

Radha Mohan Singh reviews Pioneer Project CHAMAN

Union Agriculture and Farmers Welfare Minister, Shri Radha Mohan Singh said that in order to provide strategic development to the horticulture sector, so as to increase farmers' income, a pioneer project called CHAMAN, has been launched three years back by the Government. This project is being implemented by Mahalanobis National Crop Forecast Centre (MNCFC) using remote sensing technology and is likely to be completed in March 2018. This was told by the Shri Singh in

New Delhi today during a presentation on CHAMAN. Shri Radha Mohan Singh said that the Horticulture sector is one of the major drivers of growth in Agriculture sector. This sector provides nutrient rich crops to the people and better remunerative prices to the farmers thereby augmenting their income. It also provides higher employment opportunities in the primary, secondary and tertiary sectors. Thus it has gained significant prominence in the recent years. It is a matter of pride

that India is the Second largest producer of Vegetables and Fruits in the world and is First in the production of Banana, Mango, Lime and Lemon, Papaya and Okra.

HSIL Inaugurates QUEO Concept Store in Surat



Surat, HSIL Limited, India's leading bathroom products company, recently inaugurated its first QUEO Concept Store in Surat. The store named Nandini Ceramics World is strategically located in the affluent neighborhood of Vrajdhama, Sudama Chowk, Mota Varachha. The 1200 sq. ft. store will cater to varied aesthetics and evolving needs of the discerning consumers of Surat. The store was inaugurated by Mr. Sandip Somany, VCMD, HSIL Limited, and Mr. Manish Bhatia, President, Building Products Division, HSIL Limited was also present at the event.

The store will provide consumers with a series of luxury bathroom products designed by three international designers Romano Adolini, Federico Tombolini and Franco Valeri, and other product

ranges from Felisa, Zinnia, Orca, Alla Moda and Al Bano. Speaking on the occasion, Mr. Sandip Somany, VCMD, HSIL Limited, said, "We are extremely happy to achieve yet another milestone in our exciting journey. We first brought the luxury brand QUEO to India in 2011 as we witnessed a revolution in the luxury bath space segment in the country. Rise in disposable incomes and evolving consumer preferences have led to vast economic development in Gujarat, particularly in Surat. We believe that with the launch of this store, we will not only be able to meet the growing demand for high-end bathroom products but also further fortify our foothold in the region. With this launch we now have 10 QUEO stores in Gujarat." (20-4)

Revisit the landmark series from 2006, 'Planet Earth' only on Sony BBC Earth



2000 days, 71 cameras, 204 locations and 1 show! Sony BBC Earth premieres the award-winning natural history series Planet Earth on 14th October, 11am onwards. This is the first installment of the much-celebrated Planet Earth II that recently premiered on the channel.

Narrated by Sir David Attenborough in his inimitable style and command, Planet Earth is a landmark 2006 British eleven-episodic television series which went on to become a

worldwide hit and won various awards. Backed by an outstanding crew, HD photography and specially developed filming techniques, Planet Earth lets you experience sights and sounds you may never experience again. The shows sweep the audience off its feet at the time of original telecast and continues to have the same charm today.

Starting Monday, catch the breathtaking and visually thrilling series set in the wild only on Sony BBC Earth #FeelAlive. (20-4)

IIFL's 'Dhan Ki Baat' Initiative To Reach 5 Crore People By End Of 2018



IIFL (India Infoline) Group, one of India's largest diversified financial services conglomerates has launched a financial knowledge mission - 'IIFL Dhan Ki Baat' - to help common man choose the right path towards financial freedom.

This is the largest free-of-cost financial knowledge initiative in India by any organization. IIFL which has a mar-

ket capitalisation of over Rs. 20,000 crores, aims to reach 5 crore people by end of 2018 through its various mediums including website, newspapers, television and on-ground activities. IIFL has over 40 lac customers and is available across India.

"Our mission is to bring financial freedom to each Indian. IIFL aims to align its financial knowledge initiative 'Dhan Ki Baat' with the government's successful Jan Dhan - Aahaar - Mobile (JAM) achievements," said Nirmal Jain, Chairman, IIFL Group. "Financial literacy is the need of the hour."

All Dhan Ki Baat videos and write-ups would be available on <http://dhan.kibaat.co.in>. The expert interviews can also be seen on Zee Business channel on Monday 10 pm and Saturday 1:30 pm. (19-10)

Avoid Loose Clothes & Synthetic Garments : Doctors

Ahmedabad, To avoid burns and injuries for ensuring Diwali, people should refrain from wearing loose garments and inflammable fabrics like nylon and polyester must be avoided, say doctors.

"When it comes to dressing up for the festival, women and girls should refrain from wearing loose clothes like saris, frocks, anarkalis and those made with inflammable fibers like nylon and terrycot. Cotton clothes should be worn. Moreover, fire extinguishers and buckets full of water should always be kept ready, to provide immediate relief, in case the clothes catch fire. A first aid kit should also be kept handy," says Dr. K.R. Gandhi, General Surgeon, Columbia Asia Hospital, Ahmedabad.

Each year, the night of Diwali witnesses thousands of burn incidents all across the country. Hospitals receive high number of burn cases during the 3 days of Diwali festival. Over 500 cases of burn injuries caused by fire

crackers were reported across the National Capital on Diwali last year. The youngest victim reported was just 14 months old. Firecrackers are found to be the most common causative agents in such fatalities.

Dr. K.R. Gandhi also suggests some important precautions to be undertaken during Diwali in order to avoid burn accidents caused due to firecrackers. "Firstly, firecrackers should be stored in a closed box, at a place which is cool and dry, away from the reach of children and animals and away from all heat sources. They should only be lighted in open spaces and maintaining a safe distance. Children should only play with crackers in the presence of parents and seniors. A common mistake people do is trying to relight a dud cracker. It is highly risky as the cracker could still go off and have even less of a wick. Let it sit for several minutes and then douse it with water". (19-10)

This Festive Season Protect Your Eyes With Ozone Itis Plus Care



The festival of lights is just around the corner. Though Diwali is the most dazzling festival in the country, it also comes with its cons. Fireworks account for thousands of emergency room visits each year during the festival. In fact the eyes are the second-most common affected area after the hands and fingers. The major cause of eye infections and injuries on Diwali is the pollution caused due to lighting of firecrackers. The pollution causes havoc on eyes which are exposed to the polluted gases during

this season, leading to several eye infections and disorders.

Therefore, it's recommended to take safety precautions for your eyes to safeguard yourself from the harmful effects of fireworks. ITIS Plus Care, one of the recent offerings by Ozone Pharmaceuticals, is one such eye care solution that will keep your eyes clean and safe. This ophthalmic topical preparation is first-of-its-kind artificial tear drops - ITIS Plus Care Eye Drops, now available for consumers Pan-India. It is a sterile, isotonic Hydroxy Propyl Methyl Cellulose (HPMC) 0.3% containing Poly-Herbal Formulation to be used as therapeutic Eye Lubricant. The new eye drop is designed to protect against eye strain and Tear Film loss by keeping eyes moist and nourished. The eye drops are enriched with 11 organic herbal actives and extracts. (19-10)

Educational Advent Launch-Skill Connect at Ahmedabad



Skill Connex is the ultimate platform that provides the connection to the students to excel the skill they have aptitude for and can provide the exposure and directions to students to make them an ACHIEVER. As the name it suggests that in Skill Connex, skill is going to be connected to the NEXT platform, be it student or mentor.

Educational Advent Launch-Skill Connect at Eulogia Inn, Near Gotabridge, SG Highway, Ahmedabad on 15th October, 2017 which will provide platform by Identifying and nurturing the skills of students from school level.

Director - Ideal Group Said "It is all about making to right choices at right time. It's all about striving for the best using your potential to the fullest. It's all about being rightly mentored." "Every student has a forte. Every student is passionate about learning something and every learner is unique in his / her own way" - Karishma Sanghvi - CEO & Founder - POPKORN KIDS "The ultimate objective of Skill Connex is to give to the society a highly developed skilled and talented class of artisans who can take the society, socially, economically as well as culturally to a new level" - Raju Joshi - Director Kesar Group. (19-10)

Northeast emerging as new 'StartUp' destination: Dr Jitendra Singh

Union Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region (DoNER), MoS PMO, Personnel, Public Grievances & Pensions, Atomic Energy and Space, Dr Jitendra Singh said that the Northeast is fast emerging as the new "StartUp" destination for youngsters from all over India. Addressing the two-day National Convention on "Transforming Northeast India" here yesterday, Dr Jitendra Singh said, with the improvement in connectivity and transport facility in the last two years, coupled with concentrated administrative focus, more and more young-

sters are now heading towards the North-Eastern States to venture into entrepreneurship and take advantage of its unexplored potential. Citing an example, he said, for instance, whereas in certain areas of Northeast, including States like Arunachal Pradesh, while almost 40% of the fruit goes waste on account of lack of adequate storage and transport facilities, the same can be used to produce and manufacture fresh and pure fruit juice at a much more cost-effective price.

In an hour long interactive session with the youngsters, Dr Jitendra Singh pointed out to another area for future StartUps and said during the

peak season of tourism when there is no accommodation available, even mediocre hotels charge exorbitant fares which are sometimes equal to 5-star hotel fares in a metropolitan city. However, he said, as the "home tourism" trend has picked up in the recent two to three years, several youngsters are now making a fortune out of this hitherto unexplored avenue. Dr Jitendra Singh referred to the new airports coming up at Pakyong in Sikkim, Itanagar in Arunachal Pradesh and Shillong in Meghalaya, which along with a time-bound plan to lay broad-gauge rail track, would bring in further ease of business. Another sector of entrepreneurship which is fast emerging in Northeast, Dr Jitendra Singh said, is the medical and healthcare sector. For years, he said, there has

been a trend for patients to shift outside the region, mostly to Kolkata or Vellore, but the encouragement given to the private corporate sector has now resulted in the opening of new hospitals within the region itself and young entrepreneurs are taking the lead. In this regard, he also referred to the initiative taken by DoNER Ministry to promote public-private partnership with some of the leading corporate players.

While the women in Northeast are already empowered and professionally more active as part of their tradition, Dr Jitendra Singh pointed to the recent initiatives of encouraging Self Help Groups to promote household entrepreneurship, in which young StartUps have also come forward and opted to work in the sector of handloom and textile.

Experience the Animal Kingdom with this Unique show on Sony BBC Earth



For the first time, 'robotic spy creatures' infiltrate the private lives of animals, communicate with them and reveal just how similar they are to humans only on Sony BBC Earth's refreshingly unique and highly entertaining show, 'Spy in the Wild', starting 16th October at 9 PM.

With the help of 30 robotic spy creatures resembling the animals, the show uncovers intimate stories of different animals and how they live, love and learn - like humans. Each episode delves into a

specific human emotion such as love, intelligence, friendship and mischief. From elephant aunts acting as midwives and hippos having pedicures to monkeys getting drunk, the show captures many such never-seen before moments which stem out of unexpected scenarios, which have been captured beautifully by these spy cameras.

Get ready to be a part of the animal kingdom like never-before with Spy in the Wild only on Sony BBC Earth #FeelAlive. (20-4)

City Pulse Multiplex Limited will issue IPO soon

Ahmedabad, City pulse Multiplex Limited (wocinepulse), which has been associated with movies and entertainment business from past several years. At Present Company is working on its own product worlds on wheels and it has 14 cinemas in Gujarat. Company is working with the purpose to establish 40-50 cinemas with 100 screen in Gujarat and India in next coming days. WOW where you can enjoy movies with your family and friends. In entertainment field, WOW is the first invention of the world. In Present,

Company's equity is Rs. 50 crores, Company is coming with this IPO in next coming days. At present, Company's valuation is Rs. 250 crores. Company will issue 30% shares at the price of Rs. 50 with premium

Company's CMD Mr. Arpit Mehta Said, "City pulse always got a good response from the people, and We are delighted that we are coming with IPO in market in next coming days. People of Gujarat and India will be provided more multiplexes for their entertainment." (19-10)

Celebrate the festival of lights this year with an elegant gift



Celebrate the festival of lights this year with an elegant gift by Frederique Constant. The brand's new Slimline Moonphase Automatic and Ladies Delight Automatic are perfect gifts for the festive season. Slimline Moonphase Automatic for men based on the iconic moonphase movement is the latest addition to the list of 24 in-house calibers, developed by Frederique Constant. This watch that redefines class will surely add panache to a man's persona.

For the women of today, who don many hats, Frederique Constant's Ladies Delight Automatic is a must have. It's for ladies who know

their style and like to indulge in sophisticated luxury. This collection is regal yet refined and compliments well with both traditional and contemporary ensembles.

So pamper your loved ones by surprising them with a gift that will be cherished for a lifetime. Each timepiece from Frederique Constant is a work of art and is hand assembled using extensive quality control with latest equipment to ensure maximum precision.

So, don't wait! Live your passion and celebrate this Diwali with your loved ones by delighting them with these elegant timepieces from Frederique Constant. (19-10)

World Food India 2017 to strengthen India's role



As India gets ready to host its biggest food event aiming to transform the food economy and double farmers' income, the Hon'ble Minister of Food Processing Industries Smt. Harsimrat Kaur Badal gave a glimpse of the grandeur and the immensity of World Food India 2017 to industry leaders, foreign missions and media in an interactive session today. The session was a precursor to World Food India 2017, a vibrant three-day business platform scheduled from November 3rd to November 5th, 2017 in Vigyan Bhawan and India Gate lawns adjoining India Gate in New Delhi.

The Curtain raiser session coincided with the celebration of World Food Day, wherein the Hon'ble Minister pledged to wage a war against food wastage with #NoWasteOnMyPlate campaign. The campaign lends itself to the strategic intervention that World Food India 2017 will provide in achieving two most critical goals of the Government - doubling farmers' income by 2022 and reducing post-harvest losses - by bringing together global and Indian leaders to collaborate and co-develop solutions across India's food value chain. (20-4)

Jazz Up Your Kitchen With Tupperware's Spice Up Your Life Set



Featuring a wide range of durable and smart storage sets, Tupperware is on a journey to make their consumers spellbound with their new festive range. In a kitchen, the basic secret ingredient that makes food truly delicious is the substantial use of aromatic signature spices. However, if they are not stored properly they lose their aroma, flavour and potency and become powders without flavour.

Understanding this need, Tupperware brings to you a

unique set of kitchen essentials 'Spice Up Your Life Set'. The product provides an organized way to store spices to make your kitchen smart and clutter free.

"Tupperware's Spice up Your Life Set" comes in bright and colorful containers, specially designed to cater to your needs of storing masalas and further adding spark to your kitchen. The product helps in storing the spices in a correct way to ensure they are fresh for a long time. (19-10)

NOTICE

Please mail us advertisements and news only on below given email only :
freepressgujarat@gmail.com