



FIRST COLUMN BENEFITS OF REMAINING IN SHELTER OF GOD

By seeking refuge in the divine, we can navigate the complexities of life with ease



AJIT KUMAR BISHNOI

All of us wish for a pleasant life ('theek chale'). But we don't know how. We try different things, but something or other keeps on going wrong. Is it an impossible dream? No, it is not. God, being very merciful, has indicated how this can be done. Lord Krishna guides, "This 'maya' (illusory energy) of Mine is divine and very difficult to overcome. Only those, who take shelter in Me, they are able to transcend this maya." (7.14) We get in trouble repeatedly because we are naturally attracted to harmful sense objects. Useful sense objections are fine but how do you know which these are? God gives this intelligence if we remain in His shelter, just like a mother stops her little child from harming himself. God is that eternal mother for us.

Lord Krishna informs, "After efforts of many births, a yogi in the end becomes wise, and he takes My shelter. A great soul, who considers Lord Vasudeva thus everything is very rare." (7.19) We can get started on this journey beginning from now and God will begin to protect us. We must allow some time for it as instructed by Lord Krishna, "Steadfast in yoga, such people while always glorifying Me and endeavouring, having firm vows worship Me with devotion, offering obeisance." (9.17) Then, what happens? God promises, "These people, who worship Me with undivided attention, meditating on Me, for these practitioners of yoga, I help in getting what one does not have and provide security of what one has." (9.22) We get started and God gets started. It is that simple. Then, what happens? Lord Krishna states, "Fix your mind in Me only; engage your intelligence in Me; thus hereafter you will remain in Me only; there is no doubt about this." (12.8) We get to live in God.

What does this mean? God takes care of us as our mother. Our lives will be micromanaged. One will benefit like one can never imagine, because, as indicated earlier, God is everything, not helpless like our bio-



logical mother. Over some time our consciousness will change, as detailed by Lord Krishna, "Through consciousness offering all activities to Me; practising buddhi-yoga, having taken My shelter be always in My consciousness." (18.57) Our consciousness, which otherwise is essentially material will change to God consciousness; it will turn spiritual. When this happens, a big change will take place in our lives, as explained by Lord Krishna, "Having My consciousness, you will cross all impediments by My 'kripa' (grace)." (18.58) In the same verse, Lord Krishna warns, "If you will not heed on account of feeling of being the doer, you will perish."

This is what normally happens to us human beings. We must curb our egos; God and ego do not go together. Can you imagine what privileged status we would have achieved if we heed God's instructions? Life will become smooth (theek chalegi). We will wholeheartedly take shelter in God, as instructed by God. In all respects take shelter of God only. We neither get any peace nor liberation at some stage in our eternal journey due to our refusal to surrender to God. We will do so now. What will we do then? We will follow God's instructions as detailed in verse #18.65, which is, "Develop My consciousness; become My devotee; make sacrifices for Me; and offer obeisance to Me. You will attain Me only. This I truly promise to you, because you are dear to Me."

The last verse sheds light on the biggest benefit of all, in which the Lord promises, "Take My shelter only; I shall release you from all sins. Do not worry." (18.66) Why do we get repeatedly in trouble? Why are we always worried? Because our bad karmaphalas keep on manifesting. Now what will happen? They will make their appearance and God will forgive us, and we will not be troubled much. This is like being liberated while still in our material bodies. This is simply unbelievable to even think about. I won't stop trying to remain in the shelter of God as much as possible as fast as convenient.

(The writer is a spiritual teacher; views are personal)

A young mother becomes a symbol of hope



SWAPNA MAJUMDAR

Arti, a child bride whose education was cut short, now shines as a local hero, transitioning from e-rickshaw driver to Amal Clooney Award winner, embodying resilience and empowerment



Her face is bathed in sweat and her hair is dishevelled. But neither the scorching June heat nor the humidity can wear down the wide smile on Arti's face. Even the power cut at the Aga Khan Foundation's Project Lehar Centre, where she has been coming for entrepreneurial training, cannot dim her joy. She has just admitted her young daughter to one of the top English medium schools in Bahraich district in Uttar Pradesh.

This is a dream come true for the 19-year-old single mother whose own education came to an end after being married off as a child. What has made this feat even more special for her is that it was the school that expressed keenness to admit her four-year-old daughter. The telephone call from its founder inviting her to fill out the form came soon after Arti was returning from the school having been told admissions for the session were closed. While the call and offer to waive all tuition fees came as a big surprise to Arti, it was not totally unexpected.

Ever since Arti, an e-rickshaw driver, hit the national headlines for winning the prestigious Amal Clooney Women's Empowerment Award in May this year, she has become a celebrity in Bahraich. Given to young women around the world in recognition of their determination and ability to overcome challenges and make a difference, the international award has catapulted Arti from being just another pink e-rickshaw driver to the official brand ambassador for women's empowerment in Bahraich, an aspirational district with low socio-economic indicators.

The buzz around her has been non-stop since her return from London where she went to receive the award from the King's Trust International founded by King Charles. There has been unrelenting attention by local and national media to know more about her remarkable jour-



WHEN THE TEAM MET ARTI, SHE WAS LIVING WITH HER MOTHER IN BAHARAICH'S RISIA BLOCK HAVING LEFT AN ABUSIVE MARRIAGE, ARTI WAS DIRECTIONLESS. MARRIED AT 13 AND A MOTHER AT 14, ARTI LACKED BOTH SKILLS AND CONFIDENCE

ney, including her ride in a pick-rickshaw to meet King Charles at the award reception in Buckingham Palace. She has also been publicly felicitated by top leaders and officials of the district. But all this would have never been possible had Arti not met the Aga Khan Foundation (AKF) Project Lehar team. Instituted to provide vocational training, entrepreneurship, and life skills courses to marginalised young women, Project Lehar run by AKF in partnership with The King's Trust International, enables girls and young women from disadvantaged backgrounds to learn, earn, and thrive. When the team met Arti, she was living with her mother in Baharaich's Risia block Having left an abusive marriage, Arti was directionless. Married at 13 and a mother at 14, Arti lacked both skills and confidence. On her mother's insistence, she agreed to join Project Lehar. Little did she know that her life was about to change. Not far away, in Lauki, another village in the same block a young widow with three children was struggling to make two ends meet after the death of her husband. She was only 20 when she came in touch with the Lehar team.

Left to fend for her children alone, Bitti wanted to do something other than supporting her family as a daily wagger and registered for the project. Here she would meet Megha, Saira Bano and Bhagyalakshmi, all young widows with similar backgrounds and living in difficult circumstances. Fate was about to give these four and Arti a collective second chance at life. In June 2023, when Seema Shukla Project Coordinator, state programme

manager Sudhir and the AKF team were mulling over the possibility of teaching them to drive and using this skill as a means of livelihood on the lines of the popular Sakha cabs driven by only women, it was Monika Rani, the dynamic Bahraich district magistrate, who turned this idea into reality.

"We were considering how to make the girls economically self sufficient and hit upon the idea of launching the pink e-rickshaw initiative under the government Mission Shakti scheme to empower women and expand their income earning opportunities. We wanted to give single mothers, widows and women separated from their husbands the first chance to come out of the house, increase their mobility and regain their confidence," says Monika Rani. So on October 2, 2023, these five girls were chosen as the first recipients of a batch of 10 girls from Project Lehar to be given the pink e-rickshaws under this innovative scheme.

A loan of Rs 1.66 lakh was provided and repayable in 38 months at an EMI of Rs 4500. Since then, there has been no looking back. Not only have the women paid eight instalments already, but they are also transforming their lives. From eating just one meal a day, Saira Bano can now give her children proper nutritious food. "I have seen days where my two children and I ate just namak and roti.

Now I earn enough to fulfill every need of my children. I want to do better so that I can build my own house and get an electric connection so that my children don't have to study under a lamp and I don't have to pay to charge

my e-rickshaw," shares Saira. The confidence Bitti has gained has given her the courage to demand her right to the family land. She has filed a case in the civil court and wants her father-in-law to put her deceased husband's share in her son's name. "I am paying the fees for the lawyer from the money I earn as a e-rickshaw driver. I never thought I would be able to take such a big step," reveals Bitti. Bhagyalakshmi has opened a tiny kiosk selling biscuits, sweets and pencils for her mother from her earnings. "I want to expand my business. My dream is to make my elder daughter a doctor and the younger one a policewoman. When my income increases I will shift them to an English medium school. I want my children to have a bright future," she says.

For Megha too, the e-rickshaw has been life-changing. "I am happy because my economic situation has changed for the better. Now I can give my children better food. I have admitted the two children to private English medium school and can the monthly fee of Rs 250 for both of them. Education will ensure they never have to live on charity like I did." While association with Project Lehar and the opportunity to become self-reliant thanks to the pink e-rickshaws has turned their lives around, it has been their confidence that has helped them hold their heads high in a male-dominated profession.

This is inspiring other village women to step out of their homes and fulfil their dreams.

(Swapna Majumdar is a journalist writing on development and gender. The views are expressed are personal)

Battling the heat and hatred: The ongoing fight for LGBTQIA+ rights

There is widespread violence against women and LGBTQIA+ individuals, fueled by a deeply ingrained prejudices against 'transgressive' love

Be-Loved - Celebrating Pride Month through TheatreKhushi Pahuja In the scorching heat of June 2024, I, along with a lesbian couple, have been shuttling from police station to police station, all to protect their fundamental rights to life and equality. The constant torment for the three of us stems from society's disdain for 'transgressive' love and an unquestioned acceptance of violence against women by family members. Familial and domestic violence is perpetuated and reinforced each time someone scrutinizes and polices one's queerness through one's body. Hope often dwindles with seemingly unending cycles of individual, systemic, and systematic violence. Especially, when



KHUSHI PAHUJA

community members like Prerna (name changed), a 23-year-old lesbian woman says, "We are investing so much money, time, and energy for protecting my rights, is it even worth it? Will things ever change?" In the face of such questions, social workers not only provide a safe listening space and support in bureaucratic procedures; but also share the responsibility of holding on to the beacon of

hope. History reminds us that hope, and perseverance lay the foundational stones for advocacy, action, and change. One history of hope is that of Pride Month. Each Year, June is celebrated as pride month around the globe, commemorating the Stonewall Uprising. On June 28, 1969, like many other days in New York City, the police raided a small bar called the Stonewall Inn. Taking advantage of the laws against crossdressing, the police would raid bars to arrest queer and transgender persons. When the same happened at Stonewall Inn, the people protested. Days of riots against police brutality acted as a catalyst for the LGBTQIA+ rights movement. Following this, the movement for LGBTQIA+ rights has

expanded, bringing relief to many within the community. Various events like theatre, music, poetry, sensitisation programs, etc. happen during June all over the world, including India. Such programs are particularly important as they present possibilities for intersectional dialogue through non-conventional sensitisation methods. An example of this approach is 'Be-Loved', a theatre play by Mumbai-based Theatre Group 'Tamaasha', which was recently co-organized by Nazariya Foundation and SAATHII (Solidarity and Action Against The HIV Infection in India) on June 9 at the Bipin Chandra Pal Auditorium in Delhi. Be-Loved is a musical and satirical drama directed by Sapan



Saran and penned by 17 prominent writers, including artist Bhupen Khakhar, poet Josh Malihabadi, and LGBTQIA+ rights activists Maya Sharma and Saleem Kidwai. Recalling the journey

of making this play, Sapan shares, "Be-Loved is a collaborative effort. It took us about three months to put it together. We opened the play last year in June after rigorous rehearsal for 45 days." "The play dealt with a very sensitive issue with a lot of care, especially in a context where talking about sex and sexuality is a taboo. They emphasize, "You cannot forget about the issue once you have seen this play. It forces you to think and reflect when you come out of the theater hall." Resonating with this perspective, Urvashi Butalia, feminist publisher and writer says, "The play took stories on queerness by many writers and connected them with real life cases. People can dismiss stories, but it is difficult to dismiss lived realities."

As Rituparna Borah (she/they), Director, Nazariya Foundation pens, "Events like this are the best ways to show to the world that advocacy can be done in various ways either through UN mechanisms, through the government, or plays like this. With collective power we can challenge any hate, discrimination, and violence against the queer-trans community." "Such events help us to reach an audience that is generally not approachable for training sessions, or for whom training sessions are not accessible. Therefore, when we engage with allies through well-accepted mediums like theater, music, etc., the much-needed information gets conveyed to a huge audience," adds Randhoni Lairikyengbam, Assistant Director, SAATHII.

The echoing sentiments of audience members about how the play moved them to highlight the importance of collective efforts toward sensitization using multiple advocacy mediums. It restores hope that change is possible when we create spaces where people can critically reflect on their actions, thoughts, and behaviour, and feel part of the collective. Pride Month, therefore, is not only a time to celebrate queerness and advocate for LGBTQ+ rights but also an opportunity to look back into history and remind ourselves of the perseverance of those who fought for the rights and then move into the future with hope, care, and kindness. (The author is a social worker and a sexuality educator; views are personal. Charkha Features)



By and for the hospitality in Telangana

SHRADDHA NEWARE

With an aim to protect the interest and welfare of the hospitality industry, Hotels and Restaurant Association of Telangana State, takes lead role as a single voice organisation representing the hotel and restaurant industry of the Telangana state.

Originally, it was founded by a group of hoteliers who wanted to combine various hotels for their mutual advantage and to safeguard their interests. The association was founded as a joint body that included the states of Telangana and Andhra Pradesh, according to Pankaj Sampat, who is the president of the association currently.

The executive committee member Pradeep Kumar Dutt, who has been involved with the association for a long time, then talks to us about the goal: "It was started by a group of seven hotels to address concerns related to the hospitality industry. Issues pertaining to various hotels were deliberated upon and escalated to the government's level of power. The problems were resolved more quickly back then because there weren't as many hotels involved."

The organisation has around 106 members includ-

HRATS, which represents Telangana's hotel and restaurant sector, has been promoting the sector's advancement. The Pioneer engages in conversation with association members, offering insights into their objectives and undertakings.



ing, earlier seven. Members are from various restaurants, three-star, four-star, five-star and five-star deluxe hotels and resorts, as of now and has exponentially grown. Stating the need to start this organisation, he further says, "The city was growing and hotels were coming up. Business travelling was increasing. People who were travelling to Hyderabad from outstation, they wanted a place within their budget to stay. Hotels came up and the need to protect their interests through the organisation was of importance."

He shares that there is a constant participation in terms of the way forward as



to how they keep on improving the overall tourism footprint in Telangana. Executive Committee members also meet regularly to understand what is happening around and discuss burning issues.

Meanwhile the president in the same call shares, "It is not just the members' issues, but industry issues that we take up with the local government here. As the president of HRATS, you are also on the governing council of two national colleges Institute of Hotel Management (IHM) Hyderabad as well as National Institute of Tourism and Hospitality Management." The organisation is in a bid to attain industry status for the state of Telangana. The president talks to us about the organisation's struggles in this regard, "There are already eleven states that have granted industry status to the hospitality industry. We had prepared a paper on this as to why the government of Telangana predominantly needs to give industry status to the hospitality industry."

He adds that his role is to liaise with other states, understand what the governments are doing there, benchmark some of the good initiatives taken by the government to promote tourism in those states, identify those good decisions that they have taken, bench-

mark them and then start looking at implementing them in Telangana.

Going ahead, according to the executive committee member, there needs to be a proper infrastructure set up before they think about the tourism aspect. Therefore, they are actively looking at what the government does in terms of investing in places in need of infrastructure, creating a public-private partnership and getting investments from corporations to invest in such places. HRATS also organises training programs for employees working in smaller hotels.

According to area director of Taj Krishna Hyderabad, most governments today realise the power of tourism because it predominantly creates a lot of jobs and improves the overall GDP of the state. Talking about their vision going ahead, the president shares, "It is to have a proper tourism policy for Telangana, due for quite some time now. Having an industry status for the hospitality industry is also overdue. While many states have done that, it's something that we are working hard towards. Along with the development of tourism in the state, it's also equally important to look at new skilling centers, which is extremely important to support the growth of tourism in the state."

Prioritising ovarian health

Women's reproductive health is a crucial aspect of their overall well-being. It encompasses various aspects such as menstrual health, fertility, pregnancy, childbirth and menopause. Maintaining good ovarian health involves adopting healthy lifestyle habits, regular gynaecological check-ups and prompt medical attention for any unusual symptoms or changes in menstrual cycle. It is also essential to have access to comprehensive sexual education, family planning services and safe abortion care. Women's reproductive health plays a significant role in their social, economic, and political empowerment.

Ovarian tumours are growths that originate from the cells of the ovaries. This growth can be cancerous or non-cancerous. The tumours vary in size, symptoms and impact on health. Various factors like genetics, age, reproductive history and lifestyle choices can affect their occurrence. Symptoms can be similar to many less severe conditions like abdominal bloating, pelvic pain and changes in bowel or bladder habits.

According to recent data ovarian cancer is rated as the third most common type of cancer among Indian women, approximately 6.8 per 100,000 women. Unfortunately, it is detected in the later stages because of its asymptomatic nature, due to which early detection and effective treatment are delayed and complicated. Some common factors are changes in lifestyle, delayed childbearing and genetics. Every year, approximately 25,000 new cases rise in India, which highlights the need to improve screening & prevention to manage the increasing healthcare burden.

A unique case of a 13-year-old girl experienced significant abdominal distention and mild discomfort, that had been ongoing for approximately three months. Despite these symptoms, the patient was able to maintain a good appetite and perform her daily activities normally. Upon evaluation, an initial ultrasound revealed a large mass occupying much of her

abdomen. To further evaluate the situation, a CT scan was conducted, which confirmed the presence of large mass. Decision to proceed with surgery was taken. Exploratory laparotomy was performed, to successfully remove 8.5 kg mass from her ovary. This surgical procedure was essential for directly examining the abdominal organs and to determine the extent and spread of the disease. During the operation, a specific procedure called Salpingo-oophorectomy was performed on the left side, which involved the removal of the ovary and fallopian tube. This step was critical in addressing the underlying cause of the distention and ensuring that any pathological tissues were effectively managed. Thus alleviating the symptoms and preventing further complications related to the mass. Remarkably, the other ovary and fallopian tube, as well as her liver and rest of the abdominal cavity, were found to be normal. This case highlights the critical importance of imaging in diagnosing significant ovarian masses and underscores the effectiveness of timely surgical intervention.

Maintaining ovarian health is crucial for women's overall well-being, fertility and hormonal balance. To promote healthy ovaries, women can adopt practical tips such as consuming a balanced diet rich in antioxidants, vitamins and minerals, engaging in regular physical activity, avoiding smoking and excessive alcohol consumption, managing stress levels, and getting adequate sleep. Additionally, women should undergo regular gynaecological check-ups to detect any potential issues early on and seek medical attention promptly or if they experience any unusual symptoms or changes in their menstrual cycle. By prioritising ovarian health, women can enhance their quality of life and prevent various reproductive and hormonal disorders.

(The author, Dr. Sharmila Solanki, is a Consultant, Obstetrics & Gynecology, at Manipal Hospital.)



MAKING WAVES WITH UNIQUE 'FOLKTRONICA' MUSIC

SHIKHA DUGGAL

Following the tremendous popularity of their hit song *Dilbar*, which went viral on YouTube and Instagram and won over hearts all over India, the dynamic musical duo Rusha and Blizza have reached a major milestone by appearing on the famous Times Square Billboard in New York. With their avant-garde 'folktronica' music, they are making waves in the middle of the commercial sounds that are taking over the music landscape. Their most recent album, *Gal Mukdi*, conveys a deep message about the search for inner peace and the truth, highlighting the elimination of ego as a means of achieving these spiritual objectives. The 'folktronica' pioneers have always taken a risk-taking approach to their music! Their initial sound went viral, bringing about a radical change in the music industry and positioning them as cutting-edge trendsetters. Their unconventional approach to music creation has brought in a new wave of sounds, breaking conventions and changing the Indian music scene's sonic landscape. Rusha and Blizza are a unique ten-year journey that began in 2010 with an accidental meeting in a gym. They flawlessly merge experimental soundscapes with the rich fabric of Indian musical traditions. A few snippets from an exclusive interview with them are provided here:

Just a while ago, you guys were featured on the Times Square billboard! What was the experience like?

RUSHA: For us, appearing on the Times Square billboard was a huge accomplishment and a dream come true. It was a noteworthy accomplishment that shows how far we've come from our modest origins. This international recognition encouraged us to keep aiming for greatness while also honouring our previous accomplishments. It was really motivating and it served as a

reminder of the global influence that our music may have.

A distinctive genre known as "Folktronica" combines electronic components with traditional folk music. Could you describe the initial thought process?

BLIZZA: Seeing musicians all around the world fusing folk and electronic music inspired us to start experimenting with 'folktronica'. By fusing sound design with folk components, we aimed to expand on this idea and give this genre a new direction. Our intention is to always develop our sound by constantly experimenting and pushing the envelope. We believe that by taking a fresh perspective, we can motivate other musicians and further the continuous development of music.

***Gal Mukdi*, your most latest release, explores deep subjects. What gave you the idea?**

RUSHA: *Gal Mukdi's* message is that eradicating ego from our hearts is the only way to pursue inner peace and the truth. The song highlights how crucial it is to move past individualistic viewpoints in order to promote a community's connection to the cosmos. It is based on poems by Bulleh Shah and questions conventional ideas of religious devotion by emphasising the need to give up ego in order to find true peace. In order to foster harmony inside and unification outside of oneself, this message invites listeners to embrace a more accepting and altruistic viewpoint.

What kind of creative process did you go through when working with *Mitika*?

BLIZZA: The process of working with Mitika Kanwar on *Gal Mukdi* flowed naturally. Her skill as a vocalist and capacity to emotive effectively made her the ideal candidate for this song. It was motivating to work with her because she gave the song a certain depth and vitality that improved its overall impression.



RUSHA AND BLIZZA, A DYNAMIC MUSICAL DUO, HAVE BEEN MAKING WAVES WITH THEIR UNIQUE FOLKTRONICA MUSIC. IN AN EXCLUSIVE INTERVIEW WITH THE PIONEER, THEY DISCUSSED BEING FEATURED ON A BILLBOARD IN TIMES SQUARE, THEIR 'FOLKTRONICA' SOUND AND THEIR MOST RECENT SONG, GAL MUKDI.

There was a lot of back-and-forth during the creative process as we all contributed ideas to make our styles combine together.

Bulleh Shah's poetry is heavily featured in *Gal Mukdi*. How do his teachings align with your artistic vision?

RUSHA: The lessons of Bulleh Shah stress the value of selflessness and inner serenity, which strongly align with our own values and aesthetic vision. His poetry encourages us to write music that goes beyond individualism and fosters a sense of oneness with the cosmos. We work hard to infuse these deep ideas into our music, inspiring listeners to see beyond themselves and adopt a more accepting viewpoint.

What difficulties did you have in establishing this genre in a market where more commercial sounds predominate?

BLIZZA: It has been difficult to introduce and popularise folktronica in a market where commercial sounds predominate. Audiences and industry insiders used to conventional or mainstream music initially opposed our efforts. But listeners eventually came to appreciate our commitment to originality and genuineness. In order to become known and accepted, we concentrated on developing a strong online presence and interacting with our audience directly on social media platforms.

RUSHA: 'Folktronica' appears to have a bright future as more musicians investigate this genre and contribute new sounds and viewpoints. The combination of traditional and electronic music is becoming more and more appreciated in India. 'Folktronica' is becoming more and more popular around the world as people look for distinctive and avant-garde musical experiences. We think that this genre will keep developing and influencing upcoming audiences and performers.

Your journey started with an impromptu encounter at a gym. Could you elaborate on how your musical collaboration came to be as a result of that first meeting?

RUSHA: In 2010, our partnership started out of the blue. We've created a distinctive sound over the last ten years by fusing Indian musical traditions with experimental components. Some of the highlights of our journey have included working on the dance theatre music video series album *Vision One*, which will be released in 2024 and taking on major business endeavours. Our friendship has grown stronger with time and our joint endeavours have continuously pushed the limits of music production.

What tactics do you use in an industry where convention is frequently enforced to remain faithful to your unconventional approach?

BLIZZA: By always experimenting with new sounds and concepts, we stay faithful to our unconventional approach while making sure that our music is still approachable and relatable. Our goal is to establish a deep bond with our audience by using thought-provoking content and important messaging. We keep our distinctive style while appealing to a wide audience by striking a balance between creativity and relatability.

What part do social media sites play in your audience engagement?

RUSHA: Social media channels are essential to our approach to connecting with and interacting with our audience. We can distribute our music, interact with fans and reach a worldwide audience thanks to these platforms. We utilise Instagram for updates and behind-the-scenes information, reels for quick, interesting videos and YouTube for music videos. By allowing us to interact with our listeners directly and have a strong online presence, social media promotes a feeling of connection and community.

Could you take us through Sanson Ki Mala's creative process?

BLIZZA: *Sanson Ki Mala's* artistic journey started with an exploration of the rich tradition of Indian devotional music. We wanted to transfer the spiritual essence of traditional bhajans into a modern setting since we were moved by their ageless charm. The idea changed as we experimented with fusing these classic tunes with cutting-edge electronic components to produce a unique and emotive atmosphere. We made a conscious effort to keep the song true to its original form while including fresh rhythms and textures that would appeal to a modern listenership. The last track, which reflects our dedication to upholding tradition while pushing musical frontiers, is a tasteful fusion of the old and the new.

RUSHA: *Sanson Ki Mala* was inspired during a period of self-examination and spiritual contemplation. The concept of commitment and how it transcends geography and time struck a chord with us. The song's trajectory was determined by this epiphany, which brought us to themes of love, spirituality and inner calm. With the intention of crafting a song that connects with our listeners deeply on an emotional level, the inspiration enabled us to imbue the track with a sense of reverence and tranquility.

The duo is currently working on *Vision One*, their future dance theatre music video series album, which will be released in 2024. They are working on big business projects that will have a big influence on the music industry in addition to this enormous initiative. The inventiveness and distinctive synthesis of musical elements that characterize Rusha & Blizza's journey bear witness to their constant commitment to pushing artistic limits and making a lasting impression on the world music landscape.

what's brewing?



A number of socialites, including Anika, Bindu, Deepkshika and Ankita, made an appearance during the opening of Celebrity Secrets Clinic in Hyderabad. The clinic, which is run by Dr. Madhavi Chowdary, combines science and art in the fields of cosmetology and aesthetic medicine.

PARTY
Photos by - SV Chary

Rohit Sharma invests in edu-fintech startup

LEO1, a leading Edu-fintech company (Formerly known as Financepeer) announced a strategic investment from the Indian cricket captain, Rohit Sharma. This marks as Rohit Sharma's first ever investment in a fintech start-up. This represents a significant step forward for LEO1 in its goal to resolve long pending cashflow issue in the educational institutes along with providing innovative solutions for students across India.

IVAS launches Ghar Dhadakne Do campaign

Infra.Market, India's leading construction materials company, is thrilled to announce the launch of the *Ghar Dhadakne Do* campaign by its direct-to-consumer (D2C) brand IVAS. Rooted in the essence of acknowledging the deep connection between homemakers and their homes, the campaign celebrates the fact that our homes breathe and live, just as we do. It is aimed at the idea of nurturing our homes with the same care and devotion we give to our beloved family members.

realme unveils AI Flagship Killer

realme announced the global launch of two groundbreaking products, the newest addition to its flagship GT Series and AIOT segment - realme GT 6, the AI Flagship Killer and the realme Buds Air6 Pro. Both devices, equipped with state-of-the-art features and intelligent design, are set to elevate user experience significantly. Since its inception, the realme GT Series has been the flagship of cutting-edge technological innovation and stands as a testament to realme's relentless pursuit of technological excellence. Offering a blend of power, performance, and intelligent design, the realme GT 6 is available in two stunning colors: Fluid Silver and Razor Green and three storage variants: 8GB+256GB priced at INR 35,999, 12GB+256GB priced at INR 38,999 and 16GB+512GB priced at INR 39,999.

Stanley Lifestyles IPO receives strong support from leading brokerages

Home-grown super-premium and luxury furniture brand Stanley Lifestyles received a "Subscribe" rating from leading brokerages for its initial public offering (IPO), leading to the issue getting fully subscribed on the first day of bidding, indicating strong investor confidence in the company's brand and growth potential in the luxury furniture market. One of the key strengths highlighted by analysts is Stanley Lifestyles' robust business model and diversified product portfolio. The company offers a wide range of luxury furniture items, that provide a wide range of home solutions offerings, such as sofas, arm chairs, kitchen cabinets, beds, mattresses and pillows, amongst others. Its customers can select from 10 different types of leathers and fabrics that it has in over 300 colours.

ICICI Prudential Life discounts for women

ICICI Prudential Life Insurance today announced a lifetime discount of 15% exclusively for women on all the premiums to be paid, for its best-selling term insurance product, iProtect Smart. Additionally, salaried women will be eligible for an extra 15% discount on the first year's premium, empowering them to provide financial security to themselves and their loved ones. iProtect Smart combined with the critical illness benefit, provides cover against 34 critical illnesses including ailments such as breast, ovarian, uterine and cervical cancers. This combination offers benefits of both health and life insurance. Importantly, the critical illness cover amount is paid out on diagnosis, providing the requisite financial resources for seeking immediate medical treatment, without disrupting the family's savings.

HDFC Securities caution against fraudulent WhatsApp groups

HDFC Securities Limited, subsidiary of HDFC Bank and leading stock broking company, caution the customers against a rise in fraudulent activities involving fake WhatsApp groups impersonating the company and its officials. HDFC Securities urges all investors to exercise extreme caution and avoid subscribing to any scheme or product offered by individuals or entities claiming to provide indicative, assured, or guaranteed returns in the stock market, as this is illegal. These groups may deceive customers to share sensitive information and transfer funds by promising high returns. HDFC Securities want to caution its customers that do not ask for trading credentials, such as user ID and password.

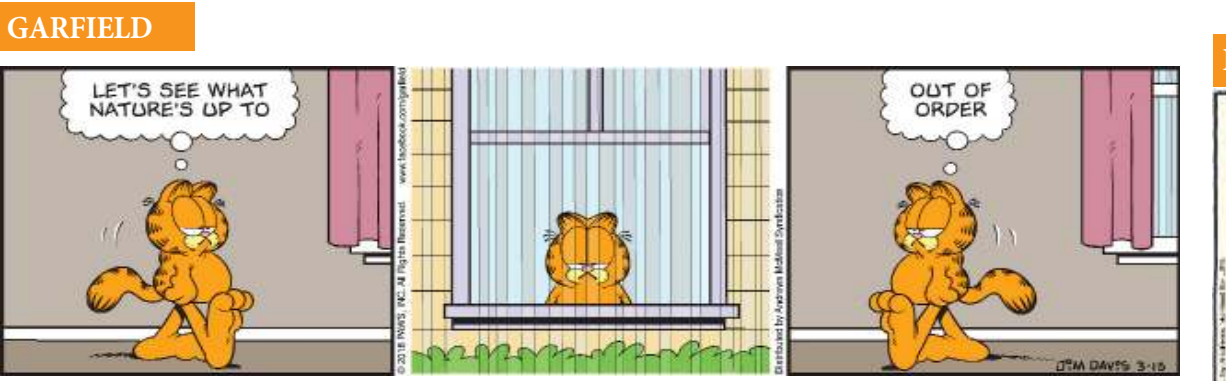
IMT Hyd launches industry track PGDM programs

Institute of Management Technology – Hyderabad inaugurated ABHYUDAY 2024 – Management Orientation Program (Batch of 2024-26). Guests who graced the occasion included Dr. Satakarni Makkapati, CEO CuraTeQ and Director, Aurorindo Pharma, Dr. Ravi Prakash Mathur, Vice President Supply Chain Management and Global Head of Logistics at Dr. Reddy's Laboratories Ltd, Swastik Bihani, MD and Country Head, GHX India, and KV Mahidhar, Executive Director and Head, CII – Institute of Logistics. The highlight of this year's inauguration was the launch of two new ambitious Industry track PGDM programs in Logistics and Supply Chain Management in collaboration with CII-Institute of Logistics and PGDM in Information Technology in collaboration with HCL Technologies. Other programs offered by the 13-year-old NIRF-ranked B-school include PGDM (General), PGDM (Finance), and PGDM (Marketing).

vivo expands its Y-series portfolio

vivo expanded its Y-series portfolio with the launch of Y58 5G in India. The smartphone embodies a stylish premium watch style design with appealing colors, segment's brightest sunlight display amongst all LCD displays, and an attractive camera panel featuring a 50 MP AI portrait camera and a powerful 6000 mAh battery. vivo Y58 flaunts an elegant design and will be available in two colors- Himalayan Blue and Sundarbans Green, which reveal the essence of nature with utmost precision, making it stand out amongst all other look-alikes in its segment. Priced at INR19,499, the Y58 5G will have a single 8GB+128GB storage variant and will be available for purchase starting today across Flipkart, vivo India e-Store, and all partner retail stores. Consumers purchasing the smartphone can avail exciting offers including an instant cashback of INR 1500 using SBI card, Yes Bank, Bank of Baroda, IDFC First, and IndusInd bank among others. vivo is also giving users an opportunity to own the Y58 at a mere price of INR 35 per day, along with offers on V Shield protection.

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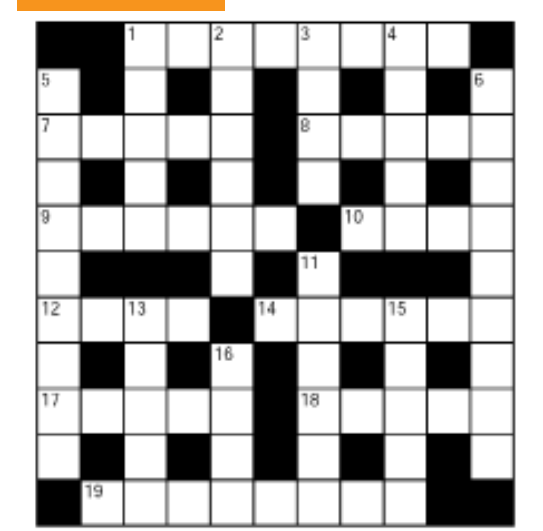
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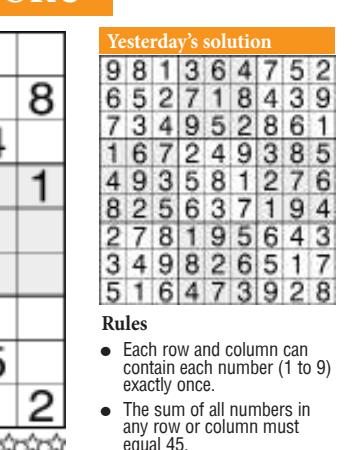
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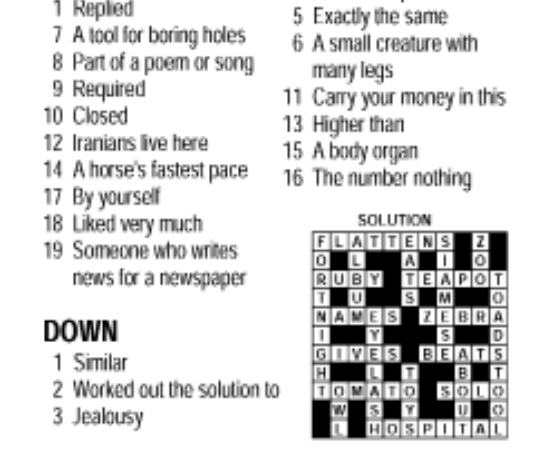
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