

The Ahar Dream

Ahar was never considered as a serious water body in the city. It was more a sewage drain than a river. And yes, it also used to attract people to see the powerful sound of water once in while in heavy monsoon rains.

But, now the administration has come up with a plan that has revived or has created some hope that we can have something like Venice. After all we call our city Venice of the East. The first round of cleaning of the river beds has revved up a lot of hopes. People are now anxiously waiting for the rest of the work which as of now includes greenery and pavement. But the real fun would be to see some clean water in it and that's a distant dream. Subsequent stages of Dewas can realize this dream but as of now the government is mulling construction of some anicuts that can help some water flow into the river.

Although this one-time effort will need a lot of work but it will be more difficult to maintain the sanity of the beautification. The river is not like a small museum or a limited sized structure. It

covers miles in the city so the real cleanliness can only come from awareness.

For that, though the people dwelling around the river bed are directly responsible but

do they have other option? That is the question.

That again opens a can of questions and we stop at basic amenities to keep the city clean. If there are enough bins and the corporation is ensuring that garbage is picked timely, people will not mess us the water body or any place. With awareness, the need is for awakening. Cities that are clean generally are not neat in the presence of any fear of compliance. Dwellers of such places are awakened and are aware that cleanliness saves them on medical and many other fronts. This awareness is the key and people must know it. Unless they start owning the country and start feeling that it's their home which is being ruined by them or their neighbors, they will protest.

The current scenario is like the country and city belongs to the administration. And since it is their property, they have a duty to keep it clean and okay. People must be told that actually, that this is their country. The administration is nothing but a set of people chosen to, manage the work. And as the county belongs to them, it's their right to ask questions and it's their duty to keep it clean as much as they clean.

If the realization comes up, the picture will change forever and then, in reality, many dreams like that of Ahar will come true in a true sense.

Deepika Pens A Letter For Alia: I Am Your Biggest Fan



Recently, while on a shoot for the upcoming Lux Golden Rose Awards, Alia received a letter attributed to her. It was an appreciation letter by the current reigning queen Deepika Padukone. In the letter, she penned: "Dear Alia, Highway mein tum bina make-up ki bhi khoobsurat lagi. Lekin road par bitaye woh 52 mushkil din, kissi ko nazar nahi aaye, Alia tum ho sabse chotti, par mehnat karne mein sabse badi. Your biggest fan,

Deepika."

It was special moment for the actress who was thrilled and filled with gratitude for such an articulated letter in the world of sms and fast communication. Recently much love was expressed on twitter between both the heroines. Alia sang praises about Deepika, telling her she could not manage to look or do what Deepika has done for her upcoming film, on which Deepika tweeted saying "'My Aloo.....you make NO SENSE. I love you". Looks like gone are the days of heroine rivalry, as we see a tribe of actresses who believe in themselves and each other being formed instead.

Dimple will set new records in singing, tells Raj Mahajan



Lately, Moxx Music Company signed a new artist Dimple Sharma for upcoming songs. This hot and gorgeous talent was searched-out by Raj Mahajan from the valley of Himachal state. Dimple Sharma signed an exclusive agreement with Moxx Music Company. Raj Mahajan, as a Godfather, will train and nourish her talent and introduce her to the entertainment industry. Moxx Music company will promote Dimple Sharma and manage her bookings under the exclusive contract. This month, Dimple is going to establish her stronghold in the industry with his debut song 'Kamli Yaar Di' composed by Raj Mahajan.

This dimple girl, who is not only acclaimed for her silken voice but also her hot and seductive look, is going to conquer millions of hearts across the globe with her oomph factor and melodic abilities. Dimple has a unique style of singing. She is also going to record 'Saanwariya' and 'Zaalim Loshan' under the direction of famous composer Raj Mahajan.

Musician Raj Mahajan says, "Dimple is going to be the next singing sensation in the entertainment industry. She will set new records in singing. I am hopeful to see her achieve huge success."

Fashion Choreographer, Mentor and Director Arvind Parashar Jolly helped Dimple Sharma to achieve her dream with Moxx Music Company. The Company has promoted many other talents in the field of singing and modeling and acting as well.

Dimple Sharma says, "It's like dream come true for me. I am thankful to my mentor and godfather Mr. Raj Mahajan for providing me such a good platform. This contract has given wings to my dreams. Singing is my passion. I am also thankful to Jolly Sir and My Parents for the support."

Kapil Dev flags off Wonder Cement Saath 7 Cricket Mahotsav 2017

Udaipur: The Wonder Cement Saath: 7 Cricket Mahotsav that stole the hearts of one and all with a striking success in Rajasthan last year is back! This time the excitement has tripled! The second edition of the cricket Mahotsav has spread wings across 3 states. This year, the wave of togetherness is flowing through Gujarat and Madhya Pradesh along with its Janma Bhoomi Rajasthan. Legendary Cricketer- Kapil Dev flagged off the event last week in New Delhi along with the senior management team consisting of with Ravindra Singh Mohnot (Management Advisor-Wonder Cement Ltd), Vineet Patni (Managing Director- RK Marble), Vivek Patni (Director - Wonder Cement Ltd.),

Jagdish Chandra Toshniwal (Managing Director- Wonder Cement Ltd), Tarun Chauhan (Management Advisor- Wonder Cement Ltd) and Sailesh Mohta (President Marketing- Wonder Cement Ltd).

This initiative, started in the year 2015, is all set for a world record with 48,000 participants and 300 tosses!

Although the aim is to promote cricket from grass root level, its target is still sky high where the citizens of the country interact with each other, irrespective of their caste, creed, customs, costumes and perhaps even their convictions. Started in 2015 as a social experiment aimed at encouraging rural talent, Wonder Cement Saath 7 Cricket Mahotsav witnessed a

huge success in the Desert kingdom of Rajasthan.

Wonder Cement Saath 7 Cricket Mahotsav, keeps it short, simple and sweet with covering 7 players in 7 overs match wherein 1 women in the team, holds a bonus of 7 runs. That's a big development for the states which are yet to catch up fully on women emancipation. A special team of differently-abled players was one of the exclusive highlights last year. Last year a female player of 65 years old, named Mira Devi, was a proud association at this event as well. The winner for last year's tournament was MSG Club from Bikaner. This year there will be a special moment for masons too, who are associated with Wonder Cement's mason program-



'Saathi'. Speaking on the occasion, Kapil Dev said, "It is a proud moment to be associated with the Cricket Mahotsav. This event brings out the hid-

den talents within the country and gives people from different walks of life an exhibit to their talent." It is expected that the sport fanatics shall be able

enjoy their favourite sport with full relish. The finale match of this year's Saath:7 Cricket Mahotsav will be held in Rajasthan, Udaipur.

MAMAEARTH PARTNERS KALKI KOECHLIN & SUMEET VYAS STARRER 'RIBBON' TO STRENGTHEN CONSUMER CONNECT

India's 1st Madesafe certified brand Mamaearth, today announced its partnership with upcoming Hindi film 'Ribbon', starring Kalki Koechlin and Sumeet Vyas, becoming the film's 'Official Mama's Partner'. The film is releasing across the country as well as in USA and Singapore this Friday (November 3).

The partnership is part of the brand's philosophy to constantly seek and use new, engaging ways in order to strengthen the connect with its partner moms and consumers. Directed by Rakhee Sandilya, 'Ribbon' stars Kalki Koechlin in the lead, along with the millennial heart throb Sumeet Vyas. They play a career oriented, loving and happy couple whose life gets completely transformed after they find out about their pregnancy. Ribbon is the journey of a young couple living the great

Indian urban dream who discover that it takes a lot more than love and commitment to stick together through all of life's knotty turns and loose ends. Welcoming the alliance, Ghazal Alagh, Co-founder and Chief Mama, Mamaearth, stated: "The partnership with Ribbon marks a great start to an exciting new journey that will help us to promote MAMAEARTH'S well-differentiated product and service offerings in innovative ways, via the silver screen."

Commenting on the association, the producers of the film - Swathi Mondal & Prakash Mondal said, "The mutually beneficial arrangement will allow Mamaearth to leverage the power of a new age family film about the young and new parents.

It'll help us communicate important aspects of its brand story, while allowing the producers



to access and directly promote the film to a wider audience."

About Mamaearth

A brand, by a parent, for the parent. A brand which develops products from world class research and attempts to solve every little problem that we as parents face. Started by a couple Varun and Ghazal Alagh in 2016, all products under the brand go through multiple testing processes including clinical dermatology testing in Europe to make sure they are

high quality, global standard products.

Apart from being safe as certified by external agency Madesafe these products are also enriched with goodness of natural ingredients like Calendula Extract, Shea butter, Jojoba Oil to name a few. Mamaearth now has personal care & wellness products for babies & mamas. Mamaearth plans to provide safe natural solution to problems ranging from lactation to baby colic etc in future.

Tobacco sold freely around educational institutions in Kolkata



tobacco within 100 yards of school premises. Out of these 68%, forty seven percent (47%) of the schools had tobacco products being sold in shops within 16-25 yards. Remaining 53% out of 17 institutions too had shops selling tobacco at less than 100 yards exposing young students to easy accessibility of injurious tobacco products.

None of the surveyed institution had mandatory anti-tobacco signages displayed outside the premises which are required as per Section 4 & 6 of COTPA.

Key findings of the study are as follows:

- In 17 educational institutes surveyed, 68% have shops selling tobacco within 100 yards of the school premises.
- In 8 educational institutes out of 17, i.e., 47% of the shops selling tobacco products are located within 16-25 yards from the school building. Another 4 schools, i.e., 23% shops selling tobacco products are 26-45 yards from the school building. Whereas 24% shops selling tobacco products are 46-55 yards from the school building.
- 100% schools/colleges surveyed did not have mandatory signages

displayed outside schools as required by COTPA Dr. Sourav Dutta, VoTV Patron & Head & Neck Surgeon Narayana Superspecialty Hospital said, "It is alarming and agonising that every day a large number of patients visit OPD for the treatment of diseases related to use of tobacco, most of them are young people. I appreciate the study conducted by Sambandh Health Foundation and their efforts to draw the attention related to the violation of Section 4 & 6 of COTPA Act. The findings of the study raise a very pertinent question whether our little ones are safe from hazardous tobacco in schools and the surrounding areas." Based on the findings of the report, immediate intervention seems imperative from the Government of West Bengal to make educational institutions safe for youngsters. The Government has already taken proactive measures to curb this epidemic. Recently, they have issued notifications in relation to this. All stakeholders need to join hands and work towards successful implementation.

In India, 5500 children initiate tobacco use - in West Bengal 438 children initiate tobacco use every day.

Sanjay Seth, Head & Trustee Sambandh Health Foundation said, "According to Global Adult Tobacco Survey GATS data 2016-17, 26.7 crore population in India uses tobacco in one form or the other. Every fifth adult (19.5 crores) consumes smokeless tobacco and every tenth adult (10.0 crores) smokes tobacco. Likewise in West Bengal, 2.5 crore (36.3%) of the adult population aged (15+ years) consume tobacco, of which 1.4 crore smoke cigarettes, bidis etc. Close to 1.5 lakh die prematurely every year due to tobacco related illnesses. This is an alarming figure and all stakeholders concerned should ensure that at least our children should be shunned from the usage of tobacco and for ensuring this, we must start from our educational institutes and make them free from tobacco."

Saptarshi Hazra, Project Manager, Sambandh Health Foundation said, "Taking into account the nature of COTPA violations as witnessed in an around our educational institutes in Kolkata, we all must act immediately and make sure that COTPA is implemented in letter and spirit. At least have signage within and outside the school premises, as mandated by the law. All educational institutions must be declared tobacco free in order to protect our future generations."

Designer Kshitij Choudhary with his collection

Talking about his army inspired collection, Kshitij said, "I had been on vacation to Europe and it's neighboring countries. The cities that I travelled across had army memorials because the European continent and the world in general has been a part of the World wars, the military history is strong everywhere. This exactly was my inspiration behind the 'The Army Of Glam' collection, a tribute to the army life. However, I wanted to leave a positive memory and hence chose to keep it glamorous. My collection has military green as the key color and in order to promote Indian fashion I've used khadi as my fabric primarily."

"I've have been associated with for the last five seasons where

I am infact their official stylist as well. I have styled the other designers showcasing their collection. It's always fun to a part of this show since I get to see the creations of other designers, learn from them and also play the role of a designer at the same time", he added elaborating on his association with the fashion week. Overall, his collection not only offer an ode to the military history but also give an essence of the city lights and transform the 9-5 ambition of the fast-paced working armies to a different one from that of 9-5! This intense transformation is the vision of this season of Kshitij Choudhary's collection inspired this along trip to Europe this year, exploring both, the banjee and boujee of the city lives.

Total Launches New Integrated Campaign for Quartz Engine Oil

Mumbai: Total, a leading international Oil and Gas Company has recently launched an integrated campaign for their product "Quartz" a car engine oil. Total rolls out this integrated campaign through various initiatives on Digital, Radio and OOH in phases. The OOH campaign has started and it will continue till November in 15 cities, across 550 vantage points and 23 malls. The Digital campaign will go live in association with TVF (The Viral Fever). The show, "Bonnet Pe Charcha", a digital branded content model, will begin from November and will be simultaneously cross amplified on FM Radio through Big FM and Radio City stations. With this marketing mix, Total is aiming for a targeted reach of more than 50 million.

Speaking about the integrated campaign, Gayatri Ojha - VP (Marketing & Corporate Communications, CSR) Total Oil India said, "Total's integrated campaign for "Quartz" car engine oil aims to give an impact driven approach to the brands' marketing strategy, which will help reinforce our market positioning and boost the customer acquisition process. We are positive that this marketing initiative will give us the desired impact with a reach of 50 million and more. This campaign will see an interesting mix of Digital, Radio and offline communication and their cross amplification. We want to communicate that if you love your car, do take good care of the engine. We at Total understand the needs and wants of a car owner very well and through this campaign this is what we actually want to address. The campaign seamlessly establishes our product brand promise "Keep your Engine younger for Longer".

Total's association with TVF is part of the brand's content marketing strategy, aimed at young first time car owners to create conversations around a product, belonging to a low-involvement category. The digital branded content "Bonnet Pe Charcha" curated by TVF, is an eclectic mix of three webisodes to engage the viewers and to provide them the brand insights subtly, while addressing contemporary issues. The aim is to create a top of mind recall amongst car users about the brand "Total Quartz" Engine Oil & its core promise - "Keep your Engine younger for Longer". Webisodes will also be promoted on radio in the form of "Radiosodes". The content on Radio will focus on topics that often remain undiscussed but are deeply penetrated in our society. Each Radiosode will have a smartly integrated brand communication strategy behind it.

The OOH campaign encompasses large format billboards, Bus Shelters, Unipoles, Pole Kiosks, Pillars, Gantry, Metro Wrap, and Mall Facades. These sites are taken on arterial routes, market areas, corporate areas and motor garages. Additionally, Total will also create unique activation in the form of a fitness shelter at bus stands, where people can exercise as they wait for the bus; thus reiterating their brand promise - "Keep your Engine younger for Longer".

"In addition to the marketing campaign, Total will also felicitate 1500 mechanics from Delhi car garages in a way to appreciate their work and efforts and thus address them as, "Engine ke superstars." Total will celebrate this day as "Mechanics Appreciation Day" on 22 November 2017, this year. This will help the brand to reach out to its major influencers - mechanics!" Through the "Engine ke superstar" initiative, we want to appreciate the special care a mechanic gives every car as well as highlight the important role they play in every car owner's lives. It's a token of appreciation for them from the Total family." Gayatri Ojha - VP (Marketing & Corporate Communications, CSR) Total Oil India added.

Fatehsagar and Sukhadia circle-Popular tourist spots

Udaipur: Fatehsagar and Sukhadia circle are the most popular tourist spots of Udaipur. Not just the tourists but also the localites prefer spending their summer evenings and winter afternoons here.

The tourist season is on its full bloom. Indian and foreign tourists can be seen everywhere. Every tourist spot is jam packed. The only point that needs to be noted is that be it any season, there are two spots in Udaipur which are frequented to the maximum. These two spots are none other than every body's favourite Sukhadia Circle and Fatehsagar Lake.

From morning to late night, tourists love to be at these two places as the variety of eating joints is also comfortable for the pockets. Some tourists

have also commented on the freedom they feel here which is not found in bigger cities. They find Fatehsagar and Sukhadia Circle very safe and convenient. Light arrangements are also adequate, in fact beautiful.

Arrangements have been made for recreation as well. Horse rides, camel rides, swings and play areas for children are enough to attract families. In fact by the time evening arrives, it is more like a fair going on at these two spots.

The newly opened Aquarium is also adding to the charm. Whether it is summer or winter, public loves to sip coffee and tea. Fatehsagar lake side offers both hot and cold coffee as per season and demand.