

The interesting case of Rajasthan

The time once again has come where an otherwise quiet and calm state of Rajasthan will be in the news. The state is going to choose its representatives who will take the state forward. After the wave of Prime Minister Narendra Modi in 2013-14, the marginalized Congress party was being considered as a group that could only loose further. However, Congress always had a chance because no other party in the state could replace BJP if needed. Moreover, today, after these years of BJP's rule in the state, the Congress party is again being considered not just opposition, but some opinion polls are also predicting its win.

Well, that remains with the voters to decide. However, one thing is sure that every loss of BJP is the gain of Congress. Being a party deep-rooted in the largest state of India, Congress has its local support and that matters. Congress at the national level might still struggle to make a mark, but at the state level, the dynamics are totally different. The voters are aware and choose carefully. We have seen the BJP's wave was stopped in Punjab and Delhi by regional factors.

Since the state has been doing well and there has been peace on all the fronts, the present government has done a decent job. However, the same was true for the last Congress government too. The history of alternate rule by these two parties may get repeated, but then BJP has the star power of Modi which is powerfully effective, if not invincible today.

The good part for the people is that both the parties are talking about the development and that's what we all need. People of the state are becoming more interested in things done, and things promised. Moreover, the candidates know this well. There has been a pattern of change of government since 1993 in Rajasthan. This fact excites Congress which is looking to retain its relevance in the national politics and the way to national platform comes from the states. Therefore, all their hopes are on Rajasthan. There are other states too going for elections, but Rajasthan is an excellent chance for Congress for sure.

As far as BJP is concerned, apart from the fact that they have a stable government in the center, they also have the seat retention factor in their favor. If you look at the statistics of seat retention for a party between 1993 and 2003, BJP has the edge over Congress. While the BJP has been able to retain its seats more, Congress has been on the declining side. Moreover, since opinion polls are not ruling out BJP outright, all they need is that little push to get across the magic number. The outcome of the election is still not predictable clearly as no opinion poll is giving the edge to one party over the other. There are plenty of ways the election might end up as the new generation of voters is much aware and not afraid to ask questions.

NATURE 2018



A varied collection of your most loved crafts and products inspired by the theme of the LOTUS and that embody the spirit of Nature - be it jute, banana fibers, wood carving, lacquer and Dhokra decorations, there's something from the mix for everyone!

Radiant Banarasi brocades from Uttar Pradesh, Tussar weaves from Bihar, Kotpad weaves from Odisha, warm and vibrant woolen textiles and shawls from Himachal Pradesh, Kashmir & Gujarat. Block printed, embroidered, naturally dyed textiles intricately adorned with vibrant stitches, applique and patch work. Andretta, Khurja & Blue Pottery, furniture in wood and wrought iron and lacquer coated decoratives to bring a traditional touch to homes. Stylish woven dhurries from Rajasthan & Uttar Pradesh to adorn the floors. Silver and beaded jewelry and exciting accessories and footwear. "The annual Dastkar NATURE event, is a much looked forward to coming together of natural materials, organic and eco-friendly practices and products, grass roots NGOs, and of course traditional and new-age crafts. At a time when we all need to be more conscious of the importance of saving our planet, come and celebrate NATURE with us," says Laila Tyabji (Founder of Dastkar). Our theme this year, inspiring both craftspeople's creativity and our bazaar displays, is the Lotus.

The Lotus is not only India's national flower, but symbolic of purity and truth. Numerous verses and sayings play on the fact that though it grows in mud it smells of incense. Lotus has been translated into every textile technique—applique, weaving, embroidery, block printing—even the intricate medium of bandini tie-dye. And you find them all over India - carved, painted and embossed in metal, wood, and ceramic, glass painting. As a special festive feature and A CELEBRATION OF THE INDIAN SAREE from 16th-25th November, will be DASTKAR's Curated Saree Preview from textile designers and master weavers like Mala Sinha of Bodhi, Weavers Studio, Malavika Chatterjee, Dayalal Kudecha, Taan Baan, Kaushik Ganguly of Tasar, Tuni Handicraft, Vriksh, Vimor, Ghanshyam Sarode, Sutra Handicrafts, Chaman Premji Vankar, Asha Savla, Murali Sarees Emporium, Rama Kumar, Vaya Weaving Heritage, Sanjukta Roy, Ali Mohd. Khatri, Kastoori Sarees, Ethnicraft, Ankita Naskar, Indian August, Vani Vritti, Rekha Kapoor, Chitransh, Ambika Devi, SEWA Banaskantha, Beauty Kantha, and Minalini. Plus, cultural performances from different regions & delicious cuisines from across India.

ABOUT DASTKAR

Started in 1981, Dastkar affects the lives of more than 1 lakh artisans every year working with over 600 craft groups across 29 Indian States. We strongly believe in crafts as a catalytic tool for social and economic empowerment and earning. Dastkar's role is to help craftspeople find the opportunity, confidence & resources to become self-sufficient. Our Bazaars and Exhibitions provide craftspeople the exposure and direct interaction with urban customers, enabling them to gauge market trends and customer demands first-hand.

SAPNA, BACHAT, UDAAN PROGRAM TEACHES CHILDREN

Udaipur: Children who participated in the financial empowerment program - Sapna, Bachat, Udaan: Aarthik Bal, Har Parivarka Ha gained the ability to differentiate between what they want and what they need, paving the way for a more financially stable future. In 2015, Sesame Workshop in India (SWI), the organization behind Galli Galli Sim Sim (the Indian adaptation of Sesame Street), and MetLife Foundation launched the global, multi-media program in Rajasthan, Jharkhand and Delhi. Targeting 3 to 8-year-old children and their parents, the program helps families make well-informed decisions about spending, saving and sharing for the present and the future, and equips them with content to improve their knowledge, attitudes and practices around financial empowerment skills. Qualitative research was conducted to assess if there were any changes in knowledge or behaviors around spending and savings among children who attended this program in Dungarpur, Rajasthan. The findings from the in-depth interviews with caregivers, children and facilitators, and obser-

vations of workshop sessions showed that children learned important concepts like 'needs and wants' and 'saving' through the program.

Needs versus wants

Differentiating between needs and wants is an important skill that children need to know in order to make informed choices and spend money wisely. Many caregivers reported that after attending the Sapna, Bachat, Udaan program, their children gained the ability to differentiate between things they want (for example, sweets or snacks) and things they need (for example, pencils or pens).

Saving

The program also supported caregivers' and children's understanding and practice of saving. Most caregivers reported that children learned that an important way of saving is to avoid purchase of items from the market and create them locally at home. They understood that money saved, little by little, can result in larger savings and more expensive items can be bought from the accumulated savings. Interviews by facilitators and master trainers revealed that through the program children

gradually started saving for larger and more expensive items such as a cupboard to keep their books or an extra set of school uniforms, as compared to saving for comparatively smaller items like a pencil or an eraser. They sometimes even helped their parents to pay their school fees.

Dreams and aspirations

Caregivers realized that young children should also have dreams and aspirations, and that they should plan well ahead to achieve these. Caregivers reported that, after being exposed to specific activities in the program, many children began to have career aspirations and understood that they could save money to achieve their goals such as completing higher education or buying study materials and books.

Ira Joshi, Vice President, Education & Research, Sesame Workshop in India says, "As children grow into young adults, it is important for them to know how to budget, make wise financial choices, manage risks and save for emergencies. A strong foundation of financial empowerment concepts and ample opportunity to practice them



from an early age can help children grow into financially responsible adults. Teaching children concepts of spending, saving and sharing can equip them to face challenges and be better prepared to cope with uncertain economic situations in the future. Our approach for the Sapna, Bachat, Udaan program was to use the power of Sesame Street characters to incorporate and model concepts related to financial empowerment in simple and appropriate ways and to facilitate open communication and interaction between children

and adults. The qualitative research shows that we have been successful in our attempt. We are proud to see that families are talking about aspirations and ways of achieving dreams through planning, organizing and saving."

"Both MetLife Foundation and Sesame Workshop have long histories of supporting the communities in which we work. Our goal is to ensure that families have access to the knowledge which will put them on the path to financial security," said Krishna Thacker, Director - Asia Region, MetLife

Foundation. "We are proud to see that the Sapna, Bachat, Udaan program has been able to create a positive impact in the lives of underprivileged children in the communities in which we operate." The ability to plan, make choices and learn how to wait is essential to understanding the concepts of saving and spending. As with so many other critical life skills, establishing a firm foundation of financial literacy in the earliest years is essential to building positive lifelong habits. Sapna, Bachat, Udaan is one step in this direction.

An emotional music album "Pehli Kiran"

Music album 'Pehli Kiran' dispels the emotional journey of Indian army jawans on their way back home during holidays

Mumbai: Music album 'Pehli Kiran' is the first venture from Azad Hind Film Creation's stable. It is produced by Ashvin Katariya, the commando of Indian Army. The album has been penned, composed and rendered by Ishan Pandya. The music video has been directed by Ashvin Katariya featuring himself with Hetvi Shah. It will be soon released on all various

Ashvin Katariya reveals, "This album displays the emotional feeling, sentiments and affection when we come back home on holidays and meet our parents, brothers and sisters, wife or girlfriend and other family members. It is the spirit and the fervor. I would be overwhelmed if the entire common man understands the compassion in our happiness and sadness."

The album is composed, rendered and penned by Ishan Pandya, who has also acted in many films. He has his own studio under the name



music channels. Dilip Patel is the production designer. Ashvin Katariya is the producer, director and actor of his maiden music album 'Pehli Kiran' and is a resident of Surat (Gujarat). Since the last 11 years he is working as a Commando in the Indian Army. His second venture is a Hindi feature film titled as "Posting" which will mount the floors next year. Speaking about his debut music album,

of 'Seasons Recording'. He has displayed his acting histrionics in Hindi films like "Jeevan Saathi", "Gang Of Surat" among others. Speaking about this album, Ishan Pandya says, "It is a heart-rending and surges emotion too which strikes the chord of one's heart. We have put in our full efforts to make this album and I am sure the people will get the feel of it too."



"Pahlaj Nihalani is harassed unnecessarily"- Says Advocate Saraogi

Mumbai: Pahlaj Nihalani's upcoming Hindi feature film 'Rangeela Raja' featuring Govinda, Shakti Kapoor, Digangana Suryawanshi is facing rough weather with Central Board of Film Certification (CBFC). The film has been given 20

Mahindra Introduces BLAZOX Range of HCV Trucks to Address Rising Fuel Cost Woes of Transporters

Udaipur: Mahindra Truck and Bus (MTB), a part of the USD 20.7 billion Mahindra Group, introduced the launch of the BLAZO X, HCV range of trucks, an upgrade of its popular BLAZO trucks. The BLAZO X addresses the rising fuel cost woes of transporters by delivering higher mileage than the BLAZO and ensuring a unique and unmatched mileage guarantee of 'get more mileage or return the truck'.

The new BLAZO X features many improvements - improved efficiencies in the vehicle's air management system, rolling characteristics, and the vehicle's rotating parts among others. Infact, fuel is a major component of a transporter's operating cost and the launch of BLAZO X comes at a time when fuel prices are continuing their upward spiral. The new BLAZO X series will be available in all platforms, viz., haulage, tractor-trailer and tipper and is equipped with the BLAZO's hugely successful FUELS-MART technology.

The company has also announced the setting up of its express North-South Service Corridor on the 3,800 kms long stretch, from Kashmir to Kanyakumari. This comprises 41 service touch-points, one every 100 kms, with a guaranteed service reach of 4 hours or Rs. 500 compensation for every hour of delay. This is the second such corridor after the Mumbai-Delhi service corridor which caters to nearly 30% of truck movement.

Speaking on the occasion, Rajan Wadhwa, President, Automotive Sector, Mahindra & Mahindra Ltd. said, "The BLAZO pushed the boundaries for Mahindra since its launch on several fronts, be it volumes and marketshare or the industry first guarantees which laid the foundation for a turnaround of the business. Today as we launch the new BLAZO X series of HCV trucks, we have further enhanced our customer value proposition of 'Har Cheez Guarantee Ke Saath' and will create higher benchmarks in performance and earnings."

Mr. Wadhwa further added, "Infact given the spiraling fuel prices, there wasn't a better time to introduce the BLAZO X, with the benefit of extra mileage. I firmly believe that the BLAZO X will reaffirm our customers' faith in Mahindra's ability to create class leading products and set higher standards for the Indian CV industry."

Vinod Sahay, Chief Executive Officer, Mahindra Truck and Bus Division, Mahindra & Mahindra Ltd. said, "The launch of the BLAZO X will further strengthen our position in the market. With 21,000 BLAZO trucks already on Indian roads, our BLAZO range of HCVs are well entrenched in important segments such as car carriers, tankers, cement bulkers and the coal industry, with their proposition of best value for money brand, mileage superiority and low cost of ownership. Today, MTB is well on its way to becoming a formidable force in the Indian CV market, being the number 3 player in certain segments and markets. Going forward we intend to be the number 3 player in the overall HCV segment."

There is an increase in the share of modern trucks, such as BLAZO, with higher power to weight ratio, better aggregates



and modern comfortable cabins. Hence, going forward more and more modern trucks will be seen on the roads since these are better suited to carry additional loads given the new axle loading norms. They can also make faster trips in the borderless era of GST and deliver higher fuel efficiency and lower maintenance costs.

Today MTB is already the number 3 player in certain segments and certain markets such as Gujarat, Rajasthan, West Bengal, Punjab, Bihar and Jammu & Kashmir in the HCV category.

Success of the BLAZO Range of Trucks Launched in February 2016, currently there are 21,000 BLAZO trucks on Indian roads, with nearly 44% of sales being repeat purchases and cumulatively more than 125 crore kms having been covered.

The success of the BLAZO can be attributed to its mileage superiority and low cost of ownership which has been attained through increased oil change intervals, reduced oil cost and a class leading 6 years/ 6 Lakhs kms transferable warranty.

With BLAZO, MTB pioneered the concept of Guaranteed Customer experience through mileage, service & spares. Mahindra BLAZO is the only truck in India that gives six guarantees including guaranteed better fuel efficiency than the existing trucks of their customers or else the customers can actually return their truck. MTB has also guaranteed uptime on its breakdown service by getting the truck back on road in 48 hours, else the company will pay the customer Rs. 1,000/- per day. Additionally, guaranteed turnaround of vehicle in 36 hours at the dealer workshop or the company will pay 3,000/- per day. It is also notable that within just 2.5 years of the BLAZO HCV series launch, MTB has witnessed substantial increase in volume and doubled its market share growth. MTB's HCV volumes grew by 79% as of H1-FY2019 compared to a 56% industry growth, garnering a market share of 4.9%.

Ex Censor Board chief and veteran filmmaker Pahlaj Nihalani declares, "In my tenure I do not passed the film 'Udda Punjab' without snipping it while the ruling BJP government wanted to let it go without any cuts and it could prove beneficial for the party during the Punjab elections. Now, I feel the maltreatment I am facing of today is because of that. Looks like the current chairman Praseon Joshi is acting on the instruction of the ruling party. Presently the censor board houses temporary members who do not have any knowledge of films or CBFC guidelines which puts a spanner in the release of a film."

Govinda adding his regrets in the conference declares, "Since the last 9 years, all my films struggle to find a proper platform for release for one reason or the other. There is restrictedness and inadequacy which stalls the films by not getting proper cinema halls. Some unscrupulous people do not want any goodness to beckon to me or do something good."