

'Navratri Special Special on Indian Idol 10



Festive season is round the corner and Sony Entertainment Television's Indian Idol 10 is all set for you to take you on a festive mode this weekend with Navratri special episode. Singing diva Richa Sharma will grace the stage with her presence whereas Ayushmann Khurrana and Director Amit Sharma come to celebrate Navratri our Top 9 contestants singing folk songs which will get everyone grooving.

The show will witness some amazing performances by the contestants with the judges Neha Kakkar, Anu Malik, Vishal Dadlani and host Maniash Paul.

Watch out for Richa Sharma's duet performance with Salman Ali, Ayushmann Khurrana recreating Pani Da rang on the sets of Indian Idol, some amazing garba with contestant Avanti Patel and her family and much more..(19-8)

Sony MAX salutes Arjuna Award winner Sandeep Singh with the World Television Premiere of Soorma



The year 2018 marks 90 years since India won its first Gold Medal in Olympics for Field Hockey. Yet strangely enough, we do not know much about this sport. Hockey and its heroes who have raised the flag of India have not always received the much-deserved appreciation. One such hero is penalty corner specialist and ex-captain of the Indian national Hockey team, Sandeep Singh.

Fondly known as Flicker Singh, Sandeep Singh's trials and tribulations and his ultimate victory is what makes him a hero. However, this story of the legendary Indian hockey player is the one that, we, as a nation chose to forget, until the release of the movie Soorma. Tailor-made

for inspiration and a symbol of power - Soorma, is ready to hit the television screens only on India's number 1 Hindi movie channel Sony MAX on October 14, at 8 PM. Saluting his contribution towards Indian Hockey Sony MAX brings to your television screen a true saga of blood, sweat, tear and toil. Produced by Chitragadha Singh and Directed by Shaad Ali, one of the most celebrated directors of Bollywood, Soorma induces inspiration and also allows a chance to relive the victory by one of the forgotten heroes of Indian sports. The critically appreciated tale features Diljit Dosanjh, Taapsee Pannu, Angad Bedi, Satish Kaushik and Vijay Raaz in vital roles. (19-10)

LANXESS continues to redefine the social landscape with its CSR initiatives of Rs.1.40 crores at Nagda



LANXESS India Private Limited, the leading specialty chemicals company has created a benchmark in the chemical industry by taking another major step towards developing a sustainable environment in & around Nagda. While undertaking three projects as part of the company's Corporate Social Responsibility, LANXESS India has committed to build a Culture & Recreation Centre, a Digital Library and will be donating another Dialysis machine to the Nagda Civil Hospital. Through these projects, LANXESS India will be spending Rs.1.40 crores as part of its CSR outreach for the year 2018-2019 in Nagda.

The CSR activities for 2018 were announced at an event organized at the Nagda Community Hall in the presence of Mr. Ashok Malviya, Chairperson Municipal Council, Mr. Dilip Singh Shekhawat, Member of Legislative Assembly, Khachrod-Nagda Constituency, Mr. Neelanjan Banerjee, Vice Chairman & Managing Director, LANXESS India, Mr. Sanjay Singh, Site Head - Nagda, LANXESS India and other esteemed dignitaries from the state and local administration. These projects are in line with LANXESS' vision for sustainable development and a better quality of life for the people of the Nagda region. (1-7)

College Board Announces Scholarships at India Global Higher Education Forum



The College Board, a U.S.-based educational non-profit, announced the launch of the College Board India Scholars Program today at its India Global Higher Education Alliance Forum. The Forum was a gathering of universities and secondary schools from across India and the world that focused on Indian university admissions and enrollment. Students who take the SAT and score highly will be

recognized for their achievement, while low-income, high-achieving students can earn full-tuition scholarships to Indian member universities of the Alliance.

Linda Liu, Vice President of International at the College Board said, "We are pleased to partner with India Global Higher Education Alliance member universities in India to expand access for underprivileged students in the country. By accepting the SAT as an entrance exam, Alliance members will simplify the application process for students across India, and the associated fee reductions for testing and scholarships will make a high-quality undergraduate education a possibility for high-achieving, low-income students throughout India." (1-7)

The Good Times lands in Gujarat with Kingfisher Radler



Ahmedabad, United Breweries Limited now announces its foray into the non-alcoholic beverage segment with the launch of Kingfisher Radler in Ahmedabad, Gujarat. Kingfisher Radler, brings a new outlook to the soft drink category, a 100% natural drink that contains 30% less sugar than carbonated soft drinks. Every sip is a perfect blend of fresh barley malts and natural lemon juice.

The introduction of Radler caters to a segment of health-conscious, young adults who are on the lookout for a refreshing new alternative. The launch of Kingfisher Radler marks another major milestone into the UBL product portfolio, after the successful

launch of brands such as Kingfisher Storm and Amstel, strengthening its ability to cater to emerging different consumer segments.

Commenting on the occasion, Ramesh Visvanathan, Chief New Business Officer, United Breweries Limited, said, "United Breweries is widening its product portfolio and addressing new consumers and new consumption occasions. This product category, malt based non-alcoholic beverage, is growing fast in Europe and we are pioneering the effort in India. The product would be made widely available across outlets carrying soft drinks, through our new distribution network for non-alcoholic beverages." (4-5)

Isuzu Motors India adds a new outlet in Ahmedabad

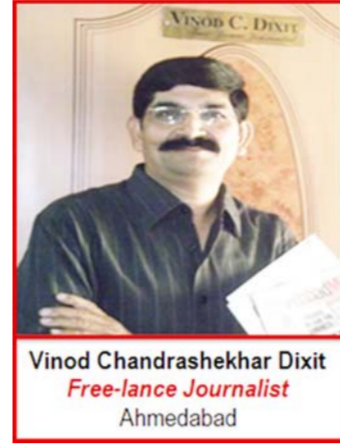


Ahmedabad: Isuzu Motors India Pvt. Ltd inaugurated its 2nd showroom of Torque ISUZU in Ahmedabad, making it the 5th touch-point in the state of Gujarat. Isuzu Motors India has been associated with Torque Commercial Vehicles since 2015 and has been operating authorised sales & service outlets in Ahmedabad, Rajkot, Vadodara and Bhuj. This additional outlet will enhance the company's reach in the city, offering seamless sales and service support to all its customers.

Speaking on the occasion, Mr. Takeshi Hirano, Vice President - Sales & Marketing, Isuzu Motors India, said, "Gujarat continues to be a key market for growth for ISUZU in India. We have always remained focused in delivering value through our products, backed by customer-friendly sales and service support. Our products in D-MAX portfolio have gained significant traction amongst many businesses with its versatility and the mu-X contin-

ues to appeal to many families for its sheer space and comfort. Torque Commercial Vehicles is one of our important dealer partners in India, and we are happy to extend our footprint in the state with this new facility." (19-10)

Navratri festival symbolise people's cultural, social and religious aspirations



India could well be called the land of festivals. The amalgamation of difference cultures, languages and religions ensures that there is a festival being celebrated in some part of India almost every week. One of the more popular festivals which is celebrated all over Gujarat is NAVRATRI. It is one of the most colourful festival of Gujarat. In Gujarat, people eagerly wait for the 9 nights (NAVRATRI) when they worship goddess Durga/Amba Mata through the traditional dance of Garba.

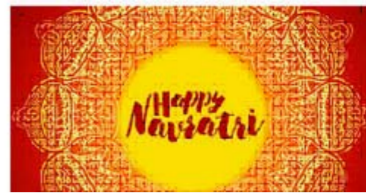
NAVRATRI (the word literally means "nine nights") is one of the holy festivals of Hinduism. It is a festival of nine nights, during which we worship goddess of Shakti. NAVRATRI festival is observed twice a year, once in the month of Chaitra and then in Ashvini. It lasts for nine days in honour of the nine manifestations of Durga. During NAVRATRI devotees of Durga observe a fast. Brahmans are fed and prayers are offered for the protection of health and property. The 9 nights festival of NAVRATRI begins on the first day of Ashvini of the bright fortnight. The festival of nine nights in October, preceding the Dussera is a special feature of Gujarat when people



assemble in village squares and temple compounds and sing and dance till the wee hours in the morning. They worship the mother goddess and her numerous manifestations during the festival. The three aspects viz. Durga, Lakshmi or Sarawati of the Divine Mother are worshipped during Devi NAVRATRI puja, the nine nights. She is also known as in her destructive, protective, and knowledge giving roles respectively. The NAVRATRI festival is closely followed by the Sharad Purnima, the full moon night in the Ashvina month, when under the moon light people partake of prasad rice and milk. Durga/Amba mata or the destructive aspect of the divine mother is worshipped during the first three nights, her protective aspect of Lakshmi and on the last three nights, her knowledge aspect or Saraswati are worshipped.

The most characteristic dances of Gujarat during NAVRATRI are the Rasa and Garba dances which are performed at all levels of society by men and women. The leader of the group sings the first line of the song while the rest repeat it in chorus, the beat being produced clapping hands or striking sticks in unison. The origin of the Rasa is traced back to the legends connected with the life of Lord Krishna. The Rasa is performed in Gujarat on Navaratra; and other important festivals associated with harvest and crops.

The most impressive artistry of the Rasa dances of



Gujarat and Saurashtra is displayed in the Dandiya Rasa by men. It is a counterpart of the Garba of the women. In Garba, at every step they gracefully bend sideways, the arms coming together in beautiful sweeping gestures, up and down, left and right, each movement ending in clap.

While in Raas, the dancers use sticks at the end of which tiny bells (ghungrus) are tied so that they give off a clear jingling sound when they strike one another. This dance has a very complicated rhythm pattern and even though the dancers begin in a slow tempo, the dance develops in such manner that each person in the circle not only performs a solo dance with his own sticks, but also has a complex multiple relationship with both his partners on either side as also partners opposite him in the circles. There is a great deal of freedom in the movements and sticks are beaten in standing, sitting or lying position. Occasionally, the men weave patterns of an inter-twined rope in a circle; they lie on the floor with the two sticks being beaten above their heads and chests; sometimes instead of hands, the feet hold and strike the sticks. The Dandiya Rasa is obviously of ancient origin and of ritual significance. The ritual of the Navaratra of the sowing and sprouting of corn for nine days and the climax through a variety of dances links agricultural and urban societies. Today in the cities and town the dance is a social activity and entertainment rather than religious agricultural or fertility symbol.

The Garba of Gujarat is the most popular women's



garba dance of Gujarat. During NAVRATRI, pot is ceremoniously placed attractive designs are made on the pot and a light is placed inside. Village girls bearing pots (garbis) on their heads go from door to door and dance around the respective house.

There are variations in the garba different regions communities and dancers have involved their own style and steps. The Garba is indeed a ceremony in which everyone can take part irrespective of caste or social position. The dances are accompanied by drums (dholak) and the vocal women. The songs of the Garba are often history and melodious and have been handed down through generations. The origins of the seem to be a tribal dance revolving around a hunt; later it was transformed into an agricultural ritual dedicated to the goddess Ambika. Today it is a social dance at all levels of society. In essence, it continues to be a fertility dance.

The day after NAVRATRI i.e. the 10th day after Ashwina, is Dussera which celebrates the victory of lord Rama over Ravana. Ravana is burnt in effigy, often giant dummies of Ravana stuffed with fireworks are shot with arrows until they blow up before a large, applauding audience.

Ahmedabad is one of the greatest places to enjoy NAVRATRI. All kinds of Rasa-Garbas, Dandiya Raas etc. are practiced in this period, feasting and fasting are important cultural aspects of this day, and various rituals are performed at temples of the 9 Goddesses of Hinduism. The atmosphere is electric and revelry is in the air.

Choose to Cruise with Crest



Carlton, one of the leading global luggage brands, is now ready to take things to the next level with the all new Crest travel bags.

The new range of bags is equipped with 3 Locks (including a TSA lock) and no zips that ensure solid protection for your belongings. Adding to the smart functionality of the bags is the innovative Cruise Pro handle, which has buttons placed on the sides instead of in the center so travelers can move around with absolute ease without accidentally pushing down the handle. The bag also offers you with spacious interiors and is equipped with useful packing amenities like shoe pouch, toilet kit and a hidden pocket! The product is a complete package - chic, lightweight & secure!

Opt for Crest, to travel with effortless ease as well as flair! (19-10)

6 Incredible Diamond Facts That You Won't Believe Are True

Diamond's splendor has been appreciated for centuries, the world-famous diamond, such as, the Great Moghal, Kohinoor, Regent, Florentine, Darya-i-Noor, Pigott, Tavernier, Nassak were produced in India. More than the aesthetic and ap-

pealing value, diamonds worn in ancient times were believed to promote strength, invincibility and courage.

A treasure to mankind for over 3000 years, the knowledge about diamonds was acquired slowly. The birth date of diamonds remained a mystery until the 1880s, because carbon beyond certain age can't be dated but modern scientists traced the minerals found inside the ancient stone. At 3.3 billion years of age diamonds are almost as old as earth itself.

The earliest diamonds were found in India in 4th century BC and were valued because of their strength and brilliance, and for their ability to refract light and engrave metal. They were worn as adornments, used as cutting tools, served as a talisman to ward off evil, and were believed to provide protection in battle. In the Dark Ages, diamonds were also used as a medical aid and were thought to cure illness and heal wounds when ingested. (1-7)

A heart-warming welcome from Etihad Airways

What started out as a letter from a loving son asking our cabin crew to look after his mother, Chandrakala Shah, on Etihad Airways flight from Ahmedabad to New York, soon turned into much more -- an unforgettable experience.

We made sure Mrs Shah had a great journey to the Big Apple, and planned some surprises for her on the way back.

The care and dedication of our crew left a lasting impression on Mrs Shah, a feisty 94-year-old solo traveller.

Her son, Bharat, left his

WhatsApp number in the letter in case we needed to contact him, and he was so excited to receive a photo of his mother with Cabin Manager Shayne Gomes and Eva Josefina Kurekso, telling him she is having a wonderful time among her family.

However, we wanted to do more, so on her return flight, on 26 September, we prepared a few surprises, from the moment she entered JFK airport to the moment she boarded the flight for the final leg of her return journey, from Abu Dhabi to Ahmedabad. (19-10)

DhanlaxmiBank

PUBLIC NOTICE

KIND ATTENTION : ALL ACCOUNT HOLDERS

We are deeply distressed to announce the inevitable closure of our Vadodara branch due to administrative reasons. Kindly note that the banking services including locker facility will cease to be available as at the close of business hours on 9th November 2018. Accordingly you are hereby requested to visit the branch at the earliest and initiate the procedure to close all relationship you hold with our branch within the notice period.

In Case you fail to close your relationship within the notice period (9th November 2018) all your account/Locker shall stand transferred to our Ahmedabad Branch Dhanlaxmi Bank Ltd - 3 Motilal Chambers, Near Income Tax, Near Sales India, Ashram Road Ahmedabad -380009 and you can correspond with the said branch for further transactions / Details.

In case you require any clarifications, you may contact the following officials

1	Branch Manager	9727708988	anjanimanish.tank@
2	Asst Branch Manager	9825993380	dhanbank.co.in

Branch Manager, Dhanlaxmi Bank, Vadodara Branch, GF/FF Shine Plaza, Opp Pashabhai Park, Nr Natubhai Circle, Race Course Road Vadodara 390007