



## Means and ends

In this world every person is running only to obtain something. But the important question is this that what is he running for. And what method is he adopting to get that desired thing. Alongwith this, what is his actual goal.

Yes, what are the means and what are the ends. Everybody is just confused about it. A child takes birth and grows innocently under the guidance of his parents but when he grows up, all cunningness surrounds him. Owing to cunningness, he runs after money relation and respect. It's fine, that he is running after these things. They are necessary also for life.

## Editorial

But after attaining these things, he wants to preserve them. First question in his life is, how to earn them and then second question is how to keep them safe. His whole life is spent running to and fro after these two questions. And the human life is wasted.

Now, the question arises, why we say that the human life is wasted. Just because if we brood over the question and it's answer, we find that he is running after means not ends. All material assets, all worldly pleasures are only the means to lead a rich and peaceful life that everybody wants, that everybody desires for.

But just stop and give a thought to the point that did he come on the Earth, had he taken birth to achieve these worldly pleasures only. Certainly not, these are only the means and he has come to attain his goal. The goal is to get salvation from this cycle of birth and death.

To attain this goal of salvation, he has to work hard and gather all these commodities to make his world materialistic rich first. He thinks after gathering all these, he can sit peacefully. But lust and greed do not allow a man to sit peacefully. Every time new desire pops up and he has to run to fulfil that. There is no end to it. Ultimately, he gets tired and sits back. Now, he thinks within himself and comes to the conclusion that all that he was running after, was only an illusion. The truth is something else and the goal of life is something else. Then he understands this all with patience and after that he starts pursuing his goal, the end of his life.

- Sulekha Shrivastava

## A lot of noise

The video song "Dhuan Dhuan," written by Bollywood's famous lyricist Pranav Vatsa Grabbed headlines at the success party as well. In the success party of this video song, all the artists and technicians associated with this song had a lot of fun and congratulated each other. This song was danced fiercely at the success party. Bobby Deol's "Ashram" web series



featuring Babita actress Tridha Choudhury grabbed everyone's attention with her stunning look in this song "Dhuan Dhuan". Talking to the media persons present on the occasion, Tridha said that the song is very happy to be a success; it should not be seen only as

a club song. It can be enjoyed anywhere. You can hum this song while driving morning. Tridha also said that she wanted to work with Pranav in a song since long but the coincidence happened now. On asking Tridha about the dancing steps of this song, she told that she is basically a classical dancer, if she had got more time to practice, she could have come out with a better performance.

Still, getting a lot of love from the audience even in the chance she got. Will work to boost the morale of this unit. Lyricist Pranav Vatsa has been seen acting for the first time in this video album. I especially thank pranav vatsa and Vinod Paliwal from the bottom of my heart, because of whom this song has become a super hit, without them it was difficult to film this song.

It's been 3 days since the release of the song "Dhuan Dhuan" and the song has crossed two million views. The producers by Vinod Paliwal, Anwar Shaikh & Vrinda Bhandari. The video features Ashram fame Bollywood actress Tridha Choudhury with Pranav Vatsa. People are also asking this pair of Pranav and Tridha a lot. This song is sung by famous singer Nakash Aziz, Lyrics written by Pranav Vatsa, Beautifully composed by Vivian Richard, Choreographed by Dev Thape, Directed by Dev Thape & Rishi Kumar, DOP is Ankit Mishra & Ravi Paliwal, Manoj Magar Edited By, Creative Producer is Shruti Shukla, Casting Director is Nikhil Chaudhary, Project Designer is Santosh Kumar Sonu. The song is produced by Vinod Paliwal, Anwar Sheikh and Vrinda Bhandari under the banner of Kanisha Films Creations, and We Be Events & Productions.

## Now Bhojpuri film industry will associate with Butterfly Movie World Music Company

The increasing popularity of Bhojpuri films among the audience has become a center of attraction among new makers these days. After a gap, people have joined the Bhojpuri film industry again and are doing new experiments.

In this episode, a new music company, Butterfly Movie World, will start soon. Before entering the market, this company accumulated a bank of material for broadcasting on its channel. Its music bank of more than 100 songs has been prepared with audio and video formats. These albums contain songs by singers, including almost all songwriters and composers. Butterfly Movie World has also designed its web series named "Sapna Cottage." At the same time, the company is also preparing to venture into film production soon in the coming days. The head office of the company Butterfly Movie World is opening soon in Lucknow, and the corporate office is in Andheri (Mumbai). This company will also take audio video and satellite rights to Bhojpuri and Hindi films. This company's grand opening will likely be in this month itself. Whose information will be shared with everyone soon?

The Chief Managing Director of Butterfly Movie World Music Company is Manjar Khan, a well-known builder of the Jaibian Group of Lucknow, and Sanjay Vatsal, a renowned director of Bhojpuri films, the C.E.O. of the company. Campaigner Sanjay Bhushan Patiala gave all this information in a press release.

## Health Tech Startup Lissun Empowers Future Minds with its Innovative Mental Health Awareness Camp for Students in Kota

Lissun's experts on mental health successfully diagnosed over 600 students, shedding light on a range of mental health conditions and highlighting the need for greater awareness and support in student populations. Kota, May 04, 2023: LISSUN, India's leading mental health Platform has successfully conducted a Mental Health Awareness Camp for students in Kota, Rajasthan on Sunday, 30th April 2023. The camp was organized to address the escalating mental health concerns among students in Kota, a hub for engineering and medical preparation, and shed light on

the need for greater awareness and support in student populations.

The camp, which was held at City Mall Kota, witnessed an overwhelming response from the students, with more than 600 participants attending the event. Lissun's team of mental health experts conducted one-on-one diagnoses on each student, revealing a broad spectrum of mental health conditions prevalent among adolescents. The comprehensive mental health examination orchestrated by the mental wellness platform brought to attention a substantial proportion of students struggling with depression,

anxiety, and stress, with 40%, 70%, and 80% of students' indicative of each respective condition.

Dr. Krishna Veer Singh, Co-Founder & CEO of Lissun, addressed the students and spoke about the importance of mental health and the best practices to follow in order to maintain good mental health while pursuing their academic studies based on his experience as a one-time JEE aspirant and IIT student. He also shared insights into the mental health problems that students commonly face and offered guidance on fostering a culture of mental wellness. "Our Mental Health

Awareness Camp is a step towards empowering future minds and enabling them to lead a fulfilling and healthy life," said Dr. Krishna Veer Singh. "Through camps like these, we hope to encourage students to prioritize their mental health and seek help when needed. We believe that with the right awareness, support, and resources, students can thrive both academically and mentally. The mental health awareness camp was meticulously arranged for students aged between 16-21 years and incorporated multiple stress-relief activities that aided in the management of their stress levels. In an effort to confront the surging



ing mental health concerns across multiple cities as a part of their Mental Health Awareness and Acceptance initiative. Lissun's team intends to spearhead analogous camps

## 2 Million views in just 2 days



The recently released song "Dhuan Dhuan" started garnering good views as soon as its release. It is getting a good response from the audience. Be aware that less than 72 hours have passed since the release of the song, and the views have

reached around 2 million.

Due to this response, a wave of happiness has spread among all the artists and technicians associated with this song. It is expected that in the next few days this song will get better views and set a record in terms of views soon.

The song "Dhuan Dhuan," written by Pranav Vats and released on the Zee Music platform, has been sung by Nakaas Aziz and composed by Vivian Richard. And in this song, Ashram fame Tridha Choudhary has tied the best shaman with her dancing skills, with whom Pranav Vats is seen.

Tridha Choudhary, who has proved her mettle in dozens of films and web series, has matched every step of this song with every rhythm. At the same time, Pranav Vats has supported him very well. Now it remains to be seen how the response of this video song filmed by Pranav Vats and Tridha Choudhary will be in the coming times.

<https://www.instagram.com/p/CR2kPyLBTYF/>  
<https://www.youtube.com/watch?v=eCXqMHPiaoE>

"Dhuan Dhuan" video album is produced by Vinod Paliwal, Anwar Shaikh & Vrinda Bhandari. The video features Ashram fame Bollywood actress Tridha Choudhary with Pranav Vatsa. People are also asking this pair of Pranav and Tridha a lot. This song is sung by famous singer Nakash Aziz, Lyrics written by Pranav Vatsa, Beautifully composed by Vivian Richard, Choreographed by Dev Thape, Directed by Dev Thape & Rishi Kumar, DOP is Ankit Mishra & Ravi Paliwal, Manoj Magar Edited By, Creative Producer is Shruti Shukla, Casting Director is Nikhil Chaudhary, Project Designer is Santosh Kumar Sonu. The song is produced by Vinod Paliwal, Anwar Sheikh, and Vrinda Bhandari under Kanisha Films Creations and We Are Events & Productions. PRO Sanjay Bhushan Patiyala.

## Airtel Payments Bank collaborates with the National Payments Corporation of India

Udaipur: Taking one more step to drive digital and financial inclusion in the country, Airtel Payments Bank collaborated with the National Payments Corporation of India (NPCI) to roll out Face Authentication for AePS (Aadhaar-enabled Payment System) at its 500,000 banking points. Airtel Payments Bank is amongst the first four banks to offer Face Authentication for AePS in the country.

NPCI's AePS allows customers to carry out financial and non-financial transactions at any banking point using their Aadhaar number or virtual ID to access their Aadhaar-linked bank account. Until now, transactions were being authenticated using the customer's Aadhaar number and fingerprint or Iris match in the UIDAI records. The new facility will enable customers to validate the transaction by undertaking face authentication along with the Aadhaar number. The authentication is processed using the Face Authentication RD Application by the Unique Identification Authority of India (UIDAI). In the first phase, the facility is made available for non-financial transactions - Balance enquiry and mini-statements - for the Bank's customers. Soon the Bank will

make it available for financial transactions. As per the guidance from NPCI, Airtel Payments Bank will enable the functionality for other bank customers and the Bank's customers at other banking outlets.

Speaking about the launch Praveena Rai - Chief Operating Officer of NPCI said, "We commend UIDAI for introducing face authentication as an additional mode for Aadhaar-based authentication. It's delightful to see Airtel Payments Bank implementing this feature for AePS transactions, which will enhance the reach of Aadhaar-based transactions across the country."

Speaking about the launch Ganesh Ananthanarayanan, COO of Airtel Payments Bank said, "We are delighted to collaborate with NPCI to offer this new facility to our valuable customers. Face authentication is an important addition to our existing bouquet of secure and simple banking solutions to drive financial and digital inclusion in the country."

## 'Fireflies: Parth Aur Jugnu' brings a perfect amalgamation of fantasy, magic, and mythology!

Zee5, the largest original content creator in India, is bringing a variety of films and shows for the audience to keep them hooked. With the OTT space's high propensity for edgy

and experimental content comes a breath of fresh air in the form of their new show 'Fireflies: Parth aur Jugnu,' which will make you relive the audience's love for fantasy!

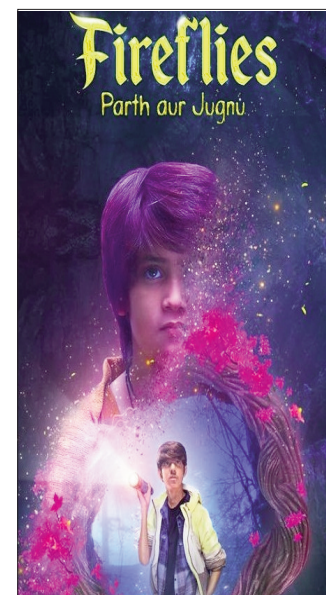
Set in the backdrop of a real Indian family unit, dealing with the common man's problems, 'Fireflies: Parth Aur Jugnu' is a story of a 14-year-old spirited boy Parth who meets a mystical kid named Jugnu from the haunted forests of Bheem Mukheshwar. The encounter leads to an action-packed adventure of self-discovery and a ride for laughter and live action in a never seen avatar!

Fantasy writing has an unbeatable charm to it. Once in a while, everyone needs to escape their

with our grandparents and ancestors. The show stands out in artistically using folklore to give a message to the community without making the content preachy and on your face! The VFX has added to the beauty of the hills of Himachal as the show showcases the most picturesque locales of Mukheshwar.

Helmed by award-winning filmmaker Hemant Gaba and written by Alok Sharma, the series stars Meet Mukhi, Aekam Binjwe, Madhoo Shah, Priyanshu Chatterjee, Luke Kenny, Akshat Singh, Zoya Afroz, Varun Kapoor, Harshit Bhojwani, Anaya Shivan, Riva Arora, Rahul Singh, and Hitesh Dave in key roles. Meet Mukhi as Parth and Aekam

Binjwe as Jugnu will make you fall in love with them. Both of them have flawlessly delved into their characters. Madhoo Shah's character of Nani, who gives life lessons of good vs. evil,



reality, and this show is a perfect getaway for that. Beneath the larger-than-life fantasies to bank on, the show at its very core has a meaningful story-relatable characters, their emotions, their challenges, their victories, and their defeats. The Indian family story makes the show relatable for the kids and all and takes you to the world of 'bachpan ki kahaniyan' sessions

will become a favorite amongst the kids. Overall, 'Fireflies: Parth Aur Jugnu' brings the whole family a perfect amalgamation of Fantasy, Magic, and Mythology. Who doesn't love the dash of magic in our lives? 'Fireflies: Parth and Jugnu' on Zee5 comes in to be enjoyed like a family treat and delivers on its promise of being a fun ride!

## Riya Vaishnav's unique art exhibition seen at Mumbai Art Fair

Riya Vaishnav, who has won local, regional, state and more than ten national and international titles in Art, was honored by Honorable Chief Minister of Goa, Dr. Pramod Sawant, at the Spectrum 2023 art exhibition held in Goa last month and now Riya Vaishnav Mumbai Art Establishing new dimensions by showcasing her art in the fair.



The fourth edition of Mumbai Art Fair opened on a promising note with celebrities gracing the occasion along with over a thousand artists from across India. It was a moment of joy and excitement for the artists who participated at the fourth edition of the art fiesta.

Celebrities like Dr. Jaspinder Narula, Dr. Soma Ghosh, Leslee Lewis, Anuradha Paudwal, Pandit Jeetu Shankar, Rajendra, Kavay Jones, and Dr Anusha Srinivasan Iyer graced the occasion. The Mumbai Art Fair enlivened the spirit of the artists whose works were on display. Known for consistently promoting hundreds of artists yearly, the art fair provided the platform to exhibit, expand the network of art buyers and artists and increase the visibility of their work. This has created selling opportunities while gaining visibility and building confidence amongst the young and emerging artists as they get feedback from their peers!

This year, many art galleries participated at Mumbai Art Fair as well. Among them, Riya Vaishnav of Rajasthan won everyone's hearts with her company art exhibition. Riya Vaishnav's only goal is to make the best of the best art, to brighten the name of her teachers, parents, society, and country worldwide.

## The office of Lakshmi Ganapati Films inaugurated

Grand inauguration of Laxmi Ganapati Films office on the second floor of Laxmi Plaza, located at the prime location of Mumbai. Producer Ramesh Vyas is the owner of the Lakshmi Ganapati Films. A grand function was organized to inaugurate the film production house, in which film artists and technicians from Mumbai, Hyderabad, and Chennai participated. The production house was inaugurated by renowned Bollywood film writer, producer, and director Inder Kumar. Producer Ramesh Vyas told that on this occasion all the well-known personalities of the film industry were present, including film producer and distributor Dilip Soni, film actor, producer and distributor Sanjay Singh, film PRO Sanjay Bhushan Patiyala, lawyer Nagesh Mishra, an expert in legal matters related to films. , Publicity Designer Gyanchand, Kannada Film Actress Rutavi Patel, Creative Head of Anand Pandit Motion Pictures Rahul V Dubey, Siddharth Tiwari Star Secretary, Pahlaj Nihalani, LGF Creative Director Dharam Savlani, Sandeep, Aamir Zafar, Vora, Deepu including a large number of film professionals were present.



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## FHF Director Shivendra Singh Dungarpur elected to the FIAF Executive Committee

Mumbai: FHF Director Shivendra Singh Dungarpur elected to the Executive Committee of the International Federation of Film Archives (FIAF) for a fourth two-year term at the FIAF Congress held in Mexico City in April 2023. He was elected to the EC for the first time in 2017.

The International Federation of Film Archives (also known as FIAF, its French acronym), has been dedicated to the preservation of, and access to, the world's film heritage since 1938. It brings together the world's leading non-profit institutions in this field. Its 173 affiliated film archives in 80 countries are committed to the rescue, collection, preservation, screening, and promotion of films, which are valued both as works of art and culture and as historical documents.

