

## A Delicate Balancing Act by PM Modi's Coalition Government

Prime Minister Narendra Modi, at the helm of a genuine coalition government for the first time, has assembled a 72-member Union Council of Ministers. This diverse and strategically composed team is a reflection of the numerous factors that have been meticulously considered—experience, youth, caste dynamics, upcoming Assembly polls, and representation of the BJP's allies in the National Democratic Alliance (NDA).

The PM's team includes 30 Cabinet ministers, with four hailing from Bihar, a state where the BJP has solidified alliances with Chief Minister Nitish Kumar's Janata Dal (United), former CM Jitan Ram Manjhi's Hindustani Awam Morcha (Secular), and Chirag Paswan's Lok Janshakti Party (Ram Vilas). The southern allies, Chandrababu Naidu's Telugu Desam Party and HD Kumaraswamy's Janata Dal (Secular), each

secured a Cabinet berth, signaling the BJP's intent to fortify its base in southern India.

The inclusion of three former chief ministers—Shivraj Singh Chouhan (Madhya Pradesh), Manohar Lal Khattar (Haryana), and Kumaraswamy (Karnataka)—among the first-timers in the Cabinet, alongside Suresh Gopi, the BJP's first Lok Sabha MP from Kerala, underscores the government's strategy to blend seasoned leadership with new, regionally influential faces. Notably, over 40 ministers are from Other Backward Classes (OBCs), Scheduled Castes, and Scheduled Tribes, reflecting a deliberate effort to address the electoral setbacks in Uttar Pradesh where the Samajwadi Party made significant inroads by appealing to the 'PDA'—Pichhra (backward), Dalit, and Alpsankhyak (minorities).

The careful selection of ministers from Maharashtra and Haryana, states that face elections later this year, further demonstrates the BJP's tactical approach. By ensuring a noticeable presence of these states in the Council of Ministers, the party aims to consolidate its support and improve its electoral prospects.

The induction of former Congress MP Ravneet Singh Bittu as a Minister of State is particularly telling of the BJP's determination to stage a revival in Punjab following its dismal performance in the recent Lok Sabha polls, where it failed to secure any of the 13 contested seats. Bittu's inclusion is a clear signal that the BJP is looking to groom him for a leadership role, with a long-term view towards the 2027 Assembly elections in Punjab.

In crafting this Council of Ministers, the BJP has performed a delicate balancing act, blending experienced leaders with new faces, accommodating regional and caste-based considerations, and aligning its strategy with upcoming electoral battles. This intricate composition reflects the party's nuanced approach to governance and its commitment to maintaining a broad-based coalition capable of navigating the complexities of India's diverse political landscape.

## Mrs. Bihar-2024 Auditions Conclude, 18 Finalists Selected

**Patna:** Patna is gearing up to become a hub of fashion and glamour, hosting numerous major events related to fashion, film, entertainment, and arts, similar to metropolitan cities. On Sunday, the auditions for Mrs. Bihar 2024 were held at Hotel Buddha Heritage, Patliputra. Organized by Ocean Entertainment, the auditions for Mrs. Bihar 2024 (beauty pageant) were conducted both online and offline. A total of 137 women from various districts of Bihar, including Mithlari, Samastipur, Patna, and others, participated in the auditions. This audition was exclusively for married women, and the



participants actively shared their experiences and emotions. During the auditions, contestants went through several rounds including catwalk, X-factor,

IQ round, and introduction round, where their enthusiasm and skills impressed the judges. The grand finale of Mrs. Bihar 2024 is scheduled for June 23, 2024. The winner of Mrs. Bihar 2024 will be announced during a grand event where the finalists will have the opportunity to ramp walk in front of Bollywood celebrities and thousands of spectators. They will also participate in grooming sessions. All participants in the auditions and orientation sessions were required to be present in a specific attire. This year's event is themed "Stop Violence Against Women." Ocean Entertainment's MD, Praveen Sinha, mentioned that the winners and selected participants from this audition will become brand ambassadors for the Roof Foundation. They will be involved in various activities across Bihar, including the distribution of sanitary pads and raising awareness about women's issues in rural areas. This initiative aims to be a significant step towards women's empowerment. The panel of judges for this event included Manish Chandresh, Sweta Prakash, and Anima Ashish Agarwal.

## Tejas: A Patriotic Cinematic Experience

&ictures is set to premiere 'Tejas' on Sunday, June 9th at 11:30 AM. Starring Kangana Ranaut, this film showcases the bravery of an Air Force pilot defending the nation. Directed by Sarvesh Mewara, it features Anshul Chauhan, Varun Mitra, Ashish Vidyarthi, and Vishak Nair. The story highlights Tejas's courage and determination amidst rising tensions between India and Pakistan. With stunning visuals, intense action, and powerful dialogues, 'Tejas' promises an exciting journey of patriotism. Don't miss this thrilling experience celebrating the indomitable spirit of India's armed forces on &ictures!



## India Post to Release Special Postal Cover on Film Heritage Foundation's 10th Anniversary

**New Delhi/Mumbai:** In recognition of the exceptional and ongoing efforts to preserve, restore, and showcase India's rich and diverse film heritage, the Indian Postal Department will issue a special postal cover and stamp on June 14 in Mumbai to mark the 10th anniversary of the Film Heritage Foundation (2014-2024). Shivendra Singh Dungarpur, Director of the Film Heritage Foundation, announced that the special postal cover and stamp will be unveiled at the beautiful heritage building of the V.T.

General Post Office (GPO) in Mumbai. The event will feature the Chief Postmaster General of Maharashtra and other distinguished guests.

The special postal cover, made with foil and embossing, includes a ₹5 stamp. It depicts Shivendra Singh Dungarpur and scenes of celluloid film preservation restored by the Film Heritage Foundation. This limited edition cover will be available at the Philately Bureau of the General Post Office (GPO) in Mumbai.

Reflecting on this honor, Shivendra Singh Dungarpur



said, "Since childhood, I have enjoyed collecting stamps, writ-

ing letters, and visiting post offices—a passion instilled by my grandfather, who was an avid letter-writer until the age of 90. To this day, I continue to write and post letters and visit post offices in every city and town I travel to. Therefore, it is a profound honor to receive a letter from the Chief Postmaster General appreciating over a decade of our work in preserving our film heritage and announcing the release of a special cover for the 10th anniversary of the Film Heritage Foundation. I am thrilled by the Indian Postal

Department's recognition of the importance of our film heritage and the depiction of the challenges of preserving celluloid on the special cover. On behalf of my team at the Film Heritage Foundation, I accept this honor, which has put film preservation on the map in India and the subcontinent and enabled us to restore and celebrate the beauty of our film heritage worldwide. I thank Chief Postmaster General Kishan Kumar Sharma and Mumbai Postmaster General Amitabh Singh for this honor."

**-Gopendra Nath Bhatt**

## Just dial Udaipur, Fueling Their Growth

**Udaipur:** often referred to as the 'Venice of the East,' is renowned worldwide for its enchanting beauty, blue lakes, and the lush Aravalli hills surrounding it. As a gem of Rajasthan, Udaipur significantly contributes to the state's economy through tourism and agriculture. The city's rich cultural heritage, grand palaces, historic forts, and beautiful temples add to its charm, attracting millions of tourists each year.

Moreover, the handicraft industry drives the city's economy. Udaipur is known for its traditional paintings, pottery, garments, and jewelry. These handicrafts are cherished not only by Indians but are also exported worldwide.

Additionally, the city boasts 80,085 registered MSMEs, promoting innovation and development across various sectors.

Justdial has provided a platform connecting businesses with consumers, significantly contributing to the growth of small and medium enterprises (SMEs). This connection is particularly crucial for a city like Udaipur, where traditional industries and modern businesses play a vital role in economic development.

Sharing his experience, Mohammad Ashraf Sheikh, owner of Unicare Power System, said, "I have been associated with Justdial since 2013. Justdial has greatly helped in expanding my busi-

ness and building a network of dealers and customers. My experience with Justdial has been excellent. Thanks to this platform, dealers from various sectors reach out to us, and we get good deals. My customer network has significantly expanded.

I am grateful to Justdial for constantly introducing new innovations and features on their platform."

Prakash Hada from Hada Service Point and Epsom Service Center mentioned, "Since 2017, we have been getting good deals from Justdial. Justdial is an excellent platform to grow your business. It provides good leads, which have significantly increased my work. Because

of these leads, our business has expanded from the local level to the state level, and our profits have grown substantially."

Discussing the success with Justdial, Saurabh Vaya from Vaya Technologies said, "I joined Justdial in 2010 with a package costing only Rs 6000. Since then, we have received a very positive response. Due to some reasons, we couldn't renew the package for some time, but we renewed it 2-3 years ago. Initially, we only received services through city listings, but now we get services through state listings as well, which has significantly increased our revenue. I recommend everyone to join Justdial to grow their

**Justdial**  
India's No.1 local search engine

business and get good leads."

Yuvraj Singh Shaktawat, owner of Lake Shore Hotel and Restaurant, shared his experience with Justdial, saying, "I have been in this business for the past eight years and associated with Justdial for seven years. Justdial has greatly contributed to growing my business. I received numerous leads and connected with new customers through this plat-

form. I advise everyone to join Justdial to connect with new customers and grow their business."

Justdial is proving to be a boon for small and medium businesses in Udaipur, helping them connect with new consumers and aiding their growth. Through its reliable and modern platform, Justdial continues to drive the economic development of Udaipur.

## "Zero Budget Production House" Becomes an Instant Hit on Mask TV

The name itself, "Zero Budget Production House," might sound strange and intriguing, making one wonder what it is about. Is it an introduction to a new production house, or is it the actual name? Mask TV OTT platform, known for such surprising projects, released this web film under the same name on June 7.

Mask TV has geared up to entertain viewers with a unique story, and as soon as "Zero Budget" was released, it started grabbing headlines everywhere. The platform witnessed significant traffic from its subscribers eager to watch the film. The unusual name naturally piqued viewers' curiosity, drawing them towards the project. The film has especially attracted a younger audience, who seem to be highly influenced and captivated by it.

Produced under the banner of Tag Production, "Zero Budget" is produced by Anju Bhatt and Chiranjeevi Bhatt. The film is written and directed by Balwinder Singh. It is a social comedy genre film, aimed at attracting the youth. Anju Bhatt, the producer, stated that their goal is to create diverse and intriguing projects that captivate people. They prioritize attracting audiences and catering to their preferences, which led to the creation of "Zero Budget." Released on the evening of June 7, "Zero Budget" is available as a Mask TV Original Series.

The film stars Balwinder Singh among other actors. Discussing the project, Mansi Bhatt, the Creative Producer of Mask TV OTT channel, mentioned that they study the varying demands of youth and entertainment enthusiasts and create projects accordingly. The channel operates entirely based on the preferences of its viewers, and "Zero Budget Production House" is a part of this approach. They hope that this film will also be well-received by the audience. This information was shared by the film's publicist, Sanjay Bhushan Patiala.



## Mask TV Acquires Rights to Four Major Malayalam Films, Release Preparations Underway!

Mask TV OTT has made a significant move by acquiring the rights to four major Malayalam films. These films are set to be released soon in Hindi and other languages. Among these four films, two star Malayalam superstar Mammooty and the other two feature Prithviraj. Mask TV has secured the rights to these films for the next 99 years.

Mask TV OTT is a well-established name in the streaming world, known for releasing films in multiple languages and providing top-notch entertainment across various genres. This platform achieved a major milestone by surpassing 100 million views before its first anniversary. The audience loves Mask TV's content and eagerly awaits new releases on the platform.

The four Malayalam films acquired by Mask TV include "Thoppil Joppan" featuring Mammooty, Manta Mohandas, Andrea Jeremiah, Kaviyoor Ponnamma, Salim Kumar, Suresh Krishna, and Akshara Kishore in key roles. The second film, "Utopiayile Rajavu," stars Mammooty alongside Jewel Mary, Joy Mathew, SP Sreekumar, Sunil Sukhada, Anoop Chandran, and Indrans. "James and Alice" features Prithviraj Sukumaran, Vedhika Kumar, Kishore Satya, Manju Pillai, Nedumudi Venu, Parvathi Nair, Sai Kumar, and Sijoy Varghese in prominent roles. The last film in the lineup is "Amar Akbar Anthony," starring Prithviraj, Indrajith, Jayasurya, and Namitha Pramod in

lead roles.

Mask TV OTT channel producer Mansi Bhatt mentioned that the dubbing work for these films will be completed soon, and they will be scheduled for release. She emphasized that all four films are exceptional and will provide great entertainment to the audience. These movies will be remembered as examples for society and the cinema world, leaving a lasting impact. Mask TV OTT is known for its diversity and will continue to be recognized for its varied offerings.

## Actress Pakhi Hegde's Birthday, Fans Flood Her with Heartfelt Wishes

Today is the birthday of renowned actress Pakhi Hegde. On this special occasion, her family, friends, film industry colleagues, and fans have sent her an abundance of heartfelt wishes. Pakhi Hegde's birthday is being celebrated with great enthusiasm on social media, the platform.



where her admirers and coworkers have extended numerous congratulations.

Pakhi began her career in Bhojpuri films and quickly made a unique mark in the industry through her hard work and talent. Alongside her acting skills, Pakhi Hegde is also known

for her simplicity and sweet demeanor. She has worked in many hit films, and her performances have always been appreciated by the audience.

On her birthday, Pakhi Hegde thanked her fans, stating that she is nothing without her supporters. She expressed her gratitude for their love and support, saying, "Thank you all for your love and support. Your wishes have made my day even more special."

Colleagues and friends also wished Pakhi Hegde well for the coming years, hoping for her bright future. We, too, extend our heartfelt birthday wishes to Pakhi Hegde and wish her the best for her upcoming projects.

## Titan and Himmotthan Transform Uttarakhand

Titan Company Ltd., in partnership with Himmotthan Society, has revolutionized water sustainability in Uttarakhand's Tehri district. Over two years, they constructed trenches and percolation pits in 60 villages, increasing water availability from 17 to 55 liters per day and saving women and children 3 hours daily. The "Water Next" program scientifically addresses water issues, fostering Climate Resilient Himalayan Communities.

This initiative has rejuvenated traditional water resources, empowered women, improved crop production, and enhanced livelihoods. Titan celebrated World Environment Day with a video showcasing Chamba village's transformation, highlighting the project's success.

## Airtel Unveils Special

## Plans for T20 Cricket Tournament

Airtel has launched special plans tailored for the World's Biggest T20 Cricket Tournament, offering a seamless viewing experience with Disney+ Hotstar. Prepaid plans start at Rs 499, including daily 3GB data for 28 days and access to 20+ OTTs via Airtel Xstream Play. An 84-day plan at Rs 839 provides 2GB of data per day. Annual plans at Rs 3359 include a one-year Disney+ Hotstar subscription and 2.5GB daily data. Postpaid plans feature unlimited 5G data and OTT access. Home broadband plans start at Rs 999 with high-speed options and Disney+ Hotstar access. International roaming packs offer in-flight connectivity for fans traveling abroad. Airtel Digital TV introduces cricket India's first 4K service for an immersive cricket viewing experience.

## Kiara Advani Joins Pond's Skin Institute

Pond's Skin Institute has announced Kiara Advani as its latest brand ambassador. With a 177-year legacy, Pond's aims to reinforce its leadership in the beauty industry by connecting with audiences in key North markets. Known for skincare innovations, Pond's aligns with Kiara's elegance and acclaim in Indian cinema. Kiara expressed her excitement about representing the heritage brand, emphasizing a commitment to skincare excellence.

Pratik Ved of Hindustan Unilever highlighted this strategic partnership for merging innovation with beauty. Kiara will feature in Pond's upcoming TVC, which will be broadcast across traditional and digital platforms nationwide.