

POSITIVE DAY

NEWSPAPER

A NEW VOICE

A VENTURE BY NIAA CREATIONS

♥ Relationships In The 21st Century ♥

1

Talking about intimate relationships in a country that likes to sweep such topics under the rug until “the time is right” is a hard pill to swallow but nonetheless necessary. It is necessary to have a conversation with the kids of this generation about acceptable forms of love who are easily swayed towards violence and toxicity.



2 In our increasingly digital age, we have access to all the world’s knowledge at our fingertips. That doesn’t mean that every link we click will give us the right or proper guidance because the age of information doesn’t guarantee that every shady site out there is looking out for us. An honest, no-holds-barred, straight, and open conversation is still the best way to approach topics that vary according to the sexuality of

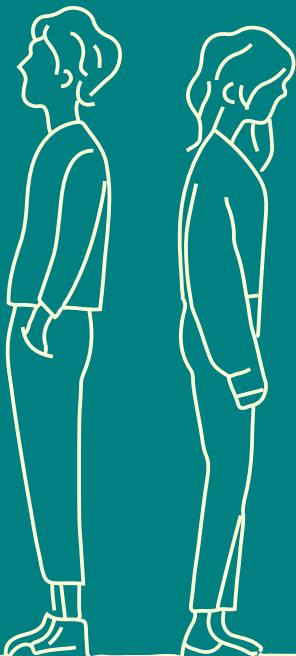


3

No one would expect Indian parents to break out into a sex education session, the quality of which is abysmal in our country, but simply mentioning the five love languages and asking the kids to identify their own would be a good place to start. Words of affirmation, Quality time, Receiving gifts, Acts of service and physical touch are the languages everyone in love speaks but doesn’t know how to identify.

Books will be your best friend if talking about them proves too much to handle.

We have a long way to go when accepting and appreciating all kinds of love, but look how far we’ve come.



SPORTS & ENTERTAINMENT



Indian Non-Fiction Filmmaking Receives Growing International Recognition

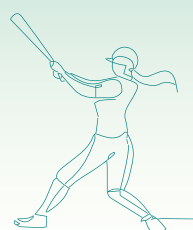
Several Indian non-fiction films have received international recognition recently. Nominations were scored by Shaunak Sen's *All That Breathes* (Documentary Feature Film) and Kartiki Gonsalves's *The Elephant Whisperers* (Documentary Short Film) in the 2023 Oscars. *All That Breathes* won the documentary prize at Cannes last year, with Payal Kapadia's *A Night of Knowing Nothing* winning it in 2021, besides an Amplify Voices Award at Toronto.

'NAATU NAATU' Wins an Oscan Nomination After 13 Years For Best Original Song:

The last time an Indian song won an Oscar for music was back in 2009 when AR Rahman won the best original song *Jai Ho*. The phenomenon reoccurred about 13 years later when the hosts Riz Ahmed and Allison Williams announced the news at the presentation of the nomination in Beverly Hills.

Historic Win for Women's U-19 Cricket Team at the ICC World Cup

India's women's under-19 cricket team soundly defeated England in Potchefstroom, South Africa, during the ICC U19 Women's T20 World Cup. India won its first-ever international championship in the U19 Women's Cricket World Cup under the leadership of captain Shafali Verma. The Indian U-19 women's squad had experienced numerous setbacks in prior competitions before 2023. But this year has got off to a very amazing start. India won the prestigious title by seven wickets against England. Following their victory, the team's players and management will each receive a massive INR 5 crore in prize money, according to BCCI Secretary Jay Shah. PM Narendra Modi and other Indian authorities congratulated the team on their remarkable triumph. The girls received a tonne of praise for their competitive play throughout the competition.

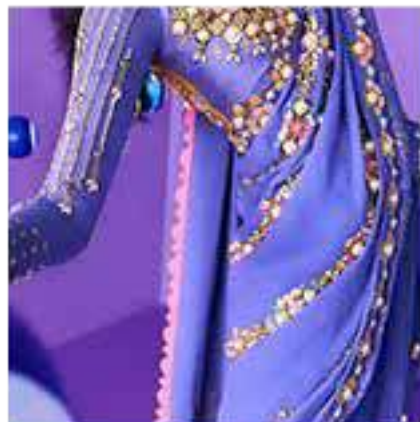


FASHION

“ Ever since integrating Whatsapp both websites have seen an increased amount of traffic and upto 50 enquiries a day. ”

The South Asian Bridal Industry Has Created a Whatsapp Empire

The thriving Indian Wedding Industry has seen its fair share of ups and downs but after the Covid Pandemic, all the designers are looking at major shifts in operation. The textile market in India caters to not only Indian brides but also to all those Indians living abroad who are planning to get married. The major amount of NRI (Non-Residential Indian) families come to cities such as Hyderabad, Mumbai, Delhi or the state of Gujarat to get their wedding shopping done.



Considering the fact that lehengas and sherwanis cost lakhs of rupees it is a matter of great contention and care when sitting abroad and ordering a dress online. Since you can't attest to the quality and material and neither can you guarantee that you will get the shade you see brides and grooms go through understandable scepticism when looking at online retailers.

Stores such as 'Papa don't Preach' by Shubhika and Indiaspopup.com have come up with ways to cater to the international crowd that can no longer travel all the way to India.

Ever since integrating Whatsapp both websites have seen an increased amount of traffic and upto 50 enquiries a day. A platform that is usually used to spread misinformation and chainmail has become a saving grace for the Indian bridal industry.



Heena Modi
Aquarians Bridal
(founder)



BEAUTY CARE

Not Big Players but Small Brands Catering to the Needs of India

The Confederation of All India Traders (CAIT), represents about 70 million traders in the country. CAIT said it is a myth that about 3,000 big brands of corporate houses, particularly in the FMCG sector, consumer durables and cosmetics are catering to the needs of the people of the country.

It said there are more than 30,000 small and medium regional-level brands that are the largest contributor to meeting the demand of the people of India. According to a recent survey of the CAIT Research & Trade Development Society (CRTDS), a research arm of CAIT about 3,000 corporate brands cater to the needs of almost 20 per cent of the population of India whereas more than 30,000 thousand small and medium brands are meeting the demand of the rest of the 80 per cent people of the country.

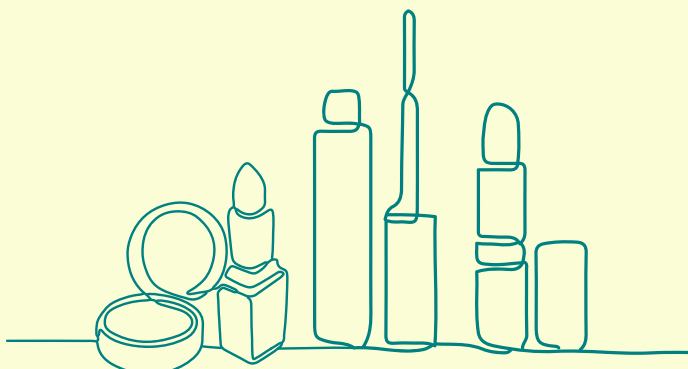


“If the government gives support policies to the non-corporate sector and tighten the e-commerce companies to obey the policy and the law both in letter and spirit, the retail trade of the country is bound to blossom in pursuance of the vision of PM Narendra Modi for Make in India and Atmnirbhar Bharat,” said CAIT National President BC Bhartia and Secretary General Praveen Khandelwal.

Khandelwal said that corporate brands are in demand among higher and upper-middle-class levels due to extensive media and outdoor publicity and brand endorsements by celebrities, whereas the brands of small and tiny manufacturers are sold through one-to-one contact of customers and the shopkeepers and also through mouth publicity among medium, lower medium class and economically weaker sections of society.



Binita Desai
founder of cosmetica



KITCHEN TIPS & BOOK REVIEW

Cold Healthy Food To Enjoy In Warm Afternoons - Khushbu Choksi

Beetroot salad:

Steamed beetroot one whole

Lettuce 1 cup

Cucumber 1 cup

Tomato 1 cup

Quinoa 1/2 cup boiled well

Hung curd 1/2 cup



In a bowl, mix all the diced vegetables well.

Whip the hung curd with salt, pepper, oregano and coriander leaves. Use this as a thick dip for the salad.

Boil quinoa in a separate vessel with a pinch of salt and garlic cloves.

Mix it in the veggies bowl once cooled down.

Drizzle with the hung curd dip just before eating.



Khushbu Choksi
Clinical dietician



BOOK REVIEW

Written by Mia Sheridan, Archer's voice is a best-selling romance between two tortured souls finding love in the most unexpected ways. It is a book hard to resist and a must-read for all.

Pellion

where everybody seems to know everybody. Having finally fit in with a decent job and a lovely neighbour, the last thing she expected was to meet a mute man with a shaggy beard, long hair and worn-out clothes late in the night. Gradually she finds herself enjoying his silent company as she realises that he may not be as different as she thought he would be.

HAPPY LIFE

એવું કામ કરવાનું!!

સતત દરરોજ એવું કામ કરવાનું,
પડે જેમાં બધાને મોજ, એવું કામ કરવાનું!!
હસતા રહી સૌને હાસ્ય મળે, એવું કામ
કરવાનું!!

સફળ થાય 'સ્વ' ની આ ખોજ એવું કામ
કરવાનું!!

દિમાગ સાથે દિવસભર ઝઝૂમતા દિલ પર,
રહે ના રાત વખતે બોજ, એવું કામ
કરવાનું!!

જૂઠ અને સત્ય ની કથનીમાં,
સત્ય જીતે એવું કામ કરવાનું!!
કોઈ કંઈ પણ કહે કે " ખૂબ સારું છે",
અંદરથી 'હા' કહે મન, તો જ એવું કામ
કરવાનું!!

If you liked what you just read, please share it with your family & friends. Let me know your feedback via comments on the blog. Thank you.

Nikki Shah

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Dharmikshree Jani
Astrologer &
spiritual Guide

Is Nostradamus Prediction for 2023 right or wrong ? by Astrologer Dharmikshree

As a Vedic Astrologer, I'm afraid I have to disagree with the predictions of the Nostradamus. Everybody knows that in the last 20 years, 50-60% of Nostradamus predictions have been wrong. I've thoroughly checked the horoscope and planets alignment for 2023, and Nostradamus's prediction again proves to be false as it did in the last decade.

Business and Industry in 2023

Dharmikshree references nakshatra and predicts that the new year is starting with Ashwini Nakshatra, where Virgo Ascendant holds great importance for India. The main two planets of astrology, Mercury, which is the factor of business, and Mars, the factor of Earth Force and Kalyug, are in strong positions and will bring a lot of change in business and war.

Dharmikshree also believes that the impact of Mercury, the lord of Virgo ascendant, will positively impact business. The electronics and communications sector could change drastically. Major changes will be seen in the field of media. Indian acquisition of new trading hubs is certainly a step in the right direction.

HAPPY LIFE

Emerging Trends In The Architecture Industry – Earth Architects

The years ahead will witness major changes in acceptable architecture. With the emergence of the Covid pandemic and the risk of future epidemics on the rise and population explosion, climate change and sustainability on everyone's minds, the following article will outline popular emerging trends in the industry.

1 Sustainable Architecture

Architects and engineers are attempting to give power plants a green makeover. One way is to cover the facilities with corrugated creepers. The sheath of creepers may absorb carbon emissions.

Furthermore, manufacturing companies will need to be on board with international actions such as the SBTi initiative to help “decarbonize” the construction and architecture market.

2 Fewer Open Plans

Now, with a shift towards working from home, the idea of an open floor plan can seem anxiety-inducing, unhygienic and un-private.

People now want spaces that create a physical (and mental) barrier between work, play and hobbies.

3 A shift towards Suburbs – While retaining urban roots

Experts predict an inclination towards an urban aesthetic in suburban houses, especially those inhabited by erstwhile city-dwellers. This will help retain city roots and include elements such as aged brass and modern art.



Abhishek Patel

4 Invisible Architecture

Invisible architecture is one answer to the shrinking amount of space in cities and towns. The idea is for buildings to blend in with their surroundings, becoming hard to see or near invisible

HAPPY LIFE

An Inspirational Story *– From Niraj Viradiya*

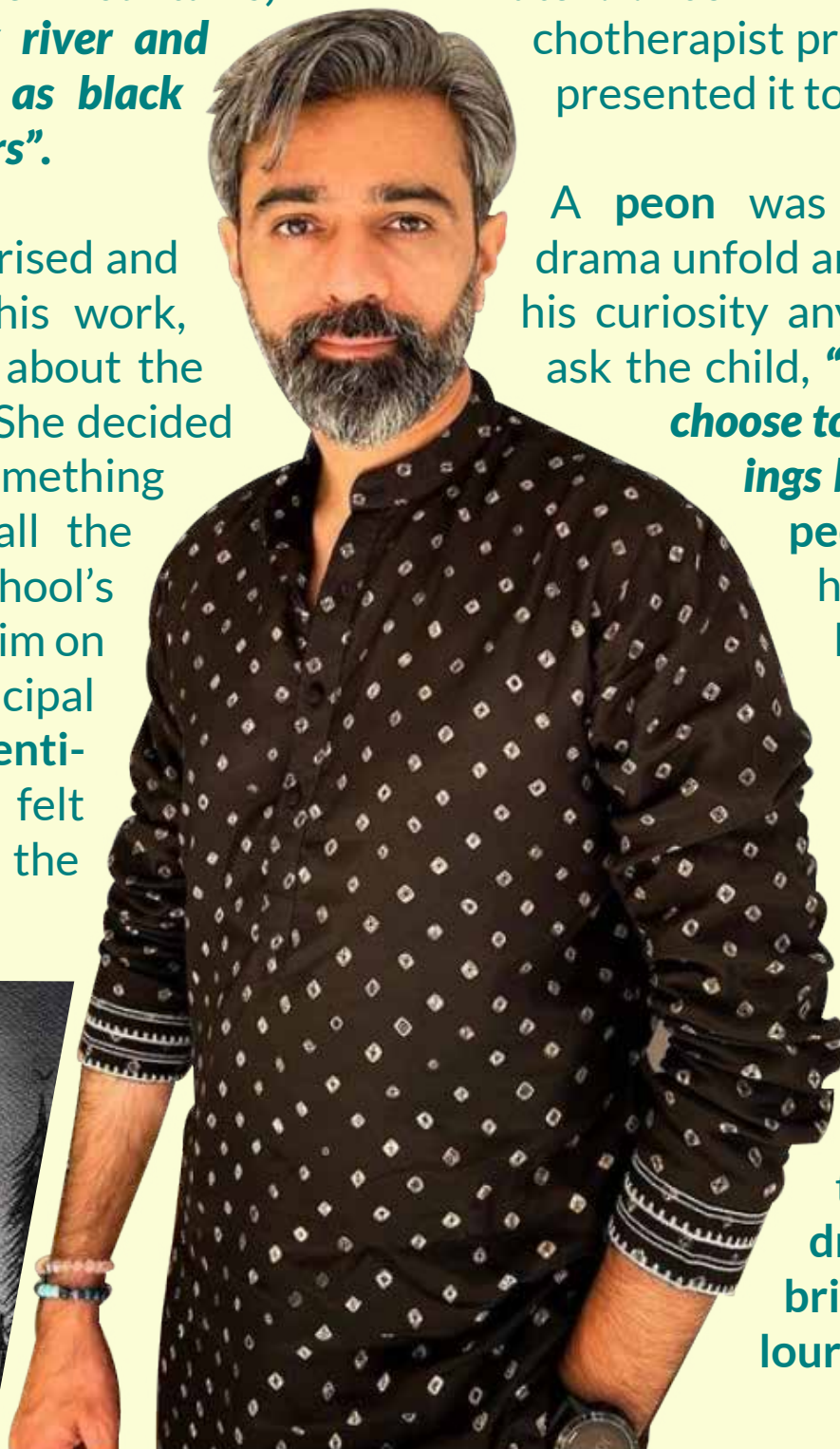
A school teacher noticed that one of her students was making all his drawings with the colour black. One day the kid got his drawing to the teacher and proudly displayed it to her. The teacher noticed once again that the whole picture was coloured black. So the teacher asked, **“What is this?”** and the student replied, **“Can’t you see? These are black mountains, a black sun, a black river and black trees. As well as black grass and black flowers”.**

The teacher felt surprised and anxious looking at his work, and she got worried about the child’s mental state. She decided she needed to do something about it and took all the drawings to the school’s principal to consult him on the matter. The principal shared the same sentiment the teacher felt while looking at the child’s work.



He decided he needed to get the child analysed and called in a psychotherapist to meet with the kid. Upon meeting the child, the psychotherapist asked him various questions, like **“Where do you live? What do you do? Who are your neighbours? What are your friends like? What sort of TV programs do you watch?”**. Based on his answers, the psychotherapist produced a report and presented it to the principal.

A peon was observing all this drama unfold and, unable to control his curiosity any longer, decided to ask the child, **“Hey kid, why do you choose to make all your drawings black?”** and the child peevishly replied that he had misplaced his brand new set of colours and was scared to ask his parents for another one. So the peon got a box of colours from the storage room, handed it to the child, and watched the kid make a new drawing filled with bright and vibrant colours.



HAPPY LIFE

Epitome Of Indian Craftsmanship – The Indian Rug



The owner truly believes in producing a carpet with **“age-old stories woven in every fibre of its being,”**

Despite living in a country filled with rich history, culture and craftsmanship, we often looked towards the West for acceptance and inspiration regarding everything. The new wave of promoting **‘Made in India’** goods has brought to the forefront various companies striving to aggregate and elevate Indian **skilled workers** and the **Indian heritage**. ‘The Indian Rug’ is a **success story** of two sisters filled with vision and ambition who made a name for themselves in the **renowned Indian carpets** and rugs industry, which currently **“exports 90% of its product due to increasing international demand.”**

Indian handcrafted rugs are revered worldwide for their unique designs, durability, colour and quality. A unique approach and authenticity helped the two sisters stand out in a market littered with gems of various shapes and sizes. A **commitment to serve and provide**. A zeal to create their own designs and be **willing to customize** any composition a consumer might wish for, is hard to come by.



Apart from being innovative in their design approach, the owners also seek to revolutionize the fragmented **distributorship** of the industry. There are more than 2000 manufacturers of hand-crafted carpets, and ‘The Indian Rug’ aims to **unite its own production centres** along with multiple independent carpet-makers from various districts in India. Despite being labour-intensive, there is a demand for **alluring tufted carpets**, and ‘The Indian Rug’, a company formed through **intensive knowledge and research in the field**, specialises in just that.



Visit Their Website To Know More – theindianrug.com

HEALTHY LIFE

The Surat Cafe Bringing Delicious & Nutritious Food To Your Doorstep – Leaf & Lean

Introducing the Newest Health Cafe in Town: Leaf & Lean

The perfect one-stop solution for all your nutritious and dietary needs.

Surat is a fast-paced, bustling city with a vibrant and rich food culture. A connoisseur of food would describe the food culture of Surat as an amalgamation of International cuisines from different parts of the world which have been reimagined to suit Indian tastes. Although you will find plenty of hygienic street food to indulge in, it could easily leave you feeling bloated and fatigued.



Dr Shashi, the owner of the Leaf and Lean health cafe, is a trailblazer who wishes to start a health revolution in the city of Surat. Amid alarming reports of increasing obesity in Indian children and adults, she took it upon herself to make nutritious food easily available to all classes of people, which is also delectable to the palate.

No more starving yourself to reach your health goals or relying on raw fruits and veggies that fail to make you feel fulfilled.



No more having to leave work or home to grab a healthy meal or spend long hours cooking yourself. The health cafe has got you covered whether you're at home, at the office, or on the go. The menu is designed to address lifestyle diseases, manage weight and inculcate healthier food habits.

Their dishes are inspired by a range of world cuisines to make each meal an experience that makes you relish every bite. Under Dr Shashi's tutelage which comes from 15 years of experience, her professionally trained and qualified team uses the freshest seasonal produce and chalks out meals with the right combinations and portion-controlled formulas.

We understand that eating healthy can be challenging, especially with the busy lifestyles many of us lead.

So why wait? Treat yourself to the freshest and most nutritious food around, and order from or check out their health cafe today! Your body will thank you for it.

HEALTHY LIFE

Enagic: The million dollar manufacturer of Kangen Filters

Hironari Ohshiro, who transformed from a little Okinawan youngster to a commanding businessman, “quenched his thirst for achievement” as his company quickly climbed the ranks towards becoming a global leader. He hopes that along with the people of Okinawa, Japan the rest of the world will come together to embrace the benefits of pure Alkaline water.

The forerunner of Enagic, Sony speciality trading operation, started functioning in Okinawa, Japan, in 1974. The Enagic Osaka Factory received permission from the Japanese Ministry of Health and Welfare to manufacture medical equipment in 1987. The business adopted the Kangen water philosophy and became a specialist by March 1988. The company changed its name to Enagic in 1990 and started selling Kangen water. It forged a merger with Tokyo Aitex in 2001. The firm specializes in water generation technologies through electrolysis.



Pradeep Bajaj
founder



The New Year Marks the Rise of Fruit Beverage Industry In India

The fast-paced modern lifestyle, consumer disposable income, and rising temperatures in India are some of the market-moving variables that have led the fruit-based beverage industry in India to experience significant expansion in recent years. The Indian packaged fruit juices industry, currently valued at INR 1,200 crore, is anticipated to expand at a CAGR of 20% during the following five years. As the customer becomes increasingly aware of the rise in diseases and the need to be healthy, the fruit-based beverage business scrambles to keep the consumer engaged by introducing new products with seasonal fresh fruits.



HEALTHY LIFE

How can the bakery sector help Indian consumers achieve their health goals?

Bakery products are a grocery staple in India, with bread and biscuits being consumed daily. This makes the bakery category ideally placed to respond to growing concerns across the market around the need to live healthier lifestyles.



A rise in lifestyle diseases and growing environmental hazards have prompted Indian consumers to push health up the priority list and the need to do that has been accelerated after the spread of COVID-19. According to Mintel research, almost three out of four Indians have put healthy eating as a higher priority compared to before the outbreak.

A rise in lifestyle diseases, such as diabetes, and growing environmental hazards have made Indian consumers far more aware of seeking out healthy foods, and bakery is well placed to respond. A lot of bakeries in India have risen up to the challenge by including multigrain and wholegrain breads in their shops. They have also started pairing indulgence with health benefits and creating baked goods that fit effortlessly into healthy lifestyles.



They are doing by ensuring their products have vitamins, minerals and proteins for a guilt free binge. We still have a long way to go as far as gluten free products are concerned by this is certainly a step in the right direction.



Atul Vekariya
founder

PERSONALITY OF THE MONTH



Sudha Murthy – A Beacon of Hope and Positivity

Some women are born to inspire one such name is Sudha Murthy. A **writer**, philanthropist and **entrepreneur**, Sudha Murthy is greatly revered for being a prolific writer, facilitating the education of poor children and being one of the brains behind Infosys, one of India's leading IT companies.

Soberly dressed in traditional Indian attire, Sudha Murthy's philanthropic work has garnered global recognition. From becoming the first female **Engineer** in India to heading a company like Infosys, her seriousness towards making a change in society and her educational journey has played a significant role in her making.

Despite enormous wealth, Sudha Murthy is an ardent advocate of moderate living and passed on those values to her children. She always reiterated the importance of books and knowledge over material wealth and gains, although she always encouraged them to travel and explore the world.

To this date, she has done significant work with the Gates Foundation and built 7000 libraries in schools and 16,000 toilets. She also covers public hygiene, healthcare, education, art and culture and poverty alleviation. Her story serves as an inspiration for many who hope to achieve something extraordinary in life.

For her extraordinary contribution to society and the field of literature by writing renowned children's books, she was awarded India's fourth-highest civilian honour Padma Shri in 2006. Sudha Murthy and her husband Narayana Murthy haven't only achieved success in life but maintained a healthy personal life as well by becoming 'couple goals' for all those young people out there who have stopped believing in love. They truly are gems of our country.

“ Vision without action is merely a dream. Action without vision is merely passing time. But vision and action together can change the world.”

– Sudha Murthy



POSITIVE PLACE

Bharat Furnishings is a company that has created a niche market for itself over the years by providing excellent quality cushions, bedding, wallpaper, mattresses and window essentials over the years. The company started by opening up a small showroom in 1971 in Mumbai, beginning its journey of unparalleled fame and success. They now have six showrooms across four cities and continue to grow rapidly.



Apart from its world-class retail outlets, the company also handles manufacturing and has a considerable amount of corporate imports and exports that they take up for various projects. Their large range of fabrics that they source from all over the world puts them in a league above their competitors. Aside from having a myriad of options available to the consumer, they also give the consumer the freedom to customise their fabric however they want. The client could choose virtually any design or texture of their liking and ask for their materials to be flame-retardant or water-resistant as per their needs.

This versatility in fabrics is often lauded and appreciated by their customers. Some of the largest editors of furnishing fabrics who deal in Warwick, Ifi, Sharlas, Ramos, Nyanordiska, Clarke & Clarke, Vriesco etc., also choose and trust Bharat Furnishings to be their exclusive distribution partner. This not only gives the company added income but also an air of credibility.

Considering they keep up with their current trajectory, we will soon see Bharat Furnishings establish itself as a market leader in India's luxury furnishing textile markets. Visit your local store today!



*Shop no.5, Union Heights, Maharana Pratap Rd,
Piplod, Surat, Gujarat 395007*



POSITIVE PLACE

Baggit
OO

Can You Solve These Riddles Without Looking At The Answers?

1.

What can fill an entire room without taking up any space?

Light

2.

What is as big as an elephant, but weighs nothing at all?

The shadow of an elephant.

3.

You answer me, although I never ask you questions. What am I?

A telephone

4.

What has hands, but is not flesh, bone or blood? What am I?

Clock

5.

What two words, added together, contain the most letters?

Post office.

6.

You go at red and stop at green. What am I?

A watermelon.

7.

I have 13 hearts, but no lungs or stomach. What am I?

A deck of cards.

8.

What color is the wind?

Blew.

9.

I am easy to lift but hard to throw. What am I?

A feather

10.

What has a neck but no head?

A bottle

11.

What has four wheels and flies?

A garbage truck.

12.

I can be cracked, I can be made. I can be told, I can be played. What am I?

A joke.

13.

When is "L" greater than "XL"?

When you're using Roman numerals.

14.

What is full of holes but still holds water?

A sponge

15.

What is always in front of you but can't be seen?

The future

16.

I have branches, but no fruit, trunk or leaves. What am I?

A bank

17.

What has many keys but can't open a single lock?

A piano

18.

If you've got me, you want to share me; if you share me, you haven't kept me. What am I?

A secret

19.

What building has the most stories?

The library

20.

What has many teeth, but can't bite?

A comb

21.

What has a head and a tail but no body?

A coin

22.

Which is heavier: a ton of bricks or a ton of feathers?

Neither—they both weigh a ton.

23.

The more you take, the more you leave behind. What are they?

Footsteps

24.

What begins with an "e" and only contains one letter?

An envelope

25.

People make me, save me, change me, raise me. What am I?

Money

26.

What goes through cities and fields, but never moves?

A road

27.

I am an odd number. Take away a letter and I become even. What number am I?

Seven

28.

If there are three apples and you take away two, how many apples do you have?

You have two apples

29.

What is so fragile that saying its name breaks it?

Silence.

30.

What breaks yet never falls, and what falls yet never breaks?

Day, and night

POSITIVE PLACE

Smiling faces behind Positivedaynewspaper



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Co - Founde &
Chief Editor



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