

## Urgent Call : Deepfake Accountability Needed

In the ever-evolving landscape of digital information, the government's decisive approach to combat the escalating deepfake crisis, driven by artificial intelligence, marks a pivotal moment. The response from social media platforms to the advisory urging swift action against doctored videos has been tepid, prompting the formulation of new rules that signal a paradigm shift in the battle against misinformation.

Under these proposed regulations, victims will have the power to file criminal cases, and individuals possessing knowledge of deepfake content will be similarly empowered. Social media platforms found flouting

## Editorial

these rules face the prospect of being blocked, while penalties will be meted out according to criminal law. Recent high-profile cases, including the fabrication of an AI-generated video featuring cricket icon Sachin Tendulkar endorsing a gaming app, underscore the urgency of such measures.

As the nation gears up for the upcoming Lok Sabha elections, the specter of deepfake misuse and the impersonation of candidates by chatbots looms large. This scenario necessitates the establishment of a comprehensive regulatory framework, not just as a response to existing threats but as a proactive measure to safeguard the democratic process.

The decision to equate the dissemination of deepfake content with forgery places a considerable burden on social media platforms, emphasizing the gravity with which they must approach this issue. It serves as a timely reminder of the potential legal consequences that could befall those who adopt a lax or indifferent stance toward preventing harm.

Deepfakes, which leverage sophisticated AI algorithms to produce remarkably authentic fake videos, audio recordings, or images, not only blur the lines between reality and fabrication but also pose a significant threat to privacy. Addressing these challenges requires a collaborative effort between regulators and industry players. From developing advanced detection techniques to fostering a culture of proactive reporting and awareness, the road ahead is challenging but imperative.

Crucially, at the core of this multifaceted solution lies the principle of accountability. Both the creators and disseminators of deepfake content must be held responsible for the potential havoc they can wreak on public perception and trust. Only through a united and concerted effort can we hope to explore the complex terrain of deepfake technology, ensuring the integrity of information and preserving the foundations of a trustworthy digital environment.

## "Pagli Deewani" - A Unique Love Story

It is said that love has no defined form; it simply happens. This unique essence of love is beautifully depicted in the film "Pagli Deewani." The story unfolds the tale of a girl who, when deeply in love, transcends all barriers to be with her beloved, portraying the unstoppable force of true love. The film has completed its shoot, centered around the picturesque locations in and around Ranchi, the capital of Jharkhand.

Crafted under the banner of Gaur Films, "Pagli Deewani" is a creation of writer Shailendra Salve and director Lakhindra Saw (Lucki). Neeraj T Verma serves as the associate director. The film, backed by outstanding music and a captivating screenplay, brilliantly weaves a narrative around the theme of love. The entire team has put in efforts to elevate the essence of love through the medium of music. Shankar Sainduri has penned the lyrics for the songs in "Pagli Deewani," beautifully complemented by the musical composition of Amjad Bagadwa. The soulful renditions are performed by Priyanka Singh, Ayush Anand, Khushboo Jain, Alka Jha, Arvind Dija, Suresh Anand, and Amjad Bagadwa.

The film's choreography is handled by Shailesh Ji Koli, with cinematography by Pappu Ke Shetty. The action sequences are directed by Rahul Jaiswal and Gabbar Yadav. The ensemble cast includes Kamal Kant, Neelam Neelu, Rakesh Sao, Shalu Singh, Dinesh Sahdev, Kumkum Gaur, Gopal Chauhan, Radhe Yaduvanshi, and Soumya Pandey. Sanjay Bhushan Patiyala takes charge of the film's promotion. With its unique storyline, exceptional music, and a talented cast, "Pagli Deewani" is poised to deliver a fresh perspective on love.

## Urban Square Mall Hosts Two-Day Sports Festival in Udaipur



**Udaipur:** The prominent shopping and entertainment destination, Urban Square Mall, played host to a two-day festival, transforming the mall into a paradise of colors and enthusiasm. The festival celebrated a blend of traditional and contemporary activities, creating an atmosphere of joy and festivity.

The two-day festival featured a kite festival, decorating the sky with a shower of colors. Visitors enjoyed games like hopscotch and marble ball races, reliving childhood memories. The competitive spirit reached its peak with engaging competitions such as tug-of-war, sack race, and thrilling three-legged races. Students from Talent Academy Senior Secondary School and Martyr Lieutenant Abhinav Nagori Senior Secondary School actively participated, making the event a lively affair.

More than 250 children from various age groups marked their presence, flying kites and receiving lanterns distributed during the festivities. The concluding ceremony witnessed a captivating dance performance by special children from the Narayan Seva Sansthan. Uddhav Poddar, Managing Director of Bhoomika Group, expressed satisfaction, stating, "We are delighted to organize such events in the mall. The Sankranti festival was celebrated with zeal and excitement. It was heartening to see people come together with their families to celebrate traditions and create lasting memories. The success of this event confirms our commitment to providing a dynamic and enjoyable space for the community. The audience thoroughly enjoyed it. We are eager to host more such events in the future."

# Hindustva Film : Cultural Identity Unveiled

The highly anticipated film "Hindustva," featuring Deepika Chikhalia as Sita from the epic "Ramayana" and Anup Jalota, is set to captivate audiences on the Mask TV OTT platform. The film aims to promote Hindu culture and identity, shedding light on the strength and essence of Hindutva. This initiative by Mask TV OTT platform is seen as a meaningful effort to bring the true power of Hindutva to the forefront in Indian society.

Deepika Chikhalia, renowned for her portrayal of Sita in the television series

"Ramayana," is expected to make a powerful impact in "Hindustva," contributing to the film's goal of instilling pride in Hindu culture. Anup Jalota, the famous bhajan maestro, adds his distinctive touch to the narrative, emphasizing the relevance of Hindutva in today's socio-political context.

The film delves into the childhood of Deepika Chikhalia, her film career, marriage, and her return to the screen. Anup Jalota's significant role and the timely dialogue in the film contribute to its broader socio-cultural significance.

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In the trailer of "Hindustva," Anup Jalota engages in a compelling dialogue, questioning the fate of Hindus if they were to be displaced from their homeland. The film's director, Karan Rajdan, expresses the importance of addressing the theme of Hindutva on a global platform, asserting that it is not just a cinematic endeavor but a portrayal of the pain and consciousness of the 110 crore Hindus. The film, produced under the banner of Tag Productions by Chiranjivi Bhatt and Anju Bhatt, boasts a tal-

ented cast, including Ashish Sharma, Sonarika Bhadoria, Anup Jalota, Deepika Chikhalia, and Govind Namdev. The music, set to Shweta Raj's lyrics, features vocals by Daler Mehndi, Anup Jalota, Madhushree, Divya Kumar, and Master Salim.

The film is expected to make a significant impact, fostering discussions about Hindutva in a country where such conversations were often misconstrued as religious bias. "Hindustva" arrives at a time when the construction of the grand Ram Temple is under-

way, symbolizing a renewed focus on Hindu identity in India.

Mansi Bhatt, the channel producer, highlights the pride that this film is expected to bring to Indian society. She emphasizes that while various topics have been discussed in the country, the conversation around Hindutva has been notably absent. With the impending release of "Hindustva," it is anticipated



that discussions about Hindu identity will find a place in every household in the country.

## Saiya Ji Ki Jai Ho - A Bhojpuri Film

Bhojpuri cinema is currently witnessing a surge in popularity with the rising prominence of "Saiya Ji" in people's hearts. A glimpse into the shooting of the film "Saiya Ji Ki Jai Ho" reveals the intensity of devotion portrayed by the lead actors, Kunwar Sudhir Singh and Joya Khan. In this film, Kunwar Sudhir Singh adorns the holy trident in devotion to Lord Shiva, while Joya Khan, by his side, exudes spiritual reverence with sandalwood paste on her forehead.

The ongoing shoot of "Saiya Ji Ki Jai Ho" in the holy



city of Prayagraj has created a buzz, capturing the essence of the widespread anticipation for the consecration of Lord Ram's temple in Ayodhya. Kunwar Sudhir Singh, chanting 'Ram Ram' with the sacred trident, reflects the prevailing

sentiment in the country.

In light of the current atmosphere and the eagerness of people awaiting the consecration of Lord Ram's temple, the film captures a unique form of love and devotion that will undoubtedly resonate with the audience.

Produced under the banner of SDRS Entertainment and Many Film Production, "Saiya Ji Ki Jai Ho" is produced by Kiran Singh and Amlesh Ji. Directed by Sunil Manjhi, the cinematography is handled by D.K. Sharma, with Milan Manjoshi serving as the chief

assistant director. The film's music is composed by the renowned music director Madhukar Anand, and the choreography is overseen by choreographer Kanu Mukherjee. The cast includes Vikrant Singh, Chandani Singh (as a witch), Preeti Maurya, Kunwar Sudhir Singh, Joya Khan, Mahesh Acharya, Prem Dubey, Maya Yadav, and many others.

The film promises to showcase a distinctive portrayal of love and devotion, adding a new dimension to Bhojpuri cinema.

## Celebrating Harmony in Melody: Swar Lahari's 6th Foundation Day

Swar Lahari, a musical ensemble, recently celebrated its sixth establishment day with fervor and joy, attended by approximately 150 members. The event saw the presence of esteemed guests, including Dr. Ajay Murdiya, Ajay Agarwal, Deputy Commissioner of Income Tax, Dr. Prem Bhandari, DSP Chetna Bhati, Dr. Pamela Modi, Dr. Shradha Gattani, and Manoj Murdia.

The chairperson, Dr. Pushpa Kothari, emphasized the inclusive nature of music, highlighting it as a bouquet of different styles with the fragrance of unity, transcending caste barriers. The coordinator, Pushpa Lodha, shared the group's journey since its establishment in 2017 under the inspiration of Dr. Yashwant Kothari. Swar Lahari boasts 125 female members who receive training in various musical genres under the guidance of Faiaz Sir. Approximately 105 female participants showcased their talents in the event, featuring performances ranging from songs and bhajans to thumris and ghazals. Noteworthy was a depiction of the consecration of Lord Ram in Ayodhya's Ram Temple by 125 women carrying lamps.

The program also featured musical presentations by Ajay Agarwal and Dr. Pamela Modi. Ajay Murdiya and Dr. Prem Bhandari shared words of encouragement, emphasizing the



positive impact of such programs on women of all ages. The event concluded with the acknowledgment and felicitation of all participating sisters.

Hosted by Pushpa Lodha and Urvashi Singhvi, the program also expressed gratitude through Rekha Mehta, Vimala Dhakad, the treasurer, highlighted the honoring of all participating sisters, and the proceedings were gracefully conducted by Pushpa Lodha and Urvashi Singhvi.

The celebration extended an invitation to visit Ayodhya on January 22, emphasizing the inspiration provided by the musical festivities.

## Lions Club International District 3233 E-2 to Host 'Milap-2024' Sports Carnival

**Udaipur:** The Lions Club International District 3233 E-2 is organizing a three-day sports carnival titled 'Milap-2024' at the Bhopal Nobles Cricket Ground and Indoor Stadium from January 12th to 14th. The inauguration will be conducted by State Minister Gautam Dak, with national officials participating in the gate meeting.

The main objective of the Lions Club is to foster brotherhood and provide service and assistance to the needy. The carnival will feature the participation of 200 club officials and selected members from the district, forming 14 teams competing in cricket, badminton, chess, carrom, antakshari, singing, and tambola. Two of these teams will comprise female participants, and women will also participate in other sports and competitions.

The coordinators of Milap-2024, former District Governor Lion Anil Nahar, Regional Sports Chairperson L. Rajesh Sharma, and Cricket Coordinator Nitin Shukla, announced that the cricket matches will commence on January 12th at 8:30 AM with a ceremonial lighting of the lamp at B.N. Ground. Cricket matches will follow the rules of 10-overs per side. Alongside the cricket inauguration, a Lions Gate Conference - Global Action Team, will be organized at 10 AM under the chairmanship of Lions Council of India President V.K. Ladia and District Governor Lion Dr. Sanjeev Jain.

District Governor Lion Sanjeev Jain mentioned that the official opening ceremony of Milap-2024 will take place on January 13th at 10 AM, with Chief Guest State Minister Gautam Dak, Regional Commissioner Rajendra Bhatt, and Lions Council of India President V.K. Ladia. It is noteworthy that all sports activities will be conducted under the auspices of the Mewar Lions Club. The event will also host various competitions, including table tennis, badminton, chess, and carrom at the Indoor Stadium. An antakshari and singing competition will be coordinated by Lion Poonam Ladia, while a fun-filled tambola event will be organized under the direction of L. Sudha Chouradia.

On the morning of January 14th, a multi-district cabinet meeting will take place at Kumbha Sabha Ghar, hosted by Lions Club Udaipur. Multi-district President Lion Roshanlal Sethi will preside over the meeting, where regional and district officials will present progress reports on leadership, membership, achievements, and targets.

Following the cabinet meeting, a closing ceremony will be held at 3 PM, attended by city councillor Tarachand Jain, District Collector Arvind Poswal, and multi-district President Roshanlal Sethi, along with B.N. Institute's Managing Director Mohabbat Singh. The winning cricket team will be awarded a trophy and a cash prize of INR 15,000, while the runner-up will receive a trophy and INR 11,000. Other competition winners will also be duly rewarded in the ceremony."



## Grand Inauguration of 15 A.D. Bakery



**Udaipur:** On Monday, the esteemed 15 A.D. Bakery, established in 1966 and known for its rich heritage, made its grand entrance into the city of lakes, Udaipur. The inauguration ceremony was led by Laxayaraj Singh Mevada, a member of the former Mevada royal family. Sahil Sheikh, the director of the bakery, was also present on this occasion.

Expressing his delight, Laxayaraj Singh Mevada stated that Udaipur has received a special gift on the auspicious occasion of Makar Sankranti. He emphasized that people often ponder where to go for coffee or biscuits, and now, they can find an answer in the form of 15 A.D. Bakery. This bakery is known for offering international-level products, bringing a unique experience to the people of Udaipur.

Sahil Sheikh shared the bakery's history, stating that it was founded by Nabi Ahmad in Jodhpur in 1966, initially in a small 300-square-foot shop. With the success achieved through high-quality and unique recipes, the bakery expanded to open its second branch in 1996 in Haidar Building, followed by branches in Sardarpura, Pavta, and Ratanada. The bakery, now in its third generation, maintains its distinct identity due to its exceptional packaging and superior quality. Sahil Sheikh highlighted some of their exquisite products, including Almond Fantasy, Pistachio Delight, Roasted Dry Fruit Cookies, Sakar Cake, Opera Cake, German Chocolate, Italian Black Forest, Tiramisu Cake, and their unique Cheese Cake. The bakery, with its unique recipes and state-of-the-art production facility, stands out as a symbol of excellence.



## Airtel's Wynk Music Celebrates Sankranti

**Udaipur:** India's number 1 music streaming app by downloads and daily active users - Wynk Music, commemorates Makar Sankranti with the launch of a specially curated playlist that celebrates the vibrant Rajasthani festival. With the best of Rajasthani tracks to captivate listeners into the world of Rajasthan's rich culture and linguistic heritage, Wynk Music's special playlist kindles the pride and spirit of Rajasthan with a diverse array of songs like 'Patang Uda Re 2.0', 'Patang Udave' 'Hariyo Patang Nili Dori', 'Patang Udda Re Chhora' from artists like 'Minakshi Rathore', 'Gyan Singh' and 'Vinod Rathod'. With this, Wynk Music will help promote the festival and its celebration across the country as listeners explore the historic significance of the festival through the songs.

## Meghna Naidu Makes a Stunning Comeback

- Kali Das Pandey

Renowned for her sensational remix track 'Kaliyon Ka Chaman,' actress Meghna Naidu, who soared to the heights of popularity, has returned to the film industry after several years. Meghna has been actively involved in the film industry for many years, contributing to films in Hindi, Bengali, Tamil, Telugu, and Marathi languages. She has worked in Bollywood films like 'Kya Kool Hai Hum 3' and 'Mashooka,' among many others. Additionally, she showcased her acting skills in TV shows such as 'Jodha Akbar' and 'Sasural Simar Ka.' Meghna also successfully worked in several South Indian films, taking a brief hiatus from the industry after her marriage to tennis player Luis Miguel Reis. Devoting her time to personal life, Meghna explored various parts of the world with extensive travel. Now, she is all set to embark on a new phase of her career with the release of her upcoming Marathi film. This film holds special significance as it marks the final project of the legendary actor Vikram Gokhale.

The intriguing story behind Meghna's association with the iconic song 'Kaliyon Ka Chaman' adds a fascinating chapter to her journey. Initially, Meghna accompanied a friend who was auditioning for the song. While waiting for her friend, Meghna engaged in a conversation with the team present there. Upon learning that Meghna was interested, the team suggested she audition for the song as well. Despite initially declining, Meghna eventually auditioned and got selected. The producers were specifically looking for a simple girl with long hair and a unique aura, and Meghna perfectly fit the bill. After the song's release, Meghna became famous as the 'Kaliyon Ka Chaman' girl, a title that remains associated with her even today.

Meghna has worked with several veteran actors, and she shared her experiences, mentioning how working with Mithun Chakraborty in Bengali and Hindi films was a valuable learning experience. She spoke highly of Dhanush's professionalism and dedication during their collaboration.

Meghna expressed her joy at being part of the South Indian film industry, emphasizing the dedication of the cast and crew towards their work. She regrets that the current digital age has shifted the focus towards South Indian films, and she believes that if this trend existed earlier, her work might have received even more appreciation in Bollywood.

In the present era, Meghna actively participates in events, NGOs, and musical programs. She is gearing up for her return to films, recognizing the increasing significance of social media and the digital world. Meghna embraces the new-age opportunities provided by OTT platforms, making it easier for talented artists to break into the industry. As she navigates the evolving landscape of the digital world and social media, Meghna is set to make a compelling comeback.