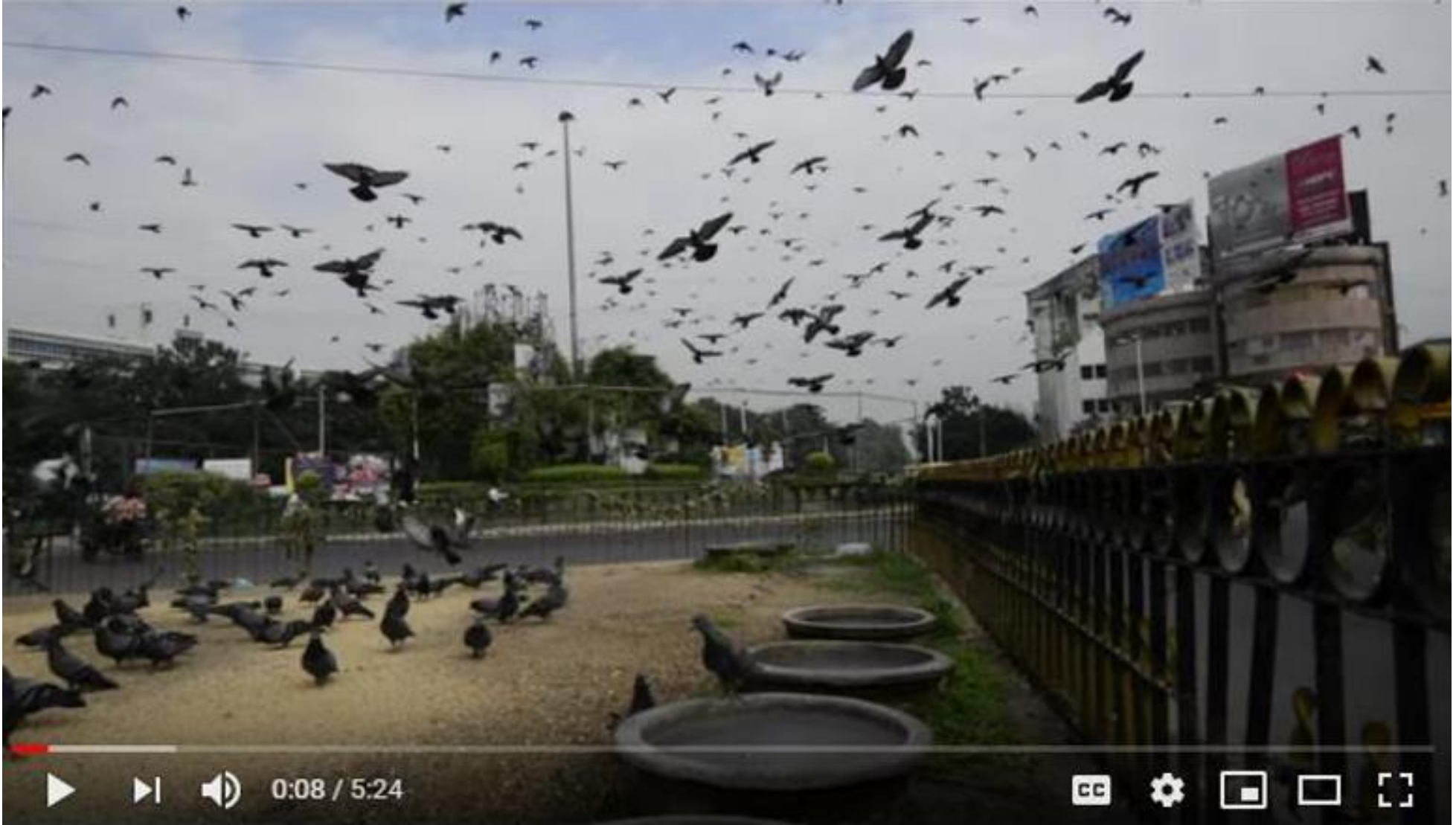


Chronicles of a
Brand Storyteller

Film

Stories



Assistant Director for Big Lil City film (Cognito) :
<https://www.youtube.com/watch?v=gnTny8yTH1I>



Lyrics & Screenplay - Tirupati Rasoi se rishton tak TVC (Tiger)
: <https://www.youtube.com/watch?v=y8DAOXY-WYo>



Lyrics, Screenplay, Casting and Direction for Rann Utsav
Official Soundtrack Video (Trizone)
<https://www.youtube.com/watch?v=6zyWslJAMz0>



Script and Direction for VMC: Irrfan Pathan (Cognito)
<https://www.youtube.com/watch?v=10-NEAPQFQw>



Script and Direction for: VMC: Bhoomi Trivedi (Cognito) :
<https://www.youtube.com/watch?v=9xnPZpEFiM>



Script and Direction for Mahindra (Cognito) :
https://www.youtube.com/watch?v=FHN_ZGP33uI



Script for Diwali Film (Cognito)

<https://www.youtube.com/watch?v=QbXbIDaFq1M>



Concept and direction for A-One Salon film (Trizone):
<https://www.youtube.com/watch?v=wSaEvnIsAqo>

**REASONS WHY
OUR CLIENTS HATE US
AND CALL US MISFITS**

▶ ⏪ 🔊 0:02 / 2:14



Script for Trizone India 10th Anniversary film
https://www.youtube.com/watch?time_continue=4&v=LWFga5ayrqc

Print

Stories



Intensive Afforestation Programme



Large Scale Wind Power Generation

Caring for Mother Nature is second nature to us. It has been instilled in the group DNA by our founder chairman the Late Shri Abheraj Baldota. He strongly believed that every corporate has a responsibility towards the environment. Under his environmental stewardship, a major portion of mining land has been converted to lush green forests through plantation of over 17 lakh trees.

This commitment towards sustainable development and environment care also led to the group's diversification in Wind Power. Today, the Baldota Group is the single largest producer of Wind Power in the country.*

As the world celebrates this momentous day, we reiterate our commitment to preserve the symbiosis between ecology and economy in all our endeavours.

* Directory India Hindustan 2005, CECI, as at March 31, 2005



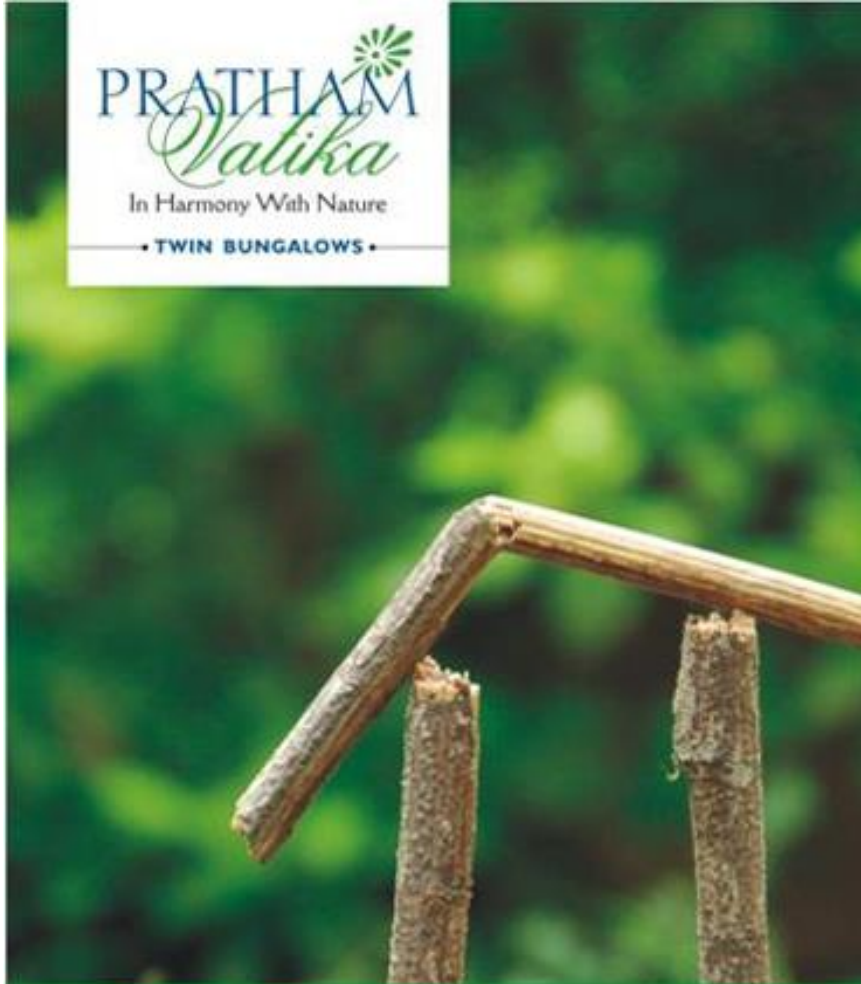
BALDOTA GROUP

Nehru Co-operative Colony,
Hospet-583203, Karnataka, India.
www.msplimited.com

PRATHAM
Vatika

In Harmony With Nature

• TWIN BUNGALOWS •



Nature's New Address

Good cheer and sunshine are intrinsic to Pratham Vatika. Here the tendrils of a new leaf perk up on the window sill and become audience to your kids' cricket match. It's where everyone has their own little world under one big roof and smiles will be available in abundance.

NR. MANGALYA SOCIETY, OPP. YASH COMPLEX, GOTRI. TEL.: 3096172
reachus@mailpratham.com • www.pratham.biz

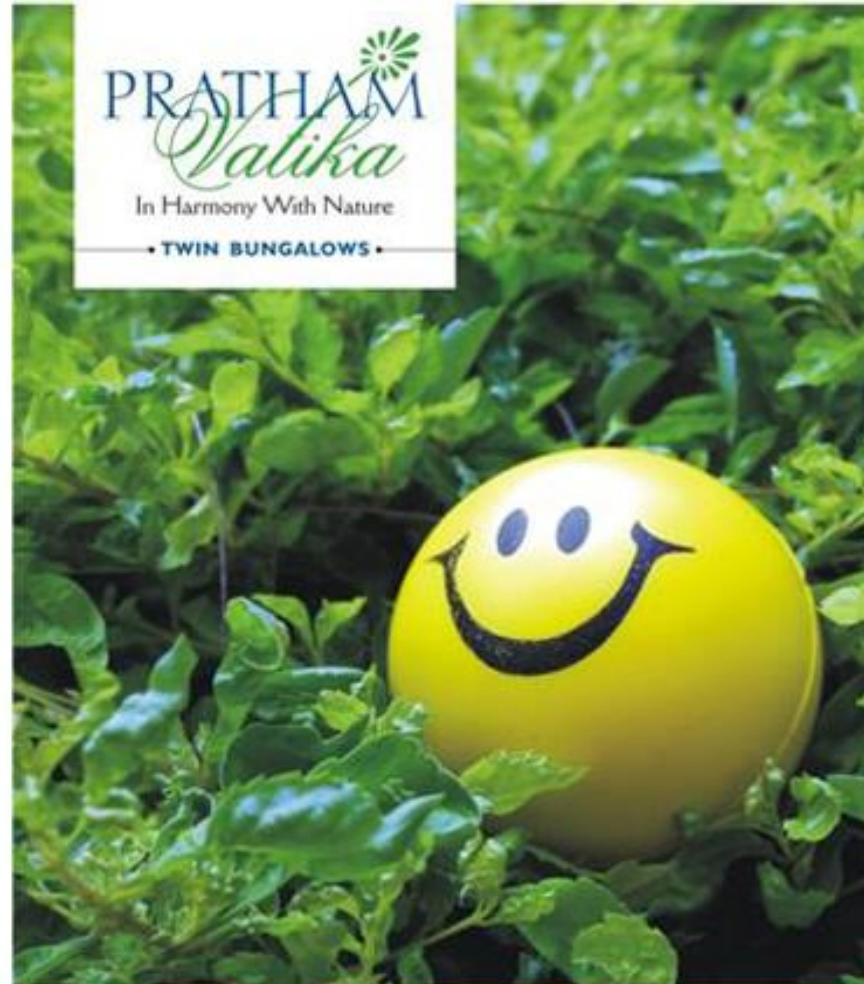


Club House • Gymnasium • Library Space • Jogging Track • Party Plot
Indoor Games Facility • Play court with tremix finish • Children's Play Area

PRATHAM
Vatika

In Harmony With Nature

• TWIN BUNGALOWS •



The Green House Effect

Good cheer and sunshine are intrinsic to Pratham Vatika. Here the tendrils of a new leaf perk up on the window sill and become audience to your kids' cricket match. It's where everyone has their own little world under one big roof and smiles will be available in abundance.

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reachus@mailpratham.com • www.pratham.biz



Club House • Gymnasium • Library Space • Jogging Track • Party Plot
Indoor Games Facility • Play court with tremix finish • Children's Play Area

WATER DONOR



EVERY DROP COUNTS

Issued in public interest by

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Cables, Conductors, Transformers & Towers


MAYFAIR
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Creative Partner

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ADVERTISING



GANGS OF वाँटपुर (Waterpur)

— KEHKE PIYUNGA —

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TILL WATER RUNS OUT

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DIRTY PITCHER

KEEP WATER CLEAN



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Effortlessly *D*
stylish

ROMINI AZUL - 600 x 1200 mm
Digital Glaze Polished Vitrified Tiles



MARIA TERESA UNZU

A LIFE OF FAITH. DETERMINATION AND GRIT

A CHILDHOOD WHERE CURIOSITY WAS THE PLAYGROUND

INTRODUCTION
TO SISTER TERESA'S
PARENTS AND FAMILY

MEMORIES FROM
HER CHILDHOOD IN
PAMPLONA, SPAIN

*Navarre, a region in Northern Spain, is flocked by millions,
Chased by bulls, here courage triumphs over opinions.*

*This is the story of a woman from this land of the brave,
Who traversed horizons to build an education enclave.*

*In between the two great wars, Spain was in midst of upheaval,
Bishops and priests were done away with, and the air smelt of evil.*

*Mayhem ensued, with dark legacies to bequeath,
But Spaniards were determined to rise above the wreath.*

*When the tempest subsided, wounds began to heal,
And the industrious went on to become well-heeled.*

*Larger and happier families were rewarded,
Stork came calling in a home already crowded.*

*'It's a girl!' exclaimed the mother, smiling,
Lil Maria Teresa welcomed her 17th sibling.*

*The family moved into a new home they won,
The 8 brothers, 9 sisters were second to none.*

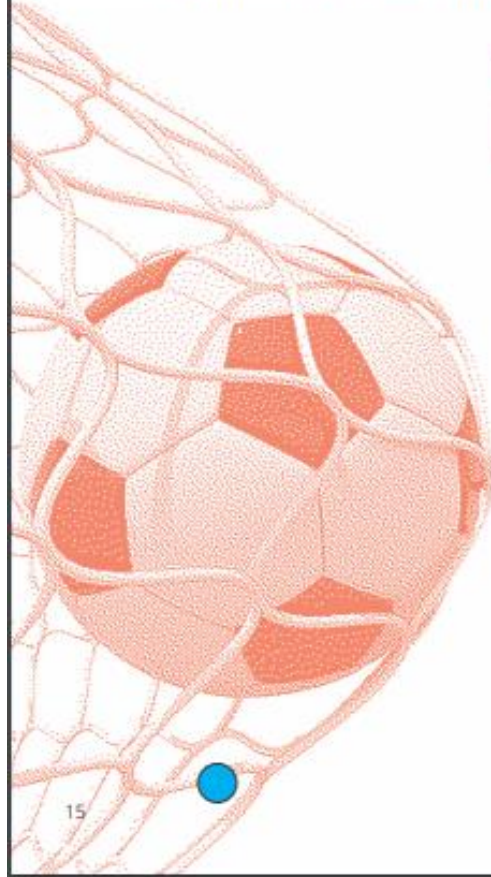
**ATOP HIS SHOULDERS, THE WORLD WAS SMALL,
CURIOUS EYES, KEEN EARS AND FLOWING HAIR.**

**A FOOTBALL MATCH THAT WASN'T JUST ABOUT SCORING GOALS,
A PRISON WALL THAT WASN'T JUST ABOUT PUNISHING CRIMINALS.**

**I SAW THE WORLD FROM MY FATHER'S EYES,
EMBRACING SOULS FROM MY FATHER'S EYES.**

Sister Teresa's father used to take the whole family for outings every Sunday, after Mass – sometimes to watch football matches and cheer for CA Osasuna, the local football team, sometimes to museums and sometimes, even to the local prisons.

Her father wanted the children to know and understand about every aspect of the society. These excursions would later influence Sister Teresa in the way she viewed and interacted with the world and in some of the initiatives she took later in life.



THE MORNING SUN
IS ITS ALLY,
WHILE EVENINGS
HEAVE AND SIGH,

THE WINDSCREEN
RUBS ITS EYES,
WHILE THE ENGINE
YAWNS AT SKIES.

THE LIL' GIRLS ARE YET
BATTLING MANY A YAWN,
WHILE THE SCHOOL VAN
BECKONS BY THE LAWN.



*I planted a seed.
Lo and behold! It became a flower.*

*It isn't just the petals that I cherish,
But the springs of love that nurture it.*

*It isn't just the fragrance that I celebrate,
But the soil fertile with imagination.*

*It isn't just the nectar that I treasure,
But the roots of values that keep it grounded.*

While Nirjala Convent School at Koyna House was functioning well, the Sisters as well as the Mission felt the need for a bigger school building that would accommodate more girls and include more sections. For this, Sister Teresa, along with Sister Pilar, selected a parcel of land near Kalawad Road. It belonged to three brothers, Dungar Atta, Mohan Atta, and Sawa Atta – Atta is a term used to address elders in Saurashtra. The elder brother, Dungar Atta insisted that there should be a temple at that land. So, they built a small 'den' i.e. temple, which is still there. Narayan Masurekar again acted as

a facilitator between the land owners and the Sisters and was thus instrumental in procuring the new land as well.

Sister Teresa used to take the teachers along with her to the land and enthusiastically tell them where the office, classrooms and library would be located. The blueprint finally gave way to a freshly constructed edifice nestling young dreams. A classic school campus emerged which stood the test of time and housed all the facilities required for a school. The school also had the living quarters of the Sisters on the top floor of the 3-storied building.



Since 1923



SINCE 1923

Journey of a 94-year-old vintage legacy

The first sip of independence at a time when the nation was yet to taste freedom.

The first can of fizzed drink at a time when the country couldn't imagine beyond bottles.

The first radio recruitment spot at a time when the rest could rarely muster up such audacity.

The first 500 ml bottle of beverage at a time when PET bottles were yet to make inroads into the market.

The first homegrown brand to export full-sleeved bottles at a time when the MNCs ruled the roost.

The first concoction of the 'Sosyo flavour' at a time when it still remains impossible to emulate.

At Hajoori & Sons, we have many firsts to cherish and celebrate.

This calendar chronicles our illustrious journey of creating a 94-year-old legacy of vintage taste.

2018



Mr. Abbas Abdul Rahim Hajoori

SINCE 1923

The only Indian beverage brand from the pre-Independence era with a 94-year-old legacy helmed by the third generation.



Since 1923



Mr. Mohsin Abdul Rahim Hajoori

JANUARY

2018

| S | M | T | W | T | F | S | S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | | | | | | | | |

1st - New Year's Day | 14th - Makar Sankranti/Pongal | 26th - Republic Day

Fashion
meets
Comfort



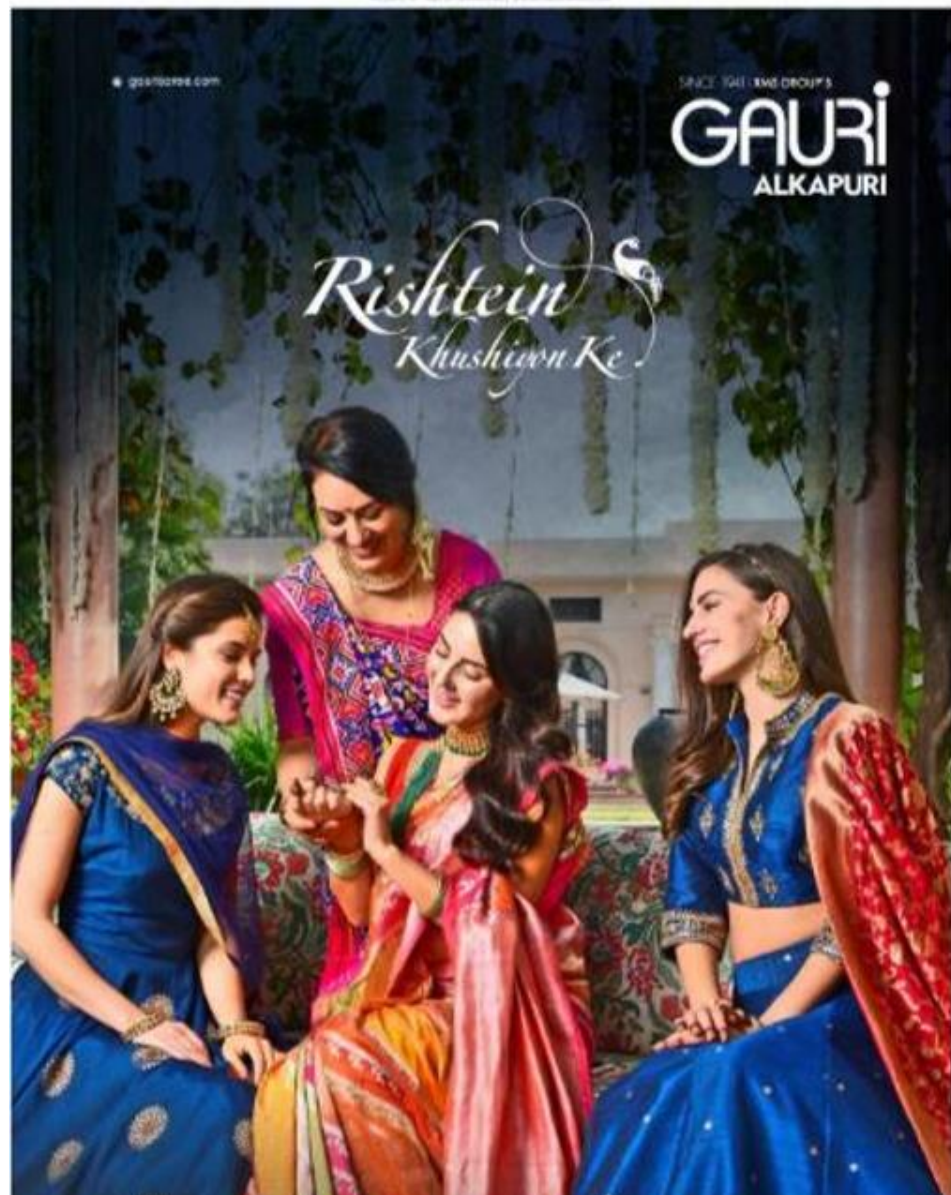
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GAURI ALKAPURI

Rishtein Khushiyon Ke



**Launching
New Showroom**

MERAKI ONE


CONCORD LANE

Celebrating a relationship with Made in India that dates back to over seven decades, we at Gauri invite you to the launch of our new showrooms. Gauri Heritage Palace

SPACE 7441 | TIME GROUP'S

GAURI ALKAPURI


*Khushi ke rangon mein
Raste rishte milte hain*



*Haldi ke haldi thappi mein
Sunnahre rishte milte hain*

Rishtein Khushiyon Ke

*Shaadi ke beehin mein
Khanasalon ke rishtain milte hain*



*Come and celebrate your relationships
with a whole new range of traditional wear from varied states of India.*

Right from sarees like Kanjeevaram, Pochampally, Banarasi, Kanchipuram, Mysore Silk, Kota, Park Street, Lachar and Capri to all kinds of western wear, like Bridal Wear, Party Wear, Chiffon, Cholis, Dresses, Gowns and Kurtis, we assemble will have you spell for hours.

GAURI HERITAGE PALACE
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GAURI CENTRE POINT
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SINCE 1980 THE GROUP'S
GAURI
ALKAPURI

Rishtein
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of all occasions



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Brochure as Copywriter at Trizone

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28 OCT '19 - 23 FEB '20



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tourists become travellers



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100+ days

400+ tents
across 7 clusters of tented accommodation

Tented areas
5,00,000 sq. mt.

5,00,000+ visitors
from 20+ different countries



Rann Utsav™

The Tent City

28 OCT '19 - 23 FEB '20

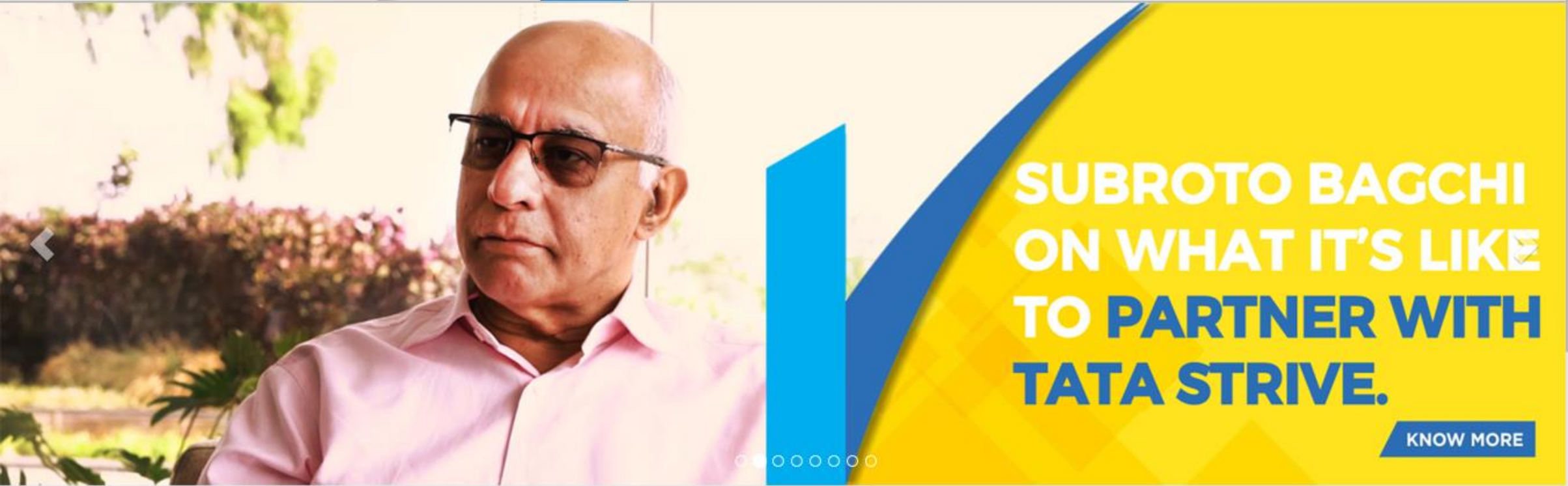


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INOX, India's largest cryogenic engineering company and CVA, the world's largest manufacturer of cryogenic transportation equipment have come together to create a global synergy of strengths.

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VIEW FILM

INOXCVA offers comprehensive cryogenic liquid and gas transportation, storage and distribution solutions to the industrial gas industry, oil field service industry as well as the LNG industry across the world. [MORE >>](#)

INOXCVA

GROUP COMPANIES

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<http://inoxcva.com/>



ADDING VALUE TO NATURE'S RESOURCES

MSPL is one of India's largest Iron Ore mining companies and has the largest installed capacity of green energy in the country

HOME

MSPL

IRON ORE

WIND POWER

SUSTAINABLE DEVELOPMENT

We, MSPL Limited, are an iron ore mining, processing and exporting company over four decades old. According to the Federation of Indian Mineral Industries, we were the first private company in India to receive a licence for export of high grade Iron Ore (having a Fe content of 64% or more).

We are also one of India's leading exporters of high-grade processed Iron Ore to China. We are a flagship company of the Baldota Group of Companies, which are privately owned principally by the Baldota family.

We are an ISO 9001:2000, ISO 14001:1996 and OHSAS 18001:1999 certified company. According to Bureau Veritas, we were the first unit certified in the mining sector in India for upgrades to ISO 9001:2000 and ISO 14001:2004 status. We also hold the status of being a three star export house.



Total income increased by Rs. 3117.06 million, or 96.4%, from Rs. 3232.67 million in fiscal 2004 to Rs. 6349.73 million in fiscal 2005.

News

MSPL group - The Largest producer of Wind Energy

Mining a miracle for mother nature

Samad Kottur points out the best features of MSPL: a successful model for sustainable mining.

Wind Power

Financial Highlights



Suzlon - Empowering a Greener Tomorrow

It is our collective responsibility to ensure that our children inherit a world where they can cherish the abundant beauty of nature, freely breathe and live, play and grow. Since its inception, Suzlon has been committed to a clean and green environment. Suzlon specializes in providing total solutions in Wind Power Generation with cohesive integration of consultancy, design, manufacturing, installation, operation and maintenance services.

The start of this millennium saw Suzlon capture the largest market share in Asia and feature amongst the top ten in the world. Suzlon has developed some of the largest wind parks in Asia including the world's largest wind park of its kind of over 200 MW capacity.

Amongst the various citations received for the contribution made by Suzlon in the wind energy sector, is the prestigious award by the World Wind Energy Association.

Search

| Key Projects | Wind Turbines | News | Careers |
|---|--|---|---|
|  <p>The <u>Minnesota Project</u> comprises of twelve wind farms located in south-western</p> |  <p>Suzlon's range of wind turbines comprise of the high-performance <u>Menawath Series</u> and</p> |  <p>2004 Suzlon makes a big impact at <u>Global WindPower</u></p> |  <p>Suzlon provides a host of high-growth career</p> |

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A new school.

Designed by some of the nation's best architects and pedagogists, Cygnus world school is a new-age, co-educational school with a 7.3 acre green campus that houses comprehensive academic, co-curricular and sports facilities.

A new school of thought.

At Cygnus, we believe that when it comes to education, if it's not 360 it's not complete. It is vital to nourish the multiple intelligences of each child so that they can lead a personally rewarding, socially engaged and professionally successful life.

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ment Wheel



reen School



Cygnus aims to be among India's first

FAQS





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As the dusky sun dives into the divine night,
you find yourself walking barefoot on cool grass;
As the young night matures into grandness,
you revel in the company of great food and ambience;
As the glorious night transforms into a tranquil morning,
you wake up from the plush comfort of your cozy room;
As you realise the wonders of these experiences,
you realise that you have arrived... at Boulevard 9.

Luxury now has a new destination

Located at less than an hour's drive from Ahmedabad and Vadodara, Boulevard 9 Resort & Spa presents a whole new world of comfort and understated luxury.

The logo for Boulevard 9, featuring the word "Boulevard" in a large, elegant, cursive script, followed by "9" in a smaller, bold, sans-serif font. Below the main text, the words "Luxury Resort & Spa" are written in a smaller, clean, sans-serif font. A small, stylized leaf icon is positioned above the "9".



<https://www.boulevard9.in/>

Matbandhan

• **Strengthening the bonds of democracy** •

From the days of Lokmanya Tilak and the Ganesh Utsav, festivals and the methodology to celebrate them, have been successfully engineered to usher in societal change. Elections have long been referred to as the biggest festival of democracy, thus it was natural progression for us at Cognito, to actually translate the festival from just a nomenclature to an enjoyable and relatable ritual. Introduce sharing, inject camaraderie. Develop a symbol that visually depicts an opt-in. Promote it widely and ensure that opinion makers and influencers not only partake in the ritual, but also publicize it from large public platforms.

With this clear strategy in place, we modelled Matbandhan on the very popular festival 'Rakshabandhan'.

Just like Rakshabandhan is a celebration of love between brothers and sisters,
Matbandhan is a celebration of the love between a city and its citizens.

www.cognitoindia.com/responsibility/Democracy/matbandhan.html

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Let the battle of slurps begin!



<http://zoopy.co.in/>

Chuck the intro. Here's a scary story: You're busy talking to your friend, chatting about that whacky weekend get-together. You walk towards the balcony, tilt your head skyward laughing and in the next moment, the power-packed monster mobile you just bought, slips off your hand from the third floor, zooms past that window pane you thought might just stop it midway, misses the extended roof of Sharmaji, tosses over Mishraji's Audi and finally succumbs to the gravitational pull with a thud amplifying to Dolby 7.1 surround sound that is audible only to you.

With a heavy heart and heaving breath, you watch your prized possession crying for help. Bereft of Nougat's sweetness, there lies your phone biting the dust, wearing a flimsy coat around it and the 'Latest Gorilla Glass Protection' turns out to be an evolutionary scam, while the 'Toughened Glass Screen Guard' is just not tough enough. You're reminded of its 'Warranty' and you rush to the Authorised Service Centre, only to be told that damage of such magnitude isn't covered in its warranty policy. Now your next bet is the roadside mobile shop, but what if they changed the phone parts or do a shoddy job?

Already feeling like going 'Aaaaaaaaaaaaaaaaaaaaaah!' in horror?

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<https://statueofunitytentcity.com/>

12th Dec '18 - 8th Jan '19

CHETAK

FESTIVAL, SARANGKHEDA



A 300 YEAR OLD LEGACY

For more than 300 years, Sarangkhedha, a village in Nandurbar district of Maharashtra, has been hosting Chetak Festival – a celebration of the finest equestrian breeds. A festival that lasts for a month, it is a rare, yet spectacular sight to witness more than 2000 majestic horses

<https://www.chetakfestivalsarangkheda.com/>



Some Journeys are about the Shoes

She treads the untrammeled roads.
She beats the deadlines black and blue.
She scripts the kitchen tales.
She swears by shopping therapy.
She is stylish. She is chic. She is immaculate.
She is you – The Heatwave Woman!

12th Dec '18 - 8th Jan '19

CHETAK

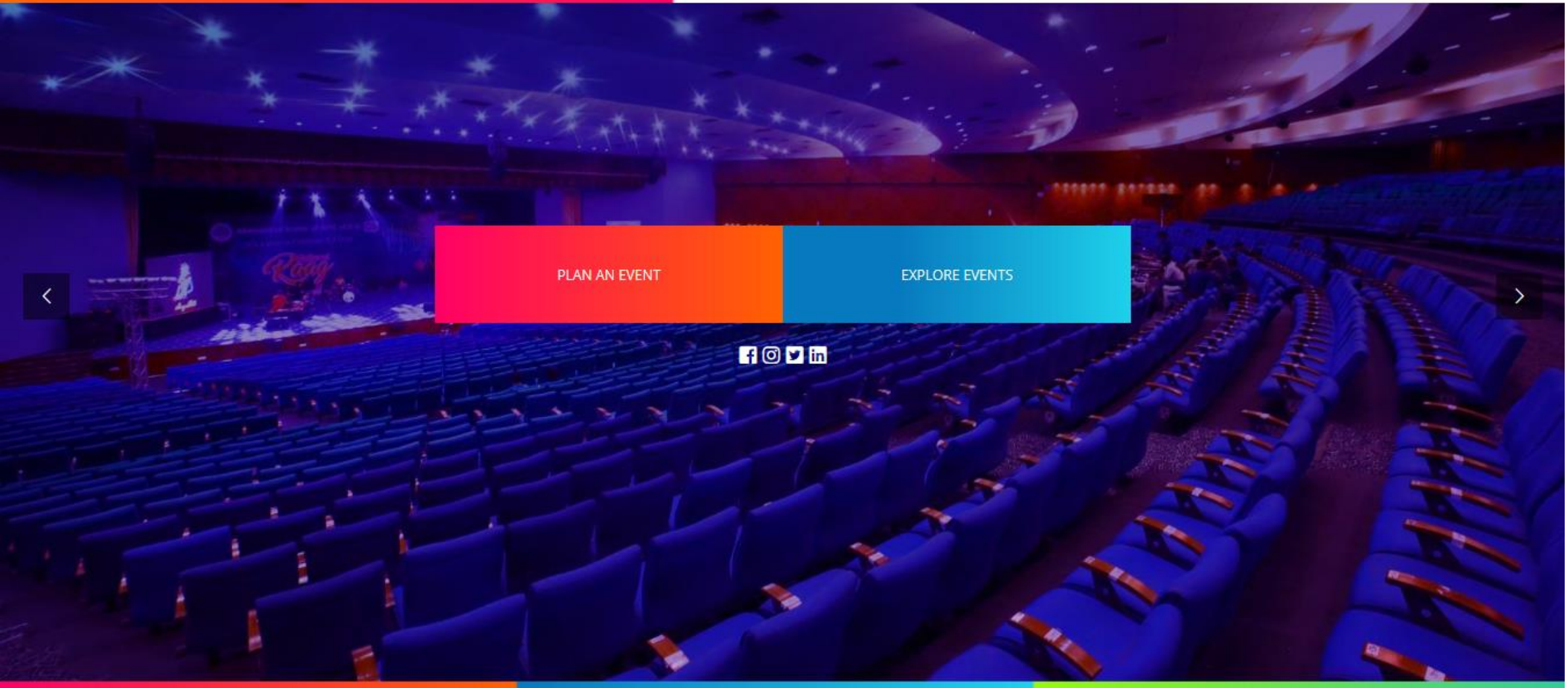
FESTIVAL, SARANGKHEDA



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<https://www.chetakfestivalsarangkheda.com/>



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EXPLORE EVENTS



<https://gucec.com/>

Digital

Stories



under the mistletoe
she stands aglow

with fire in her belly
she twirls merrily

adorned with emerald trees
wrapped in a stole of breeze

don't give this opportunity a miss
this christmas, give dear earth a



big kiss

happy holidays from all of us at cognito

5 JUNE 2011
WORLD
ENVIRONMENT
DAY

Before resolving
to guard the earth's
waterways,
**Let's solve the leaks in
our own faucets.**


Before taking to
the streets with
smart slogans,
**Let's decongest our
roads by taking the bus.**

Before joining
the plant-a-tree
bandwagon,
**Let's ensure survival of the
sapling we planted last year.**



Before once again
taking the pledge
to go that extra mile,
**Let's start walking to the
neighbourhood store.**

Before worrying
about the planet's
survival,
**Let's worry about
our own (you know what).**

 **cognito**



DURGA ASHTAMI

MAY THIS DURGASHTAMI ENABLE US TO SEE DURGA IN EVERY WOMAN

They walk on the roadside, only to be '**casually**' stalked.
They enter a lift, only to be '**accidentally**' touched.
They shop alone, only to be '**flirtatiously**' winked at.
They get married, only to be '**literally**' burnt alive.
They work, only to be '**officially**' molested.
They venture out, only to be '**brutally**' raped.
They enter the world, only to be '**illegally**' killed in the womb.

bestow
best copywriter

The state of women in our society has reached to such stooping level that enlisting them in detail will in itself be criminal. On one hand we worship goddesses and on the other, we abuse women and become mute spectators to such crimes. This Durgashtami, let's educate men around us to respect women rather than preaching women to dress modestly or stay indoors.

Together, let's change our perspective and create a better society with '**Nav Sarjan**'. Watch this space.



'bestow'

isn't the same without 'W'

Thanks for gifting us 'WOW'.

The job was new for her, the work ethics weren't. Each day posed new challenges. Quitting was never an option, nor was ducking. The business multiplied and so did the responsibilities. Roles changed for her, but the resolution didn't. She swept, dusted, designed, marketed, strategized, organized, filed, commuted and communicated all her way just to help us achieve one target: 'WOW'

This Women's Day, Bestow doffs its hat to every woman, whether mentioned here or not, who has been part of this wonderful journey. You made it all worth it.

THANK YOU.

Aata majhi satakli

If the wrong around you
makes you mad

#JoinTheForce

VADODARA CITY POLICE
Proactive. Positive. Progressive



Jab tak baithne ko
na kahaa jaaye...

#PoliceGalatFehmi

Just pull a chair, dude!

VADODARA CITY POLICE

Proactive. Positive. Progressive

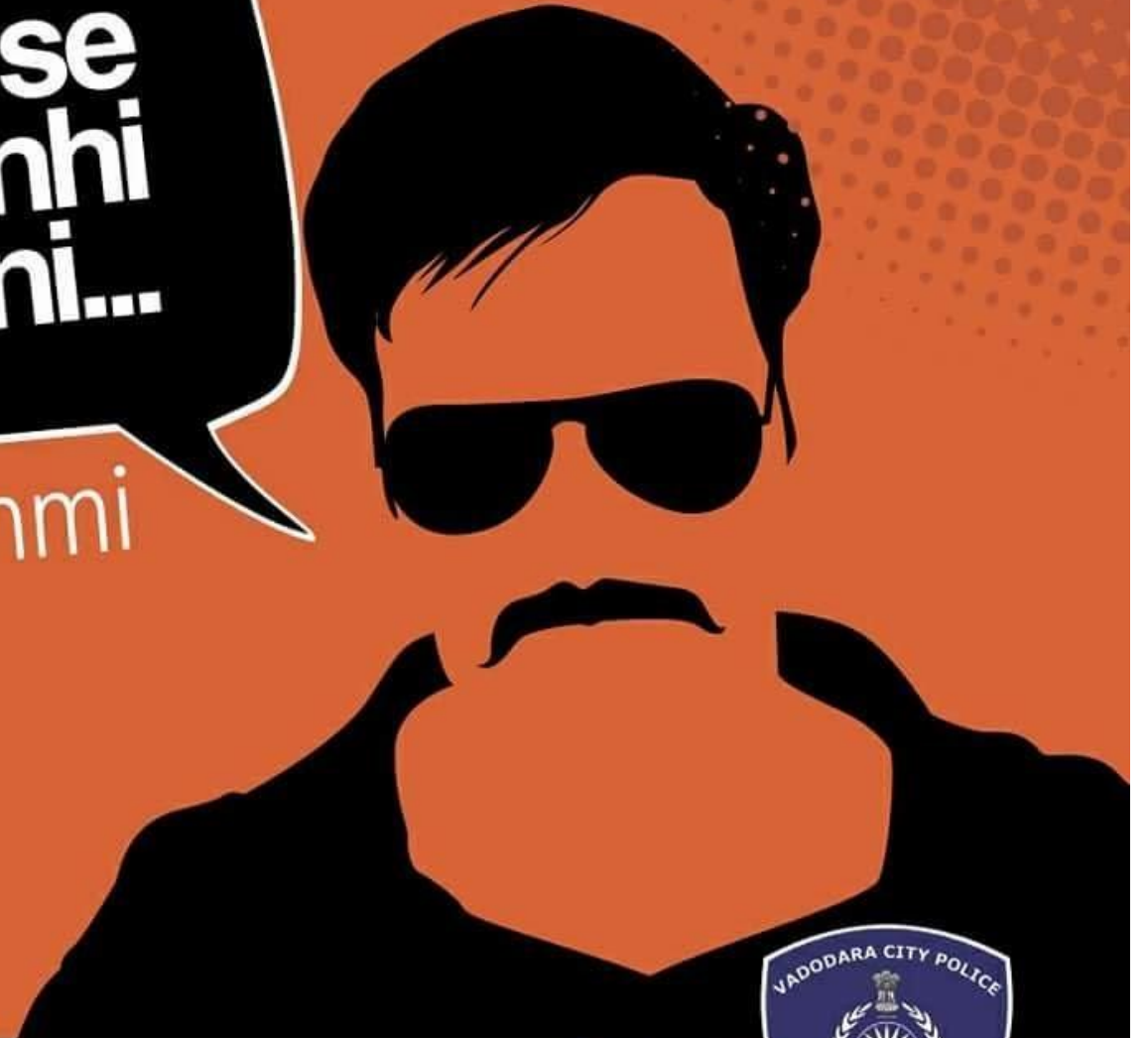


Policewaalon se
na to dosti achhi
na dushmani...

#PoliceGalatFehmi

Stay connected.

Follow us on   



VADODARA CITY POLICE

Proactive. Positive. Progressive

**Har fikr ko
dhuay mein
udata chala gaya**

**Smoking in public places
can make you a**

#SarkaariMehmaan

VADODARA CITY POLICE
Proactive. Positive. Progressive



**If you are
driving and
talking on
your phone...**

#LetsCatchUp

VADODARA CITY POLICE
Proactive. Positive. Progressive



**Panga nai lene ka,
apni society ka
apun-ich bhai hai**

Threatening and creating
disturbance can make you a
#SarkaariMehmaan

VADODARA CITY POLICE
Proactive. Positive. Progressive



If you
'accidentally'
brushed against
that girl in
the crowd...

#LetsCatchUp



VADODARA CITY POLICE
Proactive. Positive. Progressive



**Meri biwi hai,
main kuchh bhi karun,
tumko kya**

**Domestic violence can make you a
#SarkaariMehmaan**

VADODARA CITY POLICE
Proactive. Positive. Progressive



**Char botal Vodka,
kaam mera roz ka
Na mujhko koi roke,
na kisine roka...**

Illegal consumption of
alcohol can make you a

#SarkaariMehmaan

VADODARA CITY POLICE
Proactive. Positive. Progressive



**Aunty se
jaa ke keh do
ke party yun hi
chaalegi**

Playing loud music
after 10pm can make you a
#SarkaariMehmaan

VADODARA CITY POLICE
Proactive. Positive. Progressive



**If you think
demanding
dowry is
normal...**

#LetsCatchUp

VADODARA CITY POLICE
Proactive. Positive. Progressive



**If you
forwarded a
dirty joke to
your female
colleague...**

#LetsCatchUp

VADODARA CITY POLICE
Proactive. Positive. Progressive



**Khaali peeli khaali peeli
rokne ka nai**

**Tera peechha karun to
tokne ka nai...**

Stalking can make you a

#SarkaariMehmaan

VADODARA CITY POLICE

Proactive. Positive. Progressive

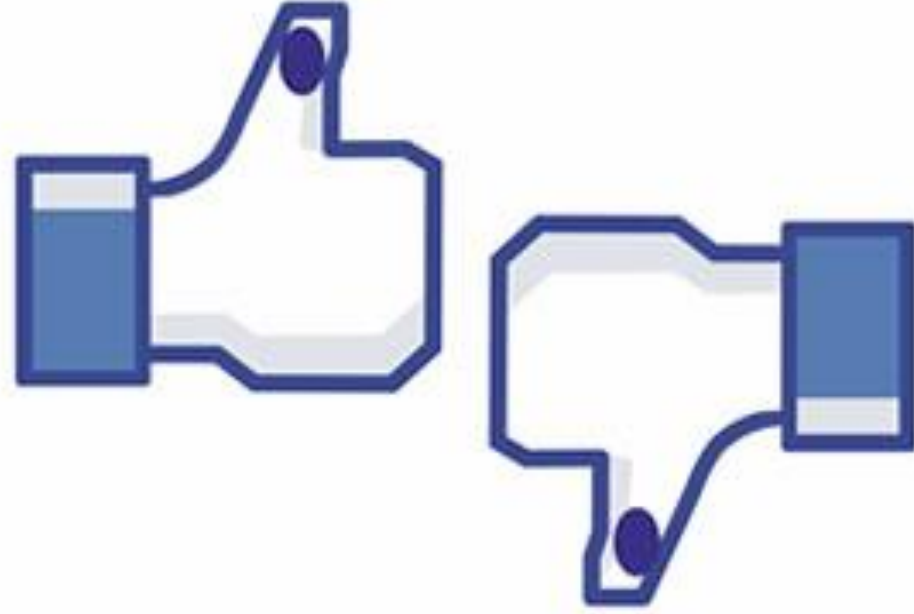


Do
what's apt
for your nation



VOW TO VOTE

**Government
as you like it**



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Share your
political
views

You 

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**"MERE PAAS
BUSINESS
HAIN."**

"AAJ MERE BUSINESS
FB PAGE PAR

10,000 LIKES

HAIN,

**TUMHARE PAAS
KYA HAI?"**

**MORE LIKES
DOESN'T MEAN
MORE SUCCESS.**

For result-oriented digital consulting and execution, connect with



**"EK CHUTKI CONTENT
KI KEEMAT TUM KYA
JAANO RAMESH
BABU?"**

**BE IT VIDEOS,
PICS OR TEXT,
RELEVANT CONTENT
IS MORE IMPORTANT THAN
THE FREQUENCY.**

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"DIGITAL COMMUNICATION
KA SUCCESS **SIRF 3**
CHEEZON SE MILTA HAI-

**ENGAGEMENT,
ENGAGEMENT,
ENGAGEMENT!"**

**THE MORE
YOU ENGAGE
WITH YOUR TARGET AUDIENCE,
THE MORE YOU ARE LIKELY
TO SUCCEED ON SOCIAL MEDIA.**

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**"HUM YAHAN KE
ROBINHOOD
HAI ...
ROBINHOOD
PANDEY."**

**BEING LOCALLY
POPULAR DOESN'T MEAN YOUR
BUSINESS DOESN'T REQUIRE TO BE ACTIVE
ON SOCIAL MEDIA.**

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**"POST PAR POST,
POST PAR POST,
POST PAR POST
BHEJTA RAHA MILORD,**

**LEKIN BUSINESS
NAHI MILA!"**

**MORE POSTS
DOESN'T MEAN
MORE ENGAGEMENT
AND CAN EVEN LEAD TO BEING UNFOLLOWED.**



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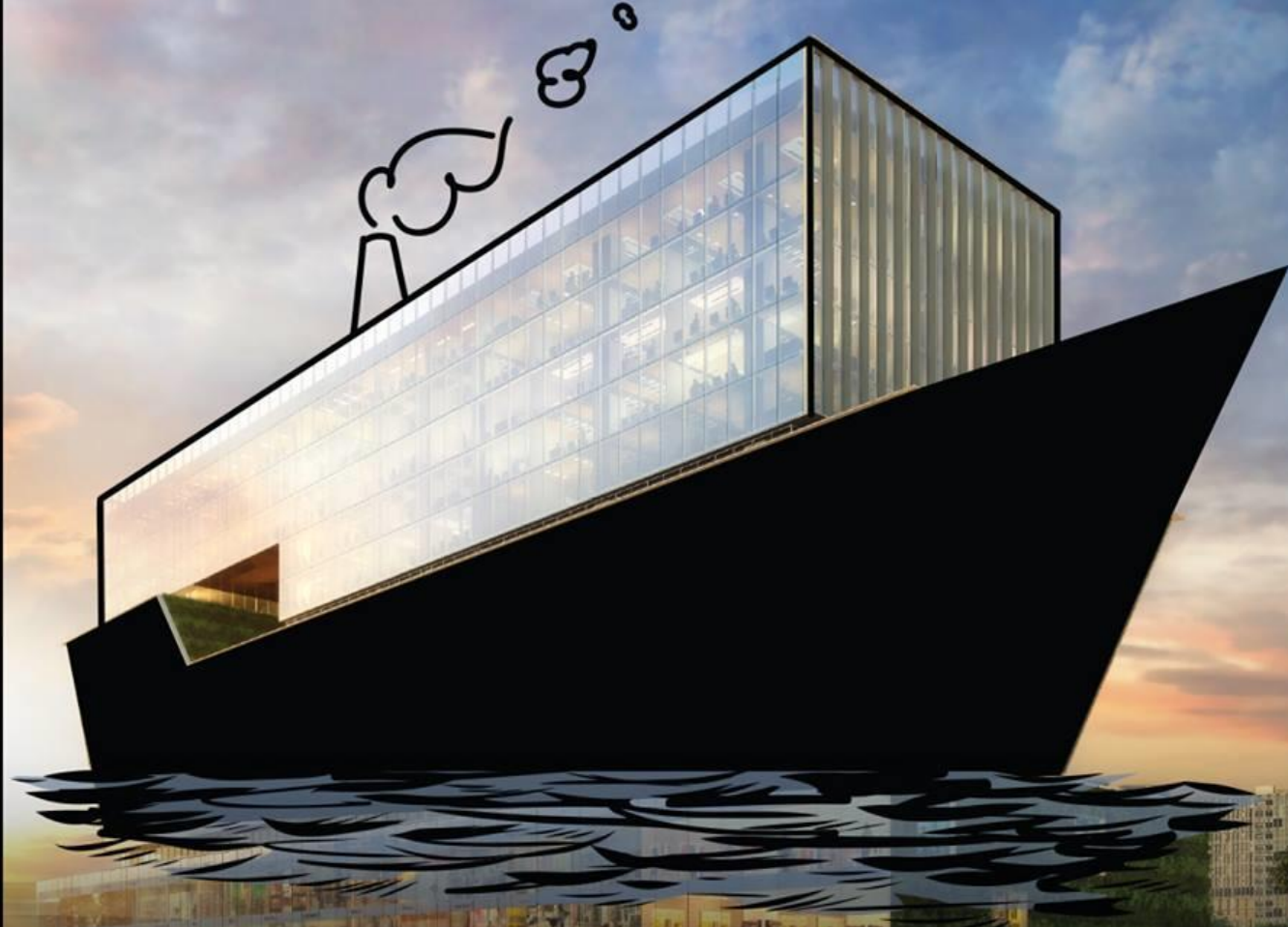
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WE ENSURE THAT THE RESULTS ARE SKYROCKETING.

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#ShivalikWay

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A REWARDING EXPERIENCE FOR US**

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ARCHITECTURAL MARVELS WITH AN 'i' FOR DETAILS

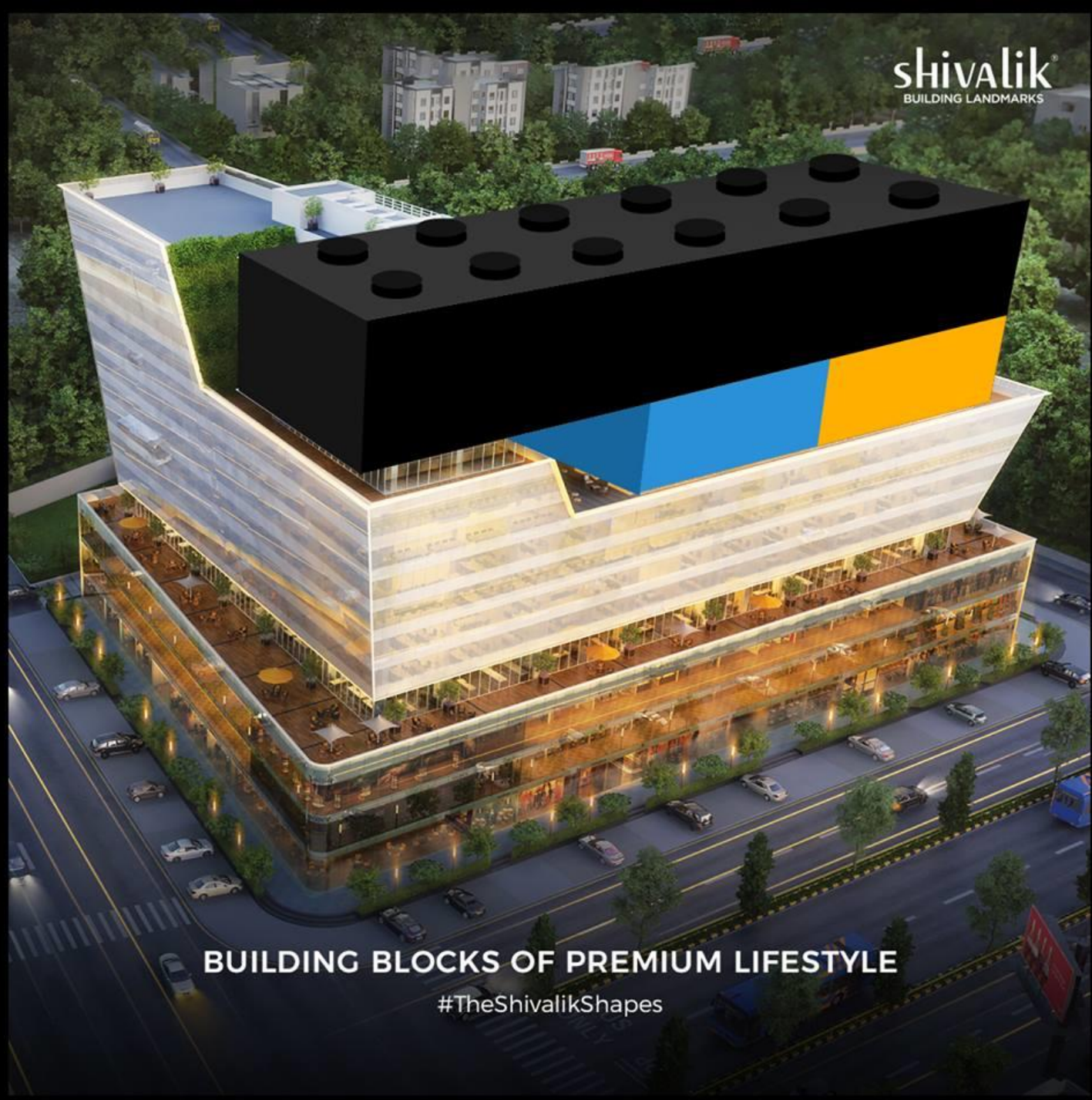
#TheShivalikShapes



ARCHITECTURAL BANDWIDTH FOR THE FUTURE TRENDS

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BUILDING BLOCKS OF PREMIUM LIFESTYLE

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IN COMPLETE HARMONY WITH URBAN LIFESTYLE

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Digital Campaign as Copywriter at Communication Crafts



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1996

Looking back to stay ahead

Our foray into real estate

#TheShivalikStory



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2000

Deeply rooted to shoot up higher

Our first 3 steps to excellence

#TheShivalikStory



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2015

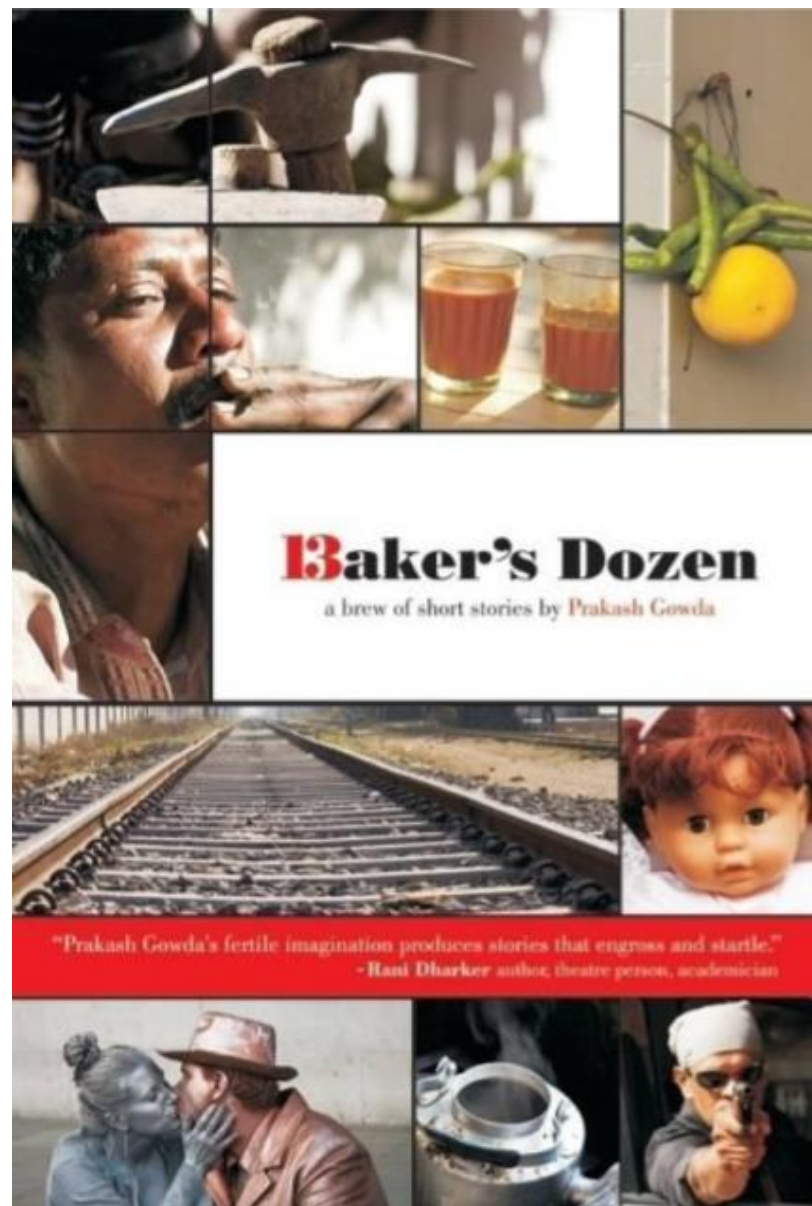
Sculpting an architectural marvel called Shilp

The construction of Shivalik Shilp commenced

#TheShivalikStory

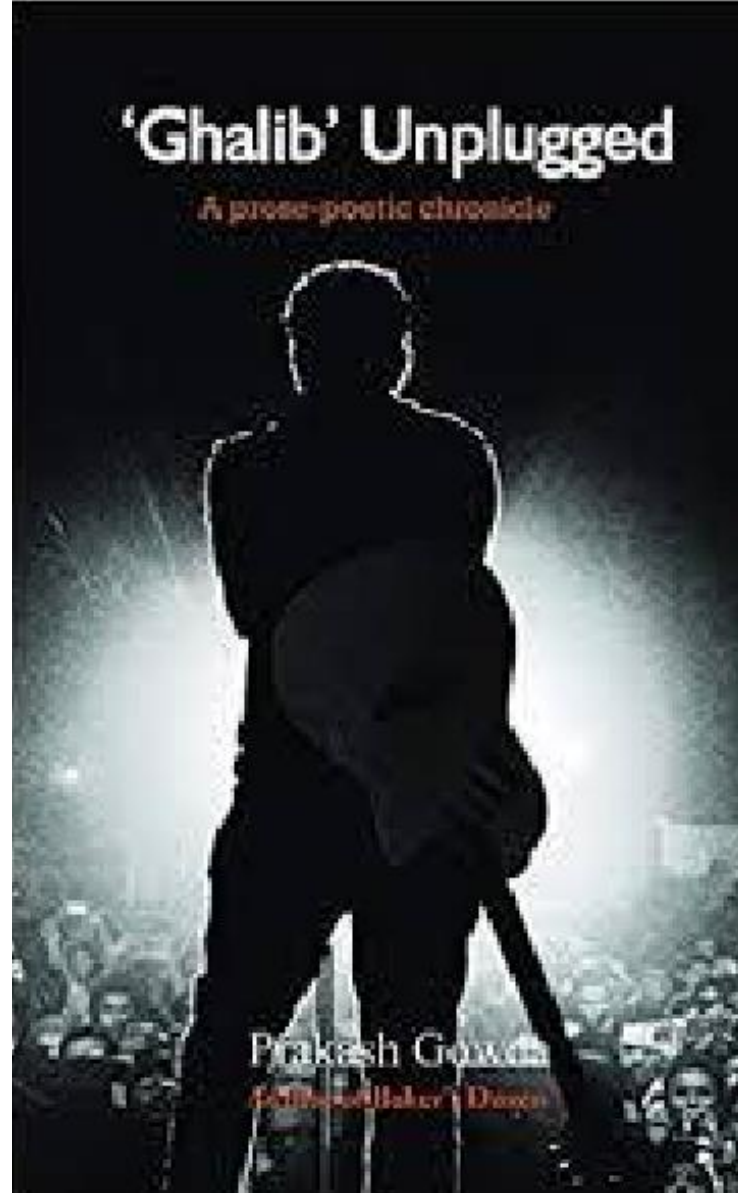
Other

Stories



Authored **Baker's Dozen - A brew of 13 short stories**

Amazon link: https://www.amazon.in/Bakers-Dozen-Prakash-Gowda-ebook/dp/B0096BP9DM/ref=sr_1_1?keywords=baker%27s+dozen+prakash+gowda&qid=1579281431&sr=8-1



Authored **Ghalib Unplugged: A prose-poetic chronicle**

Amazon link: https://www.amazon.in/Ghalib-Unplugged-prose-poetic-Prakash-gowda/dp/9352017099/ref=sr_1_1?keywords=ghalib+unplugged+prakash+gowda&qid=1579281602&sr=8-1

'BOOK'ED, AND STAGED!

Trust Vadodara to come up with innovative events related to the world of art and literature! A well-known studio in the city recently witnessed one such event, where the audience was treated to 13 short plays based on a book of short stories written by local author Prakash Gowda. The short plays, which were directed by Jay Merchant, drew a loud round of applause from those present and the young performers impressed one and all with their natural performances. Among others, Rani Dharker and Prabhakar Dabhade were spotted enjoying the proceedings at this event.

Contributed by Soumitra Das

Pics: Kamlesh Surve



Rani Dharker



Prakash Gowda



Usha Purohit



Performers giving their best

13 વાર્તાઓ વાંચવાની મજા પડશે

BOOK REIEW

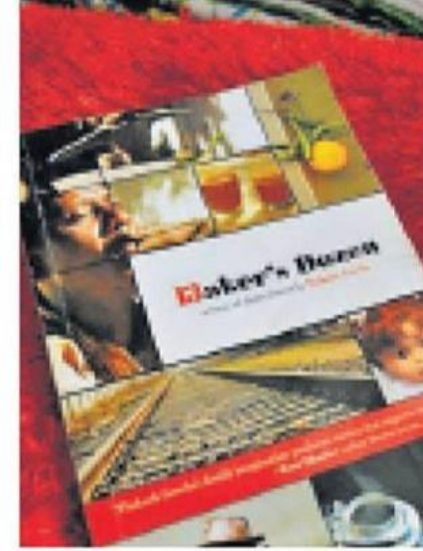
'બેકર્સ ડઝન-13' પુસ્તકમાં જુદા જુદા મૂડની 13 વાર્તાઓનો સમાવેશ કરવામાં આવ્યો છે, જેમાં સુપર ફોર્સની વાર્તા અદ્ભૂત રીતે લખવામાં આવી છે

• સિટી રિપોર્ટર સુરત

નર્મદ લાઈબ્રેરીમાં શનિવારે જાણીતા લેખક પ્રકાશ ગોવડા દ્વારા લિખિત પુસ્તક 'બેકર્સ ડઝન-13'નો રિવ્યૂ એમના દ્વારા જ કરવામાં આવ્યો હતો. આ ઈન્ટરેક્ટિવ સેશનમાં એમણે પુસ્તક વિશે વાત કરી હતી અને ત્યાર બાદ રિડર્સ સાથે એક ઈન્ટરેક્ટિવ સેશન પણ કન્ડક્ટ કર્યો હતો.

શું છે આ પુસ્તકમાં?

પ્રકાશ ગોવડાએ કહ્યું કે આ પુસ્તકમાં જુદા જુદા પ્રકારની તેર સ્ટોરીઝ લેવામાં આવી છે. આ સ્ટોરીઝ દરેકના વ્યક્તિગત મૂડને રિફ્લેક્ટ કરે છે. આ સ્ટોરીઝમાં વેરાયટી ઓફ



સબ્જેક્ટ પીરસવામાં આવ્યો છે. જેમાં એક સુપર નેચરલ પાવર વિશે પણ સ્ટોરી છે. એક નેચરલ ફોર્સ છે જે સતત આપણી આસપાસ રહે છે અને આપણને મદદ કરતો રહે છે. જો કે ઘણીવાર એવું બનતું હોય છે કે આપણે એ ફોર્સની હાજરીનો સ્વીકાર કરતા નથી પણ જાણે-અજાણ્યે એ ફોર્સની હેલ્પ પણ લઈ લેતા હોઈએ છીએ. પ્રકાશ ગોવડાએ આ નેચરલ

ફોર્સ વિશેની વાત પણ ખૂબ જ અદ્ભૂત રીતે આલેખી છે. એ ફોર્સ ક્યો ફોર્સ હોય શકે એ વિશે આ સ્ટોરી લખવામાં આવી છે. જ્યારે એક ડોન દ્વારા એક એનજીઓને આપવામાં આવતા ફન્ડિંગ વિશે પણ એક ફિક્શન સ્ટોરી લખવામાં આવી છે. આ સાથે આ પુસ્તકમાં કોર્પોરેટ વર્લ્ડ વિશે પણ સ્ટોરી લખવામાં આવી છે. જેમાં એક ટીનએજર ગર્લની વાત પણ કરવામાં આવી છે. ટીન એજમાં છોકરીઓએ કયા કયા પ્રોબ્લેમ વચ્ચેથી પસાર થવું પડે છે એના પર આ વાર્તા બેઝડ છે. ટીનએજ એ આમ તો બહુ મજાની ઉંમર હોય છે, પણ આ ઉંમરે મનમાં કેટલાક એવા પ્રશ્નો ઊભા થાય છે જે પ્રશ્નોના જવાબ એ સમયે ન મળે તો એની અસર ભવિષ્ય પર પણ પડી શકે છે. આ સમયની વાત આ ટીનએજર ગર્લની સ્ટોરીમાં કરવામાં આવી છે.

આમ જુદી જુદી અને જુદા મૂડની તેર વાર્તાઓ નું આ પુસ્તક એકવાર વાંચવા જેવું છે, દરેક વ્યક્તિને એના મૂડ પ્રમાણે એમને ગમતી સ્ટોરી આ પુસ્તકમાંથી મળી રહેશે.

Press coverage of Baker's Dozen - A brew of 13 short stories



Received 'Author's Recognition' from **Javed Akhtar** and **Praful Patel** for the book, **Ghalib Unplugged: A prose-poetic chronicle**

In praise of the greatest story ever told

For someone who, as a kid “heard” *Sholay* for about five years before actually “watching” the film, *Sholay* isn’t just a film but an integral part of the growing-up years. I vividly remember the cover of a double-cassette pack of *Dialogues from Sholay*, which my father had bought for me.

Each and every dialogue, in-

When *Sholay* was released in 1975, harsh critics had already written it off.

cluding the background score (The rust-ridden swing’s sound that terrified me every time I played the cassette), were something I could mouth with much alacrity. Way better than math tables. A digression here: I was in the fourth grade and had watched an Amitabh Bachchan film, last show with parents. The next day, in the middle of school lecture, I suddenly started spouting dia-

logues from *Sholay*, much to my teacher’s chagrin. She wrote a remark in the school diary, addressing my parents: Please come and see me and STOP SHOWING AMITABH BACHCHAN FILMS TO YOUR SON.

Once the ban was lifted, I finally got the privilege of watching *Sholay* on a rented VCR – this time with visuals. I devoured it as if it were a buffet of forbidden fruits, and ended up watching *Sholay* thrice over till the wee hours. The anonymous voices of characters like Jai, Veeru, Thakur, Gabbar, Basanti, *Angreza ke zumaane ke Jallor* entrenched in my memory finally found faces. Even after so many years, I often indulge in *Sholay* dialogues on iPod while travelling.

Despite being hailed as “the greatest movie ever made”, *Sholay* didn’t even win many Filmfare Awards, except for one award to MS Shinde for editing. It later bagged the Best Film in 50 years by Filmfare in 2005, perhaps as an apology.

When *Sholay* was released on

August 15 1975, it flopped. The critics were harsh and had already written it off. During its first screening, the audience seemed to be in a stupor. Some dismissed it as a second-rate version of *Mera Gaan Mera Desh*. Film magazines wrote it off as a film that was an imitation of a Western – neither here nor there.

Amitabh Bachchan, who was shooting for *Kabhie Kabhie*, broke down on Shashi Kapoor’s shoulder. But the worst-affected was Amjad Khan, who had no other film but *Sholay*. The critics had made digs at his voice, which reminded him of writers Salim-Javed, who according to Amjad Khan, had allegedly convinced Ramesh Sippy during the film’s shoot that they made a mistake in suggesting his name to play Gabbar, as his voice

didn’t seem to be like a villain.

As luck would have it, *Sholay* picked up pace after the first week of its release, and ran for over five years at Minerva Theatre, Mumbai. It went on to become a milestone in Hindi cinema. The film marked the trend of including writer’s name in film posters, thanks to insistence of writer duo Salim-Javed. With the passage of time, *Sholay*, for me, evolved to become as much about Salim-Javed than about Jai-Veeru.

The writing of this film never ceases to inspire awe for the writer duo. They used to pay from their pockets to publish ads in film trade magazines with their names printed in larger font size than the makers. Never before did any writers have such audacity. I believe, writers now should be

thankful to Salim-Javed for proving that writers are indeed the true heroes of a good film.

The film originally had an ending where Thakur kills Gabbar with his feet. There was a scene where Ramial fashions the shoes made of nails and offers them to Thakur. The armless Thakur crushes Gabbar’s arms first, so as to make him an equal warrior. And then he pounds Gabbar to death, saying: “*Saamp ko kuchalne ke liye pairr hi kaafi hai, Gabbar!*” Though the end seemed justified, Ramesh Sippy was forced to end it on a politically correct note. The alternate ending is available on original DVD.

While watching *Sholay* on TV, DVD or online, today’s youngsters might wonder how did a village have an overhead tank without electricity. ‘How did they transport water up there?’ ‘How did Dholia’s character suddenly become Shankar in the second half of the film?’ Well, such questions of logic die an illogical death the moment Gabbar Singh growls: “*Saawar ke bachhal!*”





RIVETING RAAZI

Based on the novel, *Calling Sehmat*, *Raazi*, directed by Meghna Gulzar, is based on true incidents. The novel's author, Harinder S Sikka, a retired army officer, came across a young armyman. He revealed how his mother, a Kashmiri Muslim, had married a Pakistani army officer to provide India with classified information around the 1971 war. Harinder Sikka eventually met the officer's mother in Malerkotla, Punjab.

As a co-writer (with Bhavani Iyer) and director, Meghna Gulzar creates an ensemble of characters that play with the audience's minds. *Sehmat*, played to perfection by Alia Bhatt, is inner conscience personified. The character of Iqbal Syed, ably played by Vicky Kaushal is a reflection of the same. The character of Sehmat's father Hidayat Khan, essayed by Rajit Kapoor stands for patriotism, which is juxtaposed with the character of Brigadier Syed played by the brilliant Shishir Sharma. Sehmat's trainer, Khalid Mir, amazingly played by Jaideep Ahlawat, embodies duty. It finds its reflection in Mehboob Syed's character played by Ashwath Bhatt. Sehmat's nemesis, Abdul (Aarif Zakaria) is the only character that doesn't have his mirror image. Abdul represents hatred and extremism, common on both sides. The song, *Ae watan*, composed by Shankar-Ehsan-Loy and written by Gulzar, is apt for any nation. Just like *Raazi* would be relevant for any country.

Prakash Gowda, Ahmedabad

Written **Movie Reviews** that consistently **won prizes** in the issues of **Filmfare Magazine**

દિવ્ય ભાસ્કર

વીડિયોમાં અમિતાભ બચ્ચન-ઋષિ કપૂરની જર્ની બતાવી અમિતાભ બચ્ચને લેખકના વીડિયોને ટ્વિટ કરી શેર કર્યો

City Pride

સિટી પ્રાઇડ | વર્ડ્સ

વડોદરાના કોપીરાઇટર, કવિ, લેખક અને શોર્ટ ફિલ્મ મેકર પ્રકાશ ગોડા દ્વારા અમિતાભ બચ્ચન અને ઋષિ કપૂરને ટ્રીબ્યુટ આપવા બનાવેલો વીડિયો અમિતાભ બચ્ચન દ્વારા ટ્વિટ કરી શેર કરવામાં આવ્યો છે. તેમણે 'ધો' કોમેન્ટ આપીને આ વિડિયો શેર કર્યો છે. પ્રકાશ ગોડાએ આ વીડિયો બંદુબ્ધા ટ્રીબ્યુટ ટુ ૨ લેજેન્ડ્સ ઓફ ઈન્ડિયન સિનેમા ટાઇટલથી બનાવ્યો હતો. જેમાં તેમણે રિશી કપૂર અને અમિતાભ બચ્ચન બંનેની એકસાથે જર્ની દર્શાવી છે. તેઓએ વીડિયોમાં અમિતાભ બચ્ચન અને રીશી કપૂરની વિવિધ ફિલ્મોની જર્ની સાંકળતી વીડિયો દિલ્લસ ઉમેરી છે.



અમિતાભ બચ્ચને તેના ટ્વિટર એકાઉન્ટ પર આ ટ્વિટ કરી

નેચર સેવિંગની શોર્ટ ફિલ્મ 'આઇલવ પાની' ફિલ્મ ફેરમાં નોમિનેટ થઇ હતી

પ્રકાશ ગોડાની શોર્ટ ફિલ્મ 'આઈ લવ પાની' IIM કોલીકોલ દ્વારા યોજવામાં આવેલ કોમ્પિટિશનમાં પ્રથમ સ્થાન પ્રાપ્ત કર્યું હતું જે શેઅર કપૂર દ્વારા જજ કરવામાં આવી હતી. તેઓની ગુજરાતી પ્રોડ્યુમેન્ટ ફિલ્મ અરીસોએ ગુજરાત સિટરેચર ફેસ્ટિવલ-2017માં બેસ્ટ પ્રોડ્યુમેન્ટ ફિલ્મનો એવોર્ડ જીતી ચૂકેલ છે. અને ફિલ્મફેર શોર્ટ પ્રોડ્યુમેન્ટ ફિલ્મ એવોર્ડ્સ 2017માં નોમિનેશન પણ મેળવ્યું હતું. વડોદરા સિટરેચર ફેસ્ટિવલ-2017માં તેઓએ જાવેદ અખ્તર અને પ્રફુલ પટેલના હસ્તે ઓચર ટેકનાઈઝેશન પણ મળી ચૂકેલ છે.

સવારે અમિતાભ સરે ટ્વિટ કરી વીડિયો શેર કર્યો, હજુ આશ્ચર્યમાં છું



વીડિયોમાં નસીબ ફિલ્મનું ચલ મેરે ભાઈ, લાવારિસ ફિલ્મનું મેરે અંગને મે, ખેલ ખેલ મે ફિલ્મનું છુક છુક છક છક, બોમ્બે સે બરોડા તક, કુલી ફિલ્મનું લંબુજી લંબુજી, સરકાર, પા, કપૂર એન્ડ સન્સ અને 102 નોટ આઉટ ફિલ્મમાંથી વીડિયો ક્લિપ્સ બનાવવામાં આવી છે. વીડિયોથી બે સિવિંગ લેજેન્ડ્સને ટ્રીબ્યુટ આપી હતી. બંદુબ્ધા ગીત કે જે અમિતાભ બચ્ચન દ્વારા સૌપ્રથમ વાર કમ્પોઝ થયેલું અને રિશી કપૂર અને અમિતાભ બચ્ચન દ્વારા ગવાયેલું સોન્ગ છે, જેને પણ સમાવ્યું છે. સવારે અમિતાભ સરનું ટ્વિટ જોઈને હું સરપ્રાઈઝ થઈ ગયો હતો. મેં તેમને બેન્ડ્સ પણ કહ્યું હતું. ● પ્રકાશ ગોડા, લેખક

Edited a video that was appreciated and tweeted by Amitabh Bachchan:

<https://www.youtube.com/watch?v=rbzAz7wuHDA>



Shekhar Kapur ✓

@shekharkapur



IIM-K 'I Love Paani' 1 min film contest. For its simplicity and effective messaging. 1st prize 2 Spark Plug Films
tinyurl.com/neqyn5g

📺 **YouTube** @YouTube



♡ 16 1:32 PM - Feb 7, 2014



Short Film, Paani won 1st Prize at a national-level short film competition judged by Director Shekhar Kapur: <https://www.youtube.com/watch?v=rjqrPWI-Dyw>



Lyrics, Camera, Direction for Baroda Cyclist Club Anthem Video:
<https://www.youtube.com/watch?v=sWFdFQGFqGA>



Short Film, Ariso nominated for the Filmfare Awards 2017:

<https://www.youtube.com/watch?v=GaXPftdTjOI&t=3s>

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FILMFARE
SHORT FILM AWARDS 2019

Nominated for Filmfare Awards 2019



0:01 / 20:00



Short Film, Main Pal Do Pal Ka Shaayar Hoon nominated for the Filmfare Awards 2019:

<https://www.youtube.com/watch?v=mADNvTcd9dY>

અનામ-મેરી આવાઝ હી પહેયાન હૈ શોર્ટ ફિલ્મ ઇન્ટરનેશનલ ફિલ્મ ફેસ્ટિવલમાં નોમિનેટ વ્યક્તિ એવા અવાજની શોધમાં હોય છે, જેને સાંભળીને તેના આત્માને શાંતિ મળે



CITY PRIDE

ચિત્રી રિપોર્ટર . વરુદરા

શહેરના કોર્પોરાયટર, કવિ, લેખક અને ફિલ્મમેકર પ્રકાશ ગોવડા દ્વારા બનાવવામાં આવેલી અનામ - મેરી આવાઝ હી પહેયાન હૈ શોર્ટ ફિલ્મ 12માં જયપુર ઇન્ટરનેશનલ ફિલ્મ ફેસ્ટિવલમાં નામાંકિત કરવામાં આવી છે. આ ફેસ્ટિવલમાં 95 દેશમાંથી 2161 એન્ટ્રી આવી હતી જે પૈકીની આશરે 100 ફિલ્મ નામાંકિત કરવામાં આવી છે. જયપુર ઇન્ટરનેશનલ ફિલ્મ ફેસ્ટિવલ 17 થી 21 જાન્યુઆરી 2020 દરમિયાન યોજાશે. અનામ- મેરી આવાઝ હી પહેયાન હૈ ફિલ્મ સત્ય હકીકત પર આધારીત એક નાઈટ શોના આર જે પર બનાવવામાં આવી છે. જે પોતાનો ચહેરો જનતા સામે

રેડીયો 1895માં ગુગલીએલ્મો માર્કોએ બનાવ્યો હતો

પ્રકાશ ગોવડાએ જણાવ્યું હતું કે, આ ફિલ્મ અમે 1 મહિનામાં તૈયાર કરી હતી. ફિલ્મનો આઈડીયા મને 5-6 વર્ષ પહેલા આવ્યો હતો. આજના જમાનામાં સોશીયલ મિડીયા દરેક પ્રોફેશન પર હાવી થતો જણાય છે. રેડીયો 1895માં ગુગલીએલ્મો માર્કોની દ્વારા બનાવવામાં આવ્યો હતો. જેના દ્વારા લોકો કલ્પના કરતા શીખે છે. તે યુટ્યુબ, ફેસબુક અને વાઈરલ વિડીયોથી અલગ છે. તેના પર એક ચહેરો લગાવી દઈએ તો લોકોની કલ્પના રહે નહીં. આ સમજાવવા માટે જ આ ફિલ્મ બનાવી છે.

લાવવા માંગતો નથી અને તેના અવાજ દ્વારા જ લોકોના દીલને જીતવા માંગે છે. દરેક વ્યક્તિને તેના જીવનમાં એક એવા અવાજની શોધ હોય છે જેને સાંભળીને અને જેની સાથે વાત કરીને તેના આત્માને શાંતિ મળે. આ ફિલ્મમાં શબ્દોની નિરર્થકતા અને અવાજની શક્તિને સમજાવવામાં આવી છે. ફિલ્મમાં મુખ્ય ભૂમિકા તરીકે ગોપેશ ઝા, સુંદર શર્મા અને પરીતોષ

ગોસ્વામીએ કાર્ય કર્યું છે. આ સ્પાર્ક ફિલ્મ પ્રોડક્શનની ફિલ્મની વાર્તા, સ્ક્રીનપ્લે, ડાયલોગ અને ડાયરેક્શન પ્રકાશ ગોવડા દ્વારા કરવામાં આવ્યું છે. પ્રકાશ ગોવડા દ્વારા તેમના 13 વર્ષના અનુભવ દરમિયાન 35 શોર્ટ ફિલ્મ બનાવવામાં આવી છે. જે પૈકીની 2 ફિલ્મ ફિલ્મફેરમાં નામાંકીત થઈ હતી અને ફિલ્મ પાણીને રાષ્ટ્રીય ફિલ્મ સ્પર્ધામાં વિજેતા બની હતી.

SPARK PLUG FILMS
PRESENTS

3:11 / 20:00

Short Film, Anaam nominated for the Jaipur International Film Festival 2020:

<https://www.youtube.com/watch?v=o5Z4531NcZ4>

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