



## Panchayat elections

In the battle of Chief Minister Ashok Gehlot and former Deputy Chief Minister Sachin Pilot faction, the Congress has lost the post of Jaipur District Pramukh after losing the victory in the Zilla Parishad elections. However, the prestige of the Congress was restored in Chief Minister Ashok Gehlot's home district Jodhpur, where the daughter-in-law of Marwar's stalwart Jat leader Parasram Maderna and Bhanwari Devi, wife of jailed Mahipal Maderna and mother of sharp young MLA Divya Maderna, eased in the famous case. Won the election of the ZP, while here the daughter of Badri Jakhar, a close aide of the Chief Minister and former MP, also had the guts to contest the election of the ZP. In such a situation, the BJP was expected to get the benefit of the fights of Maderna-Jakhar groups, but on the instructions of Chief Minister Gehlot, the Congress thwarted this anticipation by showing solidarity here.

## Editorial

Apart from this, in Sawai Madhopur and Dausa, the Congress was successful in making its, but in Bharatpur, Jagat Singh, son of former foreign minister and veteran Congress leader Natwar Singh, succeeded in becoming the district chief as a BJP candidate. The Congress and the BJP had kept all their winning candidates in barricades.

The ruling Congress party got the most shocking and big blow under its nose in the capital city of Jaipur, the political bastion of politics. A huge upheaval took place in Jaipur when Rama Devi, an elected Congress member, joined the BJP in the presence of BJP state president Satish Poonia and Deputy Leader of Opposition in the Assembly Rajendra Rathore on Monday morning and later filed the Zps nomination from the BJP. Along with him another elected member of Congress, Jeky Tatiwal also went to BJP's side. In this way, despite the Congress having a majority of 27 elected members in the Zilla Parishad, the ruling party has suffered a major setback due to the crushing defeat of the Congress and in the Jaipur district chief election, the BJP won the losing battle. Rama Devi, who joined the BJP after rebelling, has become the district chief by a margin of one vote. Rama Devi got 26 votes, while Congress's Saroj Devi could get only 25 votes. The infighting in Congress changed the whole game.

Congress got 27 seats in 51 wards of Jaipur Zilla Parishad while BJP got 24 seats. In the district chief election, Jackie Tatiwal and Rama Devi of Congress voted in favor of BJP. Earlier it was believed that the district chief of Congress would be easily elected but the contest became interesting after Rama Devi changed her side.

Political experts believe that the effect of the ongoing political crisis in the state Congress for the last 14 months was seen in the election of Jaipur ZP on Monday. Rama Devi and Jackie Tatiwal are said to be close to Ved Prakash Solanki, the Chaksu MLA of the Sachin Pilot faction. Rama Devi's husband Motiram Chopra contested the elections in Greater Municipal Corporation, rebelling against the Congress. Despite this, the Congress had made his wife its candidate from Zilla Parishad Ward No. 17, but once again, Motiram revolted by betraying the Congress, and the Zilla Parishad seat of Jaipur slipped from the hands of the Congress.

Meanwhile, Sudama Devi of Congress in Sawai Madhopur and Heera Lal Sen of Congress in Dausa defeated BJP candidates and became district chiefs, while Jagat Singh and Arjun Prajapat became district chiefs of BJP in Bharatpur and Sirahi districts respectively.

After the newly elected district chief of Jaipur Rama Devi Chopra joined the BJP camp, the state Congress expelled him from the party for six years. At the same time, PCC Chief Govind Singh Dotasara has indicated action against many more people. Dotasara tweeted that complaints have also been received against some other people in the whole episode. Action will be taken against all those involved in anti-party activities after an early inquiry on this.

In the assembly, Congress's government chief whip Mahesh Joshi and Transport Minister Pratap Singh Khachariawans have accused the BJP of doing horse-trading politics, while BJP state president Satish Poonia called it a countdown to the Congress before the assembly elections to be held in the year 2023. Said to be

## Cheetah Yajnesh Shetty's gesture towards Lee

**Mumbai:** The Teachers' day was celebrated with jubilation on September 5 and the people remembered their Gurus and felicitated them across the country. India's and Bollywood's martial art expert and Chairman of the "Chitah Jeet Kune Do Global Sports Federation", Cheetah Yajnesh Shetty has been engaged in imparting the martial art training to bollywood personalities for over last three decades.

Cheetah Yajnesh Shetty has given the personal training of martial art and the training for the films to over 150 super star actors and actresses including Amitabh Bachchan, Ajay Devgan, Akshay Kumar, Hrithik Roshan, Govinda, Juhi Chawla, Priyanka Chopra, Isha Kopikar, Karishma Kapoor and Farhan Akhtar.

Chitah Yajnesh Shetty offered emotional condolences to his Guru late Richard S Bustillo, who was the President and Chief Trainer at the International Martial Art and Boxing Academy, Torrance, California, on the Teachers' Day.

Guru Richard S Bustillo had gone out of the way to train Yajnesh Shetty. He participated in memorial service of Sifu Ted Wong on Sunday and joined Bruce Lee's daughter Shannon Emery Lee and wife Linda Lee Cadwel for dinner. That Bustillo paid rich compliment to Bruce Lee for his interest in Jeet Kune Do. Speaking to Shannon and Linda, he spoke highly about Yajnesh's affection, dedication and loyalty towards Lee.

Bustillo also told them how Yajnesh was celebrating Bruce Lee's birth anniversary every year in India. Yajnesh Shetty had felicitated Bustillo, accompanied by his students on the occasion of Lee's 70th birth anniversary.

Shannon and Linda were pleased that Yajnesh Shetty took Bruce Lee to new height in India and was organising programs in his honour every year. Bustillo had said that both Shannon and Linda paid rich compliments to Yajnesh Shetty. He had also told Yajnesh Shetty that "you are respectable and loyal student and that is why your glory and skilled experience has made you the best trainer".



# "STAMINA DECIDES YOUR GAME, NOT OUR GENDER": Dhoni

The new path-breaking Boost TVC featuring Mahendra Singh Dhoni along with a young female athlete inspires girls to play cricket

**Udaipur:** Boost, one of India's most trusted health food drink brands, today launched a new campaign aimed to break stereotypes around girls and cricket. The new Boost campaign aims to highlight the perceptions that shape girls while playing sports, cricket in particular, and encourage them to play the sport they

love. Despite showcasing winning performances across sporting events, girls in sports are still facing the prejudice independent of their talent and stamina. Even in cricket, universally loved in India, girls face many social barriers and prejudice that prevent them from playing the game. Boost aims to provoke the youth to stay determined and encourage athletes to play the game they love. With grit, perseverance and stamina, the brand hopes to inspire the next generation of athletes. Boost has a rich legacy of inspiring the underdog in kids and giving them the right motivation and stamina to overcome challenges, even when the odds are against them.

The 360-degree campaign that will span television, social and digital media is headlined by the TVC film. The TVC featuring MS Dhoni alongside a young athlete simply aims to bring to light the key role and impact of talent and stamina in a player. Dhoni walks in on the protagonist playing cricket at a tennis court, which surprises him. The boys accompanying Dhoni state that Cricket is not a girl's sport! The film then follows the young girl's response with action, as she picks up the ball to bowl to Dhoni. Thus, proving that the game cannot be defined by gender but by grit, perseverance and stamina. A fierce battle unfolds on a Tennis Court where she clinches her next level opportunity in the film. As the advertisement ends, Dhoni and the young girl are seen drinking Boost together along the iconic tagline of 'Boost is the secret of our energy'.

Joining hands on this campaign, brand ambassador MS Dhoni said, "I'm thrilled to be part of the Boost family, a brand that I've been associated with for many years. Young girls also dream of playing the game of cricket and not be told to play specific games. Boost is encouraging girls to follow their dreams and play the game that they love. I truly resonate with the brand's value of taking on any kind of obstacles with grit and I hope to motivate young players, especially girls to own and celebrate the game of cricket, with my journey with Boost."

Krishnan Sundaram, Vice President, Nutrition Category, HUL, said, "Boost has a cherished legacy of inspiring kids to work hard, persevere and overcome big challenges with their stamina. With this campaign we want to spark the tough conversations to support talent devoid of gender notions. Boost wants to encourage girls to overcome prejudice with

their talent and stamina and play the game they love. This campaign will definitely be the start of journey on supporting girls' cricket for Boost."

Joy Chauhan, Managing Partner & Senior VP, Wunderman Thompson, Delhi, added "For generations Boost has inspired the youth to sweat it out and perform beyond expectations. When you have the stamina to fight it out, it's



then you see obstacles becoming steppingstones towards the bigger game. This campaign not only inspires the youth but has the potential to inspire each one of us to understand, performance has no gender. In this campaign Boost gives voice to the girl child who's a talented sports person with oodles of passion and stamina. Boost is the secret of her energy too."

## Indian Idol's Shanmukha Priya turns rapper with Raj Surani's Musical Series



one who won the Netizen's hearts for her fabulous performance across Indian Idol 12!

Raj Surani discovers a rapper in Shanmukha Priya as she delivers her first ever Rap Performance at the Teaser Launch of their music series along with Indian Idol winner Pawandeep Rajan and Arunita Kanjilal.

She is pretty. She is young. She is vivacious and what is more? She has her feet firmly planted on the ground. She is Shanmukha Priya, the

Not being from the entertainment industry didn't stop her from proving her mettle in the industry! Shanmukha Priya chose to hone her vocal histrionics well before she entered the industry. "It was a great learning experience. I didn't even join Indian Idol to win, I joined because I wanted to sing. The fact that I got selected itself is a victory!" Noticed for her stellar performance in the same, Raj Surani signed her for a multi-song series along with her Indian Idol contemporaries!

Apart from realm of music, Shanmukha Priya is also a newly turned sensation on social media. With close to a three hundred and fifty thousand followers on her verified Instagram profile, her posts garner thousands of likes and hundreds of comments from well-wishers and fans alike! A true fashionista in the making, she has also proved to be a role model for youngsters with her new braided hairdo complimented with a red and jazzy bright jacket as she accompanied fellow Indian Idol contemporaries, Indian Idol 12 winner Pawandeep Rajan and runner-up Arunita Kanjilal. Produced by Raj Surani under the Octopus

Entertainment banner, the 5-song musical fiesta includes stellar performances along with fellow Indian Idol contestants and newly crowned winner Pawandeep Rajan along with runner-up Arunita Kanjilal. Held at their studios in Andheri, the fun-filled musical fiesta saw Shanmukha Priya set the stage on fire with her rap number. "She touched the soul of rap fans in India with her hard-hitting rap vocal delivery," he said while adding, "She's got a voice that is international and is as unique as it gets!" Having received critical acclaim and love for her versatility and musical prowess, Shanmukha Priya has taken Indian classical music form and has often, effectively, blended with western vocals across multiple genres including Rhythm and Blues, Rock and Roll, Jazz et al. Interestingly, inspired by Kishore Kumar, she also took on yodeling and has repeatedly enchanted the audience with her vocal style and technique.

Her performance, alongside her contemporaries in Raj Surani's music series has been trending on the social media-verse ever-since! Watch out this space for more...

## Khanna Gems to Launch 5 New Stores in a Single Day

**Mumbai:** "Gem Selections: Khanna Gems is known for their authenticity and now for their customer satisfactory digital upgrade that they brought sometime back. Helmed by popular astrologer Pankaj Khanna, the company is setting a record by launching 5 new stores in one single day. They already have a very strong offline presence too, and their total store count stands at 21. But, due to high demand of more physical stores, Gem Selections: Khanna Gems has taken this move. All the 5 new stores will be launched on 14th September, 2021.

The new stores would be located in Powai (Mumbai), Lucknow (Uttar Pradesh), and Jayanagar, Malleshwaram and Sanjay Nagar (Bangalore). Gem Selections deals in high-quality and authentic gemstones that are used in healing process.

These are unprocessed and comes with healing propensities. Their fast expansion and transformation has been highly appreciated by their customers. With enhanced ways to check authentic Gem Selections gemstones and easy ways to track their orders, customer-friendly interface is a digital blessing that Gem Selections has introduced. This dynamic team always comes up with innovative measures making sure their customers are fully satisfied.

Gem Selections: Khanna Gems is considered the benchmark for quality & transparency in the Gemstones industry & their footprint makes them the largest Gemstones brand in the world.

Speaking about this, Chairman, Mr. Pankaj Khanna says, "We aim at reaching as many people as we can to help them with authentic gemstones. This marks one of our big moves and really looking forward to seeing how people would react to this. Located at prime locations, we aim at serving originality to the masses."

Mr. Aaradhya Khanna, CEO, Gem Selections & Khanna Gems Group says, "I am very excited for this launch. I thank our entire team for being so dedicated and consistent and especially my father and our Chairman, Mr. Pankaj Khanna for guiding us through. We will be taking proper precautions during the launch, which is a need of this hour."

## Pudina Ae Haseena' Crosses 200 Million Views

Bhojpuri Actor-Singer Pawan Singh has been topping the music charts as his song hits record highs as his song, 'Pudina Ae Haseena', crosses over 200 million views in a short span of time! With all of his songs going viral the moment they are released, the songs take over

the internet by storm in no time! 'Pudina Ae Haseena' has been received really well by Pawan Singh's fans and is, reportedly, his highest grossing song in terms of views and engagement. What the masses seem to love is the Record Machine's incredible performance where he is able to express a lover's restlessness and anxious state of mind. The music video also features Maahi Shrivastav. Interestingly, the song has been trending across social media and has been featured in over 6 lakh reels on Instagram!

One of the most loved and talented artists in the Bhojpuri entertainment scene, he has paved his way in the industry with sheer hard work and determination. Boasting an illustrious career of over 25 years in the entertainment industry, he also has an interesting body of work to showcase.

Set to lyrics by Kundan Pandey and Arjun Akela, the record busting track, 'Pudina Ae Haseena' features vocals by Pawan Singh and Anupama Yadav. Released under Wave Music label, the song has been composed by Priyanshu Singh while the music video has been directed by Ravi Pandit.

## Sudip Pandey launching an NGO- U N Pandey Foundation

Bhojpuri film star and NCP, Mumbai (Maharashtra) General Secretary Sudip Pandey is launching an NGO—"U N Pandey Foundation", a social organisation, in the name of his father late Upendranath Pandey. It will be run from his parental house in Jamshedpur (Jharkhand).



To announce this a press conference was organised by Sudip Pandey, on Wednesday, September 01, 2021. On the occasion Sudip Pandey said that "I am happy that my colleagues in important circles like Jamshedpur media, industries and NGOs, happily agreed to support me in this honest work of helping needy people. I think that this endeavour will be a real condolences to my parents who always helped the poor people throughout their life".

Besides this, a film company will be launched in the name of my late father to produce films which will give familial and social messages. Also a website of "U N Pandey Foundation" will be launched soon.

Having suffered a depression

after losing father and mother in the second COVID wave, Sudip Pandey, wants to move forward in life and help people in the society. That is the reason he is floating a social organisation. This initiative is being well appreciated by the people in Jharkhand.

## Axis Mutual Fund launches 'Axis Consumption ETF'

**Udaipur:** Axis Mutual Fund, one of the fastest-growing fund houses in India, today announced the launch of their new fund—"Axis Consumption ETF". The new fund offers (NFO), which will open on Monday, August 30, will allow exposure to the consumption theme in a neatly packed bite sized exchange traded fund.

The new fund offers long-term wealth creation solutions and targets to achieve returns by investing in a basket of NIFTY India Consumption Index stocks.

India's economy already had strong growth prospects for the next ten years. The trend line in India's annual GDP growth has been accelerating from 5.8% in the 1990s to 6.9% in the first 2 decades of the new millennium (source: Morgan Stanley). We believe this trend will likely continue for the next decade given the following structural factors:

- Favourable demographics: Over the next 10 years, 122 million individuals are likely to enter the work force, which is equivalent to about 20% of India's current work force. (source: Morgan Stanley)

- Globalization: This provides the enabling factors of external demand and financing that can be used to boost growth.

- Reforms: The government is continuing the reforms that India started in the early 1990s, which relate to the ease of doing business, FDI, government finances, taxation, infrastructure and greater autonomy for states.

Digitization adds an incremental fillip to this growth in our view. Digitization is integral to two changes: a) policy initiatives that are boosting financial inclusion and b) technological changes that are reducing the cost of delivering financial services to the masses and small enterprises. These, along with the government's focus on employment for all, will make growth more inclusive, which in turn makes us more confident about India's growth outlook.

A key beneficiary in this growth is consumption. As an aspirational populous India, today, stands next only to China as the largest growth prospect in consumption ecosystem. As median incomes rise, the expenditure pie for Indian families are likely to increasingly pivot to discretionary spends which include entertainment, travel, consumer appliances and even property.

Apart from being cost effective, ETFs let investors invest at real-time prices as opposed

to end of day prices by sector funds. It protects their investments from the inflows and outflows of short-term investors. Furthermore, ETFs are best suited to earn asset-class linked performance and is touted to be one of the most flexible tools for gaining instant exposure to the markets, thereby equitizing cash.

On the launch of the NFO, Mr. Chandresh Nigam, MD & CEO, Axis AMC, said "We at Axis AMC, strongly stand by being responsible fund house. We strive to provide our consumers with a basket of products that are potentially driven by quality and are relevant in the current context giving long term returns. Through the launch of Axis Consumption ETF, we aim to provide our consumers with an investment option that has proof of growth & strong returns

## Steelbird introduced its new Riderz Shoppe in Jaipur

Expanding its presence in Rajasthan, Steelbird Helmets has opened a new Riderz shoppe in Jaipur. Through this, the brand will be offering a wide array of riding gears and helmets. The new Steelbird Riderz Shoppe titled "Hybrid Shopping Company" is located at Shop No. 7 Khaniya, Agra road, Near Chulgiri Jain Mandir, Jaipur, Rajasthan-303003, in an area of 180 Sq.ft. The company says that the new store will act as a one-stop-shop for bikers as it will have more than 200 varieties of helmets, jackets, suits and gloves.

At the Steelbird Riderz Shoppe, a customer will be able to have a unique buying experience as the store will have representatives which will explain all the technicalities and functionalities of the products. Steelbird says that such stores are based on a single-window solution principle which allows a person to go through the whole product range at once.

On the launch of Steelbird Riderz Shoppe, Mr. Rajeev Kapur, Managing Director, Steelbird Helmets said, "Rajasthan is one of the most promising markets for us. Our objective is to provide the best quality riding gear with a huge range of ISI helmets at the doorstep of the consumer. We shall keep introducing a new range of helmets and hi-tech biking gear in due course of time in these shops. Through network expansion, we will be bringing the company closer to its existing and potential customers. We will continue our network expansion & have aggressive expansion plans in FY 2021-22".

He also said that, Indian two-wheeler industry has the maximum share of motorcycles, creating a huge market for biking gears. The riders, however, hardly have any choice when it comes to buying branded and international quality riding gears. He said through Riderz Shop the company plans to bridge the gap and educate people to go for qualitative products.