

Significance of Shraadh

Shradh has been performed in our country since ancient times. We do this for our ancestors. This is a karma to be done with full faith. Although this has been done in our country for centuries, but nowadays it has become a tradition for some 25-30 years that our Indian young generation has started considering our every tradition as superstition and for this they are giving various reasons..Today's generation has become very suspicious. The rebellious nature of this generation has been reflected everywhere in every work. Today's generation is selfish and arrogant too. There is also a truth that what they do not understand, they start calling it a tradition, superstition or pretense. Otherwise also every person cannot understand everything with the same depth because sometimes the intellectual level can be more or less. They find it cheaper to eat Maggi, Pizza or Burger in big hotels, while a small expenditure done in Shradh seems expensive to them because their ego is hurt in that matter.

Parents who gave birth, brought up, made life, on being able, today's generation do not even feel ashamed to ask them what you want from us.

Today's generation must understand that the parents who have sacrificed their all to make the child livable, the child cannot have the ability or capability to return anything to those parents. The debt of the parents cannot be repaid even by serving them all their life. Paying respect to the living parents and serving them is as necessary as it is necessary to perform Shradh of all the ancestors who have died.

In our scriptures, these three types of loans have been told on every human being, Dev loan, Rishi loan and Pitra loan. Out of these, through Shradh Karma, we get a chance to get rid of the ancestral debt, so don't miss this opportunity.

Our ancestors are satisfied by taking a part of the bhog that is offered in performing Shradh. And being satisfied, they shower blessings on them who perform shradh, which helps in fulfillment of all our wishes. Not only the ancestors are satisfied with the performer of Shradh, but the elder members of the family also get happy and bless them. Shradh Karma continues for 15 days in the month of September and is performed on different dates on the selected date according to the death of their ancestors. On these days, the ancestors themselves are present and accept the offerings of Shradh. They are happy when they get the prasad and return disappointed if they do not receive so, hence family members are deprived of blessings. In Vishnu Purana, the simplest ways to perform Shradh have also been described which can be done in less time and less cost.

Just as we write the name and address on the letter and put it in the letter box, then it reaches the person to whom it has been sent, all the letters first reach the big post office, then from there they are divided into different sections, shipped to different places, just like that, in the same manner, when we do Shradh, then in whose name we do the shradh, in which ever birth they are, when we utter their names, then wherever that ancestor is, he gets Shradh. Whatever food we offer, the subtle part of it reaches the sun planet through the rays of it. From there it is again divided, in this order it reaches to the desired ancestor. When we feed a brahmin, the ancestors are subtly settled in the brahmin's body, then the brahmin eats the gross part of the food and the pitra receives the subtle part of it.. Even if the ancestors have gone into the animal's birth, the food offered by us is received by changing them in the form of their worthy food, just as Indian rupees sent abroad are received by the resident there in the form of dollars. If the ancestor has attained salvation, then also the one who performs Shradh gets his virtuous fruit as a return.

On the days of Shradh, we also feed cows and crows. Cow is believed to be the abode of all the three lokas, drinking whose milk we grow up, in the same way we also feed crows. It is in these days that the babies of crows need sufficient amount of nutrition so they get it in the form of prasad to grow. It is very important for these baby crows to survive because crows only are the birds that eat seeds of Peepal and Banyan trees. After eating those seeds go under process in their stomach. Then wherever crows leave their beets, Peepal and Banyan trees are planted. So without the co-operation of crows, trees like Peepal and Banyan cannot flourish on the earth, which is very essential for human life. Peepal is the tree which gives oxygen round the clock. Banyan Tree has various medicinal qualities. In this way, by performing Shradh Karma with devotion, we only get benefits in all respects.

-Sulekha Shrivastava

India's most iconic actors come together for Sooraj Barjatya's Uunchai

Weeks after breaking the internet with its first look, Uunchai now comes with its second poster. Touted to be 2022's biggest ensemble film, Uunchai will bring to screen eight of Indian cinema's veteran stars together for the first time! Headlined by Amitabh Bachchan, Anupam Kher, Boman Irani, Neena Gupta, Sarika and Parineeti Chopra, Uunchai also promises pivotal performances by Danny Denzongpa and Nafisa Ali Sodhi. This ambitious film is helmed by ace director Sooraj R. Barjatya and is slated to be a 11.11.22 release. In Uunchai's latest poster, Amitabh Bachchan, Anupam Kher and Boman Irani can be seen resting against an inscribed rock, taking a break from a challenging trek in the Himalayas. The mighty Mount Everest marks its presence in this poster as well. Friends can be seen eating home cooked food, hinting at the family film elements that fans have come to expect from Rajshri films. The tagline - 'Friendship was their only motivation' speaks for the visual, where the warmth of friendship is keeping spirits up in a challenging terrain, winds and snow. Uunchai's release coincides with 75 years of Rajshri Productions in the film industry. Produced by Kamal Kumar Barjatya, Late Rajkumar Barjatya and Ajit Kumar Barjatya of Rajshri, Uunchai is their 60th film production, and also marks their proud association with Mahaveer Jain of Mahaveer Jain Films and Natasha Malpani Oswal of Boundless Media for the very first time.



Road Safety Awareness Campaign in Rajasthan

Udaipur. Re-emphasizing the need for road safety awareness among the people to build a collision-free India, Honda Motorcycle and Scooter India's (HMSI) National Road Safety Awareness Campaign reaches Udaipur in Rajasthan.

The three-day camp at Government Meera Girls College in Udaipur witnessed spirited participation from over 2,500 girls and staff members who set out to imbibe the safe riding practices.

HMSI's road safety instructors utilized age-appropriate road safety learning programs to enhance the retention of road safety awareness among all.

Speaking on HMSI's commitment towards sensitizing India on road safety, Mr. Prabhu Nagaraj, Operating Officer - Brand & Communication,

Honda Motorcycle and Scooter India said, "Road safety education is essential for developing a road safety mindset. Continuing to further strengthen our commitment of building a safer India on roads, we have resumed our on-ground road safety training - National Road Safety Awareness Campaign.

With this campaign, we aim to cultivate the right road safety habits amongst the new and upcoming riders in understanding the importance of using the roads safely."

Honda's National Road Safety Awareness program made learning fun yet scientific through:

1. SCIENTIFICALLY DEvised LEARNING MODULE: Honda's skilled instructors set the foundation with the-



ory sessions on road signs & markings, driver's duties on road, riding gear & posture explanation and safe riding

etiquettes.

2. PRACTICAL LEARNING: A special training activity on Honda's virtual riding sim-

ulator was executed for all to experience over 100 possible dangers on road before actual riding.

3. INTERACTIVE SESSION: Participants were given danger prediction training known as Kiken Yosoku Training (KYT) which helps in enhancing rider/driver's sensitivity to danger and ensures safe driving action on roads.

4. EXISTING DRIVERS HONING RIDING SKILLS: Students & school staff members who are already existing riders tested & honed their riding skills through slow riding activities and riding on narrow

planks. 5. LEARNING IN A FUN WAY: To ensure that the young students could learn more about road safety, Honda also conducted fun educational activities like road safety games and quizzes on daily basis.

DealShare touches 20 million customers on 4th year Anniversary

Udaipur: DealShare, the fastest growing social e-commerce player, recently celebrated its 4th anniversary through various community led initiatives. In their illustrious journey, the company has completely revolutionized the purchase pattern and mindset of mass market customers, augmented the growth of local indigenous brands, enabled entrepreneurship and brought a paradigm shift in the e-tail ecosystem in India. The com-

pany achieved a new milestone of 20 million customer base who are predominantly first time internet users from tier 2 and tier 3 cities in India.

Sharing his views on the 4th year milestone, Mr. Vineet Rao, Founder & Chief Executive Officer, DealShare, said, "Four years ago, we started this company with a simple vision - to bring e-commerce to every Indian household via a social, gamified and fun-filled experience. With this solution,

we wanted all of India to shop for essentials online at optimal price points and thus increase their affordability.

I am pleased to see in a short span of 4 years, we have reached over 2 crore households, across 150+ towns in 10 states, fulfilling 4 lakh orders every day with a network of over 1000 community leaders under our program DealShareDost"

Sharing his views about the brand's growth vision, Mr.

Sourjyendu Medda, Founder and Chief Commercial Officer, DealShare, said, "In a short span of four years, we have created a positive impact on the Indian economy to bring about a change towards building exclusive Make in India brands, supporting the Government's vision. Our unique business model has optimized our supply chain efficiency and technology, thereby bringing manufacturers closer to end consumers"



SAHIL POONIA OF ZINC FOOTBALL WINS BEST GOALKEEPER AWARD

Udaipur: 16-year-old Sahil Poonia of Zinc Football Academy won the best goalkeeper award in his debut for India at the SAFF Under-17 Championship in Colombo, Sri Lanka.

Born in Ladwa village in Hisar, Haryana, Sahil Poonia registered two cleansheets, including one in the final against Nepal, out of the four matches he played in the tournament.

Sahil was rewarded with a call from the national camp following his eye-catching performances in Zinc Football



Academy's exposure tour at Goa back in April this year. He has certainly repaid the faith shown in him by national head coach Bibiano Fernandes.

Sahil's father Sandeep Poonia, a farmer and sole bread-earner of the family, was delighted after hearing the news of his son getting a chance to represent the country, which has been the ultimate dream of the whole family. Mr. Sandeep quoted: "I am extremely proud of Sahil as it was his dream to represent India. To go one step further and win the Best Goalkeeper award is an icing on the cake. His sheer hard work under the guidance of all the coaches and staff at Zinc Football Academy

has paid off. Special thanks to Hindustan Zinc for providing such a platform and opportunity for aspiring children like Sahil."

Zinc Football is a CSR initiative of Vedanta Hindustan Zinc to usher in a footballing revolution in Rajasthan. It is a one-of-its-kind grassroots development programme using football as a tool for social and community development and ensuring young kids have a platform to express themselves through football.

"Prabha't Samgiita", a journey from physical to spiritual world - Pradyumn Narayan Singh

Udaipur: The third virtual talk of the Prabha't Samgiita Week which is being celebrated from 11th to 18th September by Society for Microvita Research and Integrated Medicine (SMRIM) and Renaissance Universal (RU), Udaipur was held on Friday, 16th September, 2022.

The program started with playing of Prabhat Samgiita no. 4505 'E Gan Amar Jeevan Ananda Dhara'. Then President SMRIM & RU, Dr S K Verma introduced the Keynote speaker, Shrii Pradyumn Narayan Singh from Purnea, Bihar who served Ranchi University as a lecturer of Anthropology for many years.

Shrii Pradyumn Narayan Singh shared his life's experiences with Prabhat Samgiita. He said that Prabhat Samgiita (PS) takes one from the physical world to the spiritual world. PS is a precious gift given by Shrii P. R. Sarkar whose background was prepared decades ago before 14 September 1982 when the first PS was given. He served as secretary of Aungika Society

and sung a PS in Aungika 'Tora vaaste Hamra Prabhu' which was given in Raag Bageshri and explains the feelings of a spiritual aspirant when Supreme being arrives, then all the darkness of life has gone just as a full moon light. He said that if feelings of devotee are like 'Radha' then Lord is compelled to arrive and the relationship between a devotee and Lord is just like two sides of a paper. Further, he emphasized that PS is an eternal flow of love which will sustain for eras to come and depicts each and every emotion as a dialogue between a spiritual aspirant and his beloved Lord. Moderator of the program, Dr. Vartika Jain, Secretary, SMRIM told that this series of virtual talks are

being arranged on the occasion of 40th Anniversary of Prabha't Samgiita (1982-2022) which was composed by Shrii Prabhat Ranjan Sarkar in a very short span of 8 years and 36 days. In the end, a ques-



tion and answer session was held. After that, Dr Verma proposed a vote of thanks to the keynote speaker, all the participants, and the entire organizing team. The program was smoothly conducted on Zoom platform with live streaming on YouTube.

India's two doctor sisters Dr. Smita Joshi and Dr. Shukla Rawal honored in America

New Delhi: Two Indian doctor sisters, Dr. Smita Joshi and Dr. Shukla Rawal were awarded the global level for type 1 diabetes in children and breast cancer in women at the Amrit Mahotsav celebrations organized by NRIs at the historic Capitol Hill in the US capital Washington DC.



Both sisters were awarded for running public awareness campaigns and for the remarkable work of social service and health services in tribal areas of Gujarat. The sisters dedicated the award to their grandfather Late Dr. Vasudevabhai J. Rawal, father, Dr. Anilbhai Rawal, and their mother, who taught them to "return a part of what they earn in life back to the society also." India's Ambassador to the US Taranjit Singh Sandhu, Martin Luther King's nephew, Dr. Jaswant Bhai Patel, President of the Organizing Committee and Vice President Ashok Bhatt, and representatives of more than 75 Indian organizations in the USA were present. Mansukhbhai Mandaviya, the Union Minister of Health and Family Welfare of India, also joined the mega event through Zoom. He informed about the message given by Prime Minister Narendrabhai Modi on the Amrit Mahotsav of Independence and also conveyed his best wishes for the event's success.

Shradha Rani Sharma to shine in 'Garba' of Navratri in Surat and Vadodara

Film Celebrity Shradha Rani Sharma is getting a lot of offers as a guest in the Garba programs in Navratri these days, out of which she has agreed to participate in the program of Surat and Vadodara in Gujarat and talks are going on in some places. Due to which she is going to have a very busy schedule in Navratri. Regarding this, Shradha Sharma Says, "It is the grace of Durga Maa that in Navratri, I am invited as a guest in many programs. Now two places have been finalized and many places will be finalized soon."

Regarding the festival of Navratri, Shradha says, "Nine days in Navratri, all the goddesses are worshipped. Through this women power is told all over the world. The culture and civilization of our country is shown through this festival that Woman is also powerful and always becomes the reason for the destruction of the world. Therefore, she should be respected. Happy Navratri to all. Jai Mata Di."

