

Silver Plate

There are two separate things diamond and coal. One is beautiful to look at where as another one is ugly. One is demanded where as another one is not. One is kept so as to be seen every where, where as another one is kept as not to be seen anywhere. This shows how much humanity is misguided. Up to what extent human mind is mislead. Actually both are same at the base but appear in different forms. This fact to be lured by the glimpse of glitter is very dangerous. We can well understand this reality by the story of Gautam Buddha and Sujata.

Gautam Buddha was sitting under a tree Bodhi vruksha lost in meditation. He had been sitting there since a long time when suddenly a village woman Sujata happened to pass by. She saw him. Out of pity and also shradha she prepared kheer for him and served him in a silver plate. The kheer might have been delicious but Gautam Buddha had no concern with taste. He consumed it and satisfied his hunger. Being a sanyasi he naturally had no attachment with that silver plate so after consuming kheer he threw it up into the running waters of a Niranjna river flowing near by. The lady was stunned to see it but now nothing could be done. No way was left to get that plate back.

But this incident suddenly changed her thought process. She understood that there was something bigger and more precious than this plate for a human being that's why it could be thrown so easily. Then why am I so much attached to this plate of silver? After all silver is only metal. Why should I waste this human life in mere small attachments? When this sanyasi can leave that grand palace full of gold, silver and other facilities then why are my trivial belongings so important to me? Shouldn't I also proceed further to get something bigger, something more precious? There after she became a disciple of Gautam Buddha. She realized that there is no time left to be wasted. So appreciate every moment of your life because one day you will wish you had more time.

-Sulekha Shrivastava



Master Deenanath Mangeshkar Awards

Master Deenanath Mangeshkar Smriti Pratishthan felicitated legends from the field of music, drama, art and social work with the prestigious Deenanath Mangeshkar Award and other awards of the Trust on Wednesday, November, 24, 2021 at Deenanath Mangeshkar Natyagriha, Vile Parle, Mumbai.

This year, the Master Deenanath Mangeshkar Award (Jeevan Gaurav Puraskar) for music and art was conferred upon the legendary Pyarelal Sharma for his dedicated service to the Indian Music and Cine industry while veteran songstress Usha Mangeshkar was felicitated with the Deenanath Puraskar for her contribution to music. The Deenanath Vishesh Puraskar was awarded to veteran singer-composer Meena Mangeshkar-Khadkar for her contribution to music and Prem Chopra for his dedicated services in the field of Cinema. Indian and Marathi Regional veteran actor Nana Patekar received a well-deserved Deenanath Vishesh Puraskar for his life-long service to theatre and cinema while MP, Rajya Sabha and Editor of Saamana, Sanjay Raut was felicitated for his dedicated service in the field of editorial. Mala Sinha was awarded with the same for her dedicated service in the field of Cinema. The Vagvilasini Puraskar for Literature was awarded to Santosh Anand for his dedicated service in the field of literary arts while poetess Neeraja was recognized for her contribution to Poetry and Literature. Dr Prati Samdani, Dr Rajeev Sharma, Dr Janardan Nimbolkar, Dr Ashwin Mehta, Dr Nishit Shah and Dr Sameer Jog were felicitated for their dedicated services in the field of medicine and healthcare. "In memory of Master Deenanathji, whose monumental contributions as singer, musician and stage artistes have been an inspiration to the people of Maharashtra and India, the Mangeshkar family organises the Master Deenanath Mangeshkar Smriti Pratishthan Awards to honour legends. We are glad that we have the love and support of the masses," echoed Hridaynath Mangeshkar and Usha Mangeshkar.

Established and nurtured by the Mangeshkar family for the last 31 years, the Pune based registered public charitable trust organizes the coveted award function on 24th April i.e. memorial day of Master Deenanath Mangeshkar. However, the function for the last two years on 24th April, 2020 and 24th April, 2021 could not be possible due to worldwide pandemic, so the Mangeshkar family decided to felicitate this on Wednesday, November, 24, 2021 this year. The award function ceremony was followed by an entertaining musical performed by Dr Rahul Deshpande, the Master of Ceremonies was Harish Bhimani. The event was presided by Rajiv Khandekar, Executive Editor, ABP Majha.

Ambassadors of Mauritius and Papua New Guinea visited the Rajasthan Pavilion

-Gopendra Nath Bhatt

New Delhi: The Ambassadors of Mauritius and Papua New Guinea visited the Rajasthan Pavilion at the 40th International Trade Fair at Pragati Maidan on Friday. Gaurav Gupta president of Rajasthan Academy was also with him. Gupta invited him to participate while giving information about the 'Invest Rajasthan conference' to be organised by Govt of Rajasthan at Jaipur in January 2022. Gupta told that Rajasthan is no longer a backward state, but is moving ahead on the path of all-round development by becoming self-dependent. He said that desert and mineral-rich Rajasthan has immense potential for investment in various other sectors along with tourism. Especially in solar and wind energy, Rajasthan is going to become the biggest hub in the world. Oil refinery and multi petro complex is being set up in Barmer with the efforts of Chief Minister Ashok Gehlot. Petro complex is being set up on which about 50 thousand crore rupees are being spent. Investments are taking place. The ambassadors visited Rajasthan's colorful culture, rich history, hospitality and heritage estates, handicrafts and The dishes were deeply praised.

New 50 ICU bedded covid facility at udaipur community health centre inaugurated by Dr. Girija Vyas

Udaipur : LG Electronics, India's leading consumer durable brand today unveiled 50 ICU Bedded COVID facility at Urban Community Health Centre, Bhuvana Udaipur. Committed to enhancing people's lives through meaningful interventions, LG took forward its pledge and provided support to set up medical facilities across India. Recently having completed its 24 years in India, LG senior management including Mr Sanjay Chitkara-Sales Head LG Electronics India was present at the occasion.

LG Electronics is closely working with its implementation partners including United Way Mumbai, CSRBOX to provide the required medical infrastructure in the fight against Covid-19. LG Electronics is supporting Hospitals across India under this initiative. In Rajasthan 2 facilities are supported under this initiative URBAN COMMUNITY HEALTH CENTRE BHUVANA, UDIPUR & SHASHI KUMARI COMMUNITY HEALTH CENTRE, SAWAR. Contribution include medical beds, ventilators, Ultrasound machines, Oxygen cylinders & many other equipment.

Speaking of the initiative Dr. Girija Vyas Ex Union Minister And Vetern Congress Leader said, "The unveiling of this facility, is only the beginning of our support to aid the community.

Committed to our pledge, we are focused on lending our full support to the Government & citizens in this fight against COVID-19. We will be working closely with various local administrations across India to



for setting up additional such medical facilities and provide relief in whatever way possible." Dr. Vivek Katara while sharing views congratulated LG group for good initiative

Commenting on the initiative Joint Director Medical

Health Services Rajasthan & CMHO Udaipur Dr. Dinesh Kharadi said, "Covid-19 has created countless challenges, in our country. The second wave has prompted us to focus on solving the difficulties arising out of the pandemic on all fronts. With so much to do,

every effort and participation in this situation is welcome. It is important, corporates to come forward during difficult times and provide support to the community. LG's initiative is a welcome effort, this will also aid in boosting the medical infrastructure for upcoming

challenges due to COVID. We are grateful to LG Electronics for providing their support to the people of Rajasthan."

Adding further, George Aikara, Chief Executive Officer of United Way Mumbai said, "At United Way, we believe in the collective power of the community to bring about lasting social change.

And since the onset of the covid-19 pandemic, we have witnessed this power as all members of the society – government, corporate partners, non-profit organisations and community members – rallied together to fight the pandemic. We are honoured to be working along with the Government of Rajasthan, LG Electronics and CSRBOX to strengthen our healthcare systems by providing critical medical equipment."

Hindustan Zinc conferred with prestigious '5 Star Rated Mines' award by Ministry of Mines

Udaipur : Hindustan Zinc, world's leading and India's only producer of integrated Zinc-Lead-Silver, was awarded the prestigious '5 Star Rated Mines' award by the Ministry of Mines, Govt. of India. Union Minister of Parliamentary Affairs, Coal and Mines, Govt. Of India – Mr Pralhad Joshi felicitated Hindustan Zinc with the award at the 5th National Conclave on Mines and Minerals held in Delhi. HZL's Rampura Agucha & Kayad Mine both received the '5 Star Rated Mines' certification for their efforts and initiatives in sustainable mining.

Leading the way for green and sustainable operations, Hindustan Zinc is among the first mining companies to commit to Net Zero 2050 and has a strong focus on ESG. The compa-

ny has set a strategic roadmap on their sustainability journey, planning to invest over \$1bn in the next 5 years to go green and achieving focussed Sustainability Goals by 2025. With such a strong commitment on maintaining highest ESG standards, actioning against climate change, and conservation of water & energy, Hindustan Zinc is a leader in sustainable operations. Mr Arun Misra, CEO – Hindustan Zinc said, "Everything we do is with an aim to contribute towards national development and create a sustainable future for our communities. Hindustan Zinc is proud to be recognised by the Ministry of Mines and Government of India as a leader in sustainable operations with this prestigious 5 Star Rating. Step by step we move

towards a greener tomorrow positively impacting the lives around us."

The Agucha and Kayad mines of Hindustan Zinc come under the Rampura Agucha Cluster situated in Bhilwara district of Rajasthan. Both mines act as a model for sustainable operations; catering majority energy requirement through renewable solar power, reusing and recycling water and state-of-the-art waste management systems. Sustainability and CSR are an integral part of business at Hindustan Zinc. Their efforts have been recognized with awards such as the Most



Sustainable Company in the Mining Industry by World Finance at the Sustainability Awards 2021. As a COP26 Business Leader, Hindustan Zinc serving as a sector influencer in leading actions to protect the environment and tackle climate change.

The ŠKODA SLAVIA: Second ŠKODA model in the INDIA 2.0 project makes its debut

Udaipur : The introduction of the SLAVIA marks the start of ŠKODAAUTO's next stage in the INDIA 2.0 project. Following the successful launch of the midsize SUV KUSHAQ, the brand-new sedan is the Czech carmaker's second India-specific model. The SLAVIA's manufacturing process has a localization level of up to 95%..

As the sedan is based on the MQB-A0-IN platform – an MQB variant specially adapted by ŠKODA AUTO for India – it offers a comprehensive range of safety features and advanced infotainment systems. The power output of the TSI engines available for the SLAVIA is 85 kW (115 PS)* and 110 kW (150 PS)* respectively, and just like other ŠKODAs, this model is characterised by an emotive design. Its name is both a tribute to the carmaker's beginnings and a symbol of a new era in the Indian market. Thomas Schäfer, CEO ŠKODA AUTO, said, "With the new SLAVIA, we are igniting the next stage of our INDIA 2.0 product campaign. Following the successful launch of the KUSHAQ, we are now entering another popular segment with our brand-new premium midsize sedan. The SLAVIA is perfectly tailored to the needs of our customers in India and is built with up to 95% localisation. We are confident that both the KUSHAQ and the SLAVIA will allow us to leverage the full

potential in this promising, growing market."

Gurpratap Boparai, Managing Director of ŠKODA AUTO Volkswagen India Private Limited, said, "The successful start of the INDIA 2.0 project with the KUSHAQ truly highlights what can be achieved with global collaboration here in India. In addition to the increasingly sought-after SUVs, the premium sedan segment offers tremendous potential, and it's a territory that we have made our own. Zac Hollis, Brand Director, ŠKODA AUTO India, said, "With the launch of KUSHAQ, we have witnessed unprecedented growth for ŠKODA Auto India. While KUSHAQ saw us conquer new territory with a mid-size SUV that represents the aspirations of modern India, SLAVIA, gets us back to our roots, as the brand that brought the original premium sedan to India. Despite the headwinds faced by the industry, we have continued with our product campaigns, expanded our network reach to more than 100 cities, augmented the brand awareness, delivered on our promise of customer centricity, professionalized the dealer network, introduced value added services and set new benchmarks in the after-sales business. SLAVIA is gorgeous inside out, and will be our second volume driver along with KUSHAQ, as we continue to substantially grow our volumes in India."

Hitachi aims high for Rajasthan's promising Air Conditioner Market



Udaipur: Johnson Controls-Hitachi Air Conditioning India, manufacturers of one of India's largest selling air-conditioner brand 'Hitachi Cooling and Heating' today announced its aggressive expansion plans to further strengthen its Brand Leadership in North India and capture the promising and growing residential and commercial air conditioning market of Rajasthan. With a new strategy and roadmap, the company is all set to write the next chapter in its growth story with focus on the fasts growing markets of Jaipur and Udaipur. The company is also bullish on promoting its new product lineage of 'Made in India' ACs, supporting country's prestigious Atmanirbhar Bharat mission and boosting domestic component manufacturing.

In an extremely competitive market segment, Hitachi Cooling and Heating in North India holds 14% market share in B2C; 25% in PAC/CST and 10% in VRF. Hitachi Cooling and Heating is one of the leading air conditioner brands in Rajasthan. The company holds 14% market share in B2C; 25% in PAC/CST and 10% in VRF. Udaipur is one of the key cities of the region where the company holds 16% market share in B2C; 25% in PAC/CST and 20% in VRF. The contribution of Udaipur in Rajasthan business is calculated at B2C - 15% and B2B - 20%.

Hitachi Cooling and Heating has also introduced its first of its kind 'Hitachi Live Demo' concept. Being an 'Air Expert', Hitachi Cooling and Heating plans to set new benchmarks for the rising light commercial air conditioning segment by taking such live demos to key markets. The company has partnered with Mohit Cooling Services to launch its first state-of-the-art 'Hitachi Live VRF DEMO with Air Cloud Pro' in Udaipur. Mr. Gurmeet Singh, Chairman & MD, Johnson Controls-Hitachi Air Conditioning India Limited said, "Rajasthan is a key market for us and Udaipur alone contributes a considerable part of the business both in commercial & residential Air Conditioning segments. Mohit Cooling Services is our proud Channel Partner with a stronghold in the Udaipur region. We have a fruitful and exciting relationship with them and are delighted to embark on this new journey with the opening of a new office with live VRF Demo." "We are grateful to the Government of India for considering the industry and launching the PLI scheme to support 'Made in India' components. Recently the government has 'provisionally selected' 42 air-conditioner and LED manufacturers, including Johnson Controls Hitachi Air Conditioning India Ltd, as beneficiaries under Production-Linked Incentive (PLI) scheme for white goods. The scheme has been a real booster. Right now, it covers only components, but 70% of the components are currently being imported from outside India. Hence this would reap huge benefits for the industry which could earn almost 5000 crores over 5 years for the component ecosystem. The ultimate winners will be the consumers," he further added. Talking about the new office, Mr. Ashok Jain, Hitachi's exclusive Xpert lounge Channel Partner and Owner of Mohit Cooling services said, "Our long association and experience with Hitachi has been very satisfying and enriching. It has provided the best platform for us to excel in the fast-growing residential and commercial cooling & heating segment."

Take Made in India Air conditioners to newer heights, the Company has expanded its geographical boundaries in export business. In the last couple of years, the Company has started exporting to Sri Lanka, Indonesia, Bangladesh, UAE, and Nepal, and this year added Bhutan, Myanmar, Maldives, Oman, Bahrain, Qatar, Saudi Arabia, Iraq and few countries like Kenya and Djibouti in Africa Continent. With aggressive focus and improved product lineup for exports, the Company is positive about further growth of export business in coming years. The state-of-the-art Global Development Centre in Gujarat is playing a significant role in developing new and exciting products, particularly for South-East Asia, the Middle East and Europe to enhance company's ability to meet diverse market needs in these regions.

Sushmita Sen don the role of an unwilling gangster in Aarya season 2

Udaipur : Shot in Udaipur, emerged as one of the most gripping thrillers from India with an International Emmy nomination for best drama series, Aarya is set to hit the digital scene with Season 2. Disney+ Hotstar, Endemol Shine India and Ram Madhvani Films are ecstatic to offer Aarya Season 2, starring Sushmita Sen in the role of an unwilling outlaw. Aarya Season 2 will be available only on Disney+ Hotstar on 10th December 2021.

The second season of Aarya follows the journey of a mother combatting the dark world of crime and enemies closing in on her family and children. Sushmita Sen will be seen reprising the role of Aarya Sareen and she will be joined by actors Sikandar Kher, Vikas Kumar, Mayo Sarao, Ankur Bhatia, Akash Khurana, Dilnaz Irani amongst others.

Shedding light on her character in the second season, the lead Sushmita Sen said, "After being nominated for the previous season for the International Emmy awards, we are super-charged for the second season. Season 2 is not just about Aarya, a strong woman but also a warrior. The new chapter is a fascinating revelation of the character and has proved to be a huge learning for me as an actor. I challenged myself by donning Aarya in a new avatar and I hope that the audiences will appreciate her fierce, unapologetic self in the second season."

Rahul Amar Shukla Was Awarded At Mumbai Halchal Achievers Award Function

Rahul Shukla, who is the head of a leading newspaper in Mumbai has been awarded by Shri Bhagat Singh Koshyari at Raj Bhavan. He was awarded the MAA Mumbai Halchal Achievers Award for Excellence In The Field Of Marketing for 17 years. The Mumbai Halchal Achievers Award function was presented by Patrakar Singh welfare association and sponsored by Mumbai Halchal daily newspaper.

The function was graced by Honorable Chief Guest Mr Bhagat Singh Koshyari (Governor of Maharashtra) and Mr Dilshad S. Khan (Founder of Patrakar Sangh Welfare Association).

Governor Mr Bhagat Singh Koshyari also presented the 'Mumbai Halchal Achievers Awards' to 50 social workers, government officers, business leaders, film personalities and journalists at a function held at Raj Bhavan, Mumbai. On this occasion, Governor Shri Bhagat Singh Koshyariji, congratulated all the people who received the honor and addressed them saying, "The work done by them in the society is commendable and other people should also come forward to contribute in the development of the society by connecting with the society in the same way."

Rahul added, "I consider myself very fortunate I am unable to express in words how much I appreciate this moment. Really it brings more willingness to do my work dedicatedly. I feel very privileged to receive this award from Honorable Shri Bhagat Singh Koshyari Ji and extend my heartfelt gratitude to Mumbai Halchal team for organising MUMBAI HALCHALACHIEVER'S AWARD at Raj Bhavan and making these award show a successful one'. Rahul Shukla had also led the first ever Mid-day International Showbiz Icon Awards. The event was graced by celebrities, industry experts, sponsors like Mr Sunil Shah, the owner of B4U TV Network and Mr Suhail Galadari, the co-chairman at Khaalaj Times. I'm very thankful to them for being so kind and generous with us. I'm also pleased that our choice of selecting Dubai as the host city proved to be a superb decision."