

Maha Kumbh Mela: A Journey of Faith, Unity, and Innovation

The Maha Kumbh Mela, a monumental confluence of spirituality, tradition, and culture, commenced in Prayagraj on Monday with the sacred Shahi Snan, drawing millions of devotees from across the globe. This grand event, a beacon of India's rich cultural heritage, symbolizes devotion and faith. Yet, it also serves as a stark reminder of the logistical challenges that come with managing one of the largest religious gatherings in the world. The shadows of past tragedies, such as the devastating stampede during the 2013 Kumbh that claimed 30 lives, loom large over the celebrations, urging the need for improved management and safety.

This year, with an expected attendance of over 450 million people, including 1.5 million international tourists, the event stands at a crossroads between immense cultural significance and monumental logistical challenges. In response, the Uttar Pradesh government has allocated a staggering Rs 7,000 crore to transform the 4,000-hectare site into a modern temporary city. With state-of-the-art facilities, 1,50,000 tents, AI-enabled surveillance, and enhanced security measures, the state aims to ensure the safety and comfort of millions. But the real test lies in seamlessly coordinating these efforts to prevent history from repeating itself.

The integration of AI-driven monitoring systems and improved planning provides hope for a safer event. The role of technology, especially in managing crowd flow, ensuring security, and responding to emergencies, has become indispensable. With better coordination among agencies and a forward-thinking approach to safety, there is optimism that this year's Kumbh could be an example of how tradition and modernity can coexist.

Beyond its spiritual significance, the Maha Kumbh holds great economic promise. It is projected to generate a staggering Rs 2 lakh crore for Uttar Pradesh, boosting tourism and providing an economic lifeline to local businesses. The event's ability to attract over 1.5 million foreign tourists further solidifies India's standing as a global tourism destination. Moreover, the festival reinforces India's soft power, showcasing its rich cultural heritage and strengthening international collaborations.

Despite the grandeur, significant challenges remain. Overcrowding, resource management, and potential mishaps continue to pose risks. Yet, the Maha Kumbh Mela, with its careful balancing act between tradition and technological innovation, stands as a testament to India's resilience and ability to rise to the occasion. As the world watches, this massive spiritual gathering has the potential to reaffirm India's commitment to faith, unity, and the dignity of all its devotees, provided every effort is made to ensure their safety and well-being.

In this landmark edition, the success of the Maha Kumbh could be more than just a religious milestone; it could mark a turning point in India's global tourism narrative, proving that faith, when paired with innovation and careful planning, can truly transform a nation's cultural influence on the world stage.

'Love Is Forever': A Thrilling Love Story



Produced by Soft Touch Entertainment, *Love Is Forever* weaves a captivating tale of love and mystery. Written by Rashid Kanpuri and directed by S. Srinivas, the film delivers an engaging narrative with surprising twists. The cinematography by Raj Shekhar Naidu and seamless editing by Piyush Masina enhance the film's visual appeal. The soundtrack, composed by Dev Chauhan, adds to the film's atmosphere, though the background score falls short.

The story follows newlywed Simran and Rohit, whose honeymoon in Shimla is disrupted by shocking secrets and a jealous lover, Raj. With strong performances from Ruslaan Mumtaz, Karnika Mandal, and Rahul B. Kumar, the film keeps the audience hooked. Released on January 10 in Hindi, Tamil, and Telugu, *Love Is Forever* is a thrilling, value-for-money entertainer.

The event, which included songs and dances on addition and water, concluded with certificates for 15 student performers. Key attendees included Dr. Jagriti Pareek, Dr. Tanishaa Vashisht Sharma, and Prof. Prabha Vajpayee.

Powerful Plays Address Addiction, Water Crisis

Udaipur: A series of impactful plays performed by students at Rajasthan Women's Teacher Training College conveyed vital messages on quitting addiction and saving water. Written by Dr. P.C. Jain, the plays highlighted the destructive effects of addiction, emphasizing early intervention to prevent long-term damage. One powerful scene depicted a family member leaving due to addiction, reinforcing the need for timely treatment. Dr. Jain also discussed the greater harm addiction causes to women, citing their physical structure.

Another play focused on the water crisis, urging the audience to replenish groundwater during the monsoon. Dr. Jain's presentation illustrated how overuse of water without replenishment will lead to future shortages.

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Dr. Lalita Suwalka Awarded Doctorate Degree

Renowned dietician Dr. Lalita Suwalka was awarded a Doctorate degree (Ph.D.) today by the International University of California and Atal Bihari Vajpayee College for Medical Sciences. The prestigious honor was presented to Dr. Suwalka on January 11, 2025, during a ceremony held in New Delhi, recognizing her exceptional achievements in the field of Food and Nutrition.

The event was graced by several prominent figures from politics, sports, and Bollywood, including Vinu Dara Singh. Dr. Suwalka dedicated her achievement to her parents, husband, and siblings.

Anil Agarwal Launches a New Era in Art and Culture

Jaipur: In an effort to connect art, culture, and innovation across continents, Anil Agarwal, Founder and Chairman of Vedanta Group, has now become the owner of the iconic Riverside Studios in London. This century-old studio, known as a world-class hub for art, will now be operated under the name 'Anil Agarwal Riverside Studios Trust.'

Riverside Studios has hosted many renowned artists over the years, including The Beatles for song recordings, David Bowie's performances, Dario Fo's works, and David Hockney's exhibitions.

This initiative reflects Agarwal's personal commitment to promoting creativity and cultural exchange global-

ly. Through his 'Ruart in Every Heart' initiative, he aims to make art more accessible to the public and strengthen cultural ties between India and the world. With Riverside Studios, Agarwal seeks to promote spaces where innovation and cultural diversity thrive, serving as vibrant hubs for artistic expression that break down global boundaries.

As a center for art and culture, Riverside Studios has become synonymous with artistic expression and cultural diversity. Today, the studio proudly functions as a venue for theaters, performances, recording studios, exhibitions, and a beautiful café, contributing to cinema.

Anil Agarwal, Founder and



Chairman of Vedanta Group, stated, "I have always believed that art has the incredible ability to transcend boundaries, unite people, and enrich human experiences. Riverside Studios has become a prominent global destination for showcasing Indian and international art and culture. I invite Indian artists and the film community to showcase their artistic tal-

ents at this iconic venue."

Agarwal has long supported charitable and cultural development through his efforts, hosting many Indian spiritual leaders, artists, and cultural foundations in the UK. His focus on mind, body, and soul has helped bring India's rich artistic traditions and spirituality to global audiences, bridging the gap between India and

the world.

The Anil Agarwal Riverside Studios Trust will be a unique cultural center where visitors can experience everything from world-class theater productions to art galleries, cinema screenings, modern art exhibitions, live performances, and TED Talks. With its modern facilities, this center will attract entertainment industry leaders from around the world and offer Indian, foreign, and international creators a platform to showcase their work.

This achievement is significant for India, as one of the country's most respected business leaders is now playing a vital role in the world of global art. Agarwal's vision of 'Ruart in Every Heart' encourages

empathy and understanding through art across borders. The acquisition of Riverside Studios confirms India's growing influence in global culture, with Indian entrepreneurs contributing to artistic dialogue on the world stage.

This initiative affirms Agarwal's belief that art is a universal language that connects people across cultures. On this historic occasion, Riverside Studios will host a grand opening event in 2025, bringing together artists, performers, industry leaders, and art lovers from around the world. In addition to physical events, the Trust will also organize a series of digital and hybrid art programs to extend the venue's reach and impact.

Hindustan Zinc Supports Mohammed Kaif's Transfer to Hyderabad FC

Hindustan Zinc's Zinc Football Academy has been instrumental in the rise of 16-year-old defender Mohammed Kaif, who has secured a five-year contract with Indian Super League (ISL) champions Hyderabad FC. Kaif, born to former Santosh Trophy player Mohammed Sayeed, has become one of Rajasthan's brightest football talents. He recently made history as the first footballer from Rajasthan in over 40 years to represent India, winning two SAFF Cup titles and playing in the AFC Asian Cup 2025 Qualifiers.

Kaif's journey began in 2018 when he was scouted by the AIFF 3-star rated Academy at age 10. His exceptional development, nurtured by expert coaches, helped him excel in national youth competitions. Currently training with the India Under-20 squad, Kaif's growth has brought national attention to Rajasthan as a football hub.

Hindustan Zinc's CEO, Arun Misra, expressed pride in Kaif's transfer to Hyderabad FC, emphasizing that his success, along with Sahil Poonia's transfer to Bengaluru FC, highlights the company's mission of nurturing talent. Hyderabad FC CEO Dhruv Sood welcomed Kaif, confident that the club will provide him with the right platform to further develop his skills.

The Zinc Football Academy, in collaboration with The Football Link, continues to produce exceptional talents for India's national team. Hindustan Zinc's commitment to football development reflects its broader dedication to community welfare, making a positive impact on education, healthcare, and livelihoods across Rajasthan.



Hindustan Zinc: Catalyst for Rajasthan's Growth and Sustainability

Hindustan Zinc, India's largest and only integrated producer of zinc, lead, and silver, has reached a significant milestone, completing 59 years of operations. Incorporated in 1966, the company started with a modest capacity of 18,000 tonnes per annum and has grown exponentially, now producing over 1 million tonnes annually. Under Vedanta Group's ownership since 2002, Hindustan Zinc has become synonymous with Rajasthan's economic and social transformation, emerging as a global leader in the metals and mining industry.

The company operates 5 zinc and lead mines and 3 smelters in Rajasthan, contributing Rs. 40,000 crores to the state's economy over two decades. It delivers nearly Rs. 5 crores daily to the state exchequer, demonstrating its significant role in the region's prosperity. Hindustan Zinc's commitment to community development is evident through its over Rs. 1,700 crore investments in 3,700 villages, positively impacting around 20 lakh people.

Hindustan Zinc's social initiatives have transformed education, sports, and agriculture. Its Shiksha Sambal program has helped improve Rajasthan's Class 10 pass rate from 45% in 2007 to 93% in 2024, impacting over 2 lakh children annually. The Zinc Football Academy has nurtured over 8,000 footballers since 2018. Additionally, Hindustan Zinc's agriculture initiatives have revolutionized farming, with Samadhan generating Rs. 5 crores in revenue for farmers and starting a white revolution in the state.

The company also delivers strong financial returns, with a historic share price of ₹807.70 and remarkable shareholder value, showcasing its position as a powerful economic engine. Hindustan Zinc's sustainable approach ensures Rajasthan's continued growth and prosperity, making it a model for holistic development.

MPs Visit Soil Survey Bureau

Honorable Member of Parliament for the Agriculture and Animal Husbandry constituency, Shri Sudhakar Singh, and Shri Basant Ji visited the Regional Centre of the National Soil Survey and Land Use Planning Bureau (Bharati Krishi Anusandhan - National Soil Survey and Land Use Planning Bureau) in Udaipur. The Regional Centre Head, Dr. B.L. Meena, welcomed the MPs by presenting them with a turban and a bouquet.

In his welcome speech, Dr. Meena provided detailed information about the ongoing work at the Udaipur Regional Centre. He highlighted the ongoing soil surveys and other farmer-benefiting research activities, appreciating the steps taken for farmer welfare.

He advised the scientists to ensure that the institution's research reaches every corner of the country effectively, so the benefits reach the farmers' fields as soon as possible. Shri Singh acknowledged that the work and data from the Udaipur Regional Centre would be extremely valuable in land use planning and agricultural policy-making. These efforts will undoubtedly be beneficial for the general public.

The committee primarily reviews and monitors the functions of departments related to agriculture, animal husbandry, and food processing and presents its recommendations to the central government.



JioAirFiber, JioFiber Users Get Free YouTube Premium

Starting January 11, 2025, Reliance Jio offers its JioAirFiber and JioFiber post-paid users a complimentary 24-month subscription to YouTube Premium. This collaboration provides users with ad-free streaming, offline downloads, background play, and access to YouTube Music Premium with over 100 million songs. Available on select Jio postpaid plans (₹888, ₹1199, ₹1499, ₹2499, ₹3499), users can activate the offer by subscribing to an eligible plan and following simple steps via the MyJio app. This initiative enhances Jio's commitment to providing top-tier digital entertainment and uninterrupted experiences for its customers.

TIRTIR Makes Offline Debut in India with Reliance Retail's Tira

TIRTIR, the viral Korean skincare and makeup brand, has officially launched offline in India through a collaboration with Reliance Retail's Tira. Known for its

innovative and inclusive beauty products, TIRTIR brings its popular offerings to beauty enthusiasts across India. Highlights include the Mask Fit Red Cushion Foundation available in 30 shades, Milk Skin Toner, Ceramic Milk Ampoule, and Mask Fit Makeup Fixer. TIRTIR products are now available at select Tira stores in Mumbai, Delhi, Bengaluru, and through the Tira app. Tira, powered by Reliance, offers an omnichannel beauty shopping experience with personalized services and expert beauty consultations.

'Vasant Aaya Piya Na Aaye': Music Video Released

Producer and director Ashwin Maharaj is once again ready to win hearts with his new music video. His latest song, 'Vasant Aaya Piya Na Aaye,' has been released on the official YouTube channel of Maharaja Music.

Celebrating the vibrant season of spring, the song beautifully captures the essence of longing for love and companionship. It intertwines themes of romance and nostalgia, transporting listeners to a place where every note and lyric tells a story.

This captivating creation, showcasing the incredible talent of Ashwin Maharaj, is brought to life by music director Satish

Tripathi, DOP Naveen Kumar, and lyricist Manoj Bhavuk. The soulful voice of Divyanshi Maurya and the mesmerizing expressions of Jyotsna Gupta make this music video an absolute delight. Whether you're in love or cherishing memories of someone special, 'Vasant Aaya Piya Na Aaye' is sure to strike a chord with music lovers and leave a lasting impression.

Unveiling Rajasthan's Heritage Tourism and Untold Freedom Struggles

At an event organized by Hindi Sahitya Bharti at Mother Teresa School, Ravindra Shukla, International President of the organization, launched two books: "Dharohron Ki Dharati Rajasthan Ka Paryatan Safar" by Dr. Prabhat Kumar Singhal and Dr. Shashi Jain, and "Bhartiya Swatantrata Sangram Ki Bhuli Bisi Yaadein" by Yogendra Sharma.

Dr. Singhal highlighted the unsung freedom fighters, including Kesari Singh Barhat, and discussed Rajasthan's tourism in the first book. The event was attended by prominent figures such as Krishna Kumari, Garima Bhargava, and K.D. Abbasi, marking a celebration of heritage and freedom struggles.

Indrasinh Barath Memorial Tennis Tournament Concludes

Udaipur: The five-day Indrasinh Barath Memorial Rajasthan State Junior Inter-District & Open Tennis Tournament, held at the Rajasthan Agricultural College and Sukhadia University Tennis Courts, concluded today with singles and doubles matches. The tournament's organizing secretary, Dr. Deepankar Chakraborty, shared that in the Under-18 final, Jaipur's Priyansh Tanwar defeated Sirohi's Neel Bhardwaj 9-4 to claim the title. In the Under-16 final, Neel Bhardwaj of Sirohi triumphed over Udaipur's Mithlesh Bhatt 9-4.

In the Under-14 doubles final, the Bikaner duo of Divyanshu Chaudhary and Divyang Beniwal defeated Jaipur's Vansh Chaudhary and Chittorgarh's Vishmay Sharma 6-3. In the Under-18 doubles, Priyansh Tanwar and Neel Bhardwaj from Jaipur won the title by defeating Udaipur's Navya Bhatt and Nikhlesh Bhatt 8-5. All winners and runners-up were awarded cash prizes.

Advocate Nirmal Pandit Appointed Rajasthan State President

Advocate and senior social worker Nirmal Pandit has been appointed as the Rajasthan State President of the Social Security Federation of India and the Social Service Construction Workers Foundation, New Delhi, under the guidance of National President Gyanendra Kumar Gautam and National General Secretary Saurabh Gupta. Pandit, with experience in 17 social organizations, is committed to improving the welfare of the underprivileged in Udaipur division. His focus includes advocating for unorganized laborers, facilitating welfare schemes, providing legal aid to domestic violence victims, and organizing health camps. He aims to form an executive committee and strengthen district-level outreach across Rajasthan.

Swiggy Instamart Launches InstaWarmer for Delhi Winter

Swiggy Instamart has introduced InstaWarmer, a hands-free heating station, to help people beat the winter chill in Delhi/NCR. Unveiled on January 11 at CyberHub, Gurugram, this activation offers instant warmth when users place their hands in front of it. In collaboration with Dentsu Creative Isobar, InstaWarmer highlights Swiggy Instamart's winter essentials, including heaters and geysers from Lifelong, with a promise of 10-minute delivery. The activation has gained traction on social media, following the success of previous installations. InstaWarmer combines convenience with fun, showcasing Swiggy's commitment to innovative customer engagement.

"Game Changer" Makes a Bang at the Box Office with a Spectacular Opening!

Directed by the renowned South Indian filmmaker Shankar, "Game Changer" has taken the box office by storm, raking in over 186 crores globally on its opening day. The film's stellar performance has spread beyond the Telugu states, making a significant impact in the North Indian circuit and international markets. With such an impressive start, "Game Changer" is set to maintain its momentum throughout the Sankranti festival weekend. Actor Ram Charan has further solidified his all-India stardom with this blockbuster hit. Produced under the banners of Sri Venkateswara Creations, Dil Raju Productions, and Zee Studios, "Game Changer" revolves around the intense clash between an idealistic IAS officer and a corrupt politician. Ram Charan plays a remarkable dual role as the righteous IAS officer Ram Nandan and a dedicated social reformer Appanna. Featuring a talented cast including Ram Charan, Kiara Advani, Anjali, SJ Suryah, Srikanth, Samuthirakani.

