



## New face of the Electorate

The loud echo of the massive and unprecedented results of the state assembly elections 2017 will not go quiet anytime soon.

Amidst all the ecstasy and agony of supporters and politicians, there has emerged a picture of Indian public that is now looking towards a new and improved India.

The barricades of caste and religion are now vanishing fast. People no longer worry about the caste and a particular group, instead they need better facilities and a suitable life conditions to live.

If BJP believes that their campaigning power and magic of powerful persona of Prime Minister got them the mandate they could never imagine, then this will be just a partial truth. The bigger truth is that people now look at bigger picture and look towards a leader who can deliver the unsaid promise of a proper life. Education, health, and a decent life is all what they want. And that option was neither with BSP nor with Congress and SP alliance. Now BJP led UP will have a government which will not only have immense power to transform the state but will also have no excuse on any failure. And this is what exactly the voter of the Uttar Pradesh has asked the BJP to do.

## Editorial

Uttarakhand ran on same lines as of BJP and now will have their government with full majority. The loss of Harish Rawat from both seats prove that he wither failed to perform or was unable to advertise his achievements.

Anyways, the public knows it all. They do not need a poster know if the school was built or the hospital was providing care at affordable cost, they know it all.

The case of Punjab though was strange. After a sure shot prediction for Aam Aadmi Party, the congress claimed a marvelous victory. All this again means that people chose experienced Amrinder Singh over Arvind Kejriwal's team.

Kejriwal though has done well in Delhi so far but failed to convince his plans in Punjab. His regular tension with Center also left people confused whether he will be able to deliver without any support from center. This again takes us to the point that people had development in mind and Amrinder has done it before.

What Arvind Kejriwal can learn from this result is that he will need to deliver in Delhi and fulfill all his promises first. Unless people see things done, they will not believe your strong speeches.

This all means that we have galloped into an era where the real work will matter. Polarization and cast based politics are now things of past.

## Chandrakant Singh Short film Scapegoat enters in competition category of Cannes Festival



Scapegoat is a thought provoking film. It's a 15 minute short film based on inhuman act against animals. Chandrakant Singh said- Last year after showcasing six x in Cannes I have decided to do something in the competition category. I like this idea narrated to me by my associate director Arit Sinha director of Wah Taj.

So I decided to produce the short film. Arit Sinha did the direction of this short film. Hemant Pandey accepted one of the most challenging character of his career.

Ali Shah one of my other associate director also acted in it along with Suresh Verma and couple of local actors from village. we have shot the film on real location.

## Yaro falls in love in Dheeraj Kumar serial YARO Ka Tashan



Yaro ka tashan under the banner of creative eye Ltd produced by Dheeraj Kumar, Zubey kochhar, Co- Produced by Sunil Gupta is marching ahead gloriously on SAB TV. The episode no. 160 shall introduce a new girl played by Shubhi Ahuja, who inacts the female lead Name Sanjana. Yaro totally falls in love with Sanjana. It is love at first sight. Sanjana is a pampered, finiky girl who cares too hoots for Yaro.

Yaro is adamant to woo Sanjana by all means. What shall Happen is a Million Dollar question? Gopi Bhalla as Goga Kapoor playing the role of Sanjana's father along with Monica Castellino the flirtatious mother of Sanjana is also being introduced in the show shortly A quirky comedy with lots of fun, masti, maza, and frolic in the coming episodes shall win the hearts of viewers young or old, it shall be a fun-filled BONANZA for one and all.

## Abhijit Sarkar Bestowed With Prestigious Chanakya Juries Special Award

**Udaipur:** Mr. Abhijit Sarkar, Head - Corporate Communications, Corporate Relations & Sports, Sahara India Pariwar, Director - Sahara Force India and Guardian - Sahara Media, has been conferred with the prestigious Chanakya Award for National achievers for the year 2017 as a Chanakya Juries Special Award for Crisis Communications by the Public Relations Council of India (PRCI) in the 11th Global Communication Conclave. In a grand ceremony, Mr. H. Anjaneya, Co-operation and Social Welfare Minister, Government of Karnataka conferred the award to Mr. Sarkar in Bengaluru. Also, among the annual Corporate Collateral Awards 2017, 'Think With Me Summit' 16 Summit organized by Sahara News Network has been awarded with best Corporate Event of the year.

PRCI felicitated Mr. Sarkar, who is also the most visible face of Corporate Communications profession in India, with the ace Chanakya Award for his effective steering of communications during Sahara-SEBI Issue. His innovative communication solutions not only engaged more than 9 crore investors but also reinstated their faith and belief with the Sahara Group. Timely, smooth and targeted communications, which brings out and forwards Sahara's side direct to stakeholders, was his and his team's primary objective. Mr. Sarkar was also presented the trophy and certificate of the best Corporate Event of the year bestowed to Think With Me Summit. Sahara News Network's 'Think With Me' - Towards Ideal Country... Greater India Summit - 2016 organized at Lucknow.



In December 2016 the 'Think With Me' Summit was created a platform for people to think about our country, its issues and discuss how to make our country ideal and greater. The Summit culminated with the unveiling of Sahara's Subrata Roy Sahara's book 'Think With Me', on his in-depth observations on making country greater

again. The Summit and the unveiling of the book was attended by eminent personalities and galaxy of stars from across the nation. Mr. Abhijit Sarkar has been appointed recently as Vice President of the Asian Hockey Federation (AHF) and the Chairman of the AHF

Commercial and TV Committee. For his contribution to Corporate Communication in general and Public Relations in specific, he had been awarded with the 'Most Dynamic Corporate Communications Professional of the Year' in the Powerbrands Hall of Fame Awards, held in London in 2011, with Ind's

Excellence Award 2008 in the field of Corporate Communications, Crises Management & PR, 'Communicator of the Year' Award, 2011 by IPRCCA, as well as 'Chanakya Corporate Communications Professional of the Year' by Public Relations Council of India. Under Mr. Sarkar's leadership department of Corporate Communications has been conferred with many awards for its innovative and trend setting communications activities. Some of them are 'Public Service Campaign Award' (2011), 'Corporate Event of the Year' Gold Award (2012), 'Best Corporate Event' (2011), 'Best Corporate Publication' (2011), 'Most Meaningful Event' (2008), 'Corporate Brochure of the year' (2006), Ind's Award 'Best In-House Magazine' (2009).

## Whisky & Kebab Festival

**What:** 'Whisky & Kebab' Food Festival

**Where:** Aangan at The Lalit Laxmi Vilas Palace Udaipur

**When:** March 10-19, 2017

The Lalit Laxmi Vilas Palace invites you to dine like the Mughals at the Aagan open air restaurant with their succulent kebabs offerings, served with Signature Dal Baluchi and choice of Indian breads along with premium beverages. Guest can enjoy the spicy aromas of mouth watering kebabs amidst the tune of melodious Rajasthani cultural performances.

Keeping in mind the inclination of Indian palate towards strong flavors, skilled chefs at The Lalit have crafted the kebabs using the local ingredients cooked under charcoal fire to embrace the authenticity of these appetizing Dahi aur Anjeer Ke Kebab, Afgani Paneer Tikka, Sarson wali Macchi, Banno Kebab and

much more, said the F&B Manager Debendra Ojha. This food festival brings in brilliant combination of whisky with unique luscious kebabs till March 19.

On the occasion Gourab Deb, Resident Manager, The Lalit Laxmi Vilas Palace, said, "Pan-Indian kebabs when united with premium whisky make for the best combination! Experience the juicy and luscious kebabs with your family and friends over the candlelight dinner.

To add to the sumptuous experience, Aangan offers spectacular and scenic view of the magnificent Fateh Sagar Lake along with live cultural performances.

The ten day food promotion will surely give the guests a memorable experience which will enhance their taste buds. We are sure that this mouth-watering event will truly amaze all the food-lovers of the lake city.

## Real and Reel Life siblings inplay 'Hello Darling'

The comedy play Hello Darling was staged last week in Surat, one of the eight largest cities in Gujarat state and famous for its cuisine, textile and diamonds. The fourth fastest growing city of the world had a field day from their work schedule with an enjoyable fare.

Once again the real and reel life siblings created history and left an impact by leaving their footprints with their first performance in Surat. Cousins Shaad Randhawa and Vinodu Dara Singh rubbed shoulders together for the first time on stage for Hello Darling. The dramatic actors who are celebrities in their own right took things one step further with their wackier and hilarious performance. Seeing them perform together takes you down the memory lane of their luminous and illustrious fathers who were brothers themselves; viz Sardar Singh Randhawa and Dara Singh, the two versatile actors and our country's loved champion wrestlers who had made their presence felt during their regime.

Shaad Randhawa made his Bollywood debut as an actor with Mohit Suri's Woh Lamhe, followed by Dhoom Dhadakka, Awarapan, Aashiqui 2, Ek Villain and Mastizaade. Senior Vinodu Dara Singh, the Bigg Boss 3 winner and last seen with Ajay Devgn in Son Of Sardaar and other films and TV series. Together their repertee was sharp and witty rushing the audience's adrenaline who was roaring with laughter. Both the seasoned actors had the audience in splits with their comic timings.

The phenomenal satire connected with comedy and laughter with social conventions. The super hit recitals have made people of Surat scream for more. What was supposed to be a one show event has enforced the production house to stage a second show in the city shortly. Thereafter the team will proceed further to Delhi and Jaipur.

The hilarious play too has an ensemble of talented cast featuring Sheeba, Payal Goga Kapoor and Vibha Bhagat. The rib-tickler is produced and directed by Yogesh Sanghvi under the production house, Variations. Hello Darling is a play which most married couples will co-relate with. It is a drama between a husband and wife. The message that carries with this show is that a married couple should trust each other and should not be unfaithful.

## Sony Pictures Networkspays tributes to ardent fans in the 10th season of VIVO IPL

**Udaipur:** Sony MAX, Sony SIX and SONY ESPN, the official television broadcasters of the Indian Premier League (VIVO IPL) have embarked on the 10th season of the country's biggest ever sporting event by paying a tribute to its ardent fans with an emotional message through its new campaign, "10 saal aapke naam".

The series of 6 ad films with the key message "10 saal aapke naam" encapsulate the fervor and madness of the fans across gender, generations and geographies. The films celebrate various types of fans, be it the 'Antaryami Fan' who year after year makes predictions with confidence and even though

all his predictions do not come true, he does not deter from making them again and again; the 'Vehemi fan' who fears that if he watches the match his team will lose so every time his team plays he is seen standing outside the door, be it a restaurant, a store or even his own house and the 'Under Pressure fan' who will postpone even nature's call and be uncomfortable but will not budge from the television screen till the last ball is delivered. Through these films the network wants to convey its gratitude to the fans who have made VIVO IPL a brand synonymous with happiness, togetherness and celebration. The campaign is the brainchild of the creative agency DDB



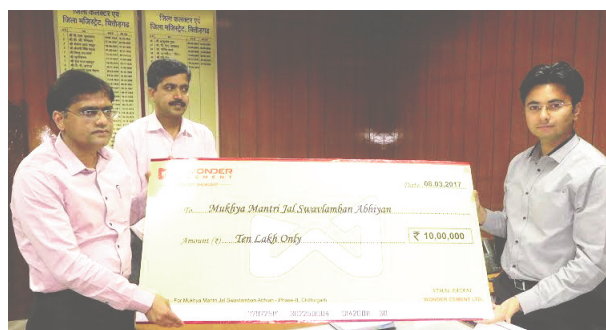
Mudra and has been directed & filmed by noted ad film director Hemant Bhandari of Chrome Pictures Media.

For the anthem the broadcaster has roped in music composer duo, Salim-Sulaiman and singer, Benny Dayal. With phrases like Mahaul sajatey, Haal batatey, Halla machatey, the VIVO IPL anthem salutes the passion of

the zealot who passionately follows the game and cheers at the stroke of every four and six.

Extending across a period of four weeks, till the launch of the tournament, the VIVO IPL 2017 campaign will have a complete 360-degree rollout across mass media, the key ones being television, print and digital.

## Wonder Cement contributes in Mukhya Mantri Jal Swavlamban Abhiyan



**Udaipur:** Mukhya Mantri Jal Swavlamban Abhiyan is a flagship programme of Rajasthan Govt. for conservation of rain water. On 9th March 2017 Sh. Nitin Jain, AVP (Commercial) handed over the cheque of rupees Ten Lakh to Chittorgarh district collector Sh. Inderjeet Singh (IAS) on behalf of wonder cement ltd. District collector praised the management of WCL for the contribution in Mukhya Mantri Jal Swavlamban Abhiyan and said this contribution will support in making rain water conservation structures in district.

On this occasion Sh Jain reiterated WCL's commitment for conservation of rain water. So far WCL has contributed Rs. 40 Lakh (Rs. 20 Lakh for Udaipur & 20 for chittorgarh district), also constructed rain water harvesting structures in plant & nearby villages and plantation in the area of 111 hectares.

## Startups En-cash on Hot Dining Space in India

**New Delhi:** Clicktable, debuts in online restaurant reservation platform in India. It is an intuitive platform that helps diners avail amazing dining offers at best restaurants in the city. Moreover, the platform offers real-time reservation confirmation at many restaurants. The platform has currently been launched in Delhi NCR. There are over 600 restaurants, bars and lounges available on the platform.

Clicktable helps diner to find great restaurants and make reservations just a click! Also, the diner has an option to avail amazing offers and deals offered by restaurants. The platform also has a B2B product which runs in the restaurants to streamline their front desk operations.

It optimizes management of reservations, wait-lists, guest data, and table allocation. The consumer website and apps are integrated with the software that runs in the restaurant and hence, table availability is available in real-time, thereby facilitating instant confirmations as opposed to the traditional call-center based model offered by other players.

Clicktable is venture of the 33 year old, Varun Gupta, a computer engineer from Purdue University, USA and an MBA from Columbia University, New York. For the last 10 years, he has also been involved in his family business - Kent RO Systems Ltd, the largest water purifier brand in India. The idea clicked to him when he was repeatedly denied a reservation because of unavailability at an award-winning restaurant in South Delhi.

## This festive season will get special with Aircel's incredible offer

**Udaipur:** With holidays and festive season round the corner, Aircel, one of the innovative telecom brands in India, has yet again come up with an incredible offer for its

new customers by giving them the most affordable and economical calling and data benefits. Aircel customers on their first recharge of Rs. 84 will get enormous benefits of, talktime, low call tariffs, validity of 180 days and free incoming roaming, which will be of immense value to people travelling during the season.

Additionally, customers under this plan can also enjoy 1.5GB Data, valid for 28 days, for as

low as Rs. 74 with long validity. Anupam Vasudev, Chief Marketing Officer, Aircel, said, "Aircel is ready to spice up this festive season with a special offer for its new customers which is not only competitively but also gives customers an affordable holistic solution to their communications needs. New Aircel subscribers at just Rs. 158 will have advantages of long validity, talktime, competitive tariff, incoming roaming free, long data validity and data offerings per GB.

This is by far one of the 'best value for money' offers and with this product.

**AIRCEL**

## Shanti Bhushan Roy: Wedding Anniversary

Wedding Anniversary", a film which stars Nana Patekar, Mahie Gill and Priyanshu Chatterjee, are actors who are known for their realistic slice of life representations in their earlier films, but have moved from that with a different turn in this film: all looking gorgeous and classy! This is Nana's best screen avatar as he has never looked this soft, handsome and approachable ever and so is Mahie Gill has never looked this glamorous, who is known for her realistic and powerful roles. Although film critics have slammed the film as "a film on marriage counselling etc., the man behind the camera Shanti Bhushan Roy - who is responsible for making all the characters look gorgeous and at their very best - has treated this film as a poetic love story. With Shanti Bhushan Roy's camera movements and the beautiful soft lighting, he has not only created a mood for the story and its setting but also attracts the viewers to the characters of Kahani (Mahie Gill) and Nagarjun (Nana Patekar) along with others.

As Director of Photography, when Shanti Bhushan Roy first read the beautifully written script, by Director Shekhar S Jha, the location enthralled Shanti. This time around Goa would be different from what Bollywood films have explored so far. The director completely entrusted Shanti to work on the look and feel of the film. He closely collaborated with the team - the Production Designer Asad Khan along with Direction and Costume departments. For Shanti Bhushan Roy who has deep interest in World Cinema since his FTII days and loves poetry and prose as he is an avid reader - this script was a very mature love story and it was deep because the story is a journey through the heart and soul of various characters and their idea of love. Its was a journey to be experienced and take home and ponder over.

Working with veterans like Nana Patekar and Mahie Gill set a very high benchmark. The expectations were really high. Director Shekhar S Jha who stood by his DoP Shanti Bhushan Roy, in spite of Nana Patekar's initial apprehension of seeing a much younger person in charge of camera department. Nana was not only amused but also apprehensive of how he would be represented on screen. But all fell in place when the veteran actor saw the first day rushes. He loved the framing, lighting and movements. There was absolute sync between all the departments on the sets and work happened pretty smoothly. There were many aesthetic choices were taken in sync with the story and also giving the veteran actors absolute freedom. Like most of the film was shot either on Steadicam or Handheld - so that actors could have absolute freedom to be able to improvise their movements and use the set to suit their performance.