



Challenges in Life

It is natural for challenges to come in life. If there is life, there will be challenges too. Therefore, there is no need to be afraid of challenges at all. To panic would be cowardice, which will only take our steps back. Challenges set a test for us, if we handle them properly, then it will make us stronger. Challenges come in everyone's life. Whether he is poor or rich, strong or weak, honest or hypocritical.

Some misconceptions related to challenges are also spread. Many people think that there are no challenges in the life of the rich or the powerful and insidious. Because they have different types of strength. On the basis of his own power, he stops such situations before they arise. But this is not true. The truth is that there are challenges in his life too, and they may be bigger in comparison. Every new day often brings new situations and new challenges in everyone's life. The only difference is that the nature of the challenges are different. The ability to handle or face them also varies from person to person. That's why even a small challenge seems very big to some, while a big challenge seems small to some. It is also directly related to mental power. It is also related to positive or negative thoughts process. It is also owing to different perspectives towards life. There is also the depth of relationship with your acquaintances, friends or relatives from whom, help can be taken when needed to face the challenges

Editorial

Challenges can be small as well as can be big. Their consequences can be near, and can be far-reaching. Their results can affect directly as well as can affect indirectly. Their results sometimes affect one, and sometimes can affect many. Challenges can confront us sometimes due to our own fault and sometimes due to other's fault. We should be prepared for all kinds of situations. That's why elderly people say that face the challenges without panic.

It is not necessary that help should always be available to us to face challenges. Sometimes in life one may have to face challenges alone also. That's why, it is very important to have qualities like self-confidence, fearlessness and bravery to face the challenges. With these qualities, you can face challenges alone with a smile. Often it is seen that, when one starts facing challenges alone, many people come to help uninvited. But until we are not able to face challenges ourselves or can gather courage to face challenges on our own, other people are do not dare to help. Some challenges have to be faced immediately, while some challenges give space and can be faced gradually in installments as well. It also depends on the size, type and nature of the challenge.

That is why it is also necessary that the nature of the challenge should be understood very well first, without hurrying. After that the decision should be taken wisely. Thereafter, the solution to be done, should be divided into steps. After that each step should be implemented carefully. Mistakes should be avoided carefully while implementing, because there are many situations which leave no scope for mistakes. Therefore, we should also be alert. Only then, we will be able to come out smiling from the web of challenges. This is what we want, and this will also be our victory. By doing this, we will be able to present a beautiful ideal for others as well. By presenting the ideal, we will be able to serve the society unknowingly, which is also the responsibility of every person in the society.

-Sulekha Srivastava

Shakti Pumps gets patent for switch circuit to start single phase motor



Shakti Pumps (India) Limited, a manufacturer of energy-efficient pumps and motors, has received a patent for inventing a 'switching circuit to start single phase-induction motor'. The patent, received from Intellectual Property India, is in accordance with the provisions of the Patents Act 1970, and it will be valid for 20 years.

Along with film-making, Pakhi Hegde....

Pakhi Hegde, a well-known actress in Bhojpuri films and TV serials, contributes fiercely to society building and filmmaking nowadays. There was a time when the pair of Pakhi and Nirahua was called the trending superstar pair. People thronged to the theaters at that time to watch Pakhi's performance. Pakhi Hegde's charm remains the same even today; the only difference is that she focuses more on film production than acting.



Pakhi Hegde has produced many successful films under the banner of her production house, and now she is again choosing selected characters for acting. Besides her film career, Pakhi has also contributed extensively to social work.

Giving Pakhi Hegde, in association with an NGO, is giving self-defense training to girls from the lower strata of society. This institution provides self-defense training to girls.

In which girls are trained to deal with any situation. Regarding the association with this organization, Pakhi says she is proud to be remembered for such social work.

Step into style and comfort with Bata's latest 24x7 Glam Collection

Bata India, has unveiled its latest 24x7 Glam Collection with a campaign film featuring its brand ambassador, Disha Patani. With the launch of this new collection featuring Bata Red Label, Bata Comfit and Naturalizer, Bata India has solidified its position as a fashion-forward brand that offers stylish and comfortable on-trend footwear.

The 'So Stylish, So Comfortable' 24x7 Glam Collection has been specially curated keeping in mind the need for both, style & comfort for the contemporary Indian women. The latest collection is inspired by international trends and offers versatile styles of heels such as pump,

square toe, block, platform, chunky and angular.

Watch the TVC here: <https://www.youtube.com/watch?v=BrHeitdHCF4>

Anand Narang, VP, Marketing & Customer Experience, Bata India Limited said, "With new-age styles, the 24x7 Glam Collection addresses our customers' need for international styles having fashionable colour-pop heels blended with comfort. The latest collection offers a delectable palette of colors from Bata Red Label & Bata Comfit such as fuchsia, lavender and elegant pastels. Along with being stylish, the new collection boasts of added comfort offered by Bata Comfit's patented,



Active Walk and Memory Foam insole. From block heels, platforms, sneakers to stylish pump shoes, Bata's 24X7 Glam Collection has it all", Narang added.

With today's fast-paced world and changing lifestyles, women are looking for footwear options that are both stylish and comfortable. Whether dressing up for a party in high block

heels or stepping out for business as usual in all-day comfort wear, the 24x7 Glam Collection blends style with comfort to fulfill both their fashion and functional needs.

Conceptualized by Contract Advertising India, the campaign film successfully captures the essence of the versatile 24x7 Glam collection. It features Disha seamlessly transitioning between different roles throughout the day, whether it is an action-packed scene in a shoot, a talk show appearance, a house party, or a leisurely stroll. Set to the beat of, "It's got to be Bata", penned down by the celebrated lyricist, Amitabh Bhattacharya, the film effectively showcases the new

collection and rightly conveys the tagline 'So Stylish, So Comfortable'.

Subho Sengupta Executive VP and Managing Partner, Contract Advertising India said, "Footwear is often thought of as a trade-off between style and comfort. However, in today's fast-paced world, women need shoes that are both stylish and comfortable. In the campaign film, Disha elegantly displays the collection's shoes while shooting, appearing on talk shows, or simply socializing with friends."

The 24x7 Glam Collection can be shopped across Bata retail and partner stores pan India, leading marketplaces and through its website, bata.in.

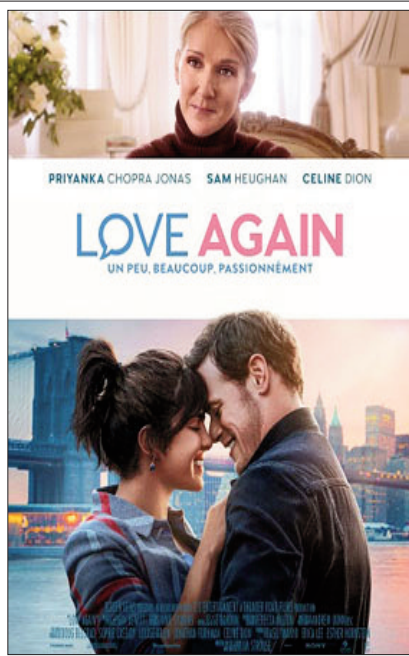
Love Again (Soundtrack From the Motion Picture) Set to Release

Mumbai: Sony Music Entertainment Canada/Columbia Records has announced LOVE AGAIN (Soundtrack from The Motion Picture) will be released on May 12. The 14-track album is available for pre-order and features five new Celine Dion songs, including the title track "Love Again" written by Dan Wilson and Arista Records artist ROSIE, listen HERE.

The soundtrack features the first new music from Celine since her 2019 album Courage, along with six of Celine's past hits, as well as three of the film's score selections.

Watch the lyric video for "Love Again" here.

"I had a lot of fun doing this movie. And to have the privilege of appearing with the beautiful and talented actors Priyanka Chopra Jonas and Sam Heughan in my very first



feature film is a gift that I will cherish forever. I think it's a wonderful feel-good story, and

I hope that people will like it, and like the new songs too," - Celine Dion.

Starring Priyanka Chopra Jonas, Sam Heughan and Celine Dion (in her first film role), Love Again features eleven songs from Celine that are woven into the narrative of the film and its characters. In a recent interview with People Magazine Sam Heughan shared that "Celine's music, in a way, brings my character and Priyanka's character together," with Priyanka Chopra Jonas adding that Love Again is "our ode to

Celine.

"Love Again, written for the screen and directed by Jim Strouse, opens in theatres May 5, 2023 via Screen Gems.

Love Again (Soundtrack from The Motion Picture) Track List:

- Love Again
- I'll Be
- Waiting On You
- Love Of My Life
- The Gift
- It's All Coming Back To Me Now
- Orpheus & Eurydice (Score from Love Again)
- All By Myself
- Where Does My Heart Beat Now
- Celine Wisdom (Score from Love Again)
- A New Day Has Come
- Courage
- That's The Way It Is
- Love Takes Courage (Score from Love Again)

Flipkart Foundation Facilitates Digital Literacy & 21st Century Skills For Employability of Economically

New Delhi: The Flipkart Foundation under the Flipkart Group,, in its endeavour to create a more inclusive and enabling learning environment for underprivileged communities, has partnered with Pratham InfoTech Foundation (PIF). Through this initiative called Digital Literacy and 21st Century Skills for Employability, youth between the age group of 18 to 35 will be trained and equipped with employability skills at the Pratham InfoTech Foundation's Centres across Mumbai. This training, led by PIF, which will equip the beneficiaries with entry level job roles, consists of a hybrid model which covers the domain of employability through digital, peer and activity based learning.

Flipkart's collaboration with Pratham InfoTech Foundation, a non-profit organisation that works towards bridging the digital divide aims at upskilling and training the economically disadvantaged youth of India, enabling them to stay technically competent and access economic opportunities.

This 12-month project which is free of cost aims to train youth from underserved sections of society between the age group of 18 to 35 years, across five centres in Mulund, Chembur, Worli, Dahisar and Antop Hill located in Mumbai, Maharashtra. The program, which seeks to hone their digital literacy and soft skills, is expected to benefit 5,000 people (1,250 youth directly and 3,750 extended family members indirectly) by empowering them with a life of dignity and purpose.

Commenting on the partnership, Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart and Board of Director, Flipkart Foundation, said "Enabling access to education and skills that provides youth not only with technical and vocational but also core employability skills is a core focus area for us at the Flipkart Foundation. We are humbled to announce our partnership with

Pratham InfoTech Foundation, which is in line with our aim to support livelihoods through direct and indirect employment creation for the youth of this nation. With this partnership, we continue to carry forward Flipkart Group's efforts towards bringing opportunities for underserved communities, whilst also catering to India's digital literacy and learning."

Founder and CEO of Pratham InfoTech Foundation, Prem Yadav said, "Digital literacy and 21st Century skills are the key factors that enable job opportunities worldwide. We are launching this Project to empower youth from underprivileged backgrounds by providing them with training that makes them proficient in employability and soft skills along with keeping their demand in today's job market. We are grateful to the Flipkart Foundation for the support we have received and together, we hope to create a positive impact in the lives of the beneficiary youth and their families."

As a part of the training, PIF will provide beneficiaries with laptops for group-based project work which will act as a catalyst for peer learning. The content used in the program is majorly video based tutorial, which is available for reference through Digital Sakshar Free Learning App, website and YouTube channel. Post completion of training, the students will be awarded certificates, and will eventually get placement opportunities through job fairs with leading partner employment firms.

In the past year, Flipkart Foundation has worked with underserved communities across Andhra Pradesh, Assam, Haryana, Karnataka, Telangana, Uttarakhand, Uttar Pradesh and West Bengal to serve, support, and empower unskilled and underprivileged sections of society in various sectors, to ensure maximum reach and sustainable impact.

HDFC Bank launches 'Car-loan Mela'

Udaipur: HDFC Bank, India's leading private sector bank, today announced the launch of a large 'Car-loan Mela' drive across Madhya Pradesh, Chhattisgarh, Rajasthan, and several parts of Maharashtra including Vidarbha. Over 400+ branches, will host the loan drive on April 15, 2023, where car dealers can showcase their automobile models and the bank will provide loans on the spot. HDFC Bank has partnered with leading automobile brands and regional dealerships for this. The 'Car-loan Mela' will be open to both customers and non-customers visiting the branches. They can view the cars on display and avail credit.

HDFC Bank provides a host of loans to its customers at affordable interest rates. The 'Car-loan Mela' drive is envisioned to provide customers an easy access to automobile finance especially in the SURU (semi urban and rural) locations. The bank will provide an end-to-end solution for processing loan requests with a variety of repayment configurations and minimal paperwork. HDFC Bank maintained its leadership in the auto loan segment in FY 21-22 with loan disbursements crossing Rs one lakh crore. Last year, HDFC Bank introduced 'Xpress Car Loan' facility, a state-of-the-art digital API platform that helps credit loans to the accounts of the dealers in about 30 minutes.

Girdhar Swami, Casting Director Yaariyan 2 is the next film

Girdhar Swami, who started with 3 Idiots, did many films including director Rajkumar Hirani's David Dhawan Main Tera Hero Coolie No.1 Sanghai, Rowdy Rathod, Wazir, Calendar Girl, Andhadhun gave opportunities to new artists in many films and will give opportunities to new Artists in future.

In the glimmer kee duniya of casting directors in mumbai films, sometimes TV shows and web series are being made every day and they get good results, so the credit goes to the director and the actors. But, before any project becomes the heat, casting is very important for it and it is done by the casting directors.

Casting directors who spot actors and cast them in films, TV and web shows and Girdhar Swami is one of them. He has been working in the industry for the last several years and has launched and cast many actors in big Bollywood films.

Girdhar Swami has cast actors like Harshvardhan Rane in Sanam Teri Kasam, Shraddha Das in Babumoshai Bandookbaaz, Gurdeep Kohli in Rowdy Rathore, Gautam Gulati in Virgin Bhanyupriya, Akanksha Puri in Calendar Girls, Vikram Sakthalkar and Kaira Dutt, Warina. Her next casting is Warina Hussain and Akshit Sukhija in Yaariaan 2 Are



Anupam Kher honored 55 personalities

Udaipur: The International Award-2023 distribution ceremony of leading Narayan Seva Sansthan in the social sector took place at Siri Fort Auditorium, Delhi. Bollywood actor Anupam Kher felicitated prominent social workers at an event.

Anupam was present as the chief guest in this award ceremony. He presented trophies, shawls, and certificates to 55 inspirational personalities who made exceptional contributions to the Narayan Modular Artificial Limb Services run by the Institute.

Diamond Award to Mrs. Kamlesh Agrawal of Delhi, while Jai Shiv Trading Company of Alwar (Rajasthan), Pawan Kumar Panna Lal of Hissar Haryana, Badri Kishan Vyas of Jodhpur Rajasthan, Pinky Goyal of Delhi, Pradeep Bedi, Saroj and KK Mishra, Praveen Kumar Gautam, Pawan Kumar from Dibrugarh Assam, Akhilesh Joshi from Gujarat Baroda, Manju Tyagi from Ahmedabad, Pandit Ram Kishan and Lakshmi Devi from Panchkula Haryana, Girdharilal Mishra from Ghaziabad Uttar Pradesh and Ramesh Adlakha from Noida was awarded Gold And 21 from Delhi, 2 from Punjab, 6 from Haryana, 8 from Uttar Pradesh, and 1-1 from Uttarakhand, Himachal Pradesh, Chandigarh, and Bihar were also felicitated. Chief guest Anupam Kher praised the work and efforts being made by Narayan Seva Sansthan to change the face of society. He said that it is the kindness of nature to have a family of such charitable Bhamashahs to make the community happy. With such a noble deed, the lives of thousands and lakhs of differently-abled people will gain momentum. Now the relations in the families of Divyangs will become those of holding hands and walking step by step.

President of Narayan Seva Sansthan, Prashant Agarwal, said that the Institute organizes an annual award ceremony, in which personalities full of sacrifice-service-compassion are rewarded for their commendable cooperation. So that other people in the society should also think of coming forward for the downtrodden, disabled, and powerless people.

While rehabilitating the Divyangs over the years, the Institute has closely observed the miseries of many Divyangs who have lost their hands and legs in accidents. Then it was thought to organize big camps and restart their stalled lives by benefiting about 15,000 limbless people with modular artificial. To fulfill this goal, we approached society's strong and prosperous men. Today's social workers understand the pain and suffering of people with disabilities and fulfilled the organization's resolution. For which we consider it our pride to honor them. Director Vandana Aggarwal thanked the guests, awardees, and their families.

