

Revolutionizing Indian Road Safety: NCA

The Bharat New Car Assessment Programme (NCAP) heralds a significant stride towards bolstering road safety in India, set to be implemented from October 1. This innovative safety rating system, applicable to passenger cars weighing up to 3.5 tonnes, has garnered widespread appreciation for its potential to invigorate the nation's commitment to safer roads. Remarkably, it is priced at a mere quarter of the cost (approximately Rs 60 lakh) when compared to similar systems in just four other countries. This affordability factor is poised to incentivize more automobile manufacturers to subject their vehicles to comprehensive crash tests and thorough safety evaluations.

The implications of these assessments are profound.

Editorial

Prospective car buyers will now be equipped with valuable information to make informed decisions, placing safety at the forefront. This new standard is poised not only to uplift the automotive sector by demanding higher safety standards but also to elevate the global standing of Indian cars that receive commendable safety ratings, potentially attracting international orders.

Alarming statistics from the World Health Organization (WHO) underscore the pressing need for enhanced road safety measures. Road accidents have emerged as the leading cause of mortality among young individuals aged five to 29, accentuating the urgency for tangible action. The gravity of the situation is acutely felt within India, which unfortunately claims the unenviable distinction of having the highest number of road accidents worldwide. These incidents result in a staggering loss of approximately 1.5 lakh lives annually. In this context, the NCAP's safety ratings assume paramount importance, aligning harmoniously with the Brasilia Declaration's objective. As a signatory to this declaration, India is steadfastly committed to reducing global road accident fatalities and injuries by 50 percent, a target set for achievement by 2030.

Nonetheless, the efficacy of these robust car safety initiatives hinges on their synchronization with rigorous adherence to traffic regulations. While the NCAP holds immense promise, its impact could be diluted if not complemented by an equally stringent commitment to observing traffic norms. A critical analysis of the principal causes of road accidents reveals that brazen infringements such as disregarding lane disciplines and speed limits constitute major contributors. The cultivation of a culture of responsible driving must thus be imparted from a young age, instilling in every child a deep-rooted awareness of safe driving practices.

In conclusion, the Bharat New Car Assessment Programme stands as a beacon of hope, ushering in a new era of road safety in India. While it marks a pivotal step towards reducing road accidents, its efficacy is inherently linked to a collective societal commitment to responsible driving and adherence to traffic regulations. Through concerted efforts, India can pave the way for a safer, more secure vehicular landscape, thereby safeguarding countless lives and realizing the profound aspirations of the NCAP.

Devotional Maithili Bhajan Reverence

As the holy month of Shravan, dedicated to the worship of Lord Shiva, comes to its final stages, devotees have been pouring their heartfelt devotion towards Lord Bholenath. It is said that if someone asks Lord Shiva with a pure heart, He never disappoints. In this auspicious month of Shravan,



Bollywood singer Priya Mallick has dedicated a soulful Maithili bhajan (devotional song) titled "Baba Nene Chaliyo Hamro Apna Nagari" to Lord Shiva. The title translates to "Baba, come to our city."

Through this bhajan, Priya Mallick seeks the divine presence of Lord Shiva and expresses her earnest wish for His blessings. The bhajan has resonated with listeners, receiving over 100,000

views within just 24 hours of its release. The bhajan's popularity is expected to continue growing, touching the hearts of more and more listeners.

The devotional song was released on the Ath Bhakti YouTube channel. It has been composed by Apoorv Bajaj and C.A. Giridhar Kumar Thakur, and presented by Pankaj Narayan. Suraj Krumar has penned the lyrics for the bhajan. The music was produced by Prasad Sonule.

The enchanting voice of Priya Mallick and the heartfelt lyrics of "Baba Nene Chaliyo Hamro Apna Nagari" have struck a chord with listeners, capturing the essence of devotion to Lord Shiva. The bhajan's melody and meaningful lyrics have been receiving increasing attention on the Ath Bhakti channel.

Ph- Sawan

Sawan Festival Celebrations Marked by Joyful Women's Event

Udaipur: Members of the Navya Maheshwari Club came together to celebrate the Sawan festival in a vibrant and peacock-inspired style during the Megh Malhar season.

Club President Kiran Ajmera mentioned that the event featured a dance game called Houji, where members showcased their skills

on Sawan-themed songs. The team with the best droppers secured the first position, while the paper flapper team earned the second place. The program was expertly coordinated by Kusum Somani, Rekha Modi, Prabha Kabra, Kaushalya Maheshwari, and Anita Mundada. The celebration saw the participation of various members, including Renu Samdani, Ankita Mantri, Chanda Palod, Manisha Rathi, Sangeeta Baheti, Sarika Chhaparwal, Chanchala Lavati, Nisha Porwal, Varsha,

Emotional Raksha Bandhan Tribute Song

RNR Music has released an incredibly emotional presentation for Raksha Bandhan, featuring the voices of Priyanka Singh and Rakesh Tiwari.

In the world of music, just as iconic artists like Lata Mangeshkar, Kishore Kumar, Asha Bhosle, Mohammed Rafi, and Sadhna have left their mark with timeless Raksha Bandhan songs, the importance of this festival becomes even more significant.

The celebration gains more depth when someone makes a new endeavor related to this festival. The song "Bhaiya Mere Rakhi Ke Bandhan Ko Nibhana" from the film "Chhoti Bahen" continues to resonate in every household during

Raksha Bandhan, and other songs like "Phoolon Ka Taron Ka," "Behna Ne Bhai Ki Kalai Se Pyar Bandha Hai" also add to the essence of the festival.

Bollywood, too, has highlighted the significance of Raksha Bandhan in films spanning from Rajesh Khanna to the present era's Salman Khan. Films like "Sarbjit," which revolve around Raksha Bandhan, have even crossed borders. Movies like "Josh," "Jai Ho," "Pyar Kiya Toh Darna Kya," and "Sachaa Jhutha" were crafted with Raksha Bandhan at their core. The sacred bond between siblings doesn't require any definition; it's born out of innate love. A brother can bravely face any



challenge in the world for his sister's well-being and peace. This sentiment is still evident in today's villages and communities.

The sacrifice a brother makes for his sister's wedding, giving up his wealth and fame, is well known. Pinku Baba has beautifully captured these emotional relationships in his song, set to music by Shishir Pandey. The

lyrics and music blend so exquisitely that, upon hearing it in the voices of Priyanka Singh and Rakesh Tiwari, tears naturally flow from the eyes.

In this Raksha Bandhan special song by RNR Music, the actors, including Ushaar Babu, Mahima Singh, and many others, have embraced their roles with exceptional fervor. The song has quickly gone viral on the ARN Music Bhojpuri YouTube channel, even on its release day.

The song invokes memories of the famous track "Is Se Samjho Na Resham Ki Dori Bhaiya" from the movie "Trianga," adding a fresh touch to the festival's essence.

From Bollywood to people

of all ages and generations, the song's charm is bound to spread naturally, especially with Raksha Bandhan approaching. The song, based on the story by Santosh Yadav, has been directed by Ubee Style.

The script and dialogues have been penned by Shruti Sharma. Navin Varma has handled the camera work, while Rahul is responsible for the makeup. Pappu Varma has done the editing. The cast includes Aanchal Tiwari, Ragini Rai, Gaurav Singh Rajput, ARJ Goloo, Ajay Paswan, Rahul Shukla, Sheru Yadav, Rishi Singh, Chhoti Singh, Pari Singh, Sitam Gond, Raja Gond, and Khushi.

Mask TV and OTT Platform Originals: The Success of Chiranjivi Bhatt



Chiranjivi Bhatt, a young entrepreneur and producer, exhibits great enthusiasm regarding the originals on the Mask TV and OTT platforms. Shows like "Nukkad," "Code Blue," and

"Sai Ki Mahima," among others, produced by him, demonstrate his dedication to the users. Finding one's role in parents' work, service, and business is a common aspiration among youths, but leading one's parents is a task few can accomplish. Chiranjivi Bhatt is one such courageous young entrepreneur.

Projects like "Mission Seventy," "Project Angels," "Mussoorie House," "Double Shades," "Ragda-Bhasda," "Old Lady," "Leach," "Azamgarh," "Baba," "Bhookh Kahani Ek Janwar Ki," "Code Blue," "Nukkad," and "Sai Ki Mahima," which have been imprinted as originals on the Mask TV and OTT platform, show Chiranjivi Bhatt's endeavor to showcase the warmth of relationships with the audience. How the current situation is for all of these projects and the boldness required for them are the risks Chiranjivi Bhatt has taken as a producer.

Mask TV and the OTT platform present a unique space where talent is valued and respect for new directors is upheld. Providing the necessary support to a team for writing and creating a series for the first time and executing good work within appropriate resources is their objective. Having worked in some series during his childhood in the presence of his producer and director parents, Chiranjivi Bhatt wants to continue the legacy by venturing into feature film production. In terms of modern technology, many among today's youth, like Chiranjivi Bhatt, believe that OTT platforms have been highly successful in showcasing entertainment and talent and can potentially create thousands or even millions of job opportunities in the entertainment sector as a full-fledged industry in the times to come.

Women's Empowerment and Safety Workshop

Udaipur: A one-day workshop was conducted on Saturday under the Women Empowerment, Anti-Ragging, and Women's Safety Initiative umbrella. The event commenced with floral offerings to Goddess Saraswati by Principal Dr. Asha Sharma, IUSC Coordinator Dr. D.P. Singh, Dr. Poonam Setia, and Prof. Babita Kajal, representing the Women Empowerment Cell. Nine members attended the workshop.

In her inaugural address, Mrs. Shakuntala from the Women Empowerment Cell elaborated on the establishment and objectives of the initiative. She provided extensive insights on the goals of creating a strong stance against teasing, harassment, and any form of abuse, urging students to become empowered advocates against such issues.

Welcoming the Women Empowerment initiative, Principal Dr. Asha Sharma encouraged students to engage in beneficial programs for their well-being. Dr. D.P. Singh emphasized the need to be cautious while sharing personal information and photos and raised awareness about potential risks.

Dr. Monica Kataria shared the helpline number for the Women Empowerment Cell and assured students of complete confidentiality and assistance whenever required, with utmost respect for their privacy. Under the Udaan Plan, sanitary napkins were distributed during the event. Committee Coordinator Dr. Babita Kajal expressed gratitude and thanked everyone.

The event was attended by committee members Dr. Meenu Tanwar, Dr. Alka, the organization's members, and a substantial number of students.

Airtel Successfully Achieves 5G Roll-Out Across All 22 Telecom Circles in India

Udaipur: Bharti Airtel, a prominent telecommunications service provider in India, has announced the successful completion of its minimum roll-out obligation for introducing 5G services using the 26 GHz spectrum in all 22 telecom circles across the country. This achievement aligns with the guidelines established by the Department of Telecommunications (DoT). Leveraging the expansive capabilities offered by the 26 GHz frequency band, Airtel is committed to fostering innovation and delivering exceptional Airtel 5G Plus experiences to its customers.

The practical implementation of 5G infrastructure has showcased significant potential and the growing momentum of 5G adoption. Airtel's 5G services are now accessible in more than 3500 cities and towns nationwide. Surpassing the milestone of 10 million unique customers on its 5G network, the company is well on track to extend its 5G coverage to every town and important rural area by September 2023.

In an effort to encourage customers to embrace the capabilities of the Airtel 5G Plus network, the company has introduced unlimited 5G data plans. This move ensures that customers can enjoy ultrafast, reliable, and secure 5G Plus services without the concern of data limitations, as Airtel has removed data usage caps across all existing plans.

Motion Education offers the most affordable course for JEE/NEET entrance preparation

The online 'Amrit Course' will be a boon

for the students, giving them access to Complete JEE/ NEET 2024-25 Online Preparation Package at an affordable price

New Delhi: Motion Education, a leading institute for medical and engineering entrance exam, has launched an online course, 'Amrit - Complete JEE/ NEET 24-25 Online Preparation Package' at the most disruptive price. The course is designed to ease the IIT JEE & NEET preparation for the aspirants.

Vouching for affordable and accessible education, it offers integrated solutions to scale the performance of the students. To achieve this purpose, the course is well supported by Text and Video enabled revision solutions and recorded video lectures to enable flexibility in learning for maximum reception. In addition to this, it will be offering Daily Practice Problem sheets (DPPs) and All India Test series for monitoring the progress of the students.

The students will be able to avail the complete course at an affordable price of Rs 999 and Rs 1499 for JEE/ NEET preparation. The course has been curated comprehensively under the guidance of experienced faculty to maximize the learning potential of the students.

Speaking on the launch, Nitin Vijay, the Founder & CEO of Motion Education, said, "We at Motion Education understand the importance of the right to quality education at affordable price. For which, our latest online Amrit Course focuses on empowering students with limited resources to get accessible and affordable courses at the convenience of their fingertips. For ensuring maximum output, the course is offered at the most disruptive pricing with comprehensive solutions to provide the best learning experience to students. It allows them to learn at their own individual pace and learning capacity without compromising on their school or everyday schedule. At the same time, it disintegrates the geographical barrier facilitating students to take the course from any part of the country."

Ph- Music

Music Café Revolutionizes

Prince Shivendra Singh of Dungarpur Makes a Grand Debut in Hindi Cinema

Mumbai: Shivendra Singh Dungarpur, nephew of the late Raj Singh Dungarpur, a prominent figure in the cricket world, has stepped into the realm of acting with a significant role in the upcoming film "Ghoomer," scheduled for release this Friday. The movie features him in a substantial capacity alongside established actors Abhishek Bachchan, Shabana Azmi, and Saiyami Kher.

Until now, Shivendra Singh Dungarpur's name was synonymous with his endeavors in film preservation and restoration as the founder and director of the Film Heritage Foundation. His work garnered international acclaim, notably at the Cannes Film Festival, where the films "Ishanou" and "Thamp," meticulously restored under his guidance, were showcased for the past two years. However, his new foray as a film artist has added a new dimension to his profile and earned commendation for the film industry.

Esteemed personalities including Amitabh Bachchan, Shabana Azmi, Anupam Kher, and Abhishek Bachchan have extended their heartfelt congratulations and best wishes to Shivendra Singh Dungarpur for his new venture into cinema.

It is noteworthy that Shivendra Singh Dungarpur holds a revered status in the film industry and has been honored with awards from the President. He is an accomplished National Award-winning filmmaker, credited with directing approximately 1500 advertising films and three award-winning documentaries, among them the renowned "Celluloid Man." His contributions to film restoration further solidify his legacy.

Playback Industry

In Indian cinema and album production,



experimentation remains a constant, yielding both successful and unsuccessful results. Nevertheless, there are instances where these experiments lead to astonishing outcomes. Presently,

Pen N Camera Productions has generated a buzz in the industry, as they have managed to sign contracts with numerous prominent playback singers from Bollywood to record a series of songs collectively. Recently, Pen N Camera's music label, "Music Café," successfully recorded over 50 songs with top-notch singers, including Arijit Singh, Jubin Nautiyal, Sonu Nigam, Daler Mehndi, Shaan, Palak Muchhal, Shreya Ghoshal, Usha Uthup, Pankaj Udhass, Mohammad Irfan, and many more.

Pen N Camera, a subsidiary of Hollywood's LLC and US-based Music Café's parent company, has set its sights on shooting music videos for the recorded songs in the coming months across the United States, Canada, Mexico, the UK, and Europe. In addition to Hindi tracks, Music Café will launch Punjabi, Marathi, and Bhojpuri songs. The company is partnering with established names in the music industry and nurturing emerging talents.

Mahmood Ali, the founder of Pen N Camera International, brings over three decades of experience as a writer, producer, and distributor in the film industry. His wealth of experience has allowed him to perceive the industry's ups and downs keenly. Building on his extensive background, he is now venturing into new territories, launching the music label "Music Café." This label will encompass songs, film, and web series projects.

Pen N Camera International has also secured contracts with significant domestic and international companies for major film projects and digital web series. As a film reporter, I find Mahmood Ali's journey fascinating, as he

merges his insights from years of industry engagement with fresh ideas to introduce the "Music Café" label, where music and visual storytelling will seamlessly blend to create captivating content.

Grand Inauguration of Pinaka 4.0 at Bhilwara Medical College

Bhilwara: With high spirits and anticipation, the six-day cultural and sports event, Pinaka 4.0, commenced at Rajmata Vijayaraje Sindhiya Medical College in Bhilwara. The grand inauguration took place on Friday, exuding energy and excitement. The event was graced by the presence of the Medical College Principal, Dr. Pawan Kumar Garg, who was the chief guest, and chaired by Additional Principal, Dr. Varsha Singh. Chief guest, Dr. Pawan Kumar, encouraged the aspiring medical professionals to not only excel in healthcare services but also strive to excel in other domains. Dr. Aruna Panchariya, the Cultural Committee Chairperson, mentioned that the event was inaugurated with a tribute to Lord Ganesha. The first day witnessed a variety of competitions, cultural programs, and social awareness activities. In the Rangoli competition, Charvi Varma and her group secured the first position. The Poster-making competition saw victory for Vijay Modi and Avani Porwal secured the second place, while Likka and Anushka won the third position. The poetry competition winners were Ashutosh Seni (1st), Ishita Singh (2nd), and Saurabh Goyal (3rd).

The program also featured a social awareness event focusing on breast cancer, where experts shared their insights. The event received support and participation from various dignitaries, including Dr. Arun Gaur (PMO), Dr. Vipul Chaudhary (Sports Committee Chairperson), Dr. Leena Jain (Literature Committee In-charge), Dr. Chetan Kumar (Art Committee In-charge), and others, who contributed to its success.