



The Youth of UP

Plenty of factors played instrumental roles in the 2014 General Elections in India. But the one that was actually got the BJP led NDA into power was the faith of youth. The youngsters were given fresh dreams. The new age politicians had a new kind of vim that brought a wave of freshness and commitment. The new age politicians like Narendra Modi and Arvind Kejriwal promised new ideas and also presented a blueprint of their plans. This is what the youth always wanted. Not all go and shout slogans in favour of patriotism but each and every individual in India is patriotic and all what they wanted was a good use of power and money. They wanted change in a positive manner. Now what exactly the youth achieved hitherto from these new crop of energetic politicians is still remains to be seen. But the power of youth is clear and decisive. They are only in favor of development and they want nothing less than

Editorial

that youth will have a say in these elections too. In fact their inclination towards any side could put them into the CMO in Lucknow.

Rallies are on in full swing these days and we see a sea of people appearing to have a glimpse of their leaders. They gather to hear new promises from opposition and new aspirants while they want to know about the development status and progress bar of promises made by the ruling representatives. We all know, we hardly hear that. A season of blame game is on everyone's counting mistakes and failures of others. This of course leaves the youth disappointed. They are not interested in how filthy or corrupt the other leader is. Rather they want to know what the party has to offer in terms of promises. And the actions doesn't just stop here. The youth would like to analyze the potential of the promises being made by any candidate. A youngster of today is well aware that it is not rocket science to realize that a promise of international airport is unlikely to happen in a village which is still waiting for first bulb to lit by electricity.

If any of these parties is ignoring this fact, they are ignoring voters. And these voters who cover more than 50 % of the electorate can make or mar any political set up. They can upset any politician formula based on any factor like caste or religion. In the age of aware youth, UP elections will be interesting to follow.

Coming Back In Switzerland :Shooting Is Going On



Chandrakant Singh who has made three comedies and one social awareness with Women Empowerment film Six X is shooting for his thriller film Coming Back with Arbaaz Khan. The film will be entirely shot in Arosa, Switzerland. The film is produced by Mahendra Singh Namdev of Ahilya Productions and Rakesh Datta of RRD Motion Pictures. The film also have Kannad superstar Aindrita Ray who will be making her debut in Hindi film. Arbaaz Khan said, Its an interesting script and the makers thought that I fit the part.

Chandrakant Singh said, Arbaaz Khan will play Contrasting characters. One role will be that of Switzerland based business tycoon, who gets married at 40 to a much younger girl. The plot thickens after he is murdered. Vikas Verma, Hemant Pandey and Govind Namdeo are supporting cast of the film. This is the first Hindi film which will shot entirely in Switzerland. Chandrakant Singh said that - We are shooting our film in Arosa one of the most happening and richest ski resort of Switzerland. It's 2 & half hour drive from Zurich. Temperature was mostly -18 degree to -25 degree.

Abhishek Ray Gets Mirchi Music Awards 2017



Music director-Singer-wild life activist Abhishek Ray is on cloud 9 as his film Wedding Anniversary is releasing on 24th February and he has composed all songs for the film. Music director Abhishek Ray is known for Paan Singh Tomar, Saheb Biwi & Gangster, I Am Kalaam, Yeh Saali Zindagi, Welcome Back and many more. He just got best non film song award of the year for his song Aye jahaan aasmaan sung by Sonu Nigam and Shreya Ghoshal and written by Nusrat Badr.

Abhishek Ray got first break when he was in school from the legendary poet Gulzar in their famous collaboration 'Udaas Paani'. In fact the 2nd nomination this year at Mirchi Awards was also his song 'Yeh Dil' written by Gulzar and sung by Hariharan. He thanked his family, his mentor Gulzar Sahab, his friends Sonu Nigam, Shreya Ghoshal and mother nature after getting this award.

16th Annual Gujarati Screen and Stage Awards

The only of its kind grand tradition of felicitating best artists and technicians very year has created history by completing 16th celebration this year. 49 best Gujarati artists were felicitated at The 16th Annual Transmedia Gujarati Screen and Stage Awards 2016, which was held at Hotel Tulip Star, Juhu, Mumbai.

This year, was a record 45 Gujarati films participated for awards and also the competition was between 31 Mumbai dramas, 18 Gujarat Dramas, 5 Television serials. More than 350 artists and technicians were nominated in around 42 various categories.

The 16th year was celebrated with grandeur of settings and Lights and The star studded glamour of performances by Film and TV Stars of young generation.

eration.

Mr. Rashmi Kamdar and Mrs Bhavna Kamdar (USA) is sponsoring Rs. 51,000/- cash Prize for Life Time Achievement Awardees since 2004. Mrs. Rupa Anand Pandit is sponsoring 51,000/- for Best Mumbai Drama.

Shri Jasmin Shah, MD of Transmedia made the moment energetic amongst the present audience of 4,000 when he Thanks the Chief Minister of Gujarat for announcing encouraging Policy for Gujarati Films, which resulted in maximum films this year.

He predicted that, when the awards started in 2001, only 8 to 10 films were made in a year, it has increased gradually to 30-40, but after the declaration of policy yearly 100 films will be made and the



Gujarati Film Industry will cross 100 crore. Also there will be a great work generation for the Artists and Technicians.

The dignitaries present on the dias were Film Star Jitendra Kapoor, Shri Manohar Kanungo, Shri Jayantilal Gada

of Pen Video, Sanjay Upadhyaya and Anuj Poddar of colors -Viacom 18, Manoj Desai (producer 'khuda gava'), Manoj Joshi, Maryam Zakaria, Akanksha Puri, Padamshri Bhikhudan Gadhavi, and many others.

They all wished Jasmin Shah for the 16th year and also supported to his thoughts for Gujaratis at one voice. In Mumbai Drama 'Prem nu Pay TM' and 'yug Purush' shared maximum awards, whilst In Gujarat Drama

'Devdasini' of Surat, 'A rear view' of Jamnagar and 'Samudra Manthan' of Ahmedabad shared most awards. Tv serial 'Shukra-Mangal' won major awards whilst in Films 'Thai Jashe', 'wrong side Raju', 'Romkom' and 'Je pan kahish te sachu kahish' shared major awards, Sneha Devgania awarded Best Actress for 'Je pan kahish te sachu kahish' and Malhar Thakar awarded Best actor for 'Thai Jashe'. 'Wrong side Raju' was declared Best Film and RED FM Listener's choice best film was declared 'Thai Jashe'. This year also this entire event will telecast on 'Colors Gujarati' and then on 'Soham' tv channel. Life Time achievement Award was presented to Annapurna Shukla and Naresh Kanodia.

Aircel awards its Super Achievers of Lakshya 2.0

Udaipur: Aircel, one of the leading innovative mobile service providers in India, successfully executed 'Lakshya 2.0' program for the year 2016 to reward its top performing trade partners in India. Under this trade partner engagement program, 256 channel partners across circles were flown/taken for a 3 days fully-paid trip to 'land of beaches' Goa. 'Lakshya 2.0' was aimed to acknowledge partners such as Sales Employees, Distributors and FOS, who achieved over 100% target in a period of 3 months. The program offers its winners comprehensive line up of benefits including International Travel, Domestic trip, Gold/Silver Coins & Laptops among other things, while maintaining strong relationships with retailers and distributors.

Commenting on the program, Anupam Vasudev, Chief Marketing Officer, Aircel said, "We ensure that we maintain strong bonds with our trade partners by spending considerable time with our retailers and distributors in motivating, educating, training and addressing their queries as

they are a vital link between us and the consumers. In order to establish and build relationships with the channel and partner community, we organize a variety of programs and offers, one such initiative is Lakshya2.0". He further added that, "We are pleased with the results of Lakshya 2.0 and would like to thank our trade partners for their endless support. We value the relationship we share with them and appreciate their commitment towards the Aircel family. We are happy that the program was welcomed with a lot of enthusiasm by our trade partners". Aircel has always strived to engage and bond with its trade partners through different measures. The program was aimed to connect with the trade partners and inspire them to work hard and achieve their targets. It was one of the most appealing initiatives of Aircel which motivated the trade partners to outperform themselves and raise the bar for quality performance. Aircel is committed to the growth of its partners by empowering the trade community to provide customer rich experience.

Over 450 Companies Exhibiting At DelhiWood

Udaipur: The fifth edition of the woodworking industry's eagerly anticipated biennial event, DelhiWood 2017, will be held from 1-4 March 2017, at the India Expo Centre & Mart in Greater Noida, India.

More than 450 exhibitors from over 30 countries will showcase modern cutting-edge technologies, machinery, tools, fittings, accessories, raw materials and products for furniture production and wood-based manufacturing, housed in a whopping 30,000 square metres of space.

Organised by PDA TRADE FAIRS and supported by Eumabois, the 14-country federation of European woodworking machinery manufacturers, the 2017 edition of DelhiWood proudly announces an unprecedented 40% growth in size. Besides the customary presence of the world's leading woodworking technology companies, DelhiWood 2017 is rich in international presence with over 60% international exhibits occupying the total space. DelhiWood has, over the last 4 editions, evolved to be one of the largest industry-specific events, offering a 360-degree experience for furniture and wood-based manufacturing industries. DelhiWood, initially conceived to cater to the Northern, Central and Eastern Indian woodworking industries has, over the past three editions, grown to be recognized as an international event, drawing visitors from across India and from the SAARC & Gulf regions. The international flavour of DelhiWood is reflected in the many country pavilions at the show. Participating pavilions from Canada, China, France, Germany, Italy, Malaysia, Russia, Taiwan, Turkey and USA will showcase their home-grown innovations and products at DelhiWood 2017.

According to a report of the National Skill Development Council (NSDC), India's furniture and furnishings industry will need 11.3 million skilled workers by the year 2022. The FFSC is driven by the NSDC to a raft of training programmes and schemes toward meeting this demand without diluting the expected quality standards. DelhiWood 2017 is being seen as the ideal platform to further this agenda, and FFSC will be conducting a 4-day Orientation Programme for furniture manufacturers and carpenters at the 4-day trade fair.

DelhiWood 2017 will deliver robust business interactions for all involved in uplifting India's dynamic furniture manufacturing and woodworking sectors amidst its shift towards a technology based industry.

Five Star Ratings For Sustainable Development For WCL

Udaipur: Bhatkori Limestone Mine of Wonder Cement Limited is awarded FIVE STAR for Exemplary performance in implementation of Sustainable Development Framework during 2015-2016 under the Star Rating System. The award was received by Mahendra Kumar Bokadia, Asst. Vice President (Mines) on behalf of Wonder Cement Ltd. from the Union Minister of state (IC) for power, coal, New & Renewable Energy and Mines, Piyush Goyal in the 2nd National mining conclave on Mines & Minerals which was organized in Delhi.

The conclave carries forward the successful partnership between all stakeholders to expand mining sector and address the issues, challenges and bring new opportunities in

the sector. The conclave also provided an opportunity of presenting the recent initiatives taken by the Central Government, State Governments & the industry. The conclave had four technical sessions for interaction on key issues, viz. auctions, explorations, initiatives of the ministry and sharing best practices.

The awards for '5 Star' rating to the best performing mines was given and the TAMRA portal & Mobile App, was launched by the Minister of State (IC) for Mines, Power, Coal and New & Renewable Energy in the Conclave.

Prime Minister, Narendra Modi addressed the UN General Assembly, addressing about 150 world leaders at the United Nations Sustainable



Development Summit on 26 Sep, 2015 said "The principle of common but differentiated responsibilities is the bedrock of our enterprise for a sustainable world."

Taking the vision of PM forward, the Ministry of Mines, in its endeavor for taking up exhaustive and universal implementation of the Sustainable

Development Framework (SDF) in mining, has evolved a system of Star Rating of Mines.

The Online Star Rating portal was launched on 18 August, 2016. A total of 758 mines of major minerals which were operational for more than 6 months in 2015-16 are eligible for star rating.

free dental check-ups to more than 6 million Indians

Colgate and Indian Dental Association (IDA) have successfully concluded their 13th annual Oral Health Month (OHM) program, as a part of their larger vision: Keep India Smiling. With the participation of about 34000 IDA dentists and 6 million dental check-ups, in over 1100 cities, the Oral Health Month 2016-17 came to a spectacular close!

The Oral Health Month program includes: imparting dental education to school kids; educating people on the significance of oral hygiene & promoting healthy oral care habits; and free dental camps for people of all age groups at various locations such as schools, malls, army canteens, and within the mobile dental vans. In 2004, OHM was launched as a 6-city program with only 70 IDA dentists

Talking about the OHM 2016 campaign, Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited, said, "At Colgate, we are dedicated to improving the oral care habits of people across India, and Oral Health Month (OHM) is one of our key programs that we have been running in close partnership with Indian Dental Association (IDA), for the past 13 years. Dr. Ashok Dhole, Hon. Secretary General, Indian Dental Association added, "IDA and Colgate have been carrying out the two-month long Oral Health Month programme every year, for the past 13 years, to promote dental awareness amongst people of all ages.

New & Improved Tide Plus Launched



Udaipur: Tide Plus, one of the leading fabric care brands in India from P&G, has introduced the New & Improved Tide Plus. The New version of India's popular detergent brand has undergone a formulation upgrade, leading to a superior, better performance! Leading actresses Drashti Dhami, Mouni Roy, Namrata Shirodkar and Jasmin Bhasin went on a cross country tour to launch the New and Improved Tide Plus across Big Bazaar & Hypercity stores, and spoke about Tide's latest campaign #CollarUpWithTide. The campaign is a funny take on the perils of hanging your collar to prevent dirtying it, and how with the new best-ever Tide, you can pop up your whitest collar in pride. They encouraged homemakers across India to join the campaign and go for #CollarUpWithTide!

Every homemaker takes immense pride in ensuring that her family looks well

groomed, and does not have to face embarrassing situations. With this superior whiteness in the same promise of half dosage, you can now put your #CollarUpWithTide! With 3 clear distinctions of faster dissolution, more lather and easy rinse, the New & Improved Tide Plus solves your washing woes, further Actor & Producer Namrata Shirodkar, who launched the New Improved Tide Plus in Hyderabad said, "I recall that as a child, my mother would be very particular about my uniform when I went to school. Now that I am a mother myself, I realize how every homemaker takes pride in her family's grooming."

Drashti Dhami who is known for her extremely popular TV shows like Pardes Mein Hai Mera Dil, Geetland Madhubala - Ek Ishq, Ek junoon unveiled the product in Ahmedabad and Chandigarh. She said, "I have, until very recently, done my own

laundry and understand how daunting maintaining your white clothes can be! But, laundry need not be such a boring, tedious task! Tide Plus, in its own cheeky avatar, has taken it on itself by bringing to you this new, advanced product that gives brilliant whiteness even for tough areas like collars! "Mouni Roy, the widely-acclaimed actress of NAGIN fame who launched the Tide Plus in Kolkata added, "I am constantly at work and have very erratic shooting schedule. Long hours of shoot and travel result in dirty clothes, especially areas like collars and cuffs. With faster dissolution, more lather & easy rinse - you are in for surprising whiteness! So, fret no more - you can all join in and pop your collars up in style & with pride!"

Jasmin Bhasin, known for her popular show Tashan-e-Ishq and Dil se Dil Tak, took the audience of Bhopal by storm with her vivacious personality and Collar-up ishtyle said, "I have been a hospitality student, and our daily uniforms were supposed to be stark white! I have been through this struggle, and hence the insight for the campaign resonates very well with me. With the New & Improved Tide Plus, you can uphold the pride for yourself, as well as your family, and make sure that each time they step out, they do so with their #CollarUpWithTide!"

Make a style statement with "IGNYTE Rider jackets

New Delhi: The premium IGNYTE rider jacket provides the very best protection, comfort and style on your bike. This Rider-pro and Rambler rider jacket is one of those timeless wardrobe investments that will retain its look and utility year after year.

"Our Rider jackets are designed in Italy for the global market. Especially targeting the youths and addressing the protection need while on the go, this rider jacket is also fashion without compromise," says Mr. Rajeev Kapur, MD, SteelBirds Group.

Made from breathable fabric, this rider jacket designed in Italy boasts of quality, style and attention to detailing.

Realising the protection needs of the bike riders, cordura has been used in protective areas like the elbow and shoulders. It also has ribbed stretch panel on the elbow area to provide flexibility and has an extra detachable liner. Additionally, it is very handy for those who go on a long and night rides as it has a reflector on the arms and the back.

Also, to resist and escape the heat it has ventilations at front, back and sleeves. You can also easily attach it to rider pants. Furthermore, keeping in mind the durability factor YKK zippers has been used throughout the garment.

Pharma Sector to Grow and Generate High Employment - Experts

Jaipur: One of the largest and the most complex demography in the world will be the youngest nation by 2022. With the initiatives taken by the Government of India on demonetization, introduction of the GST along with Make in India, Smart Cities, Digital India and Startup India have played an important role in changing the eco-system and created newer platforms in many sectors including the pharmaceutical sector. To further discuss the opportunities and challenges in the Pharmaceutical sector, IIMHR University Jaipur invited experts such as Mr. Atul Kumar Nasa, President, Indian Pharmacy Graduates Association, Mr. Rajendra Talele, Head Clinical Development Services- Accutest Research Laboratories, Mr. Deve Babre, Associate Vice President, Tata Consulting Services, Mumbai, Mr. Sachin Tadge, Project Manager, Cognizant Mumbai during its Pharma Summit 2017 held on 25th Feb, 2017. The Pharma Summit was concluded by discussing trends alongwith various other aspects that could give impetus to the growth of the Pharma sector. Biosimilars and Biologics are burgeoning sectors in 2017 also major scientific and technological advances, coupled with socio-demographic changes and increasing demand for medicines will revive the pharma industry's fortunes in another 10 to 20 years.