

Business & Entertainment

Upholding Democratic Integrity Amidst Electoral Dynamics

The recent announcement of the Lok Sabha poll schedule by the Election Commission of India (ECI) has ignited fresh discourse, particularly in the wake of the scrapped electoral bonds and their disclosure mandated by the Supreme Court. While the Opposition, spearheaded by the Congress, accuses the BJP of engaging in an 'extortion racket', the ruling party maintains its stance, portraying the bond scheme as a tool to combat black money. Amidst this verbal sparring, the imperative of transparency in electoral funding cannot be overstated, as it lies at the core of ensuring a level playing field in the democratic process.

In the upcoming weeks, the political arena is set to witness a surge in competitive populism, as parties vie to capture the electorate's attention with a plethora of promises. The BJP's formidable organizational strength and assertive campaigning have placed it in a favorable position, evident in its ability to attract leaders from other parties and mobilize its cadre effectively. Recent months have seen the ruling party advancing its core agenda, including the consecration of the Ram Temple, the introduction of the Uniform Civil Code in Uttarakhand, and the implementation of the Citizenship Amendment Act. Despite Prime Minister Narendra Modi's prolonged tenure, he continues to enjoy popularity, further solidifying the BJP's dominance. Conversely, the opposition lacks a leader of comparable stature, grappling with internal discord and struggling to articulate a cohesive narrative to counter the BJP's stronghold.

As the ECI prepares to deploy a vast workforce of 1.5 crore personnel across 10.5 lakh polling stations for the seven-phase Lok Sabha elections commencing on April 19, safeguarding the integrity of the democratic process is paramount. Concurrently, Assembly polls are scheduled in Arunachal Pradesh, Sikkim, Andhra Pradesh, and Odisha. With a staggering 97 crore eligible voters poised to make their voices heard, the onus falls on the electorate to sift through the noise of misinformation, extravagant promises, and the proliferation of fake news. It is imperative that voters exercise their franchise judiciously, ensuring that their choices reflect a well-informed and responsible decision-making process.

Editorial

Successful Conclusion of TiE CON 2024 Business Summit in Udaipur

Udaipur, known for its rich cultural heritage, recently played host to TiE CON 2024, the largest business summit in South Rajasthan.

Held at Third Space in Chitrakootnagar, the two-day event witnessed the convergence of over 500 participants eager to delve into the world of entrepreneurship and business.

Highlights of the Summit:
- Expert Meetings: Participants engaged in expert meetings, keynote speeches, and masterclasses aimed at inspiring college students

towards entrepreneurial pursuits.

- Insightful Perspectives: Vinay Rathi, President of TiE Udaipur Chapter, lauded Anurag Jain of CarDekho for his visionary outlook on business establishment, emphasizing Udaipur's potential as a strategic hub for entrepreneurs.

- Ecosystem for Startups: Shiv from Turbostart underscored the importance of creating a conducive ecosystem for startup success, stressing the need for mentoring and fostering entrepreneurial culture



in tier 2/3 cities.

- Technological Innovations: Prashant Desai, Senior

Director at Everstone, shared insights on technological innovations in India and their poten-

tial to penetrate emerging markets, drawing from his experiences encapsulated in his book "Art and Science of Learning from Mistakes".

- Startup Showcase: Over 15 startups showcased their innovative products, showcasing the region's entrepreneurial spirit and potential.

Distinguished Speakers: The summit witnessed the participation of renowned personalities from various industries, including Abhaynagar Singh from Taynor, Dheeraj Jain from RedCliff Labs, and Dr. Pinak Shrikhande from

HealthQuad, among others.

Recognition and Awards: The summit recognized the innovative endeavors of startups, with InsureNest, OneDoze, and Made Over Buildings emerging as the top startups, rewarded for their creative ideas.

Gratitude and Success: Deepak Bhansali, along with other experts and entrepreneurs, expressed gratitude as the summit concluded successfully, marking a significant milestone in fostering entrepreneurial spirit and innovation in the region.

Celebrating Excellence: Highlights from the Miss and Mrs. India and Women Empowerment Awards 2024

The "Miss and Mrs. India and Women Empowerment Awards 2024," organized by the Krishna Chauhan Foundation (KCF), unfolded at the esteemed Mayor Hall in Andheri West, Mumbai. Dr. Krishna Chauhan, the founder of KCF, orchestrated the event, graced by eminent Bollywood figures such as Dilip Sen, Deepa Narayan Jha, BN Tiwari, former ACP Sanjay Patil, Bharti Chhabria, and Ramesh Goyal.

KCF bestowed honors upon individuals who've made

significant contributions to social welfare and humanitarian endeavors while excelling in their artistic fields, thus steering society towards a brighter path. A distinguished jury, including Dr. Deepa Narayan Jha, Nikki Batra, Dr. Bharati Chhabria, Prem Gada, and Asanta Naskar Yadav, adjudicated the awards.

The event witnessed the crowning of Kiara Ravat as Miss India, with Chitra Devi Jamatia and Diya Mandal as first and second runners-up, respectively. In the Mrs. India

category, Komal Kataria, Anu Pandit, and Megha Hemdev shone in Silver, Gold, and Platinum classes, respectively, with Laveena Joseph clinching the first runner-up title.

Beyond honoring Bollywood luminaries, Dr. Krishna Chauhan also acknowledged journalists, photographers, and entrepreneurs. Hailing from Gorakhpur, Uttar Pradesh, Dr. Chauhan has left an indelible mark in Bollywood over two decades, serving as a director, social activist, and prolific event orga-

nizer. His upcoming project, "Atma Dot Com," promises to captivate audiences with Dilip Sen's musical prowess.

Furthermore, Dr. Krishna Chauhan's dedication to recognizing industry stalwarts extends to the forthcoming "Legend Dadasaheb Phalke 2024" ceremony, slated for May 4th. This event will pay homage to luminaries in cinema, television, and web series, underscoring Dr. Chauhan's commitment to honoring excellence in the entertainment industry.



Romantic Film 'Do Aur Do Pyaar' Set for Release on April 19

Ellipsis Entertainment and Applause Entertainment have announced the release date of their latest romantic film, 'Do Aur Do Pyaar.' Starring Vidya Balan, Pratik Gandhi, Ileana D'Cruz, and Senthil Ramamurthy, the contemporary romance showcasing a compelling tale of love, laughter, and modern relationships is set to hit screens across the country on April 19. Directed by award-winning ad filmmaker Shrish Guha Thakurta, the film promises to captivate audiences with its unique storytelling and engaging narrative.

Musical Launch for 'Hoi Anyay Ke Ant'

Producer Shadab Ali of Rahej Films International organizes the musical inauguration for the Bhojpuri film 'Hoi Anyay Ke Ant' at Ashok Honda Studio in Mumbai. Renowned Bollywood playback singer Sadhana Sargam records a romantic song for the film, marking her return to Bhojpuri music after nearly a decade. The event, attended by Bollywood personalities, celebrates Sadhana Sargam's versatile contribution to the soundtrack, elevating the film's anticipation.

Presentation: Kali Das Pandey

Dynamic Collaboration in "Naina" Anthem

Directed by Rajesh A. Krishna, the highly anticipated film 'Kru', produced by Balaji Telefilms and Anil Kapoor Film and Communication Network, unveils its first track, "Naina." Diljit's emotive vocals combined with Badshah's signature rap create an electrifying atmosphere, captivating listeners instantly. Featuring Tabu, Kareena Kapoor Khan, and Kriti Sanon, the music video exudes allure, setting the stage for the film's cinematic release on March 29.

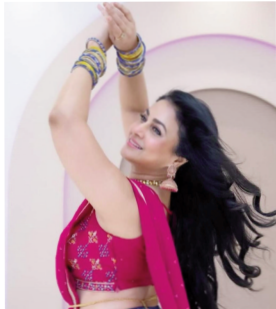
Presented by: Kali Das Pandey

Nayanthara Graces Saudi Grand Prix

Actress Nayanthara, accompanied by husband Vignesh Shivan and their children, attends the 'Saudi Arabia Grand Prix 2024.' The couple exudes style at the 'Formula 1' race, captivating fans with their coordinated attire. Nayanthara shares glimpses of their experience on social media, sparking excitement for their future appearances. Their presence adds glamour to the event, reflecting their star status in the entertainment industry.

Pakhi Hegde to Attend Rudra Mahayajna

Bhojpuri actress Pakhi Hegde will grace the Rudra Mahayajna event in Gopalganj on March 11. The event, organized by Shri Rudra Mahayajna, features spiritual discourses by Shri Devaki Nandan Thakur Ji Maharaj. Known for her social activism, Pakhi Hegde's presence aims to inspire the audience. Beyond her film career, she actively engages in charitable and religious activities, embodying a multifaceted role in both entertainment and social spheres.



Rishabh Metals Expands: Grand Opening of Second Branch in Udaipur

Udaipur witnessed a momentous occasion with the inauguration of Rishabh Metals' second branch, signaling a significant milestone in the culinary industry. The event, held on Durganarsari Road, was graced by prominent figures such as Mrs. Nivrutti Kumari Mevada, Mr. Janardanrai Nagar, and Professor S.S. Sarangdevot, Vice Chancellor of V.V. University.

With over three decades of experience, Rishabh Metals has earned recognition for its premium stainless steel 304 commercial kitchen equipment and display cabinets, serving esteemed clients like Taj Group Hotels and Radisson Hotels. The inauguration showcased a wide range of innovative products, highlighting the company's commitment to quality and innovation.

A key highlight was Rishabh Metals' collaboration with Mid Bay Selfroast, offering advanced electric tandoors and other equipment for major establishments in Udaipur. This partnership promises enhanced efficiency and innovation in commercial kitchen setups.

Under Director Rohit Jain's leadership, Rishabh Metals prioritizes innovation, functionality, and reliability, backed by ISO 9001:2015 standards and CE certifications. The inauguration marks a new era of culinary advancements in Udaipur, cementing Rishabh Metals' position as a leader in the commercial kitchen equipment industry.



Airtel celebrates Customer Day

Udaipur: Bharti Airtel ("Airtel"), one of India's leading telecommunications service providers, today celebrated Customer Day across all its office locations in the country. All Airtel employees who are in non-customer-facing roles stepped out of their everyday role to join their frontline counterparts and directly interact with the customers. Employees across all Airtel office locations in the country worked with home delivery engineers, fiber executives and retail workforces in the markets. These employees include everyone from the topmost senior leadership team to the junior managers in all offices. The Customer Day is a part of Airtel's multiple initiatives that are centered on its core DNA of customer obsession. Through the direct customer, connect for all its employees, Airtel aims to drive deeper engagement to understand customer viewpoints and customer pulse especially their concerns and suggestions. The company is certain that "Customer Day" will bestow "new eyes" for a large number of employees from diverse functions and unlock a whole new mindset and culture of customer obsession across the organization.

Toyota Kirloskar Motor's 'Great 4X4 Expedition' Begins in North-East India

Toyota Kirloskar Motor (TKM) launches the 'Great 4X4 Expedition' from Guwahati, marking the fifth adventurous off-roading event in India. From March 8th to 10th, 2024, enthusiasts will explore Meghalaya's scenic locales. This initiative, part of TKM's commitment to engage with 4X4 SUV communities nationwide, aims to deliver unforgettable experiences, fostering a sense of adventure and 'Mass Happiness.' With safety measures in place and a focus on sustainability, participants will also contribute to tree planting initiatives. An enthusiastic participant commends Toyota for providing remarkable experiences and underscores the brand's exceptional quality and reliability.

Badola Hyundai Motors Celebrates Women's Week

Badola Hyundai Motors launched a special week for women on International Women's Day, inaugurated by Dr. Rajshree Gandhi, National President of the Consumer Protection Organization. Highlighting women's crucial role in all sectors, Nakshatra Talesara, Director of Badola Hyundai, emphasized their determination and willpower in the competitive era. The program featured guest speaker Anuradha Mathur discussing women's empowerment. Warmly welcomed by S.R.M. Badola Hyundai's Shashi Sharma, the event concluded with gratitude expressed by Amit Palwal on behalf of the organization.

HDFC Bank Partners with SAIL for Corporate Salary Relationship

HDFC Bank, India's largest private sector bank, has inked a Memorandum of Understanding with Steel Authority of India Limited (SAIL) for Corporate Salary Relationship. This collaboration extends benefits such as family banking facilities, insurance covers, and exclusive loan offers to over 60,000 on-roll and 65,000 contractual employees of SAIL. The MoU signifies HDFC Bank's fifth association with a Public Sector Undertaking (PSU), underlining its commitment to cater to diverse banking needs across various industries. The signing ceremony witnessed the presence of key officials from both orga-



Ravi Chaudhary Honored with "National Fame Award"

Ravi Chaudhary, a prominent student leader from Indore, renowned for his unwavering dedication to student welfare, was bestowed with the prestigious "National Fame Award." Presented by Ameesha Patel at Mumbai's 3rd edition ceremony on March 15, the recognition celebrated Chaudhary's relentless advocacy for student rights. Patel, moved by his commitment, expressed her delight. In a reciprocal gesture, Chaudhary invited Patel to Mahakal Ujjain, attended by Bollywood luminaries such as Udit Narayan, Alka Yagnik, and Divyanka Tripathi. Chaudhary, former President of IPS College, Indore, vows to combat student exploitation, ensuring justice prevails.



Akshay Kumar Welcomed at Radisson Blu Udaipur



Radisson Blu Palace Resort & Spa, Udaipur, extends a warm welcome to Bollywood's Khiladi, Akshay Kumar, and his star-studded cast for the shoot of "Khel Khel Mein." Ensuring a comfortable stay, the property offers luxurious amenities and scenic landscapes for filming. Chairman Mr. Somesh Agarwal expresses delight in hosting the celebrities, promising unparalleled hospitality. Akshay Kumar's gracious entry, marked by interactions with fans, adds warmth to the stay at this opulent lakeside retreat.

JK Tyre Wins ICC Social Impact Award

At the 6th Indian Chamber of Commerce (ICC) Social Impact Awards 2024, JK Tyre received the Clean Water and Sanitation category accolade for their Water Conservation Project. With over 100 water conservation structures built, they've positively impacted over 2,00,000 lives, aligning with their commitment to sustainable practices and community welfare.

Mountain Dew's Bold Summer Campaign

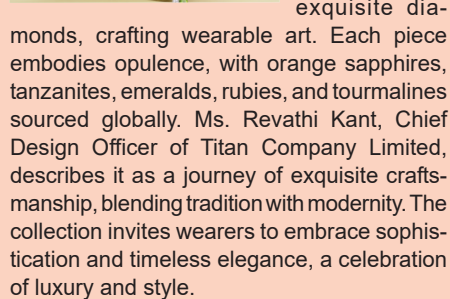
Mountain Dew unveils its 2024 summer campaign, starring long-time brand ambassador Hrithik Roshan. Emphasizing purposeful courage, the ad showcases thrilling stunts as Hrithik rescues a friend from a tornado. With the tagline 'Darr Ke Aage Jeet Hai,' the campaign embodies overcoming fear for victory.

Bhakti Rathore's Stunning Avatar in "Aakh Micholi"

In Star Plus' acclaimed show "Aakh Micholi," Bhakti Rathore captivates as Kesar Bain, drawing attention not only for her performance but also for her elaborate costume. Designed with intricate embroidery and weighing over 40 kilograms, the ensemble symbolizes Kesar Bain's depth of character and responsibilities. Rathore's portrayal continues to enchant audiences, showcasing her talent and dedication.

Tanishq's "Ethereal Wonders" Collection

Tanishq unveils "Ethereal Wonders": a fusion of rare gemstones and exquisite diamonds, crafting wearable art. Each piece embodies opulence, with orange sapphires, tanzanites, emeralds, rubies, and tourmalines sourced globally. Ms. Revathi Kant, Chief Design Officer of Titan Company Limited, describes it as a journey of exquisite craftsmanship, blending tradition with modernity. The collection invites wearers to embrace sophistication and timeless elegance, a celebration of luxury and style.



MMTC-PAMP's Ram Lalla Silver Bar

MMTC-PAMP introduces a commemorative Ram Lalla Silver Bar, honoring Lord Ram with a 3D embossed idol on the front and Ram Mandir on the back. Symbolizing righteousness and divine grace, this 50-gram silver bar at 99.99+% purity is a tribute to the historic Pran Pratishtha ceremony. Crafted with Swiss precision, it embodies devotion and spirituality, offering authenticity with Assayer Certified Minted Cards and positive weight tolerance, ensuring lasting value for devotees.

Tata Gluco+ Summer Campaign: Win Argentina Trip

Tata Gluco+ launches "Argentina Jao, Team Argentina Ka Match Dekho" campaign, offering football fans a chance to win a trip to Argentina to watch World Champions Team Argentina play live. By purchasing any Tata Gluco+ product and scanning the QR code, enthusiasts can participate. The brand's partnership with the Argentina Football Association aims to energize and fulfill dreams. Top players in the online game win hourly prizes, with leaderboard toppers securing the Argentina trip.