



Are you writing yet?

The gap between an aspiring writer and a professionally established one is huge, at least what a new writer sees. Actually, the said gap is a thing of past. Earlier when writers had to write with a pen, manually, and then submit their scripts with publications for considerations, in that age, publishers also preferred established authors to ensure a steady sale of the copies. The chances of being considered for publication were thin. And many aspiring writers' work would get lost in papers stored in racks at home.

Today, the situation is different. At least you can be sure that your work will be seen by a sizable group of people. Thanks to free services by social media platforms.

On a book publishing front, even today if you see the established publishers prefer known and popular authors. Although new writers are given chances that share is pretty low. You must be extremely lucky to be selected by renowned publishers.

To check facts, just see the 'Write With Us' or 'Publish With Us' sections on websites of publication houses. They will ask you to send the script and then wait for about six months for their reply. Six months is a long period but the publishers get many scripts on a daily basis and they need time to read through and evaluate a story on various fronts like the meat of the story and commercial viability etc.

Writing itself is a tedious job. Carrying a story for 200 odd pages and keeping every page interesting is a task in itself. And then, if you have to wait for months just with

Editorial

one publisher, you start losing focus and motivation.

It does not mean that you should not try with big publishers. In fact, you must but you cannot wait forever.

Today, self-publishing has also become a good option where you pay a fixed price to the publisher and you get your book ready in your hand within a couple of weeks. Depending on your contract with the publisher, you get good royalty and you may also retain all the rights of the work. This indeed is a win-win situation.

But it comes at a cost. You may or may not be willing to spend a whopping amount on a book, which might not do well as you are new to the block.

Another popular option is posting your work on the internet on free blogs. Chefs, musicians, singer, actors, and dancer have become an internet sensation after they put their work on videos sharing channels. Today, avid readers also flock to various blog sites to find good stories. You only need a valid email account to be able to join a blog service and then you can post your stories online. Once posted, you can share them with your friends and readers. You surely will get a good response for your good work and you also will get review comments of criticism from a section of readers. You get the motivation to write and ideas to improve as well.

All that you need is a desire to be a writer and then you have plenty of options open before you to use. The point is that today, in this age of internet and mobility, you stand the best chance to live your dream as a writer. You do not need the approval of anyone. Starting writing and see, which platform suits you? Get going.

Karda Constructions Plans Major Expansion

Udaipur: Karda Constructions, a Karda Group company, engaged into construction of Residential Complexes having a vast setup & infrastructure for simultaneous execution of multiple projects involving civil & structural construction and infrastructure sector projects, is foraying in big way into affordable housing space whereby it has launched a new mega project - Hari Sanskriti Phase II comprising of 420 flats under the brand of "Capsule Home".

The company focuses on spaces in affordable housing and luxury high end sector. Affordable Housing is expected to be new growth driver in Real Estate industry due to Government policy & impetus on housing for everybody. Before launching affordable housing the company did aggressive marketing to build a separate brand "Capsule homes" for affordable housing. They put up there best planning skill to give compact affordable houses which are livable and appealing to the customer. The highlights of the project is attractive pricing and packaged deals including all expenses taxes & stamp duty. 2BHK flat has been priced for Rs.28.5 lacs & 1BHK for Rs.17.5 lacs including all expenses. They have also Tie-ups with all major Financial institute for easy loan. The



project received excellent response on launch and already sold 100+ flats on launch day in phase 1. From Simple to sophisticated Apartments & Bungalows, the group has made them all. Karda Group has successfully completed 56 projects and more than 3250 homes and has earned faith and trust of satisfied Families. Karda Group has large prestigious projects to its credit which include various Residential and commercial projects in Nasik and periphery.

The term "Hari", has become Synonymous with the group and its path breaking constructions that have contributed immensely in revamping Nasik's Skyline over the years . Ongoing Projects Hari Om II - Indira Nagar, Hari Vishwa - Pathardi Phata, Hari Sanskruti - Sinner Phata, Hari Anand - Makhmalabad, Hari Vasant - Gangapur Road, Hari Ved - Sharanpur Road, Hari Bhakti - Artillery center Road Hari Sparsh II - Barnes school Road, etc.

States First finishing school in Udaipur

Udaipur: Finishing School & Placement Cell of MLSU is launching a job-oriented training program for the Graduates. The main aim of the program is to enhance the employability of the participants and impart skills that are essential in today's corporate jobs.

Certificate program is conducted by the 'FSP Cell' located in the Department of Tourism & Hotel Management Building, MLSU Campus, Udaipur details of the course are available on University website www.mlsu.ac.in/online.

Proff Ashok Singh tells about Contents of the Course He said that is designed in consultation with industry and focus of the entire course is

on practical aspect of the training. Focus will be on developing Leadership Attributes, WHO life skills, Psychometric Profiling and Counseling, Business Communication skills, IT Skills, Basic Accounting & Finance, Corporate etiquettes, Ethics and Civic sense, Personality Development, Team-work, Management Games. Participants will be trained in-classroom as well as hands-on training with industry partners through internships and industrial visits for case studies

Infrastructure: The entire program is being organized in the building that has state-of-the-art facilities to deliver top class

training to the participants. Chair man UCCI Hansraj Chaudhry says "All trainers will be professionals and experts with industry experience and their success stories".

CEOs and senior executives will be sharing their industry experience and their success stories". Dr. Neeraj Rawat (Consultant & Coordinator) of Finishing have 22 years of experience (Corporate and Academics). Studied in top institutes of India like JNU, New Delhi and did MBA from Griffith University, Australia. He has worked in Asia pacific (Philippines, Singapore, Indonesia, Thailand & Australia) region as a corporate Executive. Has been



awarded fellowship by Korea Research Foundation during his research-work and has been top performer for 'World-online Network' Australia in 1995. He is a member of advisory board of IBMT, Bangalore. Leadership award by Institute of Leadership Development (ILD), Jaipur and RIICO in

2013. He has a good mix of academic and corporate experience in a highly competitive environment at international level Dr. Neeraj Rawat, firmly believes that one of the major reasons why graduates, even from reputed institutes, are not easily employed is because

they lack behavioural skills and 'hands-on' skills for work. There are limited seats in programme the details can be - Download for Registration through website www.mlsu.ac.in/Online-Admission 18 Proff singh adds Duration of the course is - 200 evening hours. Hours (70 days)

Divine Solitaires Launches Exclusive 'Buy 1 Get 2 Diamond



Udaipur: Divine Solitaires, India's first and only solitaire diamond brand which offers its consumers world's finest and brilliantly crafted premium quality solitaire diamonds, launched an exclusive 'Buy 1 Get 2 Diamond Exhibition' on, 23rd February 2018 at DP Jewellers Udaipur. This offer can be availed from 23rd February to 26th February 2018 on all Divine Solitaire diamonds which are crafted with the highest standards of craftsmanship and strict measures of quality.

Divine Solitaires offers the consumer perfectly cut solitaire diamonds that has been through ethical sourcing, quality certification, investment value and

transparency in pricing put together in a state of the art packaging. This exhibition is a wonderful opportunity to own two such fabulous solitaire diamonds at the price of one. This exhibition provides an opportunity to connoisseurs of diamond and solitaire jewellery to touch, feel and buy the most magnificent solitaires that are crafted with utmost perfection and exudes maximum brilliance and fire and also provides a reason to Buy one but take home two.

"We are proud to be associated with DP Jewellers, as we share the same beliefs and values of commitment towards providing comfort and confidence to the customers of

Gold or Diamond jewellery. As Divine Solitaires, we offer highest quality of diamonds usually rare to find in the Indian market and that too at fair, standard and transparent prices.

This upcoming Buy 1 Get 2 exhibition is first of its kind for diamonds held at DP Jewellers and a never before opportunity for the diamond lovers in this city of Lakes", Jignesh Mehta, Founder & Managing Director of Divine Solitaires said.

Mr. Anil Kataria, Director of DP Abhushan Limited said, "We know Divine Solitaires as one of the finest solitaire brand for last many years. The company is known for transparency, standardization and ethical values. Their products are of highest quality with exquisite workmanship. We share their values and are confident of offering to our customers the largest collection of solitaires and jewellery under one roof." "We strongly recommend diamonds for investment to our esteemed clients. In the past,

diamonds have given higher returns as compared to gold and equity".

About Divine Solitaires: Divine Solitaires was founded by Mr. Jignesh Mehta & Mr. Shailen Mehta in 2006 with a vision to organize the market of solitaire diamonds in India and taking on the onus of quality and fair pricing. It was established under the group of RS Diamonds Pvt. Ltd and believes in providing their customer with the finest quality and transparency in pricing and service. Divine Solitaires focuses on extraordinary craftsmanship, stringent quality measures, transparency in pricing and quality guarantee, thus delivering more than the 4Cs measure.

Divine Solitaires ensures that the customer feels at ease while buying high quality diamonds and has complete trust in the pricing. Divine Solitaires plans to expand its pan-India presence by penetrating at least 300 more markets in next 3 years.

Adani Wilmar to replace its Fortuneedible oil packaging

Udaipur: Building on its commitment to environmental sustainability, Adani Wilmar Limited, the largest seller of edible oil in the country, announced that it will undertake a gradual overhaul of its edible oil packaging to make it entirely recyclable from Q1 FY-2018-19. Currently, Adani Wilmar sources nearly 300 MT of plastic films for packaging per month and one kilogram of film produces approximately 130 pouches. As part of the plan, the fastest growing Indian food FMCG company will now source plastic films comprising a novel formulation of polyethylene (PE) resins to create a new, sustainable, all PE laminate solution from its dedicated supplier Vishakha Polyfab Private Limited (VPPL).

Adani Wilmar will also have a 9-month exclusivity contract with VPPL, during which time,

imate 130 pouches. As part of the plan, the fastest growing Indian food FMCG company will now source plastic films comprising a novel formulation of polyethylene (PE) resins to create a new, sustainable, all PE laminate solution from its dedicated supplier Vishakha Polyfab Private Limited (VPPL).

Adani Wilmar will also have a 9-month exclusivity contract with VPPL, during which time,



it will hold 'sole usage rights' of using and marketing the innovative packaging in the entire edible oil industry. "Adani

Wilmar is taking another step forward to establish strong adherence to environmental sustainability.

Bhartiya Skill Development University Receives Best Industry-Academia Interface Award



skill norms of India. In order to maintain excellent professional standards BSDU has one student - one machine concept. EdTechReview is a community having a reach of 220 countries around the globe of educationists and tech evangelists who appreciate the best research and practices of using technology in education by facilitating events, training, professional development, and consultation for its adoption and implementation. It works around how technology can transform learning and latest knowledge and skills can be embedded in education.

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Udaipur : The only University in India with a 'Swiss Dual system of Education', Bhartiya Skill Development University (BSDU), Jaipur has been awarded Best Industry - Academia Interface Award 2018 by EdTechReview Awards 2018 in New Delhi last week.

Receiving this prestigious award, Brig. (Dr.) Surjit Singh Pabla, Vice Chancellor of Bhartiya Skill Development University Jaipur said, "We are honoured to be recognized as Best Industry-Academia Interface as we have always believed in meeting the demands of the industry through skill education in the university. Skill education aims as hands-on experience along with adequate theoretical input so that the students are readily employable or can start their own businesses. The salient features of BSDU skill education is that it is based on Swiss- Dual system by conforming

skill norms of India. In order to maintain excellent professional standards BSDU has one student - one machine concept. EdTechReview is a community having a reach of 220 countries around the globe of educationists and tech evangelists who appreciate the best research and practices of using technology in education by facilitating events, training, professional development, and consultation for its adoption and implementation. It works around how technology can transform learning and latest knowledge and skills can be embedded in education.

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opening of our first 'AGL Universe' showroom in Udaipur. Udaipur's tiles industry has been witnessing strong growth year-on-year over due to the booming tourism and hotel industry and steadily growing real estate and housing sector. Commercial and residential sector in Udaipur is witnessing huge investment activity in addition to continuous renovation in the hospitality sector are major growth drivers for the state's ceramic industry. Growing infrastructure, tourism, constantly changing lifestyle, affordability has largely triggered this growth. AGIL currently has more than 40 dealers in Rajasthan which the company plans to increase manifold in next 2-3 years. Asian Granito India Ltd brings to the consumers the latest and best collection of innovative tiles for floor, wall and decorative segment.

Apollo Hospitals to train Paramedics from Africa

Udaipur: Further strengthening India-Africa ties in healthcare, the Apollo Hospitals Group announced the commencement of a specialized training program for paramedical staff from nine African countries. Previously, the hospital chain had trained over 100 medical doctors from 24 African countries at its five facilities in New Delhi, Chennai, Hyderabad, Bangalore and Ahmedabad.

The move comes as the Ministry of External Affairs, Government of India and African national governments look to further deepen ties in capacity building and training of health workers in multiple African nations. This follows the over two decade long engagement between India and Africa along with health partners like Apollo to strengthen health systems across the continent. The MEA had previously collaborated with Apollo to start the first of its kind training program for medical doctors to ensure the successful commencement of a long-term commitment to training of healthcare professionals. The program was well received by the participants and Governments alike and has helped establish a successful public-private partnership to train the healthcare workforce. Commenting on the training program, Dr. Neena Malhotra, Joint Secretary (E&SA), Ministry of External Affairs, Government of India said, "This program is aligned to our composite engagement with African nations in diverse fields including health and education. The program, which began with doctors, will help strengthen the health systems of participating nations and it was our endeavor to expand it to other healthcare professionals. The

training of paramedical staff is a natural and welcome progression. We remain committed to capacity building in the African continent and would encourage our African partners to fully utilize this program." The new batch of 25 paramedical staff will come from nine African countries - Kenya, Malawi, Nigeria, Sao Tome & Principe, Seychelles, Sudan, South Sudan, Tanzania and Zambia. Speaking on the launch of the training program, Dr. K Hariprasad, President - Hospitals Division, Apollo Hospitals Group, said, "This training program highlights the further deepening of the ties between MEA, Apollo and African Governments to strengthen healthcare human resources in the continent. We are thankful to the MEA and African Governments for entrusting us with this responsibility. Our commitment to the continent to strengthen its health systems, provide medical care of highest quality and partner shoulder to shoulder in the rise of Africa remains steadfast. We hope that the training provided will benefit the health system and nationals of the delegate countries." The Apollo Hospitals has been engaged with the African continent for over two decades with regular clinical engagements, doctor visits, partnerships with national and regional health ministries and Governments, knowledge exchange and capacity building initiatives. The Group has further strengthened doctor-doctor and patient-doctor engagement through the successful deployment of Telemedicine and e-health initiatives across the continent. The Group was part of the Pan African e-Network Project successfully launched by the Government of India in the past.

Colgate's new Cut, Play and Learn

Udaipur: Colgate-Palmolive (India) Limited, the market leader in Oral Care, launched the Fourth edition of its Cut, Play & Learn offer earlier this month.

Using different characters printed on the inside of the toothpaste cartons, this annual offer encourages and enables children to concoct their own stories and thereby helping build their imagination and cognitive skills. Available on limited edition packs of Colgate Strong Teeth, the theme for this year's Cut Play & Learn offer is 'Magical Jungle Safari', comprising three different set of packs revolving around (a) Treasure Hunt, (b) Camping, and (c) Safari Experience. All three sets have different characters printed on the inside of the carton for children to Cut, Play and Learn the adventures of a jungle safari. Moreover, for most millennial parents, who worry about their kids being hooked on digital platforms, the 'Cut, Play & Learn' activity by Colgate is a quintessential way to get their children back to the classic style of arts & crafts, and give wings to their creativity.

Speaking about the offer, Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited said, "The Cut Play & Learn Offer on Colgate Strong Teeth is one of the many examples of our innov-

ative packaging, where we offer a fun learning tool for children in the form of our toothpaste carton. The idea is to engage with children to up their creativity and storytelling skills." The Colgate Cut Play & Learn offer can be availed across retail outlets in India in 54g, 100g, 150g, 200g, 300g and 500g packs of Colgate Strong Teeth toothpaste. Previously, Colgate's Cut, Play & Learn program has had themes like 'Magical Space Adventure' (2017), 'Magical Sea World' (2016) and 'Magical Castle' (2015). While the offer ends on March 31, 2017, it will be available until stocks last. However, this offer will be valid all year long on the Colgate Strong Teeth 200g pack. About Colgate-Palmolive (India) Limited: Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country. The company manufactures and markets toothpastes, toothpowder, toothbrushes and mouthwashes under the 'Colgate' brand; a specialized range of dental therapies under the 'Colgate Oral Pharmaceuticals' brand; and a range of personal care products under the 'Palmolive' brand. Colgate has been ranked as India's #1 Most Trusted Brand across all categories for seven consecutive years, from 2011 to 2017.

Asian Granito India now in Udaipur

Udaipur: Asian Granito India Limited (AGIL), one of India's largest tiles companies has opened its first large format tiles showroom - 'AGL Universe' in Udaipur. The 2,800 square feet showroom will be company's first 'AGL Universe' showroom in Rajasthan and will showcase entire tiles range of the company like Digital ceramic wall and floor tiles, Glazed Vitrified and Polished Glazed Vitrified Tiles, Outdoor Vitrified Tiles, Hexacon Tiles and Engineered Marble and Quartz Stone.

The company in association with AGL HOMES, UDAIPUR has opened this showroom at 1st floor, M.P. Enclave, Opp. Govt. School, Nr. Shobhagpura Circle, 100 ft. Pulla Road, Udaipur. The showroom was inaugurated by Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd, Mr. Mukesh Patel, Managing Director, Mr. Pankaj Patel, Associate Director, Mr. Shaunak Patel, Associate Director-Grestek and Mr. Rahul Sharma-AVP Grestek. The AGIL Universe will showcase its best in class premium and rich textures and designs of digital wall & floor tiles, glazed vitrified tiles in latest digital printing technology. AGIL's range is fully covered up with many innovative products in terms of size, finish and thickness. Speaking on the occasion, Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd said "Udaipur is very important market for us and it gives me immense pleasure to announce the

opening of our first 'AGL Universe' showroom in Udaipur. Udaipur's tiles industry has been witnessing strong growth year-on-year over due to the booming tourism and hotel industry and steadily growing real estate and housing sector. Commercial and residential sector in Udaipur is witnessing huge investment activity in addition to continuous renovation in the hospitality sector are major growth drivers for the state's ceramic industry. Growing infrastructure, tourism, constantly changing lifestyle, affordability has largely triggered this growth. AGIL currently has more than 40 dealers in Rajasthan which the company plans to increase manifold in next 2-3 years. Asian Granito India Ltd brings to the consumers the latest and best collection of innovative tiles for floor, wall and decorative segment.

