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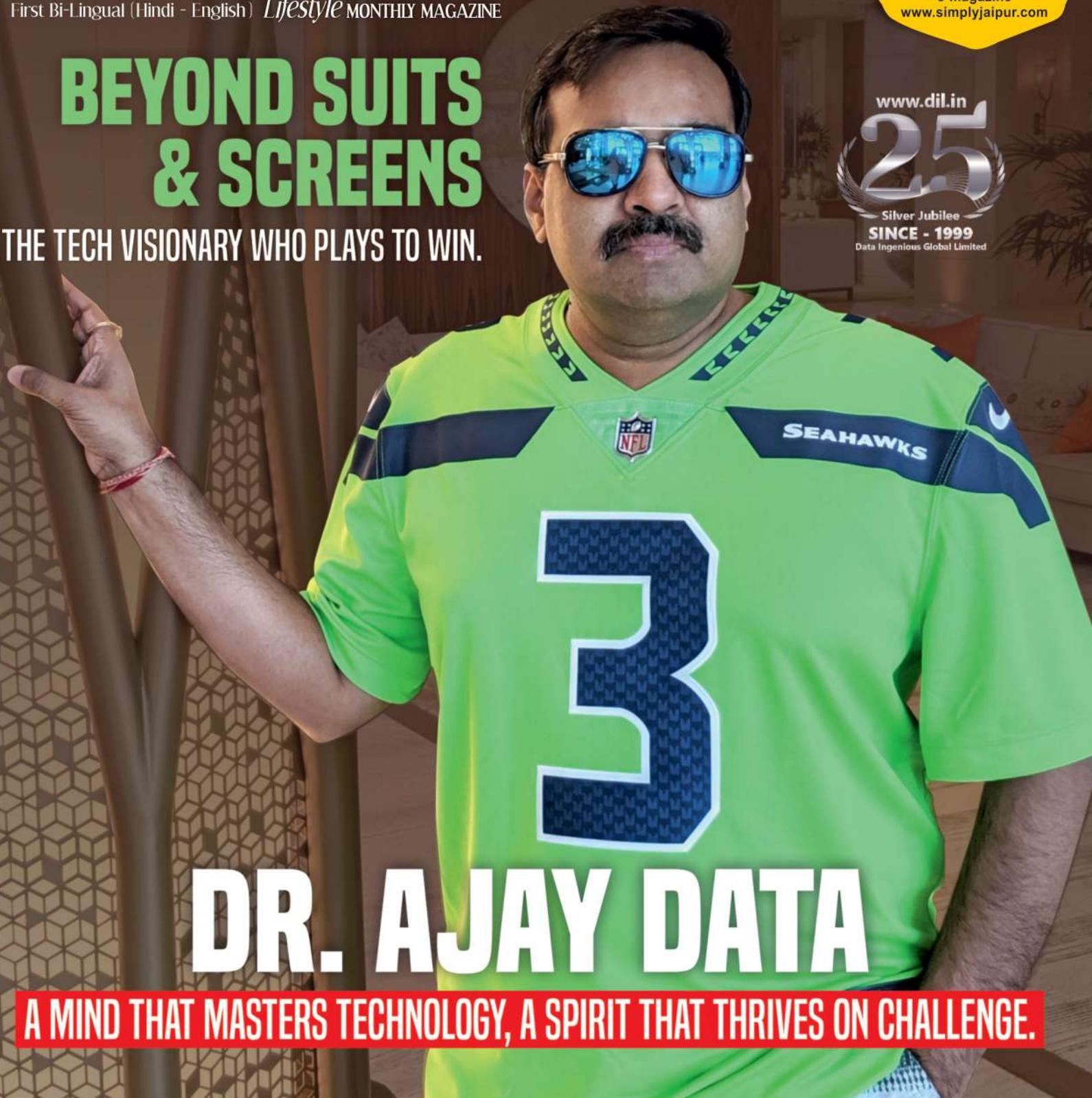
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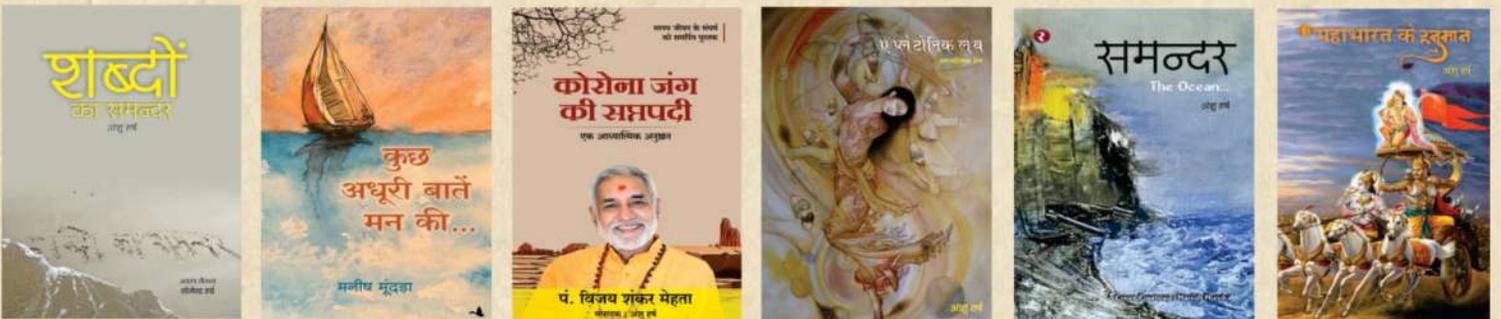
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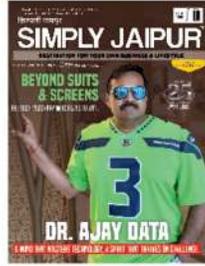
“ Choosing a book topic is tough, but it’s the first big decision of your book-writing journey ”

## COVER PAGE

SIMPLY COVER STORY

### DR. AJAY DATA

25 Years Strong  
A Journey of Resilience  
and Vision - Data Infosys



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## CONTENTS

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# 2024

MAY

### SIMPLY COVER STORY

8

25 Years Strong A Journey of Resilience  
and Vision - Data Infosys

### SIMPLY DIET

14

Enjoy the warmth and vibrancy that  
summer brings - **Dt Kirti Jain**

### SIMPLY SPIRITUAL

15

**चंदन - व्यापार और आध्यात्म का मेल**

### SIMPLY FEST

16

**Amity University Rajasthan Hosts Vibrant  
Media and Animation Fest 'Hastakshar'  
supported by Rajasthan International  
Film Festival-RIFF**

### SIMPLY EVENTS

18

**Book Discussion at Ashok Club by  
Pick a Book (PAB) Jaipur**

19

**जनसंपर्क दिवस सम्मान समारोह आयोजित  
काले हनुमान जी में हनुमान जन्मोत्सव धूमधाम  
से मनाया गया**

20

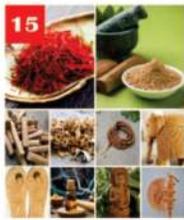
**STARTUPS WILL BE THE FORCE  
MULTIPLIER TO CATAPULT THE COUNTRY  
TO A USD 10 TRILLION ECONOMY**

27

**Rajasthan Royals launch new  
cricket academy in Jaipur**

28

**Kia Launches 2024 Refreshed Seltos**



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**27 SIMPLY LAUNCHING**



**28 SIMPLY SPEED**



**» REGULARS**

Subscription Form <b>FREE</b>	<b>31</b>
Simply Readers ( Book Review)	<b>33</b>
Simply Astro	<b>34</b>

**» BRAND INSIDE**

<b>Simply Jaipur Tariff</b>	<b>2</b>
<b>Simply Jaipur Publication</b>	<b>3</b>
<b>Intern RIFF FILM CLUB</b>	<b>30</b>
<b>ASH Group</b>	<b>32</b>
<b>Voice of Jaipur</b>	<b>35</b>
<b>Thar Sarvoday Sansthan</b>	<b>36</b>
<b>Cinemasthan</b>	<b>37</b>
<b>JIONEWS</b>	<b>38</b>
<b>RIFF Film Club</b>	<b>39</b>
<b>RIFF 2025</b>	<b>40</b>

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## EDITORIAL

# हर मौसम कुछ कहता है

हिंदी फिल्म का एक गीत तो आप सभी ने सुना होगा, पतझड़ सावन बसंत बहार एक बरस के मौसम चार, और इन्ही चार मौसमों को हम पुरे साल जिए जाते है अंग्रेजी महीने जनवरी से दिसंबर तक के अनुसार अपने कैलेंडर को नियोजित कर अपना काम और जीवन के उत्सव और त्यौहार मनाएं चले जाते है। लेकिन क्या कभी आपने हिन्दू तिथि के अनुसार महीनों को जानने की कोशिश की है, अभी बैसाख माह चल रहा है, बैसाख का आध्यात्म ये है कि संवत्सर का दुसरा माह होता है और इसे माधव माह भी कहा जाता है।

इस माह में गंगा स्नान का बहुत महत्त्व होता है और गंगा स्नान नहीं कर सकते तो सूर्योदय से पूर्व घर में ही स्नान का उतना ही महत्त्व होता है। इस माह वरुण देवता का ध्यान महत्वपूर्ण है और यह महीना संयम, अहिंसा, अध्यात्म, स्वाध्याय और जनसेवा का महीना है। अतः सेवा किसी भी रूप में हो अधिक से अधिक करनी चाहिए। इस माह के शुक्ल पक्ष को अक्षय तृतीया के दिन विष्णु अवतारों नर-नारायण, परशुराम, नृसिंह और हयग्रीव के अवतार हुआ और शुक्ल

पक्ष की नवमी को देवी सीता धरती से प्रकट हुई। हिन्दू धर्म के प्रसिद्ध मंदिर श्री केदारनाथ के कपाट वैशाख माह की अक्षय तृतीया को खुलते हैं। भगवान बुद्ध का जन्म, ज्ञान प्राप्ति (बुद्धत्व या संबोधि) और महापरिनिर्वाण ये तीनों वैशाख पूर्णिमा के दिन ही हुए थे।

इस माह के प्रमुख धार्मिक उत्सवों में बैसाखी, आखातीज, नवरात्रि आदि शामिल हैं। ये उत्सव न केवल समाज को एकजुट करते हैं, बल्कि आत्मा को भी नई ऊर्जा और प्रेरणा प्रदान करते हैं। बैसाख का महीना विविधता और उत्साह का प्रतीक है। यह समय एक उत्तम अवसर है जब उच्च आध्यात्मिक स्तर पर केंद्रित लोग आत्म कल्याण का प्रयास करते हैं। यह समय साल के शेष भाग में सकारात्मकता, सामंजस्य और समृद्धि की दिशा में अग्रसर होने के लिए प्रेरित करता है। इस महीने में ध्यान और आध्यात्मिक अभ्यास को अपनाकर हम अपने जीवन को नई ऊर्जा, संतुलन और आनंद से भर देते हैं।

## > अंशु हर्ष

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📷 anshu\_harsh

We the team of Simply Jaipur, a unique destination for your own lifestyle magazine, welcome you. It is Rajasthan's first BI-LINGUAL monthly lifestyle magazine. As you are aware our current SJ May 2024 Edition is already on the Stands We Invite your presence in form of advertorial or advertisement in our coming June edition in which we cover top personalities of Jaipur who have contributed in any way to lifestyle, society or through their profession. Our upcoming editions will be based on the customs and traditions of the local area. As well we will be highly delighted if anybody send us Travelogues about different tourist destinations.

We also have our presence online among the readers of all ages through Digital magazine. Our targeted group of reader varies from proactive and dynamic adults to people with higher household incomes.

All editions of SIMPLY JAIPUR are available online also, you can visit our online digital brochure at [www.simplyjaipur.com](http://www.simplyjaipur.com). This 44 pages BI-LINGUAL publication features new trends of lifestyle in every edition.

In last four successful years, we have received great response from our readers not only from Rajasthan but also globally.

In our upcoming editions, we look forward to publish Life-style contents and for that we are providing advertising space for the local businesses. We also cater to your presence in form of Display Advertisement, Editorial, or Advertorial.



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CEO/MANAGING EDITOR & BUSINESS HEAD  
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SIMPLY COVER STORY

# 25 Years Strong

## A Journey of Resilience and Vision - **Data Infosys**

› Anshu Harsh



## The Tycoon Triumph

# Ajay Data



**W**e grow when our people grow, and people grow when the country is technically sound. With the successful completion of 25 years of being a helping hand to the growing nation Infosys has secured a major place in the technology market. Simply Jaipur catches up with Ajay Data

Ajay belongs to a small village Karthala, near Alwar, and came to Jaipur after schooling. After graduating in commerce from the University of Rajasthan in 1992, he pursued an MBA in computer application from Newport University, USA. He did a diploma course in 'System Analysis & Design' from Uptorn in 1994 and a Doctorate in Electronic Data Processing from the Netherlands in 1996. You may be a bit surprised to know that he has a Hone Diploma in "Fashion Designing" from JD Institute of Fashion Technology and has also studied Spiritual Science through Pranic Healing.

While pursuing his education, he began working with Jaipur Glass and Potteries which was a family business and had taken over to the oil business earlier. He was heading to revive the unit, but this job was just a pit stop. Ajay was helping in the family business and thinking about global opportunities. Our country had just begun to witness the magic of the World Wide Web, and like many others, Ajay was enthralled. But at that time, there was no major IT-related company in the state that he could look upon. Choosing to branch away from a family business is never easy, but when he expressed his intent to stay away from the family business at the first available opportunity, the family supported him. In 1997-98, VSNL was the only internet service provider, a dial-up connection was the only choice, hence April In 1999, He went ahead and established data Infosys, Rajasthan's first private Internet service provider (ISP) company.

He was just 26 years old, but he understood the needs of an evolving IT industry. Starting as one man in the army, to now 2000+ team members, Data Infosys has managed to carve out a niche for itself in the competitive IT market; they have served more than 25 lakh subscribers and serviced over 2,500 companies in the country and abroad with their IT Product and services. Join us as we engage in a dialogue with Dr. Ajay Data that transcends mere words, forging connections and broadening horizons.

Join us as we engage in a dialogue with **Ajay Data** that transcends mere words, forging connections and broadening horizons.



## 1. What inspired you to pursue a career in this field, and how has that motivation evolved over the years?

From doing pottery business to diving into tech, my career has been full of surprises. It's like technology found me, not the other way around. I stumbled into the tech world when I applied for an ISP license, never imagining it would shape my future. I've always loved computers, but making a career out of it wasn't on my radar. Yet, here I am, recognized as a Global Innovator. Looking back, it feels like destiny had a hand in leading me here. Now, as I keep pushing tech's boundaries, I'm reminded that the best journeys often happen when we least expect them. My motivation, Initially, it was about my passion. Now, it's about using technology to help people. Seeing how our work directly affects individuals and communities keeps me going.

## 2. How has your leadership style evolved throughout your career?

Over the years, my way of leading has really changed, At the start, I was all about giving clear directions and making sure everyone knew what to do. It was like leading a horse to water, you could say. But I soon realized that just telling people what to do wasn't enough. As I gained more experience and wisdom, I began to see the power of collaboration. It's true what they say, "Two heads are better than one." So, I started listening more, encouraging everyone to chip in their ideas, and working together to tackle challenges. It was like we were all in the same boat, rowing towards a common goal. Trusting in their abilities and giving them space to shine has really worked wonders for us. As time went on, I also learned the importance of empathy in leadership. Understanding the perspectives and feelings of my team members became crucial in fostering a positive and supportive work environment. I started to invest more time in building relationships, offering support, and celebrating the successes of each individual. This shift towards a more empathetic leadership style not only boosted morale but also strengthened the bond within our team, paving the way for greater collaboration and productivity.

### 3 .What do you consider your greatest achievement or proudest moment in the last 25 years?

Looking back over the last 25 years, picking just one achievement is tough because there's been so much happening. But if I had to choose, I'd say our biggest win has been leading the way in innovation. We were the first to bring a whole range of new age technologies to the world: the first Wi-Fi hotspot, the first online portal, the first bus booking system, the first e-wallet, the first email platform, the first anti-spam, the first photo billing, n and many more. Being the first to pioneer all these advancements, to push the boundaries and introduce new technologies, that's what makes me really proud. It's something nobody can take away from us, and it's a big part of who we are. Also, we created the foundation for the tech industry to flourish in Rajasthan. We've trained thousands of professionals who've gone on to work in other companies, contributing to the growth of the tech ecosystem. Notably, large tech companies have sought insights from us about the technology landscape before establishing their presence in the state. It's gratifying to know that our efforts have played a pivotal role in shaping the technology landscape and attracting investment to our region.



### 4. How do you maintain a work-life balance, especially with the demands of running a business?

Right from the start, work has been my main focus, hardly leaving any time for breaks. And even after all these years, that hasn't changed one bit. Work isn't just a job for me—it's like my favourite hobby. I genuinely enjoy tackling digital challenges and finding solutions. But, of course, family always comes first. They're the ones who keep me grounded. Spending time with my wife, kids, and parents is a top priority for me. And when it comes to balancing everything, Playing sport is a lifesaver. I used to captain my college table tennis team, and I still jump at any chance to play. Lately, I relish badminton too. Sports are the perfect way for me to unwind and recharge.



### 5 In your opinion, what key factors have contributed to your success and longevity in this industry?

In my view, several key factors have played a significant role in both my success and the longevity of our presence in this industry. Firstly, maintaining integrity has been paramount. We've always been transparent and ethical in our practices, ensuring that we serve our customers with the utmost integrity and honesty. Our mantra is simple: to deliver the best services and experiences to our customers. It's this dedication to excellence and customer satisfaction that has propelled us forward and sustained our success over the years. Ultimately, success in this industry isn't a solo journey—it's a team effort. We've fostered a culture that emphasizes unity and collaboration, treating everyone as part of



one big family. We're proud to have individuals in leadership roles who have been with us for 25 years, a testament to our commitment to nurturing and retaining talent. Ultimately, our mantra is simple: to deliver the best services and experiences to our customers. It's this dedication to excellence and customer satisfaction that has propelled us forward and sustained our success over the years.

## 6. Looking ahead, what are your aspirations and goals for the future of your business?

Our vision is to uphold our position as pioneers in technology, We're hungry to leverage the power of AI and emerging tech to create solutions that not only benefit our customers but also drive positive global change. We understand the landscape is constantly shifting. That's why agility and adaptability are etched into our DNA. We're not content with keeping pace, we want to set the standards for the future of our industry. Our aspiration? To leave a lasting, positive mark on the world through the power of technology we create.

## 7 .What lessons have you learned throughout your career that you wish you knew when you started 25 years ago?

I've realised the importance of staying agile in the ever-evolving landscape of technology. As Steve Jobs famously stated, 'Innovation distinguishes between a leader and a follower.' This mindset reminds us to constantly adapt and innovate to stay ahead of the curve. But you know what's been my real secret sauce? People. Building relationships, having a solid crew to lean on—it's priceless. None of us get anywhere alone.

## 8 .How do you support start ups industry these days? Any suggestions for budding entrepreneurs.

I'm part of various startup communities where I share advice and help out where I can. As an investor, I'm always on the lookout for promising startups to back financially and with advice. I'm all about giving back and helping newbies navigate the startup world. Now, for those budding entrepreneurs out there, **Here's my simple advice: Remember the 5Ts rule.**

**Timing:** Keep an eye on the clock. Sometimes, it's all about being in the right place at the right time.

**True Blue:** Stay authentic and true to yourself. Authenticity breeds trust and sets you apart in a sea of competitors.

**Traction:** Get some momentum going. Whether it's getting customers or making sales, traction is what gets investors interested.

**Team:** Surround yourself with great people. Your team can make or break your startup, so choose wisely.

**Technology:** Use latest tech including AI to your advantage. It can be your secret weapon for standing out in the crowd. Stick to these principles, and you'll be on the right track. And, if you ever need a hand, feel free to reach out to me through my website. I'm here to help.

## 9. What do you enjoy most about your work, and how has that passion sustained you for 25 years?( New products ) We can discuss about covid times and new launches.

Without a doubt, what really gets me going is the thrill of dreaming up game-changing solutions. It's like my daily dose of excitement that's kept me on this wild ride for the past 25 years. I'm always on the lookout for ways to shake things up and leave my mark. One recent innovation that stands out is our Private GPT, a bespoke Generative Pre-trained Transformer model. It's reshaping how businesses utilize AI by empowering them to train models on their own specific data. This breakthrough allows businesses to leverage AI for various required tasks all while ensuring the utmost security and privacy of their sensitive information. In response to the seismic shifts caused by the COVID-19 pandemic, we unveiled "Jamboree," our cutting-edge virtual event platform. Jamboree offers users the ability to craft their own virtual spaces and conduct a diverse array of events remotely. Whether it's establishing virtual offices for distributed teams, orchestrating engaging virtual town halls, or seamlessly launching new products without geographical constraints, Jamboree delivers an immersive virtual experience that transcends physical limitations.

## 10. Finally, what does this 25th work anniversary mean to you personally and professionally?

This 25th work anniversary is stirring up a whole mix of emotions, like flipping through a photo album of memories. You know, I often describe being an entrepreneur as navigating through a storm every day, but it's also the most fulfilling journey I've ever been on. Most difficult yet most rewarding journey. Reaching this 25th work milestone stirs deep gratitude, especially to my family, team members and government, their support has been my backbone. They've always motivated me to try new things. In those early days of starting the company, my wife Nidhi would join me for dinner at the office, our precious time together amidst the hustle of building the business. I owe everything to my wife and parents for standing by my side through it all. But it's not just about looking back—it's about looking ahead too. This silver jubilee comes with a big responsibility. It's about carrying forward the legacy we've built and making the next 25 years even more legendary.



# Enjoy the warmth and vibrancy that summer brings - **Dt. Kirti Jain**

Summer, with its longer days and abundance of fresh produce, presents a unique opportunity to revitalize our bodies and embrace a more nourishing lifestyle. From the juicy fruits to the crisp vegetables, there's an array of culinary delights waiting to grace our plates and fuel our bodies.

But beyond just the food on our plates, summer invites us to explore various avenues of holistic wellness, from staying hydrated under the sun to finding balance amidst the festivities. So, here are some tips, as we uncover the secrets to thriving in health and vitality throughout the summer months.

## Hydration is Key:

- Drink at least 2.5 liters of water per day to prevent dehydration.
- Opt for infused water with herbs and fruits like mint, basil, cucumber, and citrus fruits.
- Include water-rich foods such as cucumbers, watermelon, and tomatoes in your diet.



## Light and Frequent Meals:

- Eat light, less-spicy meals to prevent indigestion and loss of appetite in hot weather.
- Choose healthier options at social gatherings and incorporate plenty of raw fruits and vegetables into salads.

## Foods for Summer:

- Enjoy foods rich in water content and essential nutrients such as curd, coconut water, lemonade, and berries.
- Include seasonal fruits and veggies in your diet to replenish lost water and stay hydrated.

## General Tips to Beat the Heat:

- Wear loose clothing to stay comfortable in hot weather.
- Consume small meals frequently to aid digestion and avoid bloating.
- Limit outdoor activities during the hottest parts of the day.
- Avoid fast food, deep-fried, and street food to maintain a healthy diet.
- Stay hydrated by drinking plenty of water and other fluids throughout the day.
- Don't skip workouts; instead, exercise indoors or during cooler times of the day to stay active.



 [dietitiankirti](#) | Dietician Kirti Jain

# चंदन - व्यापार और आध्यात्म का मेल

चन्दन - नाम सुनते ही एक महक जो चारों ओर महसूस होने लगती है, चन्दन का पेड़ अपने आप में मूल्यवान और गुणवान है, जिसकी पत्तियां जड़ और तना, बीज सभी किसी न किसी काम आते हैं। यून भी कहा जाता है कि लकड़ियों में राजा है चन्दन।

चन्दन के व्यापारी कुञ्ज दोषी ने बताया कि चन्दन का उपयोग विभिन्न तरीकों से किया जाता है जैसे पत्तियों का, जड़ का तेल का टहनी के छोटे टुकड़े और चिप्स से पाउडर बना कर विभिन्न आयुर्वेदिक चिकित्सा में कई रोगों के उपचार के लिए दवा के रूप में, औषधीय अर्क के रूप में काम में लिया जाता है। पूजा कार्यों में यज्ञ के लिए इनका उपयोग होता है। गंध और सुगन्धित धूप बनाने के लिए और सौन्दर्य उत्पादों में, अरोमाथेरेपी आदि के लिए चंदन के पेड़ को काम में लिया जाता है। चन्दन के व्यापारी कुञ्ज बताते हैं कि चन्दन के तने की व्यापारिक और व्यावसायिक उपयोगिता अधिक है। चन्दन की लकड़ी का उपयोग विभिन्न संस्कृतियों और धर्मों में उपयोग किया जाता है। ये आध्यात्मिक और धार्मिक आयोजनों, चिकित्सा, सौंदर्य और आराम के उद्देश्यों के लिए कई तरह से काम आती है साथ ही हस्तकला के सामान और फर्नीचर बनाने में भी इसका उपयोग किया जाता है।



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चन्दन की लकड़ी को धार्मिक और आध्यात्मिक परंपराओं में उपयोग किया जाता है, जैसे कि हिंदू और बौद्ध धर्म में पूजा और ध्यान के दौरान, यह आध्यात्मिक साधना में ध्यान और शांति को बढ़ाने में मदद करता है। चन्दन की लकड़ी का तेल और पाउडर कई आरोग्य सेवाओं के लिए प्रयोग किया जाता है। इसका तेल शांति प्रदान करता है और मसाज करने पर शारीरिक और मानसिक संतुलन को बढ़ाता है। इसके गुणों के कारण यह आयुर्वेदिक चिकित्सा में भी उपयोग किया जाता है। चन्दन का तेल और पाउडर सौंदर्य और साज सज्जा के उपकरण के रूप में उपयोग किया जाता है। इसका उपयोग चेहरे के मास्क या स्क्रब के रूप में किया जाता है, जो त्वचा को नरम और चमकदार बनाने में मदद करता है। चन्दन की धूप, जिसे धार्मिक और आध्यात्मिक आयोजनों में उपयोग किया जाता है, आत्मिक शुद्धि और ध्यान को बढ़ाने के लिए इस्तेमाल की जाती है। चन्दन का तेल अरोमाथेरेपी में उपयोग किया जाता है, जो तनाव को कम करने, मन को शांत करने और संतुलित विचार प्रदान करने में मदद करता है। चन्दन की लकड़ी को हिंदू और बौद्ध पूजा और समारोहों में उपयोग किया जाता है। यह पूजा के अवसरों पर देवताओं को अर्पित किया जाता है और धार्मिक रीति-रिवाजों का हिस्सा बनता है।

चन्दन की लकड़ी का स्थान हिन्दू धर्म में बहुत ऊंचा है, हर हिन्दू परिवार के पूजा घर में चन्दन की लकड़ी का छोटा स्वरूप मिल ही जाता है जिसे जिस कर ठाकुर की सेवा में काम में लिया जाता है और तिलक किया जाता है और औषधि रूप और सौंदर्य प्रसाधन रूप में भी काम में लिया जाता है। लेकिन चन्दन का एक ऐसा उपयोग है जो हिन्दू धर्म के अंतिम संस्कार से जुड़ा है, चंदन की लकड़ी का अंतिम संस्कार में प्रयोग इसलिए किया जाता है कि शव का दाह होने से आने वाली दुर्गंध रोकी जा सके दरअसल चन्दन की लकड़ी के व्यापारी अरगजा के मालिक कुंज दोषी बताते हैं की वो इस व्यापार को पांच पेटियों से देख रहे हैं और देश के बड़े बड़े नामचीन हस्तियों के अंतिम संस्कार में उन्होंने चन्दन की लकड़ी भिजवाई है। भारत रत्न लता मंगेशकर के अंतिम संस्कार के लिए चंदन की लकड़ी का प्रयोग किया गया, अंतिम संस्कार में प्रयोग इसीलिए किया जाता है कि शव का दाह होने से आने वाली दुर्गंध रोकी जा सके. दरअसल जब किसी शव का दाह संस्कार होता है तो शरीर का मांस और हड्डियों के जलने से तेज दुर्गंध आती है, चंदन की लकड़ी इस दुर्गंध का असर कम करती है. चन्दन की कीमत बहुत ज्यादा होती है तो बहुत से लोग केवल सर और मुख के स्थान के लिए भी इस लकड़ी का प्रयोग करते हैं। यह परंपरा प्राचीन काल से चली आ रही है। इस परंपरा के पीछे सिर्फ धार्मिक ही नहीं वैज्ञानिक कारण भी निहित है।

चंदन की लकड़ी अत्यंत शीतल मानी जाती है। उसकी ठंडक के कारण लोग चंदन को घिसकर मस्तक पर तिलक लगाते हैं, जिससे मस्तिष्क को ठंडक मिलती है। धार्मिक मान्यता के अनुसार मृतक के मुख पर चंदन की लकड़ी रख कर दाह संस्कार करने से उसकी आत्मा को शांति मिलती है तथा मृतक को स्वर्ग में भी चंदन की शीतलता प्राप्त होती है। वैज्ञानिक कारण ये है कि देह के जलने पर बहुत तेज दुर्गन्ध फैलती है जिसे चन्दन की लकड़ी का साथ जलना दूर कर सकता है। चन्दन की लकड़ी का इस्तेमाल विभिन्न सांस्कृतिक और धार्मिक परंपराओं में समृद्ध है, जो इसे एक महत्वपूर्ण और प्रसिद्ध उपकरण बनाता है। इसके विभिन्न उपयोगों के साथ-साथ, यह अपने ध्यानपूर्वक और सुगन्धित गुणों के लिए भी प्रसिद्ध है, जो इसे एक अनमोल संस्कृति का हिस्सा बनाता है।

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# Amity University Rajasthan Hosts Vibrant Media and Animation Fest 'Hastakshar' supported by Rajasthan International Film Festival - RIFF

The Amity School of Communication at Amity University Rajasthan (AUR) organized a two-day National Media and Animation Fest, 'Hastakshar,' on May 1st & 2nd, 2024 supported by Rajasthan International Film Festival. The two-day event encapsulated 17+ events including fiction & non-fiction film, animation film festival supported by Rajasthan International Film Festival. The highlights were CanonLight Painting- photography workshop, Sun downers and many more. The event received 260 entries from across the country including Tamil Nadu, Karnataka, Maharashtra, Gujarat, Madhya Pradesh, Haryana, Punjab, Chhattisgarh, and Rajasthan.



The event commenced with an inaugural address of Prof. (Dr.) Amit Jain Hon'ble Vice-Chancellor, Amity University Rajasthan wherein he stated this vibrant event is a celebration of creativity, innovation, and talent. Addressing at the inaugural Prof. G.K. Aseri hon'ble Pro Vice Chancellor Amity University Rajasthan stated that the event underscores the commitment to bridge the gap between academia and industry. The event was graced by the chief guest Prof. Sudhi Rajiv, hon'ble Vice Chancellor,

Haridev Joshi University of Journalism and Mass Communication, Jaipur, and guest of honour Mr. Somendra Harsh, Director, Rajasthan International Film Festival. The fest also welcomed renowned radio personalities RJ Shivangi and RJ Sufi from FM Tadka. Prof Sudhi Rajiv commended the AUR's dedication to fostering creativity and providing students with a platform to showcase their talents in media and animation. Mr. Somendra Harsh appreciated the initiatives in nurturing the next generation of creative minds and extended the collaboration of Rajasthan International Film Festival with Amity University Rajasthan on future projects.





Prof. Jayati Sharma, Director of the Amity School of Communication and Chairperson of Hastakshar-2024, provided an overview of the fest, highlighting its importance in fostering creativity & building connections within the media and animation industry.

The film festival opened a range of valuable opportunities for the winners including the offer of financial support from RIFF. Ultimately, the film festival served as a launchpad for the winners, paving the way for further development and success in the film industry.

The event wrapped-up with a felicitation ceremony. Mr. Somendra Harsh, Director, Rajasthan International Film Festival, Ms. Anshu Harsh, Editor, Simply Jaipur, Brig Govind Singh Rathore, Deputy Director General, Amity University Rajasthan, Kritesh Agarwal, Founder, Style Matters and Prof. Jayati Sharma, Director, Amity School of Communication bestowed the trophies and certificates to the participants for their outstanding performances.

Amity School of Communication provides a diverse array of programs, catering to students with interests in animation, journalism, graphic design, film&television production, PR & corporate communication, event management. The event was co-sponsored by Style Matters, Jaipur BMW & IndiCharkha and Workshop Partner Canon- Light Painting Photography.



## Book Discussion at Ashok Club by Pick a Book (PAB) Jaipur



The horrific Jallianwala Bagh massacre which happened on 13 April in 1919 in Amritsar was a well-planned action by General Reginald Dyer to teach Indians a lesson. Three days earlier, on 10 April, there had been a skirmish on the arrest of Dr Saifuddin Kitchlew and Dr Satya Pal in Amritsar for organising protests against the Rowlatt Act. The people wanted to give a representation to the Deputy Commissioner of Amritsar to release both of them. While trying to break the police picket on the railway over bridge, the police resorted to firing, which left around 20 Indians dead. As a reaction, 5 Europeans were killed by Indians in old Amritsar town and they burned the Town Hall

and the Telegraph building. Dyer with his action at Jallianwala Bagh apparently wanted to send a message that such violence by Indians against the Europeans would not be tolerated. This was stated by Jagdeep Singh in a book presentation on Kishwar Desai's 'Jallianwala Bagh, 1919 – The Real Story' at Ashok Club. The PowerPoint presentation on the book was organised. The presentation highlighted the grim fact that the firing on that fateful day on over 2500 persons assembled at the Jallianwala Bagh on the day of Baisakhi left over 1000 dead and many wounded. The official figure given by the British was much less. General Dyer had come to Amritsar on 11 April and taken over command of the army without any written or verbal orders. Though he issued a proclamation on 12 April that there was to be no meeting or gatherings, this had not been effectively communicated to the people living near Jallianwala Bagh. General Dyer took 50 soldiers who fired 1650 rounds in a span of 10 minutes on unarmed, peaceful gathering without any prior warning. Because of the curfew post 8 pm in Amritsar, the wounded could not be attended to and no medical aid was provided. In days following the incident, Dyer subjected the Indian residents of Amritsar to different kinds of punishments, including the frightful 'crawling order', where Indians were made to crawl on a 150 square yards lane. The Jallianwala firing resulted in widespread condemnation all over the world. The Freedom Struggle under the leadership of Mahatma Gandhi gained a new momentum. While the British formed the Hunter Committee to enquire, the Indian National Congress too conducted its own enquiry. Both General Dyer and Lieutenant Governor of Punjab, Michael O'Dwyer were recalled to England from India. General Dyer was asked to resign but he was not punished. Later, Britain has regretted the incident but not apologised for the same. Twenty years later Udham Singh assassinated O'Dwyer in London.



# जनसंपर्क दिवस सम्मान समारोह आयोजित



पब्लिक रिलेशन्स सोसायटी ऑफ इण्डिया जयपुर चैप्टर का 47 वां राष्ट्रीय जनसंपर्क दिवस एवम् सम्मान समारोह रविवार को आयोजित हुआ। कार्यक्रम थीम 'सनातन मूल्य और उभरता भारत- जनसंपर्क की भूमिका' विषय पर बोलते हुए मुख्य अतिथि विधायक श्री गोपाल शर्मा ने कहा कि सनातन मूल्यों को आत्मसात कर समाज के निचले तबके तक इनका लाभ पहुंचाने में जनसंपर्क कर्मियों की भूमिका महत्वपूर्ण है। उन्होंने कहा कि सत्यम वद, धर्मम च-यानी सत्य बोलो, धर्म पर चलो ही सनातन विचार हैं। हमारा, समाज का और देश का भला इन्हीं दो शब्दों से होगा। उन्होंने सनातन मूल्यों के संरक्षण की बात कही। अध्यक्षता कर रहे वरिष्ठ प्रशासनिक अधिकारी श्री डी आर मेहता ने कहा कि सनातन के मूल में दूसरों का भला करने की भावना निहित है। उन्होंने जयपुर फुट के सेवाओं का जिक्र करते हुए कहा कि पाकिस्तान, फिलिस्तीन और इराक जैसे देशों में जनसंपर्क के जरिए जरूरतमंदों को लाभ दिया जा रहा है। विषय वक्ता आचार्य कौशलेन्द्र दास ने कहा कि सनातन का अर्थ धर्म, संप्रदाय न होकर अच्छे आचरण से है। सत्य, दया, अहिंसा, अस्तेय, अपरिग्रह, अहिंसा, परोपकार,

सद्भावना तथा आदर आदि जीवन मूल्य सनातन भावना की पहचान हैं। वरिष्ठ साहित्यकार डा नरेंद्र शर्मा कुसुम ने कहा कि संवेदना- शून्य होते जा रहे समाज में सनातन भावना और आचरणों की बहुत आवश्यकता है। नई पीढ़ी तक इन आचरणों को पहुँचाने की जिम्मेदारी हमें निभानी है। कार्यक्रम में सोसाइटी अध्यक्ष विशंकर शर्मा ने स्वागत भाषण में संस्था के उद्देश्यों तथा कार्यक्रम की जानकारी दी। उपाध्यक्ष गोविंद पारीक ने समारोह की विषय वस्तु के बारे में वक्तव्य दिया। संचालन प्रेरणा अरोड़ा सिंह ने किया। इन्हें मिला सम्मान - कार्यक्रम में वरिष्ठ जनसंपर्कमी वी के सिंघवी को 'जनसंपर्क श्री' सम्मान से नवाजा गया। वीरेंद्र पारीक, कन्हैया भ्रमर, तरुण जैन, जितेंद्र माथुर, गणपतिसिंह नारोलिया तथा डॉ संदीप पुरोहित को जनसंपर्क उत्कृष्टता पुरस्कार मिला। जनसंचार शिक्षण विशिष्टता सम्मान डॉ वैशाली कपूर, डॉ रतन सिंह को मिला। इसके अलावा उदीयमान प्रतिभा सम्मान सुहानी खंडेलवाल, उदित्पा पारीक, सतीश राज, लोकेश सैनी, साक्षी गोयल, रिद्धि गुप्ता, दिया मांगनी, प्रीति अधिकारी, अपूर्व तथा संजीत सिंह चाहर को प्रदान किया गया।

## काले हनुमान जी में हनुमान जन्मोत्सव धूमधाम से मनाया गया



हनुमान जन्मोत्सव के उपलक्ष में ठिकाना श्री काले हनुमान जी मंदिर चांदी की टकसाल में विभिन्न कार्यक्रम आयोजित किये गए। 20 अप्रैल को सामूहिक हनुमान चालीसा के पाठ से उत्सव की शुरुआत हुई और 22 अप्रैल को मध्य रात्रि को विग्रह का सहस्र धारा अभिषेक पंचामृत, ऋतुफल रस, औषधि रस व इत्र द्वारा वैदिक मंत्रों के उच्चारण से साथ किया गया। इसके बाद हवन हुआ मंदिर के युवाचार्य पंडित योगेश शर्मा ने बताया कि महंत गोपाल दास जी महाराज के सानिध्य में ये सम्पूर्ण उत्सव मनाया गया जिसमें सैकड़ों भक्त हनुमान जी महाराज के दर्शन कर उनका आशीर्वाद प्राप्त किया। 23 अप्रैल को सुबह हनुमान जी नूतन पोशाक धारण की

और दोपहर में सामूहिक संगीतमय सुंदरकांड का पाठ का आयोजन हुआ शाम को महाआरती की गई और हनुमान दरबार को भव्यता से सजाया गया और स्वयं हनुमान जी का अनुपम श्रृंगार और छप्पन भोग की झांकी के साथ ही भजन संध्या का आयोजन भी हुआ महंत गोपाल दास जी द्वारा सभी को बधाइयाँ बांटी गई। ध्वजा शोभायात्रा निकाली गई ठिकाना श्री काले हनुमानजी जी की सत्रहवीं ध्वजा यात्रा मोती डूंगरी गणेश जी मंदिर से प्रारंभ हुई जिसमें सैकड़ों भक्तों ने पैदल यात्रा की जो चौड़ा रास्ता से चौपड के रास्ते चांदी की टकसाल पहुंची, मुख्य रथ पर विराजमान हनुमान जी विराजमान थे और मंदिर पहुँचने पर महंत गोपाल दास जी महाराज ने आरती उतारकर विधिवत पूजा अर्चना की और प्रदेशवासियों की खुशहाली और संपन्नता की कामना की।



## STARTUPS WILL BE THE FORCE MULTIPLIER TO CATAPULT THE COUNTRY TO A USD 10 TRILLION ECONOMY



India is strategically positioning itself to empower problem solvers, evidenced by its ascent to the top three for value creation globally. Indians are spearheading the creation of unicorns on the global stage. Startups will be the force multiplier to catapult the country to a USD 10 trillion economy. This was stated by Chairperson of Manipal Global Education and renowned Indian businessman, TV Mohandas Pai in Jaipur while sharing his thoughts on the topic 'BHARAT @ 2047'. The event was organized on the occasion of 25th silver jubilee of Data Infosys, now known as Data Ingenious Global Limited. Earlier, in his welcome remarks, Managing Director of Data Group of Industries, Mr. Ajay Data shed light on the 25-year-long journey of the company as a symbol of innovation, resilience and success. Mr. Pai further said that aging is the biggest challenge of humanity. A big advantage that India has over the other economies is its young population. Till 2100 India will continue to have a young population. In addition to other

advantages propelling economic growth, the transformative impact of digitalization in India stands out. India, renowned as a software export giant and a burgeoning deep tech hub, leverages digital platforms extensively. Mr. Pai highlighted a significant achievement during Prime Minister Modi's tenure: the widespread access to basic necessities facilitated by technology. Shedding light on the future, he remarked that in the next few years, India will transition from being data poor to data rich. India has pioneered the use of Digital Public Goods (DPGs) as the technology enabled force multipliers for growth.

### BMW Group and Tata Technologies aim to collaborate Business IT solutions



The BMW Group and Tata Technologies, a global product engineering and digital services company, have announced that they have signed an agreement to form a JV with the aim to establish a software and IT

development hub with locations in Pune, Bangalore and Chennai, India. The main development and operations activities shall be established at Bangalore and Pune. In Chennai, the focus shall be on business IT solutions. The execution of the JV agreement is subject to review and approval by the relevant authorities. Embodying the ethos of 'Engineer in India for the World', the JV will leverage Tata Technologies' digital engineering expertise and talent pool in India to contribute to the BMW Group's strategic expansion of software coding capabilities across global IT hubs and 24/7 operations. The JV will focus on strategic software development, including solutions for software defined vehicles (SDV). In automotive software, the focus will be on automated driving, infotainment and digital services. In business IT, the emphasis will be on digitalization and automation of product development, production and sales.

### Superstar Ranveer Singh and Bold Care's teleshopping parody to promote #TakeBoldCareOfHer



Following the massive success of their first brand film, Bold Care, India's No. 1 sexual health and wellness brand, has unveiled the second installment of their #TakeBoldCareOfHer campaign. The latest brand

film, which showcases Bold Care's bestselling product, EXTEND Delay Spray, designed to help men last longer in bed, features Bold Care's Co-Founder & Indian Superstar, Ranveer Singh, hilariously taking on the role of a teleshopping show host. Reuniting Ranveer with famed internet personality Johnny Sins, the ad blends comedy with informative content, continuing Bold Care's iconic style of educating and entertaining. From the creative minds of Tanmay Bhat, Devaiah Bopanna, and their team, the brand film was directed by Ayappa KM, maintaining the high standard of creative excellence set by Bold Care's previous collaborations. Produced by Earlyman Films, a leader in the ad production industry, the brand film exemplifies its commitment to breaking taboos and fostering open conversations about sexual wellness.

## ज्योति विद्यापीठ महिला विश्वविद्यालय का 16 वां वार्षिक उत्सव आयोजित



राज्यपाल श्री कलराज मिश्र ने कहा है कि महिलाओं को यदि समाज में आगे बढ़ने के अवसर मिले हैं तो वे अपना श्रेष्ठतम प्रदान करती हैं। उन्होंने कहा कि जिस समाज में महिलाओं का सम्मान होता है, वही तेजी से विकास की ओर अग्रसर होता

है। उन्होंने 'ज्योति उत्सव' के अंतर्गत विभिन्न क्षेत्रों में उत्कृष्ट कार्य करने वाली 9 महिलाओं को वूमैन आइकन अवार्ड प्रदान करते हुए कहा कि इनसे प्रेरणा लेकर बालिकाएँ हर क्षेत्र में अग्रणी रहने का प्रयास करे। श्री मिश्र रविवार को ज्योति विद्यापीठ महिला विश्वविद्यालय के 16वें वार्षिक उत्सव "ज्योति उत्सव" में संबोधित कर रहे थे। उन्होंने कहा कि जिन महिलाओं को सम्मान प्राप्त हुआ है, वह सभी अपने-अपने क्षेत्र की होनहार प्रतिभाएँ हैं। यह उस नारी शक्ति का सम्मान है जिन्होंने अपने क्षेत्र में विशिष्ट कार्य कर समाज में महिला शक्ति का अनुपम उदाहरण प्रस्तुत किया है। राज्यपाल ने छात्राओं को उच्च शिक्षा के अधिकाधिक अवसर प्रदान करने के साथ ही उन्हें आत्मनिर्भर बनाने के लिए कौशल शिक्षा प्रदान करने पर भी जोर दिया। उन्होंने कहा कि महिला शिक्षा का अर्थ है, संस्कारित समाज का निर्माण। उन्होंने समाज में लीक से हटकर कार्य करने वाली विभिन्न महिलाओं का उदाहरण देते हुए कहा कि जब-जब महिला शक्ति ने कुछ करने की ठानी, समाज में सकारात्मक बदलाव आया है।

## Management Mantras for Optimal Growth Event at RIC



A transformative event on focusing on "Management Mantras for Optimal Growth" was held. Internationally Renowned speaker, author, preacher Her Grace Radhika Krpa DD delivered insights into effective management

strategies that drive growth and success based on Bhagwat Gita. She stressed on the importance of discipline, consistency, effective leadership and work life balance. The event featured esteemed guests, Chief Income Tax Commissioner Ms. Rolee Agarwal addressed the August audience including students and individuals of all age groups. Radhika Kripa DD is a respected figure in the field of spirituality and life coaching. Her invaluable wisdom on how to navigate in testing business and personal times benefitted the attendees seeking to enhance their management and personal skills and achieve optimal growth in their respective fields. In addition to Radhika Kripa DD's keynote address, the event featured other distinguished guests, including Mr. Saurabh Kakkar, Ms. Vinnie Kakkar, Ms. Shalini Sethi, Mr Vishnu mohan Jha, Mr Puneet chopra and Ms. Shweta Chopra.

## Whispers of the Soul : Poetry That Illuminates the Depths of Love and Resilience



Mohua Chinappa's "If Only It Were Spring Everyday" is a heartfelt collection of poems delving into the depths of human emotions. With a deft touch, Chinappa navigates themes of love, respect and the adversities of contemporary society. Rooted in her experiences with marginalized communities, she unveils the often unseen struggles and injustices they face. Each poem serves as a window into the human condition, portraying a delicate balance of hope

and anguish. Chinappa's sincerity shines through her evocative verses, resonating with readers on a profound level. Her words paint vivid portraits of resilience and vulnerability, inviting introspection and empathy. The collection leaves an indelible mark, its potency lying in Chinappa's ability to capture the essence of shared human experiences. "If Only It Were Spring Everyday" stands as a testament to the power of poetry to evoke emotions and provoke thought. For those seeking solace and connection in the written word, Chinappa's work offers a poignant journey into the depths of the soul.

### About the author

Mohua Chinappa, an accomplished author, columnist, and podcast host of The Mohua Show, shares powerful stories of displacement and gender struggles in her fearless content. Her book Nautan ki Sala and Other Stories addresses cultural-economic shifts and has been translated into Hindi as well.

## Aakash Digital student Tops West Bengal in JEE Main 2024



Aakash Digital, the online platform of Aakash Educational Services Limited (AESL), the national leader in test preparatory services, proudly unveils the exceptional achievement of its Hooghly-based student in the Joint Entrance

Examination (JEE) Main 2024 second session. Ritam Banerjee, a student of Aakash Digital, has secured a stupendous 99.99 percentile, thereby achieving AIR 102 and became the state topper of West Bengal. Ritam has also scored a perfect 100 percentile in Mathematics. This year, Aakash Digital has recorded stupendous results. 6 Students of Aakash Digital have scored 100 percentile in either subjects of Physics, Chemistry and Mathematics. 45 of its students have scored 99 percentile and above in JEE Main 2024 second session, while 172 have scored between 95 to 99 percentile. The student's stellar performance not only underscores his unwavering commitment but also brings to the fore his profound grasp of the subjects tested in one of India's most challenging examinations. Enrolled in Aakash's renowned online program, Ritam embarked on a rigorous journey to conquer the formidable IIT JEE, recognized globally as one of the toughest entrance examinations.

## A collection of heartfelt stories Fit In, Stand Out, Walk



Delighted to unveil a captivating anthology that both inspires and entertains. Coming from her own journey as an orphaned child in Mumbai to an award-winning sustainability warrior Fit In, Stand Out, Walk: Stories from a Pushed Away Hill by Shailini Sheth Amin is a collection of heartfelt stories told through Neelima's eyes taking through her life's ups and downs and striving to find her footing in a world that's always changing. From nothing to inherit and no one to inherit from, these stories share the grit and conviction of women to build their own legacy and pass on more than the material wealth. In this anthology, her tale inspires all, even those facing their toughest moments, leaving a lasting impact on the power of relationships, love, and grief. With a unique and fresh perspective and a personal voice, Fit In, Stand Out, Walk is perhaps a meaningful contribution to women's storytelling literature which delves into topics such as identity, isolation, and survival, crafting a rich narrative that spans across generations and geographical boundaries.

This memoir is about Neelima who has lived on a slightly pushed away hill; her life as an orphan child of Mumbai going to become a sustainability warrior. Her unusual childhood with profound losses along with inspiring women with their fascinating lives who nurtured her.

## Don't let success get to your head: Shah Rukh Khan in Denver's new campaign



India's prestigious men's brand Denver, has launched an inspiring extension of their 'success' campaign featuring megastar & brand ambassador Shah Rukh Khan. In an era where achievements often overshadow virtues, this

campaign inspires a paradigm shift, redefining success beyond mere accomplishments. The brand film delivers a poignant message through a simple yet powerful narrative. Bollywood Badshah, Shahrukh Khan is prominently known as G O A T (Greatest of all times) and true icon of success. As a self-made man, who had come from a humble background has redefined all measures of success. Centering around him, as a symbol of humility and empathy, the film emphasizes the importance of treating everyone with respect regardless of their societal status. Through his dialogue, "Insaan chota ya bada apni soch se hota hai (a person's thinking decides their place in society), success should not go to your head," Shah Rukh encourages viewers to reflect on their own attitudes towards others and to embrace a mindset of equality and compassion. Overall, the brand film effectively redefines how successful people let their aura (scent) speak of their achievements while staying humble.

## The Official Poster of the 77th Festival de Cannes

All the poetic beauty, hypnotic magic and apparent simplicity of the cinema emerge in this scene from Rhapsody in August, authored by the great Japanese master Akira Kurosawa, 81 at the time. In this film, presented Out of Competition in Cannes in 1991, a grandmother who was a victim of the Nagasaki bombing on August 9, 1945, passes on her faith in love and integrity as a bulwark against war to her grandchildren and her American nephew, with tenderness and contemplation. The next-to-last film by the director of Sanshiro Sugata, Rashomon, Seven Samurai, Dersu Uzala and Dodes'ka-den reminds us of the importance of coming together, and seeking harmony in all things. Mirroring the movie theater, this poster celebrates the Seventh Art, with naivety and wonder. Because it gives everyone a voice, it enables emancipation. Because it remembers wounds, it combats oblivion. Because it bears witness to perils, it calls for union. Because it soothes trauma, it helps repair the living. In a fragile world that constantly questions otherness, the Festival de Cannes reaffirms a conviction: cinema is a universal sanctuary for expression and sharing. A place where our humanity is written as much as our freedom.



## राज्यपाल श्री मिश्र और प्रथम महिला ने लोकसभा चुनाव हेतु मतदान किया



श्री मिश्र ने कहा मतदान लोकतंत्र का पावन पर्व, मतदान से ही लोकतंत्र मजबूत होता है।

राज्यपाल श्री कलराज मिश्र और राज्य की प्रथम महिला श्रीमती सत्यवती मिश्र ने शुक्रवार को लोकसभा चुनाव 2024 के लिए अपना मतदान किया। राज्यपाल

मतदान के लिए प्रातः 9.30 बजे सी स्कीम, सरदार पटेल मार्ग स्थित महात्मा गांधी राजकीय आवासीय विद्यालय मतदान केंद्र पहुंचे। उन्होंने वहां अपना मतदान किया। राज्यपाल श्री मिश्र ने बाद में कहा कि मतदान भारत के हर पात्र नागरिक का संवैधानिक अधिकार ही नहीं कर्तव्य है। इसी से लोकतंत्र सशक्त होता है। उन्होंने संविधान की उद्देशिका के प्रारंभ 'हम भारत के लोग' की चर्चा करते हुए कहा कि भारत का अर्थ ही हम सबसे है। लोकतंत्र में जनता और उसका मत ही प्रमुख है। उन्होंने स्वयं और दूसरों को प्रेरित कर मतदान के लिए जागरूक किए जाने का आह्वान किया। श्री मिश्र ने कहा कि मतदान दिवस लोकतंत्र का पावन पर्व है। उन्होंने प्रदेश के सभी मतदाताओं से भयमुक्त होकर अपने मताधिकार का प्रयोग करने की अपील भी की।



## FICCI FLO Chairperson Raghushree Poddar in conversation with Anil Kapoor



Raghushree Poddar in conversation with Anil Kapoor for Motivating Women Entrepreneurs. The Jai Mahal Palace in the city, radiated with excitement as the city was embraced the commencement of the FICCI Ladies organisation (FLO) Jaipur chapter for the year 2024-25 on Wednesday. Led by the dynamic

Chairperson Raghushree Poddar, the inaugural session witnessed the remarkable presence of Bollywood actor, Anil Kapoor. Amidst the fervour, a noble initiative named 'Daan Vahan' was unveiled, aiming to facilitate charitable contributions in diverse forms, ranging from clothing to food donations. This innovative platform, symbolizing the ethos of giving back to society, received commendation and attention from the attendees. The inaugural session of FICCI FLO Jaipur Chapter 2024-25, graced by the actor Anil Kapoor, concluded on a resounding note of the motivation & inspiration.



## Hrithik Roshan continues his association with itelMobile, reinforces the #DareToDoit Spirit



itel, India's leading mobile phone brand, proudly reaffirms its collaboration with Indian superstar Hrithik Roshan as its Brand Ambassador for the second year in a row. This enduring partnership underlines Hrithik's unwavering

trust in itel and his seamless resonance with the brand's ethos and future endeavors. The association with Hrithik Roshan epitomizes itel's commitment to daring innovation, particularly catering to the vibrant young demographic. With the launch of dynamic, stylish, and powerful smartphones, itel aims to embody the spirit of #DareToDoit, resonating strongly with the aspirations of today's youth by being a Darer than just a Doer! Since joining forces with Hrithik Roshan, itel has embarked on a transformative journey, achieving significant milestones in its product offerings. This includes venturing into new market segments such as the Sub 15K category, strengthening its presence in the sub-10K segment with the introduction of the most affordable 5G smartphone, and unveiling the highly anticipated Power series with segment-first features. Reinforcing the #DareToDoit positioning of itel, this collaboration will craft a compelling product narrative for consumers w.r.t the A, P, and S series. The 'A Series', aka the Awesome Series, will inspire consumers to #ToDoMore by enhancing their experiences with superior RAM and ROM features.

## Chef Ranveer Brar Joins Forces with MastrChow to Redefine Asli Chinese in India



MasterChow, the homegrown Indian brand specializing in ready-to-cook Asian staples, proudly announces its partnership with celebrity chef Ranveer Brar as its brand ambassador. This strategic collaboration aims to position MasterChow

as the go-to destination for "Asli Chinese" cuisine, emphasizing credibility, trust, and relatability. MasterChow's decision to get Ranveer Brar onboard stems from a shared commitment to authenticity and quality. With the tagline "Asli Chinese," this partnership resonates with the chef's culinary expertise and passion for genuine flavors. By aligning with Brar's Culinary philosophy, MasterChow aims to reinforce its position as a trusted provider of authentic Chinese cuisine in the market. The endearing Ranveer Brar is also a perfect embodiment of MasterChow's spirit that is committed to raising the flavor bar for its ever-expanding and loyal customer base with its authentic and delectable Chinese-styled offerings. Chef Brar's influence and reputation as a leading culinary figure are poised to enhance MasterChow's brand presence significantly. By leveraging his credibility and expertise, MasterChow aims to differentiate itself in the competitive packaged food market, particularly in the Asian cuisine sector. Through this partnership, the brand seeks to establish a deeper connection with consumers who value authenticity and quality in their culinary experiences.

## Acer's first AI Powered Gaming laptops



Acer, one of the leading brands in the PC industry, launched its first AI-ready Predator Helio 16 and Helios Neo 2024 edition. These cutting-edge gaming laptops feature the latest 14th-generation Intel Core HX gaming processor and are powered by up to NVIDIA GeForce RTX 4080 graphics card. The Predator Helios series has unmatched power and efficiency, featuring innovative cooling solutions, an immersive WQXGA display, and the exceptional touch of MagKey 3.0 swappable mechanical switches. With the integration of AI technology, this gaming powerhouse introduces advanced functionalities like AI-assisted noise reduction, Purified View, and Nvidia DLSS 3.5 facilitated by a 3rd microphone and Purifier Voice 2.0, enhancing the overall gaming experience. The Predator Helios series is equipped with AI capabilities, offering a range of advanced features. Its 3rd Mic and Purifier Voice 2.0 enables AI-assisted noise reduction, ensuring crystal-clear voice quality by eliminating background noise. The Swappable WASD Magkey 3.0 enhances tactile feedback and response time, while the 3rd-microphone setup exclusively captures voices from the front, eliminating unwanted background noise. Acer's Purified View, powered by an AI-driven webcam solution, elevates video calls with features like background blur, improved eye contact, and automatic framing, revolutionizing the video communication experience.

## FICCI FLO Jaipur Chapter 2024-25 Unveils Visionary Initiatives



Under the visionary leadership of Chairperson Raghushree Poddar (Director of Cheer Sagar Exports and Brand Owner of Reme Lifestyle), FICCI FLO Jaipur Chapter 2024-25 embarks on a transformative journey, aiming to empower women and

drive socio-economic development. With a vision to cultivate successful brands and promote women's financial independence, the chapter pledges to foster inclusivity and confidence across all sectors. Key initiatives include the establishment of a MSME skilling centre focusing on merchandizing, pattern making and event workshops. Aside, Digital Labs will be set up across 2-3 different sectors to empower women with digital literacy skills. A startup cell to support women entrepreneurs, and the promotion of Rajasthan's rich textile, handicrafts, and jewellery sectors. Additionally, rural livelihoods will be enhanced through the incorporation of solar panels, empowering communities and fostering economic growth. The chapter also plans to create a centralized marketplace for the fashion, textile, and handicrafts industry through organizing Artisans Art Fair. While fostering partnerships and collaborations to amplify brand building synergies and empower women-led enterprises. Through legal advocacy and initiatives to promote cybercrime awareness.

## HOPUP EXPANDS ITS HORIZON IN JAIPUR TO EMBARK UNPARALLELE ADVENTURE



In an era where Digital Entertainment has taken center stage, HopUp emerges as a beacon of interactive fun, blending virtual entertainment with reality in a seamless arcade of exhilaration. Excitement hits new heights as Forbes India Magazine

recognized HopUp, the ultimate gaming zone, launches at Entertainment Paradise! today. On the occasion the directors, Inder Punyani, Nikhil Nagpal, Vikas dang, and Rupesh Lahoti said after the success in Chandigarh and Mumbai, we are ecstatic and thrilled to announce our latest venture into the heart of Rajasthan – Jaipur and bring the fun to our own Pink City! Directors further unveil plans to spread this car-free joy to 10 more cities like Amritsar, Barnala, Baruch, Rajkot, Bangalore and Gurgaon. Get ready for Bowling, Go Karting, Arcade and VR games, plus a dedicated Kids Zone and Food Area to fuel your fun! With tailored packages for birthdays, corporate events, kitty parties, and school picnics, HopUp promises unforgettable memories for all ages. Under the visionary leadership of directors, HopUp is set to revolutionize entertainment landscapes across India, with Jaipur being the latest gem in its crown. Nestled within the vibrant confines of Entertainment Paradise, HopUp Jaipur is more than just a gaming zone; it's a universe of excitement waiting to be explored. From the thrill of Bowling and Go Karting to the immersive worlds of Arcade and VR games, every corner is designed to elevate your spirit of adventure.

## Aakash Educational Services Limited appoints Deepak Mehrotra as CEO



Aakash Educational Services Limited (AESL), a leader in test preparatory services, has appointed Deepak Mehrotra as its Managing Director (MD) and Chief Executive Officer (CEO). The decision comes at a pivotal moment for AESL, as it continues to innovate and expand its offerings in the competitive landscape of educational services.

Shailesh Haribhakti, The Chairman of AESL, expressed his delight in having Deepak on board to steer the company at this critical juncture. "Deepak's appointment as the new leader of AESL marks an exciting milestone for our organization. His strategic vision and proven operational expertise will be instrumental in solidifying our position as an industry leader," he said. Byju Raveendran, Founder, BYJU'S, echoed the sentiment, stating, "As we enter the next phase of growth, it's our pleasure to welcome Deepak to lead Aakash. His business acumen and stellar record as the Managing Director for Pearson India will be pivotal in leading Aakash into its next phase of growth and impact." Deepak Mehrotra, an accomplished leader with a proven track record in the FMCG, Telecom, and Education industries, has been appointed as the Managing Director and CEO of AESL.

## MG Motor India, Adani Total Energies E-Mobility sign



Adani TotalEnergies E-Mobility Limited (ATEL), a wholly owned subsidiary of Adani Total Gas Limited (ATGL), and part of the diversified Adani Portfolio and MG Motor India signed a Memorandum

of Understanding (MoU) to strengthen the EV charging infrastructure in India. The joint collaboration to develop the charging solutions for electric vehicle (EV) and value-added services to MG's EV customers nationwide and will underpin India's rapidly evolving EV ecosystem by helping build a robust and efficient charging infrastructure. In terms of MoU, Adani TotalEnergies E-Mobility Limited (ATEL) will set up CC2 60 kW DC chargers at upcoming MG dealerships to bolster the charging network and enhance customer accessibility. The partnership will also provide a comprehensive solution encompassing supply, installation, commissioning, operations, and maintenance of charging infrastructure. In addition, a digital platform will be launched to facilitate a seamless customer experience, covering discovery, user authentication, charging, and billing settlement through a dedicated mobile application. Under this strategic partnership, both parties shall explore the potential of integrating public charging stations across platforms by leveraging advanced application programming interfaces (APIs) to enhance network visibility and accessibility.

## Motorola edge 50 Pro goes on sale in India



The motorola edge 50 Pro goes on sale today, 12 PM onwards, on Flipkart, Motorola.in and leading retail stores across India, at an special limited period launch offer price starting at Rs. 27,999\* Consumers can

get up to Rs. 2,000 Additional bump-up on exchange value or upto Rs. 2,250 Instant bank discount on HDFC Bank Cards. The India launch of motorola edge 50 Pro is the global first announcement for the product. The motorola edge 50 Pro features the World's 1st AI Powered Pro Grade camera validated by Pantone to confidently capture true-to-life colors – the way you see them with your eyes. The phone's camera also boasts of segment's widest aperture (f/1.4) primary 50MP 2um Camera with OIS, a Telephoto lens with OIS and 30X Hybrid zoom and segment's highest 50MP Selfie Camera with Auto Focus. The motorola edge 50 Pro also features the World's 1st 1.5K True Color Pantone Validated 3D curved Display phone with 144Hz refresh rate, 10 bit HDR10+, and 2000nits of peak brightness. The motorola edge 50 Pro is beautifully crafted with a harmonious design in Silicone Vegan Leather Finish along with Metal Frames and also features the World's 1st Handmade design in Moonlight Pearl Finish and comes with an IP68 underwater protection.

## विधानसभा चुनाव में शत-प्रतिशत मतदान सुनिश्चित करने के लिए सतरंगी सप्ताह का हुआ रंगारंग आगाज



लोकसभा चुनाव में शत-प्रतिशत मतदान एवं प्रत्येक मतदाता की सक्रिय भागीदारी सुनिश्चित करने के लिए जिला निर्वाचन कार्यालय द्वारा मतदाता जागरूकता अभियान के तहत बुधवार को सतरंगी सप्ताह का आगाज हुआ। जिला निर्वाचन अधिकारी श्री प्रकाश

राजपुरोहित एवं जिला स्वीप नोडल अधिकारी डॉ. शिल्पा सिंह के निर्देश पर सतरंगी सप्ताह के पहले दिन जिला स्वीप टीम द्वारा जयपुर के सीकर हाउस स्थित अग्रसेन चौक पर रंगारंग सांस्कृतिक कार्यक्रम का आयोजन किया गया। हम भी नाचेंगे, गाएंगे वोट डालकर आएंगे थीम पर कार्यक्रम का आयोजन हुआ। की मौजूदगी में आयोजित हुए कार्यक्रम में लोक कलाकारों ने अपनी आकर्षक प्रस्तुतियों से आमजन से मतदान की अपील की। किशनपोल सहायक रिटर्निंग अधिकारी श्री राजेश जाखड की मौजूदगी में आयोजित कार्यक्रम में जिला स्वीप आइकॉन नूर शेखावत आकर्षण का केन्द्र रहीं। नूर शेखावत के साथ कई थर्ड जेंडर्स ने भी आमजन से 19 अप्रैल को जरूर मतदान करने की अपील की। इस दौरान आमजन को मतदान की शपथ भी दिलाई गई। वहीं, अतिरिक्त जिला कलक्टर जयपुर पूर्व एवं सहायक रिटर्निंग अधिकारी विधानसभा क्षेत्र मालवीय नगर सुमन पंवार के निर्देशन में महात्मा ज्योतिबा राव फुले विश्वविद्यालय के सोडाला कैम्पस में मतदान जागरूकता के लिए रंगोली प्रतियोगिता आयोजित की गई।

## The Official Selection of the 77th Festival de Cannes unveiled!



Iris Knobloch, President and Thierry Frémaux, General Delegate, have announced the Official Selection of the 77th Festival de Cannes, during the press conference on April 11, 2024. OPENING FILM - LE DEUXIEME ACTE (THE SECOND ACT), Quentin Dupieux Out of Competition, COMPETITION, THE APPRENTICE Ali Abbasi, MOTEL DESTINO Karim, Ainouz, BIRD Andrea Arnold, EMILIA PEREZ Jacques Audiard, ANORA Sean Baker, MEGALOPOLIS Francis Ford Coppola, THE SHROUDS David Cronenberg, THE SUBSTANCE Coralie Fargeat, GRAND TOUR Miguel Gomes, MARCELLO MIO Christophe Honoré, FENG LIU YI DAI (CAUGHT BY THE TIDES) Jia Zhang-Ke, ALL WE IMAGINE AS LIGHT Payal Kapadia, KINDS OF KINDNESS Yórgos Lánthimos, L'AMOUR OUF Gilles Lellouche, WILD DIAMOND Agathe Riedinger 1st film, OH CANADA Paul Schrader, LIMONOV - THE BALLAD Kirill Serebrennikov, PARTHENOPE Paolo Sorrentino, PIGEN MED NÅLEN (THE GIRL WITH THE NEEDLE) Magnus von Horn, UN CERTAIN REGARD, NORAH Tawfik Alzaidi, THE SHAMELESS Konstantin Bojanov, LE ROYAUME Julien Colonna 1st film, VINGT DIEUX ! Louise Courvoisier 1st film, WHO LET THE DOG BITE? (LE PROCÈS DU CHIEN) Laetitia Dosch 1st film, GOU ZHEN (BLACK DOG) Guan Hu, THE VILLAGE NEXT TO PARADISE Mo Harawe 1st film and much more.

## जयपुर इंटेलेक्ट ग्रुप (JIG) की अप्रैल माह मीटिंग आयोजित की गई



कार्यक्रम में सभी सदस्यों ने अप्रैल माह को यादगार बनाते हुए कई अफसाने जो हकीकत से लगे बचपन से लेके अब तक के सुनाए गए, इस कार्यक्रम में सभी सदस्यों ने बड़ी लंबी लंबी गप्पे सुनाई और अप्रैल माह को जिसके लिए जाना जाता है, यादगार बनाया। इसमें श्रीमती अलका बत्रा, कमला पोद्दार, अपर्णा सहाय, विद्या जैन, सुधीर माथुर, अशोक राही, डॉ. मीता सिंह, शशि माथुर, सपना मेहश, सरिता सिंह, राजुला लूना, रजनीश सिंघवी, अंशु हर्ष, टीना साहनी, रानू श्रीवास्तव मौजूद रहे और सभी ने आयोजित कार्यक्रम का आनंद लिया 7 कार्यक्रम की मेजबानी प्रेरणा साहनी ने की व सदस्यों का अभिवादन किया।

## Quentin Dupieux's new comedy to open the 77th Festival de Cannes



Quentin Dupieux's *Le Deuxième Acte* (The Second Act), the latest film from the prolific French director and screenwriter, who is also a musician, will open the forthcoming Festival de Cannes. Presented Out of Competition

as a world premiere on the Croisette on Tuesday, May 14, this four-part comedy will be released in all French cinemas on the same day. To launch the festivities of the 77th edition, a daring and unpredictable artist will stride the red carpet at the Grand Théâtre Lumière, surrounded by his entire team. A filmmaker who embraces freedom – in tone, form and subject – Quentin Dupieux has freed himself from convention through an already extensive body of work (13 feature films in 17 years), establishing the absurd as a genre in its own right and shaking up all the others – of which *The Second Act* is a perfect case in point! A road movie set against a backdrop of plastic surgery (*Steak*), a killer tire (*Rubber*), cops without crime (*Wrong Cops*), a director in search of the best scream (*Reality*), a giant fly trained by thugs (*Mandibles*), a cellar with time-space powers (*Incredible but True*)... Like previous ones, *The Second Act* shows itself to be a new *mise en abyme* around acting – already one of the central themes of Yannick and Daaaaaali! The cast is as prestigious as it is unexpected: Léa Seydoux, Vincent Lindon and Louis Garrel enter Quentin Dupieux's zany universe for the first time, while Raphaël Quenard returns for the fourth time, after *Mandibles*, *Smoking Causes Coughing* and *Yannick*.

## Vineet Jain awarded ENBA Lifetime Achievement Award 2023 for news broadcasting



Vineet Jain, Managing Director, The Times Group, has been awarded the Lifetime Achievement award 2023 by the jury of the exchange4media News Broadcasting Awards (ENBA) in recognition of his 'immeasurable contributions to the Indian television

news landscape." Accepting the award at a function here on Saturday, Mr. Jain said he dedicated the award to teams across The Times Group and acknowledged "the support of my elder brother, Mr. Samir Jain, in my journey to expand and diversify the Group." Mentioning that he has "many miles to go", he pointed out that all along in his journey, he has "always held one unshakeable core belief-- in a free, fair, independent and strong media." "We have to be strong to be free. I am dedicated to strengthening our media industry and institutions in whatever way I can," he added. Mr. Vineet Jain has been instrumental in transforming a hitherto newspaper and magazine entity into a media conglomerate spanning India's biggest companies across FM radio (Mirchi), Internet (Times Internet Ltd), TV (Times Network), apart from leading presence in Music (Times Music), Films (Junglee Pictures), Events (TSSL), Outdoor media (Times OOH), Magicbricks, and more.

## मुकेश अंबानी ने जीजेईपीसी के 50वें आईजीजे पुरस्कारों की शोभा बढ़ाई



जेम एंड ज्वैलरी एक्सपोर्ट प्रमोशन काउंसिल (जीजेईपीसी) ने भारत के निर्यात के ताज में सबसे चमकीले रत्नों को प्रतिष्ठित 50वें इंडिया जेम एंड ज्वैलरी अवार्ड्स (आईजीजे) प्रदान किए। जीजेईपीसी ने कुल 24 आईजीजे

पुरस्कार प्रदान किए: 14 - इंडस्ट्री परफॉर्मेंस अवॉर्ड; 7 - स्पेशल रिकग्निशन अवॉर्ड; 2 - फेलिसिटेशन अवॉर्ड; और 1- रत्न एवं आभूषण उद्योग पुरस्कारों का समर्थन करने वाला बैंक। आईजीजे को जेमोलॉजी में विश्व के अग्रणी प्राधिकरण जीआईए यानी जेमोलॉजिकल इंस्टीट्यूट ऑफ अमेरिका का समर्थन हासिल था। महाराष्ट्र के राज्यपाल श्री रमेश बैस इस शानदार पुरस्कार समारोह के मुख्य अतिथि थे और बिजनेस टाइकून श्री मुकेश अंबानी (चेयरमैन और एमडी, रिलायंस इंडस्ट्रीज लिमिटेड) जीजेईपीसी के आईजीजे अवार्ड्स के 50वें संस्करण में सम्मानित अतिथि के रूप में शामिल हुए। जीजेईपीसी का प्रतिनिधित्व कर रहे थे- श्री विपुल शाह, चेयरमैन, जीजेईपीसी; श्री किरिट भंसाली, वाइस चेयरमैन, जीजेईपीसी; श्री अनूप मेहता, प्रेसिडेंट, भारत डायमंड बोर्स; श्री मिलन चोकशी, संयोजक, प्रमोशन व मार्केटिंग, जीजेईपीसी; और श्री सव्यसाची रे, एजीक्यूटिव डायरेक्टर, जीजेईपीसी। श्री श्रीराम नटराजन (प्रबंध निदेशक, जीआईए इंडिया) भी भारत के रत्न और आभूषण निर्यात उद्योग के दिग्गजों, प्रमुखों और हस्तियों के साथ उपस्थित थे।

## 20 GOLFERS ALLOTTED HANDICAPS



Twenty upcoming golfers of the Rambagh Golf Club were allotted handicaps by the Handicap and Technical Committee. The handicap certificates were distributed to them by the Club Captain, Shriesh Sacheti and Honorary

Secretary, Hem Singh Khangarot. Also present on the occasion were the Convener of the Handicap Committee, Ajay Singh Khichi and Co-convener, Anush Sharma. They also briefed the golfers about the rules and etiquettes to be followed on the golf course. On the occasion, the Captain, Shriesh Sacheti said: "It is a matter of satisfaction that twenty members of the club have received the handicap certificates. I am sure they will play regularly and further improve their handicap as well as follow the rules." A rule book was also presented to each of the golfers. The members who received the certificates were Vikas Jain, Sumit Jain, Sehej Sharma, Om Shankar Dhamani, Saurabh Bhalla, Gaurav Bhalla, Sarvdaman Sharma, Dr Pritpal Singh Kalra, Aarna M Chandra, Nidhi Loyalka, Anil Poddar, Ajit Singh, Dr Sandeep Tondon, Eva Soni, Neel Agarwal, Dr Jagdish Singh, Subhash Sharma, Sanjay Saxena, Siddharth Sharma and Charan Jit Singh.

## Walmart Marketplace Launches Dedicated Indian Sellers Landing Page and Kicks-Off Global Seller Meet Series



Walmart announced the launch of a dedicated page for Indian sellers to register and sell on the company's marketplace site, Walmart.com. In Jaipur, Rajasthan, today, Walmart also hosted a Global Seller Meet kicking off a series of regional events to help

prospective sellers with insights and knowledge on consumer and category trends and assist with onboarding support and catalogue setup. Global Seller Meets are planned throughout the year across the country. Opened to India sellers in 2021, Walmart Marketplace now hosts tens of thousands of SKUs from products made, grown or assembled in India. Walmart Marketplace has no monthly fees or setup cost for new sellers. Earlier this year, the company announced the New Seller Savings programs where participants receive up to 50 percent off referral and Walmart Fulfillment Services (WFS) fees for their first 90 days on Walmart.com. WFS provides a convenient and cost-effective solution for sellers to get their inventory closer to U.S. customers. Michelle Mi, Vice President of Emerging Markets and Business Development for Walmart said, "India is a priority market for Walmart, and the dedicated landing page builds upon our longstanding commitment to Indian sellers."

## Motorola launches its highly anticipated edge 50 pro in India



The India launch of Motorola edge 50 pro is the company's global first announcement for the product. generous love from the audience. Now, we are returning back with another ad that combines comedy and awareness to further

strengthen our narrative on men's sexual health conversations". The Motorola edge 50 Pro features the World's 1st AI Powered Pro Grade camera validated by Pantone to confidently capture true-to-life colors – the way you see them with your eyes. The phone's camera also boasts of segment's widest aperture (f/1.4) primary 50MP 2um Camera with OIS, a Telephoto lens with OIS and 30X Hybrid zoom and segment's highest 50MP Selfie Camera with Auto Focus. The Motorola edge 50 Pro also features the World's 1st 1.5K True Color Pantone Validated 3D curved Display phone with 144Hz refresh rate, 10 bit HDR10+, and 2000nits of peak brightness. The Motorola edge 50 Pro is beautifully crafted with a harmonious design in Silicone Vegan Leather Finish along with Metal Frames and also features the World's 1st Handmade design in Moonlight Pearl Finish and comes with an IP68 underwater protection.

## SBI Card Launches SBI Card MILES for Travel Enthusiasts



SBI Card, India's largest pure-play credit card issuer, has launched three variants of its first travel-focused core credit card, 'SBI Card MILES', in Mumbai today. The card is aimed at bringing holistic travel benefits to travellers of all kinds – travel aspirers to

frequent fliers to travel aficionados. SBI Card MILES offers compelling features that include conversion of Travel Credits to Air Miles and Hotel Points, accelerated rewards on EVERY travel booking, and airport lounge access among others. Empowering cardholders with absolute choice of redemption, the card partners over 20 airline and hotel brands including Air Vistara, Air India, Spicejet, Air France-KLM, Etihad Airways, Air Canada, Thai Airways, Qantas Airways, ITC Hotels, IHG Hotels & Resorts, and Accor among others. According to Mr. Dinesh Kumar Khara, Chairman, State Bank of India, "The strong economic growth and robust consumption landscape has accentuated India's position in the world. Even in travel sector, today, India is considered amongst the key source markets for outbound travel in many countries including those in Asia and Europe. I congratulate SBI Card on the launch of SBI Card MILES, a strong product that will redefine the travel experiences for Indian consumers."

## Rajasthan Royals launch new cricket academy in Jaipur



Royals Sports Group-owned IPL franchise Rajasthan Royals, renowned for its commitment to nurturing young cricketing talent, today inaugurated their first-ever cricket academy in the state of Rajasthan, which

will be based at the PS Sports Excellence Arena, Ring Road, Muhana in Jaipur. In collaboration with the PS Sports Agency in Jaipur, the Rajasthan Royals Academy, Jaipur is set to promote cricket development within the state, enabling the talented male and female cricketers to learn to play the sport the Royals Way. The inaugural champions had announced its plans to come up with an Academy in Jaipur in October 2023, and on Saturday inaugurated the facility. The newly set-up Academy boasts of impressive infrastructure with the presence of two match playing grounds and 15 training strips with Natural Turf, AstroTurf, Matting, and Kota stone wickets. The facility also has a residential setup that can accommodate up to 30 players, proving to serve as a convenient set-up for the young players to focus on training. The inauguration event saw the presence of Rajasthan Royals' fiery pacer Nandre Burger, Rajasthan Royals' Chief Executive Officer Jake Lush McCrum, and Rajasthan Royals' Support Coach Siddhartha Lahiri.

## Kia Launches 2024 Refreshed Seltos



Kia India is enhancing the premium value proposition of the 2024 Refreshed Seltos with an updated combination of engine & transmission and enhanced features across the trim line. The newly launched Seltos now boasts 26 trims with the introduction of two new

variants – Petrol G1.5 HTK+ IVT and Diesel 1.5L CRDi VGT HTK+ 6AT. Among the updates, Kia's most popular mid variant, HTK+, receives long-awaited premium additions such as Dual Pane Panoramic Sunroof, Drive and Traction control modes, Paddle Shifters and Star Map LED-connected tail lamps among others. Additionally, the HTK variant of Kia Seltos sees improvements including Star Map LED DRLs, Smart Key with push button start/stop and remote engine start/stop, and Star Map LED-connected Tail Lamps. Furthermore, the top Seltos variants – starting from HTX onwards – now come equipped with the 'All Doors Power Window Auto Up/Down with safety along with Voice Command' feature in the refreshed version. The entry variant of the Seltos – HTE is now available with 5 more body colours - Aurora Black Pearl, Gravity Grey, Intense Red, Pewter Olive, and Imperial Blue to the trim. The refreshed Seltos lineup now begins from 10.89 Lakhs onwards (Ex-Showroom Pan India), with the revised prices set to take effect from April 1, 2024.

## Kia Sonet zooms past 4 Lakh sales milestone in just under 44 Months



Sonet, recognised as one of the most premium Compact SUVs, has achieved a significant milestone, surpassing 400,000 sales in both domestic and overseas markets in under 44 months. Of these, 317,754 units were sold domestically, while

an additional 85,814 units were dispatched to overseas markets. Kia's third launch in the country in September 2020, Sonet has already created multiple benchmarks and revolutionised the Compact SUV segment with its first-in-segment features, captivating bold design, and dynamic performance. In 44 months since launch, 63% of customers prefer Sonet variants equipped with a Sunroof. Regarding engine preference, Sonet's powerful 1.5L diesel engine is preferred by 37% of its customers, while 63% prefer petrol engine options. Kia has also observed a favourable consumer shift towards automatic variants. The popular 7DCT transmission in Sonet has gained traction, growing by 37.50% since 2020. While automatic transmissions (7DCT & 6AT) contribute 28%, the iMT has a steady fanbase with a 23% sales contribution to Sonet. Commenting on Sonet success, Mr. Myung-sik Sohn, Chief sales Officer, Kia India, commented, "The compact SUV segment presents a big opportunity, with many first-time buyers entering the segment directly. Sonet is our second-best innovation, and it has captured their imagination perfectly."

## Honda starts work on new Spare parts warehouse facility in Bengaluru



Honda held the ground-breaking ceremony of its upcoming state-of-the-art spare parts warehouse facility in Doddaballapura near Bengaluru, Karnataka. Managed by Honda Cars India, this new facility will support

the spare parts operations for all Honda businesses including, Honda Cars India, Honda Motorcycle & Scooter India, and Honda India Power Products. In the first phase, 60,000sq meter of plot area will be developed including covered space of 25,000sq meter. The upcoming facility which will be operational by Q1 of FY 25-26 will play an important role in faster availability of spare parts at Honda dealerships and improving the entire customer service experience. The total plot area of the facility is 140,000sq meter. On this occasion, Mr. Takuya Tsumura, President & CEO, Honda Cars India Ltd. said: "We are delighted to start the development of our new spare parts warehouse facility in Bengaluru. This is in line with our commitment towards our customers for providing timely and quicker availability of spare parts for their Honda products. This new facility will not only enhance our spare parts accessibility in the southern region of the country but also pave the way for future requirements in the electrification era."

## BMW Group India Sets the Pace with Strong Start in 2024



BMW Group India has posted strong business performance in the first quarter of 2024 (January – March). BMW Group India delivered 3,680 cars (BMW and MINI) and 1,810 motorcycles (BMW Motorrad). BMW sold 3,510 units and MINI 170

units. BMW Group India recorded +51% growth in car sales in Q1 (BMW + MINI), riding on high demand for its Sports Activity Vehicles, Luxury Class and Electric Vehicles. Models like the BMW X7, BMW X3, BMW X1 and BMW 3 Series were sold-out. Mr. Vikram Pawah, President, BMW Group India said, "BMW Group India has posted strong performance in the first quarter of the year. Breaking earlier records, Q1 car sales achieved new heights with successful growth of +51%! Our firm leadership in the luxury electric car market remains undisputed thanks to the most diverse range of products. The exclusive BMW Luxury Class has also assumed a segment-leading position. Our key car models are at the top of their game and with significant new launches in the pipeline, we will raise the heat in luxury market." BMW Group Electric Vehicles carried forward their unabated leadership in the luxury segment in to Q1 2024 by delivering 211 units (+26%). BMW i7 claimed prime position as the largest selling EV, reflecting the growing allure of sustainable mobility in flagship segment.

# जब परशुराम जी पहचान गए राम को

परशुराम जी ने बालकांड में राम जी की ख्याति को उजागर कर दिया था। इसके पहले राम जी को कोई नहीं जानता था। दशरथ के पुत्र थे और अवध के राजकुमार थे रामजी। जैसे ही सीताजी के स्वयंवर में रामजी ने शिव धनुष तोड़ा तो सारे राजा बोलने लगे कि एक राजकुमार कैसे सीता को ले जा सकता है। उस धनुष पर वे सारे राजा अपनी ताकत आजमा चुके थे और किसी से भी वह धनुष नहीं उठा, लेकिन रामजी ने एक ही बार में उठाकर उसे तोड़ दिया था। उसी समय परशुराम जी का वहां प्रवेश हुआ। उनके प्रवेश पर तुलसी लिखते हैं -

भृकुटी कृटिल नयन रिस राते। सहजहुँ चितवत मनहुँ रिसाते।

भौहें टेढ़ी और आंखें क्रोध से लाल हैं। सहज ही देखते हैं तो भी ऐसा जान पड़ता है मानो क्रोध कर रहे हैं।

हर उम्र का अपना दायित्व, जीवनशैली और रूचि होती है। परशुराम अपनी बाल्य और युवा अवस्था में बहुत पराक्रमी थे। पिता के वध का बदला लिया था, सहस्त्रार्जुन के वध से, राजाओं के अनुचित आचरण के विरुद्ध उन्होंने बहुत बड़ी शस्त्र क्रांति की थी। लेकिन फिर भी परशुराम अवतार के बाद राम अवतार को आना पड़ा। क्योंकि परशुराम अनाचार की एक अति को मिटाने में हिंसा की दूसरी अति कर गए। उन्होंने रावण जैसे

अत्याचारी अनदेखा कर दिया, इसलिए उसे देखने राम को आना पड़ा।

परशुराम जी ने 21 बार क्षत्रियों का संहार किया था। जैसे ही वे आए तो सारे राजा डर कर चुपचाप बैठ गए। परशुराम का क्रोध देखकर सभी राजा अपना-अपना परिचय देते हुए प्रणाम करने लगे। सबने सफाई दी कि धनुष हमने नहीं तोड़ा। उसी समय लक्ष्मण जी से परशुराम जी की बहस होती है। स्वयंवर में शर्त यह थी कि शिव धनुष को तोड़ने वाले का सीता से विवाह होगा। परशुराम जी के कंधे पर विष्णु जी का धनुष



था। शिवजी का धनुष नीचे टूटा पड़ा था। दोनों ही धनुष विश्वकर्मा जी ने ब्रह्माजी ने कहने पर बनाए थे। त्रिपुरासुर को मारने के लिए एक धनुष शिवजी को दिया गया। शिवजी ने उसे मार दिया। देवताओं में यह चर्चा हुई कि किसका धनुष शक्तिशाली है - विष्णु जी का या शिवजी का? धनुष की शक्ति जानने के लिए शिवजी और विष्णु जी में युद्ध हुआ। विष्णु जी ने शिवजी के धनुष पर प्रहार किया जो उसकी डोरी टूट गई। शिवजी बड़े दुखी हुए और उन्होंने वह धनुष इक्ष्वाकु वंश के राजा देवव्रत को दे दिया और देवव्रत

के पास से वह धनुष जनक जी के पास आ गया, जिसे शिव धनुष के रूप में रामजी ने तोड़ दिया। विष्णु जी ने अपना धनुष मुनि ऋचिक को दे दिया। मुनि ऋचिक की संतान का नाम था जमदग्नि और जमदग्नि की संतान परशुराम थे। इस प्रकार विष्णु जी का धनुष दादा से पिता और पिता से पुत्र के पास आ गया। उसी धनुष से परशुराम जी ने 21 बार क्षत्रियों का संहार किया था। वह धनुष परशुराम जी के कंधे पर हमेशा दिखाई देता था।

परशुराम जी ने भगवान राम की परीक्षा लेना चाही। उन्होंने अपना धनुष रामजी को देकर कहा - अगर तुम बलशाली हो तो इसकी प्रत्यंचा चढ़ाकर दिखाओ। रामजी धनुष लेने आगे बढ़े ही थे कि वह धनुष स्वयं रामजी के पास आ गया। यह देख परशुरामजी समझ गए कि विष्णुजी का अवतार राम आ गया है। परशुराम जी सोचते हैं कि जो काम मुझसे नहीं हो सके वे सारे काम करने राम आ गए हैं।



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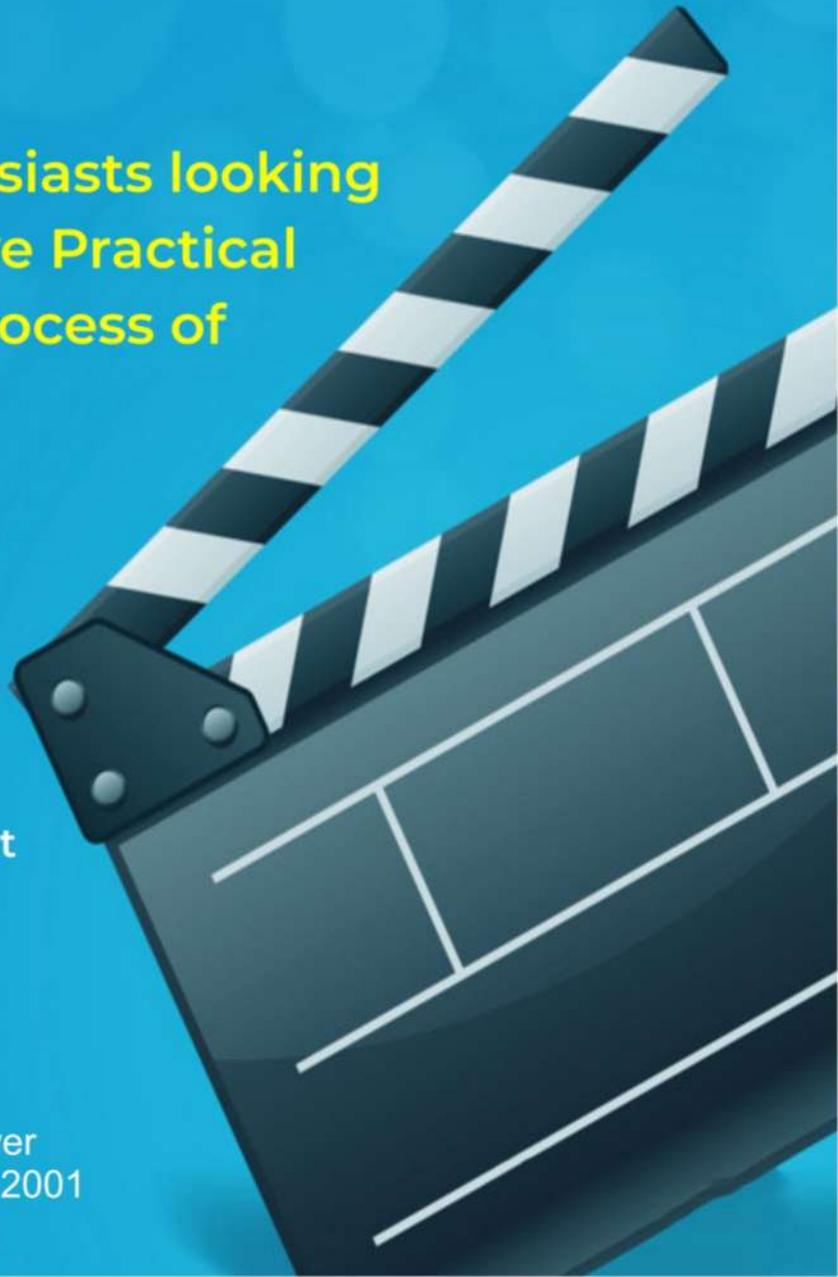
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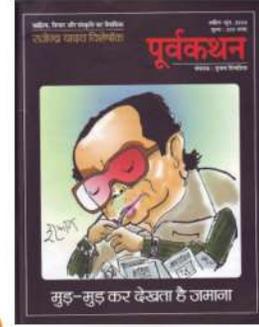
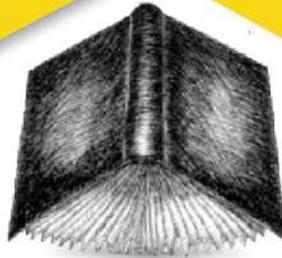


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## देखन में छोटी लगें....

यह बात कम रोचक नहीं है कि साहित्य, और विशेष रूप से कविता में लोगों की घटती रुचि के बारे में होने वाली तमाम चर्चाओं के बीच हिंदी में खूब साहित्य लिखा जा रहा है, खूब कविताएं लिखी जा रही हैं, छप रही हैं. खूब सारे नए कवि परिदृश्य पर आ रहे हैं और अपनी मौलिकता व काव्य शिल्प पर अपनी मजबूत पकड़ से हमारा ध्यान आकर्षित भी कर रहे हैं. ऐसे ही एक अपेक्षाकृत नए कवि का पहला कविता संग्रह मेरे हाथ में है. श्री अवनींद्र मान एक मैकेनिकल इंजीनियर हैं और अपना व्यवसाय करते हैं. काफी समय से वे फेसबुक पर सक्रिय हैं और वहां उनकी छोट पुट रचनाएं हमारा ध्यान आकर्षित करती रही हैं. हाल में उनका पहला कविता संग्रह आया है जो अपनी ताजगी, ईमानदारी, विविधता, सकारात्मकता आदि से हमारा ध्यान अपनी तरफ खींचता है. 234 कविताओं के इस संग्रह की सारी कविताएं बहुत छोटी हैं, और यही इनकी बड़ी खासियत भी है. अवनींद्र शब्दों को बहुत सावधानी से बरतते हैं और वे इस बात को बहुत अच्छी तरह से समझते हैं कि आज के पाठक के पास धैर्य कतई नहीं है. इसलिए उन्हें जो कहना वह बिना किसी भूमिका के, तुरंत कह देते हैं. आप एक कविता पढ़ते हैं उसके बाद वह कविता आपके मन में उस विचार को आगे बढ़ाने लगती है. इस तरह अवनींद्र अपनी रचना प्रक्रिया में बहुत सहज तरीके से पाठक को भी शामिल कर लेते हैं. इस संग्रह में कविता की अनेक छटाएं हैं. कभी आपको इसमें उर्दू शायरी की ध्वनियां सुनाई देती हैं तो कभी हिंदी की पारंपरिक कविता के स्वर सुनाई देते हैं, कभी यहां व्यंग्य की पैनी धार आपको घायल करती है तो कभी कवि के आंसू आपकी भिगोते हैं. बड़ी बात यह कि हर कविता आपको किसी न किसी तरह प्रभावित करती है. एक बानगी : कब तक महफूज़ रखूं, / तेरी यादों के पानी को, / आंखों के साहित्य, दिन-ब-दिन, / कमजोर हो रहे हैं...!!

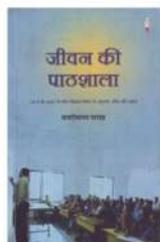
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## जो काम संस्थाओं को करना चाहिए था, वह एक व्यक्ति ने कर दिखाया है !

हिंदी की वर्तमान दुनिया की एक बहुत रोचक और गौर तलब बात यह है कि संस्थाएं एक-एक करके ध्वस्त या निष्क्रिय होती जा रही हैं, किंतु जो बड़े काम हम संस्थाओं से करने की अपेक्षा किया करते थे वे अब व्यक्ति करके हमें चमकृत कर रहे हैं. यह बात कहने का मौका, एक बार फिर, मुझे राजस्थान के एक कस्बे, श्रीगंगानगर के निवासी सुभाष सिंगाठिया ने दिया है. सुभाष विगत 13 वर्षों से अपने दम पर एक साहित्यिक पत्रिका 'पूर्वकथन' निकाल रहे हैं. इसके अंक यदा-कदा चर्चा में भी आते रहे हैं, लेकिन अभी आए इसके नवीनतम अंक जिसका उपशीर्षक है 'मुड़-मुड़ कर देखता है जमाना' के आकार-प्रकार और इसकी सामग्री को देखकर मैं कल्पना भी नहीं कर पा रहा हूँ कि बगैर बड़ी टीम और विपुल संसाधनों के कोई ऐसा कैसे कर सकता है ! यह अंक केंद्रित है राजेंद्र यादव पर. पत्रिका के संपादक सुभाष सिंगाठिया ने राजेंद्र जी की बेटी रचना और हंस के वर्तमान संपादक संजय सहाय से लम्बे-लम्बे और बहुत सार्थक इण्टरव्यू लिए हैं. संपादकीय तो उन्हें लिखना ही था, सो लिखा है. इनके अलावा जिन लेखकों से उन्होंने राजेंद्र यादव पर लिखवाया है, केवल उनमें से कुछ के नाम ही यह बताने को पर्याप्त हैं कि यह अंक कितना समृद्ध है. यहां ज्ञानरंजन, नासिरा शर्मा, मुदुला गर्ग, ममता कालिया, अल्पना मिश्र, तसलीमा नसरीन, प्रियदर्शन, कृष्ण बिहारी, अभय कुमार दुबे, ओमा शर्मा, वंदना राग, राजाराम भादू, हेतु भारद्वाज, वीना उनियाल, मनीषा कुलश्रेष्ठ, जयश्री राय, बलवंत कौर, साधना अग्रवाल, प्रेमपाल शर्मा अनंत विजय, भारत भरद्वाज आदि ने अपनी-अपनी तरह से राजेंद्र यादव को स्मरण किया है और उनकी अच्छाइयों और कमियों को सामने रखा है. हर लेख बहुत ईमानदारी और मेहनत के साथ लिखा गया है. निश्चय ही इस अंक को तैयार करने में सुभाष जी को अपने सलाहकार संपादकों और समन्वय संपादकों का सहयोग मिला है, परंतु बतौर टीम लीडर उनके काम की जितनी सराहना की जाए, कम है. हिंदी साहित्य के हर गम्भीर अध्येता के पास यह अंक होना चाहिए. इस अंक के लिए सुभाष जी हमारी कृतज्ञता और अभिवादन के पात्र हैं.



## जीवन की पाठशाला

जवरीमहल पारख

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## एक शिक्षक के अनुभवों का खजाना

श्री जवरीमहल पारख के नाम और काम से हिंदी साहित्य का कोई भी सजग पाठक शायद ही अपरिचित हो. इन्हीं की मानविकी पीठ के निदेशक के रूप में उन्होंने जो काम किया है उसने हिंदी अध्यापन को नए आयाम दिये हैं. पारख जी 1975 से 2017 तक, कुल 41 साल हिंदी अध्यापन की दुनिया में सक्रिय रहे. इस बीच उन्होंने कई जगहों पर काम किया. इस किताब में पारख जी ने अपने अध्यापक जीवन के प्रारम्भ अर्थात् 1975 से लगाकर 1987 तक के अपने अनुभवों को संजोया है. इन अनुभवों को उन्होंने पहले फेसबुक पर 39 किशतों में लिखा और फिर लम्बी ऊहा पोह के बाद पुस्तकाकार प्रकाशित करवाया. असल में पारख जी के ये संस्मरण केवल उनके अध्यापन जीवन की यात्रा को ही सामने नहीं लाते हैं, उस यात्रा के बहाने उस पूरे काल खण्ड को हमारे सामने साकार कर देते हैं. मुझे यहां सबसे अहम बात यह लगी कि पारख जी अपनी किसी भी कमजोरी को छिपाते नहीं हैं. अध्यापन काल के प्रारम्भ में अपने उच्चारण दोष और विद्यार्थियों को नियंत्रित करने में आने वाली समस्याओं का वे बेबाकी से वर्णन करते हैं. उनके ये संस्मरण, जो आत्मकथा की परिधि को छूटें हैं हमारे शैक्षिक परिदृश्य की विसंगतियों, विडम्बनाओं, समस्याओं, कमजोरियों आदि का उल्लेख करते हुए एक निष्ठवान शिक्षक के सामने आने वाली चुनौतियों को उभारते हैं. इस किताब को पढ़ते हुए मुझे पारख जी की स्मृति से रश्क हुआ. वे बहुत पुरानी बातों को भी ऐसे बताते हैं जैसे वे बातें अभी घटित हो रही हों. नवारुण प्रकाशन ने इस किताब को सुरचितपूर्वक प्रकाशित किया है. मैं लेखक और प्रकाशक दोनों से यह अनुरोध करना चाहता हूँ कि 1987 के बाद के उनके अनुभव भी जल्दी ही सामने आने चाहिए !



ARIES

**मेष**

13 अप्रैल से 14 मई

जल्दी लाभ कमाने के चक्र में गलत योजना में निवेश करने की संभावना है, सावधानी से काम ले। आध्यात्मिकता व धार्मिक कार्यों में रुचि बढ़ेगी। घरेलू मामले बातचीत से सुलझे। दिनांक 15 से 17 दुर्घटना का भय है, सावधानी बरते। रात्रि में दूध पीना बंद करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 1 व शुभ रंग लाल**



TAURUS

**वृष**

15 मई से 14 जून

अनजान लोगों पर भरोसा करने से मुश्किल में पड़ने के योग बन रहे हैं, सावधानी बरते। किसी महत्वपूर्ण योजना की शुरुआत हो सकती है। विरोधी आपको परास्त करने की योजनाएं बनायेंगे पर आपकी सूझ बूझ से काम बन जायेगा। दिनांक 10 से 12 सावधानी रखे, घनहानि हो सकती है। सांप को दूध पिलाने से शुभ फलों में वृद्धि होगी। **शुभ अंक 5 व शुभ रंग नीला।**



GEMINI

**मिथुन**

15 जून से 15 जुलाई

युवाओं को उच्च अध्ययन में सफलता मिलेगी। निर्धारित कार्यक्रम बदलना पड़ सकता है। व्यापारिक सौदे कारोबारी विस्तार में सहायक सिद्ध होंगे। कारोबारी विस्तार की रूपरेखा बनेगी। रिश्तों में मधुरता बढ़ेगी। दिनांक 3 से 5 व्यर्थ के विवाद में उलझने की संभावना है, सावधानी बरते। पत्नी का मान रखने से शुभ फलों में वृद्धि होगी। **शुभ अंक 6 व शुभ रंग सफेद**



CANCER

**कर्क**

16 जुलाई से 16 अगस्त

परिवारिक जरूरतें पूरी करना मुश्किल होगा। नया काम शुरू कर सकते हैं। बढ़ते खर्च के कारण कर्ज लेना पड़ सकता है। भावुकता में नुकसान होने की संभावना है अतः विवेकशीलता से काम ले। दिनांक 11 से 13 न्यायिक विवाद में पड़ने की संभावना है, सावधानी बरते व अपने क्रोध पर अंकुश रखे। लाल रंग के फूल जमीन में दबाने से शुभ फलों में वृद्धि होगी। **शुभ अंक 1 व शुभ रंग क्रीम**



LEO

**सिंह**

17 अगस्त से 16 सितंबर

वैभव विलासिता पर खर्च बढ़ेगा। पारिवारिक रिश्ते ईमानदारी से निभायेंगे। जिसे चाहते हैं उसे दिल की बात कह दे, संबंध मजबूत होंगे। दिनांक 10 से 13 यात्रा होने की संभावना है जो सफल होगी। मंदिर में नारियल दान करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 3 व शुभ रंग लाल**



VIRGO

**कन्या**

17 सितंबर से 16 अक्टूबर

अधीनस्थों से बनाकर चलने, उलझने का भय है। कारोबारी यात्रा से लाभ संभव है। चुनौतियों का डटकर सामना करेंगे। मधुर वाणी से सबका दिल जीत लेंगे। आय के स्रोत बढ़ेंगे। दिनांक 19 से 21 आकस्मिक धन लाभ हो सकता है। रसोई में बैठकर भोजन करने से शुभ फलों में वृद्धि की संभावना है। **शुभ अंक 6 व शुभ रंग हरा।**



LIBRA

**तुला**

17 अक्टूबर से 13 नवंबर

मेहमान के आगमन से घर का वातावरण खुशनुमा रहेगा। दाम्पत्य सुख में वृद्धि होगी। कठोर रवैयें से अपना का दिल दुखा बढ़ेंगे। स्वास्थ्य पर ध्यान देने की आवश्यकता है। दिनांक 20 से 22 शेरों में हानि होने की संभावना है, सावधानी बरते। चांदी की ठोस गोली अपने पास रखने से शुभ फलों में वृद्धि होगी। **शुभ अंक 5 व शुभ रंग सफेद**



SCORPIO

**वृश्चिक**

14 नवंबर से 14 दिसंबर

नए संपर्कों का लाभ मिलेगा। विरोधी नुकसान पहुँचाने की कोशिश करेंगे। कार्यस्थल पर चुनौतियों का सामना करना पड़ सकता है। लेन देन में नुकसान होने की संभावना है सावधानी बरते। दिनांक 5 से 7 सतान पथ से लाभ हो सकता है। हल्दी का तिलक प्रतिदिन लगाने से शुभ फलों में वृद्धि होगी। **शुभ अंक 9 व शुभ रंग लाल**



SAGITTARIUS

**धनु**

15 दिसंबर से 13 जनवर

आर्थिक स्थिति सुदृढ़ होने से भूमि भवन और वाहन खरीदने का योग बन रहे हैं। नए संपर्क बनेंगे जो भाग्योदय में सहायक होंगे। कारोबार में विस्तार की पूरी संभावना है। दिनांक 2 से 4 मानसिक चिंता रहेंगे एवं परिश्रमानुकूल फल प्राप्त नहीं होने से खिन्नता रहेगी। पीपल की सेवा करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 1 व शुभ रंग पीला**



CAPRICORN

**मकर**

14 जनवरी से 13 फरवरी

समय पर वादा पूरा नहीं हो पाने से अपमान का भय है। सपनों को साकार करने का उचित समय है। राजकीय कार्य और पदोन्नति संभव है। विदेश यात्रा होने की संभावना है। दिनांक 20 से 22 सिर में चोट लगने की संभावना है, सावधानी बरते। शुद्ध सोने का छद्म धारण करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 8 व शुभ रंग काला**



AQUARIUS

**कुंभ**

14 फरवरी से 13 मार्च

मेहनत के बल पर महत्वपूर्ण सफलता मिलेगी। व्यक्तिगत मामलों में बाहरी दखल से बचे। लेखन कला में जुड़े लोगों को सम्मान मिलने की संभावना है। दिनांक 23 से 25 षड्यंत्र का शिकार होने की संभावना है, सावधानी रखे। काले उड़द का दान करने से शुभ फलों में वृद्धि होगी। **शुभ अंक 4 व शुभ रंग हरा।**



PISCES

**मीन**

14 मार्च से 12 अप्रैल

स्वास्थ्य की अनदेखी से पुरानी बीमारी के बढ़ने की संभावना है। ना चाहते हुए भी समझौता करना पड़ेगा। नौकरी में पदोन्नति के आसार हैं। विरोधी घेरने का प्रयास करेंगे वाणी पर नियंत्रण रखे। दिनांक 10 से 15 कोई अटका हुआ पुगना काम हो सकता है। 300 ग्राम चने की दाल 3 दिन बहते पानी में बहाने से विगडे काम बनेंगे। **शुभ अंक 1 व शुभ रंग पीला**



## राशिफल



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## SARVODAY SANSTHAN

NOURISH ROOTS OF ART, CULTURE & HUMANITY



It is a fundraising association that works globally to provide support in Literature, Art, Culture & Humanity via charity. Their members have spread worldwide to ensure that fundraising amount to delivering at the right place and for the right purposes.

The world's best fundraising NGO works outstandingly for Thar by raising money for ideal cause, including Art, Culture & Humanity, help and awesome donation causes.

We are a charity society that dedicatedly work for several cities of Rajasthan.

Become volunteer and start donating for those, who are unable to part in Art, Culture & Humanity, that they deserve. Give your full support to make their career.



### How we do

We are a charitable society that dedicatedly work for several cities of Rajasthan.



### Our Work

We help by raising money for ideal cause, including Literature, Art, Culture & Humanity.



### Help & Support

Become volunteer and start donating for those, who are unable to part in Literature, Art, Culture and Humanity, that they deserve



[www.tharsarvodayasansthan.org](http://www.tharsarvodayasansthan.org)



[info@tharsarvodayasansthan.org](mailto:info@tharsarvodayasansthan.org)

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An Initiative by



# CINEMASTHAN™

*The Real Cinema of Rajasthan*

## RAJASTHAN'S OWN OTT

[www.cinemasthan.com](http://www.cinemasthan.com)

Cinemasthan is an Online Over The Top (OTT) video streaming platform initiated by RIFF Film Club. Cinemasthan primarily focuses on the Rajasthani Language content and also offers Short Films, Music Video Albums, Feature films, Documentary Films, Animation Films & Regional Films from India and abroad. Cinemasthan is the first Rajasthan's own OTT Platform which has a highly evolved video streaming technology and high attention to the quality of experience across various devices and platforms.

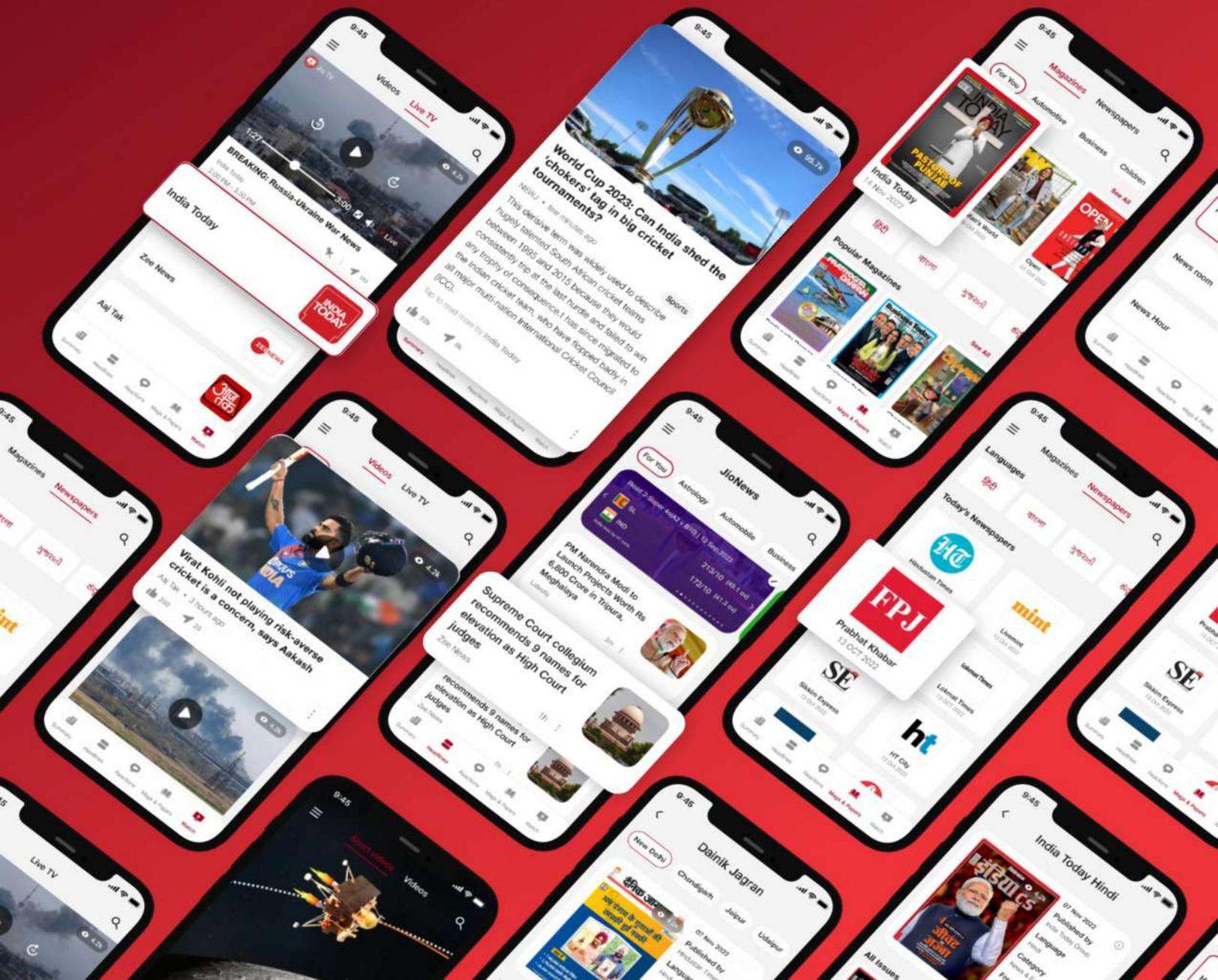
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**RIFF**™

FILM CLUB

*A platform for film lovers*

**FIRST FILM CLUB OF RAJASTHAN**

**which bring film lovers & film makers together to enable exchange of information and single window solutions for film industry....**

**The club aims to do creativity through year round activities :**

**Film Festival**

**Film Screening**

**Workshop**

**Knowledge Series**

**Shooting Location and Equipments & Auditions**

**Master Classes**

**Film Bazar**

**Interaction with leading Film Makers, Technicians & Actors**

**Do registration at**

**[www.riffilmclub.org](http://www.riffilmclub.org)**



**[info@riffilmclub.org](mailto:info@riffilmclub.org)**

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Incredible India

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(Ministry of Information & Broadcasting  
Government of India)



Federation of Film  
Societies of India  
( North Region)

# 11<sup>th</sup> RAJASTHAN INTERNATIONAL FILM FESTIVAL - RIFF 2025

1st - 5th February 2025 | Jodhpur, Rajasthan

SUBMIT YOUR

**FILMS**

Film Entry Submission

First Deadline : 31st October 24

Second Deadline : 30th November 24

Last Deadline : 31st December 24

- 🎬 FILM SCREENING
- 🎬 WORKSHOP
- 🎬 AWARD NIGHT
- 🎬 OPEN FORUM (TALK SHOW)
- 🎬 INTERNATIONAL SEMINAR

Submit your Short / Documentary/ Animation Films  
Music-Song , Video Albums / Feature Films  
(Regional, National, International)  
of any theme !

Submit with →

<https://filmfreeway.com/riff2025>

[www.riffjaipur.org](http://www.riffjaipur.org)

We Invite you to be a part of RIFF 2025 ! To be a Sponsor, Exhibitor, Delegate, Visitor do registration at [www.riffjaipur.org](http://www.riffjaipur.org)

For Details : Contact +91-9414044548 , +91-9413401555 / / / : riffjaipur

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