

# 'Licensed to Sell' - a motivational book



Eminent poets Krishna Basu & Bithika Saha, singer Dipa Das and Ashim Chakraborty had launched Asish Basak's fourth book 'Licensed to Sell' at Nandan campus during 'Indo-Bangla Kabi o Kabita Utsav', presented by 'Hello Kolkata' (3D News-Media, Films & Events).

'Licensed to Sell' is a motivational book that exhorts a person for self-discovery. It is dedicated to each of those who wants to, attempts to and does something to "SELL" in life, be it a concept, a product, a service or anything, small or big. This informative guide book illustrates a select few practicable methods to gain success in each and every aspect - be it a game, a relationship, a job, an interview, a public interaction, a crisis, etc. 'Licensed to Sell' by Asish Basak deals with the author's feelings and experience gathered over several years of teaching and consultancy in Media & HRD. The content of the book addresses topics like Body Language, Communication Development, Public Speaking, How to Deal with Changes and Confidence Building, which are essential ingredients that can help people to succeed in life. Although a B.E. (Civil) & Bsc. in academics, Asish Basak has become an author by choice, a film-maker by passion, a journalist & consultant by profession and a performer by desire. He is soon going to release his fifth book - 'Lesser Known Religions in India'.

# "Can we say Japanese Food Is Healthy?": Palash Banerjee

If I were to ask you to join me for dinner or lunch at a Japanese restaurant, the first reaction would be "How about that Chinese place or maybe that Indian restaurant that has just opened up in so and so place?"

When it comes to Japanese cuisine, majority of the habits are praised for their brevity and simplicity. According to the World Health Organization (WHO), Japanese women and men live longer and healthier than everyone else on Earth. In fact, due to their relatively healthier diet and lifestyle, they can anticipate an average of 75 years lived healthy and disability-free. Not to mention, Japanese people enjoy the No. 1 lowest obesity rate in the developed world at just 3%.

Raw boiled, steamed, their ways of preparing food are extremely healthy. They stick to portions that are compact and yet gratifying in size. Japan style dishes are delightful lower-calorie foods, high in fiber and packed with minerals, offered in pretty plates. This distinctive way of dining encourages you to eat with your eyes' meaning that your eyes tricks your mind into believing that your stomach is full. This is especially helpful for people aiming to lead a healthy lifestyle.

I have lived in Japan for



more than twenty years before moving to Kolkata and the place never forgets to surprise me in my visits each time. In Japan, food is always served on small plates and bowls rather than a big plate. People consume a wide variety of vegetables, legumes, seaweed, fruits and fishes. Sushi - a popular Japanese dish is known for its lip-smacking taste and flavors but do you know how it's made? Ingredients used in sushi such as unprocessed soy, seaweed and various types of fish make it one of the healthiest cuisines around the world. It is minimally cooked hence, is able to retain most of its nutrients. Japanese cuisine unlike others, are basically raw and uncooked food quite opposed to our rich palette. It has got very little to do with individual food items but, rather in moderation, and with lots of variety. So, the next time you feel like experimenting with a different cuisine that is a world in itself, try out Japanese food and you will not regret! (Author is the Director, K. House India)

## CaratLane launches its second store in Kolkata

CaratLane, India's leading omni-channel Jeweller opens its 31st store in India at Kolkata Park Street. In the endeavour of making beautiful jewellery accessible, CaratLane is expanding its retail footprint across the country at a fast pace. With discerning customers looking for trustworthy jewellery brands, CaratLane's association with Tanishq has only come across as a boon for those looking to buy precious, contemporary jewellery. Situated in the entertainment hub of the city, the store has a warm and welcoming ambience that is sure to amaze its customers. "We are delighted to open our second store in Kolkata. With an elegant decor along with bright settings this CaratLane store is bound to offer you a memorable jewellery buying experience. With an exclusive Solitaire Lounge to assist you with all the solitaire queries, a dedicated counter for exploring gifting options, the virtual try-on 'magic mirror' for those just looking moments, this store will indulge you all the way." Mithun Sacheti, Founder & CEO CaratLane said, while speaking about the launch. Store Address: CaratLane Store, Artistry House Private



Ltd, Gate.No.01, Shop. No.35F, Ground Floor, Park Mansion, 37A, Park Street, Kolkata, West Bengal 700 016. Contact: 8220447700 / 033-46027050

CaratLane - a Tanishq partnership, India's first omni-channel jewellery brand was founded in 2008, by Mithun Sacheti and Srinivasa Gopalan, with a simple but courageous objective - to make beautiful jewellery accessible, affordable and forever wearable. All CaratLane collections draw design inspirations from a strong historical legacy and interpret them in a modern theme. With the new-age woman as a muse, the design philosophy at CaratLane is to make jewellery that makes the wearer feel beautiful, drawing out her compelling individuality, inner confidence and self-esteem.

With a strategic investment from Titan Company Limited, CaratLane is now partners with India's largest retail jeweller Tanishq. The partnership aims to work towards a common mission - to offer customers beautiful jewellery and a distinctive shopping experience that fits today's values and lifestyles - enabling CaratLane to grow as India's 21st century jewellery brand. CaratLane is also known for its signature jewellery-buying experience across all platforms. Along with the

seamless jewellery buying experience with a no barrier virtual try-on app - along with Magic Mirrors for virtual try-ons. CaratLane also pioneered a unique Try@Home feature for jewellery buyers in the country, where customers can book an appointment, get their desired jewellery delivered at their doorsteps, and try them at their comfort with no-obligations to buy.

Further CaratLane also launched a revolutionary virtual try-on app - the Perfect Look App - which enables jewellery buyers to try multiple pieces without, literally, having to putting them on. CaratLane integrates the StreamLane™ system to eliminate inefficiencies in the supply chain. It keeps the overheads low and enables CaratLane in efficient delivery, along with bringing forth savings of up to 20% over retail costs to customers, while continuing to give the best quality.

Facilitating the diamond-buying experience in India, CaratLane stores include a Solitaire Lounge to assist diamond buyers to find the perfect solitaire. CaratLane diamond consultants are also available 24x7 at toll-free number 1-800-102-0103.

Opplé, global developer and manufacturer of LED lighting technologies, is introducing its unique and innovatively designed light, LED Spotlight HS. Designed for retail, home,

## OPPLE unveils The LED Spotlight HS

schools, conference rooms, hospitality and healthcare applications. Spotlight HS is ideal for fixture manufacturers embracing the latest technology. It has innovative TIR lens which offers clean beam light free of multiple shadows for professional accent lighting.

The product is especially designed to consume low energy. It saves up to 85% of the energy as compared with 35W&50W halogen spot. LED Spotlight HS is perfect choice to replace traditional spot light. With a clean beam, this comfortable light is very adjustable and can have flexible adjustment of maximum 20° where you need it.

With an innovation TIR lens that offers a clean beam light, free of multiple shadows the LED Spotlight HS makes for the perfect choice for a professional lighting accent. Additionally, the product has two striking features that include 'ticker free lighting which reduces stress while working/living underneath. It also has the spring bracket ensures 1 step plug-and-play installation; this clever idea allows easy installation anywhere. Commenting on the launch of the newest products Mr. Rambo Zhang, Country Head, Opplé Lighting, said "The launch of LED Spotlight HS are both innovative lighting ideas and can be used easily by Professional and Home luminaries. With the idea of smart buildings coming into the practice, these lights make an ideal choice for locations that require bright light. We aim to continue to bring innovation in the lighting industry by introducing the latest and most technologically advanced lighting solutions for all sectors including homes, malls, schools, hospitals, etc."

The LED Spotlight HS is available for Rs.600 this product is enabled with a power capacity of 7W.

## Discovery Jeet

### First Look: Mohit Raina as Havildar Ishar Singh

Indian Television's heartthrob Mohit Raina has audiences hooked with his portrayal in popular historical and mythological shows and his fans are eagerly waiting to see his look for the new show. Well, in a short while, the actor will be seen in a never seen before avatar on the upcoming general entertainment channel - Discovery JEET which is scheduled to launch in early 2018. Titled '21 Sarfarosh: Saragarhi 1897', Mohit will play the role of a soldier, Havildar Ishar Singh.

21 Sarfarosh: Saragarhi 1897 is a fiction show inspired by the real-life story of 21 brave soldiers of 36th Sikh regiment of the British Indian Army which defended an army outpost at Saragarhi in the North-West Frontier Province against an onslaught by over 10,000 Pashtun and Orakzai tribals in September 1897. Produced by Abhimanyu Singh's Castlloe Pictures Pvt. Ltd, Mohit will be seen playing the role of a dedicated, selfless and daring soldier who is ready to go any motherland to protect his motherland. Speaking about the look of Havildar Ishar Singh, Mohit Raina says, "I have always been fascinated by defence services, as a student of army school was always surrounded by men of discipline, it's an honour to play a Havildar who laid is life for his motherland. To look the part was the most challenging task but the research/creative



team has done such a wonderful job. Minuscule details were taken care of, hoping the audience likes the first look and accepts the part.

Keep reading this space to know more about 21 Sarfarosh: Saragarhi 1897, coming soon on the new general entertainment channel Discovery JEET

### Ram Kapoor to play the lead role of a Principal

Famous Bollywood and Television actor Ram Kapoor will be seen playing the lead role of a 'School Principal' in non-fiction comedy show called Comedy High School. This non-fiction is a light-hearted take on society, culture, education and current affairs through a classroom based set up.

A clean comedy show with theme based episodes, Comedy High School will have leading celebrities visit the school every week in myriad avatars like educational inspectors or parents of students who are seeking admissions. Besides Ram Kapoor, the stellar cast of the show has leading artists including Gopal Dutt, Paritosh Tripathi, Kirishna Bhatt, Jasmeet Bhatia and Deepak Datta. Talking about the show, Ram Kapoor said, "Comedy is very difficult art to master; I have never tried it before but have always been open to play a strong role in this genre. I gave my consent to Comedy High School the moment I heard the plot - it is fundamentally funny and invariably leads to situations which produce laughter. You can watch it 5 days with your family and laugh your lungs out as fun never ends in our school." Discovery Jeet is a brand new offering in the Hindi Entertainment space from the home of Discovery Network. Discovery Jeet is aiming to break the clutter in the Hindi GEC arena riding on purpose driven entertainment content.

The soon to be launched channel will bring together Discovery's unmatched storytelling and the best of real-life entertainment through larger than life stories aimed at inspiring millions.

### Nawazuddin Siddiqui to lend his voice for Discovery JEET's film

Discovery Communications India has roped in Bollywood star Nawazuddin Siddiqui to lend his voice for the brand film of soon to be launched entertainment channel - Discovery Jeet. Conceptualized and written by Glitch and produced by Two Nice Men Mediaworks, the film is called 'Look, who's watching!' The film captures the evolution of time from Television's perspective and highlights the evolution of consumption pattern as the time goes by. The film captures the evolution from the black & white era when the entire family used to sit together every evening and enjoy limited entertaining content available; to the era where consumers had plethora of options for entertaining content; to now where video consumption is increasingly becoming very 'individual centric' with the advent of Mobile phones and tablets and sets the platform for the launch of Discovery JEET - a channel that promises to offer purpose driven entertainment content and bring back the glory days of Television with families coming together to enjoy television shows together. Sameer Rao, VP-Head of Mass Entertainment- South Asia, Discovery Communi-



cations India, said, "Nawazuddin's story is inspirational, an extra ordinary tale of someone who made it possible with 'hai mumkin' attitude. The depth of his voice helps in connecting the viewers with the times gone by and convey Discovery Jeet's proposition."

"The film took me back to the growing up days when the antenna was ubiquitous; the black & white TV which led to colorful family emotions that played out every evening. Somehow, the fervor for TV is no more the same. It is time to get it right with purpose driven entertainment

content for family viewing that Discovery Jeet offers," says Nawazuddin Siddiqui on lending his voice for the film. "Discovery Jeet's philosophy of 'Hai Mumkin' reminds me of my struggling days. I belong to a family of farmers from a very small village, Muzaffarnagar in Uttar Pradesh. There was 'much scope for education there so I moved to Delhi and joined the theatre. Since there was no money in theatre I had to take up a small time job. I could have easily given up chasing my dream but my continued belief in 'Hai Mumkin' got me this far."



People dressed as "Befane" pose in Castell/Azzara, Italy. — MUMTERS