

Business & Entertainment

Witness or doer

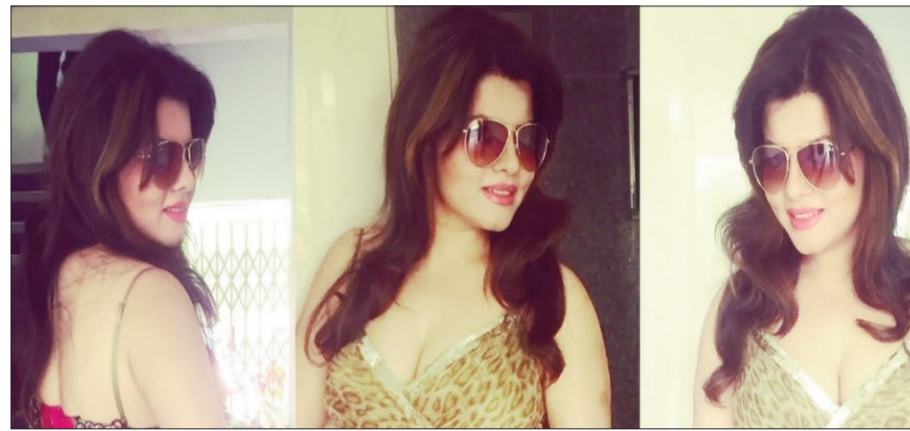
The universe is moving at its own pace. The earth is rotating very fast on its axis. Events are happening very fast in the world and in the life of human beings. Time is running at an uninterrupted pace. On the world stage, you can't even understand one incident properly when another incident comes in front of your eyes. Nature and God are running the creation because nature and man are the only two forces in the whole existence; these mountains, rivers, plains, wind, sun, and sky all are part of nature, and the rest of the beings in different forms are human, male and female, animal, bird, insect, moth, etc. These powers govern all water, land, and sky. Everything is happening under one rhythm, in one order and motion. Man cannot even understand this incredible system; how will he handle it then? He is a puppet in the hands of nature. Whatever he does, nature is getting him done. This is why it is said to give up the feel of being a doer. You consider yourself to be an instrument being used by nature. So be a witness of your karmas. As the times and situations arise, using restraint and discretion, act with a witness spirit. Then it will also be easy to give up the feeling of ego. When there is no ego, there will be no mistakes, small or big, and the path of entry of misery in life will be automatically blocked. Only everlasting peace and bliss will emerge, which is the ultimate goal of human life. So keep going, keep going means keep moving towards the goal. The great poet Tulsidas said,
*Hui hai vhi jo Ram rachi rakha,
Ko kri sakat bdhahvi sakha.*

Editorial

- Sulekha Srivastava

"If anyone is hurt due to my behavior, then I apologize to them" - Shradha Rani Sharma

Glamorous, sexy and versatile talented actress Shradha Sharma done 'Suno Har Dil Kuch Kehta Hain' on Sahara One, 'Saarthi' & 'Har Shakha Payullu Baitha Hai' on Star Plus, 'Comedy Classes' on Life OK, 'NeeliChatriwale on Zee TV, 'Big Boss season 5', 'Emotional Atyachar' etc and played lead role in many hit serials and made his own identity, apart from three Kannada films 'Jeeva', 'Jai Ho' and 'Aniveshi'. She has also starred in a Tamil film 'Maiyum Kunte'. Now after doing this, she has now changed her name from Shradha Sharma to Shradha Rani Sharma. About this, Shradha says, "I have done this at the behest of an astrologer. My full name was Shradha Rani Sharma, but I made it short. But he said that if I write my full name, then it will be lucky for me and I will get more fame. After changing my name many things in my life became better and I got more confidence." Shradha Rani Sharma is a good actress as well as a good dancer, she has done stage shows all over the world like New York, New Jersey, Chicago, Paris, Dubai, Sri Lanka, Surinam, Guyana besides India. She has signed for the OTT platform as the lead heroine of a suspense thriller film, for which she will be going to



Hyderabad soon for the shooting. It will be announced by the producer through a press conference.

She says, "Nowadays I am signing movies or shows after evaluating its subject and content carefully, now I

have to achieve a different position in life. I want to do a strong role not for money but for the satisfaction of the artist

inside me." Shradha says to her audience, "We all saw very bad times in Corona. We all survived from a deadly situation and now we have to make a new beginning, which should be better. My best wishes to everyone." She wants to give a message to all the people associated with her. Shradha Rani Sharma says, "I would like not to repeat my mistakes which I did in my life. I want to live a good and peaceful life. If I have ever done bad to someone or if anyone has been hurt due to my behavior then I apologize to everyone. I will try that no one gets

PPBL FASTag : Here are 5 unique benefits

Udaipur: The adoption of FASTags for four-wheeler vehicles in India has increased rapidly since it was made mandatory by the Government of India (GOI) in February 2021, leading to significant reduction in long queues and traffic jams at toll plazas located at national highways across the country. While there are many banks that offer FASTags to customers, homegrown Paytm Payments Bank Limited (PPBL) has been leading the segment, given its early adoption of the technology governed by the National Payments Corporation of India (NPCI) and the National Highways Authority of India (NHAI). FASTags use Radio Frequency Technology Device (RFID) to detect the tag on a vehicle and deduct the amount from the linked digital wallet as the toll tax amount seamlessly, completely eliminating the need for manual collection that earlier led to major delays at the toll plazas. Ever since the rollout, Paytm FASTag has been the most preferred choice among customers with over 1.3 crore issuances, aided by the bank's emphasis on seamless onboarding, instant activation and superior customer care support. It is worth mentioning here that PPBL became the first bank in the country to achieve the milestone of issuing more than 1 crore Paytm FASTags. Having said there, here are top 5 benefits of using Paytm FASTag:
1. Easy to procure & Fast activation : Customers can easily procure a Paytm FASTag for their vehicle through the app by clicking on buy FASTag. All they have to do is enter the vehicle registration number and upload pictures of the RC. The FASTag will be delivered to the delivery address provided at the time of purchase. Customers also have the option to buy Paytm FASTags near most major toll plazas in the country. The Paytm FASTags also have the fastest activation time compared to competitors and can be used by customers from the moment they receive it.
2. Largest acquirer of toll plazas in the country : PPBL is the largest acquirer of Toll Plazas for the National Electronic Toll Collection (NETC) program, offering an interoperable nationwide toll payment solution. The bank has enabled 280 toll plazas across the National & State highways to collect toll charges digitally.
3. One-stop solution for toll payments : Unlike FASTags issued by banks, Paytm FASTag is linked to the Paytm Wallet ensuring users don't have to opt for multiple recharges. This means users can pay directly from the Paytm Wallet without needing access to any separate account for recharging.
4. Seamless tracking of toll expenses : The Paytm FASTag also makes it easier for customers to keep a track of all their toll expenses. Anyone using Paytm FASTag for toll payments will receive regular in-app notifications and SMS notifications every time a payment is made. The expenses acquired towards toll payments are also visible in users' Paytm passbooks.
5. Superior customer dispute redressal mechanism : Last but not the least, PPBL also has an efficient customer dispute redressal mechanism focused on fast resolution. This helps in immediate identification of incorrect deductions and raises claims to reverse extra charges. The superior dispute management process thoroughly audits all customer complaints, associate toll transactions and issues raised by the toll plazas to quickly resolve all customer complaints.

What India Shopped This Monsoon — Customer Trends Observed by Flipkart

As we approach the end of the monsoon season, Flipkart, India's homegrown e-commerce marketplace shares some interesting insights into how customers nationwide resorted to the platform's Monsoon Store to combat the excessively humid weather conditions this year. People across the country increasingly embraced personal well-being, a trend that was observed through the high traction and surge in sales across categories, including food and nutrition, personal care, and fashion. Flipkart rolled out a dedicated storefront with all monsoon essentials featuring over 1000+ brands such as Wildcraft, Zeel, Killer, Clownfish, Oziva, Mamaearth and Integrity to simplify customer experience through the rains. Some of the top searched keywords indicated what was on customers' mind this season. These included peanut butter, almonds, tea, chocolates, coffee, apple cider vinegar, raincoats, waterproof jackets, t-shirts, track pants and shorts. Beverages and immunity boosters such as green tea and honey, besides other snacks such as namkeen and dry fruits were seen to be most-shopped items by customers. Overall, the food and nutrition category witnessed a 2X year-on-year increase in growth. The platform observed customer inclination towards wellness and skincare, with a clear rise in demand for raincoats and moisturisers- the former alone witnessing a 2X spike. Sales in the fashion category on the other hand surged by 42%. Women shoppers accounted for a marginally higher share in the demand pie than male counterparts, with a 5% increase this season. Interestingly, black and blue emerged as the most preferred colours that customers opted for this monsoon. To build on customer connect during monsoons, homegrown fashion brand Clownfish partnered with Indian cricketer Dinesh Karthik, famously known as weatherman DK for their rainwear range. Since his onboarding, the brand has seen over a 70% increase in growth. As monsoons are perfect for travel enthusiasts who enjoy road trips, helmets and riding gear were also among the most purchased items. The highest demand was observed from North, West and East zones of the country contributing to an increase of over 15%. A pandemic-prompted self-care culture has become a way of life for most, and the trends showcase wellness and fashion categories as the focus areas for the majority of the consumers. It is thus, Flipkart's endeavour to bring in the widest range from the best brands, for its rapidly growing customer base.

Vivek keshari collabrates with Aastha gill & Akasa sing for Shringaar

Actor Vivek keshari collabrated with singers Aastha gill and Akasa Sing for their music video album Shringaar. This song became special for audience as Milind Soman has made a comeback to music videos after 25 years through this music video. This song also features rapper Raftaar. "It was a fun experience for me. As Aastha gill & Akasa sing both are really chill and to be fun with. I have danced with them on the hook step of the song in my collaboration video. Our steps were really funny and cool at the same time" says Vivek. Vivek has almost 1.5 million followers on his Instagram and 3.8 million followers on Moj. This video was shot in the Moj studio. Vivek looked really cute performing the hook steps of the song. As soon as vivek shared this video on his social media accounts fan comment about how they loved his moves & the trio rocked together. The shringaar collaboration video has over 27k+ like and have crossed almost 330k+ views in just few days. Go and check out the video on his Instagram @vivekkeshari1. Its been almost 11 years for Vivek in the entertainment industry. Be it as an Actor or a social media content creator, he is nailing it all. Soon he will be shooting for more films and Music video albums.



Hafele's Marina Washer Dryer Combo Machines

Eliminate the need for a separate washing machine and a separate clothes dryer with Hafele's Marina Washer Dryer Combo Machines. The easy load options and smart programs provide you with maximum flexibility for your laundry work with regards to different kinds of clothes like cotton, wool, synthetic and delicate clothes like silk and satin. The efficient Washer Dryer machines come equipped with the condenser drying technology giving you maximum flexibility to choose time or energy-saving programs.



They provide you with multiple stain level selection options that help you auto- adjust pre-wash cycles and temperature levels based on the fabric and stain level you select. Additionally, you can select up to 4 drying levels along with selected wash programs to get end-to-end washing and crisp drying results. Hafele's washer dryer combos also provide you with the option of selecting special allergy-safe wash programs that can effectively clean micro-bacterial particles from the clothes. Thanks to their custom drum movements, sensitive temperature control and additional rinse and spin cycles, you can get premium hygienic cleaning results for all your laundry.

Devidayal Solar Solutions to organise a two-day solar-refrigerators demo event

Udaipur: Mumbai-based Devidayal Solar (DDSolar) Solutions is set to organise a marketing and demonstration event at Jhadol and Gogunda block of Udaipur district on 4 and 5 August 2022 where its solar DC refrigerators are installed. In a bid to improve rural livelihoods, especially in the areas where continuous energy access remains a challenge, the

DD Solar team will be showcasing their refrigerators and will acquaint the community with its features and benefits. The Powering Livelihoods programme – a joint initiative by the Council on Energy, Environment and Water (CEEV) and Villgro Innovations Foundation – is supporting DD Solar to scale Distributed Renewable Energy (DRE) in these areas of Rajasthan, the rural heartlands of Maharashtra, and Uttar Pradesh. The two-day event will be attended by over 200 women on each day, including Self-help group (SHG) members, members from Rajasthan Grameen Aajeevika Vikas Parishad (RGAVP), and potential end-users whose livelihoods can be enhanced through the use of DD Solar refrigerators. Local FPO heads and members will also be present at the event to educate the villagers about the positive use of clean energy in day-to-day activities with a stringent focus on the dairy and fruit pulp segments. "We have installed our solar-based high-tech refrigerators at 'Demo Centres' where people will get a real-time experience of how these appliances can help transform their lives while keeping the environment clean. This is a golden opportunity for the visitors as our existing customers will be given a platform to review our product. One can see for themselves how beneficial DD Solar products can be for improving their livelihoods" said Tushar Devidayal, Founder & CEO of Devidayal Solar Solutions. RGAVP members who are also supporting the field activities of DD Solar at the event would be acquainting the attendees with the specifications of the refrigerators. Currently, these refrigerators are being used extensively in fisheries, dairy, kirana shop, and fruit pulp segments. DD Solar team has invited the village members, with a special focus on women, to be a part of the event and understand the concept of Distributed Renewable Energy (DRE) and its use for improving their livelihoods. Devidayal Solar Solutions focuses on the design, manufacture, sale, and distribution of productive use of off-grid solar DC appliances for income generation and enhancement with solar DC refrigerators being their flagship product.

I was made to feel worthless: Janhvi Kapoor

"During Dhadak and Gunjan, I have been made to feel that I got everything on a platter, and I got things I don't deserve, which means that I am technically worthless, and I am getting opportunities because of the work my parents have done. At the same time, I also felt an overwhelming respect and love for my parents, and I am being given love and work because of that. But the truth is that I love acting and I live for it. I work my ass off to give it



back to them for what they have done for me, and because I am doing what I do because of their love. And then I realised that what I can do is to enjoy my work. I do have respect for the fact that other people have lost out on the opportunity. But no thanks. I realised that what I can do is to make sure that I can give it more than my best and my everything. I don't know about the beauty and talent I have, that you mention, but I do I know about the hard work I have put in for all my films," expressed actor Janhvi Kapoor while promoting her film Good Luck Jerry on the B4U podcast Hear It Hear with Suchitra Pillai and Sudhi Sachdev. Janhvi also spoke about the Aanand L Rai produced film, directed by Sidharth Sengupta, Good Luck Jerry as to how she worked on her diction. "I started training for my diction and dialect, and there is a specific rhythm to the Bihar accent and it's so meetha. Once you tap into the rhythm it's difficult to get out of it. And then I was playing a girl from Bihar, in Punjab, amongst a gang, and I was the only girl in a group of thugs. They were all in character, and most technicians were also male. They did make me comfortable, but it does feel funny because there are these very sweaty groups of men whose job is to intimidate you. I was not allowed to go back into the van because my character never had such privileges. I suddenly realised that we actors have such privileges when everyone including the light dadas and others are sweating it out on the set," she added.

Actor Saqib wani thinks YOUTH OF KASHMIR has alot of potential

Actor Saqib bani has finished shooting for the second season of Apoorva Lakhia's espionage thriller series 'Crackdown 2'. He will be seen playing the negative character as "bilal" in the series. Saqib wani is an Indian film, Television actor and director. Saqib has done theatre workshops with Late Irfan Khan, late Om puri , Nashruddin

shah and Vijay Raaj. In 1998, Saqib wani started as a child artist with doordarshan serial 'ghar ki Dehleej'. Saqib wani did his television debut with crime petrol on sony Tv. Thereafter In 2014, he did Udaan with colors Tv. In 2019, Saqib wani bagged a negative role in Netflix series 'Bard of Blood' produced under Shah Rukh Khan's production banner Red Chillies Entertainment which was shot in India and Kazakhstan.

In addition to his acting career, Saqib wani Directed two music videos "Lolan" (2021) & "Zard" (2022) which were released by Zee music company. Lolana (2021) has 4.9 million views in an year. Both the music videos has been shot in kashmir and temprature was below 15'.

Actor Saqib wani will be seen in the second season of Apoorva Lakhia's espionage thriller series 'Crackdown 2'. He will seen playing as "bilal" in the series who is a 2nd negative lead. This series has been shot in Bangkok, Mumbai, jaisalmer & kashmir. "In past 24 years, lot of things has changed. Be it the techniques used in Action sequence or VFX and editing. Everything has been upgraded for good. Work has become easy" says Saqib Bani.



Saqib wani believes OTT platform has given the employment opportunities to alot of people especially during the lockdown. Saqib wani hails from Kashmir and his father always wanted him to become an IAS officer. His mom was very supportive. He lost his mom 2 years ago while he was shooting for the series. Being an actor he thinks "There should be more recques to be done in kashmir for shooting. Lot of the places in kashmir are unexplored. Kashmir has formed a New film policy which should be utilised by the entertainment industry. Youth of kashmir is very much inclined towards acting but due to lack of opportunities they are not able to make it happen. Kashmir has no theatre groups or academies for aspiring actors to learn.