

FPAI celebrated World Population Day



Supratip Majumdar, Head of Kolkata Branch, FPAI led rally of FPAI members and other enthusiasts to commemorate World Population Day—EOI Pks

Ever committed to social welfare, Family Planning Association of India (FPAI) has observed World Population Day (WPD) on July 11.

FPAI, Kolkata Branch took out a Mass Rally to raise the awareness about population issues and to work upon this year's theme "Family Planning: Empowering People, Developing Nations".

After the rally, Supratip Majumdar, Branch Manager of FPAI, Kolkata and Dr Sajal Biswas, District Family Welfare Officer, Kolkata

gave a speech on family planning issues and what should do or don't. This year's WPD, 11 July, coincided with the Family Planning Summit, the second meeting of the FP 2020—Family Planning 2020—initiative, which aims to expand access to voluntary family planning to 120 million additional women by 2020.

Objectives of the World Population Day: Protect and empower youths of both gender and

offer them detail knowledge about the sexuality and delay marriages till they become able to understand their responsibilities.

"Educate youths to avoid unwanted pregnancies by using reasonable and youth friendly measures. Educate people to remove the gender stereotypes from society, raise public awareness about pregnancy related illnesses, dangers of early childbirth and STIs (Sexually Transmitted Infections)

"Demand for some effective laws and policies implementation to protect girl child rights and access of equal primary education to both girls and boys.

"Access of reproductive health services everywhere as part the basic primary health for each couple.

Supratip Majumdar, Branch Head of FPAI, Kolkata remarked that FPAI Rally is an important part of FPAI's series of campaigns each year during the World Population Day. It aims to increase the knowledge and skills of the people worldwide towards their reproductive health and family planning. Through this great awareness celebration, people are encouraged to take part in the event to know about population issues like importance of family planning towards the increasing population, gender equality, maternal and baby health, poverty, human rights, right to health, sexually education, use of contraceptives and safety measures like condoms, reproductive health, adolescent pregnancy, girl child education, child marriage, sexually transmitted infections and so many.



Durban Mahila Samanvaya Committee celebrates 25 years of operations in Kolkata—Arijit Ganguly

Dell encourages youth to achieve more with the PC

Dell, in India today kick started the 'Back to College' season for 2017 with exciting offers for college going students. With exclusive offers on educational and skill development content, easy financing schemes at 0% interest, as well as extended warranty options, Dell is enabling youth to focus on fueling their passions while offering comprehensive technology solution to help their growth.

Dell believes that PC technology complements the growth and performance of aspiring young minds, and moulds their overall growth into individuals, as their aspirations take a more definite shape. Dell is focused on empowering youth with PC technology, to build capabilities that help them flourish in new-age careers and job roles in a digital environment.

Dell Back to College offers: From 6 July to 31 July, 2017, consumers can avail exciting offers on their Dell Inspiron notebooks, desktops and all-in-one PCs for the Back to College season.

Offers on Inspiron notebooks:

1: Upon purchasing a Dell Inspiron notebook with Windows OS, consumers can avail a combination of offers, from below choice of warranty options, brand vouchers, educational and skilling content, and data connectivity at exclusive prices for Dell customers:

1: 2 year Next Business Day Warranty upgrade (Rs 3,999 at a price of Rs 999 only)

2: Shopping vouchers worth Rs 1500 from Pastrack & Levi's at a price of Rs 499 only

3: Dell Inspiron notebooks at 0% EMI's with PineLabs & Laxmi Finance. Low cost financing schemes also available through financing partners.

4: Reliance JIO WiFi dongles at just worth Rs 3260 including 60GB additional 4G data

5: Courses from Edureka: The Dell Back to College offer gives users a chance to gather additional skills with certification in their chosen course by Edureka, worth upwards of Rs 10,000 by paying an amount of only Rs 499 or Rs 999. Consumers may choose from a variety of courses.

K11 Academy of Fitness Sciences to open city center

With the funding provided by the National Skill Development Corporation (NSDC) a funding body under the Ministry of Skill Development & Entrepreneurship (MSDE) of the Government of India, country's leading fitness Sciences institute, 'K11 Academy of Fitness Sciences' will very soon be opening an academy in Kolkata.

The primary aim to open an expansive ultra-modern academy, spread across about 5000 square feet, is to provide requisite skilling to the youth residing in West Bengal and North Eastern states, keen on becoming world-class Certified Personal Trainers. "We are committed to the mandate put upon us by NSDC to up-skill and provide employment to 50,000 Indians by 2022", said Kaizad Capadia, Director, K11 Academy of Fitness Sciences. He added, "So far my academy has trained over 50,000 Indians in the last 14 years. We are by far the largest provider of qualified human resource to the Indian fitness industry. We continue to provide highly skilled fitness trainers to most reputed gymnasiums and gym chains across India. We have a stellar



lar track record for the placement of highly qualified K11 trainers. We truly build careers in Fitness. Hence, NSDC considered us as an ideal partner to support its mission of skilling young Indians."

Discovery Channel presents new series on 'India's Best Jobs'

Discovery Channel is launching a new series titled India's Best Jobs which will feature 13 extraordinary individuals who followed their inner calling and turned their passion into profession. Hosted by popular actor and singer Meiyang Chang, the series decodes the careers of select trendsetters who chose unusual yet extremely successful career paths proving to the world that 'Aaj ke India mein sab kuch mumkin hai!'. The series opens a world of possibilities and breaks myths around jobs and careers for the youth of India. The show has generated lot of advertiser interest. Bluestar Water Purifiers, Project Management Institute, Kiroloskar and Abbott Healthcare have come on-board as on-air partners.

India's Best Jobs premiered on July 1 and is on air every Saturday at 8pm. The series will feature 'a day in the life' of each of the individuals with Chang delving into the reasons behind their bold career choices. Each episode will answer the How, Why & What of these life-changing decisions and the misconceptions, ridicule, criticism that each one had to overcome to pursue their dream jobs. The series features well known personalities including RJ Naved, stand-up comedian Zakir Khan, chef Ranvir Brar, fit-

ness trainer to the stars Prashant Sawant and celebrity yoga instructor Anshuka Parwani, amongst others. Sameer Rao, VP & Head of Real World Products, South Asia, Discovery Network Asia-Pacific, said, "India's Best Jobs is an important step in our endeavor to showcase programming reflective of Indian zeitgeist. This series is a salute to the extraordinary individuals who lived their lives without limits and revelled in their passion."

Featured artists are RJ Naved, Star Radio Jockey, Ranvir Brar, celebrity chef, TV show host, successful restaurateur, a food stylist and an executive chef for one of India's leading hotel chains, Prashant Sawant-A celebrity personal trainer who has been working in the fitness industry for more than two decades, Anshuka Parwani-A celebrity yoga instructor based in Mumbai, Zakir Khan-An Indian stand-up comedian, writer and presenter. He had won Comedy Central's India's Best Stand Up Comedian competition and rose to fame in 2012.

*Avi and Anita Malik - An ex-Indian Air Force fighter pilot, Avi Malik, along with his wife Anita Malik, founded Temple Pilots paragliding club. Over the past 18 years, they have taught paragliding skills to over 500 individuals. They

both left high-flying corporate careers to pursue what they firmly believed was their eternal calling - paragliding and Anita was the first one to professionalize the sport in India and recently also trained a visually impaired person to complete his first ever solo flight.

Also are Manoor Sachdeva - Founder and Director of Canine Solutions Rehabilitation Centre, Siddhartha Joshi - One of India's most successful and followed travel bloggers, Vijay Singh Ajaiarpura - Hailing from a Rajput family in Jaipur, biking runs in his blood, Akriti Khatri-Akriti always had a curious mind and a knack for investigations which led to Venus Detective Agency. India's leading female private detective agency, Shivang Mehta-A journalist turned PR professional; now a traveller and natural history photographer and Harpreet Bachher - 'The Wedding Story' is the brain-child of Mumbai-based photographer and cinematographer Harpreet Bachher.

Filming, photographing, editing and showcasing a crisp cinematic record of weddings in a well-scripted, and visually stunning way is all what he seeks in his life. His clientele includes Aahana Deol, Divyanka Tripathi and many others.

Johnson & Johnson launches Aveeno in India



Johnson & Johnson, a pioneer in baby skin care for more than 120 years, now launches Aveeno with a Baby Care and a Body Care range in India. Aveeno Baby which already has presence across 6 categories and 22 markets will mark Johnson & Johnson's foray into premium baby care segment in India.

Deepali Agarwal - General Marketing Manager Baby Care said, "As experts in baby care, we realized that there is an emerging segment of mums who have a bent towards wellness lifestyle and are seeking baby care products with real skin care benefits. Aveeno Baby with the power of Active Natural

Oats, brings a unique combination of natural ingredients & scientific efficacy in baby skin care. Our range of Aveeno Baby products is designed for daily nourishment of normal skin as well as for special care for sensitive skin.

Explaining the science behind the range, Ram Shukla, Senior Director-Research and Development said, "Active Naturals are natural ingredients sourced from nature, uniquely formulated and scientifically proven to deliver real skin benefits.

Our commitment is to source only the nature's finest ingredients and then use our proprietary science to make them better, stronger, more effective and safe for the needs of baby skincare."

During the panel on healthy skincare for babies,

Dr. Shehnaaz A Arsiwala said, "Colloidal oatmeal based moisturizers are useful for routine skin care. Oats are the natural ingredient most recommended by dermatologists globally.

As a skin protectant, active ingredient oatmeal can help restore skin's normal pH and aid in the maintenance of skin's moisture barrier to help prevent and protect dry skin. It would be well suited to balance the impact of all environmental impact on the skin and restore it naturally."

Aveeno Baby has 3 different ranges - Aveeno Baby Daily Moisturizing range, Aveeno Baby Soothing relief moisturizing range and Aveeno Baby Cleansing Therapy Available in 5 SKUs. Aveeno Baby products are priced between Rs 799 & Rs 999 for packs ranging from 236 ml to 354 ml.

mGuru taps Mio Amore Network *To deliver English learning to kids

With the aim of increasing English proficiency skills in kids, mGuru, and Mio Amore have teamed up to provide a unique experience for their consumers in the city. The collaboration between these Khorakwala family owned companies will entail Mio Amore customers receiving a free, three week subscription to the mGuru app. On the other hand, the top 25 children shortlisted based on usage rankings in mGuru on a weekly basis will be invited to an experiential visit to the Mio Amore factory located in Kolkata. The mGuru app is available as a free download on the Google Play Store (bit.ly/mgapper).

This partnership, which kicked off in May 2017, has already provided 75 children with Mio Amore factory visits and over 400 premium mGuru subscriptions. Going forward, mGuru is planning to extend their tie-up with Mio Amore across all of its stores and a wider range of programs and events.

With this initiative, Mio Amore continues its long history of working in education, primarily through its



annual Math competition for students called Mathemazic.

Adam Khorakwala, Founder and CEO, mGuru commented, "At mGuru, our focus is on building the best learning experience possible for parents and students. Through our

partnership with Mio Amore, we are excited to bring our platform to new audiences and thereby empower more families. Both Mio Amore and mGuru care deeply about education and look forward to creating new ways to deliver English learning to students."

SOTC announces special Durga Puja holiday packages

In an endeavour to cater to the overwhelming number of travellers from West Bengal and the Eastern Region, SOTC Travel has crafted unique group tour packages. With travellers opting for short holidays to international destinations during the 10-day grand Durga Puja celebrations, these exclusive Durga Puja packages offer holiday experiences to a wide range of destinations across Europe, Australia, Far East, Thailand, Dubai and Mauritius.

The special tailor-made group tours offer vacationers from the Eastern Region a home away from home experience with professional & friendly tour managers and the added comfort of Indian meals.

SOTC's products are designed to create delightful experiences for the travellers amidst exotic locations spanning across the globe.

Speaking about these innovative packages, Amod Thattai, Head Product, Contracting & Innovation, SOTC Travel said, "Durga Puja is one of the year's most widely celebrated festivals in West Bengal offering a long holiday opportunity for Bengalites across the globe."

A fund of travelling and West Bengal along with the Eastern region has been earmarked as an important market for Durga Puja holidays. We at SOTC Travel have witnessed an uptick of 20% in bookings y-o-y with consumers booking their holidays almost 2-3 months

in advance. Keeping the festive mood flying high, SOTC Travel has curated special itineraries that incorporate the unique festive spirit into its Durga Puja tours."

Few of the bestselling packages are:

Escorted Group Holidays starting Rs 36,600 all-inclusive with Airfare

5-Day Thailand Visit: Bangkok & Pattaya Rs 9,100 per person

5-Day Dubai Visit: Dubai Rs 15,200 per person

5-Day Mauritius Visit: Mauritius Rs 20,200 per person

5-Day Nomshark Thailand Visit: Pattaya & Bangkok Rs 36,600 all-inclusive

10-Day Aitihaasik

China Visit: Xian, Beijing, Shanghai & Kunming Rs 1,06,100 all-inclusive

Customised Holidays starting Rs 9,100 per person without Airfare

5-Day Thailand Visit: Bangkok & Pattaya Rs 9,100 per person

5-Day Dubai Visit: Dubai Rs 15,200 per person

5-Day Mauritius Visit: Mauritius Rs 20,200 per person

Holidays of India starting Rs 32,900 all-inclusive with Airfare

6-Day Highlights of

Andaman Visit: Port Blair & Havelock Rs 42,200 per person

7-Day Golden Triangle Visit: Delhi, Agra, Jaipur, Ajmer & Pushkar Rs 33,500 per person

7-Day Highlights of Himachal Visit: Shimla, Manali & Chandigarh Rs 32,900 per person

Packages include: Accommodation, sightseeing, meals as per itinerary and ground transportation. Escorted Holidays also includes airfare, taxes, visa fee (for international holidays), standard travel insurance up to 60 years of age and services of the tour manager.