

UPWORDS®

INSPIRATIONAL STORIES OF ORDINARY INDIVIDUALS

Beverly Hills

NOVEMBER 2023
ISSUE # 5 VOL. 8

Art 4 Peace Awards New York 12th Gala October 14th



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Editor's Note



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"UP WORDS" is a magazine dedicated to the inspiring journeys of people from all walks of life living in all areas of the world. Each cover story in the magazine focuses on people who, often against great odds, inspire hope in others through their story or journey. The cover story is complemented by various sections such as entrepreneurship, education, art, music, folk world, lifestyle, sports and spirituality- all of which highlight positivity.

Our world is filled with so much negativity and violence. And because of that individuals from all walks of life tend to forget that what gets us through the dark days are stories of hope.

"UP WORDS" stories of hope are those that say to the reader, "look what he or she has done; I too can do that." "UP WORDS" also intends to differentiate itself from others by researching and telling the inspirational stories of the ordinary individual. The ordinary individuals' stories tend to be neglected; yet they comprise the majority of the population across the globe.

"UP WORDS" seeks to spotlight them, for they are the ones who will light the flames of tomorrow's generation. "UP WORDS" has something for everyone, young and old, male, female and individuals from diverse socio-economic backgrounds. It seeks to build bridges of understanding, facilitate dialogue across society's divisions and build peace for tomorrow's generation. The magazine believes that life's limitations can inspire us to strive for heights we may not have reached otherwise.

ABHIJIT GANGULY
Editor-in-Chief

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COVER STORY

ROYAL BUSINESS SUMMIT 2023



DR. ILANA ROGEL
 Naturopath, PhD Nutrition

Congratulations
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Art 4 Peace Awards 12th Gala with Elites in New York on Oct. 18th, 2023 | Red Carpet at 4.30

SIR MICHAEL LEUNG

A SUCCESSFUL BUSINESSMAN AND PHILANTHROPIST



Sir Michael Leung is a philanthropist and successful businessman who operates nonprofit organizations dedicated to assisting disadvantaged individuals worldwide. His previous initiatives include managing a scholarship fund for academically gifted children in impoverished countries and supporting individuals with disabilities. He served as the President of the Lions Club for over a decade.

During his tenure, Sir Michael Leung received the "The President's Call to Service Award" from the President of the United States of America. Furthermore, he has received numerous awards and citations from federal, state, and city governmental agencies. Sir Michael Leung is frequently invited to serve as chairman and senior advisor for various nonprofit and charity organizations globally.

He leads a dedicated team of trained professionals and volunteers, all committed to ensuring the success of his charitable endeavors. In summary, Sir Michael Leung has devoted his life to assisting those in need and enhancing the lives of people worldwide.

**THE ART 4 PEACE AWARDS
THE MOST ACTIVE GLOBAL PEACE
ORGANIZATION WITH GREAT HISTORY OF
CREATING JOBS, TOURSIM AND HEALING**



It was a beautiful sunny day on Oct 13th for art4peace awards Royal Business Summit. Around 47 people came physically and rest business joined online in a beautiful private venue of New York. Tanzania Safri CEO sponsored breakfast and lunch was sponsored by Marco Polo Kqick Coffee.

COVER STORY

People were in awe, the coffee had no acidity, natural unroasted beans. This coffee kept everyone in good shape to network and work continued until 9:00 P.M. Great networking about gold, copper, silver, aluminum, gas, diesel, technologies, investors and projects took place. The Wisdomland international project in Nepal, Phil Marriot project in Costa Rica, LLanaRogel the genius of Cognitive study found out the cure for Alzheimer, She was looking for 2 million for start. Please contact her how you can get involved, International Veteran police of New York sponsored dinner for VVIP international guests.



COVER STORY



Next day Oct 14, a rainy day and the Art 4 Peace Awards' Peace Gala was jammed packed with media and 23 countries delegate, royals, diplomats, Laurates. Dame Munni Irone gave a pearl necklace to each of her guest for good luck. Two presidents of the African countries, Hollywood, Bollywood and Nollywood created diversity in art, cultures, traditions and languages.



COVER STORY

Many Asians including Chinese attended to bring peace in the chaotic world. The world leaders lacking Wisdom and diplomacy is not practice. People are tired of suffering..



COVER STORY

PEACE, PEACE, SHANTI IS NEEDED, STOP WARS AND USE WORDS.



ART 4 PEACE AWARDS 2023



COVER STORY

Prince Shakaala and Dame Munni Irone were the Master of Ceremony for the show. Our Royal Peace and proclamation awardees were LlanaRogel, Sir Michael, Sir Gary, Ms. Sue Ann, Dr. Rohit Tripathi, Ambassador Touchil, Dr. Kumar Tripathi, Richa Tripathi, Best song 2023 went to Hithe, Best Hebrew song went to Queen Ofir, Best African Music went to Puppy Curly, Best project creating jobs 10,000 jobs went to Wisdomland International Nepal. Our youth Awardee was Richard who sang New York, Ms. Mariam, Susan Köhler and 25 awards were International Veterans Police for their Humanitarian work.



COVER STORY



International Vetran Police of NY



Inauguration of Women Bank Federation of Nation Whitecapital.in took place at Art4peaceawards in New York at 13 and 14 oct New York. Thanks to Sir Michael and all his staff.

ART 4 PEACE AWARDS 2023



'LOOKING FOR CHALLAN' GARNERS PRESTIGIOUS NATIONAL FILM AWARD



'Looking for Challan', a poignant film produced by the Indira Gandhi National Centre for the Arts and directed by the talented Sh. Bappa Ray, clinched the coveted National Award for the 'Best Investigative Film' category. Dr. Sachchidanand Joshi, Member Secretary of IGNC, along with Sh. Bappa Ray, received the prestigious accolade from the Hon'ble President Smt. Droupadi Murmu in an esteemed ceremony held at Vigyan Bhavan. This outstanding recognition of 'Looking for Challan' as the 'Best Investigative Film' this year serves as a testament to the team's unwavering dedication and collaborative spirit. The film was honoured with the prestigious 'Rajat Kamal' (Certificate of Excellence) and a cash prize of Rs. 50,000.

'Looking for Challan' intricately delves into the enchanting world of Kerala's Nilambur forest culture and heritage. It draws its essence and intended message from the profound cultural richness of Kerala's forest regions, while also shedding light on the untold narratives of the Cholanaikkan community.

Bappa Ray expressed his heartfelt gratitude, emphasizing that the film's journey has been nothing short of an honour. He firmly believes that this esteemed recognition will further ignite their passion to unravel more undiscovered stories. He added that the film rightfully earned this recognition, and the achievement of this can be attributed to the unwavering dedication and patience of the whole team.

TRANSFORMING CAREER COUNSELLING AT SCHOOL LEVEL MAKING STUDENTS COLLEGE-READY



With multiple dynamic career opportunities available now-a-days career counseling forms an important part of educational functionality, which can help students understand their strengths, weaknesses, and interests, and provide them with a clearer picture of their career paths.

And in this, two 16-year-old young Hrishit Deb and Mansi Katuri have come up with their inventions – Kwicon, an app-based career counseling aimed at empowering students with transformative education, practical experience mentorship, and networking for personal and professional growth.

This app was among top 400 innovative teams across India of the prestigious ATL Marathon 2022-23 which is Niti Aayog's Atal Innovation Mission.

Kwicon has formulated a programme supported by a secure online technology platform specific to schools, or colleges that allows students and alumni to connect with each other based on shared interests, majors, and career goals. Students can use Kwicon to find mentors, learn about paths for further studies, career paths, internships and job opportunities, and get advice from alumni who have already been in their shoes.

The journey with Kwicon started after a survey that suggested:

- Only 15 percent of students between Class 9-Class 12 are sure of what courses to pursue in the future
- Only 50 percent of parents have clarity about their children's career path. Incidentally,
- Only 1/3 of the students said that they are satisfied with the career counseling that is available in the market.

SONIC THERAPEUTIC INTERVENTION



iLEAD (Institute for Leadership, Education, and Development) was thrilled to welcome Dr. Vasudev Das, Chairman of the Board at Long Island Justice Initiative, New York, as the esteemed guest speaker for a transformative event. The session centered around the captivating topic of "Sonic Therapeutic Intervention for High Job Performance and Sustained Improvement."

In a world where personal and professional success relies heavily on self-leadership and self-management, Dr. Vasudev Das delivered an insightful discourse that shed light on the profound concept of mastering one's own mind. He emphasized that "If someone cannot control their mind, their mind becomes their enemy." The session underscored the significance of self-control as a fundamental element for achieving excellence in both personal and professional spheres, emphasizing the need for a harmonious balance between one's mental state and actions.

Dr. Vasudev captivated the audience as he explored the transformative power of sound therapy. He delved into the importance of sound, illustrating how it can be both a life savior and a destroyer. His engaging presentation provided a unique perspective on how the soundscape we inhabit impacts our well-being, productivity, and overall quality of life.

All attendees, ranging from students to faculty, were treated to a thought-provoking session that left them motivated to pursue professional growth while nurturing their mental health. Dr. Vasudev's wisdom and expertise left a lasting impression on the audience, inspiring them to embark on a journey of self-discovery and personal development.

HOLISTIC APPROACHES TO A HEALTHIER LIFESTYLE



iLEAD, in association with One Rep Global, Lakshmi Chopra Foundation and PH Corp, held an enlightening session on holistic lifestyle and wellness. The session was conducted by health and wellness specialist, Dr. Marian Alonzo, Medical Chief of The Farm Resort, San Benito, Philippines. She was also accompanied by Ms. Jennifer Sanvictores, Global Head of Sales, Marketing, and Communications at The Farm.

Dr. Marian Alonzo held the audience captive with her insights on 'Optimal Health.' She shared her personal health journey and encouraged attendees to unlock a world of physical and mental well-being, emphasizing the significance of quality sleep, regular exercise, and a balanced diet consisting of nutritious and organic foods. Dr. Alonzo also focused on 'Cardiomyopathy', a heart muscle disease, and recommended 'bilateral tapping' as a stress and anxiety management technique. She also explained how detoxification is important to maintain menopause and andropause health.

She also came up with invaluable advice that empowered individuals and families that are battling heart diseases, cancer, diabetes, and hypertension, offering them a path to improved health and well-being. The audience left the session ecstatic and enlightened, armed with simple yet effective tricks and tips to take control of chronic lifestyle ailments.

Ms. Sanvictores, a visionary leader with over 20 years of experience in luxury hospitality and wellness tourism, also graced the session with her insights. She discussed the growing trend of wellness integration within the hospitality industry, highlighting how modern travellers seek hotels that prioritize wellness during their vacations.

SELF-CARE TOOL BOX

-VALERIE STANCILL ~ GARRETT



Self-care tools can be incredibly beneficial for individuals seeking to prioritize their physical, mental, and emotional well-being. These tools provide individuals with the means to take control of their own self-care routines, allowing them to actively engage in practices that promote relaxation, rejuvenation, and overall wellness. Here are some key benefits of utilizing self-care tools:

1. **Stress reduction:** Self-care tools, such as meditation apps, stress balls, or aromatherapy diffusers, can help individuals manage and reduce stress levels. Engaging in self-care activities activates the body's relaxation response, promoting a sense of calm and tranquility.
2. **Improved mental health:** Regular self-care practices can have a positive impact on mental health. Tools like journaling, coloring books, or mindfulness apps can help individuals process emotions, increase self-awareness, and enhance overall psychological well-being.
3. **Increased self-awareness:** Self-care tools provide an opportunity for individuals to connect with themselves on a deeper level. Through activities like yoga, breathing exercises, or self-reflection exercises, individuals can cultivate self-awareness, identify their needs, and make conscious choices that support their well-being.
4. **Enhanced physical well-being:** Self-care tools can contribute to improved physical health. Tools like fitness trackers, home workout equipment, or meal planning apps can help individuals stay active, maintain a healthy lifestyle, and make informed choices about their nutrition.



5. Boosted productivity and focus: Engaging in self-care activities can lead to increased productivity and focus. Taking breaks, practicing mindfulness, or using productivity tools can help individuals recharge their energy, reduce burnout, and enhance their ability to concentrate on tasks.

6. Better sleep quality: Self-care tools can play a significant role in improving sleep quality. Activities like creating a bedtime routine, using sleep aids or relaxation techniques, and incorporating soothing rituals can help individuals relax their minds and bodies, promoting a restful night's sleep.

7. Enhanced self-esteem and self-worth: Regular self-care practices can boost self-esteem and self-worth. By prioritizing self-care, individuals send a message to themselves that they are deserving of love, care, and attention. This can lead to increased self-confidence and a more positive self-image.

8. Improved relationships: Engaging in self-care activities can positively impact relationships with others. When individuals take care of their own needs, they are better equipped to show up fully in their relationships, communicate effectively, and set boundaries.

In conclusion, self-care tools offer numerous benefits for individuals seeking to prioritize their well-being. By dedicating time and effort to self-care practices, individuals can experience reduced stress, improved mental health, increased self-awareness, enhanced physical well-being, boosted productivity, better sleep quality, increased self-esteem, and improved relationships. Incorporating self-care tools into daily routines can lead to a more balanced, fulfilled, and enriching life.

Contact : hello@purposedforwellness.com

NATURE CONSERVATION, GOOD GOVERNANCE AND MEANINGFUL LIFE



Addressing its millions of followers across Bharat (India) on the occasion of Vijayadashami (a major Hindu festival indicating the end of Durga Puja) on 24 October 2023 from Reshimbaug ground in Nagpur of Maharashtra, Rashtriya Swayamsevak Sangh (RSS) Sarsanghchalak Dr Mohan Bhagwat emphasized on conserving the nature by saving water, removing plastics, and increasing greenery in and around the residential complexes. A lifestyle out of sync with nature is producing a string of new physical and mental-health issues amid unabashed consumerism. Pollution, global warming, imbalance in seasonal cycles and the resultant natural disasters are increasing every year as a result of unreasonable exploitation of natural resources, asserted the RSS chief mentor Bhagwat.

Vices and incidents of crime are on the rise. Families are breaking apart, as a sense of individualism deepens in the society, opined chief mentor of the world's largest voluntary organisation, adding that terrorism, exploitation, and totalitarianism are getting a free run to wreak havoc. It has become abundantly clear that the world cannot counter these problems with its inadequate vision. Therefore, the world is looking towards Bharat expectantly to lead by example and show a new path to peace and prosperity, based on its own Sanatan (eternal) values and Sanskars.

“Let's strengthen our reliance on Swa (or self), through Swadeshi. Wasteful expenditure ought to stop, too. Employment opportunities in the country should rise, and the country's money (capital) should be used within, and in the interest of the country itself. Hence, the practice of Swadeshi should start from home.” Sarsanghchalak Bhagwat.

COOMARSWAMY ATTEMPTED TO DECOLONISE THE INDIAN ART- PROF.PARUL DAVE MUKHERJEE



Indira Gandhi National Centre for the Arts organised Second Ananda Coomaraswamy Memorial Lecture on the topic 'Towards Decolonizing Indian Art History via the Problem of Mimesis in the Citrasutra' to commemorate the 76th Death Anniversary of A.K. Coomaraswamy. Prof.Parul Dave Mukherji, School of Arts & Aesthetics, JNU, New Delhi was the speaker and the session was chaired by Prof.Sachchidanand Joshi, Member Secretary, IGNC, New Delhi. The distinguished guest of the event was Shri. Ashish Khokhar, Dance Historian, Critic and Author. Dr.Kumar Sanjay Jha, Archivist, IGNC was also present during the lecture.

Prof.Dave while delivering her lecture touched upon different facets which has emerged in the field in the contemporary times. She in the course of the lecture shed light on the topic of the lecture and said, "Decolonizing art history has recently emerged as a way of updating the discipline and bringing it in line with contemporary debates on non-Eurocentric interpretations of one's past".Prof. Dave in her talk drew upon from her research and asserted how Citrasūtra openly endorses mimesis or 'anukriti' as a key aesthetic frame. She reiterated that it is possible to read back a strand of decolonising art history in Ananda Kentish Coomaraswamy's defense of Indian art in colonial times, which however came at a price of suppression of mimesis in Indian Art.

She continued and added that Coomaraswamy attempted to decolonise the Indian art and only South-Asians understand its art authentically. She further added that Coomaraswamy did attempt a critical historiography in art history. Indian comparative aesthetics is dealing with different sense of mimesis where the movement and interpretation are intertwined and 'Chetna' is understood in the sense of art making added Prof.Mukherji.

IGLTA ANNOUNCES KESHAV SURI AS RECIPIENT OF THE 2023 PIONEER AWARD



The International LGBTQ+ Travel Association (IGLTA) presented Mr Keshav Suri, Executive Director - The Lalit Suri Hospitality Group and Founder - Keshav Suri Foundation, with the 2023 Pioneer Award, at IGLTA's 40th Anniversary Global Convention in San Juan, Puerto Rico held recently making him the first Indian to receive this prestigious recognition. This award celebrates the innovative spirit and impactful efforts of individuals, businesses and organizations that have significantly advanced LGBTQ+ travel.

Under his guidance, The Lalit Suri Hospitality Group, has revolutionized LGBTQ+ travel in India and beyond. Mr. Suri remains unwaveringly committed to driving social progress through Keshav Suri Foundation. This foundation is a dedicated initiative focused on promoting equality, education, and awareness within the hospitality sector.

Expressing his gratitude, Mr Keshav Suri, stated, "Receiving the Pioneer Award is a tremendous honour. This recognition reflects the transformative influence of diversity, equity and inclusion which are deeply ingrained in The Lalit's DNA, enabling us to cultivate an environment of acceptance and equality. This has not only opened doors for LGBTQ+ community, acid attack survivors, people from autism spectrum and individuals with disabilities, but has also enriched the cultural fabric of our establishments. We are grateful for this journey and are enthusiastic about embarking on fresh initiatives to create an environment where acceptance and equality flourish."

AI AND CLOUD-ENABLED SMALL BUSINESSES ADDRESSING SOCIAL CHALLENGES



Amazon Web Services (AWS), an Amazon.com company, released a new report revealing that small businesses that embrace cloud-enabled technologies in India are expected to unlock up to ₹1.6 trillion in annual productivity gains and support 45.9 million jobs across the healthcare, education, and agriculture sectors by 2030, representing 9% of total jobs in India.

AWS commissioned the “Realizing a Cloud-enabled Economy: How Cloud Drives Economic and Societal Impact Through Small Businesses” report to examine the potential benefits of moving to the cloud for small businesses (defined as businesses with fewer than 250 employees) addressing societal issues. Conducted by global professional services firm, Accenture, the report uses Organization for Economic Cooperation and Development’s (OECD) definition of cloud adoption levels to forecast a cloud-enabled economy^[1] in 2030, where 90% of all businesses adopt at least a basic level of cloud technology.

The report reveals that India’s current rate of at least basic cloud adoption for all businesses, such as the use of web-based email services or cloud-based storage solutions, is at 28%. However, the report highlights greater opportunities to unlock with the adoption of intermediate applications like the use of customer relationship management or enterprise resource planning tools, and advanced applications such as the use of artificial intelligence (AI), including generative AI, and machine learning (ML) tailored for sophisticated tasks including fraud detection or supply chain forecasting.

SOMA BOSE'S DEBUT BOOK LAUNCHED



Debutante author Soma Bose is a creative writer and visual storyteller. Her affinity for storytelling inspires her to find stories behind the most mundane aspects of life. This talent has led to her website SomTales.com, where she weaves thought-provoking tales around photographs.

Soma has extended her flair for storytelling into the world of films as well. She has written scripts that have been appreciated by acclaimed filmmakers and luminaries like Shyam Benegal and Shonali Bose. Whether it is in films or literature, Soma tirelessly seeks new ways of conjuring powerful emotions through novel ideas. Soma Bose's first book, titled "Frenny and Other Women You Have Met" explores subtle and intricate emotions, hoping that her readers appreciate women's lives and contributions in all their richly varied forms. The motivation to write such human-centric stories comes from Soma's experience of growing up in the coal-mining town of Dhanbad in Jharkhand, India.

"Frenny and Other Women You Have Met" talks about the 5 different characters located in different parts of the world and their experiences.

Soma Bose, said, " It's really an overwhelming experience getting so much appreciation, love from readers, well wishers, even noted persons from our society. It motivates to deal with more of such initiatives in future."

EARLY INTERVENTION IS KEY TO TACKLING DIABETES



MediBuddy unveils workplace data that underscores the vital role in early diagnosis and diabetes management. According to the data, the prevalence of pre-diabetes is 32.5%, while the prevalence of diabetes is 11.31%, highlighting the importance of early intervention in reducing the incidence of diabetes later in life; pre-diabetes can be typically detected nearly a decade earlier.

India accounts for one in seven of all adults living with diabetes globally. Accessibility to high-quality healthcare through telemedicine can help facilitate the uptake of preventive care and further lower health risks, especially in developing countries with a skewed doctor-to-patient ratio. Dr. Gowri Kulkarni, Head of Medical Operations, MediBuddy says, "Our data demonstrates the profound impact of preventive medicine in mitigating healthcare costs and enhancing patients' longevity and quality of life. We at MediBuddy advocate for preventive healthcare as a cornerstone of public health. Our industry must pivot from a reactive approach to a more proactive and primary care-centred model, whether delivered at home or in the workplace."

Dr. Preeti Kumar Goyal, Vice President of Medical Services, MediBuddy vHealth says, "One of the most striking trends observed over the years is the reduction in the age at which prediabetes is diagnosed. This highlights that early detection and management of prediabetes can effectively prevent its progression to diabetes. Similarly, early detection and proactive management of diabetes can help lower blood sugar levels, reduce the need for medications, and prevent or delay the onset of any complications. Our in-house team of doctors and clinical dieticians are easily accessible to help patients adhere to treatment plans and guide them about ways to prevent and control diabetes."

SIMPLE EYE CARE MEASURES FOR FESTIVE SEASON

-DR ANANYA GANGULY FROM DISHA EYE HOSPITALS



Eyes are one of the most important body parts that need extra care during festivals. But the majority of the people turn a blind eye towards it. Protection and proper eye hygiene can help one keep away from eye problems. Especially if one is out in the heat and pollution for long hours, a few precautions for the eye are a must. Thus, it is important to follow these simple steps to safeguard your eye's health during this season:

Be careful while choosing your sunglasses since you may be out in the sun for long hours standing in queue to catch a glimpse of your favorite idol. Use ultraviolet protective sunglasses only. This will prevent eye allergies and long-term eye diseases.

Do not rub your eyes with unclean hands, especially if you are outdoors and in public places and shaking hands with others, or if you are sweaty. You could introduce infections or allergies to your eyes. Always wash your hands and face once you reach home to prevent dust and grime from entering your eyes and causing eye allergies. Do not share common handkerchiefs, towels, toiletries, etc.

Do not share common eye cosmetics. Extra care is a must for those who are wearing contact lenses. Never go to sleep with lenses. Lenses should not be worn for more than 16 hours. It affects the cornea. Eye make-up should be light during the day. Eye shadows, if used, should not spill over into the eyes. Use waterproof mascara. Melted mascara can be harmful for eyes. Be careful while using eye liner. It should not get in contact with the eyes directly. Be careful while removing eye makeup, if somehow makeup goes inside the eyes, then rinse fast with cold water and don't rub. Always remove make up before retiring to bed, whatever late it may be.

SUICIDAL BEHAVIOURS AMONG ADOLESCENTS



The objective behind the film director Sourav Sarkar to make this film was to create a platform of conscious effort in the society, so that, such type of terrible incident does not happen to the children and their families in future. The system was unable to prevent the demise of Arka, while suicidal death is preventable, in practice. The film conveys the message that every school, family and care giving system should acknowledge the fact that bullying can happen in any institution, or towards any individual, and the proper mental healthcare support should be provided to the children, in a holistic manner. The film paints the mother's cry, so that the society can prevent the case of similar children. The film also conveys the message towards the public institutions and State bodies not to flee away instead of facing the situations, and shouldering the responsibilities of emotional protection of children, who are susceptible to bullying, racism and other traumatic experiences in their lifetime.

The screening of the film was followed by a panel discussion by the film director Sourav Sarkar, renowned consultant psychiatrist Dr. Anirban Gozi, and psychologist Dr. Tinni Datta. Being suicidal deaths are preventable, Dr. Anirban Gozi stressed upon the indicators of suicidality, that might vary according to different age groups, which may be subtle but can be picked up if awareness is there. He also mentioned that suicidal tendency should not be equated with mental illnesses as multiple social, biological, genetic and personality factors create a complex etio-pathology of suicide. Discussion led upto responsible media reporting guidelines published by WHO for suicide, which has properly been exercised in this film as well.

MOST PAPER COLLECTED IN 24 HOURS



Blue Nudge, a leading advocate for environmental conservation, is all set to become the new holder of a **GUINNESS WORLD RECORDS** title for the “Most Paper Collected in 24 Hours”. An astonishing 3.5 lakh students from across Delhi NCR have eagerly joined forces to champion the noble cause of safeguarding Mother Earth from the clutches of waste. The collection of paper waste from all the schools and other participating institutes will commence on 4th October 2023. More than 25,000 school teachers and principals have stepped up to actively engage in the initiative and will be raising awareness on the need for environmental safety among the young minds at the schools. The **GUINNESS WORLD RECORDS** title “Most Paper Collected in 24 Hours” is held by Shred-It, iHeartMedia Inc., and San Diego County Credit Union of USA for collecting 407,748.243 kg (898,931 lbs) paper at the SDCCU Super Shred Event in San Diego, California, USA, on 23 June 2017. To break the record, Blue Nudge is all geared up to collect an impressive 450,000 kilograms of paper waste within a 24-hour timeframe in India. The unprecedented feat is been supported by 350 schools, who have pledged their active participation in the event. The collected paper waste will be diligently contributed to the Blue Nudge initiatives, thereby collectively fostering effective waste management solutions.

Distinguished public sector units, including the National Security Guard (NSG), are aligning themselves with the event, emphasizing the relevance of the cause. Their participation highlights the importance of collective action and underscores the need for immediate, sustainable solutions to address the environmental challenges facing our planet.

**ARTISTICALLY STIMULATING COLLECTION
CHITRAKALAY KOLKATA**



Bridging the gap between bequest authenticity for silver jewels and a fresh, contemporary approach towards new-age design, Shaya by CaratLane, brings yet another artistically stimulating collection – Chitrakalay Kolkata. This bold and edgy counterpart of CaratLane looks at silver jewellery in a new format. Whether your style is all about statement pieces that multiply the glam quotient or understated, low key designs, Shaya is for every jewellery connoisseur out there.

Chitrakalay Kolkata aka Kolkata in paintings roots with Kolkata's rich cultural landscape acting as the primary inspiration, this collection will take you to the vibrant culture of the Kalighat paintings. With Kolkata as a timeless muse – art runs through the veins of the city, from the ghats to the coffee house, and the chaotic streets – the range exudes simplicity, bold lines, vibrant colours, and thematic diversity. The Kalighat paintings that come from the Kalighat area of Kolkata, typically depict a wide range of subjects, including mythological stories, religious deities, folklore, social issues, and everyday life.

The Chitrakalay Kolkata range captures the essence of the city through these paintings. For the collection launch campaign, Shaya collaborates with artists Joan Dominique Rai, Sneha Ghosh, Elina Banerjee and Sucharita Saha. Each of them share a unique connection with Kolkata, whether being born there, finding a home there or leaving and carrying a little piece of the city with them.

VISIT DUBAI AND REAL MADRID ANNOUNCE LANDMARK GLOBAL PARTNERSHIP



Visit Dubai and Real Madrid Club de Fútbol, two leading brands with joint values, ambitions and a dedication to excellence and innovation, have kicked-off a landmark collaboration. The multi-year agreement promises a range of exciting activations, special fan moments and unique experiences for Dubai and Real Madrid fans. The newly formed alliance will equally serve as a powerhouse platform to create new growth opportunities for both institutions, and support Dubai's ambitious plans as part of its recently announced Dubai Economic Agenda - D33.

Being at the forefront of global sports entertainment with the world's greatest club aligns perfectly with Dubai's ambitious plans to consolidate its position among the top three global cities. Launching this October, the partnership encompasses both Real Madrid's First Men and Women Football Teams, and brings a taste of Dubai to Santiago Bernabéu, offering fans unforgettable experiences and services of the highest standards.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (DCTCM), and Florentino Perez, President of Real Madrid Club de Fútbol formalised the partnership during an official ceremony at the legendary Sala de Juntas in Ciudad Real Madrid, in the presence of Jose Angel Sanchez, Chief Executive Officer of the club, and Emilio Butragueño, Real Madrid legend and Director of Institutional Relations.

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Mission Moon 2023 edition follows
the historic mission of the world's
first exploration of the south
pole of the moon.



PAST ISSUES



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