

## Check Your Coolness Quotient!

Completing its 95 percent of the total target, Chandrayaan2 and Indian Research Space Organization have made us proud. Today India is seen as a leader across technology, Ayurveda, Yoga, Education, Culture, and many more spheres of life. The major companies across the world have Indian leaders and influencers. In such a strong positioning, there are some people who let us down time and again. And it's high time we identify such people and sideline them totally. But this needs a cautious approach, and you need to agree to believe only on true defaulters. Otherwise, we have social media campaigns being run against a few people all the time and people blindly keep abusing leaders and celebrities just because someone somewhere believes that they are wrong.

You can start with your own family. Yes, we must put our own house in order before imparting knowledge to others. And doing it is easy. Just ensure that no member of your family dumps garbage inappropriately or behaves badly with others. When you have achieved the milestone at home, you can look beyond your house and see neighbors and friends who might need similar lessons.

The idea is to educate them in a way that neither they feel targeted or nor blamed. You need to tell them that the coolest thing in the town is to be clean, sober, and behave in a civilized way.

When the cool-quotient comes to cleanliness and civility, society becomes better and easier to live. People do anything from hairdo to clothing to jewelry to stay cool. Now when it becomes cool to throw the wrapper into a trash bin in the designated box, everyone will do it and then in no time, you will see your very own city as clean as you would like.

Similarly, flirting with girls or eve-teasing and beating other boys of the same group sound cool in many groups. Of course this draws from a flawed image of hero carved on the celluloid time and again. But when you try and reverse this trend and term a boy hero who respects girls and helps other boys, the cool-quotient become useful and powerful against any kind of hatred or crimes.

The idea of a powerful society and strong people lies in this endeavor. People who are good are really strong and they must look to drive the campaign against the weaker section of people who are strayed and falsely believe that they are cool.

It takes a lot of inner strength to remain good and calm while it's pretty easier to lose temper and slip into the criminal mindset. A number of people choose the easier way and to hide their weakness, try and endorse a false perception that they are cool. They are losers in fact. And if you are not one of them, give yourself a pat on the shoulder and now promote the new cool-quotient of being good. It needs a strong person and many would prefer to fail but then you can only extend a hand of help to pull the strayed people out of the pit.

## launch the poster of film Life Mein Time Nahi Hai

Krushna Abhishek and Hemant Pandey came specially to launch the poster of their Hindi comedy film Life Mein Time Nahi hai at Andhericha Raja . The film is produced by Manish Rander, Shyamsunder Malani, Rajesh Rander, Vishnu Sarda and Sanjay Garg of Pooja Movies and Fun. Manoj Sharma is writer director of the film. Sunny Agarwal is project designer of the film . Pravin Bhardwaj has written and composed the songs of this film. Krushna Abhishek, Yuvika Chaudhary, Rajnish Duggal, Shakti Kapoor, Rajpal Yadav, Sunny Agarwal, Hemant Pandey , Govind Namdeo, Anjan Shrivastav, Alok Nath and others are the cast of the film . The film will release on 18th October all over India.

## Piping Hot Resto Bar Hosts Govinda, Actress Tina Ahuja, in 'Milo Na Tum's'

Brand-new multi-specialty Resto Bar Piping Hot hosted actress Tina Ahuja and singer-composer Gajendra Verma, along with producer Hitendra Kapopara, the beloved Govinda, music video director Aman Prajapat, and others for the media interaction of the recomposition of the evergreen 'Milo Na Tum', featuring Superstar Govinda's daughter Tina Ahuja in an alluring avatar opposite Gajendra Verma himself! Given the fan-



tastic venue, the guests and press were plied with scrumptious snacks and welcome drinks amidst all the revelry.

With remakes taking over the music scene, it is now the strength of content and production quality that makes the vital difference. The latest music video remake on the block, 'Milo Na Tum' is from a diamond jubilee cult film 'Heer Ranjha' and the classy remake has an amazing story to tell. Produced by Hitendra Kapopara, 'Milo Na Tum' is recomposed and sung by Gajendra Verma. Shot in the beautifully scenic locales of the United Arab Emirates by eminent music video director Aman Prajapat, 'Milo Na Tum' was an enlightening experience for the team! Having personally been there at the shoot location to support his daughter, proud father Govinda averred, "I was lucky to witness my daughter shoot so amazingly! She has put in a lot of effort with the entire team and the result shows."

It must be good when the composer himself is on-loop! An ecstatic Gajendra Verma added, "I am in love with my own track, I have it on loop and shooting with such a talented actress Tina was nothing more than a dream." "Shooting in the middle of the desert has its shortcomings, but when you see people from different countries grooving to your track you start getting the vibe again," said an overwhelmed Tina Ahuja. Located at Vile Parle, Piping Hot Resto Bar was a remarkable choice for the venue, given that the place has dedicated chunks of its extensive menu to recreate dishes that our city is renowned for. Even as you choose from Indian, Pan Asian or Continental food, as true-blue Mumbaikars we understand if you are beckoned by the mouth-watering Mumbai Pav Bhaji Fondue, wow-wow Vada Pav Fondue or the non-vegetarian's delight Kheema Pav Fondue!

# INTRODUCING THE NEW LAND ROVER DEFENDER

Gaydon , This is the new Land Rover Defender. An icon reimagined for the 21st century, it is clever, capable and safe for all the family, and in a category of its own.

New Defender is built for adventurous hearts and curious minds, for those who know the value of community and strive to make a difference.

The unmistakable silhouette is familiar yet new. It looks tough and is tough but designed with purpose and engineered to excite. Iconic in name, shape and capability, Defender can be personalised to allow owners to make the most of their world.

Across seven decades of pioneering innovation, Land Rovers have earned a unique place in the hearts of explorers, humanitarian agencies and adventurous families across the world. Proven in the harshest environments on earth, the new Defender maintains this bloodline.

Beside the peerless luxury and refinement of the Range Rover family and the highly capable and versatile Discovery SUVs, new Defender completes the Land

Rover dynasty. The 110 is just the start for this family of the most capable and durable 4x4s in the world. It will be swiftly followed by a compact, short wheelbase 90, before a pair of practical commercial models join the line-up in 2020.

Driven by a passion and respect for the original, new Defender delivers transformational breadth of capability. Advanced all-terrain technologies redefine adventure for the 21st century, remaining true to the pioneering spirit that has been a Land Rover hallmark for 71 years.

Emotionally charged design A distinctive silhouette makes the new Defender instantly recognisable, with minimal front and rear overhangs providing excellent approach and departure angles.

Land Rover's designers re-envisioned familiar Defender trademarks for the 21st century, giving the new 4x4 a purposeful upright stance and Alpine light windows in the roof, while retaining the side-hinged rear tailgate and externally-mounted spare wheel that make the original so identi-

able.

As a result, the Defender 110 offers five, six or 5+2 seating configurations, with a load-space behind the second-row seats of up to 1 075 l, and as much as 2 380 l when the second row is folded. The Defender

rior. An optional full-length Folding Fabric Roof provides an open-top feel. It also allows passengers in the second-row seats of the Defender 110 to stand up when parked to provide the full safari experience.

As a result, the new



90 will be able to accommodate six occupants in a vehicle the length of a compact family hatchback.

User-friendly features include practical touches and advanced technological innovations. Durable rubberised flooring shrugs off the spills of daily adventures and once-in-a-lifetime expeditions, providing a brush or wipe clean interior.

Defender redefines breadth of capability, raising the threshold for both off-road ruggedness and on-road comfort. It can negotiate crowded city streets as effortlessly as climbing mountains, crossing deserts and withstanding freezing temperatures. Its carefully honed handling delivers both a rewarding drive and first-class long-haul comfort across all ter-

## Chhichore Craze Still Going On

Alma Mater, India's largest customized apparel brand has launched the Exclusive Chhichore Collection as it's the official merchandising partner for the Bollywood movie Chhichore starring Sushant Singh Rajput and Shraddha Kapoor. The movie made it's way at the theatres on 6th September 2019.

Being the first one to bring the concept of customized apparels, Alma Mater is led by Mr. Sachin Sahni. The brand

pioneers in mass and online customization in India. It has the vision of turning people's vision and imagination into reality.

As Alma Mater specializes in premium quality customized Hoodies, T-Shirts & other merchandise for Chhichore, the movie. The brand is offering the customers with unique & quirky designs which surely gets in sync with the slangs used in the movie "Aur Tera Bunty Kaisa Hai?", "Chote

Nawab se Guft Gu?", "Haq Se Loser", "Chhichore Squad" & more.

The Alma Mater Chhichore Collection includes Unisex Hoodies as well as T-Shirts. Hoodies are trendy as well as one of the largest and the fastest growing categories in the market.

Alma Mater strongly believes in sustainable fashion and offers most of its collection in 100% Cotton fabrics as cotton being a natural fab-

ric is perfect for Autumn Winter Season as it keeps the body comfortably warm in cold weather.

The customers can also customise and get their own Chhichore apparel including T-shirts and Hoodies in 3 simple steps online using Alma Mater Design Studio.

The Exclusive Chhichore Collection is available on www.almamaterstore.in at a price starting from of INR 999/- to 1299/- respectively.

## Toyota launches the Stunning New Fortuner TRD 'Celebratory Edition'

**Udaipur:** Toyota Kirloskar Motor (TKM) on the occasion of Fortune completing a decade of glorious journey in India, today announced the launch of the Stunning New Fortuner TRD 'Celebratory Edition', the uber-stylish version of one of the most celebrated SUVs in the Indian automotive market. Riding on the success of its predecessors, this rollout is timed just ahead of the festive season. Available in diesel variant automatic transmission in pearl white with attitude black dual tone exterior, this new version is all set to capture the imagination of consumers with its distinct style and character. Sought after for both off-roading and city driving, the Fortuner with its alluring and imposing road presence, superb vehicle stability along with great riding comfort has made it to be the undisputed choice among SUV owners in the country. Priced at Rs33,85,000 (Ex showroom Delhi), the Fortuner TRD is designed and developed by Toyota Racing Development (TRD). Delivering Toyota's legendary promise of Quality, Durability & Reliability (QDR), the newest Fortuner just got more cool and trendy with the new dual-tone look and stylish interiors while maintaining its best-in class safety features and on-road prowess. Speaking on the launch, Mr. N. Raja, Deputy Managing Director, Toyota Kirloskar Motor Pvt. Ltd. said, "The Fortuner has been dominating the SUV segment since its launch way back in 2009 and today it is heartening to see this flagship model completing a glorious decade of undisputed leadership, emerging as the 'SUV of choice' for Indians across the country. Owing to an increase in average per capita income, this segment has grown over the years and among Toyota's offerings, the Fortuner has enjoyed unwavering loyalty from customers who appreciate its exemplary driving experience in all terrains, unique sense of power, style, imposing road presence, adventure coupled with low cost of ownership and high resale value. At Toyota, we believe in the ethos of 'Customer First' and in-line with the evolving preferences of our customers, we are delighted to introduce the 'Celebratory Edition' of India's most loved SUV. Packed with best-in-class safety & security features with power & toughness, we are confident that the New Fortuner TRD with its stylish and distinctive looks, will be aspirational for our customers and draw more admirers. We would also like to thank our valued customers for their loyalty through the years who have helped us achieve this milestone." He added.

## Flipkart's 'The Big Billion Days' Is Back

**Udaipur:** Flipkart, India's leading e-commerce marketplace, today announced that it will kick off the country's festive season with its biggest flagship event, The Big Billion Days (TBDD), from September 29th to October 4th. There will be a 4-hour Early Access for Flipkart Plus consumers. To make shopping easier and more accessible for consumers this festive season, Flipkart has partnered with Axis and ICICI Banks to design special offers for cardholders.

Categories will open to consumers as follows:

- 29th September: Fashion, TVs & Appliances, Home & Furniture, Beauty, Sports, Toys, Books, Smart Devices, Personal Care Appliances, Travel & more
- 30th September: Mobiles and Electronic Devices & Accessories

This year, more than ever, the Big Billion Days will be celebrated all across India, from metros to Tier IV markets and beyond. Over the last few months, Flipkart has scaled up its supply chain considerably, both in first- and last-mile delivery, largely in underpenetrated parts of the country to cater to the needs of consumers and sellers. The company has more than doubled the number of pincodes where it offers pick-up capabilities to sellers and has added around 30,000 kiranas to its network to handhold consumers through their online purchase journey. During the Big Billion Days, consumers will have access to the widest selection of brands and products across categories from lakhs of sellers, brands and artisans. With deals to watch out for in key categories such as mobiles, gadgets, TVs, appliances, fashion, personal care, furniture and more - there will be something for every consumer across India on Flipkart this festive season. For the first time, consumers will also now be able to buy insurance for appliances during the Big Billion Days.

## ICICI RSETI inaugurates India's first IGBC rated 'Net Zero Energy-Platinum' new building in Jodhpur

Udaipur : ICICI Rural Self Employment Training Institute (ICICI RSETI), which provides free of cost vocational training to less-privileged youth, today inaugurated a new building in the city. The building has been awarded a 'Net Zero Energy-Platinum' rating by the Indian Green Building Council (IGBC), making it the first new building in the country to get the coveted certificate. The award is a recognition of the gamut of features that enable a sustainable environment at the building as it consumes less water, optimizes energy, conserves natural resources, generates less waste and provides healthier spaces for its occupants, as compared to a conventional building.

Mrs. Alka Upadhyay, Additional Secretary, Ministry of Rural Development, Government of India inaugurated the facility and Mr. Girish Chandra Chaturvedi, Chairman, ICICI Bank presided over the event.

Speaking at the occasion, Mr. Girish Chandra Chaturvedi, Chairman ICICI Bank said, "ICICI Foundation for Inclusive Growth, the CSR arm of the ICICI Group, has been running two ICICI RSETIs—one each in Udaipur and Jodhpur—since



2011. The primary focus of the ICICI RSETIs is to provide vocational training on disciplines which have local demand so that the trainees, on completion of their training, can start their own enterprise and become financially independent. ICICI RSETIs also set up satellite centers in various blocks to provide training at doorsteps of the rural youth. I am very pleased to say that ICICI RSETIs have trained over 88,000 people, more than half of them are women. The training is helping them to earn sustainable livelihood in their villages.

## PMRDA Appoints REPL For PMAY Implementation

**Pune:** Pune Metropolitan Region Development Authority (PMRDA), the implementing agency of Pradhan Mantri Awas Yojana-Beneficiary Led Construction in Pune Metropolitan Region (PMR) has awarded the systematic end to end implementation of the project to infrastructure consultancy firm Rudrabhishek Enterprises Ltd (REPL). The agreement was signed by Mr. Prabhakar Kumar (GM & Head-Planning, REPL) and Mr. Pravin Kumar Deore (Addl. Municipal Commissioner, PMRDA) in presence of Mr. Yuvraj Nakade (Nodal officer & Executive Engineer - PMRDA). The project is being spearheaded by Shri. Vikram Kumar (IAS), Metropolitan Commissioner, PMRDA. Under the guidance and leadership of the commissioner, REPL has generated 45000 housing demand in one month and till now 15000 DPR has been sanctioned. It is unprecedented achievement by any development authority in Maharashtra in one month. The end to end implementation will include development of implementation portal so as to enable end to end paperless online execution of project, development of in-house MIS system and android application for project monitoring and beneficiary complaint redressal, demand generation through various publicity mediums, door to door validation of the beneficiaries for eligibility under scheme and document scrutiny, data compilation and data cleaning, preparation of D.P.R of eligible beneficiaries, M.I.S entry and attachment of D.P.R beneficiaries on Central M.I.S portal, issuing confirmation letter to the beneficiary, measuring drawing survey for beneficiary plot, preparing, approving and distributing building plans, issuing work order to beneficiaries, instructing the local contractor appointed by beneficiaries, construction monitoring at different stages and geo-tagging of beneficiary house at different levels and processing timely installments to the beneficiary through PFMS at respective construction stages. REPL has already started revalidation work as well as further PMC work of the project which includes around 15,000 beneficiaries. The implementation of the scheme will be done in 842 villages which come under PMRDA and proposed for urbanization. As per the census 2011, the estimated housing demand in the area is around 85,000. Informing about the latest development, Mr. Pradeep Misra, CMD, REPL said, "It is really a great honor to be a part of a scheme which aims to benefit the masses. The scheme has catered to the housing requirements of the urban poor along with slum dwellers living with inadequate infrastructure, poor sanitation and drinking facilities". Mr. Prabhakar Kumar (GM & Head Planning - REPL) said - "the implementation of PMAY-BLC scheme in Pune Metropolitan Region spread across 7,256.46 sq km with a population of 75,41,946 as per census 2011 covering 9 Tehsils out of 14 Tehsils in Pune district. The project has already commenced on July 26, 2019 and within a month DPR of approximately 9,500 beneficiaries have already been approved at state level and sent for approval of Central government." The company is already working on various Smart Cities projects in Varanasi (U.P.), Indore (M.P.), Kanpur (U.P.), Dehradun (Uttarakhand) & Moradabad (U.P.); PMAY in U.P.; Housing For All Plan of Action (HFAPoA) in U.P., M.P., Rajasthan, Bihar; GIS Based master plan in Andhra Pradesh; Start-Up Village / IT Village in Goa and many other urban planning & development projects in various states.