

BJP's Smooth State Leadership Shift

In the aftermath of a resounding victory in the recent Assembly elections in the Hindi heartland, the Bharatiya Janata Party (BJP) has successfully concluded the critical task of appointing chief ministers for Chhattisgarh, Madhya Pradesh, and Rajasthan. The carefully chosen leaders—Vishnu Deo Sai for Chhattisgarh, Mohan Yadav for Madhya Pradesh, and Bhajan Lal Sharma for Rajasthan—symbolize a significant generational shift within the party.

This transition represents a seamless transfer of power from the old guard to a new, dynamic leadership in these states. Notably, seasoned leaders such as Shivraj Singh Chouhan, Raman Singh, and Vasundhara Raje, who served multiple terms as chief ministers, gracefully yielded their positions in response to the party's call for rejuvenation. Chouhan even played a

pivotal role in recommending Yadav for Madhya Pradesh's top post, while Singh and Raje endorsed Sai and Sharma, respectively.

While the delay in announcing the chief ministers raised eyebrows and invited criticism from the opposition, particularly the Congress, the BJP demonstrated organizational cohesion by patiently building consensus. This strategic move underlines the party's commitment to internal unity and its ability to navigate factionalism.

As the BJP gears up for the next year's Lok Sabha elections, securing the support and cooperation of regional leaders is crucial. The party's sweep in Chhattisgarh, Madhya Pradesh, and Rajasthan during the 2019 parliamentary polls, following a setback in 2018, emphasizes the significance of intra-party harmony for electoral success.

The wealth of experience possessed by the outgoing chief ministers can prove invaluable to the newly appointed leaders. Leveraging the veterans' governance expertise will be instrumental in ensuring a smooth transition and effective governance under the leadership of the emerging stalwarts.

the BJP's strategic approach to leadership transition, marked by a harmonious blend of experience and fresh perspective, positions the party favorably for the upcoming electoral challenges. The onus now lies on the top brass to sustain this unity and capitalize on the collective strength of the party to secure another electoral triumph in the days to come.

Urban Square Mall Hosts Jubilant Celebration



Udaipur: Rajasthan: Urban Square Mall, the premier shopping and entertainment hub, recently concluded its exhilarating 'Kaun Banega Lakhpati' campaign in a vibrant celebration in Udaipur. The event, curated by Urban

Square Mall, witnessed enthusiastic participation from retailers, shoppers, and 350 eager schoolchildren, all geared towards creating joyous moments for their customers.

Winners Emerge in Grand 'Kaun Banega Lakhpati' Event
Hansraj Dhangar claimed the top honors, securing the first prize and a coveted reward of ₹1 lakh. Shanu Jagetiya clinched the second position, earning a cash award of ₹50,000, while Dr. Vandana Chhabda was recognized with the third prize and a cash prize of ₹25,000. The announcement of the winners resonated with cheers and applause, creating a vibrant atmosphere at the venue.

Ecstatic Winners and Special Prizes - The winners, filled with excitement, received their awards with jubilation. In addition to the cash prizes, the 'Kaun Banega Lakhpati' event featured the distribution of 1100 silver coins as special gifts, along with more than 4500 lucky draw coupons.

Personalized Award Ceremony - Uddhav Poddar, Director of the organizing committee, personally handed over the checks to the winners during the prize distribution ceremony. Expressing his enthusiasm, Poddar remarked, "The overwhelming response to the 'Kaun Banega Lakhpati' campaign is truly gratifying. The participants' enthusiasm and the winners' display of knowledge were remarkable." Poddar added, "Urban Square Mall remains dedicated to crafting memorable experiences for its shoppers, and we anticipate bringing even more exciting campaigns in the future." He concluded, "Stay tuned for something intriguing coming in mid-December."

Celebrating Knowledge and Excitement - The event not only celebrated the knowledge showcased by participants but also set the stage for future engaging campaigns at Urban Square Mall, leaving a lasting impression on all who attended.

HDFC Bank Launches Star-Studded PayZapp Campaign

Udaipur: HDFC Bank, India's leading private sector bank, today announced the launch of a star-studded PayZapp campaign. The campaign features actors Tiger Shroff, Prabhu Deva and Kapil Sharma utilising their immense popularity for a wide consumer connection.

The tongue-in-cheek campaign, conceptualized by Wondrlab India, a martech network, includes three films featuring the three actors wherein each showcases a range of payment choices that PayZapp offers. The campaign came from the insight that some people live their whole lives without having choices, but now they do not have to, at least when it comes to payments.

Ravi Santhanam, Group Head, Chief Marketing Officer and Head – Direct to Consumer Business said, "With PayZapp, we have revamped the payment experience for all consumers extensively, making the journey smoother and easier - be it via UPI, cards or PayZapp wallet. It is not just a payment app; it is a lifestyle enabler. We want to reach every part of the country aiming to be the preferred choice of payment app for consumers. The three films on PayZapp have beautifully captured the essence of our brand message."

Girl On The Beach starring Prithvi Hatte and Monjoy Joy Mukerji is an alleviating breeze of romance and the reality bites of life !

Director : Monjoy Joy Mukerji
Writer : Monjoy Joy Mukerji
Cast : Prithvi Hatte and Monjoy Joy Mukerji
Producer : Neelam Mukerji
Music : Ajay Singha
Cinematography: Anil Singh
Language : English/ Hindi
Duration : 11 minutes 16 seconds
Critic's Rating : ** 4 Stars**
Reviewer : S.K. De

a naval officer probably drowned in the sea and reminiscing the cherished moments that they had spent together even on this beach. She is not able to tide over her grief that her man is no more in this world and blames the sea for taking him away from her. The ensuing life post her introspection and realisation has been vividly captured on a canvas that makes this evocative tale relatable to what we all have experienced in our lives at a crucial juncture in our lives.

The characters have been brought to life through facial expressions, gestures and unparalleled body language



less art of storytelling which is imaginative and has nailed it to near perfection in this poignant narrative. What catch-



with soulful music in the background through minimalist dialogues under the creative and illustrative direction of the Writer and Director, Monjoy Joy Mukerji. Monjoy has the peer-

es the eye is Monjoy Joy Mukerji's indomitable screen presence as the male protagonist, naval officer Karan Shroff and he glides into the character with ease. It is worth a men-

tion that Monjoy even has a striking resemblance to his late father, the legendary Joy Mukerji in certain frames. However, the story actually revolves around the female protagonist, gorgeous and sophisticated Prithvi Hatte who has proven her acting prowess in an eloquent fashion with her beautiful eyes, non verbal expressions; since it hardly had any dialogues. Prithvi is a delight to watch as we see the story through her eyes when she communicates and probes the sea and thus makes us realise what life is all about. This romantic tale which hardly has any dialogues is soothing for our senses and is visually appealing, during the present era when most writers and directors are not able to win hearts and falling short of a compelling script. The editing of this short film by Manoj Maraiappa Nool is crisp and he has done a praiseworthy job. The original score - sound-

track by Ajay Singha is mellifluous and is melody personified. The Cinematography by Anil Singh is beyond compare as he paints a picturesque canvas illuminated with natural light. Girl On The Beach has been winning laurels worldwide.

The film has won more than 25 awards globally in 7 categories including the Best Romantic Film, Best Actress, Best Film Score, Best Cinematography, Best Director, Best Editor and Best Costume Designer. This film has won 6 International Film Festival Awards for

Best Romantic Short Film at Rome, Tokyo, Rome Women Film Festival, Singapore, Hong Kong and Dubai.

The actress Prithvi Hatte has won 6 International Film Festival Awards including the Best Actress Award in Rome, Rome Women Film Festival, Dubai, Hong Kong, Druk in Bhutan and Korea.

Ajay Singha has won 5 International Film Festival Awards and a mention which includes

the Best Film Score at the Rome Women Film Festival, Hong Kong, Best Druk in Bhutan, Seoul, Dubai and an Honorable Mention at the New York Tri State International Film Festival.

The Cinematographer Anil Singh received 4 International awards for this short film including being the Winner of Best Cinematography at the Druk in Bhutan, Stockholm City, Hong Kong and Dubai.

Monjoy Joy Mukerji was the Winner of the Best Director Award at Rome and Bhutan's Druk. The Editor, Manoj Maraiappa Nool was the Winner of the Best Editor Award at Rome and Druk in Bhutan.

The Costume Designer Irfan Kachi won the Best Costume Designer Award at Rome. Overall, Girl On The Beach is a short film which leaves us with the lasting fragrance of cherished memories. If you have ever been in love then this short film is definitely worth a watch and I give it 4 Stars for its sentimental and emotional quotient.

Short Film link - Girl On The Beach
https://youtu.be/SHW_JD5b2bY

You can also search for Girl On The Beach short film by typing Joy On the Beach and Shree Joy Mukerji Enterprises, Monjoy Joy Mukerji or Prithvi Hatte.

Inventree Unveils Spice Court Restaurant at Padmini Bag Resort

Udaipur: The formal inauguration of the Spice Court Restaurant at Padmini Bag Resort by Inventree was held near Debari Power House on Saturday. With the introduction of this Spice Court Restaurant, Inventree aims to provide a unique experience through its serene and enchanting location. Positioned as an exclusive hotel and resort in tranquil landscapes, it seeks to offer an extraordinary blend of nature, design, and heritage while promoting coexistence with the surrounding community and environment. The details were shared during a press conference on Saturday, attended by Sudipta Dev of Padmini Bag Resort Inventree and Dr. Prithviraj Chauhan, Resort Manager Suman Mathi. Sudipta Dev highlighted that Padmini Bag Resort is located



approximately 15 minutes from Udaipur Airport and is only 8 kilometers away from the airport. The resort, spread across extensive grounds, promises an excellent retreat with its panoramic views of the Aravalli mountain range, providing a tranquil and comfortable experience. Featuring 33 villa clusters and 24 heritage-style rooms, the resort boasts a total of 57 rooms. Each villa opens up to breathtaking views of the Aravalli range, creating a picturesque scene that com-

bines modern heritage with a serene landscape. The resort also offers an exclusive pool and barbecue area, as well as a personal deck for private parties, enhancing the overall experience. Dr. Prithviraj Chauhan highlighted that Padmini Bag Resort Inventree Udaipur is ready to transform the city's hospitality landscape with its unique offerings. The property features pillar-less conference rooms, luxurious pre-function areas, and expansive lawns, making it suitable

for various events such as meetings, incentives, weddings, conferences, and exhibitions.

Sudipta Dev emphasized that including the Spice Court Vegetarian Restaurant in the luxury hotels segment enhances the overall portfolio of Inventree. With its rich cultural heritage, Udaipur is celebrated for its poetry, literature, art, sculpture, and theater. Dr. Prithviraj Chauhan expressed confidence that the resort's specialized services, including the Spice Court Restaurant, will contribute to strengthening the tourism potential of Udaipur.

The event marked a significant step in the hospitality sector of Udaipur, offering a distinctive blend of luxury, tradition, and a commitment to providing a memorable experience.

Airtel launches Innovative Marketing Communications Platform

Businesses in Udaipur will now be able to send personalized communications to pre-defined customer segments and enjoy greater control of their customer engagements at affordable costs

Udaipur: Bharti Airtel ("Airtel"), one of India's leading telecommunications service providers, today, announced the launch of a first-of-its-kind marketing communications platform - Airtel IQ Reach, in Udaipur.

Designed to enable emerging and small & medium businesses (SMBs) in enhancing their customer engagement strategy with tailor-made communications, the platform will enable businesses in the city to reach out to their target customers in a cost-effective manner.

The platform will also offer real time insights and comprehensive analytics on a centralized dashboard with the aim of

enabling businesses to measure their campaign effectiveness. The portal is now live for communications via WhatsApp & SMS and will be rolled out on voice and other channels shortly.

Abhishek Biswal, Head - Digital Products & Services, Airtel Business, said, "Customers are at the heart of everything we do at Airtel. We have designed Airtel IQ Reach especially for the small and medium business segment to enable them to elevate their customer communication. The platform leverages cutting-edge technology along with Airtel's strengths of infrastructure, data and engineering expertise to facilitate enterprises in targeted customer communications. Businesses in Udaipur can now capitalize on the platform for their business growth even as they reduce their customer acquisition costs and target the right audience at the right time with the right personalized communication through our innovative solution."

Renowned Educator Dr. Sumer Singh Visits Central Public School



Udaipur: Dr. Sumer Singh, a distinguished educationist and recipient of the Lifetime Award (Education World), and the President of the Boarding Schools Association of Central India (BSAI), visited the Central Public C.S. School located in the New Bhoopalpura area of the city today. His presence added grandeur to the CPS campus. Dr. Sumer Singh attended the morning prayer assembly and inspected the school premises.

The special session began with felicitations to the guest, followed by a welcome address. The Directors of CPS and Rockwoods School - Mr. Deepak Sharma, Chairperson - Mrs. Alka Sharma, Administrative Director - Mr. Anil Sharma, Administrator - Mr. Sunil Babel, Principal - Mrs. Poonam Rathore, and Headmistress - Mrs. Krishna Shaktawat were present to welcome the esteemed guest.

Mr. Sumer Singh, A.V.P. (Duke of Edinburgh Awards), Punjab Public School, Nabha, Info Beans Technologies, and Mindler Education Private Limited, has actively served on the boards of several prestigious organizations, including the Council Board of World Leading Schools Association. He is also actively involved in the Doon School Academic Committee and ICY2 Trust. His presence was a source of pride and enthusiasm for CPS.

A MINI SARANG HEARTS ASSORTMENT

With millennials and Gen Z increasingly hooked on K-dramas and K-pop, there's a lively wave of deep-rooted influence extending beyond fashion, beauty, and language, significantly shaping various facets of Indian cultural habits. Hopping on the trend, Mia by Tanishq one of India's most fashionable jewellery brands is excited to introduce Sarang Hearts, a captivating mini-assortment that pays homage to the multifaceted allure of Korean culture, affectionately known as the Hallyu or Korean Wave, which has enchanted enthusiasts across India. This collection serves as a vibrant celebration of the diverse aspects of Korean influence, encompassing K-Drama, K-Pop, K-Beauty, cuisine, fashion, and more.

At the heart of SarangHearts lies the inspiration drawn from the iconic Korean finger hearts – a symbol universally recognized for its expression of love and connection. The Sarang Hearts Pendant - Earrings set, encapsulates the joyous spirit and diverse cultural influences, offering fans and followers an elegant and playful way to embrace their love for various facets of Korean culture in their everyday look.

Our vision with Sarang Hearts was to encapsulate the joyful spirit emanating from the iconic finger hearts, representing the now global language of love and affection. The collection echoes the vibrancy and cultural richness that the Hallyu phenomenon brings, inviting enthusiasts to embrace and express their admiration for Korean culture.

Sarang Hearts, with its playful and unique design, makes for a perfect expression of #KahoKuchSpecial, enabling individuals to share meaningful connections and moments with loved ones. Whether it's gifting a token of affection or adorning oneself with a piece of cultural resonance, Sarang Hearts invites individuals to revel in this celebration and express their vibrant personality.

Lavina Gehlot Selected for National Gymnastics Competition

Udaipur: In a remarkable achievement, Lavina Kanwar Gehlot, a seventh-grade student of Central Public C. S. School, has been selected at the national level in the Under-14 gymnastics category. Her exceptional performance at the state level earned her a spot in the Rajasthan team for the National Camp, scheduled from December 16 to December 24 in Delhi.

CPSC Chairperson, Mrs. Alka Sharma, Director Administration, Mr. Anil Sharma, Director, Mr. Deepak Sharma, and CPSC's Joint Director, Mr. Vikramjeet Singh Shekhawat, along with the Administrative Officer, Mr. Sunil Babel, Principal Mrs. Poonam Rathore, and Headmistress Mrs. Krishna Shaktawat, extended their best wishes for Lavina's upcoming national-level competition.

