

BJP's Sweeping Victory: A Strategic Triumph

The recent triumphant sweep of the Hindi heartland states – Rajasthan, Madhya Pradesh, and Chhattisgarh – by the BJP has positioned the party and Prime Minister Narendra Modi strongly for the upcoming 2024 Lok Sabha elections. This resounding success not only thwarted anti-incumbency in Madhya Pradesh but also saw the BJP wrestling Rajasthan and Chhattisgarh from the Congress. The setback in these key states has significantly weakened the Congress's standing as the leading force in the opposition bloc. However, the party finds solace in its remarkable victory in Telangana, where it defeated the ruling Bharat Rashtira Samithi.

Editorial

Chhattisgarh's outcome stands out as a pleasant surprise for the BJP, having strategically targeted Chief Minister Bhupesh Baghel over alleged corruption and favoritism. Despite Baghel's anticipated second successive victory, the BJP's tactics upset the electoral dynamics. The saffron party's reliance on Prime Minister Modi's assurances proved successful in Chhattisgarh, as well as in Rajasthan and Madhya Pradesh. Conversely, the Congress's emphasis on caste politics failed to resonate. The internal strife between Ashok Gehlot and Sachin Pilot proved costly in Rajasthan, and the party has struggled to recover from the setbacks in Madhya Pradesh – Jyotiraditya Scindia's defection to the BJP and the collapse of the Kamal Nath government in 2020.

While the Congress emerged victorious in the 2018 Assembly elections in these three states, the landscape shifted significantly in the 2019 Lok Sabha polls. The BJP must resist overinterpreting state-level trends as national indicators. For the Congress, it's back to the drawing board. The party must acknowledge that expanding its presence in South India, exemplified by its victory in Karnataka earlier this year, does not suffice to present a formidable challenge to the Modi juggernaut in the upcoming parliamentary battle, a mere five months away. Similarly, it is an uphill task for the opposition bloc, INDIA, to regroup and offer voters a credible alternative to the BJP.

Pawan Singh Makes Explosive Comeback with "Sun Meri Lollipop" on Yashi Films!



Pawan Singh, renowned for his blockbuster hit "Lollipop," has made a dazzling return after a considerable hiatus. The iconic song continues to resonate worldwide, and it played a pivotal role in establishing Pawan Singh as a brand in the music industry. Now, after a prolonged interval, Pawan Singh is back with a rap, rekindling the magic of "Lollipop." The release of

this new track has garnered millions of views within a short span, hinting at the possibility of surpassing previous records.

Pawan Singh's musical journey has taken an exciting turn, and the audience is warmly embracing his new vibe. His dynamic shift in style, evident in "Sun Meri Lollipop," is receiving widespread appreciation. The song introduces a unique rap element, adding grandeur to its overall composition. Pawan Singh, known as the power star, brings a party mood to his music, and if the track becomes viral, it's poised to achieve considerable success. Crafted by lyricist Chhotu Yadav and composed by the renowned musician Rajnish Mishra, "Sun Meri Lollipop" is elevated to new heights with Pawan Singh and Shweta Sharma's impactful vocals. Yashi Films, a prominent channel in the Bhojpuri film industry, has strategically released the song on its YouTube channel, further amplifying its reach.

Content Presented by: Yashi Films

HDFC Bank's Parivartan Empowers Women-led Households for Sustainable Livelihoods

Udaipur: HDFC Bank, through its CSR brand Parivartan, has launched a transformative initiative aiming to uplift women-led households across multiple states in rural India. The project aims at states including Jharkhand, Rajasthan, Assam, Tripura, and Meghalaya. The Bank has collaborated with TheNudge for the initiative. The program's primary objective is to provide skill training and livelihood enhancement opportunities to women-led households, fostering sustainable income generation. Through this initiative, the aim is to empower these households to secure a minimum annual income of Rs. 10,000 per household, thereby driving economic independence and stability in rural communities. "The initiative, named the 'The End Ultra Poverty Program', is a testament to HDFC Bank's commitment to empowering women-led households by providing them with the necessary tools and resources to become financially self-sufficient. We believe that economic empowerment of women is pivotal in driving inclusive growth and fostering sustainable development in our communities," said Ms. Nusrat Pathan, Head of CSR at HDFC Bank.

In the initial phase, the project targets increasing incomes for over 14,000 women-led households in the specified states within the first year. The initiative is set to run from April 1, 2023, to March 31, 2027. This transformative intervention utilizes the Graduation Approach, a meticulously structured program designed to empower women, build their agency, and enhance their resilience within a specified timeframe. By improving food security, income levels, asset ownership, and facilitating access to credit and social protection, the program aims to create lasting positive impacts for these women-led households. The HDFC Bank Parivartan's partnership with TheNudge signifies a concerted effort to address economic disparities and empower marginalized communities, particularly women, to chart a path toward sustainable livelihoods and financial well-being.

Plastic Waste-Free City : Udaipur Aims to Become India's Role Model

Udaipur: "Plastic is an extremely useful material, but the ever-increasing quantity of plastic waste poses a significant problem. If we can recycle it and reintegrate it into use, we can mitigate this issue. Creating awareness for recycling is essential," stated Mr. Vasudev Malavat, Municipal Commissioner, during a consultative meeting with startup representatives on plastic waste recycling. Organized by the Udaipur Industrial Waste Management and Research Center, in collaboration with the Udaipur Chamber of Commerce and Industry and with support from 'Finiloop,' a discussion was held with startup representatives at the

Pyrotech TempSense Hall of the UCCI building on "Startup Initiatives for Plastic Waste Elimination."

At the commencement of the program, Mr. Sanjay Singhal, Chairman, welcomed everyone, expressing full commitment to Udaipur becoming a plastic waste-free city with cooperation from the UCCI. He emphasized the need to generate awareness among the citizens of Udaipur for making the city plastic-free.

Mr. Vasudev Malavat, Municipal Commissioner of Udaipur, urged Udaipur to become a role model for the country as a plastic waste-free city. He called for collaborative efforts between the municipal



corporation and the private sector to achieve this goal.

Mr. Saurabh Agnihotri, Chief of Operations at Finisher Society, welcomed startup representatives to the program. Additionally, Mr. Anupam Nidhi

from Hindustan Zinc Limited highlighted the necessity of plastic waste recycling programs and encouraged the participation of the youth.

Mr. Ajay Batra from Aspire Lab introduced the committee

members, and in the technical session, representatives from various startups discussed the recycling of plastic waste for reuse.

In the second session, Mr. Jeroan Ilagose, Ms. Van Hei

Berg, Mr. Abhinav Ramaria, and Mr. Saurabh Agnihotri informed participants about the city's plastic waste management and regulatory updates. Dr. Sakshi Jain, Administrative Officer, presented on opportunities and challenges in plastic waste management. The program also saw insights from Dr. Anshu Kothari, Senior Vice President of UCCI, Mr. Ankit Garg from IIM-Udaipur, and Mr. Vinay Rath from Tie-Udaipur. The event aimed to foster collaboration between the municipal corporation and private entities to make Udaipur a plastic waste-free city, setting an example for the rest of the country.

Akshay Kumar recently sponsored and hosted MMA

Tournament in Surat, Gujarat, from November 26th to 29th. This four-day event marked Akshay Kumar's 15th international Kudo tournament, standing out as a special sports tournament that has been hosted by athletes for the past 15 years. The tournament showcased Kumar's commitment to the sport by providing free facilities for food, training, and participation, highlighting his serious dedication to Kudo.

In recent years, Kudo has gained recognition from the Indian government and the Ministry of Youth Affairs and Sports. Participants in Kudo tournaments have earned eligibility for 3% sports quota reservation in government jobs. Notably, Akshay Kumar led the event, emphasizing



that it not only showcases the skills of Kudo athletes but also reflects his commitment to empowering them. Privileged individuals who aspire to excel in martial arts were particularly encouraged by Kumar's involvement. Gujarat's Home Minister and Sports State Minister, Shri Harsh Sanghavi, attended the event, com-

mending Akshay Kumar's dedication to promoting martial arts. Bollywood actress Disha Patani was also present, expressing her admiration for Akshay Kumar's stunts and stating that participating in the event was a dream come true.

It's worth noting that India has become the third-largest practicing country for Kudo on a global scale, following Russia and Japan. The tournament featured participants from all 38 states and union territories of India, showcasing widespread enthusiasm for sports throughout the country. As Kudo continues to progress in India, Akshay Kumar's organized events contribute to a promising future for the world of martial arts.

Akshay Kumar has been

actively involved in Kudo tournaments for the past 15 years, consistently boosting the morale of athletes from various corners of the country. Additionally, he sponsors training camps in Thailand for athletes, enhancing their skills and preparing them for future challenges. Akshay Kumar sees martial arts, especially Kudo, not just as a physical strength-related discipline but as an art that requires discipline, focus, and continuous excellence.

In his words, "Where I am today is because of martial arts, and I feel honored to contribute to the development of Kudo in India, to make athletes realize their full potential, and to empower them."

Presentation by: Kali Das Pandey

Jharkhand-Rooted Film "Mere Saathi Mere Pyaar" Ready for Premiere

The upcoming Hindi feature film "Mere Saathi Mere Pyaar," produced under the banner of Shivam Parvati Arts Creations, is set to captivate audiences soon. Tied to the enchanting landscapes of Bihar and Jharkhand, the film boasts a stellar cast and crew, including producers Sapna Das, Suresh Mahato, and Anand Rai, lyricist Indal Pandit, music composer Neetesh Nirala, choreographers Ashok Maity and Ganesh Akshat, action master Navin, production designer Ramesh Sinha, and cinematographer Kamal. Presented by Jayram Prasad and Gopal Chandra Gop, the family-centric film unfolds its narrative from rural settings to urban life. The story revolves around Anand Birju, played by Vikas Kumar, who, along with his wife Gauri, played by Shweta Sharma, adopts the orphaned Sneha. Sneha,

unlike the neighboring women, fails to comprehend the intricacies of relationships. Meanwhile, Ravi, from the same village, becomes enamored with Birju. The film delves into how Birju saves himself and his loved ones, unraveling the mystery behind his resilience. What sets this film apart is its Jharkhand roots, with its producers, director, and writer Ajay Veerendra Sah having strong connections to Hazaribagh and Ranchi in Jharkhand. The main cast includes Vikas Kumar, Shweta Sharma, Sachin Kumar, Gopal Chandra Gop, Veerendra Chauhan, Seema Goswami, Hemlata Sharma, Vikash Kumar Bittu, Anshu, Seema Gupta, Renu, Ashok Kumar, Roshan Kumar, and Nivas Kumar, along with item girl Gudiya Yadav.

Presented by: Kali Das Pandey

Manforce Condoms collaborates with SAATHII

New Delhi: Marking the occasion of World AIDS Day, Manforce Condoms India's No.1 Condom Brand from the house of Mankind Pharma launched the #SafeTiesToSaveLives campaign in collaboration with SAATHII NGO, supporting the country's pledge to eliminate HIV/AIDS by 2030. The brand joined forces with SAATHII to create awareness around the sensitive issue of HIV/AIDS.

Abiding by the theme of 'Let Communities Lead,' the entire campaign was devised with the purpose of establishing a strong lifelong relationship with the communities to help them save numerous lives with valuable information. Conversations around HIV/AIDS are considered still a taboo in our society, which offers resistance to achieving the goal of ending AIDS as a public health threat in the country. Considering the gravity of the situation, community-led initiatives play a crucial role in enlightening the masses about the nuances of the infection (HIV) and disease (AIDS). In the process, the brand aspires to normalize conversations around safe sex to get rid of the prejudice harbored by people.

Towards achieving the noble cause, Manforce Condoms, in collaboration with SAATHII, is organizing on-ground activities as part of the campaign to build a strong connection with the communities. The activities were directed to encourage and improve access to family planning counseling and services for women living with HIV. Aimed at fostering trust, innovating, and ensuring service implementation among communities living with, at risk of, or affected by HIV, the entire initiative was focused on empowering the vulnerable group. To amplify the message, the activity has begun in a few cities and will be conducted in 50 districts to inculcate awareness among the masses.

To ensure a better reception of messaging amongst the audience, IEC kits are being distributed to sensitize the community on the importance of family planning, healthy living with HIV, and rights to PLHIV in reference to the HIV/AIDS Act 2017. At the same time, felicitation programs are being organized to commemorate and acknowledge the efforts of women community leaders in providing services to HIV+ pregnant women.

Speaking on the occasion, Mr. Rajeev Juneja, Vice Chairman & Managing Director at Mankind Pharma Ltd. said, "To witness a change in the world, it is very important to bring about a change in the communities as it forms an essential part of society. Along similar lines, to bring about a positive change in the perception of people around sensitive issues such as HIV/AIDS, it is imperative to drive awareness at the grassroots level to steer them clear of any prejudice related to the disease. Along with this, such initiatives help empower the affected communities to stay abreast of their rights to live a responsible and respectful life." Elaborating on the same, Dr. Sathish Kumar, Country Director at SAATHII said, "We have observed that in several situations, People Living with HIV are unaware of their legal rights and also lack the information needed to plan their family. To support them get access to a quality life, it is important to conduct such on-ground activities at regular intervals to shape the change we expect to see in society."

To maximize the message's reach, the campaign video was made live across social media platforms. This was in perfect confluence to establish an irrevocable bond with the audience to foster a progressive society.

Chandani Singh Takes Charge Against Those Refusing to Reform

In a recent incident, Bhojpuri film actress Chandani Singh showcased her assertiveness by taking a stand against individuals who adamantly declared, "Hum Nahin Sudhareenge" (We won't reform). Despite attempts to dissuade them verbally, Singh took matters into her own hands, symbolically lifting them collectively and leading them towards a path of rectification.

The first look poster of the film "Hum Nahin Sudhareenge" was unveiled by Anand Rungta Film Productions, featuring Chandani Singh prominently lifting her co-stars in a unique and impactful concept. The poster captures various facial expressions of the cast, conveying a range of emotions from smiles to subtle intrigue.

Anand Rungta, the film's producer, emphasized the importance of originality and uniqueness in their approach to the film's promotional material. Director Sunil Manjhi expressed that the film's concept is unique, and the first look poster aims to reflect that distinctiveness.

The movie, directed by Sunil Manjhi, is based on a screenplay by Pinku Dubey. The music for "Hum Nahin Sudhareenge" is composed by renowned musicians Pyare Lal Yadav, Dharam Hindustani, and Sandeep Sajjan. The film also features choreography by Ricky Gupta, cinematography by Sarfaraz Khan, and an ensemble cast including Sanjay Pandey, Lota Tiwari, Manoj Tyagi, and others. Sanjay Bhushan Patiala, the film's promoter, expressed hope that the first look poster resonates with the audience and builds anticipation for the film's release. "Hum Nahin Sudhareenge" was shot in locations across Gorakhpur (Uttar Pradesh) and Rishikesh-Haridwar (Uttarakhand). The post-production work is currently in its final stages. The film is expected to make a significant impact on the Bhojpuri film industry, addressing social issues through its unique narrative and strong performances by the cast.

Twinkle Khanna Launches her Fourth Book "Welcome to Paradise" at a Star-Studded Event



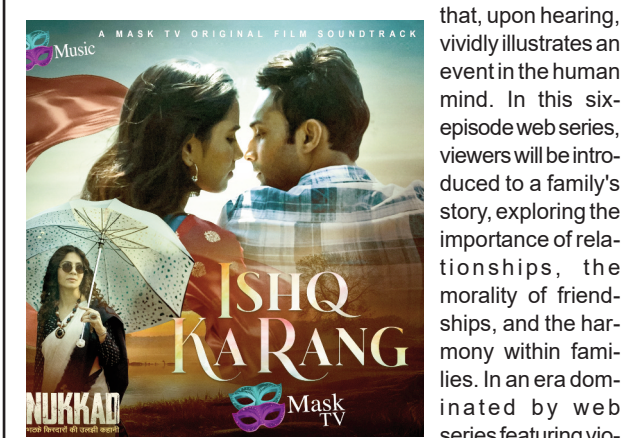
Twinkle Khanna, the multi-talented author and daughter of the legendary Rajesh Khanna, unveiled her fourth book, "Welcome to Paradise," in a glittering event held at the Taj Lands End in Mumbai. The star-studded occasion saw the presence of Bollywood A-listers such as Akshay Kumar, Dimple Kapadia, Karan Johar, Jackie Shroff, Rinkie Khanna, Samir Soni, Tahira Kashyap Khurrana, Sonali Bendre, Farah Khan Ali, Lillete Dubey, Karan Kapadia, Gayatri Oberoi, Harsh Goenka, Tanya Deol, Deepshikha Deshmukh, Abhishek and Pragya Kapoor, along with the superstars Rajesh Khanna's daughter Twinkle Khanna.

"Welcome to Paradise" is a collection of short stories centered around women navigating various aspects of life, including love, marriage, and solitude. Written in Twinkle's trademark style of wit and humor, the stories capture the essence of childhood innocence and mischief. The launch event included readings from the book and tributes to Twinkle's literary prowess.

The author herself described "Welcome to Paradise" as a compilation that defines the depth of emotions, relationships, and betrayal after a heartbreak. The event concluded with Shabana Azmi, Kiara Advani, and Vidya Balan participating in the reading and release of Twinkle Khanna's latest literary creation.

"Nukkad" Web Series to Premiere on Mask TV OTT Platform on December 8th

Just ahead of its first anniversary, Mask TV OTT platform is set to bring an engaging web series titled "Nukkad" to its streaming service starting December 8th. "Nukkad" is a term



that, upon hearing, vividly illustrates an event in the human mind. In this six-episode web series, viewers will be introduced to a family's story, exploring the importance of relationships, the morality of friendships, and the harmony within families. In an era dominated by web series featuring violence, bloodshed, and adult content, Mask TV OTT has carved a strong niche for itself by offering a variety of content that resonates with audiences. The platform has successfully presented content across genres, gaining recognition and establishing itself as a robust player in the industry.

Produced by Chiranjivi Bhatt and Anju Bhatt, the series has created a unique image among viewers. Instead of focusing on a specific genre, the producers have crafted content with sincerity, portraying stories with the authenticity they require. According to channel producer Mansi Bhatt, "Nukkad" will showcase Abhik Benazir and Sanam Jia in significant roles alongside Ved Prakash.

These actors, who have previously been associated with dark or comedy-centric roles, bring something distinct to "Nukkad." The series is anticipated to mark a successful year for Mask TV OTT, presenting a gift to viewers just before its first anniversary. The main characters in "Nukkad" include Trupti Sahu, Apala Bisht, Imran Hussain, Rohit Banerjee, Sagar Saini, Veena, Pooja, Saurabh, Preeti Sharma, Sunil Saini, Satish, Rubina Khan, Priyanka Kashyap, Vishal Singh, Karan Mehra.

Content Presented by: Sanjay Bhushan Patiala