

## Music Connects Hearts and Borders

The world of melodies, enriched with the vibrant culture of our country, resonates with the emotions of love, separation, devotion, patriotism, weddings, festivals, and the beauty of nature. The realm of music is our own rich heritage. Music resides in our souls. It is a simple yet powerful medium of expression. Music has the incredible power to touch the strings of our hearts.

From devotional songs like "Mere to Girdhar Gopal" to the sound of temple bells during Aarti, from the divine Rasleela of Lord Krishna to the narrative songs of the Ramayana, and from the devotional songs sung by film singers that immerse the listeners in the stream of devotion, there are

songs of patriotism that awaken the feeling of love for our nation in our hearts, like "Ae Mere Watan Ke Logo" and "Kurbaani."

Songs like "Rang Barse Re" and "Aaj Mere Yaar Ki Shaadi Hai" immerse us in the joy of Holi and wedding celebrations. Whether you talk to me casually or with the intention of love, songs filled with joy and love evoke the feeling of love in our hearts. Emotional songs like "Sande Se Aate Hai" touch the depths of separation and longing. When we are locked in a room and the key is lost, songs become the heartbeat of teenage lovers. Qawwalis, like "Hai agar dushman zamana," provide a unique sense of joy.

Songs like "Aaya Sawan Jhoom Ke" express the essence of the weather through their melodies. Classical songs like "Thade Rahiyo O Baanke Yaar Re" flow in the stream of classical music. Songs like "E Meri Johra Jabi" fill even the elderly with the enthusiasm of youth. The dance of "Mhari Ghoomar Chhe Nakhrali" represents the identity of regional culture.

Music adds colors to any occasion. It is especially the heartbeat of the youth. The love for music can be seen in children as well as the elderly. The connection with songs is directly linked to our well-being. When we listen to music and hum along, we forget the whole world and get lost in the world of tunes and melodies. Listening to music is a powerful remedy for relieving stress, restlessness, and loneliness. Music transports us to a different world. We forget everything and immerse ourselves in the world of music. This state is a boon for our mental health. Research shows that children who listen to music have better intellectual development.

Music has been an integral part of Indian culture since ancient Vedic times. During that time, various references to music as a form of therapy were found. The sound of "Om" is the ultimate evidence of this, which is still present today. Bhramar Yoga is also based on music, where the buzzing of bees is used as a sound. The Vedas mention various musical instruments, including veena, vana, karakari, dudumbhi, garagara, adhata, bakur, nadi, tunava, and shankha.

The tradition of singing and playing music during wars, festivals, prayers, and bhajans has existed. Singers, instrumentalists, and dancers used to perform in the court of Lord Indra. Gandharvas used to sing, Kinnars used to play musical instruments, and apsaras used to dance. Music remained prominent in Gandharva art. The combination of rhythm in songs and melodies of musical instruments created music. Later, dance also became a part of it. However, in other countries, music and instruments are considered in separate from.

## A short film "Maa Ki Saugandh" by Diggaj Productions

Udaipur is taking a proactive step to address the escalating issue of drug addiction among the youth with the production of the short film "Maa Ki Saugandh" by Diggaj Productions. The film, featuring a cast selected specifically for this important subject, will also showcase duplicates of the iconic actor Amitabh Bachchan. Today, during a media briefing, the chosen cast members shared insights into their characters, highlighting the urgency of the city's drug problem.

Director Abhishek Joshi revealed that the shooting for the film will be completed within the next two months, followed by its release. The script, penned by Himanshu Bhatt from Banswara, promises a compelling narrative. Yash Pandiyar will be responsible for the film's cinematography, while



Shah Nawaz Khan will handle the music. The cast includes artists from Udaipur, Chittorgarh, Kherwara, and Rajsamand. Notably, Arogya Sewa Sansthan Nasha Mukti Kendra will play a vital role in the film's production.

During the press conference held at Hotel Candle Wood in the city, the actors introduced themselves and shared their hopes for the film. Mukul Jain, Mahendra Damani, Krishna Nagarchi, Ramesh Nagda, Daksh Sial, Naresh Chauhan, Nihal Kalal, Sneha Sharma, Hemakshi Lohar, and Vivanshi Sen will portray significant roles in the movie.

It is worth mentioning that Diggaj Productions previously gained international recognition for their short film "Cycle," which explored the dynamics of a father-son relationship and received 13 international awards. Producer Abhishek Joshi was honored with the International Excellence Award for this remarkable achievement.

## Most Indian parents willing to invest extra in eco-friendly products: HP Study

**New Delhi:** Indian parents show a strong preference for engaging in sustainability initiatives and are willing to invest extra in eco-friendly products, according to an HP global survey that offers key insights into parents' concerns about climate change. This study found that the climate crisis has sparked a paradigm shift in the mindset of Indian parents placing decisions on purchasing behavior, career choices, and long-term family planning. HP also released its 22nd annual Sustainable Impact report, detailing the company's progress toward comprehensive and bold environmental and social goals.

Gurpreet Singh Brar, Vice President, HP India market "We are witnessing a remarkable transformation in the mindset of Indian parents when it comes to climate change. The fact that parents express such deep concern is a powerful testament to the growing aware-

ness and urgency surrounding this global issue. It is truly heartening to observe a significant shift in consumer behavior, with an overwhelming majority of parents actively prioritizing sustainability."

Willing to invest extra in eco-friendly products from companies they trust

Indian parents exhibit a strong inclination towards sustainability, actively engaging in eco-friendly practices and expressing a willingness to pay extra for environmentally conscious products. According to the survey, 80% of Indian parents do not mind paying more for items that are environmentally friendly. Indian parents are actively seeking out businesses with sustainable practices (84%) and prioritizing purchasing sustainably sourced items (85%). This inclination may stem from the environmental challenges and pollution associated with population growth and urbaniza-

tion. Navigate climate concerns: Rising temperature and cost take priority

Indian parents place a higher priority on rising temperature and costs as climate change concerns, with mothers (19%) expressing heightened worry over the impact of having children compared to fathers (8%). This prevailing apprehension has significantly influenced the perspectives of both mothers (63%) and fathers (56%), as well as the younger generation. Notably, 66% of Generation Z and 60% of Millennials feel that their concerns around climate change are making them rethink their plans for expanding their households.

Choosing organizations aligned with Sustainability initiatives for their place of work

61% of Indian parents consider companies' environmental practices as a crucial factor in their career choices,

recognizing the importance of aligning their professional lives with their values. 66% of mothers and over half of fathers (58%) in India have reconsidered the company they work for or changed companies due to commitment to sustainability initiatives.

This trend reflects a potential growing awareness among parents in India of the critical role that companies play in driving positive change.

Asia and Americas Markets Sustainability Customer Success and Business Development Manager, HP Inc. said "Our commitment to social impact and sustainability in India is unwavering, and we are proud of the progress we have made in 2022. Through initiatives like Girl Rising, the Digital Equity Accelerator program, and the HP World on Wheels (WOW), we have positively impacted the lives of millions of people, particularly children from dis-

### New Findings

98%

Indian Parents concerned about climate crisis, leading to changes that reshape their lives and purchasing habits

61%

Consider companies' environmental practices as a crucial factor in their career choices

80%

Indian Parents don't mind paying more for items that are environmentally friendly

Source: Morning Consult survey of 5,007 adults across US, UK, Mexico, India, Singapore, May 2023

advantaged communities. Our focus on people, digital equity, climate action, and social impact reflects our dedication to building a better future for all."

## Movie Review - "Parastree"

**"Parastri" is a film that attempts to explain the concept of extramarital affairs!**

In this busy and complex life, many aspects are difficult for everyone to understand, and in the process of resolving those issues, one often forgets the difference between good and evil. This film, "Parastree," is an erotic crime thriller that hints at extramarital affairs and their consequences. In India, any extramarital relationship is not socially accepted. It is considered a serious offence that has destroyed many households. The film weaves a story around such incidents and presents it with elements of suspense, thrill, murder, and

sex equally. "Parastree" is jointly produced in India and Nepal. The film is produced under the banner of DS Digital and



Nendi Creation, with Sharmila Pandey as the producer. The co-producer of the film is Pushparaj T. Nyapane. Deependra K. Khanal wrote the screenplay and Suraj Pandey

directs it. The film is made in both Hindi and Nepali languages and was released worldwide in 500 theatres on

June 30, with around 350 theatres in India alone. The film has gained considerable popularity among the youth. It features artists from both India and Nepal in important roles. Shilpa

Maske, Koshish Chhetri, and Gaurav Bist play significant characters in the film.

The film revolves around crime, sex, murder, and changing thrill. It strikes a chord with the youth when they start relating to it.

The film is crafted with a new style and aims to entertain the new generation of audiences in every frame. Therefore, one should not watch this film with too much scepticism. In the present day, when patterned paternal murder mysteries are happening worldwide, this film presents it with a lot of brutalities. You will understand it when you watch it in theatres.

From a technical perspec-

tive, the direction of the film is commendable. A young director has put in honest efforts with his energy and abilities. The camera angles have been used effectively to enhance the film's beauty and pace. The film's background score is also good, although some parts might seem too loud.

<https://youtu.be/JXcbHx87lto>

The music for "Parastree" has been composed by KK Brothers and beautifully sung by Kunal Ganjawala, Amit Mishra, and Sonal Pradhan. B4U Music releases the film's music. The songs in the film are melodic and can be remembered for a long time. It is a fantastic film for the pre-

sent generation that deals with extramarital affairs and their consequences.

"Parastree" is an excellent erotic crime thriller film that hints at the current phenomenon of extramarital affairs and their consequences. It has received a grand opening and is expected to perform even better over the weekend. In India, having an extramarital relationship is considered a serious offence, and the film weaves a story around this concept. With suspense, thrill, murder, and sex portrayed brilliantly, "Parastri" captivates the audience. The film is gaining popularity and is being appreciated for its storytelling and performances.

## "Nirahua Hindustani 4"



Dinesh Lal Yadav, also known as "Nirahua," and Abhishek King Kumar have joined forces to produce "Nirahua Hindustani 4."

The shooting for the highly successful film series "Nirahua Hindustani" has commenced in London, marking the beginning of the fourth installment, "Nirahua Hindustani 4."

Even today, the film "Nirahua Hindustani" continues to resonate with audiences. Almost nine years after its release, the film's songs and memorable scenes are widely shared on social media platforms. With three films already made in the series, they have proven to be financially successful. Now, Abhishek King Kumar has made the decision to create the fourth installment of the grand Bhojpuri film, "Nirahua Hindustani 4." The shooting has already commenced in London, and industry experts claim that this film boasts a larger budget than its predecessors. Its expansive canvas is the reason behind selecting London as the filming location. This film aims to reintroduce Bhojpuri audiences to the theaters.

Abhishek King Kumar, the film's producer, has shared this exciting information. He expresses his enthusiasm, stating that although he has worked on projects in various languages, he always harbored the desire to contribute to the Bhojpuri industry. After careful consideration, he is now embarking on the creation of a remarkable fourth installment, featuring the brilliant actor Dinesh Lal Yadav "Nirahua" and the stunning actress Aamrapali Dubey. Additionally, there are plans to work on several other exciting projects in the near future.

Dinesh Lal Yadav "Nirahua," who is both a Member of Parliament and a superstar, emphasizes that "Nirahua Hindustani" is one of the finest films in the history of Bhojpuri cinema. He is thrilled to announce the forthcoming fourth installment, building upon the love and success of the first film that continues to captivate the audience. The team is pouring the same

level of dedication and enthusiasm into the production of the fourth film, ensuring it will surpass all expectations. Dinesh Lal Yadav assures that his character, appearance, and the film's songs will be extraordinary. The team aims to gift Bhojpuri audiences an exceptional film that will undoubtedly make a significant impact.

Aamrapali Dubey, the talented and beautiful actress, shares her personal connection to the film. She holds the title dear, as it was through the first installment of "Nirahua Hindustani" that she made her foray into Bhojpuri films, which turned out to be a massive success. Anticipating even greater success, Aamrapali expresses her excitement for her distinct character in "Nirahua Hindustani 4" and the overwhelming affection she expects from the audience.

The film features the iconic pairing of Dinesh Lal Yadav "Nirahua" and Aamrapali Dubey, along with the notable performances of Ayaz Khan and Amit Shukla in pivotal roles. Manjul Thakur takes the director's seat, and KIMS Entertainment is the production banner responsible for bringing the film to life.

## Movie Review - 1922 Pratikaar Chauri Chaura

"1922 Pratikaar Chauri Chaura" is a brilliant period drama film that revolves around the revenge for the Jallianwala Bagh massacre. Set in 1922, the film portrays the incident in Chauri Chaura, Gorakhpur district, Uttar



Pradesh, during the Indian freedom struggle. This true incident, which has been largely forgotten by historians, played a significant role in shaping the country's fight for independence.

Director Abhishek Bhanu has brought the struggling history of the pre-independence era to the silver screen with seriousness and liveliness. The film effectively captures the essence of that time and keeps the audience engaged from start to finish. The film's dialogues provide a glimpse into the culture of Purvanchal, and the film successfully immerses you in the

world of Gorakhpur and its surroundings. It portrays the hardships and challenges faced by the common people under British rule and highlights the magnitude of the sacrifices made for freedom.

The performances in the film, particularly by Ravi Kishan and the rest of the cast, are impressive. Ravi Kishan showcases his versatility, excelling in period cinema and contemporary commercial films. He seamlessly fits into every frame of the film, and the other actors deliver commendable performances. The film achieves its objectives, but its impact will be greater if the audience approaches it with the same seriousness as the historical struggle it represents.

"1922 Pratikaar Chauri Chaura" successfully showcases the struggles and sacrifices for freedom, fulfilling its objectives as a historical drama. Watching the film, you will feel connected to the story and may even see yourself as a character. Abhishek Bhanu, the film's producer, director, and writer, along with the production team and the talented cast, has succeeded in portraying this significant chapter of history.

From a technical perspective, it is no easy feat to depict events that took place 100 years ago in a compelling manner. However, director Abhishek Bhanu has accomplished this admirably. The film's set design, costumes, and lighting effects effectively transport the audience to that era, evoking a sense of nostalgia. Abhishek Bhanu's efforts to showcase the old heritage in a new style are praiseworthy.

There may be a slight disappointment due to the difference between the music of that era and today's music. However, the background score complements the film well, and the sound effects are above average. Overall, "1922 Pratikaar Chauri Chaura" offers a great cinematic experience that allows viewers to immerse themselves in the pre-independence era. It is a film that can be enjoyed with family and friends.

## "Romantic Song 'Shukriya Shukriya' from 'Papa Main Chhoti Se Badi Ho Gayi' Released

Krishna Kumar, the renowned actor, celebrated a day filled with joy as it marked both his wedding anniversary and the release of his 50th film, "Papa Main Chhoti Se Badi Ho Gayi." To make this occasion truly memorable, Krishna Kumar released the romantic song "Shukriya Shukriya Hamara Zindagi Mein Aaila Ke," beautifully sung by Dr Vikas Chaturvedi and Swakriti Mishra. Dedicating the song to

his beloved wife, Krishna Kumar expressed his gratitude, acknowledging her support and freedom that has contributed to his success. The song was released under the banner of Mayuri Payal Entertainment and Om Production House and has garnered tremendous response since its release.

The song, featured in the enchanting landscapes of Leh Ladakh and Manali, showcases the mesmerizing beauty of these regions rarely seen in Bhojpuri films. The captivating visuals, captured using the camera's full potential amidst the lush greenery, enhance the song's romantic and appealing essence. Both Sonam Tiwari and Krishna Kumar perfectly embody the emotions the song's lyrics portray, adding to its captivating allure.

Krishna Kumar's ability to create a strong connection between reel and real life allows his family's happiness to resonate with the audience through his films. With the song "Shukriya Shukriya" now released on SRK Music's YouTube channel, it has already received an excellent response and is expected to generate even more significant traction in the future.

"Papa Main Chhoti Se Badi Ho Gayi," produced under the banner of Mayuri Payal Entertainment and Om Production House, features Krishna Kumar and Sonam Tiwari in lead roles. The film also boasts remarkable performances by Vinod Mishra, Samarth Chaturvedi, Shakila Mazid, J. Neelam, Baalweshwar Singh, CP Bhatt, Sanju Solanki, Krishna Kumar, the film's co-producer, has written the screenplay and dialogue, while Samrat Singh



has directed the film. The music, composed by Aman Shlok and Ashok Rawat, includes lyrics penned by Arvind Tiwari.

Nagendra Ujala, and Ashok Rawat. Director Samrat Singh has skillfully handled the film's editing and cinematography.

With the guidance of Maradh Salim Sajan, the film "Papa Main Chhoti Se Badi Ho Gayi" showcases a heartwarming story. Sanjay Bhushan Patiala manages the publicity and marketing responsibilities for the film.

The release of the song "Shukriya Shukriya" on Krishna Kumar's wedding anniversary has added a touch of romance to the celebrations, captivating audiences with its beautiful visuals and soulful music.