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## Patanjali's Misleading Ads: A Reprieve with a Stern Warning

The Supreme Court's decision to close contempt proceedings against Ramdev and Acharya Balkrishna in the case of Patanjali's misleading advertisements might seem like a reprieve, but it is laced with a stern warning. While the court accepted their apology, it did so reluctantly, reflecting its deep frustration with Patanjali's blatant disregard for legal and ethical standards.

### Editorial

The misleading claims made by Patanjali about Coronil being a cure for Covid-19 were not merely irresponsible—they were dangerously deceptive. At a time when the nation was grappling with a deadly pandemic, such unfounded assertions had the potential to mislead millions, putting lives at risk. The Indian Medical Association was right to label Patanjali's actions as a 'blatant lie' and to push for accountability. Despite repeated warnings from the court, the company continued to disseminate dubious advertisements, showing a troubling pattern of defiance.

The court's disapproval was not limited to Patanjali alone. The Uttarakhand State Licensing Authority, which eventually suspended the manufacturing licenses of 14 Patanjali products, also faced the court's ire. The authority's delayed response, only acting after months of inaction, earned a sharp rebuke from the Bench. This delay not only undermined the integrity of regulatory enforcement but also raised serious concerns about the authority's commitment to protecting public health.

Patanjali's attempts to downplay the severity of its misconduct through half-hearted apologies have understandably angered the court. The company's 'absolute defiance' and lack of genuine remorse resulted in a court order demanding a full-page public apology.

While Ramdev and Balkrishna may have avoided immediate legal repercussions, the Supreme Court's message is clear: any further transgressions will be met with the full weight of the law. Patanjali's actions have not only eroded public trust but have also exposed the company to the risk of far harsher penalties if it continues on this reckless path. The warning is clear—future violations will not be tolerated.

## Successful Advanced Surgery Removes Complex Retroperitoneal Tumor



**Udaipur:** A 27-year-old woman successfully underwent advanced surgery to remove a complex retroperitoneal tumor at Paras Health Udaipur. The tumor was located below the left kidney, with a high vascular supply from the renal vessels and superior

mesenteric artery. Dr. Subhabrata Das led this challenging four-hour surgery at Paras Cancer Center, completing it without the need for a blood transfusion.

The biopsy confirmed the tumor as a paraganglioma, a rare and complex type. This surgery showcased the advanced techniques and comprehensive care available at Paras Cancer Center. The patient was discharged on July 29.

## Shubh Mukherjee Expresses Gratitude for Global Acclaim of His Film 'Kahwa'

In 2011, Shubh Mukherjee made his directorial debut in Hindi cinema with the film 'Shakal Pe Mat Ja', featuring veteran actors Saurabh Shukla and Raghubir Yadav. Afterward, he transitioned to directing advertisements and documentaries, producing numerous acclaimed projects for major brands. Now, 13 years later, Mukherjee returns to storytelling with a powerful film, 'Kahwa', based on a true story. This film has been making rounds at international film festivals, receiving widespread praise from audiences. Recently, it was showcased at the Rome Prisma Film Awards, where it was among the finalists.



During his documentary filmmaking career, Mukherjee gained firsthand experience in crisis zones like the borders of Somalia and the politically volatile region of Kashmir. 'Kahwa' depicts the true story following the encounter of terrorist Burhan Wani in Kashmir, which led to the longest-ever curfew in the state. The film stars Gunjan Utreja and Bashir Lone in pivotal roles, and it's noteworthy that Mukherjee himself experienced the situation firsthand as he was in Kashmir during that time. The film has already been screened at international film festivals in Los Angeles, Istanbul, London, and Chennai, and was also showcased at Cannes in May of this year.

Returning to fictional filmmaking after more than a decade, Mukherjee admits to feeling a bit nervous but remains confident in his film. The international recognition the film has received has bolstered his confidence. He shared, "Making this film was quite challenging as it deals with a very sensitive subject. The film was shot in Kashmir, and while shooting in any state has become easier today, the nature of our subject made it a bit difficult. It's an independent film, and we didn't have a major producer backing it. Nevertheless, we were all ready to take risks, and the love and appreciation we've received across all continents have only strengthened our confidence in the film." He further mentioned that the trailer of 'Kahwa' will be released for Indian audiences later this month.

# Vishwas Swaroopam: A Blossoming Tribute at the Feet of Shrinathji

**N**athdwara, located in the Rajsamand district, is widely known as the city of Shrinathji. The "Vishwas Swaroopam," also referred to as the "Statue of Belief," is a mere offering at the feet of Shrinathji. Since its inauguration in November 2022, this iconic statue, symbolizing the union of Hari (Shrinathji) and Har (Lord Shiva), has attracted millions of visitors to Nathdwara, marking a significant milestone in the region's spiritual and cultural tourism.

Standing at an imposing height of 369 feet, this statue of Lord Shiva has quickly become a major spiritual and cultural attraction in India, drawing tourists from across the country and around the world. Nathdwara is now emerging as a city where the divine union of Hari and Har is celebrated.

In the past 1.5 years, Vishwas Swaroopam has welcomed millions of visitors,

reflecting its growing popularity. The site offers a wide range of experiences for people of all ages, with the 3D projection mapping show, held every night at 8 PM, being particularly popular. This show brings to life stories like the origin of words, Rudrastak, and Kakkhushundi through a stunning combination of light and sound, making it a unique destination for those with religious and spiritual inclinations. The story of the origin of words narrates how the first words emerged from the sound of Shiva's damaru, while the tale of Kakkhushundi illustrates the moment when Kakkhushundi realizes the infinite nature of Lord Ram.

Visitors can also enjoy the Atmamanthan Gallery, which offers a new and unique 3D experience at a height of 20 feet. This gallery serves as an inspirational site for introspection and spiritual reflection, featuring displays on religious and spiritual experiences

such as Brahmand Darshan, Kailash Mansarovar Yatra, and Panch Tattva, allowing tourists to experience the divinity and grandeur of Lord Shiva.

Interestingly, this statue is the largest statue of Lord Shiva in the world, spanning 32 acres with a total height of 112 meters. Constructed using 2.5 lakh cubic tons of concrete, the statue has an estimated lifespan of around 250 years. It is designed to withstand winds of up to 250 km/h and remain stable even in seismic zone IV. The statue features galleries at heights of 270 and 280 feet, connected by glass pathways.

The statue of Shiva is not only a marvel in itself but also a site where religious customs and traditions are highly respected. Devotees enter the site barefoot, reinforcing the sense of sanctity. For followers of Sanatan Dharma, Lord Shiva is a central figure of faith, and all religious activities at the site are conducted with great reverence.

The construction of this statue has also brought new opportunities for employment and entrepreneurship in Nathdwara. Vishwas Swaroopam directly employs over 500 people, with thousands more benefiting indirectly from various business opportunities. Where once hotels saw minimal occupancy, they now host an increasing number of visitors, boosting local markets, transportation, and restaurants. Local businesses, including auto drivers, tea vendors, and handicraft sellers, are reaping the benefits of this statue, contributing to the vibrant local economy.

Once known primarily as a religious destination, Nathdwara is now gaining global recognition thanks to Vishwas Swaroopam. The growing number of tourists has also positioned the city as a new wedding destination, providing a fresh stimulus to the local economy. Thus,



Vishwas Swaroopam is not only significant from a spiritual and cultural perspective but is also giving Nathdwara a new identity on the global stage.

Operated by Tatpadam Upvan, this site is not just a center of spirituality but also provides numerous important services to society. The "Annakheta" established by Tatpadam Upvan offers free meals to anyone who visits, feeding thousands of people daily. Additionally, the Miraj

Group operates a cowshed that cares for over 1,500 cows and more than 500 bulls. The Miraj Group has also undertaken several beautification and tree plantation drives in Nathdwara and Udaipur, including the construction of parks and roundabouts in the city, enriching the region's environment and aesthetics. Currently, the Miraj Group is working towards the goal of planting one crore trees, with over 2.82 crore trees and seeds already planted.

## It's Time to Revive Gandhi Once Again : Ashok Wankhede



**Udaipur:** Senior journalist Ashok Wankhede, while addressing a symposium organized on August Kranti Diwas, said that the time has come to revive Gandhi once again. He emphasized that it is time to send the tyrant sitting in Delhi back home, the one who has been selling our Lord Ram. Wankhede remarked that we are living in a transitional period where even thinking positively has become difficult. The event, organized jointly by the Samta Samvad Group and other public organizations, saw participants gathering at 10:45 AM at the Shaheed Smarak in Town Hall to pay homage to the martyrs. Key attendees included Shankar Lal Chaudhary, State Secretary of CPI (ML), Dr. Chandradev Ola, District Secretary, ACTU State Secretary Saurabh Naruka, Dr. Sarwat Khan, Prof. Hemendra Chandalia, Shantilal Bhandari, Prof. Vimal Sharma, Advocate Arun Vyas, Manna Ram Dangi, Ismail Ali Durga, and Bharat Singh Rao, among many others. Additionally, around 40 students and six teachers from Bohra Youth Public School were present.

From there, a march for "Constitutional Protection and Social and Economic Justice" began, culminating at the Bohra Youth Community Hall in Boharwadi, where a symposium on "Social Disparities, Socio-Economic Justice, and Public Revolution" was held. Ashok Wankhede, the chief guest and keynote speaker, noted in his lecture that in the last Lok Sabha elections, there were around 80 seats where there was a significant discrepancy between the votes cast and the votes counted. He questioned who would investigate this. Jayanti Panchal, President of Gujarat Mazdoor Panchayat and the special guest at the event, pointed out the severe economic inequality in the country and the growing poverty. He stated that we are still lagging in the basic needs of food, clothing, shelter, education, and healthcare. He also mentioned the efforts to divide people based on communalism. The event was chaired by renowned poet Abid Hussain Adeb of Bohra Youth, who expressed concern over the central government's decisions against Muslims, stressing that justice should be done for everyone. The program was moderated by Prof. Hemendra Chandalia, former Dean of Manikya Lal Verma Shramjeevi College, Janardan Rai Nagar Rajasthan Vidyapeeth. Dr. Sarwat Khan delivered the vote of thanks, while the welcome address and introduction were given by Himmat Seth, Chief Editor of Mahavir Samta Sandesh.

## Atul Malikram Unveils Five Books Addressing Untouched Aspects of Politics and Society

**Indore:** In a significant literary event, political strategist and author Atul Malikram launched five new books that delve into untouched aspects of politics and society. The books—"Dil Se," 'Galla Dil Di,' 'Dil Vil,' 'Dil-Dasht,' and 'Kasak Dil Ki'—are now available on online stores such as Flipkart, Amazon, and Notion Press. Attendees at the press conference received complimentary copies of the books.

### A Diverse Literary Contribution

The event was attended by media professionals, literary figures, and social activists, marking the unveiling of these insightful works. In his books, Atul Malikram shares his personal and social experiences through a collection of engaging essays, shedding light on current societal challenges while offering a positive outlook for the future. These books are not just an exploration of pressing issues but also a reflection on topics that resonate deeply with the author's journey from an ordinary individual to a notable personality.

### The Heart of the Matter

During the press conference, Atul Malikram emphasized the need to bring attention to subjects often overlooked in daily life. He explained that the common theme across all books is the word 'Dil' (heart), representing the emotional core of each topic he has addressed, drawn from his experiences and observations.

### A Glimpse into the Books

The series includes a diverse range of topics:

- 'Galla Dil Di': Explores sustainable development goals, including poverty, hunger, gender equality, and education.
- 'Dil Se': Covers social and cultural aspects such as one-sided love, pollution, and the art of becoming an Indori.
- 'Dil Vil': Discusses political strategies, the role of a third party in Madhya Pradesh, and social topics like rape and literacy.
- 'Dil-Dasht': Focuses on political and social issues like nomadic tribes, the plight of female prisoners, and the education disparity between North and South India.
- 'Kasak Dil Ki': Analyzes the digital youth, political characters, and social issues like women's empowerment and the significance of traditions.

**Anticipated Success** - Atul Malikram's contribution to literature and society has already garnered significant acclaim, and these books are expected to be well-received by readers. Known for his innovative initiatives like the country's first and only Anger Management Café 'Bhadas,' and his social work through his NGO 'Being Responsible,' Atul Malikram continues to make a lasting impact on society. His efforts have been recognized with the prestigious Godfrey Phillips Red and White Gold Award for outstanding social contribution.



## Adani Foundation Wins Van Pandit Award

**Ahmedabad:** The Adani Foundation has been honored with the Van Pandit Award by the Gujarat government for planting over 170,000 trees in Mundra during 2022-23. The award was presented on August 8, 2024, at the state-level Van Mahotsav held in Devbhumi Dwarka. Gujarat Chief Minister Bhupendra Patel awarded the honor, and Senior Project Officer Karshanbhai Gadhvi accepted it on behalf of the foundation.

This achievement positions the Adani Foundation as a leading organization for tree planting in India. It is a proud moment for the foundation, coinciding with its 28th anniversary. This recognition will further enhance the foundation's afforestation efforts, with a target of planting over 57,000 trees this year. Chief Minister Bhupendra Patel emphasized the importance of each person planting a tree in the name of their mother and ancestors to ensure a greener Earth. The state aims to plant 170 million trees by March 2025. During the COVID-19 pandemic in 2020-21, the foundation initiated tree planting in Nana Kapya village in Mundra, engaging local residents to create a dense forest on a small plot. Over 6,000 medicinal trees of around 40 species were planted by villagers, including the elderly and youth. In 2022, the Moti Bhujpur Gram Panchayat and Visri Mata Seva Trust launched a large-scale tree planting campaign, planting over 25,000 trees with the help of villagers who arranged land, electricity, and water. The foundation assisted with land clearing and planting facilities.

Under the central government's 'One Tree in Mother's Name' campaign, the foundation, in collaboration with the Forest Department, launched a new initiative led by Assistant Conservator of Forests and Social Forestry Chief Hreshbhai Makwana. Through this initiative, around 50,000 plants were planted in Mundra Taluka, and 21,000 date and mango saplings were distributed to farmers. The Adani Foundation has conducted tree planting campaigns at over 150 locations across 35 villages in Mundra Taluka. Community forests have been developed in several villages, including Nana Kapya, Dharab, Pratappar, Shiracha, Moti Bhujpur, Nani Bhujpur, and Naveenal. Additionally, large-scale planting efforts have been carried out at approximately 60 schools, village cremation grounds, sports fields, and religious sites, achieving over 4,000 metric tons of carbon sequestration. Vasant Gadhvi, Executive Director of the Adani Foundation, stated, "For the past 28 years, the Adani Foundation has been dedicated to building a sustainable environment and empowered society. Our afforestation and organic farming initiatives not only enrich the region's soil but also help farmers adopt new, sustainable, and profitable farming practices. Our success is attributed to the dedicated efforts and cooperation of the people. We remain committed to this cause."

## AV Organics Pvt Ltd. Appoints Sonam Pama as Head of Marketing for Evocus

AV Organics Pvt Ltd, the parent company of Evocus, is delighted to announce the appointment of Sonam Pama as the new Head of Marketing. Sonam brings with her a wealth of experience and a proven track record in the marketing industry, making her an invaluable addition to the Evocus team.



Sonam Pama joins AV Organics with over 15 years of experience in strategic marketing, brand management, and digital marketing. She has previously worked with several renowned brands, where she demonstrated exceptional leadership and a keen understanding of consumer dynamics. Before joining AV Organics, she was associated with Vodafone, Eatigo, EigenRisk Inc., Lemme Be.

Sonam Pama's appointment comes at a time when the country is increasingly focused on sports, fitness, and wellness. With several major sporting events happening and scheduled for this year and the coming years, her expertise will be crucial in leveraging these trends. Her role will be pivotal in aligning Evocus's marketing strategies with the nation's growing interest in health and fitness, ensuring the brand remains at the forefront of the industry.

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