

I am working in Bollywood as per my plan, says Madhuri Dixit

MUMBAI, May 31:

Actress Madhuri Dixit, who will be seen in two upcoming Hindi films, is happy to work with a new crop of talented actors and says she has been working in Bollywood as per her own plan.

Madhuri is set to stage a comeback in Bollywood after a gap of six years with two projects - Vishal Bhardwaj's home production 'Dedh Ishqiya' and Anubhav Sinha-produced 'Gulab Gang'.

She has also done an item song in Karan Johar's home production 'Yeh Jawaani Hai Deewani', which released today. The item song, 'Ghagra', features her and new age actor Ranbir Kapoor.

"I don't why people call it a comeback... It is a mystery to me. Everyone works according to their plan. The vibe from industry people is positive... People love me and are waiting to see 'Gulab Gang' and 'Dedh Ishqiya'," Madhuri told in an interview here.

After her marriage in 1999 to a US-based surgeon, she did Sanjay Leela Bhansali's 'Devdas' in 2002. She then took a break and staged a comeback with Aditya Chopra's home production 'Aaja Nachle' in 2007.

Despite missing from the silver screen, the 46-year-old filmstar was very much present on small screen. She appeared as one of the judges in TV dance reality show 'Jhalak Dikha Jaa' in season four and five. She will be again judging the show in its sixth edition that starts from June 1.

After marriage, Madhuri relocated to US for almost a decade. But in 2011, she shifted her base back to Mumbai along with her family.

'Gulab Gang', directed by newcomer Soumik Sen, also stars Juhi Chawla, Mahie Gill, Shilpa Shukla and others.

"I have done everything in this film - fight scene, dancing and singing. It is an entertaining film. We are saying quite a few things through this film but in an entertaining way. It is not a heavy film which delivers sermons.

"It was good working with a new crop of actors. They were full of energy, have ideas and are confident. It was wonderful working with talented actors," she added.

In the late 1980s and early 90s, Madhuri and Juhi Chawla were considered on-screen competitors. But now, they are working together on 'Gulab Gang', loosely based on a group of women fighting against social injustice.

"I have worked with Juhi for the first time (in this film) and she is a wonderful co-star. We have some nice interesting scenes together," Madhuri said. (PTI)



Activists put up 'wall of shame' for tobacco violators

NEW DELHI, May 31:

Despite a ban on advertising, promotion and sponsorships for tobacco, companies are still using sophisticated and covert means to push their products, according to anti-tobacco campaigners who recently put up a "wall of shame" - a photo exhibition that names violators.

Photos of Tobacco Advertising, Promotion and Sponsorship (TAPS) violations collated from 13 high tobacco use states in the country - Delhi, Uttar Pradesh, Bihar, Odisha, Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra, Assam, Gujarat, Madhya Pradesh, Rajasthan and West Bengal - are up for display by NGO HRI-DAY here.

The theme of this year's World No Tobacco Day, which falls today is the banning of TAPS.

A consultation recently conducted by the NGO in collaboration with pan-India partners under guidance of the Ministry of Health and Family Welfare (MoHFW) and the World Health Organisation (WHO) deliberated on development of national guidelines for a ban on TAPS and effective enforcement of Section 5 of the Cigarettes and Other Tobacco Products Act (COTPA) - the Indian tobacco control law, which prohibits any form of direct or indirect TAPS.

The tobacco problem in developing countries like India is more complex and difficult

compared to other parts of the world, say activists.

India is the second largest producer of tobacco worldwide and ranks fourth in total tobacco consumption.

"Tobacco and its use are not new to our culture. It is easily accessible and consumed in rural India in various forms - smoking, chewable and snuff - like cheaper cigarette versions like beedis, betel leaves, flavored powder (pan masala and gutka), hookah etc. And is closely related with rituals and social status," says Nikunj Sharma, communication officer, HRI-DAY.

Families already grappling with scant resources are pushed further into extreme poverty due to spending on tobacco products or on treating tobacco-related diseases, he says.

A 7-minute long film has also been developed by HRI-DAY with support from MoHFW and WHO country office for India.

The film captures violations of TAPS across the country.

Some of the violations noted in film are "LCD TVs displayed at pan shops and pan shop owner saying that they are being paid ten thousand rupees a month from the company to put up these ads," says Sharma.

Another pan shop owner in the film says that they are given a discount of Rs 150 to Rs 200 to display tobacco promotional material at his shops.

The film also captures reac-

tion by people to what they think about surrogate advertisements of tobacco.

"If there is a ban on tobacco advertisements then surrogate ads should also be banned completely since they misguide people and youth end up buying the tobacco product" says one student in the film.

The film will be widely disseminated to states for them to get educated on what are surrogate ads of tobacco products and what action can be taken on the same.

Keshav Desiraju Secretary, Health, Ministry of Health and Family Welfare, who participated in the consultation says, "We soon plan to write to the states giving them an advisory on how to distinguish between genuine and surrogate advertisement of tobacco products and ensure that strict action is taken against the violators as per the provisions of the law."

Meanwhile, for the "Wall of Shame" compilations were collected under 5 broad categories with the maximum number of violations (350) being found under the "Point of Sale and product display" category.

Print, Electronic and Outdoor Media, Brand Stretching, events, sponsorship, competitions and CSR as well as product placement and tobacco use in films are the other categories in which photos of violators have been taken for the exhibition. (PTI)

Corporates should supplement Govt's push for development: Prez

MUMBAI, May 31:

President Pranab Mukherjee today pitched for the involvement of the private sector in government's efforts to ensure economic growth and social welfare of the people of the country.

"Government's efforts must be supplemented by the commitment of more resources by the corporate sector to development and social welfare activities," the President said at a function here.

He also stressed that our foremost goal should be the revival of country's proud traditions in morality, ethics and social conduct.

"Our nation's progress should not be hampered by the tarnishing of our national character or a weakening of the moral fibre of our society. We seem to be losing our sense of right and wrong and good and bad as we pursue our respective short-term objectives."

"As a result, not only is the greater public good being sacrificed, but even the private search for success and happiness is yielding short-lived, illusory and often counter-productive outcomes," the President said.

Mukherjee, who is on a two-day visit to Maharashtra, was speaking at the 120th anniversary of Swami Vivekananda's historic voyage from Mumbai to the West to participate in the Parliament of World Religions in Chicago (1893) in the iconic convocation hall of Mumbai University.

Mukherjee said social reform constituted a key component of Swami Vivekananda's vision for modern India.

Swamiji was uncompromis-



"This can be achieved through a comprehensive and time-bound plan of reform," he said.

The President said that Swamiji's Chicago speeches were amongst the greatest proclamations of inter-faith harmony and universal brotherhood.

"Their relevance has increased manifold today - in a world that is far more interconnected and interdependent.

"Harmonious co-existence amongst various faiths and communities is not an ideal anymore but an absolute imperative," he said. Citing a message from Swamiji's first speech in Chicago on September 11, 1893, Mukherjee asked people to shun fanaticism and sectarianism for the sake of the country's growth.

"Sectarianism, bigotry, and its horrible descendant, fanaticism, have long possessed this beautiful earth. Had it not been for these horrible demons, human society would be far more advanced than it is now," Mukherjee quoted Swamiji as saying.

During the function, the President was also presented with first editions of two books - 'Swami Vivekananda in Mumbai and Maharashtra' and 'A Monk from Bombay' - by state Governor K Sankaranarayanan.

Besides the Governor, senior BJP leader and former deputy prime minister LK Advani, former Maharashtra Chief Minister Dr Manohar Joshi, Mumbai Mayor Sunil Prabhakar and Sudheendra Kulkarni, Chief Programme Coordinator of Ramakrishna Mission were present at the function. (PTI)

Rituparno demise left a void in world of progressive work: Big B

MUMBAI, May 31:

Megastar Amitabh Bachchan, who worked with maverick filmmaker Rituparno Ghosh in his first English language film 'The Last Lear', said his death has left a huge void in the world of progressive cinema.

The 12-time National Award-winning filmmaker died of cardiac arrest yesterday at his south Kolkata residence.

Bachchan, 70, took to his blog to express his 'shock' on the sudden demise of the 49-year-old Bengali filmmaker.

"Rituparno Ghosh, that young and most respected director from Bengal, passed away this morning... Suddenly, and most unexpectedly! It has been extremely shocking for all of us and indeed the entire film fraternity, at this most rude and unbelievable news. 49 years is no age to die, but Ritu Da as we affectionately called him has gone, and left a huge void in the world of some of the most progressive work done in recent times," Bachchan posted on his blog.

'The Last Lear' is the story of a fading Shakespearean stage artist, who lived in seclusion in his old age until he is approached by a filmmaker to act in his film.

Bachchan remembers how the whole unit used to speak in Bengali during the shoot and at the end of the day Ghosh used to call up Jaya Bachchan to laugh on the wrong pronunciations he made.

"The unit spoke in Bengali, which was a joy, for it gave us all an opportunity to pick up the second most sweetest language in the world. The first being French. At the end of a days work he would call Jaya and share a laugh at all the wrong pronunciations that I was making in my Bengali..." he added.

The 'Sholay' star also said that the filmmaker was a delight to work with. (PTI)

Lack of Aadhaar ID should not become alibi of exclusion: Ramesh

NEW DELHI, May 31:

Amid concerns that sticking to Aadhaar criteria could deprive many people especially in remote areas of benefits of UPA's ambitious cash transfer scheme, Union Minister Jairam Ramesh today cautioned against a situation when Aadhaar becomes "an instrument of exclusion".

"Unfortunately many of the beneficiaries of government programmes are outside the network of Aadhaar numbers' network. So you find that in a very large number of the districts... The Aadhaar coverage is much much below the critical threshold of 75 to 80 per cent. That really has to be seen," Ramesh said addressing a conference on cash transfer schemes here.

He said that there is a need to be "very very careful" to ensure that "lack of a Aadhaar number does not become an alibi of exclusion of the beneficiary".

"We do not want to be in a situation, when Aadhaar becomes an instrument of exclusion. That if you do not have the Aadhaar number, you will not get the benefits. We do not want this situation and this situation is very very probable. One should never discount the probability of a local level functionary saying that since you do not have a Aadhaar number, you are not eligible," he said.

The Union Minister also rued that the public sector banks are not responding adequately to the Banking Correspondents (BCs) model, which is absolutely critical for delivering benefits directly into the hands of beneficiaries.

"Private banks have been far more innovative than public banks regarding the use of BCs. To get public sector banks in the framework of BCs has been a challenge. Banks are simply not on board as far as this crucial thing of BCs is concerned," Ramesh said.

The minister also favoured relying more on post offices to reach out to people in the remote tribal areas than banks, widening and strengthening the network of BCs to include self help groups, Asha workers and other such agencies and moving away from BPL/APL issue while deciding on beneficiaries.

"We focus too much on banks, when we talk of financial inclusions. In tribal areas, post offices are much more effective. There is a need to take the post office thing much more seriously. Access to post offices is far more easier than banks," Ramesh said at the conference, where concerns were raised on the role of banks with some dubbing them as a big obstacle.

As representatives from UNICEF and SEWA Bharat hailed the outcome of their pilot project of giving additional cash income to the stakeholders, Ramesh had a word of caution saying he had seen many such "magic bullets" and advocated the need for a more comprehensive survey to validate the points. (PTI)



LOVE OF THE FAMILY AND NUTRITIOUS FOOD FOR THE MOTHER-TO-BE, THE HEALTHIER AND SMARTER THE BABY WILL BE.

- The foundation of a healthy baby is laid in a healthy mother's womb
- A nutritious and balanced diet including green leafy vegetables, cereals, pulses, milk, eggs, fruits, etc. is necessary
- Pregnant mothers should eat more than their usual intake - approximately 25% more
- Pregnant mothers should avail of iron and folic acid tablets from the Anganwadi or local health centre, free of cost
- Pregnant mothers should get at least 8 hours of sleep in the night and at least 2 hours of rest during the daytime
- Pregnant mothers should avail of nutritious meals from the Anganwadi and consume it regularly
- Pregnant mothers should be kept tension-free. Take care that a happy environment is maintained around her
- If proper care of the mother is not taken during pregnancy, the child might be malnourished



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Government of India

For more information, contact your nearest Anganwadi worker, ASHA or ANM or log on to www.akshayaposhan.gov.in or www.poshan.nic.in. Technical support from unicef



4 golden rules, 1 big idea. Malnutrition, Quit India!

1. Proper nutrition for the mother during pregnancy
2. Mother's first milk is essential for the baby
3. Only mother's milk for the first six months
4. And then, a nutritious diet along with mother's milk