

## The Story Time

The older we get, the more stories we should have to share with our kids. And we have them of course. But in the wake of the changed time or should we say, modernization sweeping our feet, we have become more like a closet which is full of stories and children can only see from outside. The same children head to video applications and websites to see these stories. The visual flavor is indeed colorful and vivid, but the vision is so monolithic. It comes from a highly talented director and scriptwriter who leave no stones unturned to make these stories unforgettable. But, do you think a child should only see a story from someone else's perspective in a single view? You probably now know what we are talking about.

Storytelling and poetry are two subtle arts that everyone is blessed with. We all grew up listening to bedtime stories from our grandparents, but in today's society, grandparents generally live away from us or even if they are in the same apartment, we tuck kids into bed early so that they wake up early to go to school. Is there a way or scope for stories anywhere? It should be.

Stories are the same, and classic stories never change. No writer thinks of writing a new aspect of the tortoise and hare story at all today. So, when we have the same stories, we remember them. And having said that, the only task that remains undone on our plates is storytelling.

It takes five minutes to tell an entire story and then the kid is free to interpret it in their ways. They need a free canvas, and they will draw the tortoise, the racecourse of the jungle and the consistent hare in their own way.

This activity not only gives them food for thought, but it also allows them to be creative and knit stories of their own. Who knows, one day they come back from school with a new story of a butterfly that they observed from the window of their classroom.

The entire process after you have told the story is automated, and the kid will await a story the next evening to explore more about their own tiny world. Surely, you will need more material to manage the demand-supply. And then, you will also either read stories from books or the internet, or knit your own tales.

In a single step that starts with small storytelling, the idea will groom into a great learning experience. You would also get another life to live the childhood all again with the tiny tot.

You certainly will have your own challenges like late-night shifts, late office, and so on. And then you will find a way out. And then everything will become easy. This activity not only will allow your ward to fly their wings; it will also burst your stress a big way.



## Trailer launch of Gujarati film Cheel Zadap

Producer Raju Raisinghani and director Dharmesh Mehta invited cast, crew and guest to attend the trailer launch of their Gujarati film CheelZadap at Raheja Classic Club in Andheri. Sushant Singh, Jimit Trivedi, Soniya Shah and Darshan Jarwala came specially for this event.

This movie is a roller coaster ride of a complete entertainment with suspense, thriller and laughter. The writer of the film is Vihang Mehta and music composed by Piyush Kanodia. Usha Uthup and Aditya Gadhi have given their voice to the beautiful lyrics written by Niren Patel. The film is produced under the banner of GTP and Vision Movie Makers. The film is releasing on 6th September all over.

## "Rehmatein 7", Charity music concert



"Sangeetam Charitable Trust", which has been extending Financial support, to Artists from the music fraternity for last six years is organising the 7th edition of Rehmatein music concert in Mumbai.

Saurabh Daftary invited Padamshri Anup Jalota and Papon to announce the event details. This year more than needy, old, deserving musicians, & budding children will get help from the proceeds of Rehmatein 7. The music concert will be on 25th September at Shanmukhananda Auditorium, King Circle, Sion.

## ZEE TV praises Ishq Subhan Allah

ZEE TV's Business Head Aparna Bhonsle had all the praise for the production house Creative Eye Ltd headed by its producers Dheeraj Kumar, Zubay Kochhar and Sunil Gupta who have created and produced Ishq Subhan Allah for ZEE TV. A big and huge brand which has done extremely well in first run of 400 episodes. The serial is based on sensitive and burning topic of triple talaq. As the first season of the show comes to an end, Aparna Bhonsle said I would like to acknowledge the contribution of our production house, Creative Eye Ltd headed by Dheeraj Kumar,

Zubay Kochhar and Sunil Gupta. It is our creative collaboration that has led the show to great heights and made a strong social impact, raising sensitivity levels and awareness about several pertinent issues of India. As we set out on the next leg of the show's journey - its season 2, we are happy to partner with Essel Vision, our in-house production arm. Viewers can look forward to an exciting new chapter of their favourite show. "Dheeraj Kumar said- "Creative Eye's creation Ishq Subhan Allah is a brand to remember for us and the audience of ZEE TV. We have completed season one of



400 episodes and proud of the same. It has been an honour to be associated with ZEE team for season one of the show and now we wish Essel Vision, the in-house studio of ZEE TV to continue with this legacy. As a creator - Producer of the show we are truly proud to create Ishq Subhan Allah for ZEE TV and shall create bigger Laurels together in future too.

# Launch of First-of its-Kind Converged Platform – 'AirtelXstream'

**Udaipur:** Bharti Airtel ("Airtel"), India's largest integrated telecommunications services provider, announced the launch of its converged digital entertainment play: AirtelXstream.

AirtelXstream is part of Airtel's vision of building a world-class digital entertainment ecosystem for Digital India and make it accessible to customers through innovative devices and exciting applications. Over the coming months, Airtel plans to roll out a range of exciting solutions to cater to the entertainment needs of every customer segment of India that is getting transformed through rapid adoption of high speed data services.

• All the content on one platform, delivered across screens: AirtelXstream brings one of the



widest entertainment catalogues – hundreds of satellite TV channels, tens of thousands of movies and shows in English, Hindi and multiple Indian languages, millions of songs, plus access to all the popular OTT entertainment apps on one platform. It enables customers to access all this content across the screen of their choice – TV, PC, and Smartphone with a unified User Interface.

• Future Ready platform for

connected Homes: AirtelXstream devices will come with capabilities beyond world-class entertainment and will be the IoT gateway for enabling a range of solutions for connected homes.

• Exclusive benefits for Airtel Thanks customers: Airtel Thanks customers will enjoy exclusive benefits on AirtelXstream, including free access to premium content from Airtel's content catalogue plus offers on a range of other

services.

Adarsh Nair, Chief Product Officer, Bharti Airtel said: "Airtel is on an exciting mission to provide a broad array of digital services and platforms that can form the foundation for a rising India. As part of our digital entertainment play, our vision is to truly massify digital entertainment and make it accessible to more and more customers through innovative platforms. Today, we are announcing India's first converged entertainment platform AirtelXstream that brings together your favorite content including Live TV, video, music, news, and sports across an OTT smart stick, internet enabled set-top box and handheld devices. Digital India is transforming the way content is being consumed over internet connected devices.

AirtelXstream will cater to needs of a new generation of consumers who are looking for seamless and converged entertainment across multiple screens at home and on the go. With the launch of AirtelXstream, Airtel has become the first company in India to enable a seamless digital entertainment experience, with a unified user interface across all screens.

Airtel has rolled out a new range of AirtelXstream connected devices that will make any TV a smart TV and will be available to customers starting today.

AirtelXstream devices offer blazing-fast performance and slick viewing experience through solid product engineering, deep design excellence coupled with strong device specifications.

## AirtelXstream Stick

An Android 8.0 based OTT stick designed for plug & play experience on any TV screen, the AirtelXstream Stick comes with a single subscription plan that provides access to all digital entertainment at a one-stop destination with over 10,000 movies and shows from top OTT content partners like ZEE5, Hooq, Hoi Choi, Eros Now, Hungama Play, Shemaroo Me, Ultra and Curiosity Stream, in addition to over 6 million songs from Wynk Music's library.

The AirtelXstream Stick will also provide access to Netflix, Amazon Prime Video and other Google Playstore applications to enable users to download any app of their choice.

## HDFC Bank completes 20 years in the state of Rajasthan

**Udaipur:** HDFC Bank announced the completion of its 20th -year of service in the state of Rajasthan. This milestone makes it one of the longest-serving private sector banks in the state.

Since the start of its journey in the year 1999 at C-Scheme in Jaipur, HDFC Bank has provided banking services to 20 lakh customers in the state. It has reached the most remote parts of the state through its network of 181 branches and 367 ATMs. With a presence in every district it is the largest private sector bank in the state bringing large unbanked segments into the banking fold.

To commemorate this journey, the Bank launched a "20 Saal Bemisaal" mega campaign on August 1. As part of this campaign it launched a Pragati Rath Yatra - a car rally that will visit multiple locations of Jaipur and educate the people on sound banking practices. This Yatra is part of the



Bank's 'Dukandar Dhamaka' initiative which aims to generate awareness on digital transaction among traders, shopkeepers and customers.

Over the past 20 years, HDFC Bank has not only helped contribute towards economic development and #Employment Generation for the people of Rajasthan but also brought about rural upliftment and sustainable change through its social initiatives in the state.

The Bank is actively working towards making a difference to lives of not just its cus-

tomers but also the entire #community that it operates. The bank is bringing about this change through #Parivartan, the umbrella name for all its social initiatives. The underlying #philosophy behind #Parivartan is the belief that for any business to grow, it has to partner and be an enabler of growth of the society.

Since the launch of Parivartan, we have impacted more than 17.09 lakh lives in Rajasthan.

Speaking on this occasion, Mr. Jasmeet Singh Anand, Head, Branch Banking,

Rajasthan, HDFC Bank said "It has been an honour serving the people of Rajasthan over the past 20 years. It is our #endeavour to make a difference in their lives through our banking services as well as in society as a whole through our social initiatives. Our activities have impacted more than 17.09 lakh people in the state so far and we are humbled by the trust and support they repose in us. We remain committed to keep serving our customers with the best-in-class services and the latest technology in the future.

## HDFC Bank #Parivartan transforms lives in 1,100 villages

### Empowers rural communities by improving economic and social conditions

**Udaipur:** Kachudag, a tiny village located at the outskirts of the forest of Ramgarh district in #Jharkhand today became the 1,100th village to be transformed under Holistic Rural Development Programme (#HRDP), the flagship initiative of HDFC Bank #Parivartan. Through #Parivartan, which is the umbrella brand for all its social initiatives, the bank aims to create sustainable, social change.

Through HRDP, the 63 families of this remote hamlet who rely on agriculture for their livelihood, now earn an additional income of Rs. 8,000 - 10,000. Click here to watch a video.

HRDP has impacted the lives of over 14 lakh people across 16 states in India.

It seeks to better village life by focussing on improvements in 5 key areas of:

- 1) Education
- 2) Skills Training and Livelihood Enhancement
- 3) Natural Resources Management
- 4) Water and Sanitation
- 5) Financial Literacy and Inclusion.

Under this unique programme, a thorough assessment of the village is carried out to understand its developmental needs. To address these needs in a sustainable and effective manner, the Bank creates long-term solutions in partnership with an NGO and the local community. The beneficiaries of HRDP include small farmers, youth, landless labourers, children and women. "It is immensely satisfying to hear stories of #Parivartan," said Ms. Ashima Bhat, Group Head - CSR, HDFC Bank. "At HDFC Bank, we believe that for India to achieve inclusive growth, holistic development of our villages is important. Through HRDP, we are doing just that by creating sustainable communities across deeper geographies in the country."

HDFC Bank spent Rs 443.77 crore on Corporate Social Responsibility in the year ended March 31, 2019 and met the mandatory 2 per cent expenditure for the third consecutive year.

## TECNO brings 'segment-first' 6.1" HD+ dot notch display

**Udaipur:** Following an efficacious launch of the brand's flagship PHANTOM 9 last month, TECNO the premium smartphone maker is set to – further add to the festive excitement of its fans with the introduction of yet another global product line "SPARK", thereby strengthening its India portfolio.

After making its mark in the mid-range smartphone segment, the brand is shifting gears with the launch of two all-new entry-level smartphones from its best-selling global 'SPARK' series in India, namely TECNO SPARK Go at INR 5,499 and TECNO SPARK 4 Air at INR 6,999.

The newly launched duo goes on sale starting today and will be available at 35,000+ offline retail stores across the country. Adding joy to the festivities, every TECNO SPARK Go buyer will get a complimentary gift of Bluetooth earpiece worth INR 799. Offer available for limited period only.

Since its debut in 2017, TECNO has been growing rapidly in the Indian market owing to its strong CAMON product portfolio. In line with the brand philosophy of 'Expect More', TECNO has been consistently pushing the benchmark on camera quality and features-pack available in the mid-range segment.

With the introduction of Spark series, TECNO has further strengthened its commitment by bringing the best-in-class smartphone design, display & camera experience to the entry-level segment.

## Meet Entrepreneur Ajay Harinath Singh

Entrepreneurship and philanthropy go hand-in-hand when it comes to the Singhs & Sons! The latest plumes in their cap are some notable acknowledgments - their young scion Ajay Harinath Singh being recognised with the "Times Power Men" and "Young Iconic Entrepreneur" awards!

"Having long being associated with Rajiv of Netflix USA, Reshmy of Zee5 and Jay of Zee Entertainment, it is exciting and inspiring for us to expand our presence to China, Korea, Japan, Czech Republic, Georgia. We even want to setup film cities in India and overseas besides expanding digital distribution platforms for the future," says Ajay Harinath Singh.

Being considered one of the most powerful and influential families in India propelled Singh in working for several companies. With a thirst for entrepreneurship, he founded the Darwin Platform Group of Companies (DPGC) with a primary focus in oil, MiGs, Sukhoi aircrafts, and arms and ammunition. The



company quickly transformed into a conglomerate specialising in banking and finance, mining, information technology, airline services, and pharmaceuticals and healthcare sectors. He is currently the Chairman of DPGC, owning 96 percent stake in the company.

In the entertainment sector, Singh has invested in news houses as well as provided finance to 2 of India's top 5 film production houses for 43 films – 3 of which are easily India's most expensive films ever! Singh is a jury member of the Russian International Family Films festival, and at present, he is making forays into mainstream commercial content production for cinema, television and web with his own media house headed by DPGC Group COO Dr. Farhad Vijay Arora, the son of film star Vijay Arora and ex-Miss India Dilber Debara. With so much going on in the entertainment side, the timely dual awards are hardly surprising!

Currently, the production house has "The Rise of Mangol" in the post-production stage – a mega-budget 3-part biopic saga on the life of the biggest emperor of all times, Genghis Khan. The multilingual film is set to be released in Hindi, Tamil, English, Telugu and many more languages. The production house also has ready-to-release parallel cinema projects like "Tera Kya Hogalambodar", "Azizan" and "Valet Parking". The company is busy with the production of the Kangana Ranaut-starrer "Dhaakad" that's due for release in Diwali 2020, with 3 more films in pre-production stages, titled "Rickshaw", "Lady Luck" and "en-d-your-ex". "Correct entertainment is the key source of motivation and happiness for all, which contributes to the well-being of the masses, and hence the progress of the nation and humanity as a whole," believes Dr. Arora.

"Our socio-economic vision is to provide a holistic growth to the Indian entertainment industry, and expand it into an organised and secure community, employment and fair scope for development of fresh talent, while entertaining and spreading happiness through the masses, and hence contributing to the growth of India's GDP," says Haresh Mahapatra, CFO - DPGC.

Of all the 19 public listed companies of the DPGC empire, a debt-free organisation since its inception with an asset-based turnover of Rs 41,000 crore, Darwin Platform Mass Media has a turnover of over Rs. 289 crore and a presence in Hollywood, Bollywood and Russian films. Providing finance for the entertainment industry at reasonable rates, the company loves to encourage and support good content creation.

Adds CEO - DPGC Rahul Ganpule, "DPGC will orchestrate a paradigm shift in all sectors, having one of the strongest legal teams headed by Rohit Jain and Gaurav Jain. The company has 2 honorary retired Chief Justice of India as advisors and 3 retired Justices of High court in advisory positions." DPGC's government project sectors are handled by Mohammed Anwar Bawla while the diversified IT & Sales team is headed by Deepak Jangra, Shiv Charan and Rakesh Vishwakarma.

In recent years, Singh has also devoted his time to numerous philanthropic endeavours, eve across oceans! "After being blessed with so much of success my happiness lies in being a medium for society's upliftment and happiness," says Singh. He set up the Ajay Harinath Singh Foundation (AHSF) food charity in India to provide food to the homeless and needy and has now opened food kitchens in London and Philadelphia. Today, AHSF provides over 3,000 vegetarian meals to the needy!