

Maharana Pratap – A Legacy Beyond Time

As India steps into another year of commemorating the life of Maharana Pratap, we are reminded not merely of a historical figure, but of a timeless icon of courage and national pride. The upcoming two-phase celebrations at Pratap Gaurav Kendra – Rashtriya Teerth in Udaipur are not just ceremonial—they are symbolic of a deeper national awakening.

Maharana Pratap's life was marked by his unyielding commitment to freedom, even in the face of adversity. When many rulers of his time chose submission over struggle, Pratap stood as a solitary rock of resistance. His refusal to bow before Akbar's empire was not just an act of rebellion—it was a declaration of India's indomitable spirit. His sacrifices, his exile, and the austere life he led are etched in golden letters in the story of Bharat.

The first phase of this year's celebrations on 28–29 May, will include the presence of dignitaries such as Governor Haribhau Bagde and Rajya Sabha MP Madan Rathore. The highlight will be the milk anointment of the 57-feet high Statue of Pride, a powerful symbol of Pratap's enduring presence. The following Kavi Sammelan will invoke patriotic fervor, reminding us how poetry and valor often go hand in hand in Indian tradition.

The second phase, tied to Haldi Ghati Vijay Diwas (18–25 June), focuses on workshops and discussions that delve into the historical, lesser-known aspects of Maharana Pratap's era. This phase is especially important, for it seeks to educate and awaken, not just celebrate. It brings scholars, students, and patriots together to explore the truth beyond textbooks—of a king who chose sacrifice over surrender.

In a time where history is often reduced to footnotes and factual trivia, events like these give us a chance to reflect—on leadership, on values, and on what it truly means to be free. Maharana Pratap's story is not about a victory or defeat in a single battle, but about a life lived with unwavering integrity. His bond with his people, his reverence for his land, and his respect for self-rule are lessons that hold more relevance today than ever before.

Let the flame of Maharana Pratap not just burn in stone statues, but in our consciousness. Let us teach our children not just who he was, but why he matters. The Pratap Gaurav Kendra, with its two-phase celebration, is showing the way. The rest of us must follow—by living the values Pratap stood for.

—Editorial Team
(With inputs from Pratap Gaurav Kendra Director Anurag Saxena)

OnePlus Powers Esports Future with Three Teams



Jaipur: Global tech brand OnePlus has forayed deeper into India's booming esports landscape by partnering with three top BGMI teams — Gods Reign, K9, and Cincinnati Kids. Rebranded as OnePlus Gods Reign, OnePlus K9, and OnePlus Cincinnati Kids, the alliance reflects more than just sponsorship. Players will now provide real-time feedback to help shape future OnePlus devices.

With the OnePlus 13 Series featuring Snapdragon 8 Elite and 8 Gen 3 processors, a Dual Cryo-Velocity Vapor Cooling System, and a 6,000mAh battery with 100W fast charging, OnePlus is redefining mobile gaming for pro-level performance and reliability.

Toyota Kirloskar Motor Announces, 'Mega Summer Celebration'



Exciting Offers across Sales, Service, Used Cars, Accessories More Toyota is turning up the heat this season with the launch of its 'Mega Summer Celebration' — an initiative across all authorized Toyota dealerships in Northern Part of India.

Be it a plan to buy a new car, servicing existing cars, explore certified used cars, or upgrade the vehicle accessories, it is the customer's moment to steal the deal. The Mega Summer Celebration is available across NCR, Uttar Pradesh, Uttarakhand, Rajasthan, Haryana, Punjab, Jammu & Kashmir and Himachal Pradesh at Toyota's authorized dealerships, and will run from May to June 2025. Speaking on the campaign, Mr. Sabari Manohar, Vice President and Chief Representative – North Region, Sales-Service-Used Car, Toyota Kirloskar Motor, said, "With our 'Customer-First' philosophy, we remain committed to delivering best-in-class experiences to our valued customers. Based on customer insights, we have curated Awesome Summer Schemes on purchase of New Cars Used cars from authorized Toyota dealerships. Our customized special service value packages will keep your car cool and road ready. We are confident that this campaign will elevate ownership satisfaction and reinforce the joy of driving a Toyota vehicle."

Classical Dance Form Odissi Finds Recognition in Mewar

Graceful beginnings of a cultural renaissance through dedication and vision

Establishing any classical art in a new region is never an easy task. But when intent is clear and purpose is strong, no goal remains out of reach. In 2020, a talented young artist arrived in Mewar from Kolkata, carrying years of rigorous training in Odissi classical dance under the esteemed guidance of Guru Sharmila Biswas. Gaining rich experience by performing across India with his Guru's troupe, the artist, Krishnendu Saha, set out on a new mission—with blessings from his Guru—to explore a future for Odissi in Mewar.

With support from

Udaipur's art connoisseurs, patrons, and curious learners, Krishnendu founded Nrityormi School of Odissi. His journey gained momentum when Maharani Nivriti Kumari of Mewar, herself a refined connoisseur of the arts and originally from Balangir, Odisha, extended her special encouragement to Krishnendu and to the classical dance form of Odissi. She even inspired her two daughters to begin learning the dance under Krishnendu's guidance.

With growing love and respect received in Mewar, Krishnendu has embraced his role as a young Guru with integrity and devotion. Nrityormi has now completed three successful years in Udaipur. On the evening of May 10, the institution celebrated its third annual festival, Nrityakriti, with great elegance at Darpan Auditorium, Shipgram, Udaipur. The day brought a double dose of joy—news of a peaceful ceasefire

between India and Pakistan, and the stunning on-stage performances of classical Odissi.

From young children to adults between 7 and 40 years of age, the dancers left the audience spellbound with their skill and grace. So refined

Jagannath, flanked by a glowing oil lamp (samai), flowers, and offerings, created a deeply spiritual atmosphere. The performance began with Ramastakam, where Krishnendu Saha himself portrayed the life and valour of



were the performances that it was hard to believe these dancers were students from a local Odissi training institute. With discipline and grace, they embodied the soul of this classical style.

The auditorium was adorned with fragrant flowers from the gate to the stage. A beautiful idol of Lord

Lord Rama—from his birth to the victory over Lanka—with masterful expressions.

Young disciples of Nrityormi then presented Swagatam Krishna, charming the audience with their synchronized group performance. Fifteen students danced in harmony, showcasing expressive mudras and rhythmic

coordination that reflected hours of dedicated practice. This was followed by a duet titled Basant Pallavi, based on Raag Basant, choreographed by Padma Bhushan Guru Kelucharan Mohapatra and set to music by Pt. Bhubaneswar Mishra. The dancers, sisters Gauri and Haldini (who receive online training from Pune), illustrated how every particle of creation rejoices in spring.

Another enthralling presentation was Raag Bhairav Pallavi, performed by young students who blended rhythm, tempo, and elegant movements with spiritual depth and serenity.

One of the most captivating moments was the Radha-Krishna presentation by Krishnendu Saha. His emotive

storytelling and profound expression portrayed the eternal bond between Radha and Krishna, bringing poetry to life on stage.

The final performance, Moksha Mandalam, saw Guru Krishnendu Saha joined by his senior disciples Srishti, Rudrakshi, and Ketki. The presentation exuded spiritual intensity, culminating in a meditative aura that enveloped the audience. As the performers came forward to receive blessings, the entire auditorium rose in a standing ovation. Krishnendu Saha's commitment to the art, his eagerness to learn and teach, and his sincerity mark a promising future. For Mewar, it is a joyful and fortunate moment to have such a sensitive and hardworking artist nurturing classical dance with such devotion.

In short, the sun of classical Odissi dance has truly risen in Mewar.

- Vilas Janve

Reviving Roots, Empowering People: Hindustan Zinc's Artistic Movement



The company has been steadfast in reviving India's timeless Art Traditions, Empowering Communities and Preserving Heritage Through Traditional Arts, Culture, and Skill Development

Hindustan Zinc Limited (NSE: HINDZINC), a Vedanta Group company and the world's largest integrated zinc producer, reaffirms its commitment to preserving India's rich artistic legacy while empowering communities through inclusive and sustainable development initiatives. Rooted in the belief that art and culture are powerful vehicles for social change, Hindustan Zinc has consistently invested in the revival of timeless Indian art forms—from Ajrakh block printing and tribal Gavri dance, to the resonant beats of the Pakhavaj. These initiatives are part of a broader vision to blend cultural preservation with livelihood generation, enabling communities to thrive while keeping heritage alive.

Leveraging Artisan Networks - In partnership with artisan networks and NGOs, Hindustan Zinc has established a block printing unit in Ajmer, employing 18 women who have been trained by skilled experts in traditional techniques. The company has also launched an Ajrakh printing initiative to further promote heritage textile art. Both these efforts contribute to Hindustan Zinc's homegrown clothing brand, Upaya, which celebrates traditional craftsmanship while enabling sustainable livelihoods, reflecting on our commitment to preserving India's cultural heritage and empowering rural women with skills, income, and pride in their craft. "Bringing our traditional art to life with my own hands fills me with pride. Being part of this initiative has not only taught me a skill but also helped me stand on my own feet," says Sharmila, a trainee from Sakhi block printing unit.

This fusion of art and economic empowerment not only preserves India's creative traditions but also uplifts rural communities with dignified, sustainable livelihoods.

Preserving and Promoting Performing Arts - Hindustan Zinc also continues to promote performing arts through large-scale events like the Vedanta Udaipur World Music Festival—a vibrant convergence of Indian and international musicians across genres including folk, classical, rock, and fusion. The festival not only amplifies Rajasthan's cultural identity but also revives forgotten instruments and fading musical traditions.

Initiatives like Srajan - The Spark elevate Indian art and culture on global platforms, while Smritiyaan, a tribute to tabla maestro Pandit Chatur Lal, helps preserve India's classical music heritage for future generations.

In 2025, Hindustan Zinc hosted Sakhi Utsav across Zawar, Rampura Agucha, Chandriya, Dariba, and Pantnagar—celebrating the strength of over 7,000 women through performances by Self-Help Groups (SHGs), wellness sessions, sports activities, financial literacy camps, and nukkadnataks (street plays).

Addressing Societal Issues through Nukkad Natak & Village Roadshows - The ongoing Uthori campaign, launched in 2021, has reached over 11,000 students in 180 schools, addressing critical social issues such as menstrual hygiene, domestic violence, and child marriage through interactive performances and storytelling. With over 2,000 SHGs active across 200 villages, the Sakhi initiative has empowered more than 25,000 rural and tribal women, promoting leadership, entrepreneurship, and financial independence. These initiatives are part of Hindustan Zinc's holistic social impact framework, which spans education, healthcare, nutrition, water, sanitation, skill development, sports, and culture. With the conviction that individual empowerment leads to community transformation, Hindustan Zinc has impacted over 2 million lives across nearly 4,000 villages.

Sana Suri Fuses Boxing With Fashion Glam



Sana Suri, India's first professional female boxing promoter and a prominent internet personality, is set to revolutionize the sports industry with the launch of a groundbreaking event — Glamorous Fight-Fashion Fusion — in Mumbai. Announced at a press conference at The Club, this one-of-its-kind spectacle will combine the intensity of international boxing with the elegance of high fashion.

With this initiative, Sana Suri aims to break stereotypes, showcasing that strength and style can coexist. The event will feature international boxers and a dramatic fashion segment supported by luxury label HC London, represented by Ramesh Bhai Chauhan and Kinjal. Star heavyweight boxer Tahir Khuram, ranked #2 in India and #1 in Afghanistan, will headline the fight card. Expressing gratitude, Tahir said, "I represent both India and Afghanistan with pride."

Sana emphasized, "Both boxing and fashion demand discipline and presence. This event will be a new chapter for Indian sports entertainment."

Backed by the Indian Boxing Council, the event is being promoted by Bright Outdoor Media. CEO Yogesh Lakhani praised Sana's bold vision, calling it historic. Support also comes from Coach Zeeshan, President of Mumbai Boxing Council, and Kumar from Swadesh News and Show Theme Production.

Tum Laut Aana Zindagi Explores Social Emotions



Mumbai — Tum Laut Aana Zindagi, presented by Jai Bholenath Arts, is an emotionally powerful film that brings attention to key social concerns such as water scarcity, unemployment, and communal harmony. The story follows a retired officer, played by Aditya Sharma, who grapples with the loneliness after the loss of his wife (Deepthi Jayaprakash). His friendship with Aslam (Vishal Sharma) and encounters with others reflect societal struggles and hope.

Directed, produced, and written by Pradeep Agrawal, with music by Pradeep Ranjan and lyrics by Seema Agrawal, the film also features notable performances by Gaurav, Anupama Shukla, Amita Vishwakarma, and Ajay Kumar Solanki.

With cinematography by Ashok Trivedi and editing by Krishna, the film is promoted by Sanjay Bhushan Patiala and distributed by Rakesh Singh Bhaduria.

Hindustan Zinc Launches Digital Metal Auctions Platform

New Delhi: Hindustan Zinc Limited (NSE: HINDZINC), India's only and the world's largest integrated zinc producer, has revolutionized metal procurement with the launch of its Online Price Discovery and Digital Pricing Automation systems. Through its advanced Vedanta Metal Bazaar platform, the company has made 100% of its zinc, lead, and silver portfolio available via transparent, real-time online auctions.



This initiative introduces a seamless digital buying experience to what was once a manually intensive process, allowing businesses—from MSMEs to large enterprises—to access dynamic pricing based on real-time global benchmarks. Buyers can now execute spot and long-term contracts, benefit from screen-based pricing, and leverage a host of automation tools that simplify procurement and financial transactions.

The product lineup includes internationally certified metals such as SHG Zinc, HG Zinc, EcoZen low-carbon zinc, silver bars registered with the LBMA, and lead alloys. All offerings are integrated with global indices like the London Metal Exchange (LME), ensuring fair and competitive pricing. Auctions run during LME hours, extending accessibility to global buyers.

This transformation empowers industries across infrastructure, automotive, defence, electronics, and renewables with better pricing visibility, enhanced supply chain traceability, and complete control over procurement. Built-in risk mitigation, seamless logistics integration through Zinc Freight Bazaar, and EPD-certified green metal options further enhance Hindustan Zinc's customer-first approach.

CEO Arun Misra highlighted the platform's role in democratizing access to critical resources, stating, "Metals are the foundation of India's industrial future, and we aim to place control directly in the hands of our customers."

Customers like Lalit Shah of Mahaveer Metals praised the digital platform for simplifying decisions and enhancing transparency in real-time.

JK Tyre Unveils India's First Sustainable Tyre

Udaipur: JK Tyre & Industries Ltd., a pioneer in tyre innovation, has launched India's first passenger car tyre made with ISCC Plus certified sustainable materials. Named UX Royale Green, the tyre is manufactured at the company's Chennai plant and marks a significant step towards eco-friendly mobility solutions.

This launch is backed by the globally recognised ISCC Plus certification, validating the use of traceable, renewable, and recycled raw materials in tyre production. With this, JK Tyre strengthens its commitment to green technology and circular manufacturing practices.

The UX Royale Green was developed in August 2023 after more than a decade of research at JK Tyre's Global Tech Centre. Comprising 80% sustainable materials—including bio-attribute polymers, renewable oils, recycled rubber powder, recovered carbon black, recycled polyester, and steel wire—it reflects the company's focus on replacing petroleum-based components with eco-friendly alternatives.

Dr. Raghupati Singhania, Chairman & MD, stated, "This milestone underscores our commitment to responsible innovation, combining performance with sustainability. JK Tyre remains dedicated to driving green mobility through advanced technology and circular economy principles."