

## Happy DHANTERAS

According to the Hindu mythology, Lakshmi Puja should be done at the Dhanteras throughout the PradoshKaal (best muhūrta for Lakshmi puja). Puja can be started after the sunset and end for next 1 hours and 43 min. The Dhanteras puja is also known as the DhanwantariTriodasi, DhanvantriJayanti Puja, Yamadeep and Dhantrayodashi.

Dhanteras 2018 would be celebrated by the people in India as well as abroad on 5th of November, at Monday.

Dhanteras Puja Muhūrta 2018: Puja will start at 6:05 pm to 8:00 pm in the evening. The whole duration of puja will be = 1 Hour and 55 Min.

It is the first day celebration of the five days long Diwali festival celebrations throughout the India as well as outside the country. The meaning of Dhanteras is puja of wealth at 13th day (in the Krishna paksha, dark fortnight) of the month of Ashvin according to the Hindu lunar calendar. Goddess Lakshmi puja is held at this day and there is a custom of purchasing precious things and bring it at home in the myth of Lakshmi came at home. It brings home a lot of destiny and prosperity. At this great occasion people generally repair their home, white washing, thorough cleaning, decorate house interiorly and exteriorly, make Rangolis, light clay diyas and many more traditions to follow.

They stick readymade footprints of the Goddess Lakshmi to come wealth and prosperity to their home. After sunset, people offer puja to the Goddess Lakshmi and Lord Ganesh to prosperity, wisdom and well being by offering rose or marigold garland, sweets, ghee diyas, dhoop deep, agarbatti, camphor and etc.

People chant mantras, bhakti songs and arti for Goddess Lakshmi and Lord Ganesh. People wear new clothes and jewellery and play the game of gambling.

### Editorial

The legend behind celebrating the Dhanteras is the story of 16 years old son of the King Himma. He was fore-casted his death by the snake biting at the 4th day of his marriage. His wife was very clever and searched the way to save the life of her husband. She had not allowed his husband to sleep on that special day. She had collected lots of her own ornaments and coins of gold and silver and made a heap at the doorway of his bed room and lit lamps everywhere in the room. She recited the stories in order to keep her husband awaken.

The god of Death, Yama had arrived there in the form of Serpent. Suddenly his eyes were started dazzling because of the lighting lamps and jewellery. He was unable to enter the room that's why he tried to go through the climbing over the heap of coins. But after listening the song of prince's wife he sat down there for whole night. And slowly it became morning and he went away without taking her husband. In this way she had saved the life of her husband, from then the day was started celebrating as Dhanteras.

Another legend behind celebrating Diwali, the ocean was churned by Gods and demons to get Amrita or nectar. Dhanvantari (known as physician of Gods and an embodiment of Lord Vishnu) had emerged out (having jar of elixir) from the ocean churning. The same day is celebrated as the Dhanteras.

According to the Hindu mythology there are variety of customs and traditions followed by the Hindus at this festival. People consider it is good to buy things such as gold or silver coins, jewellery articles, new utensils or other new things. People consider that bringing new things at home is the sign of Lakshmi coming home whole year. Lakshmi Puja is carried out in the evenings and people lit various diyas in order to drive out the evil spirits shadow. People sing bhakti songs, aarti and mantras as well to drive out the evil powers.

People in villages decorate their cattle and worship as they understand them their major source of income. South Indians offer decorated cows as an embodiment of the Goddess Lakshmi. Bringing new things at home is considered as very auspicious event at the Dhanteras. People perform Lakshmi puja during the subhmuhūrta according to the calendar. At some places seven cereals (wheat, gram, barley, Urad, Moong, Masoor) are worshipped while performing puja. Golden flower and sweets are offered during puja to the Mata Lakshmi. As this day is the birth day DevDhanwantri, all the new innovations related to medical science are established at this day.

## Sangram Singh launched his fitness motivational series Jeetunga Main at Gold Gym, Oshiwara

A picture, it is said, can speak a thousand words, but only a video can tell true stories of determination against all odds to achieve, inspire and motivate. WellsashSeabuckthorn Juice Presents #JeetungeHum a Fitness Motivational Series by International Wrestling Champion Sangram Singh was launched at Gold Gym, Oshiwara. Sangram Singh is brand ambassador of WellsashSeabuckthornJuice. The first video from the series of eleven was played at the event.

Sangram Singh spoke regarding how to lead a Healthy and Happy Life. ArjunKhanna, CMD-Biosash Business Pvt Ltd spoke regarding WellsashSeabuckthorn Juice which is made from organic seabuckthorn berries from the Himalayas. AnupamaGulati spoke regarding Gold Gym who were fitness partner of this event. #JeetungaMainYani Jeetunge Hum with Sangram Singh.

Please watch the series <https://www.youtube.com/watch?v=UppGVeKweSM&t=28s>

## The story of Hero Father - Driving motorcycle without helmet, inviting accident

Udaipur: Mobile in one hand. Holding a big bag in the same hand. The other hand on the motorcycle handle - and his 3-4 years child holding his shirt. Shielding his child from the rains of Udaipur with an umbrella, this man seems to be a miracle. Driving without a helmet was like invitation to an accident, accomplished.

Is he a responsible father or does he care about his child? The question was but obvious. The first thought that came in our mind was not about the man who was driving the motorcycle, but the poor child who was sitting with all faith in his 'Hero Father', who I am sure believed, can do anything. The child was smiling and feeling very happy sitting on the motorcycle and his father shielding him from rains. It must have been good fun for him. Least he had an inclination that his 'Hero Father' had put his life in extreme danger and a slight jerk or brake or even a slight movement of motorcycle could put his life and his father's life in danger.

We did click the picture, as these are the examples we show while taking workshop on 'BE SAFE ZINDAGI' across Hindustan Zinc locations, but we also stopped him and made him understand what he was doing. It was not that he did not know the risk he was taking, surprising was to see his confidence in doing a wrong thing in right way. He was confident of continuing like this till home.

Some people understand easily and some insist on minding our own business. He was perhaps the first one. He did keep his mobile phone down and switched it off. Placed the bag on the petrol tank and closed the umbrella. He checked the grip of his child who was holding his shirt. With both the hands on the motorcycle han-

# Career in Cosmetology & Aesthetic Medicine

In today's world and more than ever, beauty is emphasised as a very important characteristic. Physical attractiveness will help people get employment, find a life partner, more generally: help people fit in a demanding society that values and rewards physical appearance. The global aesthetic medicine market size is now estimated to reach more than 13 Billion USD by 2021.

Demand for aesthetic care is expected to exponentially increase in the near future. India and China have the largest population pool aged between 30 to 65 years, and rising disposable income coupled with the presence of a very wide working population is generating demand for aesthetic procedures in these countries.

The introduction of technical-ly advanced systems enabling minimally invasive procedures is identified as the most influential growth driver. Moreover, rise in disposable income has greatly boosted the demand for cosmetic procedures. All in all, factors such as wider awareness regarding the availability of these minimally invasive procedures and their products as well as affordable costs are leading to a spur in demand globally.

The medical and personal care products industries are keeping up with this growing

demand by a public desirous to avail the latest techniques and products available in cosmetology and aesthetic medicine. A social phenomenon, dedicating a certain budget to beauty is now accepted as a norm. This translates into hugely profitable economic activities, where physicians and cosmetologists have both an important role to play and a place of choice though the direct contact and care they offer to patients. Scientific and medical progress means that a wide range of solutions are available to the public, but only a trained practitioner will deliver safe and effective treatment. Along with the increase in techniques available, rises the awareness of the public but also, the need for skilled professionals in cosmetology and aesthetic medicine.

Cosmetology is not concerned anymore with mere topical skin care. Laser treatments, injectables, facial peels and many more procedures, can be performed by a professional who has received adequate training. Naturally, training in the area of cosmetology will make any established practice or activity more lucrative. Cosmetology is also a full time career options for trained technicians. With training in cosmetology, the professional can easily convey information and interest a patient in trying out

safe, effective and sometimes life changing cosmetic solutions. Getting training in today's most effective therapeutic skin care solutions is indeed a tremendously exciting prospect for any practitioner.

Choosing to add aesthetic medicine as a speciality has the potential to enhance the physician's revenues and to become a full time career due to the massive demand for aesthetic treatments. Aesthetic Medicine is one of the fastest growing sub-specialty and one of the disciplines that will continue thrive with technological innovation. Not only does it promise excellent outlook in terms of advancements in diagnostic, curative modalities and treatments, choosing training in Aesthetic Medicine is intellectually and humanely rewarding and offer amazing career prospects.

The real benefit of practicing Aesthetic Medicine is the type of care that practitioners are offering to their patients. These procedures are elective and are performed on patients who do not suffer from life-threatening illnesses. They are usually healthy, but aesthetic care will have a very significant and positive impact on their lives. This, along with the very lucrative business it represents, are the benefits any doctor should expect by expanding his/her own practice or to get an



Aesthetic Physician position in a reputed hospital or a poly-clinic.

The advantages of training in cosmetology and aesthetic medicine are indeed manifold. They are fascinating disciplines that call for precision, patience and allows a privileged and long term relationship with patients. Indeed, aesthetic treatments are always projects to be decided and implemented together by the patient and his care giver. The results offered by the procedures are amazing, quickly visible and lead to the immense satisfaction of the patient, making the disciplines very rewarding activities for the trained practitioner. It is nonetheless crucial for the professional wishing to be trained in cosmetology or aesthetic medicine to be taught by the best in the field; by a team of doctors highly trained, experienced, who

practice and research in cosmetology and aesthetic medicine. Mostly, an established and highly specialised Institute with proven track record of trained professionals can satisfy these criteria. Choosing the right training course in cosmetology or aesthetic medicine and the best Institute is as important, as is choosing the right practitioner for the patient who wishes to avail cosmetic treatment. As a fresher, a candidate should have a basic level of understanding of what the beauty industry does and how it works. Understanding of beauty products, and new trends and techniques is a plus point for those looking for a job. Some of the valuable tips to get hired in this profession are as follows: A candidate must have completed a Certificate or Diploma course from a certified institute of cosmetology & Aesthetic

Medicine. • If you're skilled enough to work as a professional under different circumstances, you are eligible to get a job. Prior experience is helpful, but not necessary. A candidate should rather be passionate and flexible towards his / her profession.

• Attitude goes a long way too. A candidate who demonstrates "confidence" always has an advantage in getting a job in any stream of the beauty industry.

• There are multiple choices of beauty institutes, but aspirants should check the quality and facilities provided for practical training, certifications offered, training modules, faculty and post training employment opportunities, before enrollment of a course in an institute.

ILAMED's programs are ideal for those looking for a fresh start in a new career as well as for physicians or cosmetologists looking to expand their practices.

The pay package as a practitioner of Cosmetology & Aesthetic Science majorly depends on the specific stream of profession chosen by a candidate. In India, a fresher can start at Rs. 1.5 to 2 lakhs per annum as a starting salary. With a professional degree, they can expect a starting salary of Rs. 50,000 per month.

## Tata Hitachi: Leveraging technology to build strong products



Udaipur: Tata Hitachi has been a prime mover in leading sustainable development in the fields of Infrastructure & Mining for decades. Focused on delivering global excavation and haulage solutions to suit Indian working conditions, Tata Hitachi has embraced all the challenges that have come its way. Tata Hitachi prioritizes service and parts support to customers through a strong distribution network. Which includes a marketing head office, regional offices, branch offices and dealerships spread across the length and breadth of the country. A leader in site support operations, Tata Hitachi offers a complete scope of support solutions such as Full Maintenance Contracts, Site Support Agreements, and Annual Service Contracts etc. A pioneer in introducing the latest technology for hydraulic excavators, Tata Hitachi has migrated its products to incorporate features like online access to location of equipment, online health monitoring system, automatic sensors and alarms for machine health, maintenance, electrical excavators, AC drive rigid dump trucks, etc. In addition to this, the organization has introduced ConSite - an IT enabled tool through which machine reports are transmitted to the customers' e-mail ID: helping them make their operations smart & efficient.

The parent company - Hitachi Construction Machinery Co. Ltd., Japan - has also been continuously evolving technology for mining excavators and rigid dump trucks. Hitachi offers a fleet management system - "WENCO" - to make equipment utilization effective and efficient: thereby making the mining operations more productive.

Speaking at the Tata Hitachi pavilion, Mr Sandeep Singh, Managing Director, Tata Hitachi said "At IMME, we are demonstrating our unmatched strength in Mining by showcasing our Hydraulic excavators: ZX870H, ZX650, ZX470H (Backhoe), & the Wheel Loader TL340H. Along with this, our support pavilion showcases ConSite, the Training Simulator, the FMC Pavilion, attachments (Rock Breaker), spares support counter and the new Hammerless tooth points designed and developed by Hitachi for the Ultra Large Class of excavators. He adds, "Using the IMME platform, Tata Hitachi is conducting a seminar on mining technology with the participation and presentation from subject experts from Japan and Australia. Through this platform, we aim to improve the knowledge base on mining among our key stakeholders and customers. This is part of our inclusive approach for sustainable development in core sectors" Mr. Shin Nakajima, Director Sales, Marketing and CSD mentioned: "Tata Hitachi is committed to skill development to improve employability and social upliftment. The India opportunity presents a large volume of development pending to be addressed in infrastructure and mining. High performance equipment supplied to the market demands a bank of trained operators, mechanics, service personnel and project managers. To meet this challenge, we have set up Skill Development Centers and Operator Training Schools at Kharagpur and Dharwad".

le, he smiled, apologised and went off. His child waved us back perhaps not knowing what we explained the "Hero Father". He smiled perhaps because he was now enjoying little drizzling.

We had this tremendous satisfaction of at least taking a little time out to explain a citizen about the value of life and what he meant to the child sitting behind him, not even knowing what he is holding to protect itself. Maybe, we could save two lives.

Rajasthan ranks 5th in India with respect to road accidents. To bring about a change, PavanKaushik, Vice President and Head-Corporate Communication of Hindustan Zinc launched the initiative - "Be Safe Zindagi" to bring about safety, not just within the premises of the Company but also beyond the boundaries.

## EaseMyTrip Launches RannUtsav Packages to Celebrate Cultural Extravaganza of India

Gujarat: One of the most reputed names in online travel industry of India, EaseMyTrip has launched RannUtsav 2018 Special Tour Packages to promote the beautiful culture of the Gujarat state of India and also the Gujarat Tourism. RannUtsav 2018-19 is going to begin from 1st November, 2018 and will continue till 20th February, 2019. Commenced along Diwali festive season, EaseMyTrip is introducing around 50 different types of Rann of Kutch holiday packages for vacationers seeking to go on cultural trip of India. Completely different from regulated experiences, RannUtsav holiday packages are specifically designed to cater certain kind of travelers who love to explore the ecologically and culturally rich landscapes of Gujarat. Kutch RannUtsav is a pleasant fest, which gives the experience of being in Heaven on Earth. This family holiday destination gives fun moments to explore and capture in cameras for lifetime. Travelers can participate into Golf Cart, ATV Ride, Archery, Camel Cart Excursion, Para Motoring, Spa, Meditation and Yoga while enjoying Gujarati Culture.

"At EaseMyTrip we always wish to come up plenty of things to do during holidays that can create perfect balance between personalization and spirit of vacationing. Kutch RannUtsav offers the travelers a lot more than mere sightseeing, stay and transfer. Understanding the search metrics, social media insights and Google analytics, we have created these tour packages for those seeking to experience the abundance of nature's beauty, culture and tradition. RannUtsav packages 2018-19 of EaseMyTrip are meant to give the customers a world class cultural experience," said Mr. NishantPitti, CEO of EaseMyTrip.

RannUtsav holiday packages will allow you taking desert tour, indulging into cultural extravaganza and having a date with nature. Holidaymakers can enjoy this trip with family and friends both and an authentic experience of rustic and vibrant Gujarat. The packages include everything, flight or train tickets, stay in different types of accommodations, private transfer and sightseeing. However, experiences created

through this trip are the main appeal of RannUtsav packages.

## The Journey of Karma collected 1.8 Crore on its 1st day

The Journey of Karma Collected 1.8 crores on its first Friday. Well, it will grow on Saturday and Sunday in the metro cities like Delhi, Mumbai, Kolkata and Hyderabad. The public reports are really positive in the metro cities but it will be very easy for the movie to get good numbers with this concept.

As compared to all other Movies released The Journey of Karma is made in the budget of 10% of other films Making Cost. The Journey of Karma starring Poonam Pandey & Shakti Kapoor is the 2nd biggest opener after Bazaar. "The Journey Of Karma" is written by Rupesh Paul, produced and directed by JagbirDahiya of Surya Entertainment. The movie is released in more than 400 screens all over India. Hailing from Meerut, Uttar Pradesh, the land that's given Hindi cinema its countless superstars and multi talented personalities, Danish Alfaaz is all set to debut and take over the Hindi film industry with Poonam Pandey and Shakti Kapoor starring The Journey Of Karma. This music maestro will be debuting as a singer, composer and lyricist.



## Danish Alfaaz - Another UP Talent Makes Entry In Bollywood.

Starting off as a singer, Danish has honed his musical side quite rapidly and moved on from just a singer to a lyricist and a composer as well in no time. Having 3 hit albums to his name, Danish is basking in the glory of his first Bollywood project. "It was after my third single that I got approached for this film and I was given a free hand to not just lend my voice by produce the numbers from scratch and I think that freedom is extremely necessary in this field," says Danish. Talking about the music in Journey Of Karma, Danish says, "I have three tracks in the film and all completely different from each other. While one is a sad number, one is a cozy romance track and the last one being a dance number," he further adds, "I've given my all to these three tracks and I want my debut to be loved by all. Just hoping my numbers do well with the audience."