

Mission 2030: Paving the Way for Rajasthan's Progress

In pursuit of the vision to position Rajasthan as a leading state in India by the year 2030, Chief Minister Shri Ashok Gehlot inaugurated the Mission 2030 dialogue program on Tuesday. The event, held at Jaipur's Birla Auditorium, aimed to foster discussions for the state's future. During this insightful gathering, the Chief Minister engaged in video conferences with young individuals from diverse districts, inviting their valuable suggestions on shaping Rajasthan's trajectory by 2030.

The pivotal announcement of the event came in response to a fervent plea from a young woman hailing from Udaipur. Chief Minister Shri Gehlot, attentive to the voice of the youth, declared the elevation of Meera Girls' College in Udaipur to a postgraduate institution. The Higher Education Department promptly set the wheels in motion by issuing the necessary orders to facilitate this transformation. The Mission 2030 program, a venture aimed at propelling progress tenfold, found its stage at the Mohanlal Sukhadia Rangmanch under the aegis of District Collector Arvind Poswal. The chief guest for this district-level Nagar Nigam event was Jagdishraj Shrimaali, the Deputy Chairman of Shram Salakhkar Board (akin to a State Minister rank). Meanwhile, the state-level program held at Jaipur's Birla Auditorium was broadcasted live. During this segment, Chief Minister Gehlot interacted with youth from various districts, including Udaipur, fostering a participatory approach to envisioning progress.

Among the young voices, Jinal Soni, a student of Meera Girls' College, Udaipur, shared her aspirational vision during the event. She envisioned Rajasthan as a state that champions women's causes by 2030, offering them unfettered access to education, employment opportunities, and comprehensive rights. Jinal, a B.Sc. student, expressed her desire to pursue M.Sc. within her own college but noted the absence of postgraduate courses. In a heartening response, Chief Minister Shri Gehlot apprised her of the ongoing governmental initiatives for women's empowerment and then proceeded to announce the elevation of Meera Girls' College to postgraduate status. This announcement was met with resounding applause, resonating with the audience's enthusiasm. Furthermore, Chief Minister Gehlot engaged in dialogue with Vishakha Sharma, a student of Meera Girls' College and an NCC cadet. Vishakha passionately expressed her goal of making Rajasthan the safest haven for women globally by 2030. Responding thoughtfully, the Chief Minister highlighted the ongoing special campaigns against criminals and wrongdoers. He revealed that more than 300 offenders had been apprehended in the preceding 15 days, underscoring the state's commitment to safety and security. The Mission 2030 dialogue program serves as a robust platform for collaborative development and paints a promising picture of Rajasthan's future progress.

Editorial

Sojatia Jewelers Introduces Fixed Price Category

Udaipur: It is often seen that customers have doubts about the making charges of jewelry. To address this issue, Sojatia Jewelers has introduced a Fixed fixed-price showroom. Dr. Mahendra Sojatia, Director of Sojatia Jewelers, explained that they have employed various scientific cost accounting techniques for thousands of jewelry designs available at Sojatia Jewelers to eliminate this uncertainty. These techniques include process costing, unit casting, and more, which determine the accurate manufacturing cost of each piece of jewelry, allowing for an appropriate profit margin to be added to the making charges. This fixed-making charge will undoubtedly be reasonable for customers. It has been determined by considering all direct and indirect expenses. Customers will no longer need to bargain for making charges, and Sojatia Jewelers has now become a part of the Fixed Price Showroom category.



Dr. Mahendra Sojatia highlighted that fixed charges are in customers' best interest, providing them with peace of mind during their purchases. He mentioned that all jewelry available in their store is hallmarked and HUI-certified. Dr. Dhruv Sojatia revealed that until August 31, the ongoing Sojatia Jewelers First Edition offers customers the opportunity to explore an exceptional designer collection.

Addressing Current Challenges for New Investments : Sanjay Singhal"

A consultation camp named "Rajasthan Mission 2030" was organized by the Udaipur Chamber of Commerce and Industry at the P.P. Singhal Auditorium. The event was attended by officials from the Industries and Commerce Department, RICO Limited, Mines, Geology, and Petroleum Department, and Commercial Tax Department. Sanjay Singhal, the President of UCCI, addressed the gathering, stressing the importance of suggestions from the business community for the upcoming "Rajasthan Mission 2030." He emphasized that while efforts are being made to attract investments for new industries under the Rajasthan Mission 2030, equal attention should also be given to resolving long-pending issues in order to prevent the emergence of new challenges. Currently, an industry requires around 300 different permissions to operate.

To facilitate businesses, there is an endeavor to reduce this number to around 30. Additionally, there is a need to align the educational system with the industry's requirements to ensure that graduates can directly enter the workforce. With a population of approximately six to seven lakh, including migrants, Udaipur requires an infrastructure development aligned with the projected needs of 2030, including water, electricity, and green spaces. Sanjay Singhal urged all government departments related to industries to collaborate and draft a collective plan for the year 2030. The program was attended by the Additional Chief Secretary, Mr. Vasudev Malavat, Director of Industries and Commerce Department, Mr. R.K. Ameria, Director of Mines and Geology Department, Mr. Sandesh Nayak, and others. They highlighted the achievements of the state government over the past four years.

Awards Presented in Memory of Legends of Rajasthan Cinema

Rajasthan Cinema Festival Domination of Baahubali in Award Show, Eight Awards Including Best Film and Best Actor Amitabh Bachchan

The night of Thursday remained special for Rajasthan cinema lovers in Lake City.

The vibrant awards ceremony of the 2023 Rajasthan Cinema Festival continued until late at night, honoring stars in 24 categories with a colorful array of awards, in memory of legends. Lalji Kalandar, Nadaaniyan, Baahubali, along with the national award-winning Turtles, were part of the ceremony, receiving special recognition from the jury. Baahubali won eight awards including Best Movie and Best Hero Amitabh Bachchan.

As a tribute to the legends, Ameen Sabri received the Kalasangam honor, Kshitij Kumar was awarded the Lifetime Achievement, and

M.D. Sony received the Cinema Research Award. In memory of the late Shraavan Jain, the Best Album Award was initiated for the first time, awarded to singer Manisha Saini. The event was organized jointly by the Department of Tourism, Art and Culture, Rajasthan Film Development Association, Hindustan Zinc, and M Square Productions and Events, under the collective supervision of these entities, to promote the Rajasthan Film Tourism Promotion Policy and uplift Rajasthan cinema.

The festival was inaugurated by lighting lamps by the dignitaries. Awards were presented to winners by Maharana Pratap Museum's founder Mohanlal Shrimalli, Deputy Chairman of the State Minister and Labor Development Welfare Board Jagdish Raj Shrimalli, Tribal Commissioner Tarachand Meena, Serv Girl Brand Ambassador Devyani Katara, Historian



Chandrashekhar Sharma, and renowned personalities of Rajasthan cinema.

'Mewad Ri Sonhdi Mitti' Filled with Enthusiasm

The spectacular cultural performances of Rajasthan cinema stars left the audience mesmerized. The performance of Sufi singer Ameen Sabri, the powerful portrayal of 'Mewad Ri Sonhdi Mitti Mein Janmyo Rana Pratap Athai' by Sanjay Rajzada in honor of Maharana Pratap, and Manisha Saini's rendition of 'Padosan Le Gayi Re' garnered thunderous applause from the audience.

Here's a list of the award-winning individuals:

- I Am Kanno Smriti
- Excellent Editing Award - Shailendra Singh
- Dhanraj Dadhich Smriti
- Excellent Cinematography Award - Baljeet Goswami
- Mahendra Kapoor Smriti
- Excellent Parshva Gayak Award - Sanjay Ray Jada
- Pandit Gauri Shankar Smriti
- Excellent Dance Direction Award - Kiran Kumar Kohli
- Sarita Devi Excellent Character Actress Award - Jigyasa Yaduvanshi
- Suraj Dadhich Smriti

Excellent Writing Award - Rahul Verma
- Manak Lal Jalan Smriti
Film Distributor Award - Shatrughan Pareek
- Pran Sikand Smriti
Excellent Character Actor Award - Shivraj Gurjar
- Ramraj Nahata Smriti
Media Award - Ajay Mishra, Anurag Trivedi, Urukum Sharma, and Rudresh Sharma
- Pandit Shivram Smriti
Excellent Music Direction Award - Nizam Khan
- Shraavan Jain Smriti
Excellent Video Album Production Award - Manisha Saini
- Jaymala Smriti
Excellent Actress Award - Pari Sharma and Gauri Vanakhare
- Mahipal Smriti
Excellent Actor Award - Amitabh Tiwari
- Pratham Padaarpan Naayika Award - Vani Dinesh
- Mani Bhai Vyasa Smriti
Director Award - Amit Ojha
- Pandit Indra Smriti
Lifetime Achievement Award - Kshitij

Kumar
- Fareed Sabri Smriti
Melodious Music Award - Ameen Sabri
- Jugla Parihar Smriti
Cinema Research Award - M.D. Sony
- B.K. Adarsh Smriti
Excellent Producer Award - Manoj Yadav and Rahul Varma
- G.P. Kapoor Smriti
Film Award - Baahubali
- Technical Work Coordination Award - Neeraj Khandelwal
- Dr. Jagmohan Moondra Smriti
Excellent Art Film Award - Turtles
Those Present Actors Raj Jangid, Shraavan Sagar, Balveer Rathore, Choreographer Nataraj Saini, Anchor Didi Gupta, Actresses Usha Jain, Neha Shree, Pratishtha Thakur, Producers Ajay Tiwari, Ashok Singh Shaktawat, and other artists, filmmakers, and technicians associated with Rajasthan cinema were present at the event.

Toyota Kirloskar Motor offers 5Years of Complimentary Roadside Assistance Program



Udaipur : Toyota Kirloskar Motor (TKM) takes yet another remarkable step towards enhancing customer satisfaction and providing unparalleled peace of mind with complimentary Roadside Assistance Program for 5 years from the date of purchase of a new vehicle. This pioneering initiative reaffirms Toyota's commitment to ensuring a seamless

ownership experience for its valued customers. This RSA package is not just about breakdown support; it aims at providing assurance, convenience, and a sense of security to every Toyota owner. Over the years, customers have been appreciative of not only the products but also Toyota's world-class Quality, Durability and Reliability (QDR) in service offerings covering timely and unmatched roadside assistance, thereby underlining the company's relentless pursuit of enriching customer experience. Launched in 2010, the RSA Program has been an integral part of TKM's customer-centric approach, offering immedi-

ate roadside assistance support to the esteemed customers, during their emergency needs. As a part of the new vehicle package, this service covers a range of essential features, including vehicle breakdown and accident related vehicle towing support (e.g. during vehicle non-drivable condition, roadside service team helps with timely movement of such vehicle to nearest dealership to address the vehicle issues), jump start for dead batteries, tire puncture repairs, assistance in case of low fuel level condition or vehicle key issues as well as arranging taxis for distances up to 50 kilometers.

Mr. Atul Sood, Vice President - Sales and Strategic Marketing of Toyota Kirloskar Motor said, "We are thrilled to enhance the Roadside

Assistance Program for 5-years (from the date of purchase of a new vehicle) at no extra cost to the customers, as a testament to Toyota's unwavering commitment to our valued customers. At Toyota Kirloskar Motor, we firmly believe that our relationship with our customers goes beyond offering products and services—it is about creating an experience that is seamless, convenient, and reassuring throughout the ownership period. With complimentary RSA program for longer duration of 5 years, we are setting new industry standards, further enhancing our high-quality services and timely assistance. This comprehensive RSA coverage resonates with our core values of innovation, customer-centricity, and exceeding our valued customer expectations.

"Chambal Boy Ravi Yadav to Debut in Bhojpuri Megamovie ' Neelkanth '"

Famous Bhojpuri actor known as the "Chambal Boy," Ravi Yadav, is all set to showcase his new avatar in the much-awaited film "Neelkanth." The shooting for the film has been completed, and the post-production work is in full swing in Lucknow, Uttar Pradesh. Sources suggest that "Neelkanth" is expected to be one of the biggest-budget Bhojpuri films made in the industry to date, with the production company investing several crores in its making. This film could potentially be a game-changer in the industry. Under the banner of Yash and Raj Entertainment, the Bhojpuri film "Neelkanth" shooting took place in various locations in and around Lucknow. Chambal Boy Ravi Yadav and actress Aanchal Pandey play the lead roles in the film. This marks Aanchal Pandey's debut in the Bhojpuri film industry, after previously working in films of other languages. This opportunity to showcase talent under such a prominent label is an incredible chance for her. "Neelkanth" is a high-budget Bhojpuri film in which Ravi Yadav plays multiple shades of characters, a challenge he has tackled with honesty and dedication.

The producer of the film is Rakesh Singh from Yash and Raj Entertainment. The film is directed by Ramdheen Choudhary, with Sahil Ansari as the Director of Photography and Vivek Thapa as the choreographer. During discussions about the film, Ravi Yadav expressed his gratitude for the support provided by the Uttar Pradesh government during the shooting, and he praised the positive attitude of the current government towards filmmaking. This approach has encouraged other filmmakers to come to the state to shoot their films. The subsidies provided by the government have changed the dynamics for filmmakers, both big and small. Ravi Yadav is excited about the release of "Neelkanth" and has high hopes for its success. He has also received offers for other projects while making this film and plans to get busy with them after completing his commitments for "Neelkanth."

YoBykes soon to launch its high-speed electric scooter and Bike

YoBykes, a visionary player in the electric vehicle (EV) industry, makes a comeback to redefine the landscape of Indian transportation with the scheduled launch of its cutting-edge High-Speed Electric Scooter and Electric Bike. With more than one lakh happy customers, the company has proven being the most trusted e-bike company together with the badge of largest selling electric vehicle manufacturer in the country.

Under the visionary leadership of Managing Director Shailesh Bhandari, YoBykes aims to provide hassle-free and eco-friendly transportation solutions to Indian consumers. With a steadfast commitment to ease of mobility and affordability, YoBykes embarks on a mission to reduce the nation's dependence on fossil fuels and curb the alarming pollution levels caused by traditional automobiles. An in-house R&D facility further gives YoBykes a competitive advantage in the electric mobility space.

Recognizing the urgency of addressing environmental concerns, YoBykes conceptualized its mission in the year 2000. The company subsequently assembled a team of industry stalwarts and established a state-of-the-art research and development facility in India in 2006, ushering in a new era for the Indian Automobile Industry. To reach out to our customers, YoBykes, have a wide network of dealers at

strategic locations across India helping it to serve their requirement including delivering quick after sales services

Reflecting on their journey, Shailesh Bhandari, Managing Director, YoBykes stated, "We have relentlessly pursued our vision for over two decades. We initiated awareness campaigns to educate the masses about the benefits of electric vehicles, and today, after 17 years, our steadfast efforts have positioned us as trendsetters. Even now, major players are striving to achieve the market penetration that we achieved nearly two decades ago."

As YoBykes looks to the future, the company remains committed to innovation and technological advancement. "Our plans include the activation of all our dealers with the introduction of newer technologies," the company said in a statement. With a state-of-the-art Research and Development centre already in place, YoBykes is poised to launch a new range of high-speed scooters and motorcycles in the near future.

The brand's remarkable achievements have not gone unnoticed on the global stage. YoBykes has received an invitation to lead the development of the EV business in the African Subcontinent, showcasing its industry prowess and innovation. In addition, the company's dedication to delivering on its promises is evident in its record of completing all orders ahead of schedule. With the electric vehicle revolution gaining momentum worldwide, YoBykes is poised to continue its legacy as a true pioneer in the industry.

The three-day

Malhar Festival commenced at Shilpgram

Udaipur: With a captivating start by the Tabla Tandav performance. This event, which seamlessly combined vocal, instrumental, and dance performances, left the audience enthralled. Organized by the Western Region Cultural Center, Udaipur, the festival featured renowned artists from various genres.

On the first day, Pt. Kalinath Mishra and his ensemble of 17 artists set the stage with the Tabla Tandav, a unique fusion of tabla and dance. This mesmerizing performance, directed by Kiran Soni Gupta, the director of the Western Region Cultural Center, showcased the rhythmic brilliance of Pt. Kalinath Mishra. The performance included elements like "Banaras Ka Uthan" in three taals, displaying the grace of rhythm, and more, which captivated the audience.

Following this was a Kathak presentation showcasing the fusion of South Indian Midangam and Western drums. Anand Tandav, Shiv Tandav, and Krishna Tandav joyfully filled the audience. Rajkumar Sodha, a noted Bollywood artist, enthralled the audience with his skillful saxophone performance. Pt. Kalinath Mishra's rendition of Megh Malhar, accompanied by various instruments, left everyone spellbound.

The event also featured a presentation of Rajasthan Mand music with the Sound of Color Music. The program beautifully blended Tabla and Kathak. The evening saw soulful rendi-

tions of traditional songs like "Chhaap Tilak" and "Mohe Naina Milaie." The event concluded with the patriotic song "Vande Mataram," leaving a sense of pride and reverence.

The program began with a ceremonial lighting of the lamp by distinguished artists, and at the end of the event, the artists were honored with a mural art portfolio. Kiran Bala Kiran and other key figures managed the event smoothly. The performances were a collaboration of various artists and instrumentalists. Pt. Kalinath Mishra led the Tabla Tandav, accompanied by tabla, dholak, and kohan players. Other performers included Satyaprakash, Avinash, Hemant, and Sohan on percussion instruments, Dakshinamurti on midrangam, Hemant on pakhawaj, Prathamesh on drums, Rajkumar Sodha on saxophone, Vaibhav Mankad on vocals, Mandviya Arpit on sarangi, Alka Gurjar on sitar, and Devu Khan on khaddaal. Dr. Khushboo Panchal, Ritu Panwar, Bichitra Mukhopadhyay, and Pranjal presented the Kathak dance performance. The second day of the Malhar Festival showcased a convergence of various classical dance styles from across the country. The event featured 28 artists performing Kuchipudi, Bharatanatyam, Manipuri, Kathak, Sattriya, Odissi, and Mohiniattam. These classical dance forms were directed by Guru Vanashree Rao, who had received the Sangeet Natak Akademi Award. Kiran Soni Gupta, the director of the Cultural Center, mentioned that witnessing the convergence of these dance styles would be a thrilling experience. The event was open to the public and occurred in Shilpgram's Darpan Auditorium at 7:00 PM.