

Celebrating Contributions: A Deserving Trio for the Bharat Ratna

In a commendable decision, the Central Government has chosen to posthumously confer the Bharat Ratna, India's highest civilian honour, on three stalwarts whose contributions have left an indelible mark on the nation. The recognition of former prime ministers PV Narasimha Rao and Charan Singh, along with the eminent agricultural scientist MS Swaminathan, reflects the diverse yet impactful areas in which these leaders have excelled.

While political observers may scrutinize the timing of the decision in an election year, it is crucial to focus on the substantial contributions of the awardees. The Modi government's move to honor PV Narasimha Rao has stirred political waters, with the ruling BJP asserting that the Gandhi family had unfairly treated this senior party leader.

Editorial

Regardless of the political lens through which one may view this decision, Rao's leadership during a critical period in India's economic history cannot be denied.

As Prime Minister, Rao, in collaboration with then Finance Minister Manmohan Singh, spearheaded bold economic reforms. These policies dismantled decades-old controls, paving the way for globalization, privatization, and deregulation. The resultant economic growth catapulted India into becoming the fastest-growing major economy in the world today. The Bharat Ratna for Rao is a fitting acknowledgment of his role in shaping the destiny of the nation through visionary economic policies.

Joining Rao in this prestigious recognition is Charan Singh, whose advocacy for pro-farmer measures has earned him a place in the hearts of the farming community. By focusing on initiatives such as loan waivers and remunerative prices, Singh championed the cause of the agricultural sector, underscoring the government's commitment to the welfare of farmers. This decision resonates especially in a time when the agricultural community is at the forefront of national attention.

In the realm of scientific contributions, MS Swaminathan's pivotal role in the Green Revolution cannot be overstated. His unwavering commitment to advocating scientific methods for boosting agricultural productivity resulted in the development of high-yielding crop varieties. This transformation turned India into a self-sufficient food producer, alleviating hunger and poverty. Swaminathan's legacy lives on in the fields of the nation, and the Bharat Ratna rightfully honors his pioneering work in agricultural science.

The editorial would be incomplete without acknowledging the revolutionary contributions of Verghese Kurien to India's dairy industry. His innovative approach, encapsulated in the cooperative movement, transformed the landscape of dairy farming. Kurien's exemplary work stands as a testament to his dedication to uplifting rural communities through sustainable and cooperative practices.

In conferring the Bharat Ratna upon these distinguished individuals, the government has rightly recognized their transformative contributions to the economic, agricultural, and dairy sectors. This celebration of excellence goes beyond political considerations, underscoring the need to honor those whose vision and efforts have shaped the nation's trajectory. As we applaud these posthumous honors, we celebrate the enduring legacies of Rao, Singh, Swaminathan, and Kurien, each a beacon in their respective fields.

Model Neha Rawat Honored in Uttarakhand



Model and actress Neha Rawat has been honored in Devbhoomi Uttarakhand for her outstanding contributions to modeling and acting. The prestigious award was presented by Niranjani Peethadheeshwar Shri Shri

1008 Acharya Mahamandaleswar Swami Kailashnand Giri Ji Maharaj. Recognized for her achievements, Neha Rawat expressed pride in being acknowledged in her home state and emphasized the joy of receiving accolades in her hometown. The MBA graduate left a corporate job to pursue her passion for modeling, encouraging others to follow their dreams ardently. The award ceremony took place in Uttarakhand, where Neha expressed gratitude for the recognition.

Actress Shraddha Rani Sharma's Thrilling Role

Bollywood sensation Shraddha Rani Sharma, recognized for her Bigg Boss 5 stint, gears up for a significant role in an upcoming suspense thriller. Amidst a bustling schedule with global dance performances, Sharma expresses gratitude for immense fan support. With over two hundred shows worldwide, she stands out in the entertainment realm. Reflecting on Bigg Boss, Sharma cherishes camaraderie with co-contestants, including Vicky Jain and Ankit Khandelwal, praising host Salman Khan's considerate and motivating demeanor. From her debut in "Saarthi" to regional films and brand endorsements, Sharma aims to emulate legendary actress Madhubala and make an impactful mark in women-centric movies.

Heartwarming Comedy 'Kuchh Khatta Ho Jaaye' Hits Theatres

Bollywood's "Kuchh Khatta Ho Jaaye," featuring Guru Randhawa and Sai Manjrekar, premiered on February 16, treating audiences to a delightful family comedy. Produced by Mach Films and directed by J. Ashok, the star-studded cast includes Anupam Kher and Ila Arun. The film revolves around Ira's (Sai Manjrekar) UPSC exam journey and Heer's (Guru Randhawa) unrequited love. Pressures from family and unexpected twists lead to a quirky solution – Ira and Heer decide to marry each other. Filled with Punjabi-infused music, the film promises a heartwarming and humorous cinematic experience for audiences seeking family-oriented entertainment.



Grand Success of 'Akhand Bharat Gaurav Awards' 2024 and Journalist Kali Das Pandey's Honor

Mumbai played host to the fourth season of the prestigious 'Akhand Bharat Gaurav Awards,' a dazzling event organized by Rajkumar Tiwari and Punit Khare. The ceremony, held at the 'Mukti Cultural Hub' in Andheri, Mumbai, saw the presence of esteemed guests such as Bollywood singer Padma Bhushan Udit Narayan and Dr. Ajay Sahay.

The event commenced with the ceremonial lighting of the lamp by Mrs. Saraswati Devi, mother of Rajkumar Tiwari, and 'Mumbai Global' editor Rajkumar Tiwari himself. Ram Prasad Sharma, the co-organizer, added to the grandeur of the occasion.

The chief guests, Udit

Narayan and Dr. Ajay Sahay, were honored with the 'Indian Stars Award.'

However, the spotlight extended beyond the celebrity guests, acknowledging and honoring talents from various realms of the film industry.

The list of awardees included disco dancer and singer Vijay Benedict, Aman Trivedi, Mohammad Ayaz, Riddhima Tiwari, Man Kaur, Manoj Agrawal, Moses Fernandes, Chaahat Pandey, Chandrashekhar Datta, Amol Prakash Bavdankar, Kavya Prakash Jadhav, Dolma Thakur, Taral Patel, Anita Soni, Vaishali Bhauras, Yatindra Rawat, Mohit Tyagi, Jashn Agnihotri, Akhilesh Chaudhary, Shiba Sheikh, Piyu Chauhan,



Kumar Siddharth, Madhulagna Das, Amarjeet Singh, Ashok Shekhar, Manisha Punit Khare, Kali Das Pandey, Rakesh Kapoor, Munmun Chakravarti,

Hansika Bhavare, Raju Tank, Suchita Singh, Anuradha Vishwanathan, C A Ramesh Nagar, Israr Ahmad, Dr. Jayashree Nayar,

Chandraprakash Majhi, Shraddha Rani Sharma, Kajal Kushwaha, Parth Kotak, Shilpi Jayaswal, Dr. Vijay Chandak, Ramesh Gujaral, Meera Joshi, Dr. M. Saiyyad Nazeer, Yogesh Lakhani, Kishor D. Kotagire, Meera Kazi, Kaushik Shah, Ashutosh Pandey, Amit Chopra, Vijay Ahir, Lavkush Kumar Singh, Vinod Bankar, Jitendra Salvi Bala, Shailesh B. Tiwari, and Shreya Deshmukh.

Vaibhav Sharma skillfully hosted the event, celebrating the diverse talents that contribute to the entertainment and cultural landscape. Notably, the 'Mumbai Global Group' has established its identity not only in India but also in neighboring countries through

its remarkable social and cultural activities.

Adding to the significance of the evening, veteran film journalist and advocate Kali Das Pandey was honored with the prestigious 'Akhand Bharat Gaurav Award.'

Padma Bhushan Udit Narayan and Vijay Benedict presented him with the award, recognizing his commendable contributions to Bollywood film journalism since the 1980s.

The 'Akhand Bharat Gaurav Awards' continue to serve as a platform for acknowledging and encouraging outstanding individuals in their respective fields, contributing to the vibrancy of the entertainment industry.

"रंगीले राजस्थान": Urban Sketchers Unveil 41-Foot Canvas

Udaipur: In a vibrant display of artistic prowess, a group of young artists in the city crafted a colossal 41-foot painting, titled "रंगीले राजस्थान" (Colorful Rajasthan), to celebrate the cultural beauty of the state. Led by the renowned architect Sunil S Ladda, the Urban Sketchers embarked on this creative venture, bringing Rajasthan's cultural heritage to life on canvas using brushes, palettes, and a riot of colors.

The painting features intricate depictions of Rajasthan's traditional attire, forts, jewelry, and various cultural traditions. Notably, it captures the colorful essence of prominent historical and religious sites in the Mewar region, including the grandeur of Maharana Pratap, the divine aura of Shreenathji, and the iconic Vijay Stambh. The artwork, displayed at Celebration Mall, received widespread appreciation from locals and tourists alike.

Participating artists, including Kamlesh Dangi, Sunil S Ladda, Rahul Mali, Devsh Pariyani, Suryabhan Singh, Shobh Taj, Hakeem Kankrol, Govind Dixit, Prachi Joshi, and others, worked tirelessly throughout the day to bring the painting to fruition. The intricate details and vibrant imagery showcased the rich cultural tapestry of Rajasthan, earning accolades for the young artists' commendable effort.



Kurkure's "Chatpate Se Sab Patein": Defying Conformity, Embracing Balance

Kurkure, India's beloved snack brand, breaks norms with its new theme, 'Chatpate Se Sab Patein,' challenging



conformity. The campaign, led by brand ambassador Sara Ali Khan, humorously portrays the struggle for work-life balance. The TVC cleverly unfolds at a wedding, revealing Sara's boss as the cause of daily chaos. The narrative urges individuals to liberate from societal pressures, embracing a balanced life over relentless work. Sara encourages viewers to stay calm, savor Kurkure, and let the fun unfold. The campaign, rooted in Kurkure's essence, champions authenticity and reliability, emphasizing the tagline – 'Chatpate Se Sab Patein.'

Reliaable Developers' Bold Rebranding Revolutionize s Bangalore Real Estate

Bangalore's leading plotted layout developer, Reliaable Developers, unveils a transformative rebranding initiative to redefine the real estate experience. Embracing modernity and innovation, the company commits to setting new standards in plotted layout development. With a renewed identity symbolizing a fusion of tradition and forward-thinking, the initiative aims to enhance customer satisfaction and trust. Focusing on strategic collaborations with prominent partners, the

company plans premium projects in South India. The rebrand emphasizes sustainable practices, targeting Millennials and Gen-Zs as core investors. Dr. Mahendra Reddy, Managing Partner, sees the rebrand as a pivotal moment, aligning with evolving customer needs in Bangalore's dynamic real estate landscape.

HDFC Bank's Robust Home Loan Growth

India's largest private sector bank, HDFC Bank, reports strong performance in its Home Loan business post the merger with HDFC Ltd. With stable double-digit YoY growth for two quarters ending December 2023, the bank showcases a 3.6% sequential growth, the highest among peers in home loans. The turnaround time has reduced significantly, and savings accounts now contribute 80% to incremental disbursements. The bank plans strategic launches, including a seamless Home Refurbishment Loans journey by mid-March and a Home Saver product by April 2024. HDFC Bank aims to become a preferred choice, focusing on customer engagement and cross-selling opportunities.

Mask TV OTT Platform Receives Prestigious Award

Mask TV OTT platform's promoter, Sanjay Bhatt, was honored with the Dadasaheb Phalke Television Award for the film "Hindustan" at the recent Indian Television Awards in Mumbai. The award, pre-



sented by actress Deepika Chikhalia Topiwala, acknowledges the film's excellence on the OTT platform. Bhatt expressed gratitude, empha-

sizing the positive audience response and the film's exceptional performance. "Hindustan," produced by Tag Productions and Lord Shiva Communications, addresses religious discrimination in contemporary India. Lead actors Ashish Sharma and Sonarika Bhadoria, along with writer-director Karna Rajdan, were recognized for their outstanding contributions. The film's diverse language availability on Mask TV OTT adds to its success.

Grand Event Marks Dadasaheb Phalke's 80th Death Anniversary

A grand event at Dadasaheb Phalke Chitranagari in Mumbai commemorated the 80th death anniversary of Indian cinema pioneer Dadasaheb Phalke. Bollywood luminaries,



government officials, and Phalke's family paid floral tributes. The event also hosted the announcement of the Dadasaheb Phalke Chitranagari Awards for 2024, honoring emerging talents. Phalke's grandson, Chandrashekhar Pusalkar, emphasized the industry's global prominence and encouraged youth participation. Dadasaheb Phalke, known for his groundbreaking film 'Raja Harishchandra,' directed 95 films in his illustrious career. His legacy endures, celebrated through the prestigious Dadasaheb Phalke Award and a commemorative stamp issued by the Indian Postal Department.

Prime Video's 'Pocher' Trailer Unveiled with Alia Bhatt

Prime Video launches the trailer for 'Pocher,' an original crime series, at a star-studded event featuring Bollywood actress Alia Bhatt. The gripping trailer delves into the harsh reality of ruthless murders, including those of elephants, as a diverse group of wildlife conservationists pursues a



poaching gang. Based on true events, the series, produced by Qusai Entertainment and executive-produced by Alia Bhatt, explores personal gains and risks associated with protecting wildlife. Starring Nimisha Sajayan, Roshan Mathew, and Dibyendu Bhattacharya, 'Pocher' will be available in multiple languages on Prime Video from February 23.

"Aakhir Palyan Kab Tak" Special Screening Concludes

Presentation: Kali Das Pandey
Maa Chonki Devi Productions' latest offering, 'Aakhir Palyan Kab Tak,' concluded its special screening at the 'Cine Police' auditorium in Mumbai. Written and



directed by Mukul Vikram, produced by Sohni Kumari and Alka Chaudhari, the film delves into a true incident, unraveling religious tensions, killings, and a missing family. Focused on the experiences of Kashmiri Pandits in a Muslim locality, the movie starkly portrays the animosity between communities. Starring Rajesh Sharma, Bhushan Patiyala, and Gaurav Sharma, the film, slated for a February

16th theatrical release, promises a compelling exploration of societal challenges.

Bhojpuri Blockbuster 'Cheekh' Resumes Azamgarh Shoot

Dinesh Lal Yadav Nirahua and Aamrapali Dubey's Bhojpuri film 'Cheekh' has recommenced shooting for its second schedule in Azamgarh, Uttar Pradesh. The parliamentary constituency holds significance for Nirahua, who actively engages with the locals. The film, a suspense thriller, promises a blend of action, mystery, and romance. Focused on showcasing Azamgarh's cultural richness, Nirahua aims to bring the beauty of his constituency to a global audience. Producer Sudhir Singh emphasizes the film's contemporary approach, addressing modern challenges. Director Dheeraj Thakur is committed to shaping each scene's mood during this crucial phase of production.

"Fida" Shoots Next Phase in Mumbai!

Bhojpuri film "Fida," starring Pradeep Pandey Chintu, enters the next shooting phase in Mumbai's Mad Island. Already 90% filmed in Banaras and Mirzapur, the movie explores cross-border love, a soldier's duty, and personal life challenges. The triangular love story promises a unique cinematic experience, backed by outstanding music. With post-production underway, producer Janak Shah and director Dinkar Kapoor aim for a timely release, emphasizing the film's high standards. Pradeep Pandey Chintu expresses excitement, highlighting the team's dedication. "Fida" is produced by Ravi Enterprises, directed by Dinkar Kapoor, featuring a stellar cast in pivotal roles.

Anju Bhatt Explores

Dharma in Cinema

Renowned producer Anju Bhatt delves into the intersection of religion and cinema in a profound discussion at the Amodini International Film Festival. Focused on her productions, including around 30 web series, films, and shows, Bhatt highlights the transformative impact of religion on Indian cinema. The discussion, held on Mask TV and OTT platforms, showcases the powerful narrative and influence of Hindu themes in her work. Bhatt passionately advocates for empowering women in cinema and challenges biases against Hinduism, emphasizing the need for optimism and enthusiasm in the industry. The discussion celebrates the unique cinematic journey shaped by religious narratives.

Sahayog Art Exhibition: Diverse Artistic Showcase

The 8th Sahayog Contemporary Art Exhibition, inaugurated at Nehru Centre Art Gallery in Worli, features over 75 artworks from 30 artists, spanning ages 16 to 80. Curated by Satyendra Rane and Namya Gupta, the exhibition includes paintings and sculptures, emphasizing inclusivity by showcasing



works from senior citizens. Notable guests like Dhiraaj Poddar and Nayanaa Kanodia added prestige to the event. With proceeds contributing to rural children's education through Alert Citizen Forum, the exhibition blends emerging and established artists from India and Nepal, promoting diverse passions and a noble cause. The showcase runs until February 19, 2024, from 11 am to 7 pm.