

Maha Yagna to be held in Delhi from 9th

New Delhi: Late Sri Ashokji Singhal very much loved this statement of Rishi Aurobindo that: "Religious movements and revolutions have come and gone or left their mark, but after all and through all, the Veda remains to us our Rock of the Ages, our eternal foundation....".

In order to make the knowledge and science of the Vedas accessible to the masses, the Chaturveda Swahakaar Maha Yagna is being organized in teamwork with Sri Ashok Singhal Foundation and Jhandewalan Devi Temple under the auspices of Vishva Hindu Parishad. In a press conference organized in this regard, VHP Governing Council Member Sri Dinesh Chandra, VHP Working President Sri Alok Kumar, and Trustee of Ashok Singhal Foundation Sri Mahesh Bhagchandka told that Saketvasi/Late Sri Ashok Singhal had had a vision and mission to spread the holistic, altruistic and syncretic worldview of the Vedas, its spirituality, knowledge and science in Bharat and abroad, and from that perspective, this six-day

event going to be held in the Lakshmi-Narayan Temple (Birla Mandir) in New Delhi would be very important.

During these six days, Aahutis (oblations, sacrifices; veneration, adorations), accompanied by the chanting of the extant 29-thousand plus corresponding Mantras (sacred utterances or numinous sounds arousing holistic spiritual emotions and consciousness) of the Rigveda, Yajurveda, Saamaveda and the Atharvaveda, will be offered from 9 a.m. to 12 noon and from 5 p.m. to 8 p.m. The Yajna will be performed by more than 50 Vedic Pundits under the Brahmavta of His Holiness Sri Sri Sri Tridandi Srimannarayana Ramanuja Chinna Jeeyar Swamiji of Hyderabad. There will also be daily discourses of Venerable Swamiji. Eight Rath Yatras are also going on in the National Capital to publicize the Mahayagna.

In this Delhi event, not only will the Aahutis be offered in the Mahayagna with chaste, energetic, rhythmic and metrical chanting of each and every Vedic Mantra

under the direction of the best Vedic masters and scholars from South India, but efforts will also be made to remove many misconceptions prevailing in society in the context of the Vedas, and inspire and motivate people to hold such Mahayagnas in all parts of the globe.

It was informed that many leading Sants, Mahants, key figures from social, cultural, political fields, etc., from all over the country, including H.H. Mahamandaleshwar Juna Peethadheeshwar Sri Avadheshanand Giri Maharaj, H.H. Swami Chidanand Muni Maharaj from Rishikesh, H.H. Mahamandaleshwar Swami Gurusharananand Maharaj of Karshni Ashram of Raman Reti Mathura, P.P. Sarasanghachalak of Rashtriya Swayamsevak Sangh Dr. Mohan Bhagwat, RSS Sarakaryavaha Sri Bhaiyaji Joshi, RSS Sah-Sarkaryawah Sri Krishna Gopalji, Hon'ble Speaker of Lok Sabha Shri Om Birla, Hon'ble Union Home Minister Shri Amit Shah and Hon'ble

Defence Minister Shri Rajnath Singh, will participate in the programme.

It may be mentioned here that the Late VHP President Sri Ashokji Singhal, in the year 2015, had completed extensive preparations for conducting this Chaturveda Swahakaar Maha Yagna at Birla Mandir in Delhi itself, but a few days before his health had suddenly deteriorated, and so the program had to be deferred.

It was also told that the Vedas are beneficial for humanity, the animal kingdom, the plant kingdom, environmental and ecological balance and sustainable model of development.

A beginning is being made from the capital Delhi in order that the Vedas, their philosophy, knowledge & science are accessible to the whole world. Late Sri Ashokji Singhal had taken it as a mission so that the spirituality, scientific temper, gregariousness, sociability, companionability, pragmatism and knowledge of every creation contained in the Vedas could

be made to reach the common masses of the country and abroad and also many misconceptions that arose in time about the Vedas that such and such persons or communities did not have the right to listen to the Vedas, could be stamped out, and the Chaturveda Swahakaar Maha Yagna is an effort to fulfil that mission. In fact, there is no discrimination in the Vedas, they are for everyone. Whether one is a man or a woman, the Vedas are for all human beings on Mother Earth.

Partakers from all over India and abroad should remain present here at the time of the Mahayagna for two hours in the morning and two hours in the evening, have a firsthand view of the proceedings, understand the format, appreciate and internalize the spirit and then return to their respective places and initiate holding of such Yagnas there with the aid and advice of the Acharyas of the South, who are available today, who have memorized and gotten by heart all the Mantras of the four Vedas and are proficient in their uncor-

rupted recitation.

This event is being organized with such feelings in heart. For this reason, this Yagna has been named as Chaturveda Swahakaar Maha Yagna.

It was a far-reaching thinking of late Sri Ashokji Singhal and this event is being organized in Delhi to fulfill it.

May you come from across the country and abroad, take inspiration from this event, take the help of competent masters and work towards spreading this Vedic knowledge in human society.

The knowledge, science and spirituality that are in the Vedas could also be inculcated into the society through establishment of Vedic Universities and Chairs. People from all schools of thought, religion and spirituality have been invited from India and abroad to come with family and join the Maha Yagna programmes.

Letters of acceptance from four countries have also come! This type of event is being organized in Delhi for the first time ever.

RELIANCE MUTUAL FUND RENAMED TO NIPPON INDIA MUTUAL FUND

Udaipur: Reliance Mutual Fund today got renamed as Nippon India Mutual Fund. Nippon Life Insurance had recently completed the purchase of 75% stake in company to become the single largest shareholder in the company. This will also help Nippon India Mutual Fund to leverage on the legacy and global expertise of Nippon Life Insurance.

This has been one of the largest FDI investments in the financial sector, and now, Nippon India Mutual Fund is the largest foreign-owned Asset Management Company in India.

Sundeep Sikka continues to lead company with same management team. This reflects Nippon Life Insurance trust and confidence in the team that has steered in its growth journey to be amongst one of the largest Mutual Funds in India.

Mr. Hiroshi Shimizu, President, Nippon Life Insurance Company said "Indian Asset Management space is quite attractive and has a long-term growth potential which is in line with our goals. We believe that the core management team and the entire team at Nippon India Mutual Fund will be key driver in the growth story."

In Japan, about 1 out of 12 is a policy holder of Nippon Life Insurance and they have similar vision in India for their mutual fund business.

GET FIT WITH GOZERO MOBILITY E-BIKES

New Delhi: GoZero Mobility - A British Electric Bike maker, known for manufacturing premium electric performance bikes and signature lifestyle merchandise launches Fit October Program in accordance to the Fit India Movement which was announced by the Hon'ble Prime Minister of India. For ease of access to the customers, it's two products GoZero One & Mile are available on all GoZero retail outlets and the leading e-commerce platform, Amazon India at a very attractive discount offer till 31st October 2019.

Mr Ankit Kumar, CEO, GoZero Mobility said, "The need of the hour for the people across the world is to make necessary lifestyle changes so as to live a better & healthy life. We very much support "Fit India Movement" which was announced by the Prime Minister of India and anticipate huge participation by the people towards this. At GoZero, we are determined to make products that help consumers achieve healthy living. We are launching our program "Fit October" under which all our products would be available with attractive discounts on all GoZero retail outlets and Amazon India".

GoZero One is powered with 400Wh lithium EnerDrive which is optimized to provide 60 Kms of range on single charge & GoZero Mile is powered with 300Wh lithium EnerDrive which provides 45 kms range. Both are specialized performance e-bikes providing optimum stability and comfort. Both the GoZero E-bikes offer multi-modes of operations giving users the freedom to choose the way of riding - Throttle, Peddle Assist, Cruise Mode, Walk Mode and Manual Peddle.

Both the e-bikes come with lockable battery pack which makes it very convenient to charge & carry. Mile is now available at Rs. 25,999 and One at Rs. 28,999. Furthermore, 10% additional discounts on SBI Credit & Debit Cards are being offered at Amazon. EMI options are also made available at select outlets and Amazon.

Promoted Yaaram film in Ahmedabad



Siddhanth Kapoor, Ishita Raj Sharma, Subha Rajput and Yashvi Mulchandani went to Ahmedabad to promote their Hindi film Yaaram. The film is produced by Vijay Mulchandani and directed by ad film & fashion cinematographer turned filmmaker Ovais Khan. Cast of the film are Prateik Babbar, Siddhanth Kapoor, Ishita Raj Sharma, Anita Raj, Subha Rajput and Dalip Tahil. The film is made under the banner of Yashvi Films which was entirely shot in Mauritius. The music of Yaaram Film has been composed by directors Sohail Sen, Jeet Gannguli, Rochak Kohli, Nayeem - Shabir with the lyrics being penned by Kumaar. Yashvi Mulchandani said, "this is the Romcom movie. People will love this movie. You can enjoy this movie with family. Youth will connect with this movie."

For Royal Harbinger Call
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Techo Electra launches "NEO", "Raptor" & "Emerge" in Udaipur



Udaipur: Techo Electra, a Pune-based start-up, has launched three of its electric scooters in the country. The scooters are called Neo, Raptor and Emerge.

The line-up comprises 3 models: entry-level Neo, mid-ranger Raptor and top-variant Emerge. Techo Electra scooters today launched its revolutionary new offerings "NEO", "Raptor" and "Emerge" for the Indian Market in Pune, Maharashtra. Strikingly, the bikes have an asserted scope of upto 120km, and they can be completely energized in around four to seven hours.

On 3rd October 2019; Techo Electra opened the 61st showroom in Bhilwara, Rajasthan and now planning to look at establishing itself in whole Rajasthan. Three models of Techo Electra electric scooters were officially launched

by Techo Electra Motors Pvt. Ltd at the presence of Mr. Prakash Bhootra, Managing Director - EV Techo Electra Motors Pvt. Ltd. The EV scooter will bring about revolution for two-wheeler riders. By launching these scooters we can protect the environment as it runs on batteries and there are no fumes or burning of fossil fuel in the engine.

It has an intelligent battery management system in place that ensures that the batteries don't catch fire when on charging. Customers are usually advised while taking delivery of the vehicle that the charging is to be done in a dry yet ventilated place. The MCB switch should

be on while the ignition turned off. Mr. Prakash Bhootra Said, "Techo Electra scooters are not only cost lesser than fuel vehicles but also bring in huge savings for the consumer in terms of high range and a good battery life...., our scooters are noiseless, come with reverse switch to ease parking, new age looks, etc. on an average a customer can save over Rs.25000/- on vehicles from T.E. Apart from savings, it's time to do our bit and make our Country a better & a livable place to stay with a more cleaner environment. New age looks, Smart scooters, bringing in savings....what more does one want."

Met Hardeep Puri to rebuild Sant Ravidas temple

New Delhi: A high level delegation of Vishva Hindu Parishad (VHP) headed by the International Working President of VHP Advocate Alok Kumar met Hon'ble Union Minister for Urban Development Shri Hardeep Puri for the cause of reconstruction of Sant Ravidas Temple. The delegation, comprising of senior representatives from Hindu, Sikh, Jain, Buddhist schools of religion, through a memorandum to Shri Puri, demanded that immediate steps should be taken for the reconstruction of the Sant Ravidas temple, appropriate arrangements should be made for regular rituals and worship in it, its holy water bodies should be revived and rejuvenated, and the samadhis be fixed. The delegation asked the Government of India to inform the Hon'ble Supreme Court of India, through the GOI Attorney General, as per the consent of the SCI, about the reconstruction of the temple of Sant Shiromani Ravi Das Ji and thereby respect the feelings of the Hindus of the world.

The memorandum stated that the demolition of this olden temple on the orders of the Hon'ble Supreme Court caused worldwide angst among the devotees and appreciative populace. Lakhs of Hindus participated in the rage under the leadership of revered saints. The entire Hindu society has unwavering faith in Guru Ravidas Ji - a jewel of the Sant Fraternity of Bharat - who mobilized and awakened indigenous Dharma even during the difficult Mughal times.

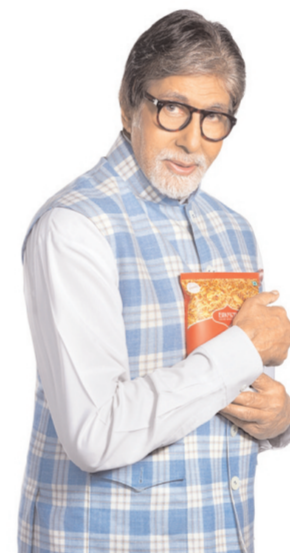
The memorandum demanded that the temple should be rebuilt soon, there should be a proper system of worship and the pious water bodies (Ponds/Johars) should be revived and the samadhis restored. The memorandum states that on the basis of the consent of the Hon'ble Supreme Court, the government should give its consent to the apex court for reconstruction of the temple through the Attorney General. We believe that this reconstruction of the temple will act as a reference point for renaissance in the entire Indian society.

Ekta Jain is all set to put TikTok on Fire with her Garba Plans

Ekta Jain is an affluent regional actress known for Gujarati Dramas took aside to indulge in Navratri festivities. Other than drama the actress is also famous for her multilingual work in the world of theatre. The actress has done plays in Hindi, English, Gujarati and even Sanskrit. Shaka laka Boom Boom and Shagun are the most renowned projects she has worked at. Her ability to adapt to the roles in the various language is a rare talent that Ekta possesses, perhaps its that ability of her which has garnered her 4,71,000 TikTok followers.

The actress has an undying love for and the exciting celebration of it in the form of Garba. To celebrate her favourite festival the actress recently had a photoshoot around the theme on Navratri at Shree Sutram Studio, Mumbai. The actress is seen flaunting the regional costume with elegant grace and childlike fun the exquisite array of photos. Aside from that, the actress will also be going on a Garba spree across the city at various pandals.

Ekta Jain will soon be seen in Manoj Sharma's upcoming horror-comedy Khalli Balli produced by Kamal Kishor Mishra of One Entertainment Film Productions and Prachi Movies.



Bikaji introduces Amitabh Bachchan as brand ambassador

Udaipur: Bikaji Foods International Ltd has signed megastar Amitabh Bachchan as its brand ambassador. The brand-new campaign, 'Amiji Loves Bikaji', focuses on making the brand the preferred snacking choice for today's generation. Mr. Bachchan will feature as the face of the brand in a multimedia campaign which will go live from the first week of October 2019.

While conceptualizing the campaign the key task was to direct youth into re-subscribing to ethnic snacking and in the process make Bikaji the cool ethnic snack brand. The aim is to widen Bikaji's appeal among millennials and customers who prefer modern snacks over ethnic ones. Bikaji wants millennials to rediscover and celebrate their culture through everyday snacking. Growing rapidly in India and globally under the leadership of CEO and Director Deepak Agarwal, Bikaji Foods International Ltd is also looking to expand into ready-to-eat and frozen foods. Mr. Agarwal said: "We are delighted to welcome the entertainment industry's most revered personality, Amitabh Bachchan aka Amiji as we fondly call him. He has a massive fan following across geographies and has an identity beyond the films, ads that he does. His mass appeal and larger-than-life image will help expand Bikaji's boundaries. Bikaji is a favourite among Indian snack lovers and we hope to enhance the brand appeal to young people across geographies and boost distributors' confidence."

British Parliament Honours Gracy Singh

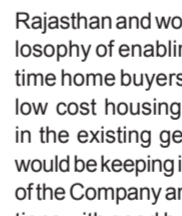
Actor-Danseuse Gracy Singh was recently honoured and awarded for her Outstanding Spiritual Initiatives at the British Parliament on the occasion of the celebration of 150 years of Mahatma Gandhi, Non-Violence & World Peace at an event organized by presenting

Bharat Conclave 2 (Second Edition).

Gracy Singh has been spiritually inclined and has been associated with the Brahmakumaris since her mother Verjinder Kaur introduced her to them. She is an active member. "All our lives, we work believing there is a tomorrow. That tomorrow, is in fact today, and Spiritualism should be a way of life for each of us over material pursuits. If we all follow this path of self-actualization, I believe that together, we can create a better country for all," expressed Gracy Singh. Amen.

Akme Star Housing Finance Limited bolsters its footprints in Rajasthan

Udaipur: Akme Star Housing Finance Limited (Akme Star HFC), a housing finance company active in affordable housing finance space has announced that it is strengthening its presence in Rajasthan. Akme Star HFC has been operating since more than a decade in



Rajasthan and works with a business philosophy of enabling credit access to first time home buyers who wish to purchase low cost housing units. The expansion in the existing geography of Rajasthan would be keeping in mind the growth plans of the Company and accordingly the locations with good business potential in the affordable housing space have been shortlisted. The objective would be providing demand side intervention at the retail level targeting end users in the Pradhan Mantri Awas Yojana (PMAY) notified towns. The focus will continue to be on residential projects where units qualify the criteria set by CLSS guidelines under the PMAY. Akme Star HFC would enable expansion through digging deep in the 21 districts of Rajasthan where the Company already has its presence and establishing presence in remaining 12 districts. The penetration in the existing districts would be based on business potential and customer service. The newer districts would be phase wise scale up from establishing smaller set ups to bigger offices based on demand for credit at retail level, housing shortage, number of affordable housing projects, and demographic related factors

Ronnie Screwvala All Set to Kick Start Another Dance Franchise with Bhangra

Mumbai, In 2013, Ronnie Screwvala brought about a revolution in Hindi film Industry when he introduced us to ABCD,

a dance franchise which completely changed how the industry looked at dance films. Six years later, he is all set to introduce another dance franchise, and with Bhangra Paa Le, which stars Sunny Kaushal and Rukshar Dhilon. From Last 3 years Punjabi songs have taken over Bollywood, is RSVP aims to target the love for the music and genre, and make an entertaining film around the Punjabi music craze.

Interestingly, 2018 was a turning point in Vicky Kaushal's career. The actor firmly established himself as a talent to reckon with films like Raazi and Sanju. However, with Ronnie Screwvala's Uri, Vicky Kaushal became one of the most sought-after heroes in the Industry. The film was a blockbuster, and cemented Vicky's position as an action hero.

Now, Screwvala is all set to present Sunny Kaushal as a dancing star with his next film, Bhangra Paa Le. The film is directed by Sneha Taurani, who is the daughter of music baron Ramesh Taurani.

The trailer of the film dropped recently and received a brilliant response from both audience and critics. The music of the film also garnered a lot of interest, and audience are looking forward to hear the complete soundtrack.

Bhangra Paa Le is all set to hit the screens on 1st November.

KidsChaupal Infotech ropes in 8th Class Student as Brand's Face

Bengaluru, KidsChaupal, a startup venture of Ex Investment Banker, Mr Devendra Jaiswal and further backed by Technocrats from Silicon Valley US has roped in 14 years old multi talented child prodigy Tisya Singh as the brand face of the venture. A student of 8th Class at DPS Bangalore (East), Tisya is gifted with many talents. She is indeed a born prodigy with many accolades to her name. Besides securing A1 grade in studies, she is equally outstanding in sports, poetry, painting, sketching, dance & much more. Moreover, she has represented the State of Karnataka in the 7th India National Kuo Shu (Kung Fu) championship 2018 & has won various medals. Tisya is surely an extra ordinary child who is indulged in every field one can think of. KidsChaupal is an online education platform which is designed to create a support system for kids, teachers, instructors and parents to guide and choose the right career path and the skill sets which will be required to achieve the aim. It provides an opportunity to the kids to explore and venture into the depths of their interests, skill set abilities and help their parents as well to recognize the child's true potential.

