

## Royal Harbinger

### Negativity to have no buyers!

While promises of political parties are rising every other day, the level of allegation is deteriorating at faster pace. The recent Dadri incidence vouches for the lower level of politics where right from the start, nothing has been good. Thanks to media because of which such instances become identity of India. The problem is that the good things that happen in society are not even reported let alone promoting them for a better India.

The political class has been like this only. Leaders are bound to hurt allegations and they do it every single time. Besides leaders, there are ample people in our societies who are doing great things daily but they do so without being noticed. So good work remains restricted and limited to some people in a confined area while negativity, hatred, and utter non sense is shown on the TV round the clock.

The predicament of TV channels has been obvious since they are bound to be on-air 24 hours a day but that does not mean that they only will have negativity to air. For most of the channels if you notice, politics and related debates remain the main content while the other social things are given no importance and time.

The debates on dialogues by ministers is manipulated, analyzed, and then served hot to the audiences. And at times when their assessment nosedives, they still have no methodology of regretting over that. The game of TRP actually has ruined it all. The media does not report, they serve you dishes of news. And dishes come differently from different channels. The analyses obviously plays a key role in people's decision making. If one thing is played all the time, it will start to get consolidated over the passage of time. But this idea has no longer life. Soon people discover the negativity of channel and they relinquish it forever.

So the onus is on all. Leaders should get matured as citizens today are fed up of negative tactics. People no longer are fan of parties. They are looking for people who work and have better ideas for them. Those who indulge in negativity are rejected outright.

Media channels too are judged by their content and people take no time in changing channels. The time has come when constructive things will be preferred over the destructive ones. The youth that plays important part in discussions take informed decisions. Delhi people chose NaredraModi as Prime minister by electing all seven BJP MPs from the national capital but then in case if local assembly, they showed full trust in ArvindKejriwal by giving him 67 out of 70 seats.

This is the apt time when people and their establishments start thinking positive and be constructive. Negativity soon will have no buyers!

## Editorial

### Toyota Kirloskar Motor Launches the New Liva this Festive Season

**Udaipur:** Toyota Kirloskar Motor today announced the launch of the stylish, dual toned and feature loaded new Liva. Features include Rear Roof Spoiler, Black Grille&ORVM (Outside Rear View Mirror) to complement its overall looks. The new Liva comes with enhanced safety, equipped with Standard Dual Front SRS (Supplemental Restraint System) Airbags and Standard Pre Tensioner and Force Limiter Front Seatbelts. Added with best in class cabin space and comfort, it comes with a warranty of 3 years / 100,000kms, whichever comes first.

Speaking on the launch, Mr. Akitoshi Takemura, Senior Vice President, Toyota Kirloskar Motor Pvt. Ltd. said, "It is our endeavor to continuously upgrade our



offering in line with the changing lifestyle preferences of our customers and with Etios Series being received "Most Promising Brand 2015" by Economic Times and we are confident, the New Liva will further delight our customers this auspicious season". Attractively priced at Rs. 5.76 lakhs (petrol variant) and Rs. 6.79 lakhs (diesel variant), ex-showroom Delhi, the New Liva will be on sale from this festive season.



### A Rally organized by Students of Saraf College on Dr Kalam's Birthday

**Mumbai:** On account of Dr APJ Abdul Kalam's birthday, the student's of Saraf College had taken out a Rally in order to give him a tribute on 15th Oct, 2015 from 8.00am onwards. The Rally included all the departments of Saraf College i.e. WDC, NSS, SPORTS, DLLE, JUNIORS and TEAM MAUJ (Maujis). The Rally started from Malad with a halt in front of colleges like Patkar, Dalmia, Vidya Vikas enacting a street play on APJ Abdul Kalam.

More than 120 people participated

### Shweta Rathore, the First Indian female won Silver Medal

Shweta Rathore, the First Indian female who won Silver Medal in fitness physique category in 49th Asian Bodybuilding Championship which was recently held in Uzbekistan. She brought the Title of Miss Asia 2015 fitness physique home. She is an engineer by qualification having her own business and NGO. She won Miss World Fitness Physique 2014 being First Indian female and Miss India Champion sports physique.

Shweta Rathore, will be representing India in World Championship in Muscle & Physique Contest 2015, in November at Thailand. She is confident

to bring medal and title again to India and make all Indians and our country proud. Shweta says that she is confident to bring the medal and title again to India and make all Indians proud.

Shweta Rathore is first Indian brand ambassador for Muscletech and Neulife Athlete. She is the ambassador and is on Judge Panel of Body power Expo 2015. As there is no guide line and training for the sports that's why she has opened her own Academy and company by the name of Fitness Forever Pvt. Ltd for the new talents where she will train them to compete in fitness competition.

## Next Gen Anganwadis: Barmer to get the First Centre

The Ministry for Women and Child Development (WCD) signed a Memorandum of Understanding (MoU) with the Vedanta to develop and modernise 4000 Anganwadis in the country. Under this project, one model Anganwadi was developed at Sonipat. On Wednesday, Bhoomi Poojan took place for the first Anganwadi under this project, at Chhitar Ka Paar village in Barmer.

Ms. Ritu Jhingon GM (CSR) of Cairn India, CDPO Shri Mota Ram, Sarpanch Smt Chunni Devi and others were present on this occasion. Recently, Dr. Rajesh Kumar, Joint Secretary, Ministry of Women & Child Development, Government of India and Mr. Mayank Ashar, Managing Director and CEO, Cairn India had signed the MoU in New Delhi, to develop these 'next generation' Anganwadis. Through this partnership, Vedanta aims to create social incubators that will help uplift the communities on a national scale by educating children, eradicating malnutrition and developing vocational skills among women in India.

At the MoU ceremony V. Somasundaram, Secretary, Ministry of Women & Child Development said "We are planning to modernize the Anganwadis and revamp these as enablers that will not only provide supplementary nutrition and basic healthcare services in villages but also function as a place to mobilize the village women to increase their participation in community development." In his message Mr. Anil Agarwal, Chairman, Vedanta said, "We are happy to associate with Ministry of Women & Child Development for setting up model



Anganwadis. Through these modern Anganwadis Vedanta endeavours to provide a better environment to the children of India. Healthy children and empowered women will eradicate poverty and malnutrition, and make a prosperous nation. It is our privilege to partner with the Government in this initiative, especially, since it aligns with our honourable Prime Minister's vision to provide quality education to children and skill development to women, across the country." Vedanta is committing more than INR 400 crore towards building these 'next generation' Anganwadi centres. This initiative is also aligned with the Honourable Prime Minister's vision of Swachh Bharat, Women Skill Development and Digital India; especially in its delivery and the mode of imparting training to women and chil-

ren. In a first-of-its-kind Public-Private Partnership, the Ministry of WCD and Vedanta have come together to construct 4000 'next generation' Anganwadis that will be built in the states of Andhra Pradesh, Assam, Chhattisgarh, Jharkhand, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Telangana and Uttar Pradesh. These model Anganwadis will be built in clusters of 25-30 in a particular district with multifunctional capabilities.

The land for the Anganwadis will be provided by the Gram Panchayats. Anganwadi is the service delivery unit established under the Integrated Child Development Scheme (ICDS), the flagship programme of the Ministry. Besides providing the children with a modern learning environment and play area, these centres will also act as a plat-

form for empowering women and young girls through multi-skilling.

Vedanta's 'next generation' Anganwadi will add to the existing Anganwadi model of the Ministry's 'Integrated Women and Child Development Scheme'. It will enhance the learning environment through e-learning modules for children and skill enhancement programmes for women. This centre will also act as a focal point for immunisation, gender sensitisation and maternal care. The 'next generation' Anganwadis are proposed to be run as a shared space in which 50% of the time will be devoted to children's education and the remaining half will support women's skill development.

'Building as a Learning Aid' a concept piloted by UNICEF, which will feature learning concepts embedded within the structure, has been incorporated, to make the module interesting which will help increase attendance of children. The model Anganwadis will be equipped with solar power, television for e-learning, hygienic toilets and pure drinking water supply.

Spread over an area of about 700 sqft, the cost of each 'next generation' Anganwadi will be around INR 10 Lakhs. Construction of these centres will be done by Vedanta, using unique prefabricated eco-friendly structures. Post construction, the new Anganwadi centres will be handed over to the respective Panchayat/ local urban body. These 'next generation' Anganwadis will also have access to medical vans provided by Vedanta, to improve and meet the need for primary medical services to children and women.

### Enticing India's Royal Vintage Motoring Culture

## "21 Gun Salute International Vintage Car Rally & Concours Show 2016"

**Gurgaon:** For the past five years, 21 Gun Salute has been successfully presenting the International Vintage Car Rally & Concours Show; year after year, the event is getting bigger and better and 2016 is going to be the grandest so far. Offering a feast of events for car aficionados and connoisseurs of culture, the event showcases the rich Indian legacy & narrates a vintage car-fable at India's most celebrated locales.

The 6th Edition of the Show portrays the true picture of the vast cultural diversity of the country in the wake of promoting motoring tourism in India. And there could be no better place than Red Fort, which has been representing India's pride, glory & cultural elegance since 1648. Mr Madan Mohan, The Founder - 21 Gun Salute International Vintage Car Rally & Concours Show said, "Our aim is to showcase the finest heritage of custom-made automobiles in India and promote the centuries-old vast cultural diversity of the country at a global stage, establishing a holistic platform for the growth of Motoring Tourism in India."

21 Gun Salute International Vintage Car Rally & Concours Show, 2016 will witness a stunning concoction of India's Motoring legacy

with its enormous cultural heritage. Unlike any other vintage car show organized around the world, this one will be a different experience altogether! "Along with the display of 75 exclusively hand-picked Indian and 15 International vintage cars, spectators will also get the glimpse of the art and dance forms, from various parts of the country" disclosed Mr Madan Mohan. The event has gone truly International as vintage car clubs & collectors from the USA, UK, France, Germany, China, Sri Lanka, and Nepal are joining the 2 days heritage motoring fest. Followed by an exclusive display of cars and the grand cultural fiesta, the collectors and car enthusiasts will drive their beauties on the roads of the capital, heading towards the Buddh International Circuit, Noida. Another highlight will be a controlled speed racing (TSD) on the Formula One racing track at Greater Noida. This will bring a superb driving pleasure both for the spectators and the man on the steering.

The event will showcase the world's most admired-vintage automobiles & also brings forth a wonderful opportunity for the participants and guests to relish the true essence of culture tourism & a glimpse of centuries-old heritage of

India. From times immemorial, India has remained the epicentre of art, culture, heritage and tradition. Great number of foreign tourists and enthusiasts from all over the world will participate, witness and simply enjoy a series of events, music & dance forms here. Saturday (6th February 2016) special Display: An exclusive display of luxury cars, from around the world. ARoyal Rendezvous with 125 hand-picked, rare & premium Indian & International cars of the bygone era. Experience a sensational display of vintage cars from venerated collectors and car enthusiasts from India, USA, UK, France, Germany, China, Sri Lanka and Nepal.

A feast to the eyes Make sure, 7th February is the day you choose to experience a Sunday, like never before. Bursting with excitement & enthusiasm - the spectators in the corridors of world-class F1 circuit, will witness Classic & Vintage beauties racing on the track. Bet us! This will mesmerize you & take you to the next stage of exhilaration. For the first time, Buddh International Circuit, will host such a pleasure with motoring enthusiasts putting on their driving gloves, dusting off their bonnets and making their way along the World's most hi-tech F1 Track.

## Priyanka Chopra wins 2015 MTV EMAs Best India Act

**Mumbai:** Actress-singer Priyanka Chopra has been announced winner of 2015 MTV EMAs Best India Act after beating Monica Dogra, Indus Creed, The Ska Vengers and Your Chin.

The "Quantic" star is now pitted against Best Africa Act Diamond Platinumz in the Best Worldwide Act: Africa/India Act category. "All the nominees in the Best India Act category were highly accomplished and well-deserving, however, we are elated to announce Priyanka Chopra as the winner of this category."

"Priyanka Chopra today has a huge fan base both national and international. Her road to success and fame has been filled with numerous milestones and we are proud that she has won this category at the Europe Music Awards 2015, now let's help her get the Worldwide Act trophy home. Let's get Voting," said Ferzad Palia, EVP and Head, English Entertainment Channel, Viacom18.

Priyanka, 33, released her first single "In My City" in 2012,



which sold more than 130,000 copies in its first week, topped the Hindi pop chart and was certified triple platinum.

The song was also the theme of NFL's Sunday night football in 2012-13 seasons. The singer received three nominations - Best Female Artist, Best Song and Best Video - for "In My City" at the World Music Awards in 2012. MTV EMAs, hosted by Ed Sheeran and Ruby Rose, winners will be announced on October 25, during an event in Milan.

## Panasonic inaugurates its 13th P4 Outlet in Udaipur

**Udaipur:** India- Panasonic, the global leader in innovation and technology, inaugurated its 13th Panasonic Premium Partner Program (P4) outlet in Hiran Magri, Udaipur. This launch underlines Panasonic's commitment to make available world-class technology to its customers across the length and breadth of India.

Panasonic P4 outlets make available entire Panasonic product range from LCD/LED's & Plasma TV's, Home Audio Products, Home Appliances Range, Air Conditioners, Small Home Appliances & Telephone Range with dedicated sections in the store for every category. The outlets are spread over an area of 1400 Sq. Feet so as to maximize the product display & availability for the consumer, keeping in mind the basic hygiene retail experience requirements as per Panasonic Policy which will be taken care by the Channel Partner.

Talking about the launch, Mr. Manish Sharma, Managing

Director, Panasonic India & South Asia, said "With increasing demand for the latest technology, it is imperative for Panasonic to have its products easily available to Indian consumers. Keeping this in mind, Panasonic's concept of P4 outlets will ensure availability of world class Panasonic products under one roof in small towns primarily Tier II & III Cities in India. It will also provide an opportunity to channel partners in the small towns to grow in their business along with Panasonic.

Speaking on the occasion Mr. Sarthak Seth, Head Brand and Marketing Communications, Panasonic India said, "It gives us immense pleasure to introduce another P4 outlet in the state of Rajasthan enabling our customers to choose from the vast product portfolio of Panasonic. With this launch, we plan to reach out to a wider local market with the aim to further strengthen our distribution network in Rajasthan."

## Eicher Polaris Private Ltd. inaugurates 4th Multix Showroom in home-state Rajasthan

**Udaipur:** Eicher Polaris Private Ltd. has announced the opening of its fourth showroom of Multix - India's First Personal Utility Vehicle - in Udaipur (City of Lakes), Rajasthan today. The newest showroom echoes the growing demand of the independent businessmen of a vehicle that has been purposely created to suit their business along with personal life.

M/s. R S Automobiles was inaugurated by Mr. Manish Handa, Vice President, Sales & Services, Eicher Polaris Private Limited. M/s. R S Automobiles is conveniently located at NH 8 Goverdhan Vilas Road (Near Eklingarh Chavni), Udaipur, Rajasthan. This dealership will offer entire Multix variants along with the entire ecosystem of unique accessories & solutions to consumers in the region. MX variant will have four colours and will be available at Rs. 271,950/- (ex-showroom Udaipur). Earlier, EPPL has opened three showrooms in Jaipur, Ajmer and Kota in Rajasthan respectively.

Speaking on the occasion, Mr. Radhesh C Verma, Chief Executive Officer, Eicher Polaris Private Ltd, said, "We are proud to present



Multix, a ground up innovation, designed and engineered for independent businessmen. Multix is a personal vehicle loaded with utility and it empowers independent businessmen to unlock their potential. We have strong commitments on Rajasthan, our home state and currently we are present in 4 locations in the state. With an attractive advance booking package of Rs. 2999 and strategic tie-up with retail finance partners, we are making Multix accessible to our consumers".

Multix has been purpose-built and custom designed to offer the unique power of extreme 3-in-1 adaptability of Family, Business and Power Generator to the consumer.

The vehicle has a generous cabin space that can comfortably seat a family of five along with luggage, and can be adapted to create large storage space of 1918 liters. Multix is equipped with X-PORT™ - a unique power-take-off point, which can generate power of up to 3 KW that can be used for lighting homes and powering a variety of professional equipment.

It is equipped with first-of-its-kind ProRide™ - Independent suspension system, which coupled with its best in class ground clearance of 225mm, delivers unmatched riding experience on all kinds of roads. Multix has a reliable diesel engine that provides mileage of 28.45 kmpl.