

The Urgency of Rainwater Conservation: A Collective Responsibility

In recent years, the alarming depletion of groundwater levels across India has emerged as a pressing concern. Urbanization, erratic rainfall patterns, and unchecked exploitation of natural resources have transformed water scarcity from a distant threat into an immediate crisis. Despite frequent discussions by government and various sectors on the need for sustainable water management, actual on-ground actions remain woefully inadequate. Among the most effective methods of water conservation, rainwater harvesting is glaringly underutilized.

Editorial

The fundamental question we need to address is: How can rainwater conservation progress if no one is genuinely assuming responsibility? Both government bodies—such as municipal corporations and urban development trusts—and society at large, including NGOs and private citizens, are falling short in promoting and implementing rainwater harvesting practices.

Rainwater harvesting, once a common practice in traditional Indian households, has unfortunately become a forgotten art. Despite technological advancements, efforts to promote and implement this crucial practice remain minimal. Urban Local Bodies (ULBs), including municipal corporations and district councils, responsible for infrastructure and public utilities, display little interest in advancing rainwater harvesting projects. Without support from local and state government, these initiatives lack the scale and impact needed.

Furthermore, there is a notable absence of promotion and awareness. Significant campaigns to encourage residents to adopt rainwater harvesting systems in their homes, offices, or industries are missing. The lack of advertising, incentives, or government-backed initiatives reflects an indifference to a critical aspect of water conservation. How can we expect citizens to embrace rainwater harvesting if they are neither informed about its benefits nor motivated to adopt it?

Society must also share the responsibility for this inaction. The common misconception that water conservation is solely the government's responsibility overlooks the reality that rainwater harvesting starts at the grassroots level. Every individual, housing society, and community must take ownership of this issue. Community-driven projects for installing rainwater harvesting systems can significantly improve the situation, yet such efforts remain sporadic.

The consequences of this collective negligence are already evident. Groundwater levels are rapidly declining, and cities across India are grappling with water crises. Once renowned for its lakes, Udaipur now experiences unpredictable water availability. This pattern is being echoed across the nation. Without immediate action toward rainwater conservation, future generations will face even more severe water shortages.

Now, more than ever, a concerted effort from every segment of society is essential. The government must introduce policies that incentivize rainwater harvesting—such as providing tax benefits, mandating installations in new constructions, and launching awareness campaigns. Simultaneously, NGOs and the private sector must collaborate to build rainwater conservation infrastructure and run educational programs.

At an individual level, each household can take meaningful steps to harvest rainwater. Installing rooftop collection systems, directing rainwater into borewells, or storing it in tanks for future use can contribute to recharging groundwater levels.

Rainwater conservation is not a mere option—it is a necessity. The diminishing groundwater levels should serve as a wake-up call for all of us. As Dr. P.C. Jain, a "Water Hero" honored by the Ministry of Jal Shakti, emphasizes, reversing this trend depends on the active participation of every stakeholder. We cannot afford to wait for a future crisis to act. The time to conserve water is now, and it starts with embracing rainwater harvesting.

Impact of Hindi Cinema's Children's Songs

An online International Children's Literature Symposium, jointly organized by the International Vama Hindi Sahitya Academy and the Salila Institution, explored the influence of children's songs in Hindi cinema. Chaired by Dr. Sanjeev Kumar, publisher of India Net Books, and featuring esteemed chief guest Tajendra Sharma from London, the event focused on how these songs shape young minds.

Dr. Lata Agarwal "Tulja" discussed the emotional and psychological impact of lullabies, noting their calming effect on children and their role in strengthening bonds with caregivers. Hema Bisht, from Australia, highlighted the positive influence of animated film songs like Chhota Bheem, demonstrating how they inspire confidence and values in children. Rajnikant Shukla emphasized the contributions of lyricist Sahir Ludhianvi, whose children's songs often impart moral lessons and patriotism. Dr. Sanjeev Kumar praised the symposium's uniqueness, emphasizing the need to integrate children's literature and cinema, while chief guest Tajendra Sharma lauded the focus on children's songs.

Teacher

Being a teacher
Feels like a wow!
Like mother
Like teacher
She cares for us.
Whether may be ups n downs,
her presence is always there.
She guides us...
motivates us
inspires us
in the highs and lows
and lightens up a
Child's future.
With her passion
she plants seeds of the knowledge.
She is an ocean
who deeply fills our heart
with Love...!!



-Pooja Bhandari

The Impact of Hindi Cinema's Children's Songs on Young Minds

An online International Children's Literature Symposium was organized under the joint collaboration of the International Vama Hindi Sahitya Academy and the Salila Institution.

The symposium was chaired by Dr. Sanjeev, publisher of India Net Books, with the esteemed presence of Tajendra Sharma, editor of the Purvai web magazine from London, as the chief guest. Dr. Vimla Bhandari, president of the Salila Institution, served as the convener and host of the event.

Expert speakers included Hema Bisht from Australia, Rajnikant Shukla from Ghaziabad, and Dr. Lata Agarwal "Tulja" from Bhopal, all of whom shared their insights on the theme of children's songs in Hindi cinema and their influence on young minds.

Dr. Lata "Tulja" began by discussing the historical background of cinematic lullabies, referencing around 35 iconic lullabies from Hindi films. She elaborated on the profound impact these lullabies have on children, highlighting that even though infants might not understand the meaning of words at such an early age, the rhythm and melody of lullabies have a calming effect on their nervous system, helping them drift into sleep. She emphasized that lullabies also strengthen the emotional bond between the child and the caregiver, fostering a sense of security and love in the child's developing mind.

Hema Bisht, joining from Melbourne, presented her research on songs from animated films and how these positively influence children's psychology. She illustrated this by sharing personal experiences, noting how songs from animated shows like Chhota Bheem and Mowgli inspire children with positive values. She recounted how her daughter, while enjoying her favorite snack, would often sing along to "Main Hoon Chhota Bheem," showing how the power of songs can shape a child's self-image and confidence.

Rajnikant Shukla brought a different perspective by discussing the works of legendary lyricist Sahir Ludhianvi. He recited several songs written by Sahir, focusing on his contributions to children's songs in Hindi cinema.

Shukla pointed out how each of Sahir's songs contains a deeper message, often imbued with moral values and patriotism, making them more

than just songs—they were lessons that children could carry with them. He noted that these songs are not only entertaining but also educative, helping instill important life lessons in young listeners.

In his presidential address, Dr. Sanjeev Kumar praised the uniqueness of the symposium and underscored the need for more discussions on children's literature within the context of cinema.

He shared examples of famous children's songs from Hindi films that have left an indelible mark on the audience and revealed his plans to publish a compilation of these cinematic children's songs. He firmly believed that no strict divide should exist between literature and songs, as both contribute significantly to the intellectual and emotional development of children.

Chief Guest Tajendra Sharma, in his remarks, highlighted the value of children's songs in films and lauded the efforts of the symposium in bringing this topic to light. Dr. Vimla Bhandari, who meticulously conducted the symposium, added a special touch by singing some of the most beloved children's songs during the event.

The symposium was structured in three phases: introductions, presentations, and an engaging panel discussion. During the discussion, several scholars shared their insights on the subject. Co-editor of Bachon ka Desh children's magazine, Prakash Tated, argued that cinema should not be seen as separate from children's literature, as film songs also play a significant role in shaping children's understanding and imagination.

Nina Solanki commented on the practical value of such symposiums for children's development, while Sandhya Goyal emphasized that while many excellent children's songs are being written today, they are not finding their way into films. She suggested that there should be a concerted effort to bridge this gap. Sharad Alok, joining from Norway, expressed his enthusiasm and even proposed creating a telefilm based on children's songs during his next visit to India.

One of the key takeaways from the symposium was that literature and film songs should not be seen as opposing entities but rather as complementary tools for children's education and entertainment. An intriguing question raised during the discussion was whether songs should be considered part of literature, a debate that sparked much thought and excitement among the participants. In conclusion, the symposium proved to be not only informative but also deeply enriching. It fostered a lively exchange of ideas on the impact of children's songs in cinema and highlighted the need for continued exploration of this often-overlooked intersection of film and literature.



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Hear Your Heart Through Heartfulness - Prof. Mohandas Hegde

Udaipur: "While we often focus on taking care of our physical bodies, do we pay equal attention to a calm, satisfied, and balanced mind?" This was the central theme expressed by Prof. Mohandas Hegde, Director of the Heartfulness Research Institute, Mysore, during the Heartfulness open session titled "Connecting with Life in Life," held at Matsyaki College on Sunday evening.

Prof. Hegde emphasized the importance of connecting with our inner selves, understanding our life force, and listening to our heart's messages. He discussed the true essence of yoga, which he described as the union of the soul with the divine, rather than just physical health. He stressed the need to choose a spiritual guide wisely and highlighted that humans, endowed with the gifts of thought, understanding, and willpower by God, should utilize these to advance on the spiritual path. Prof. Hegde also encouraged setting goals and pursuing them with full dedication, quoting Swami Vivekananda's advice to "Recognize the inner voice, rise, awake, and do not stop until your goal is achieved."

The session introduced participants to the Heartfulness Yoga methodology, including relaxation and meditation practices, leading to a sense of peace and spiritual satisfaction among the attendees. At the beginning of the program, Heartfulness instructor Prof. K.K. Saxena provided an introduction to Prof. Hegde's life and discussed how Heartfulness meditation can help individuals understand their existence



and life's purpose.

Udaipur's Heartfulness Coordinator, Dr. Rakesh Dashora, welcomed Prof. Mohandas Hegde and Zonal Coordinator Mrs. Madhu Mehta. The event was conducted by Mrs. Nivedita Shekhawat and Mrs. Asha Sharma, with thanks expressed by Dr. Subodh Sharma.

The event saw the participation of 120 attendees and 30 Heartfulness practitioners. Mr. Mahesh Kulugude from Brighter Minds shared insights into children's mental skill development, with volunteers Ranjana Sharma, Aashi Gandhi, Harshit, and Himank

Yadav demonstrating the exercises at Brighter Minds, which the audience enjoyed.

On Monday, Prof. Hegde conducted two meditation sessions at FMS in the morning and BN Pharmacy College in the afternoon, providing faculty and students with information on Heartfulness meditation. In these sessions, Dr. Rakesh Dashora introduced Prof. Hegde, Mrs. Madhu Mehta delivered the welcome address, and Ravi Singhvi, Mrs. Madhu Singhvi, trainers Mahesh Kulugude, Asha Sharma, Subodh Sharma, and Kapil provided support. The principal of Pharmacy College, Dr. Yuvraj Singh Sarangdevot, along with Dr. Kamal Singh Rathore, Dr. Pradeep Goyal, Dr. M.S. Ranawat, and Dr. R.S. Sarangdevot, also participated in the meditation sessions and acknowledged the effectiveness of Heartfulness meditation, expressing their intention to incorporate it into future batches.

Deepak Sharma Secures 33rd National Rank in Pistol Shooting



Udaipur: Deepak Sharma has once again brought pride to Udaipur by securing the 33rd position in the national rankings for 10m pistol shooting. Not only did Sharma qualify for the national level competition, but he also achieved this with an impressive score.

In the recent competition held in Goa, where approximately 10,000 participants competed, Sharma stood out by attaining the highest score in Udaipur, 8th in Rajasthan, and 33rd nationally. Remarkably, Sharma achieved these results without any formal coaching or range training, practicing solely at home.

This competition, which saw a vast number of contenders from across India, highlighted Sharma's dedication and skill. His success is a testament to his hard work and perseverance, as he has consistently excelled and previously won medals for Udaipur and Rajasthan. Sharma has also set two world records in the past.

Congratulations to Deepak Sharma on his outstanding achievement and for continuing to shine on the national stage.

Bharti Airtel Foundation Receives Rajasthan State Education Bhusan Award 2024 for Transformative Educational Impact

Udaipur: Bharti Airtel Foundation has been honored with the Rajasthan State Education Bhusan Award 2024 for its outstanding contributions to the field of education in the state. The Foundation is committed to fostering educational excellence



through the effective implementation of various innovations in government schools in Rajasthan via its Quality Support Program.

The award was presented at the 28th Bhamashah Award Ceremony 2024, held in Udaipur, Rajasthan, in the presence of the Minister of School Education and Panchayati Raj, Madan Dilawar, and other distinguished officials from the state government. Sandeep Sarda, Regional Head of Bharti Airtel Foundation, received the award along with his team.

The Foundation is also determined to enhance its impact on education in Rajasthan through a recently signed MoU with the State Project Director of the Samagra Shiksha Abhiyan, Rajasthan. This new MoU reflects the Foundation's commitment to elevating the educational landscape in the state. The MoU includes initiatives to foster a dynamic school environment through teacher engagement, coordination with school principals, and promotion of various co-curricular activities. It also aims to institutionalize school processes and ensure impactful community participation.

Airtel launches limited period "#FestiveOffers" with a host of attractive benefits

Udaipur: In celebration of the upcoming festivities in the country, Bharti Airtel ("Airtel"), one of India's leading telecommunications service providers, launched special promotional offers for its prepaid customers. Valid only for 6 days, from 6th September 2024 - 11th September 2024, the limited period "#FestiveOffer" will give customers a host of benefits on 3 specially curated packs of Rs. 979, Rs. 1029 and Rs. 3599.



Focus on Photos, Filters Later

The three-day photography workshop began at Krishnayan Jawahar Kala Kendra, Jaipur, as part of the "Sur Taal" event. Inaugurated by Arijit Banerjee, Principal Chief Conservator of Forests, alongside Sandeep Verma, Director of West Zone Cultural Centre, Udaipur, Furkan Khan, and Shirish R. Karale, the workshop emphasized capturing high-quality photos before applying filters. Banerjee stressed the importance of shooting good photos initially, as only quality images can be enhanced effectively. Shreya Guha highlighted Banerjee's expertise in wildlife photography, while Karale and other experts discussed various photography techniques. The event was well-received, with a vote of thanks by Shipra Sharma.

Diya Kumari Seeks Film City Investors

Udaipur: The dream of establishing a Film City in Udaipur, the city of lakes, is now moving closer to reality. Rajasthan's Deputy Chief Minister Diya Kumari has called on investors to submit proposals for this ambitious project. She emphasized that the government will fully support the development of a Film City in Udaipur.

Mukesh Madhwani, Rajasthan Line Producer and founder of Business Circle India, who has been actively pushing for the project, recently met with Deputy CM Diya Kumari to present Udaipur's long-standing demand, which has been raised for the past 10 to 15 years. Madhwani stated that the construction of the Film City will create local employment opportunities and enhance the city's tourism and cultural significance. He also highlighted that this initiative could position Udaipur as a major hub for the film industry, providing both economic benefits and enriching the cultural landscape.

Deputy CM Diya Kumari responded positively, stating that the state government would invite investors for the project. She assured that the proposal will be taken seriously, and a concrete plan will be developed soon. Diya Kumari added that the establishment of a Film City will give southern Rajasthan global recognition, marking a significant step towards the region's development.