentially. Under

the new education policy, it has

been envisaged to make India

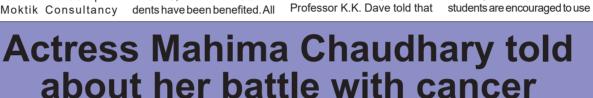
a digital talent nation, under

which the students of Pacific

will be given digital programs

Intelligence and Machine Learning are being widely used in management, Big Data makes it easy to take decisions through data visualizations in the company.

The program was conducted by Dr. Nilima Bajaj and technical support was done by Dr. Rajesh Kanja and team.



Udaipur. Innerwheel Club Jdaipur felicitated Bollywood actress Mahima Chaudhary who came to Udaipur in a cancer seminar program organized at Urban Square Mall,

Club President Rashmi Pagaria said that Cancer Seminar Cancer Warriors film actress Mahima Chaudhary was honored by the club. Actress Mahima Chowdhary,

Chikre Se Tu Nikal Ke Saamne Aa with Shah Rukh Khan in the film Pardes, spoke about her battle with cancer on this occasion. He said that as soon as the name of a disease like

children start worrying about their children, the condition of the family also worsens and seeing death in front, the condition worsens, but I have won the battle, now there is no fear of dying. Seems like



who gave the hit song Zara cancer comes, first of all, their TAC and BISUK member Pandya visited

Shahabad: Lakshminarayan Pandya, member of Rajasthan Scheduled Tribes Advisory Council (TAC) and State Level Twenty-Point Program Implementation Committee, Government of Rajasthan, operated Khadi and village industries in the premises of Rajasthan Adim Jati Sevak Sangh, established at the time of independence, located at Shahabad subdivision of

Shahabad

Bara district. Do a surprise inspection of the hostels operated with the help of Social Welfare and Tribal Development Department and meet the workers working there and the students studying

Get tax information. Pandya told the in-charge of the institution working there, Harkesh Verma and other representatives that the 50 percent discount on Khadi products given by the Chief

Minister of Rajasthan in the budget this year will also give a boost to the Khadi institutions. On this occasion, the in-charge of the institution, on the complaint of non-receipt of grant amount for the remaining two years of Balgraha operated earlier, Pandya assured to take necessary action soon. TAC member Pandya praised all the personnel of the organization for building good values along with education among the children of Sahariya region living in the hostel Pandya offered garlands on the pictures of Late Shri Manikya Lal Ji Verma, Late Shri Bhogilalji Pandya, Late Shri Banwarilal Ji Gaur and Late Shri Badansingh Ji Verma, founder members of Raiasthan Adim Jati Sevak Sangh, established with the spirit of service in this remote area

Art fans turn up at the 'Folk Art Exhibition'

Udaipur: Many art lovers thronged the Folk Art Exhibition organized from February 10 to February 12 2023, at the Sabha Shiromani Ka Darikhane of City Palace, Udaipur.

Knowing and seeing the Lippan art of the Kutch region of Gujarat and the Warli art of the Dahanu district of Maharashtra, art connoisseurs have greatly appreciated both. Art lovers coming from abroad also praised the diversity of Indian art and their own merits.

Bhupendra Singh Auwa, Chief Administrative Officer of Maharana Mewar Charitable Foundation, Udaipur, said that this exhibition would end at 4.30 pm on Sunday. The Foundation provides a platform for such artists to promote and promote art and art so that local and foreign tourists and lovers can get to know Indian art and culture.

Organized workshop on jute macrame

on 10.02.23. As a craftsman, Mrs. Seema Kanthalia trained Pacific University Debari students

in making various jute macrame products with different techniques. She informed them about

the importance of jute macrame in the present times. From the point of view of environmental

protection, jute products have an important place in place of polythene bags, etc., and jute can

great interest understood by taking an active part.In the workshop, Pacific School of Design

Head of Department Gunjan Sharma informed the students about various Interior Design,

Fashion Design, and Textile Design courses and that in the coming times, the importance of

come a medium of livelihood by making macrame art products, which the participants with

Udaipur: One-day Jute Macrame workshop was organized at the Pacific School of Design

since independence. Tributes paid. Vi Launches Special Valentine's Day

Udaipur: It is that time of the year when people are gearing up to celebrate the festival of love. Making this season more exciting and fun-filled, Vi, the leading telecom operator, has launched two special propositions to

Propositions

celebrate the upcoming Valentine's Day. On this special occasion, Vi users recharging with Rs. 299 and above on select recharges will be entitled to get 5GB additional data with a validity of 28 days at no extra cost. On select recharges starting Rs. 199 and uptoRs. 299, Vi users will be eligible for 2GB of extra data with a validity of 28 days. The exclusive offer is available to Vi customers recharging only on the Vi App until 14thFebruary, 2023. To recharge on Vi app, visit: https://bit.ly/3QeoXoB

Participate in special contest and win gift voucher worth Rs. 5,000:

Music is considered to be the best language of love. Igniting the sense of love, Vi is bringing a special social media contest #ViLoveTunes exclusively for the Vi users. Users will be asked to guess the right song from jumbled lyrics of a song from Valentine playlistin Hungama Music on Vi App. Participants will have to comment the right answer with hashtag #ViLoveTunes. One daily lucky winner of each question will be eligible for a gift voucher worth Rs 5,000.Being launched today

(Feb 10, 2023), #ViLoveTunescontest will go live from Vi's verified social media handles like Instagram- @ViOfficialFanWorld, Twitter: @ViCustomerCare& Facebook-@ViOfficialFanWorldhandles. To participate, Vi users should follow Vi official handles on Instagram & Twitter. The contest will end on 13thFebruary, 2023.

Vi users can enjoy from the host of the Valentine special playlists on Hungama Music in Vi App. Also All Vi users are eligible for a one time access to HD quality Ad-free music and Unlimited downloads for 6 months at no extra cost. To download the App, click here: https://bit.ly/3jIEAdB and Enjoy the Hungama Music Service on Vi App.

HelpAge India rolls out 'Project

Surakshit'

Mumbai: HelpAge India initiated its nationwide programme, Project Surakshit, with grant support from Google.org, with the aim to digitally secure senior citizens so they can protect themselves from online fraud and scams. Marking 'Safer Internet Day' on February 7th, HelpAge India initiated a series of Digital Safety workshops across 16 states, to simul-



A first-of-a-kind event in the country, the workshops, organized in coordination with Senior Citizens Associations, offer seniors essential training on digital safety, equipping them with critical skills to navigate the internet safely and securely and seek the benefits of online digital conveniences. HelpAge aims to drive more awareness among this vulnerable community so that elders are informed and prepared to identify and address common online scams. The workshops include a customized curriculum which covers 7 modules, giving guidance on various online safety topics such as: Creating a Strong Password, Staying Safe while Banking Online, Safely Paying Utility Bills Online, Protecting your Device, Spotting an Online Scam, Staying Safe on WhatsApp and Booking a Cab Safely Online.

The workshops on 'Safer Internet Day' are being conducted across: Delhi, Punjab, Kerala, Tamil Nadu, Telangana, Andhra Pradesh, Maharashtra, Odisha, Puducherry, Madhya Pradesh, Rajasthan, Himachal Pradesh, Chhattisgarh, Goa, Uttarakhand and Uttar

Periods can be green seminar organized

Udaipur: Environment Club organized an awareness seminar today, the theme of which

was 'Periods Can Be Green'. This seminar was organized at St. Anthony U.M. School. Through the topic Periods Can Be Green, awareness was spread among girls about periods, menstrual cup, how this cup should be used and periods are a normal process. Senzi Wash Company was the sponsor in organizing this program. It was told in the seminar that how sanitary napkins are harmful for both our environment and body, instead of this we can use menstrual cup. Information was given on all these topics. Around 250 girls participated in the Periods Can Be Green seminar. Akash, Ekta, Jalak, Priyanshi, Muskaan, Khushi, Anirudh, Sajal, Rajveer, Priyanka, Dipika, Preeti, Admya, Tanishk, Khushal all had a special contribution in making this seminar suc-

design courses will be a primary means of employment

Awarded "Embryology **Excellence Award**"

Udaipur: Scientific Director, Pacific IVF Department, Pacific Medical College and Hospital, Dr. Manisha Bajpai was awarded the "Embryology Excellence Award" at the National Conference of the Indian Society of Assisted Reproduction (ISAR).

This award was given to her by Madhya Pradesh Health Minister Prabhuram Chaudhary, President of Indian Society of Assisted Reproduction (ISAR) Dr. Nandita P. Palshetkar and Dr. Hrishikesh Pai. Dr. Manisha Vajpayee is the only Embryologist from Rajasthan to receive this award. Meanwhile, after receiving the award, Dr. Manisha said in her speech that she is feeling proud to receive this award and this award will continue to inspire me to do better work in the field of Embryology in future.

On this occasion, Dr. Manisha chaired various technical sessions along with her keynote address on "Effect of Vitrification on Oocyte

The pay scale of **Ayush doctors** should be at par with the Centre: Dr. **Gopal Sharma**

Udaipur: Dr. Gopal Ram Sharma, Convenor of Rajasthan Ayush Federation, District Branch, Udaipur, submitted a memorandum to Udaipur District Collector Tarachand Meena in the name of the Chief Minister, to make Ayurveda, Unani and Homeopathy medical officers and rural medical officers equal to the Ayush medical officers of the CenterCentere Seventh Pay Commission. By providing pay scales and allowances, removing the salary discrepancy, DSCP. Handed over the memorandum demand-



On this occasion, Dr. Shobhalal Audichya, Former President Dr. Gunwant Singh Deora, General Secretary Dr. Manoj Bhatnagar, Treasurer Dr. Suhas Aggarwal, Chemistry Manager Dr. Dharam Singh Berwa, Incharge Dr. Ramesh Bairwa and Homeopathy Dr. Haroon Rashid, Dr. Gunjan Bhatt, Dr. Pratima Bauhra, Dr. Chetna Chowdhary, Dr. Divya Verma and Unani Dr. Abida Parveen were present.

Dr. Medha Mathur honored with **President's Award** at IAPSMCON 2023

Udaipur: Dr Medha Mathur, Associate Professor in the Department of Community Medicine, Geetanjali Medical College and Hospital, Udaipur received the prestigious President's Award at the National Conference of IAPSMCON 2023 in Hyderabad. The award is given for excellence and contribution in community medicine.

Dr. Medha has also been elected as the representative of Rajasthan to the Executive Body of the Indian Association of Preventive and Social Medicine (IAPSM) from the entire Western Region.

NARI SHAKTI - SHE's **UNSTOPPABLE**



Prime Minister Shri Narendra Modi during his speech, on 76th Independence Day, from Red Fort emphasised that contribution of Nari Shakti would be crucial for achieving the vision of 'Amrit Kaal'

In keeping with the vision of national leadership towards enhancing awareness on 'Nari Shakti' Indian Navy in association with Navy Wellness and Welfare Association (NWWA) are collaborating with M/s Jeep India for conduct of a All Women Motor Expedition as a tribute to brave women of the country and of Indian Navy.

The All-women Car Rally with the slogan 'She's Unstoppable' and tag line 'Soar High' would commence from National War Memorial, New Delhi to War Memorial, Longewala (Rajasthan) and back over 12 days from 14 - 25 Feb 23. The rally would traverse through Jaipur, Bikaner, Jaisalmer, Longewala, Jodhpur, Udaipur prior returning to Delhi covering a distance of 2300 Kms..

The Car Rally would be Flagged off from National War Memorial by Admiral R Hari Kumar PVSM, AVSM, VSM, ADC the Chief of the Naval Staff virtually and Mrs Kala Hari Kumar, President NWWA.

During the rally the President NWWA and members would undertake outreach programs at Schools for Special Children, Old Age Home and Orphanages along with interacting with Veteran families. The women officers would undertake awareness drives about career opportunities that the Indian Navy offers. They would conduct motivational talks about the Agniveers and other schemes for joining the Navy at identified schools and colleges.

In addition to Jeep India, EVO India, Femina & the Marriott Group have also partnered with the Navy for the All Women Car Rally. The event is also supported by Apparel India, DLF Promenade and Luxottica Group.

CINTAA create history once again

CINTAA creates history as General Secretary, Amit Behl gets to be the key delegate and only chosen speaker representing International Federation of Actors (IFA) at the forthcoming technical meeting on the future of work in the art and entertainment sector that will be held at Geneva between 13th to 17th February, 2023.

The workers delegation will comprise representatives from FIA, UNIMEI and FIM as delegates, advisors and observers.

Vice President of CINTAA, Darshan Jariwalla will also be attending the important meeting that is being organized by the International Labour Organization (ILO).