

## A tip for living

The sheer realization that you must start living rather than just surviving is a great start towards a wonderful life. Now, the next step is to find ways to make life happen to you. One way that most people take is of following people they like. And then starts the process of emulation. This one is relatively easy. But if you aim to live a life that others would like to copy, you will need to adopt a way that suits your conditions while keeping the eyes glued to the destination. The latter approach is indefinite as far as the course of action is concerned. You may be censured or even ridiculed for the mere thought, but you will need to believe it on your own.

Now, when you pick the latter approach, you are free to take any course of action. But before that, you need to mark the area or ascertain the destination you want to achieve. Now, since you have chosen an approach that does not have a definite path, you can choose what you are good at and what you think you can do the best—effortlessly. It can be a game, some study, gardening, business, leadership, or even preparing tea.

Your area of strength can be anything literally and you must be proud of it. Today, every domain of life has endless opportunities. If you just make a good mixture of spices for tea, you can make it a profession and then convert the same into a business.

Now, when you have identified your area of work, you need to find a way to reach the first port of call, which could be having a small factory or anything similar. You actually need a launchpad and that marks the first phase of your chase of the dream. To have a small factory, you need money. And if you do not have it right away, get a job and start saving for your future.

If you read an autobiography of industrialists who succeeded from zero, you will find a number of ways to follow. If you can follow any of their ways, go ahead, else, work on your present situation, availability of resources, and other related factors. You can always have your own way of success. Most of the successful people today dared enough to take a road lesser-known. The success will not depend on the path but on the attitude.

Nature also helps when you have picked a path and are serious and disciplined about it. You certainly will see hurdles initially but once you cross them with a determined head, you will see things working.

At no point, you need to worry about the numbers. The number of days, number of rejections, or other numbers. The system of nature will certainly help you with the success after you have put enough effort on your part. You do not need to scale numbers, but just finish the tasks you have in hand to move forward. Everything changes and these numbers become history the moment success kisses you. Keep yourself ready for success and remain hopeful.

## Badshah impressed with hearing impaired kids' JOSH!

Recently, kids from JOSH Foundation, an NGO for the upliftment of children with hearing impairment, surprised Indian rap sensation, Badshah on air! The hearing impaired kids practiced and performed jingles especially for the rapper in a unique TV channel feature where they were seen having a gala time together.

Clearly impressed with the kids' performance, an enthusiastic Badshah exclaimed, 'awesome' and gave the kids' performance an excited thumbs up. He said, "The kids were amazing. I think they are better than me. Thank you for the inspiring gig!"

Expressed Devangi Dalal, "Prevention is better than cure! Early detection and the use of right digital hearing aids, suited to individual requirement, can make their hearing as good as normal."

Spearheaded by ace ENT surgeon Dr. Jayant Gandhi and International Humanitarian Awardee Audiologist-Speech Therapist Devangi Dalal, JOSH Foundation has been instrumental in empowering the differently-abled kids suffering from hearing loss. Vouching for qualitative, not quantitative care, Dr. Jayant Gandhi and Devangi Dalal have successfully supported 12 schools in their quest to go digital and over 1000 underprivileged children have been helped with digital hearing aids. Not just that, approximately 25% of these children have been integrated into normal schools as well.

## Aushim Khetrapal returns to acting after 18 years

Actor Aushim Khetrapal who made name with mythological TV film "Shirdi Saibaba" is returning to big screen with the film "Chal Jeet Le Jahan", which is based on the life of physically challenged cricketers of national cricket team. It is being produced under the banner of "Orient Tradelink Limited", "Whistling Train Production" and Gaurav Jain, by Producers Raja Kanwar and "Aum Sportainment Private Limited". Five songs of the film have already been recorded in the voice of singers Sukhwinder, Sunidhi Chauhan, Shankar Mahadevan, Amit Mishra, Aushim Khetrapal and Shreya Ghoshal. The shooting of the film which has begun in Uttarakhand will go on for 20 days. Vikas Kapoor, the writer of mythological TV series, is expected to prove his mettle and show his skill to the people by directing this film for the first time.

On his return to big screen, Aushim Khetrapal said that "I am playing a character of Cricket coach, which is a very good role. When we took the responsibility of training 10 national level para athletes, on behalf of Paralympic Committee of India, for Paralympic Games, we were impressed with performance of physically challenged sportspersons. 'Shirdi Saibaba Foundation', powered by "Johnson Controls Hitachi" had flagged off the 'Radiant in Quest of Gold'. As such we thought of making a film on challenging life of physically challenged sportspersons. Vikas Kapoor worked for fairly long time and now the film is being shot. The viewers are certain to like 'Chal Jeet Le Jahan'." Whistling Train Production's Director Rakesh Gupta said, "We always link ourselves and make films related to culture, ethics, social life and other issues. This film is being made on very good topic and that is what has brought us together". After winning a President award for the film "Shirdi Saibaba", Vikas Kapoor wrote scripts for many mythological TV series including "Om Namah Shivay", "Shri Ganesh", "Jai Santoshi Maa", "Sai Bhaktan Ki Sachchi Kahanian", "Srimad Bhagavat Mahapurana". This is for the first time he is directing the film. Vikas Kapoor said, "Five physically challenged cricketers, who won the world cup for the physically challenged cricketers, are performing roles in this film for the first time.

# Trendy Kitchen Appliance By Kent

It's Diwali, and you haven't yet decided which gift to buy for your loved ones? This era is all about gadgets, and if you are looking for a perfect Diwali gift, then Kent curated useful kitchen appliances you and your loved ones will appreciate. In an age of multitasking where most of us are strapped for time, we expect speed and efficiency beyond all else. A certain level of class and style gives the product an extra edge.

Kent bring you some of the latest and most stylish Kitchen appliances that are not only super efficient, trendy but also make great gifting ideas. From Kent Induction cook top to Kent Cold Pressed Juicer, KENT Sandwich Toaster & Kent Hand Blender. These gadgets make for a practical gift and available in pocket friendly prices.

KENT Chilla & Dosa Maker Now, give your dearone

mornings a healthy start with KENT Chilla and Dosa Maker.

is a difficult task. However, with KENT Chilla and Dosa Maker,

chores easy at affordable price INR 2,700.

KENT Pizza & Omelette Maker

Gift Multipurpose appliance for hygienic and convenient cooking. KENT Pizza & Omelette Maker is a multi-purpose appliance that lets you bake, roast and grill and make tasty delicacies.

With the non-stick surface, you can cook pizzas, omelettes, tikkis, fish, etc. without using oil, thus ensuring health for you and your family. This Product is available at pocket friendly price INR 3,800.

KENT Pop-Up Toaster-R We love eating toasts for breakfast. But, toasting frozen bread is a difficult task. This Diwali Gift KENT Pop up Toaster to make life easier by giving the power to control over the browning of the toasts. Presenting KENT Pop-Up Toaster R with 5 Heating

Modes, high lift function and wider slots. Now, enjoy your toasts, the way you like them. KENT Pop-Up Toaster R comes with 5 browning modes which make it possible to get the desired color of toasts without burning them. The toaster helps you adjust the heat according to your preference, so that you enjoy toasts just the way you like it.

Toasting small pieces of bread is not only difficult but not safe for your fingers. This is the reason why KENT Pop-Up Toaster R comes with an extra high lift function. This unique feature ensures that you can easily remove even small pieces of bread, from the toaster without burning your fingers. This product is available at INR 3,900.

KENT Electric Glass Kettle Safety is something that we can never compromise when it comes when we think of our close one.

Keeping in mind Kent has come up with KENT Electric Kettle Glass comes with an auto shut-off feature which makes the appliance safe to operate, as this feature automatically cuts-off the power once water reaches boiling temperature.

With KENT Electric Kettle Glass, you can easily make hot tea, coffee or soup, without even going to kitchen. In addition to its performance, the electric glass kettle also flaunts a modern and stylish look with blue illuminating LED lights. KENT Electric Kettle Glass is made of premium borosilicate glass, which is 10 times better than normal glass as it can easily withstand the temperature changes while boiling water.

No plastic element has been used in the body, making it absolutely safe to use. This product comes in affordable rate of 1,850.



The non-stick surface of the compact appliance helps you make make oil-free, hygienic and crispy chilla, dosas and crepes within minutes.

Making healthy and tasty breakfast on a busy morning

preparing healthy breakfast is no longer a problem. The appliance instantly makes oil-free and crispy dosas, crepes or chillas within minutes. Bring home this innovative appliance to make your kitchen

## Discussed the Future of Electric Vehicle at EVConIndia



**New Delhi:** The Blue Circle, an exclusive leadership community in association with Avendus Capital, India's leading investment banking firm and Hero Electric, a leading manufacturer of Electric Vehicles today successfully hosted EVConIndia - Electric Vehicles: Mapping the Indian Terrain and Charting the Course - India's Premier Electric Vehicle (EV) Conference (Exclusively for Leaders) at The Leela Ambience, Gurugram.

The conference was addressed by eminent industry leaders and experts including Sunjoy Joshi, (Chairman, ORF), Pavan Choudary (Public

Intellectual & MD Vygon India), Kavan Mukhtyar (Partner & Leader, PWC), Naveen Munjal (MD, Hero Electric), Vinit Bansal (Founder & MD, EV Motors India), Anil Srivastava (Principal Consultant and Mission Director - Mobility, Niti Aayog), Ayush Lohia (Chief Executive Officer, Lohia Auto), Akash Gupta (Co-Founder & CEO, Mobyccy), Atul Arya (Head-Energy Systems Division, Panasonic India), Rajeev Chaba (President and Managing Director, MG Motor India), Sanjay Aggarwal (MD, Fortum), Vinay Piparsania (Director, Counterpoint), Ravindra Dayal (Executive Director, Maruti Suzuki),

Sameer Pandita (Director, BEE, Ministry of Power), Koushik Bhattacharyya (Director and Head, Industrials, Investment Banking, Avendus Capital), Sohinder Singh Gill (Chief Executive Officer, Hero Electric India), Anant Nahata (Managing Director, Exicom Power Solutions), Vignesh Nandakumar (Partner, Lightstone Aspada), Rajesh Ramaiah (Partner, Premji Invest), Nitish Arora (Research & Policy Lead, Ola Electric), Kanv Garg (Director-Renewables & Electric Mobility, Ernst & Young), Anil Arora (Country Head, Clean Motion India), Awadhesh Kumar Jha (Vice President, Fortum),

Piyush Gupta (Chief Executive Officer, Lithion Power), and Saurav Kumar (Founder & Chief Executive Officer, Euler Motors).

The agenda of EVConIndia focused and revolved around EV technologies, energy generation solutions, battery technologies, charging infrastructure solutions, technical and resource challenges that EV manufacturers are currently facing, EV component suppliers, and their supply chain.

It concluded on a high note with well-considered key take away messages for the leaders and stakeholders on how to Map the Indian Terrain and Chart the Course for enabling EV ecosystem and for mass manufacturing and adoption of EVs in India.

The Start-up Accelerator Program supported by Huddle, a leading startup incubator was participated by innovative and promising start-ups companies which presented their ideas. Shortlisted companies will be announced soon and they will get the opportunity to raise funds and get incubated.

## STEELBIRD EYES LARGER MARKET SHARE

**New Delhi:** Steelbird Hi-Tech India, Asia's largest helmet manufacturer, will soon enjoy a big slice of the Helmet market share in the country.

Considering its all time high sales which touched 6 lakhs units in September, after the implementation of the New Motor Vehicle Act, it is now gearing to boost its manufacturing capacity.

Unveiling the growth strategy, Mr. Rajeev Kapur, MD, Steelbird Hi-Tech India said "The company's future growth strategy entails ramping up capacities to expanding geographical reach and new offerings".

"The company is boosting the manufacturing capacity of its

state of art plant in Baddi in Himachal Pradesh with an investment of about Rs 150 Crore. "With a capacity to manufacture 44,500 helmets per day, we will employ 2000 plus new employees and will be selling more than 11 lakhs helmets December onwards." added Mr Kapur.

The expansion of the state of art plant in Baddi will further boost the company's presence worldwide. With an investment of over 150 Crore, the Baddi plant will be equipped with the sector's latest technology. It will help company to expand its product portfolio and add more models to the existing one. Also, it plans to cover entire spectrum of customer from low to premium.

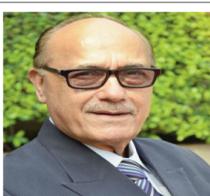
## Wome Nation Summit Invites Dr. Rekha Chaudhari

The Confederation of Indian Industry or the CII, organized CII IWN's 4th WomeNation summit recently. Titled #BeyondBoundaries, the summit was graced by revered thought leaders. Among the invitees to speak at this prestigious summit was Dr. Rekha Chaudhari, the Global Wellness Ambassador of India and a successful businesswoman as the Managing Director for OneLine Wellness. Her stint across borders garnered her a lot of fame and inspired women across the globe to be self-sufficient, independent and self-reliant.

She avers, "It is an absolute honour to speak at such a big, successful and prestigious platform. Delegates were impressed and inspired by my tale."

"We have received a very encouraging feedback from the participants who were delighted with the topics and the quality of discussions," said a CII spokesperson.

## IACC-NIC APPOINTS Dr. LALIT BHASIN AS REGIONAL PRESIDENT 2019-20



**New Delhi:** Indo-American Chamber of Commerce (IACC), the Apex Chamber to promote trade and investments between India and US has announced the appointment of Dr. Lalit Bhasin as the new Regional President for year 2019-20. Earlier, Mr Assem Chawla was heading this post.

During his tenure of One year as Regional President at IACC-NIC, Dr. Bhasin has been focusing on Strengthening Bilateral relationships between India and US. He has been practicing law for 56 years now and is the Managing Partner at Bhasin and Company. He has been the President of Bar Association of India, Society of Indian Law Firms and Indian Law Foundation. Also, he has been the Chairman of Chartered Institute of Arbitrators - India, Delhi Bar Council and Film Certification Appellate Tribunal. He is the Honorary Life Member, International Bar Association, conferred in Melbourne. Commenting on his appointment, Dr. Lalit Bhasin said, "I am absolutely delighted for my new role at the Indo-American Chamber of Commerce- NIC. Having the experience in diversified array of leadership roles, I assure to further strengthen the Indo-American trade, economic and business relationship."

Dr. Bhasin has many laurels to his name. In the year 2013, he was awarded Doctor of Laws (LL. D.) Honoris Causa by Jaipur University. In the year 2007, the President of India presented the National Law Day Award to him. He was awarded the Plaque of Honour by the Prime Minister of India in the year 2002 for his outstanding contribution to the Rule of Law.

## BRINGS 1.5 MILLION GAMERS TOGETHER

**Udaipur:** 6 Months. Over a million participants. One coveted title. A fitting finale. The fourth edition of Mountain Dew's hugely successful annual gaming property, DEW ARENA culminated in a high decibel finale. This year's edition comes on the back of three successful editions and saw participation from gaming enthusiasts across the country grow to 1.5 million, thereby becoming the largest gaming championship in India till date.

The grand finale in the Capital saw the presence of popular reality television star, PRINCE NARULA, who showed off his gaming skills. Prince engaged in a friendly game-off with fans and engaged with them while playing games such as DOTA and Street Fighter.



Prince said, "Gaming is gaining exponential popularity in India. It's all around us and is soon becoming the default mode of entertainment for youth across the country. In fact, gaming provides the same kind of recognition to people today that TV gave me years ago! Platforms like Dew Arena are a fantastic way to celebrate the gaming community and build the esports landscape in India. I am very excited to be at India's largest Gaming Championship today to celebrate the next generation of esports stars"

The grand finale also saw the presence of one of India's leading PUBG players, NAMAN 'MORTAL' MATHUR. The 22 year old is known for his unmatched PUBG skills and has wiped off squad after squad single-handedly in the battle royale game.

Mortal said, "Platforms such as Dew Arena and games such as PUBG Mobile have been instrumental in my journey as a gamer in India. They have allowed players like me who stream in Hindi to really connect with the masses and at the same time bring them hope that they too can break out of the ordinary and achieve a name for themselves."

With every edition, Dew Arena continues to scale new heights while experimenting with newer trends to bring best in class experiences to consumers. The fourth edition kicked off in March this year and covered 220 locations across 41 cities in India. After the semi finale held on 3 October, the top 72 gamers battled it out at the finale in a bid to win from a prize pool of INR 20 lacs. The thrilling on-ground encounter, featured games such as Rocket League and Street Fighter. Whoops! and Entity Gaming were crowned the ultimate winners for DOTA 2 and CSGO respectively, while Hargun Singh won Rocket League and Bhagwant Bagh won Street Fighter.

Speaking about Dew Arena, Naseeb Puri, Director, Mountain Dew & Energy, PepsiCo India said, "As a brand, Mountain Dew has always aimed to bring alive new experiences for consumers across the country. Today gaming is an integral passion point for our consumers and is no longer considered niche. In fact, India is currently among the top 5 markets for gaming. Dew Arena has had an exponential growth of 10 times since inception. This year, we successfully doubled participation to 1.5 million from 7 lacs last year. Each year, we are building on Mountain's Dew commitment to provide an unmatched talent platform to budding gamers. With equal participation from ESL and all our partners, we are extremely proud to bring the stalwarts of the gaming ecosystem together on one platform."

Akshat Rathee, MD, ESL India and founder, NODWIN Gaming said, "NODWIN Gaming and ESL in India are delighted to partner with Mountain Dew for the fourth year in a row. Over this journey, Dew Arena has become India's largest gaming championship. Today, we have successfully established the championship as a leading authority on esports in India that reaches out to the masses of India. What has been particularly fulfilling is the dream of making a career in esports real has manifested itself. It is no longer uncool to be a gamer. It is a badge of being cool. I truly look forward to where this journey takes us."

Building on consumer research that showed that gaming is well on its way to becoming a spectator sport, Mountain Dew also collaborated with the OTT Platform, HOTSTAR, allowing the audience to stream the gaming experience live on their screen. Hotstar will host the online qualifiers and grand finale of the championship on the platform.