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First Bi-Lingual (Hindi - English) *Lifestyle* MONTHLY MAGAZINE

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SIMPLY COVER STORY

The Master Of Networking World

Dr. Ivan Misner

Founder & Chief Visionary Officer
BNI®

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First Bi-Lingual (Hindi-English) Life Style Monthly Magazine

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The Master Of Networking World

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Founder & Chief Visionary Officer - BNI®

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EDITORIAL

Gratitude creates miracles...

I believe that everyone is born to do something unique and special in life. Simply living it is not enough. We must have wisdom and courage to add life to living. But how? Everyone has this question in their mind about how to live an ideal life.

People hardly realize how to treat life, they know life is a big canvas and they start throwing all the paints on it but some people are all relaxed, satisfied and confident as they select and choose those colors which can make a rainbow in their life. In life we all have secrets, an irreversible regret, an unreachable dream, an unforgettable love and many more things and these all are the colors of our life but with different shades. Few people really know how to use all these colors at different stages of their life with different capabilities.

For all the imperfections in us, we always blame our fortune and god thanklessly, but did you ever realize that we must learn to be thankful for whatever you already have while you pursue all that you want. I believe one of the greatest and perhaps one of the simplest lessons in life is that we

can learn to be thankful for what we have already received and also accomplished. Gratitude or thanks giving helps people to feel more positive emotions, relish good experiences, improve their health, deal with adversity and also build strong relationships in personal as well as professional way. It creates magic around us.

Each and every day we come across so many miracles happening around us but we take it on a lighter note and we don't even pay attention to it like the blue sky, white clouds, green leaves, the black and curious eyes of a child – in fact our very own two eyes. We should pay gratitude to each and every miracle.

Gratitude to our readers of Simply Jaipur as we turn 10 years old. Thank you so much for all your love and support

Happy Reading!

› Anshu Harsh

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We the team of Simply Jaipur, a unique destination for your own lifestyle magazine, welcome you. It is Rajasthan's first BI-LINGUAL monthly lifestyle magazine. As you are aware our current July 2022 Edition is already on the stands.

We invite your presence in form of advertorial or advertisement in our August 2022 edition in which we cover top personalities of Jaipur who have contributed in any way to lifestyle, society or through their profession. Our upcoming editions will be based on the customs and traditions of the local area. As well we will be highly delighted if anybody send us Travelogues about different tourist destinations.

We also have our presence online among the readers of all ages through Digital magazine. Our targeted group of reader varies from proactive and dynamic adults to people with higher household incomes.

All editions of SIMPLY JAIPUR are available online also, you can visit our online digital brochure at www.simplyjaipur.com. This 44 pages BI-LINGUAL publication features new trends of lifestyle in every edition.

In last four successful years, we have received great response from our readers not only from Rajasthan but also globally.

In our upcoming editions, we look forward to publish Life-style contents and for that we are providing advertising space for the local businesses. We also cater to your presence in form of Display Advertisement, Editorial, or Advertorial.



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SIMPLY COVER STORY

> Anshu Harsh

The Master Of Networking World

Dr. Ivan Misner

Founder & Chief Visionary Officer - BNI®

Dr. Ivan Misner is the Founder & Chief Visionary Officer of BNI, the world's largest business networking organization. Founded in 1985 the organization now has over 10,000 chapters throughout every populated continent of the world. Each year, BNI passes millions of referrals resulting in billions of dollars worth of business for its members. Dr. Misner's Ph.D. is from the University of Southern California. He is a New York Times Bestselling author who has written 26 books including one of his latest books – Who's in Your Room? He is also a columnist for Entrepreneur.com and has been a university professor as well as a member of the Board of Trustees for the University of La Verne. Called the "Father of Modern Networking" by both Forbes and CNN, Dr. Misner is considered to be one of the world's leading experts on business networking and has been a keynote speaker for major corporations and associations throughout the world. He has been featured in the L.A. Times, Wall Street Journal, and New York Times, as well as numerous TV and radio shows including CNN, the BBC, and The Today Show on NBC. Among his many awards, he has been named "Humanitarian of the Year" by the Red Cross and has been the recipient of the John C. Maxwell Leadership Award. He is proud that he and his late wife, Elisabeth, are the Co-Founders of the BNI Charitable Foundation. They also reached "empty nester" status after happily raising their three children. Oh, and in his spare time, he is also an amateur magician and a black belt in karate.

BNI (Business Network International) is a 37-year-old organization that was founded by Dr. Ivan Misner during the toughest days of his life. God creates some people with special abilities and talents. However, many times these people get into a lot of difficulties in their personal and professional situations because these people start thinking from where the thinking of the normal person ends. In this month's edition of Simply Jaipur the readers will get to know the journey of Dr. Ivan Misner as per the conversation with the Editor in Chief Ms. Anshu Harsh.

*Excerpts from the interview***Q - When you were a child what did you think of becoming or what did you want to pursue ?**

As a young man, I thought I would become a lawyer and someday pursue a political career. After I received my bachelor's degree, I applied to law school and was accepted. For some reason, my intuition was telling me not to go in that direction despite the fact that I had planned on getting a law degree for many years as I was growing up. So, I turned down the law school and went on for a graduate degree specializing in organizational behavior.

Q - Some memories of your school and college days ?

I grew up in low-income working-class family and neighborhood. My parents couldn't afford to send me to college. I applied to Occidental College that was a very expensive private school. I was accepted to Occidental with a 50% scholarship. However, I couldn't afford the other 50% and I had to turn down the admission. I then went to Citrus College, a local community college that was state financed and affordable. I had a great experience there and had several professors who impacted the way I taught in college many years later. From there, I transferred to Cal Poly University Pomona a California State University that was too very affordable. Again, I had some great professors.

There were three classes that I had at those two schools that changed the person I was to become. Ironically, they had nothing to do with my major but everything to do with my later interests in life. The first, was Art Appreciation. I remember looking at fine art in the books and museums that were required for the class. I recall thinking these works of art are incredible. I thought "wouldn't it be amazing to have art like this," while knowing that I could barely afford to put myself through school and I'd probably never own anything like this. Today, I own over 120 pieces of fine art that I have been collecting for almost 35 years. The second class was astronomy. Later in life, I purchased fairly large telescopes and love to view the planets and galaxies in the evening. Lastly, was a class on oenology (wines). I didn't particularly like wine at that age but the class opened my eyes and my senses to the aromas and tastes of wine. Today, I have a cellar in my home that will hold over 1,600 bottles of wine.



After I completed my bachelor's degree, I went on to USC for my doctoral degree specializing in organizational behavior and leadership. USC was a private university and very expensive. I had some scholarships but was required to take out some student loans in order to complete my degree. In 1982, I applied to USC for a doctoral degree. I really wanted to do my Ph.D. there, but I also had to figure out how I would pay for it if I was accepted. Several years earlier, I had been accepted to Occidental College for my bachelor's degree. I was offered a 50% scholarship to go there. However, I couldn't afford it (nor could my family).





Therefore, I went to a community college and then a state college, because that's what I could afford (by the way, they were great schools). Although I didn't know how I could pay for the doctoral program at USC, I didn't care. That was my big goal. Therefore, I applied & I was accepted. I received a couple of small scholarships. However, I still had to pay the lion's share of my tuition myself.

At the time, I had a full-time job in Los Angeles. However, I wasn't making enough money to cover living expenses and the doctoral program. So, I took another job. Working as many hours as I could so I could save up enough money to pay for that semester's tuition. I discovered that one semester at USC cost me more than my entire bachelor's degree! But that was my vision, and that's what I worked towards.

Q - In initial days of your professional journey, What was your favorite aspect of being an entrepreneur?

I loved the freedom of being the captain of my own ship. It was both frightening and fulfilling to grow my business from a small one-person operation to now having over 14,000 people working for the company.

Q - What inspired you to develop the idea of BNI ?

I was a management consultant in Southern California and I needed referrals for my consulting practice and I hoped that I would be able to refer some of my friends. So, I put together a group where we could start passing business to each other. I had previously gone to networks that were incredibly mercenary, everyone was trying to sell to me. I went to other groups that were totally social, with happy hours and hors d'oeuvres, but there was no business happening at those events. I wanted something that had a focus on business without being mercenary, I wanted to merge that focus on business with the relational aspect, and the glue that would hold it together is the principal core value of Givers Gain – the idea that if I help you and you help me, we will all benefit by

working together. That one networking group led to another and another until there were twenty chapters within 12 months! That first year, I was method-acting my way through the process; I was figuring it out as I went.

I was young – 28 years old when I started the company, and I really thought most businesses had this figured out. The thing is, nobody had it figured out because we don't teach business networking in colleges and universities anywhere in the world. What I didn't expect to find was that everyone has this challenge and that was my Brody Moment.

BNI was an example of necessity being the mother of invention and it helped a lot of businesses. At the end of 1985, I figured out that I “was going to need a bigger boat”. This way of business networking was going to be much larger than I anticipated, so I sat down and created my business plan to scale the company.

Q - I have read your articles, they are so full of practical and emotional balance, what inspires you to write and think in such a simple way .

Much of what I write about may be simple but it is not easy. If the things I teach were easy, everyone would do them and they don't. Instead, many people are looking for some magic formula or recipe that will give them all the answers and lead them to quick success. The truth is that the secret to success without hard work, is still a secret. It takes hard work and good choices to achieve success in life. I love pouring into people. I write books and my blog in order to share my successes and failures with people. I want to inspire people. I want to inspire people who inspire other people. Writing and speaking are the best ways for me to accomplish that. I remember one incident once my assistant asked me about something I said during a presentation. She thought it seemed to contradict what I have previously shared about self-talk and the power of our words.

I continued telling the story by saying, “However, I discovered that the media would interview any idiot with a book, & I have 26.” She questioned the word 'idiot' because it seemed incongruent with my typical positive words, then I shared rest of the story. It was an early interview and I arrived on time that morning. At this point, I'm feeling great; I'm feeling really good about myself and my accomplishments thus far. I am anticipating the increased interest in my organization that would result from the publicity boost of being on TV. And then a man walked into the room. He was completely dressed as a vampire, a full-on, unmistakable vampire with the black cape, the dark eyes, and the vampire teeth. Keep in mind that this was not October, and it was not the season for Halloween costumes. Well, I just had to ask. I asked him what he was doing dressed like that. He reached into his cape, took out a book, and proudly said, “I wrote a book on vampirism!” To which I thought to myself, “They'll interview anyone with a book.” and me and my assistant laughed.

Q - When did you first realize that you wanted to be an Author ?

Soon after I started BNI, I realized that I needed to write in order to teach people how to network and how to scale their business. We don't teach networking in colleges and universities. By writing down my experiences, I felt I could fill the gap between school and entrepreneurship in relating to networking and referral marketing.

Q - Knowing what you know now, is there anything you would have done differently when you were first starting out?

As I look back over the year, it was a year full of changes: Networking changed. Businesses changed. BNI changed. My family changed. The one thing that did not change: I had no regrets in 2020 on the decisions I made. I've made a lot of mistakes. I've learned from those mistakes and I always endeavor to never repeat them, but I don't have any regrets. I don't have regrets because those mistakes have molded me into the person that I've become. You see, if you are clear about your personal values and you live a life striving to live those values to the best of your ability – you shouldn't regret the decisions (even the bad ones you made when looking back) because you were being true to those values.

Q- You are really a true giver... Which of your philanthropic endeavors are you most proud of?



I aspire to be a giver and only other people can answer whether I'm achieving that. I am most proud of the work that the BNI Foundation has done and continues to do. The foundation focuses on children and education. Today, children represent 20% of our population but they are 100% of our future. The BNI Foundation is helping to change lives by improving circumstances for children facing financial instability that negatively affect their educational opportunities. We support initiatives that provide resources to educators and organizations that make success easier for kids,





either by removing barriers or by providing incentives for focusing on studies. For us, the mechanism to help with this shift is investing our time, treasure, and talent to assist in education where we can. We do this through our Business Voices™ Initiative and our Givers Gain® Grant Program.

Q - Do you still have any unfulfilled dream ?

When you stop dreaming, you stop growing. There are many dreams that I still have. The one that is hopefully coming up soon is to be an astronaut for Virgin Galactic.

Q -What are the most important factors that are important and you want to share with the new entrepreneurs .

"If you want to scale a business, do six things a thousand times; not a thousand things six times", is one of my quotes that I'm asked to talk about a lot. If you want to be successful You have to do things over and over and over again, consistently .Focus on key priorities and making them perfect (or close to it) before moving on to other projects or tasks. Making your business the best at a few services, not simply OK at several. Success comes from being persistent, like a dog with a bone .

"Be a Product of Your Decisions"

Do not let small minds convince you that your dreams are too big. There are those voices rattling around that will stand on your shoulder and tell you why that dream isn't realistic. I had that. Remember the story of my dream of having 10,000 chapters? Did I let that guy influence my dream? No, I didn't. Don't let small minds influence your big dreams. I've seen ordinary people do extraordinary things throughout my career. I believe anyone can do extraordinary things with the right mindset, plan, and effort.

If you want to be big, you need to start thinking big and behaving big. Don't be a product of circumstances. Be a product of your decisions. One of my greatest lessons in life was learning that I can alter my circumstances by first altering my beliefs, then my attitude, and eventually my behavior. If you have the power to change lives, grasp it.

My belief about thinking big is that our vision controls our perception, and our perception becomes our reality. Don't become so attached to a limiting belief that you can't see what is possible. Move past limiting beliefs and move towards meaningful beliefs.



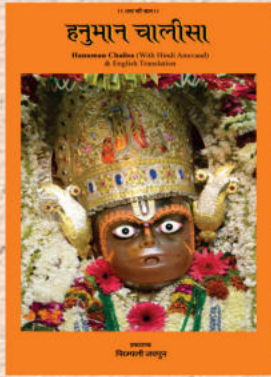
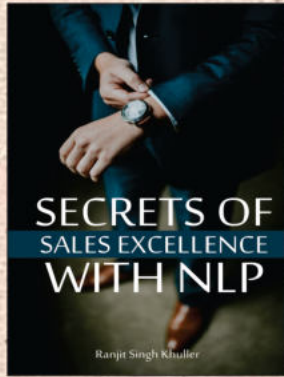
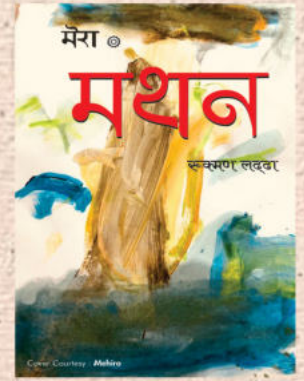
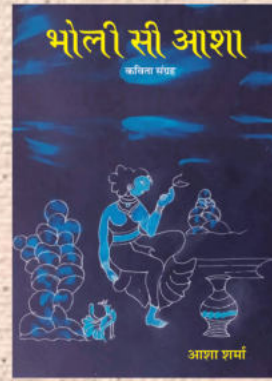
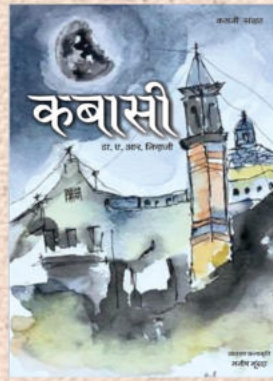
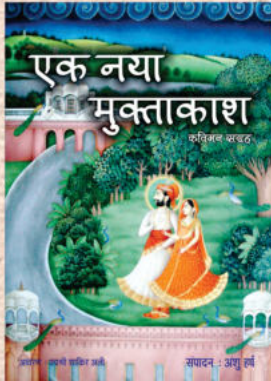
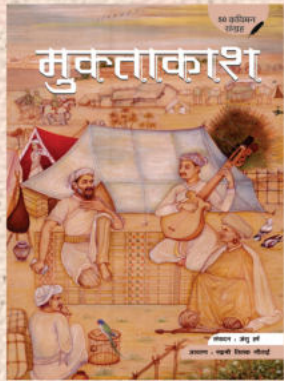
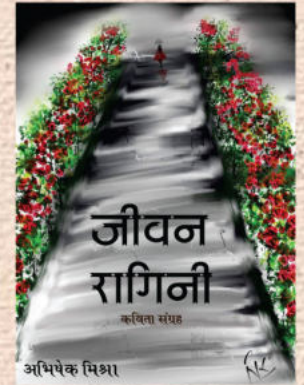
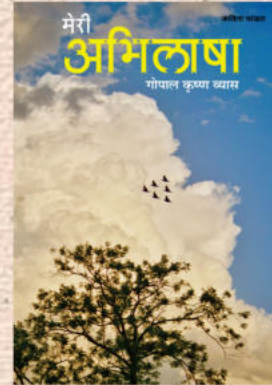
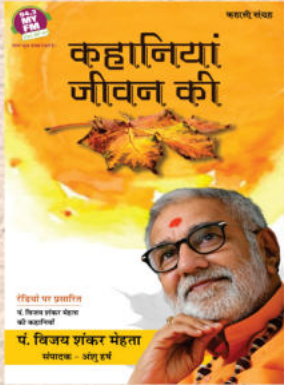
"Think big. Think big, my friends. Think about how you can change people's lives. Anything less is not a good use of our opportunity."

- Dr. Ivan Misner

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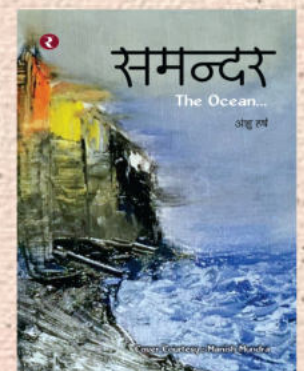
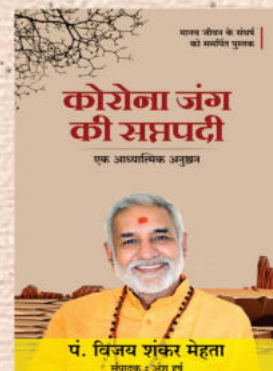
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You Only Live Once - Why Luxury Car Owners are Getting Younger In India?

If one believes that wealthy, middle-aged, and successful business people should purchase luxury cars, it's time to think again because today's young consumers are very self-righteous. Amidst the COVID-related setbacks, this is largely because of a change in the customer profile toward younger, first-generation business owners who adhere to the "you only live once" maxim.

India has also been affected by the global trend in the automobile industry. You can't help but be fascinated when you see a Rolls Royce or a Porsche 911 traveling at breakneck speed. It's not unusual to see people taking pictures of parked Audi's. Men and women alike are drawn to and drawn in by these fantastic high-end, expensive cars for some reason. When you drive one of these cars, people treat you with more respect. You are admired and envied, but what really matters is that it makes you feel good about yourself at the end of the day. Quite a few youth Indians have a deep passion for driving and the aspiration to own at least one luxury vehicle. They invest in a luxurious car that will enable them to pursue their passion while putting the "price" on the second fiddle. A great car is essential to a great driver. Therefore, any adrenaline junkie needs a better performing car.

We are observing that young, first-generation business owners favor luxury vehicles. Over time, there has been a huge increase in demand for these stunning, expensive cars, from successful start-up founders to an increasing proportion of female buyers. When it comes to buying their luxury car the young generation of Indians tends to seek three things - pleasure, technology and most importantly comfort. The luxury car buyer demographic in India is among the youngest even among emerging markets, despite the fact that emerging economies tend to have lower average luxury car buyer ages. The expansion of the product offering in the entry-level market and a significant marketing effort from luxury automakers have been key factors in luring young Indian consumers. In the upcoming years, it is possible to anticipate that the used car segment and network expansion in non-metro markets will maintain this trend.



Due to their lower ownership costs when compared to new cars, used luxury cars have recently become popular among first-time buyers especially among young adults in India. They have a high rate of depreciation, which accounts for the significantly lower cost. Luxury car prices decline the most over other car prices. The pre-owned luxury vehicles meet the expectations of first-time buyers who want a product that is comparable to something brand new. They have a fresh experience thanks to the services and new products. And to give you that experience Big Boy Toyz is just the place to go.

About Big Boy Toyz

Big boy Toyz, also referred to as BBT, is a pre-owned luxury car retailer based in Gurugram. Big Boy Toyz was founded in 2009 by Jatin Ahuja with the intention of revolutionizing the pre-owned luxury car market in India. The business has expanded over the years in India's pre-owned Luxury car market. For the first time ever in India, March 2017, Big Boy Toyz's customers were able to purchase cars online. The used luxury car dealer made an announcement in August 2019 about its entry into the used premium motorcycle market, which included sportbikes, naked streetfighters, cruisers, and Indian Motorcycles.



What make **Women** Best Entrepreneurs

Nykaa's Falguni Nayar, Shahnaz Herbals' Shahnaz Hussian, Kalaari Capital's Vani Kola, Shopclues's Radhika Agarwal, PepsiCo's Indra Nooyi, Biocon's Kiran Mazumdar Shaw, VLCC's Vandana Luthra, Park Hotels' Priya Paul, Portea Medical's Meena Ganesh, SHEROES' Sairee Chahal... these are just the few names from the endless list of successful women entrepreneurs in India. Even at the smaller business points, we can see women are successfully running them.

Being in Jaipur, from the land of royal presence of Maharani Gayatri Devi ji and Diya kumari ji who demonstrated the power of women in several entrepreneurial assignments and social work. I personally met with successful women as entrepreneurs recently, to name a few are Deepa Mathur, owner and founder of running QUALIS (Quality of life improvement society), Owner and Founder of Studio fair trade at Jaipur, and restaurants in UAE, Anshu Harsh, Owner & publisher (Simply Jaipur), first bilingual magazine and bimonthly newspaper, Founder and Managing Trustee at RIFF Film Club, Puja Agarwal Group Managing Director at Arya group of collages, Indira Pachori helping and supporting Number of NGOs and part of MJAS NGO for uplifting women, Anju Meena Winner of eight body building championships and partner in AISS health academy, Gunjan Sharma successfully running restaurant café and export house, Kamala Poddar Group's Kamala Poddar and lot more... Still we believe there is entrepreneurship gap between men and women. This is because we are not recognizing and highlighting the extra abilities that women have over men in leadership and entrepreneurship. Business and entrepreneurship blogs and magazines, has started recognizing the extra edge of women abilities in leadership. How is that happened?

1. Women take risks only when they are much needed

An entrepreneur is known and recognized with their ability to take calculative risks. Women analyze the situations accurately before taking action, as they are perfect in thinking and doing multitasking they consider all the different permutation and combinations and then align with their own strengths of coping in any case of adversities then take decisions. They don't take risks to satisfy their ego. It doesn't mean they take less risks, rather they choose suitable course of action, while taking risk with proper understanding so they avoid any unnecessary ones.

2. Women Choose more inclusive approach

Women entrepreneurs work total inclusive approach towards, stake holders, customers and fellow co-workers, while making any decision. Their observation is very high and are known for straight forward, supportive and like give due respect to the people who put their full efforts to improve their work. They are commonly not judgmental, accept different points and individualities willingly to build the business with a common vision shared by all. Empathetically women are more strong and take care of every individual equally and offer desired help hence people follow their dreams and work with full commitment.

3. Women entrepreneurs are open to take help for improvement

Women entrepreneurs keep their Ego level low at their work place keeping the focus on the growth of business. They are open to get help instead of making any mistake. If women are in any doubt while taking any decision, they prefer to get experts advice who might guide them.



4. Women know how to survive in adversities

A study revealed that women entrepreneur requires only about half of the resources and capital that a man will need to start or run a business. Women instinctively know how to manage and look back, even in case of having fewer resources. It is evident from the history that women entrepreneurs always had less opportunities and money than men with lots of social restrictions, but every time they come up with innovative plans and strategies to ensure the achievement of desired goals with maximum output. Women-led businesses sometimes earn less due to lower investments than men. Women are very optimistic after the initial hiccups (the initial time they take to fulfil the social responsibilities) to start a business from very basic but gradually they make it big with pride.

5. Success for women is more than just making profits

Women entrepreneur, always different definition of success that is not at all only about profits (it is obviously a major concern) on balance sheets, but look for long term sustainability and benefiting to as many as possible. As they are very sensitive towards the society they want their business pass on to the next generations. It is very fulfilling for women entrepreneurs to create positive impact of their enterprises on bigger group of society. They are socially much active and sensitive so they make better social entrepreneurs. Business is not just about the money; money is the byproduct of healthy business. In other words, women have a more holistic approach to building success, beyond the number game.

Recent Research also endorse, women entrepreneurs and leaders are better than men According to a study that analyzed data from U.S. Census Bureau, Dow Jones and the Harvard Business Review, conducted in 2018, found that women-led businesses are much better than men's on 5 key areas:

1. Female-owned firms generate higher revenues, while male-owned businesses have higher survival rates;
2. Female-owned firms create more jobs than their male-owned peers;
3. Women executives significantly improve startup company performance;
4. Women are more effective in Senior Leadership roles;
5. Women have a larger appetite for growth."

In short, women entrepreneurs are not only more profitable, generate more job opportunities and are more effective. Women has proved their strengths in almost all the fields even after lots of struggles and social resistances compared to men to make it in entrepreneurship. Policy makers should encourage women to contribute by becoming their own bosses.

Design yourself to be happy in 2022

Create Purpose, Purposefully

Life pursuits and purpose are key to happiness. Making our existence meaningful requires concerted and conscious thoughts. Facing the question – what can I do to help others, may contribute immensely in making our life happy. When you get up in the morning, and if your mind is cool about the fact that the day stands largely sorted out with tasks already lined up, you have achieved a lot in terms of happiness.

I have a friend who is a doctor. He treats diabetics. He is very successful in all possible respect. He owns a beautiful home, loving family with two children. He is famous and respected in community. He has almost everything one would aspire to achieve in life and what one would think would bring happiness. I have another friend who is also a doctor. This friend of mine also treats diabetic patients. He is equally successful, if not more, blessed with money, family, success and fame. However, when I was talking to my second friend, he also told me that he has kept a larger purpose for himself. He is working on lessening and preferably eradicating the problem of people increasingly getting diabetics due to unawareness and would like to see that at least in his vicinity there should be zero diabetic patient in next 5-years. I was wondering when these two doctor friends of mine will age and at 70 or 80 start looking back at life and evaluate in terms of 'hit and misses', who would feel more happy and satisfied? The research says and as most of us would agree that, it is my second friend, who worked on a purpose, will be happier with life. Why so? It is because in evaluative sense, happiness propagates from life lived purposefully rather than just a life lived comfortably.

One may wonder that purpose is about long-term vision about life and how we support others in need. Yes, it is, but in terms of happiness, it is also about clarity on day-today basis. A day well spent is good for happiness and it comes about more often than not if you have clarity of purpose for the day. When you get up in the morning, and if your mind is cool about the fact that the day stands largely sorted out with tasks already lined up, you have achieved a lot in terms of happiness.



Dan Buettner in his research about people who lived more than 100 years of life, known as 'blue zones living' testified that one of the secret of longer life is clarity of purpose on daily basis (The Blue Zones of Happiness: Lessons from the World's Happiest People, National Geographic, 2020). Ikaria, Greece is one such blue zone island identified by Dan Buettner. Other blue zones are Sardinia (Italy), Okinawa (Japan), Nicoya Peninsula (Costa Rica) and Loma Linda (California). People in blue zones have been found to be a natural mover (they walk naturally and often), know their purpose, eat less (eat 80% of what the stomach would need to full and avoid over eating), drink in moderation, stay social and have a kick back to shed stress. The list carries a powerful message and way forward for happy and healthy life.

Good Life vs Meaningful Life

Generally speaking, what we aspire for is 'meaningful life' while what we constantly work to achieve is 'pleasant life'. Pleasant life is good but soon it starts reminding us that something is missing in life and that something is 'meaning and purpose'. Martin Seligman's Authentic Happiness (Penguin Random House, Australia; 2011) outlines how positive psychology can be used to realize our potential for lasting fulfillment and happiness. Seligman differentiates between pleasant life, good life and meaningful life and emphasizes on the significance of voluntary control as an essential aspect in happiness formula. Meaningful life endures. It thrives to make us overcome difficulties and anxieties of life. It also tends to explain why some people are more vulnerable to stress and others are not. People, who have developed larger goals and pursuits in their life, would tend to work with more stable mindset and be less vulnerable to day-today challenges. Seligman's advice is to develop good feeling about what we do and work on to enhance positive emotions, engagement, positive relationships, meaning & accomplishments.

What inspires you to get up from the bed every day? This is such a powerful question and a true guide in finding our purpose. Francesc Miralles and Hector Garcia asked this powerful question in Ikigai: The Japanese secret to a long and happy life (Random House UK, 2017). Ikigai is one's reason for being. Iki means life and Gai means value or worth. So, how to find our Ikigai, and importantly how to enjoy our Ikigai? It depends on how we approach work and life.

Are we working because we have to work, or are we working because we really love to work? It is our ability to undertake life

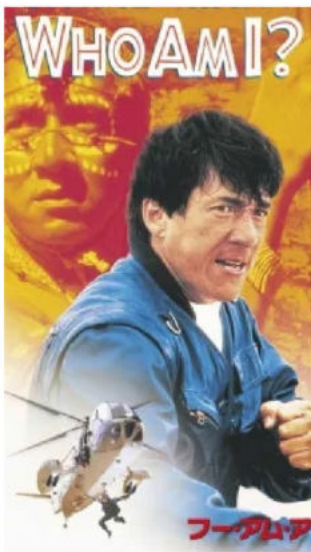
activities with willingness and a sense of meaning, which will determine what life, would offer back to us – happiness or sadness. Miralles and Garcia asked us to combine our passion, vocation, profession and mission. Our ability to connect the dots will go a long way in enhancing happiness in life.

Who Am I?

Clarity of purpose works well for our well being. The Emotional disturbances leading to anxiety and stress are largely a function of misjudgment emanating from ambiguity in terms of the expectations. Expectations are dependent on objectives and purpose that we keep at the back of our mind. It is like digging for gold. When we dig for gold, we also have to remove and deal with tones of dirt. What matters in the end is the piece of gold found. No one is interested in how much dirt you removed but people would talk about the gold you found. Similarly, if our mind has been fixed on finding gold, the entire journey of removing dirt looks like part of the mission. The dirt are distractors of life. If we only know what it is for we are removing all these dirt, it does not create much anxiety for us.

In Alice in Wonderland (Lewis Carroll, Macmillan), Alice is asking the Cat: There are two paths, can you tell me which way should I go? The Cat says – It depends on where you want to go? Alice replies – I do not know where to go? The Cat says – It doesn't matter which way you go?

While finding the purpose and pursuit, it is important that we keep a wider view of life. While the airplane starts descending and touching the ground finally, we often have looked at the earth from a 10,000 ft, and then from 1000 ft and then from 100 ft. What do we see from a 10 K ft? Our day-today problems are like 100 ft view of life, to keep us occupied and disturbed. Our wider view of life and getting up every morning with a larger goal and purpose would never let us go hyper because we know that 'removing dirt is a way to find gold'.



"THE PURPOSE OF LIFE IS NOT TO BE HAPPY—BUT TO MATTER, TO BE PRODUCTIVE, TO BE USEFUL, TO HAVE IT MAKE SOME DIFFERENCE THAT YOU LIVED AT ALL."

Leo Rosten

Feeding the Soul

We take efforts in meeting everyone except ourselves. We must find our 'Me Time! Try this: on a starry night, climb those stairs and go to the top of the building. Look at the sky and the stars. Gaze the beauty, wide spectrum, twinkling, clouds, expanse and everything your eyes and mind could see through. Say nothing, just look. Soon our heart and our mind starts being filled with tenderness and emotions. It heals us in many ways. Many of friends found this experience self-awakening and self-assuring.

'Me Time' is also about sparing some time for yourself and do whatever you wanted to do and long aspired for. Schedule is always busy, one after another and every work is at the top of our priority. When we were in school and colleges, there were many things very close to our heart and we enjoyed doing it. They are now left far behind in the hustle and bushel of life. One of my friend decided to play cricket again at the age of 55, which he really liked to do in his college time. He said, "if not every day, I am going to hit the ground at least twice a week". So is the case with bringing back dancing, playing music, and painting or for that matter a hobby that makes us meet ourselves. Sometimes, 'doing nothing' also works well for us. Decide to do nothing or even better – How about just lie down, close eyes, take a random review of your life!

If we have to list five things to put in action in the year 2022, for a better and happy life, the list can be as follows:

- Approach work with enthusiasm and purpose.
- Practice compassion at workplace, home and everywhere.
- Work on a larger goal and pursuit of life.
- Spare time for yourself in an otherwise busy schedule (Me Time!).
- Reflect upon and take a review your life, at least occasionally.

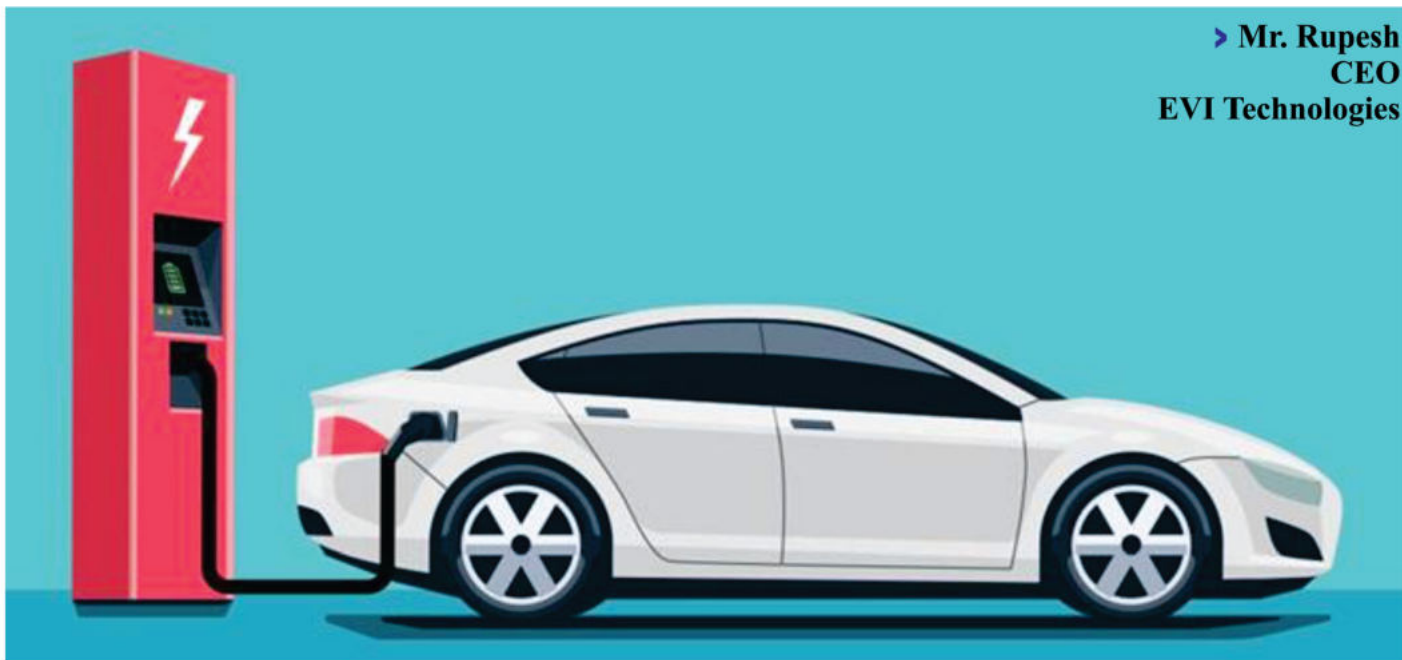
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Dr. Prabhat Pankaj is a postgraduate in Economics and a Ph.D. in applied economics. He is a teacher by choice and started his career 30 years ago in 1991 from Arunachal University. He has been teaching Economics at postgraduate and undergraduate levels for about 30 years, in Universities and B-Schools in India and abroad, including 7 years in Bhutan. Dr. Prabhat Pankaj has also obtained his Executive Education in the field of "Management and Leadership in Higher Education" at Harvard University, Boston, USA. Furthermore, He has written for the Times of India and other popular publications. Currently, he is serving as the Director of Jaipuria Institute of Management, Jaipur.



Need for Fast adoption of **Electric Vehicles**

> Mr. Rupesh
CEO
EVI Technologies



The persistent rise in petrol & diesel prices has hit the transport sector very hard, especially the taxi and auto-rickshaw drivers. Lately the rise in fuel prices has forced many of them to sell off their vehicles and switch their businesses. The price of petrol & diesel is rising every now and then. Even after the rise in auto-rickshaw fare in the cities, the drivers don't make enough earning even after they have to do more trips to earn more. Rising prices of fuel since June 2020 has necessitated switching over to EV's thus creating a new space in the automobile sector. The country is witnessing sporadic hike in fuel prices, which is pushing people to look for cheaper mobility solutions. Electric vehicles are a potential low-cost alternative that needs to get a grip in the current scenario of rising cost of petrol and diesel. EV's are increasingly proving to be operationally cheaper for their owners than petrol and diesel vehicles notwithstanding the high initial cost. It is comparatively better option for the transportation sector as it is environmentally friendly and do not emit any carbon emissions. A typical electric car costs almost 40% more than its equivalent petrol car. However, an electric vehicle provides huge savings in its daily operations. In addition to lower fuel cost, lower maintenance and repair costs, EV's are almost one third cheaper than the petrol vehicle considering 10-15 years of operation life. As the prices of petrol and diesel continue to soar, demand of EV's is expected to increase tremendously and EV's are destined to be commercially more viable in three to five years period.

The Government of India has introduced subsidies and exemptions for EVs and an increasing number of state governments are formulating policies designed to accelerate EV adoption. Banks are also creating dedicated low-interest 'green loans' to help their customers to make the switch. Vehicle batteries which are recognized as the most expensive unit of EVs are becoming cheaper every year. These developments indicate EVs becoming more affordable than fuel-based vehicles. EVs will be far cheaper on the pocket in the longer-run. Adoption of Electric Vehicles on a large scale also requires setting up of a comprehensive charging network

and battery swapping stations in the cities and on the National Highways/Expressways. Presently, the charging infrastructure is at a takeoff stage and needs to be taken up in a fast mode. The requisite charging/battery swapping facilities will instill confidence in the Electric Vehicle users. The reluctance by Electric Vehicle user is mainly on account of high initial cost of the vehicle and inadequate charging facilities in the public domain. The Government of India and State Government need to act proactively to bring down the initial cost of the vehicle inter alia by reducing duties and by providing subsidies to the users. These governments also have to act proactively for facilitating setting up comprehensive network of charging stations/battery swapping stations.

There are multiple startups and companies who have entered into this space to provide EV charging deployment services. EVI Technologies is a known name in EV space in designing and creating charging Infrastructure for EV users at PAN India. The priority of EV customer should be on top to get the EV charger at his doorstep with hassle free single point window (SPW) registration process including subsidized electricity connection on buying a new EV, a spokesperson from the startup said. SPW process would help individuals to move to electric sector faster. By making the shift towards electric Vehicles, our country stands to benefit on many fronts;

Lower running cost of EV including the price of fuel and running cost. EVs use electricity to charge batteries so the monthly running cost is a fraction of the cost of petrol or diesel and running cost of electric motor is much less than the petrol / diesel engine.

Cleaner environment is another factor for many buyers, the zero-carbon emission and reduction in air pollution with EVs.

All these factors highlight that EVs are a better option than the conventional fuel-based vehicles. Therefore, it is expeditiously creating a desired space in the transportation sector. It is the beginning now and after a few years, it is very likely that more than half of the population will be using electric vehicles that will additionally help in saving our environment.

INIFD Jaipur and Kamla Poddar Institutes congratulates **Rubal Shekhawat** for being crowned as Femina Miss India 2022 First Runner-Up

INIFD Jaipur and the Kamla Poddar Institutes congratulated Rubal Shekhawat for being crowned as Femina Miss India 2022 First Runner-Up. Rubal Shekhawat visited and graced Inter National Institute of Fashion Design (INIFD) Jaipur during the Inauguration of INIFD Annual Art Conclave and ID Fest 2022. The budding INIFD Design students were excited and celebrated for her winning the Femina Miss India 2022 contest as First Runner up and shared the photographs on Social Media and with their friends and family members. We all congratulated her for bringing laurels for Rajasthan. INIFD is associated with the Femina Miss India, which is the



India's biggest pageant for the nearly two decades. INIFD is the Education Partner and INIFD Academy of Interiors is the Official Knowledge Partner. Rubal Shekhawat in her past visit to INIFD Jaipur had said, "INIFD is the first fashion institute in the world have showcased it's students' Collections at two major Fashion Capitals of the world 'New York at New York Fashion Week' for 5 Seasons and 'London at London Fashion Week' for 7 seasons along with, the design showcase at 'Lakme Fashion Week', India for 31 consecutive seasons." INIFD endeavors to give an image makeover to every student and it was indeed an excellent opportunity for the students to have interacted and learn from Rubal Shekhawat Femina Miss India 2022 First Runner-Up. She had wished the students all the best in their career ahead. INIFD takes Design Education to new heights and reach out to all aspiring Fashion & Interior Designers of the Country and provide specialized training in Design with practical industry experience making them experts in the field.



वरिष्ठतम पत्रकार सम्मान समारोह आयोजित मीडिया की जीवंतता लोकतंत्र की सबसे बड़ी ताकत- **राज्यपाल**

राज्यपाल श्री कलराज मिश्र ने मीडिया की जीवंतता को लोकतंत्र की सबसे बड़ी ताकत बताते हुए उससे मिशनरी के रूप में कार्य करने का आह्वान किया है। उन्होंने कहा कि व्यवसायिकता के इस दौर में भी बहुत से पत्र-पत्रिकाएं और इलेक्ट्रॉनिक मीडिया चैनल स्वस्थ पत्रकारिता के मूल्यों की पालना कर रहे हैं, जो सराहनीय है। राज्यपाल श्री मिश्र रविवार को भारतीय विद्या भवन विद्याश्रम स्कूल के महाराणा प्रताप सभागार में जयपुर महानगर टाइम्स द्वारा आयोजित वरिष्ठतम पत्रकार सम्मान समारोह में संबोधित कर रहे थे। उन्होंने कहा कि गणतंत्र की जड़ों को सींचने का कार्य पत्रकारिता करती है, इसीलिए विधायिका, कार्यपालिका और न्यायपालिका के बाद पत्रकारिता को लोकतंत्र का चौथा स्तम्भ माना गया है। राज्यपाल ने कहा कि नागरिकों को संविधान प्रदत्त अधिकारों और कर्तव्य के लिए जागरूक करने और कानूनों की पालना करने वाले जिम्मेदार नागरिक तैयार करने में मीडिया की महत्वपूर्ण भूमिका है। मीडिया की विश्वसनीयता और साख को बनाए रखने के लिए जरूरी है कि वह सच के साथ रहते पारदर्शिता के साथ निष्पक्ष रिपोर्टिंग करे। राज्यपाल श्री मिश्र ने कहा कि स्वाधीनता आंदोलन में मीडिया के महत्वपूर्ण योगदान



का जिज्ञा करते हुए कहा कि महात्मा गांधी, लोकमान्य तिलक, अरविंद घोष, मदन मोहन मालवीय, गणेश शंकर विद्यार्थी, अजीमुल्ला खां ने देश की आजादी के लिए लोगों को आंदोलित करने का कार्य किया। उन्होंने समाचार पत्रों के जरिए अंग्रेजों के शासन की अराजकता को उजागर करते उन्हें देश छोड़ने के लिए मजबूर किया। राज्यपाल ने कहा कि व्यावसायिक हितों के नाम पर प्रेस को जन भावनाओं को उद्धेलित करने वाले अथवा ध्रामक समाचार प्रकाशित और प्रसारित करने से बचना चाहिए। समारोह में राज्यपाल श्री मिश्र ने श्री प्रवीणचंद छबड़ा को महात्मा गांधी पत्रकारिता सम्मान, श्री विजय भंडारी को लोकमान्य तिलक सम्मान, श्री मिलापचंद डांडिया को गणेशशंकर विद्यार्थी सम्मान, एवं श्री सीताराम झालानी को मदनमोहन मालवीय सम्मान और एक- एक लाख रुपए राशि का चेक प्रदान कर सम्मानित किया। स्व. श्री श्याम आचार्य को प्रदत्त बाबूराव विष्णु पराडकर पत्रकारिता सम्मान उनके परिजनों ने प्राप्त किया। स्व. आचार्य के पुत्र, पुत्री, ज्येष्ठ पुत्र की पुत्रवधू को एक- एक लाख रुपए राशि का चेक प्रदान किया गया। वरिष्ठ पत्रकार श्री विजय भंडारी ने सम्मान स्वरूप मिली राशि जरूरतमंद व कोरोना पीड़ित रहे पत्रकारों और उनके परिजनों की सहायता देनी की घोषणा की।

कमला पोद्दार संस्थान द्वारा अंगदान पर जागरूकता पर हुआ ज्ञानवर्धक सत्र का आयोजन

कमला पोद्दार संस्थान में श्रीमती भावना जगवानी, संयोजक, मोहन फाउंडेशन जयपुर सिटीजन फोरम (एमएफजेसीएफ) और डॉ. अनीता हाडा, एमएफजेसीएफ की सदस्य द्वारा एक ज्ञानवर्धक सत्र आयोजित किया गया। यह सत्र 'अंगदान' के बारे में जागरूकता पैदा करने के लिए था जिसमें आईएनआईएफडी, जयपुर के सभी छात्रों के साथ अध्यक्ष



श्रीमती कमला पोद्दार और निदेशक श्री अभिषेक पोद्दार ने भाग लिया। छात्रों ने बड़े उत्साह और चिंतावर्धक होकर वार्ता में शामिल हुए। उनमें से अधिकांश ने अपने परिवारों के साथ अंग दान करने के लिए फॉर्म भरने के लिए आगे आने का संकल्प लिया जो कि जीवन को बचाएंगे और इस प्रकार मानव जाति के लिए योगदान देंगे, जब कोई नहीं रहेगा।

बड़ों को प्रणाम करने से बढ़ता है आयु और बल- डॉ. बी.डी. कल्ला

संस्कृत अकादमी में विद्यार्थियों के लिए तीन दिवसीय संस्कार-संस्कृति शिविर के तीसरे और अन्तिम दिन स्वतन्त्रता आन्दोलन और युवा तथा मीडिया, सोशल मीडिया और युवा विषय पर जाने माने पत्रकार और लेखक यशवन्त व्यास, जन सम्पर्क विभाग के अतिरिक्त निदेशक गोविन्द पारीक ने अपने विचार रखे। समापन समारोह के मुख्य अतिथि कला एवं संस्कृति मंत्री डॉ. बी.डी. कल्ला थे। ये आयोजन झालाना स्थित अकादमी संकुल में आज्ञादी के अमृत महोत्सव के अन्तर्गत कला एवं संस्कृति विभाग, राजस्थान संस्कृत अकादमी, राजस्थान ललित कला अकादमी, राजस्थान सिंधी अकादमी एवं करुणा संस्थान के संयुक्त तत्वावधान में किया जा रहा है। तीन दिवसीय समारोह में चित्रकला प्रतियोगिता, रामायण आधारित प्रश्नमाला और महाभारत आधारित प्रश्नमाला प्रतियोगिताएं भी आयोजित की गईं। समापन पर तीनों प्रतियोगिताओं के विजेताओं को डॉ. बी.डी. कल्ला ने प्रमाण पत्र वितरित किए। डॉ. बी.डी. कल्ला ने अपने उद्बोधन में बड़ों को प्रणाम किए जाने की महत्ता पर रोशनी डालते हुए कहा कि जो अपने से बड़ों को प्रणाम करता है उससे उसकी आयु और बल स्वतः ही बढ़ जाते हैं। अगर हम अपने जीवन में आचार्य देव भव, पित्र देवो भव और मात्र देवो भव का भाव जगा लें तो हमारे जीवन की अनेक कठिनाईयां स्वतः ही समाप्त हो सकती हैं। उन्होंने कहा इनसान के जीवन में सत्य ही सबसे बड़ा धर्म है।



मोबाइल के अनावश्यक बढ़ते दुरुपयोग के प्रति उन्होंने वहां मौजूद बच्चों को जागरूक करते हुए कहा कि मोबाइल के अनावश्यक इस्तेमाल से बच्चे कई तरह की विकारों और बीमारियों का शिकार हो रहे हैं। उन्होंने अभिभावकों को बच्चों को 12वीं कक्षा तक मोबाइल नहीं देने की सलाह दी। कल्ला ने कहा कि इसके बाद बच्चा स्वतः ही परिपक्व हो जाएगा और मोबाइल का सही इस्तेमाल करने का अभ्यस्त हो जाएगा। इस मौके पर अपने उद्बोधन में यशवन्त व्यास ने कहा कि इंटरनेट का सही इस्तेमाल सीखें क्योंकि इंटरनेट ऐसी चीज है जिसके जरिए ज़िंदगी को बेहतर बनाया जा सकता है। उन्होंने कहा कि हमें ऐसा लिखना चाहिए जो असरकारक और सत्य हो। ऐसा लिखें जिसमें संशोधन की गुंजाइश नहीं हो। उन्होंने आज की युवा पीढ़ी की तारीफ करते हुए कहा कि आज के युवाओं के हौसले ही से दुनिया आगे बढ़ रही है। इससे पूर्व सूचना एवं जन सम्पर्क विभाग के अतिरिक्त निदेशक गोविन्द पारीक ने स्वतंत्रता आन्दोलन में देश के युवाओं के योगदान पर सारगर्भित और जानकारी से परिपूर्ण उद्बोधन दिया। उन्होंने देश के लिए बलिदान देने वाले शहीद भगत सिंह, चंद्रशेखर आजाद सहित अनेक युवाओं के योगदान को रेखांकित किया। चित्रकला प्रतियोगिता के विजेता - सारिका राणा, विनायक घोचक, सीमा मण्डल, रोसी जयकुमार और राज पारीक। रामायण आधारित प्रश्नमाला प्रतियोगिता विजेता - आयुष ढेकवाल, पिकी कुमारी बैरवा, कार्तिकेय शर्मा, ईशान झाला, रोशनी बलाई। महाभारत आधारित प्रश्नमाला प्रतियोगिता विजेता - संयुक्ता पापड़ीवाल, नेहा महावर, अनूप जाटव, सम्यक जैन और भार्गवी।

Wonder Cement celebrates the strength of every woman cricketer in Shabaash Mithu starring Taapsee Pannu

Releasing on 15th July, Shabaash Mithu is a film based on the life chronicles of Padma Shri Awardee Mithali Raj, the Former ODI Captain of the National Women's Cricket team, played in the film by Taapsee Pannu. It is an awe-inspiring story of the legendary Indian woman cricketer who scored the highest runs in international women's cricket. From an aspiring young girl to a swift batter and adept captain of the team who led the team twice to the World Cup Final, this film by Srijit Mukherjee captures her journey of strength and resilience. And where there's strength and triumph, there's Wonder Cement. The company aims to further cement their bond with cricket by associating with a film that celebrates the grit, guts, and glory of India's greatest and most celebrated woman cricket player. In the movie, the Indian team will be shown wearing Wonder Cement jerseys and the brand will also be featured on the bat, boundary walls, and various stadium areas. The brand is looking out to gain maximum brand visibility through collaboration across the mediums. Wonder Cement, one of the youngest and fastest growing cement companies in India celebrating its 10th anniversary, takes a lot of pride in being



associated with a movie that is a retelling of the Indian Women Cricket team's glory. Cricket is the sport that brings the entire nation together, irrespective of their religion, race or gender. Wonder Cement has always shared a close bond with sports from organising consumer engagement programmes like "Saath7 Cricket Mahotsav" to managing a Wonder Cricket Academy at Udaipur training numerous sports enthusiasts. This upcoming entertainer aptly portrays cricket as an emotion, and this partnership with ShabaashMithu will help it to convey its emotional approach "Jab Dil Mein Ho Jazbaat, Tabhi Hoti Hai Ek Perfect Shuruaat" to its consumers, trade partners and employees located in every part of the country.

EP Miraj Cinemas hosts the team of film "HIT: The First Case" in Jaipur, where the film's story is set in reel life

As Rajkumar Rao and Sanya Malhotra starrer 'HIT: The First Case' is all set to hit the screens this Friday, the lead couple, along with Director Dr Sailesh Kolanu, visited EP Miraj Cinemas on July 13, 2022, to promote their film. Rajkumar Rao is trying his hands at the action genre for the first time with HIT. The team interacted with the city's media and discussed how Jaipur was an integral part of the film and played a major role in narrating the story. The entertainment industry has rebounded, and the box office is better than ever. Miraj Cinemas, one of the fastest-growing multiplex chains in India, has enjoyed ten years of success under the able leadership of Amit Sharma, MD, Miraj Entertainment Pvt Ltd. In addition to its national expansion plans, Miraj has kept up with technological advances that benefit moviegoers in tier two and three cities and their counterparts in major metropolises such as Mumbai and Delhi. The suspense thriller is a remake of the 2020 Telugu hit of the same name. In addition to the lead couple, DalipTahil, Milind Gunaji, Shilpa Shukla, Jatni Goswami, and Sanjay Narvekar will also be seen in the film. Gulshan Kumar and T-Series present in association with Dil Raju Productions' HIT - The First Case'. Directed by Dr SaileshKolanu, the film is produced by Bhushan Kumar, Dil Raju, Krishan Kumar, and Kuldeep Rathore. Vikram Jaisingh, a 32 years old police officer, played by Rajkumar Rao, working for the Homicide Intervention Team (HIT) of Rajasthan, is battling with his traumatic past. When an 18-year-old girl called Preethi goes mysteriously missing on the ring road of Jaipur, Vikram realises that the case has a personal connection, chaos unfolds, and he has no other option but to step in and find the girl, despite the investigation inducing panic attacks and anxiety at every stage. The film also stars Sanya Malhotra.



Vivo Rajasthan releases a short film “Vibrancy of Love” by Eshan Harsh under it’s campaign #ShotonVivoX80Pro

Never feel inferior as all joys are waiting for you. Love knows no barriers, only intensity. So don't stop or resist yourself because of others' opinions. Set yourself free to welcome what life brings on, and that's what this short film talks about. Vibrancy of Love, a Short Film was released on the social media handles of Vivo Rajasthan recently. This short film is Directed by Eshan Harsh starring Vijay Golecha & Ankita Somani Jain. This short film commercial talks about love which is a color of life not looks and every tone find its worth in it. We can't think of changing our skin color but Change the



world - that's how we need to think. This Short film is fully shot on the Vivo X80

Pro phone. The Short film can be watched on the YouTube channel of Vivo Rajasthan as well as on Facebook and Instagram account of Vivo Rajasthan. Eshan Harsh is a young Indian Film Director, Cinematographer and Photo Journalist. Eshan is a Former Youth Juror of the Reel Youth Film Festival Canada & the Columbus International Film and Animation Film Festival (CIF+AF) USA. Eshan is the Deputy Director - Programme & Films of the Rajasthan International Film Festival and is also a State Executive Member of Indian Film Makers Association (IFMA) Rajasthan as well as a member of Indian Documentary Producer's Association (IDPA) Currently he is pursuing Bachelors in Film & Television Production from Amity University, Rajasthan.



Entries Invited for the 9th Rajasthan International Film Festival 2022

Rajasthan International Film Festival - RIFF initiated by RIFF Film Club takes pleasure in inviting your films for the 9th Edition of RIFF (Rajasthan International Film Festival) 2023 to be held from 1st - 5th February 2023 at Jaisalmer, Rajasthan (India) The Entries are invited for Short films, Feature films, Animation films, Documentary films & Music Albums Category with any theme. RIFF Film Club is the first Film Club of Rajasthan which brings film lovers & filmmakers together to enable the exchange of information and single window solutions for the film industry. The club Aims to do creativity through year-round Activities like organizing Film Festival like Rajasthan International Film Festival (RIFF), International Seminars, Film Screenings, Workshops, Knowledge Series (Talk Show), Doing Master Classes and Interactions with leading Film Makers, Technicians & Actors and much more. In addition, the festival also features concerts, gala events, film parties, seminars, workshops and networking opportunities with government representatives, business leaders, local organizations that support film development, film stars, producers, directors, members of the media and more. Festival Director & Founder, Somendra Harsh said that the

organization will keep on making attempts to connect the world cinema with the common public and making it a social concern through conducting various seminars, debates and discussions. After Successful 8 editions in Jaipur, the Pinkcity of Rajasthan and the Blue City, Jodhpur. The festival is going to travel in other cities of Rajasthan like Jaisalmer and Udaipur. RIFF will provide an opportunity to heighten awareness of our cultures and identities to audiences of all cultural backgrounds. Films can be submitted via festival's official website www.riffjaipur.org or RIFF 2023 - Rajasthan International Film Festival is proudly accepting entries via FilmFreeway.com the world's best online submission platforms. The first deadline to submit the films is **31st October 2022**

0141 स्पोर्ट्स आर्केड जगतपुरा में मिताली और तापसी ने खेला क्रिकेट



भारतीय महिला क्रिकेट टीम की पूर्व कप्तान पद्म श्री अवाड़ी 'मिताली राज' की बायोपिक 'शाबाश मिट्टू' की टीम ने जयपुर राजस्थान में फ़िल्म का प्रमोशन किया। जयपुर दौरे के दौरान 0141 स्पोर्ट्स आर्केड, जगतपुरा में मिताली राज और तापसी पन्नू ने महिलाओं के साथ क्रिकेट खेला और विजेता टीम को इनाम भी वितरित किये गए। 0141 स्पोर्ट्स आर्केड के अरुण लोढ़ा ने बताया कि इस अकादमी में बैडमिंटन, योगा, स्वीमिंग, बॉक्स क्रिकेट खेलने की पूरी व्यवस्था है। 15 जुलाई को सिनेमाघरों में दस्तक देने वाली इस फिल्म में, पुरुष प्रधान खेल में अपनी जगह बनाने वाली मिताली राज के बचपन से लेकर क्रिकेटर बनने तक के संघर्ष को दिखाया गया है। जिसमें मुख्य भूमिका तापसी पन्नू ने निभाई है।



Pocket FM partners with bestselling author Shwetabh Gangwar for 'The Rudest Book Ever' audiobook

Personalized audio streaming service Pocket FM announces the launch of Shwetabh Gangwar's bestseller 'The Rudest Book Ever' in audiobook. The bestseller will be exclusively available on the platform in Hindi, Telugu, and Tamil. Written by Shwetabh Gangwar, an Indian YouTuber, motivational speaker, author, and singer, this self-help book made its way to the top-selling books listed by Nielsen. With his content, Gangwar envisions helping people to enhance their focus and move away from bad phases. With its entry into the Pocket FM universe, this bestseller will now be accessible to a wider audience through audiobook, with the benefits of being available in native languages and a unique listening experience. Pocket FM launched its audiobook category in March 2022 and has been aggressively onboarding leading international and Indian publishers for exclusive audiobook rights to bestsellers worldwide. The company has already onboarded publishers like Prabhat Prakashan Manjul Publishing and others. "India is the fastest-growing market for the audiobook space, and we at Pocket FM are witnessing a similar trend. While building one of the largest repositories of audiobooks, we are collaborating with almost every leading Indian and global publisher and author to have the audio content exclusively on our platform. Shwetabh's content has been incredibly popular across India, and we believe his presence on Pocket FM will only bolster our streaming library," said Ashu Behl, SVP – Content, Pocket FM. "There has been a tremendous response on The Rudest Book Ever, encouraging me to take the book further in audiobook form and launch it in Indian languages. I am grateful to Pocket FM for partnering in this journey and appreciate their efforts in promoting Indian and global literature through audiobooks in native languages." said bestselling author Shwetabh Gangwar.

अपनी भावनाओं को ठेस पहुंचते देख सकते हैं, तभी पढ़ें

लाइफ के कड़वे सच

दुनिया की फालतू बकवास से बचने के ज़बरदस्त आइडियाज़

श्वेताभ गंगवार

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डिजाइन के क्षेत्र में भारत की पहल CUMULUS के बोर्ड पर अर्चना सुराना करेंगी प्रतिनिधित्व

भारत वर्ष का गौरव अर्चना सुराणा, फाउण्डर एवं डायरेक्टर संस्थापक आर्च कॉलेज ऑफ डिजाइन एण्ड बिजनेस को आठवें क्यूमलस कार्यकारी बोर्ड (2022-2025) के लिए चुना गया है। वह अगले 3 वर्षों के लिये इस मंच पर भारत का प्रतिनिधित्व करेंगी। क्यूमलस कला, डिजाइन, शिक्षा एवं अनुसंधान का अग्रणी वैश्विक संघ है। आज क्यूमलस में 60 से अधिक देशों से 350 से अधिक संस्थायें जुड़ी हुई हैं। अर्चना 11 देशों के सदस्यों वाले कार्यकारी बोर्ड में भारत का प्रतिनिधित्व करेंगी। उन्होंने बताया कि कैसे वह अपने चयन एवं प्रतिनिधित्व से देश में डिजाइन शिक्षा एवं उद्यमिता की दिशा में नये अवसर लायेंगी, 'इस पद की उम्मीदवारी के लिए मेरा नामांकन प्रेसिडेंसियल कैंडीडेट, लॉरेन्जो इम्बेसी, फुल प्रोफेसर, सेपेन्जिया युनिवर्सिटी ऑफ रोम, इटली द्वारा किया गया था। 66 देशों के 356 विष्वविद्यालयों ने मतदान किया और आज मैं 10 सदस्यीय कार्यकारी बोर्ड का हिस्सा हूँ। इस मंच के माध्यम से डिजाइनर्स और कलाकारों के लिए ज्ञान के आदान प्रदान और सर्वात्म्य प्रथाओं एवं उनकी सकारात्मक भूमिका के लिए एक गतिशील मंच लाने के लिए सक्षम होंगी। मैं क्यूमलस नेटवर्क के जरिये भारत के औद्योगिक निकायों एवं डिजाइन संस्थानों को जोड़ने की दिशा में कार्य करूंगी एवं साथ ही साथ 'विमन इन डिजाइन' पहल को भी मजबूत करूंगी।



NIAM receives Education Leadership Award 2022

The CCS National Institute of Agricultural Marketing (NIAM) received the Education Leadership Award in the field of Agricultural Marketing and for the promotion of Agripreneurship & Agribusiness in the country. The award was received by Dr. Ramesh Mittal, Director, NIAM at the 11th edition of the World Education Congress Awards organized at Jaipur. On the occasion, Dr. Ramesh Mittal informed that NIAM is the leading institution of agricultural marketing not only in India but also across south-east Asia. NIAM has been an education leader in running MBA – Agricultural Marketing program for the last 20 years with 100% placements and Alumni of NIAM is working across the country at prominent organisations in senior positions. He also informed that NIAM has MoUs with national-international organizations as well as with various state governments to organize training programs as well as to conduct consultancy projects in the field of agricultural marketing. NIAM is also running a project with the German Government, he added. Dr. Ramesh Mittal shared that NIAM is the knowledge partner to 4 national institutions for agripreneurship, agribusiness, and Agri startup activities, and has immensely contributed to the startup ecosystem of the country by incubating over 500 Agri startups till date.



राजभवन में हुआ योग समारोह राज्यपाल श्री मिश्र ने योग आसन और प्राणायाम किए



राज्यपाल श्री कलराज मिश्र ने अंतर्राष्ट्रीय योग दिवस पर राजभवन में अधिकारियों और कर्मचारियों के साथ कोई एक घंटे तक योग किया। राज्यपाल श्री मिश्र ने इस दौरान योग से जुड़े गतिशील और स्थिर आसन, अनुलोम-विलोम, कपालभाति, ध्रामरी आदि प्राणायाम भी किए। उन्होंने कहा कि यौगिक दिनचर्या से जीवन को स्वस्थ रखने के साथ ही मन को भी सदा सकारात्मक बनाए रखा जा सकता है। उन्होंने कहा कि योग भारतीय संस्कृति है। श्री मिश्र ने बाद में योग साधना की भारतीय परम्परा की चर्चा करते हुए कहा कि प्राचीनकाल से ही योग व्यक्तिगत, शारीरिक, मानसिक और आध्यात्मिक कल्याण से जुड़ी हमारी जीवन शैली का अभिन्न अंग रहा है। उन्होंने कहा कि प्रधानमंत्री नरेंद्र मोदी के प्रयासों से योग की भारतीय संस्कृति का अंतर्राष्ट्रीय स्तर पर प्रसार 'वसुधैव कुटुम्बकम्' की भारतीय परम्परा का प्रमाण है। राज्यपाल श्री मिश्र ने कहा कि योग करने से व्यक्तिगत चेतना का सार्वभौमिक चेतना से समन्वय होता है। इसी से जीवन में सभी स्तरों पर संतुलन बना रहता है। विश्व शांति और सद्भाव के लिए योग को महत्वपूर्ण बताते हुए उन्होंने अंतर्राष्ट्रीय योग दिवस की सभी को शुभकामनाएं देते हुए इस महान परम्परा के अधिकाधिक प्रसार के लिए समन्वित प्रयास किए जाने का आह्वान किया।

अक्षय कुमार ने लंदन में लॉन्च की फिल्म समीक्षक अजीत राय की किताब 'हिंदुजास एंड बॉलीवुड'

इंस्टीट्यूट ऑफ डायरेक्टर्स द्वारा सेंट्रल लंदन में आयोजित एक भव्य कार्यक्रम में बॉलीवुड सुपरस्टार अक्षय कुमार ने 'हिंदुजास एंड बॉलीवुड' पुस्तक का विमोचन किया। इस समारोह में विदेश और राष्ट्रमंडल मामलों के राज्य मंत्री लॉर्ड तारिक अहमद भी शामिल हुए। प्रसिद्ध भारतीय फिल्म समीक्षक अजीत राय द्वारा लिखित इस पुस्तक में उस समय की अनकही कहानी को दर्शाया गया है जिसे भारतीय सिनेमा का स्वर्णिम काल कहा जाता है और जब हिंदुजा भारतीय फिल्म उद्योग के प्रमुख संरक्षक के तौर पर सक्रिय थे। इसमें भारतीय फिल्म उद्योग के लिए विदेशों में एक व्यापक बाजार उपलब्ध कराने में हिंदुजा परिवार द्वारा निभाई गई भूमिका का भी ब्यौरा दिया गया है।



फिल्म उद्योग के साथ हिंदुजा परिवार का जुड़ाव 50 से 90 के दशक तक है, जिसमें निर्देशक राज कपूर, देव आनंद आदि के साथ कायम सफल जुड़ाव भी शामिल हैं। हिंदुजा परिवार ने 1200 से अधिक फिल्मों के लिए वित्त सुविधा उपलब्ध कराई और इन फिल्मों के प्रदर्शन में सहायता की। इन फिल्मों में 'संगम' और 'श्री 420' जैसी प्रतिष्ठित फिल्में भी शामिल हैं। हिंदुजा समूह की विशेष रूप से एक मनमोहन देसाई के साथ बेहद सफल साझेदारी रही। इस साझेदारी ने नसीब, कुली, सुहाग, मर्द जैसी हिट फ़िल्में दीं। इन सभी फिल्मों में अमिताभ बच्चन ने काम किया है। पुस्तक में बताया गया है कि "आज हिंदी फिल्मों पूरी दुनिया में अच्छा कारोबार कर रही हैं, लेकिन इसकी नींव 1955 में ईरान में हिंदुजा बंधुओं ने रखी थी।" ईरान में शुरू हुआ यह सफर जल्दी ही पूरी दुनिया में मशहूर हो गया। आज शायद ही कोई इस बात पर यकीन कर सके कि करीब पचास साल पहले जब राज कपूर की फिल्म 'संगम' फारसी में डब होने के बाद ईरान में रिलीज हुई थी, तो यह तीन साल चली और मिस्र की राजधानी काहिरा में इसका प्रदर्शन लगातार एक साल तक हुआ। कार्यक्रम में मौजूद विदेश और राष्ट्रमंडल मामलों के राज्य मंत्री लॉर्ड तारिक अहमद ने प्रवासी भारतीयों को एक साथ लाने में हिंदुजा परिवार के योगदान की सराहना की। कार्यक्रम में मुख्य अतिथि बॉलीवुड सुपरस्टार अक्षय कुमार ने कहा, "मैं फिल्मों बनाकर बहुत खुश हूँ एक अभिनेता के रूप में, मैं सामाजिक मुद्दों को उठाने के लिए हर संभव कोशिश करता हूँ। मैंने 150 फिल्मों का निर्माण किया है, इनमें जो फिल्म मेरे दिल के सबसे करीब है, वह है 'रक्षाबंधन'।

Dr. B.D Kalla (Education Minister, Rajasthan), awarded INIFD and Kamla Poddar Institutes for "Excellence in Design and Creativity"

Dr. B.D Kalla (Education Minister, Rajasthan), awarded INIFD & Kamla Poddar Institutes for "Excellence in Design and Creativity". The award was received by Kamla Poddar and Abhishek Poddar. It was a moment of pride to receive an excellence award especially when Kamla Poddar Institutes is celebrating its 23rd Anniversary. INIFD Jaipur incepted in the year 1999 under the aegis of the Kamla Poddar Group. Inter National Institute of Fashion Design is the World's Largest Global network of Design Institutes. INIFD is offering programs in the field of Fashion and the Textile Design. INIFD Academy of Interiors is also offering programs in field of Interior Design. INIFD has a Global presence with more than 5



Lac Pass Outs and 25,000 students passing out every year and has many National and International associations. The vision of INIFD is to take Design Education to the masses and also retaining Academic delivery quality as well as ensuring Placements. For past 23 years now, the Kamla Poddar Institution's (KPI) zealous commitment brings together a wide spectrum of latest industry oriented courses in collaboration with the leading national and international institutions.

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Flipkart and CarDekho partner to bring a comprehensive auto experience for Flipkart customers

Flipkart, India's homegrown e-commerce marketplace, and Girnarssoft, parent company of India's leading auto search and discovery portals – CarDekho and BikeDekho, today announced a strategic partnership wherein innovative tools, selections and automobile content such as detailed specs, prices, comparisons and more will be made available on the Flipkart app and mobile website. Flipkart is strengthening its focus on the auto category which currently covers accessories, select auto services, automobile spare parts and insurance options. This collaboration with Girnarssoft will allow its users across the country to make informed auto decisions aided by search, research, and comparisons. The interface for Flipkart's automobile section has been designed to ensure easy navigation, discovery and seamlessness in journey completions. Mayank Jain, CEO – New Auto Business, Girnarssoft, said, "This partnership with Flipkart allows us to offer our proprietary auto search and discovery services to a new and larger set of audience in the country. Flipkart's reach and our strength in auto-tech solutions together will enable seamless vehicle discovery, research and buying experience for these users. This partnership takes us closer to CarDekho's vision of disrupting the personal mobility space in India." With the growing adoption of e-commerce, this alliance will play a pivotal role in facilitating OEMs and dealerships of all sizes to grow their business, while solving for the growing needs of millions of customers across India.



जयपुर के मिथलेश कुमार महातो ने डीलशेयर समर सेल में जीती हीरो एचएफ डीलक्स

तेज़ी से विकसित होते सोशल ई-कॉमर्स युनिकॉर्न डीलशेयर ने राजस्थान में अपनी प्रतियोगिता- डीलशेयर समर सेल के विजेताओं की घोषणा की है। जयपुर से मिथलेश कुमार महातो ने लकी ड्रॉ में बम्पर पुरस्कार जीता और उन्हें हीरो एचएफ डीलक्स



मिली है। इस महा मेला में राजस्थान के 100 से अधिक क्षेत्रों से 10,000 उपभोक्ताओं ने हिस्सा लिया था। श्री मिथलेश एक छात्र हैं जो प्रतियोगी परीक्षा की तैयारी कर रहे हैं। उनके पिता जयपुर में एक जनरल वैरायटी स्टोर चलाते हैं। उनका 12 सदस्यों का संयुक्त परिवार है। वे सप्ताह में औसतन तीन बार डीलशेयर ऐप पर ज़रूरी आइटम ऑर्डर करते हैं। मिथलेश और उनका परिवार, डीलशेयर के नियमित उपभोक्ता हैं। इस अवसर पर मिथलेश कुमार महातो ने कहा, "मैं पिछले 2 सालों से डीलशेयर से खरीददारी कर रहा हूँ और मेरा अनुभव बहुत अच्छा रहा है। राजस्थान में ई-कॉमर्स और डीलशेयर आने से पहले मेरे पास बहुत कम विकल्प थे। मुझे आस-पास की दुकानों से उत्पाद खरीदने पड़ते थे। अब मेरे पास ढेरों विकल्प हैं, मैं किफ़ायती दामों पर अच्छे उत्पाद आसान से खरीद सकता हूँ। कीमतें भी इतनी आरामदायक होती हैं कि हर महीने घर के बजट में ₹ 4000 की बचत हो जाती है।" राजस्थान के विभिन्न हिस्सों में लॉन्च की गई यह प्रतियोगिता ₹ 999 से अधिक की खरीददारी करने वाले सभी उपभोक्ताओं के लिए खुली थी।

Five Jaipur based companies win big at Tally MSME Honours 2022

Tally Solutions, a pioneer in the software products industry announced the winners of the second edition of 'MSME Honours' for the North Zone. Five companies from Jaipur including Arihant Pre-Fab Private Limited, Bhagat Mishthan Bhandar, 121 Finance Private Limited, AH International Private Limited, Business Alert Infotech Private Limited triumphed amongst 2000 global nominations. Tally MSME Honours is an initiative launched by Tally Solutions to celebrate the diversity and unrelenting contribution of MSMEs through their best practices at the grassroot level right up to the national economic level. These honours are given out once a year on the occasion of International MSME day and are applicable to all types of businesses with a turnover less than 250 crores and a valid GSTIN. Happy Jain of Arihant Pre-Fab Ltd, was honoured in the 'Champion of Cause' category for their efforts in providing free medical treatment, financial support and job opportunities during the pandemic. Amit Bhagat from BhagatMishthanBhandar won in the 'Digital Transformer' category. Amit used traditional methods to maintain inventory and accounting for a long time, but with digital adoption the company's overall productivity increased. The company has now expanded to five other locations.



PNB SIGNS MOU WITH INDIAN AIR FORCE FOR 'PNB RAKSHAK PLUS SCHEME'

The Punjab National Bank (PNB), nation's leading Public Sector Bank, has signed a Memorandum of Understanding (MoU) with the Indian Air Force (IAF) to provide the specially designed products to the defence personnel under the bank's flagship scheme



of 'PNB Rakshak Plus'. This scheme includes, inter alia, personal accidental insurance, air accidental insurance, to serving, retired and trainees of the defence forces, central armed police forces, state police force, metro police and retired defence pensioners. The agreement was exchanged between Shri Atul Kumar Goel, MD & CEO of PNB, and Chief of Air Staff, Air Chief Marshal Vivek Ram Chaudhari, PVSM, AVSM, VM, ADC on behalf of the Indian Air Force in a ceremony at the Indian Air Force Auditorium in Delhi. Chief of Air Staff, Air Chief Marshal Vivek Ram Chaudhari, PVSM, AVSM, VM, ADC expressed gratitude for associating with PNB for signing of MoU. Commenting on the collaboration, Shri Atul Kumar Goel, MD & CEO of PNB, said: "This is a historic moment which gives PNB Parivar the opportunity to serve the nation in a befitting manner. At present, PNB provides support for the armed forces through 120 cantonment branches spread across the nation."

Nyumi partners with Kriti Sanon for their first -ever brand campaign

Nyumi, a leading wellness brand, has recently launched its first ever brand campaign, #BiteMe with Kriti Sanon. With this campaign, Nyumi encourages women to not get used to their every day problems, but to take them on, with a delicious comeback! It brings to the forefront the spirit of the unstoppable, energetic, and independent women who are ready to take on life with a bold attitude. The new campaign will go live across digital, social & retail



platforms. Today's women have too much to balance in their busy life. This leads to issues like lack of sleep, stress, UTI, hair fall, and dull skin that takes a toll on their overall wellbeing. In the new campaign, Kriti Sanon says #BiteMe to all these problems and hello to delicious nutrition every day. Ananya Agarwal, Founder & CEO, Nyumi said, "We launched Nyumi to make wellness approachable and accessible to women. Since our launch in 2021, we have seen significant growth for the brand and as we hit our one-year milestone this month, I am excited to bring to our audience our first-ever brand campaign. The Nyumi woman is quintessentially someone who believes in facing her issues head-on, and with #BiteMe, we are aiming to create a new way of looking at one's problems and taking a stand against whatever life throws at us!"

SBI Card partners with Aditya Birla Finance to launch 'Aditya Birla SBI Card'

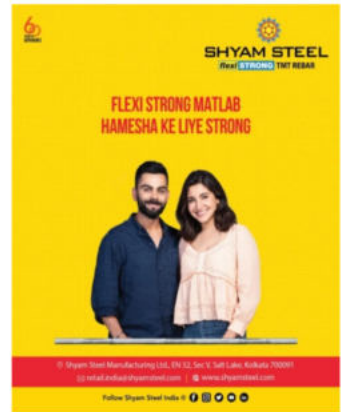
SBI Card, India's largest pure-play credit card issuer announced the launch of 'Aditya Birla SBI Card', a highly rewarding lifestyle credit card, in a strategic partnership with Aditya Birla Finance Ltd (ABFL), the lending subsidiary of Aditya



Birla Capital Ltd. The card has been designed to give customers significant reward points on their spending around telecom, fashion, travel, dining, entertainment, and hotels, among others. This makes 'Aditya Birla SBI Card' one of the most compelling cards for customers across segments, offering exciting benefits on both premium and mass brands that belong to the Aditya Birla Group. The rewards-centric credit card has been launched in two variants – 'Aditya Birla SBI Card SELECT' and 'Aditya Birla SBI Card', on the Visa platform. Cardholders can avail greater value back in the form of reward points on their spends on Aditya Birla Group Companies, be it on telecom bills through Vodafone Idea (Vi) or on lifestyle stores such as Louis Philippe, The Collective, Van Heusen, Allen Solly, Peter England, American Eagle, Polo, and Pantaloons among others. In fact, this card provides an added advantage of accelerated Reward Points on spends in hotels, a key benefit for travel savvy consumers. Through 'Aditya Birla SBI Card SELECT', customers can avail 20 Reward Points on every Rs 100 spent in Aditya Birla stores and 10 Reward Points on every Rs 100 spent in dining, entertainment, and hotels. The joining/annual renewal fee for is Rs 499 and Rs 1499.

The new TVC is the continuation of Shyam Steel's "Hamesha Ke Liye Strong" campaign

Shyam Steel one of the leading producers and manufacturers of primary TMT Bars launched its new TVC campaign featuring Virat Kohli & Anushka Sharma. The new TVC is the extension of Shyam Steel's "Hamesha Ke Liye Strong" campaign. The campaign aims to send across the brand message that strong bond of relationship is achieved through a perfect balance of strength and flexibility just like Shyam Steel Flexi Strong TMT bars. The TVC has been created by Rediffusion Brand Solutions



Pvt. Ltd. and the production house is Cornerstone. The TVC is directed by Abhishek Burman. The balance of strength and flexibility keeps the foundation of the relationship strong which is also affiliated with Shyam Steel's core brand philosophy. The TVC reflects on this thought process that when your dream home is built with Shyam Steel flexi-strong TMT bars they represent a correct balance of strength and flexibility which keeps your home strong forever. The film narrates the story of simple everyday situations to highlight how flexibility in relationships keep the bond strong over years. Just like the perfect balance of flexibility and strength present in Shyam Steel TMT rebars keep the structure strong for years.

GO FIRST INAUGURATES DIRECT FLIGHT FROM KOCHI TO ABU DHABI

GO FIRST (formerly known as GoAir) yesterday achieved a milestone by introducing triweekly to and fro direct flights from Kochi to Abu Dhabi. The inaugural flight, G8 063 to Abu Dhabi, was flagged off from Kochi last evening at 20:05 hours. GO



FIRST will operate three direct flight services per week between Kochi and Abu Dhabi and bookings are now open at an attractive return fare starting from INR 15793. This region will strengthen GO FIRST's international footprint in the Middle East and will enable an affordable world class travel experience for the passengers. The flight was flagged off by Mr. Suhas (IAS), MD – CIAL; in presence of Mr. Shabeer, Executive Director – CIAL; Mr. Dinesh Kumar, Head Of Operations – CIAL; Mr. Anoop Krishna, FRRO; Mr. Vijesh Kumar, Deputy Commissioner Of Customs; Mr. Sumeet Sharma, Sr. Commandant (CISF); Mr. Chandran, Chief Of Immigration; Mr. Prasanna Kumar, JGM – Airports Authority of India. Speaking on the occasion, Mr. Kaushik Khona, Chief Executive Officer, GO FIRST said, "Abu Dhabi has always been a focus city for us. We are pleased to inaugurate new non-stop flights connecting Kerala with Abu Dhabi which will not only benefit the blue-collar workers, but also the travellers who are planning to visit UAE and Kerala during the summer holidays."

Charged with Passion. The first all-electric **MINI 3-Door Cooper SE**, now with added features

The first all-electric MINI 3-Door Cooper SE booking reopen exclusively on the MINI Online Shop. Now available with an even more enriched profile, the all-Electric MINI is available as a completely built-up unit (CBU) in India. Mr. Vikram Pawah, President, BMW Group India said, "The first all-electric MINI has been a trailblazing success and continues to be in great demand. We are delighted to reopen bookings for the new enriched profile of the MINI Electric. The MINI 3-Door Cooper SE combines MINI's inventive spirit and iconic design with instant torque, zero emissions and a low center of gravity that enhances its legendary go-kart feeling. The great popularity of the MINI Electric in such a short time proves its position as the frontrunner in the transformation towards electric mobility." The ex-showroom price* of the all-electric MINI 3-Door Cooper SE with added features is INR 50,90,000.00/- The MINI 3-Door Cooper SE comes with a Smart Wallbox Charger with a fixed charging cable and one-time installation as standard. The MINI 3-door Cooper SE comes with standard two-year warranty for unlimited kilometres. The batteries are covered by a warranty valid for 8 years or up to 100,000 kilometres. The standard MINIMALISM technology includes auto start/stop function, brake energy recuperation, active cooling air ducts and electromechanical power steering.



Renault Kiger Achieves 50,000 Production Milestone In India

Renault has rolled out the 50,000th Renault KIGER from its plant in Chennai. Staying true to its commitment to keep building on the success of the Renault KIGER and to celebrate this milestone, Renault India has introduced a new Stealth Black exterior



colour in Renault KIGER range. According to Venkatram Mamillapalle, Country CEO and the Managing Director, Renault India Operations, "Offering a strong value proposition in terms of distinctive design, smart features, leading safety, quality and performance, Renault KIGER has found widespread acceptance among its customers. It has proved its mettle in the most competitive compact SUV segment in India and the 50,000th production milestone, despite the pandemic and ongoing semiconductor crisis, is yet another testament to the success of Renault KIGER in this challenging segment. This Sporty, Smart & Stunning SUV is an important contributor to our progress in India and has been instrumental in placing India among Renault's top five global markets. We are confident that Renault KIGER will continue to garner tremendous customer response and further bolster the brand's growth in India and overseas."

TVS Motor Company launches the all-new **TVS RONIN** the industry-first 'modern-retro' motorcycle

TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers globally, today announced its foray into the premium lifestyle segment with the launch of the industry's first 'modern-retro' motorcycle – the TVS RONIN. Designed ground up, the TVS RONIN is a lifestyle statement that takes inspiration from the modern, new-age rider. The TVS RONIN is designed with the style, technology, and riding experience to promote an unscripted lifestyle. TVS Motor's strong legacy of 110 years, and leading technology and innovation, will now be taken forward with the launch of a new way of living, TVS RONIN. Marking the company's entry into the segment of premium lifestyle motorcycling, the motorcycle is an extension of its commitment to bringing in a new way of riding. The TVS RONIN's versatile features, combined with a unique design and modern technology, ensure stress-free riding experiences across terrains. The motorcycle is also one of many firsts with impressive technology and convenience features like dual-channel ABS, voice assistance, and enhanced connectivity. In another first, the TVS RONIN will launch with an exclusive range of branded world-class merchandise and custom accessories"



BMW drives in exclusive **VIP mobility** for Bird ExecuJet Aviation Group



The new BMW 7 Series and the first-ever BMW X7 are now official choice for all VIP movements at Terminal 4, Delhi International Airport. The high-end BMW cars will now be used by all dignitaries, leading businessmen and eminent personalities transiting through the Terminal 4 of Delhi International Airport. The new BMW 7 Series features exquisite design details, finest materials and powerful innovations which deliver a new echelon of driving pleasure. It has been exclusively imagined, designed and crafted for individuals who value every moment, discover an experience inspired by those who drive the world. The first-ever BMW X7 is a statement of the luxury class. It is an elegant fusion of presence and personality. Despite its majestic appearance, it gives an impression of lightness and agility thanks to the puristic design and athletic styling. At the same time, the considerable spaciousness of the interior offers a pioneering interplay of exclusivity, functionality and freedom – incomparable comfort. BMW Excellence Pavillion – The VIP Lounge at Terminal 4 showcases the exclusive BMW Lifestyle Collection



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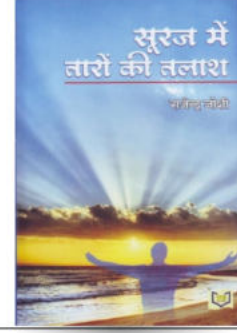
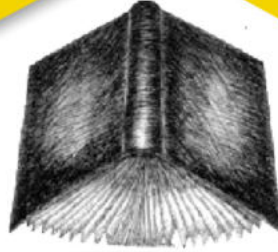


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ग्रामीण जीवन के संस्मरण

मुझे लगता है कि हर समय की अपनी एक विधा होती है। यह समय कथेतर का है। हर लेखक कथेतर कुछ लिखने के लिए प्रेरित हो रहा है। ऐसे में युवा लेखक प्रकाश प्रियम के 24 संस्मरणों की किताब 'अतीत का सफ़रनामा' का आना स्वागत योग्य है। एक कवि और ग़ज़ल लेखक के रूप में अपनी पहचान बना चुके प्रकाश प्रियम की पृष्ठभूमि ग्रामीण है और उसकी भरी-पूरी-रंग-बिरंगी छवियां इन संस्मरणों में अपनी छटा बिखेर रही हैं। उनके इन संस्मरणों में गांव अपनी पूरी धज, और थोड़ी बहुत विकृतियों के साथ, मौजूद है। विशेष रूप से ध्यान देने की बात यह है कि जब लेखक विकृतियों की बात करता है तो उसका अग्रगामी सोच भी साथ ही अभिव्यक्त हो जाता है। मेरे लिए यह बहुत बड़ी बात है। प्रकाश के ये संस्मरण सही अर्थों में कथेतर हैं क्योंकि यहां कथा का रस भी है और उससे इतर भी। किताब का अनिन्तम संस्मरण जन कवि कैलाश मनहर पर केन्द्रित है और यह देखना बहुत आह्लादक व रोचक है कि एक बनता हुआ कवि अपने अग्रज को किन निगाहों से देखता है! किताब की बहुत सार्थक भूमिका डॉ सत्यनारायण ने लिखी है।

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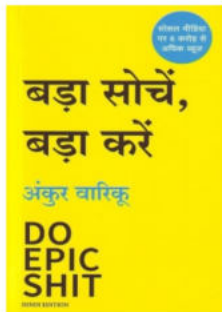
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कविताएं जो पाठक को बदलती हैं!

हिंदी और राजस्थानी के विख्यात साहित्यकार राजेंद्र जोशी का यह चौथा कविता संग्रह है। यहां कुल तीन खण्डों में एक सौ दस कविताएं हैं। खण्डों के शीर्षक हैं - उजाले की साखी, रात के पिछले पहर, वक्त अभी शेष है। हालांकि हर कविता दूसरी कविताओं से अलहदा है, कुछ बातों इन सबके लिए एक साथ कही जा सकती हैं। पहली तो यह कि जोशी जी आस्था के कवि हैं। वर्तमान से क्षुब्ध रहते हुए भी वे बेहतर भविष्य का सपना देखते हैं। दूसरी बात यह कि वे शब्दों को बहुत सावधानी और कृपणता से बरतते हैं। और तीसरी बात यह कि वे बहुत खुली नज़र से अपने चतुर्दिक को देखते और सावधानी से उसे अंकित करते चलते हैं। इन कविताओं से गुजरते हुए आप न केवल अपने समय से साक्षात्कार करते हैं, ऐसा करते हुए स्वयं भी परिष्कृत होते चलते हैं। ये कविताएं न तो बैठे ठाले लिखी गई हैं और न उनके लिए लिखी गई हैं जो कविता को मनबहलाव का सामान समझते हैं। ये कविताएं आपको विचलित करती हैं, प्रश्नाकुल भी करती हैं, आपकी उदासीनता पर आघात भी करती हैं और यह सब करते हुए बहुत नामालूम तरीके से आपको बदलती भी हैं। संकलन की एक कविता उद्धृत कर रहा हूँ। शीर्षक है 'समय ने पूछा'। कविता यह रही - समय ने पूछा/ दुबके हुए, मुरझाकर क्यों बैठे हो?/ कोहरा घना है/ पानी भी ठण्डा बरस रहा है/ हवाएं घर के अंदर/ पानी के साथ/ तार-तार साड़ी से टकराकर/ पूरे बदन में बहती हैं// छिप गया सूरज/ या दुबक गया/ कोहरे से या/ ढण्डे होने के डर से/ कहती है वह/ चुपके से आ जाना/ साड़ी के पल्लू से ढक दूंगी/ तेरी आग बचा लूंगी।

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कामयाब होने के नुस्खे!

इधर हिंदी में आत्म विकास विषयक किताबें खूब छप रही हैं, लेकिन उनमें से बहुत कम ऐसी होती हैं जिनकी चर्चा की जाए। प्रख्यात उद्यमी और कण्टेंटसर्जक अंकुर वारिकू की बहुत प्रसिद्ध हुई अंग्रेज़ी किताब इपिकशिफ का हाल में प्रकाशित यह हिंदी अनुवाद उन बातों को जिन्हें हम पहले से जानते हैं, इतने रोचक और प्रभावशाली ढंग से सामने रखता है कि हम उन्हें आत्मसात करने से खुद को रोक ही नहीं पाते हैं। अंकुर बहुत कम शब्दों में अपनी बात कहते हैं, लेकिन वे थोड़े-से शब्द इतने प्रभावशाली होते हैं कि आप स्वयं उन शब्दों को प्रस्थान बिंदु मान कर आगे सोचने लगते हैं। यही इस किताब की सबसे बड़ी खासियत है। किताब में धन, समय और खुद के साथ हमारे रिश्तों को समझने-समझाने का प्रयास किया गया है। किताब इन छह खण्डों में विभक्त है - सफलता (और असफलता), आदतें, जागरूकता, उद्यमिता, धन, संबंध। किताब को कुछ इस तरह से नियोजित किया गया है कि इसे शुरू से अंत तक पढ़ने की ज़रूरत नहीं है। आप इसे कहीं से भी खोल लें और पढ़ना शुरू कर दें। यह एक ऐसी किताब है जिसे आप हर समय अपने साथ रख सकते हैं और जितना भी समय आपको सुलभ है उतने में पढ़ कर लाभान्वित हो सकते हैं। किताब का आकार भी ऐसा है कि इसे आप अपनी जेब में रख सकते हैं। सुधीर दीक्षित का अनुवाद बहुत सहज और प्रवाहपूर्ण है।



ARIES

मेष

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जल्दी लाभ कमाने के चक्र में गलत योजना में निवेश करने की संभावना है, सावधानी से काम ले। आध्यात्मिकता व धार्मिक कार्यों में रुचि बढ़ेगी। घरेलू मामले बातचीत से सुलझेगे। दिनांक 15 से 17 दुर्घटना का भय है, सावधानी बरते। रात्रि में दूध पीना बंद करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 1 व शुभ रंग लाल**



TAURUS

वृष

15 मई से 14 जून

अनजान लोगों पर भरोसा करने से मुश्किल में पड़ने के योग बन रहे हैं, सावधानी बरते। किसी महत्वपूर्ण योजना की शुरुआत हो सकती है। विरोधी आपको परास्त करने की योजनाएं बनायेंगे पर आपकी सूझ बूझ से काम बन जायेगा। दिनांक 10 से 12 सावधानी रखे, धनहानि हो सकती है। सांप को दूध पिलाने से शुभ फलों में वृद्धि होगी। **शुभ अंक 5 व शुभ रंग नीला।**



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युवाओं को उच्च अध्ययन में सफलता मिलेगी। निर्धारित कार्यक्रम बदलना पड़ सकता है। व्यापारिक सौदे कारोबारी विस्तार में सहायक सिद्ध होंगे। कारोबारी विस्तार की रूपरेखा बनेगी। रिश्तों में मधुरता बढ़ेगी। दिनांक 3 से 5 व्यर्थ के विवाद में उलझने की संभावना है, सावधानी बरते। पत्नी का मान रखने से शुभ फलों में वृद्धि होगी। **शुभ अंक 6 व शुभ रंग सफेद**



CANCER

कर्क

16 जुलाई से 16 अगस्त

परिवारिक जरूरतें पूरी करना मुश्किल होगा। नया काम शुरू कर सकते हैं। बढ़ते खर्च के कारण कर्ज लेना पड़ सकता है। भावुकता में नुकसान होने की संभावना है अतः विवेकशीलता से काम ले। दिनांक 11 से 13 न्यायिक विवाद में पड़ने की संभावना है, सावधानी बरते व अपने क्रोध पर अंकुश रखें। लाल रंग के फूल जमीन में दबाने से शुभ फलों में वृद्धि होगी। **शुभ अंक 1 व शुभ रंग क्रीम**



LEO

सिंह

17 अगस्त से 16 सितंबर

वैभव विलासिता पर खर्च बढ़ेगा। पारिवारिक रिश्ते ईमानदारी से निभायेंगे। जिसे चाहते हैं उसे दिल की बात कह दे, संबंध मजबूत होंगे। दिनांक 10 से 13 यात्रा होने की संभावना है जो सफल होगी। मंदिर में नारियल दान करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 3 व शुभ रंग लाल**



VIRGO

कन्या

17 सितंबर से 16 अक्टूबर

अधीनस्थों से बनाकर चलने, उलझने का भय है। कारोबारी यात्रा से लाभ संभव है। चुनौतियों का डटकर सामना करेंगे। मधुर वाणी से सबका दिल जीत लेंगे। आय के स्रोत बढ़ेंगे। दिनांक 19 से 21 आकस्मिक धन लाभ हो सकता है। रसोई में बैठकर भोजन करने से शुभ फलों में वृद्धि की संभावना है। **शुभ अंक 6 व शुभ रंग हरा।**



LIBRA

तुला

17 अक्टूबर से 13 नवंबर

मेहमान के आगमन से घर का वातावरण खुशनुमा रहेगा। दाम्पत्य सुख में वृद्धि होगी। कठोर रविये से अपनों का दिल दुखा बढ़ेगा। स्वास्थ्य पर ध्यान देने की आवश्यकता है। दिनांक 20 से 22 शेरों में हानि होने की संभावना है, सावधानी बरते। चांदी की ठेस गोली अपने पास रखने से शुभ फलों में वृद्धि होगी। **शुभ अंक 5 व शुभ रंग सफेद**



SCORPIO

वृश्चिक

14 नवंबर से 14 दिसंबर

नए संपर्कों का लाभ मिलेगा। विरोधी नुकसान पहुँचाने की कोशिश करेंगे। कार्यस्थल पर चुनौतियों का सामना करना पड़ सकता है। लेन देन में नुकसान होने की संभावना है सावधानी बरते। दिनांक 5 से 7 संतान पक्ष से लाभ हो सकता है। हल्दी का तिलक प्रतिदिन लगाने से शुभ फलों में वृद्धि होगी। **शुभ अंक 9 व शुभ रंग लाल**



SAGITTARIUS

धनु

15 दिसंबर से 13 जनवर

आर्थिक स्थिति सुदृढ़ होने से भूमि भवन और वाहन खरीदने का योग बन रहे हैं। नए संपर्क बनेंगे जो भाग्योदय में सहायक होंगे। कारोबार में विस्तार की पूरी संभावना है। दिनांक 2 से 4 मानसिक चिंता रहेंगे एवं परिश्रमानुकूल फल प्राप्त नहीं होने से खिन्नता रहेगी। पीपल की सेवा करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 1 व शुभ रंग पीला**



CAPRICORN

मकर

14 जनवरी से 13 फरवरी

समय पर वादा पूरा नहीं हो पाने से अपमान का भय है। सपनों को साकार करने का उचित समय है। राजकीय कार्य और पदोन्नति संभव है। विदेश यात्रा होने की संभावना है। दिनांक 20 से 22 सिर में चोट लगने की संभावना है, सावधानी बरते। शुद्ध सोने का छद्म धारण करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 8 व शुभ रंग काला**



AQUARIUS

कुंभ

14 फरवरी से 13 मार्च

मेहनत के बल पर महत्वपूर्ण सफलता मिलेगी। व्यक्तिगत मामलों में बाहरी दखल से बचे। लेखन कला में जुड़े लोगों को सम्मान मिलने की संभावना है। दिनांक 23 से 25 षड्यंत्र का शिकार होने की संभावना है, सावधानी रखें। काले उड़द का दान करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 4 व शुभ रंग हरा।**



PISCES

मीन

14 मार्च से 12 अप्रैल

स्वास्थ्य की अनदेखी से पुरानी बीमारी के बढ़ने की संभावना है। ना चाहते हुए भी समझौता करना पड़ेगा। नौकरी में पदोन्नति के आसार हैं। विरोधी घेरने का प्रयास करेंगे वाणी पर नियंत्रण रखें। दिनांक 10 से 15 कोई अटका हुआ पुराना काम हो सकता है। 300 ग्राम चने की दाल 3 दिन बहते पानी में बहाने से बिगाड़े काम बनेंगे। **शुभ अंक 1 व शुभ रंग पीला**



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