

Star Ananda honours ten Shera Bengalis

The Bengali news channel, Star Ananda, which turned two this year, has launched the 'Shera Bangali' Award ceremony wherein famous Bengali personalities were felicitated.

Ten eminent Bengali personalities were chosen for their achievements that made the Bengali community proud, at a special ceremony on the 14th of July, 2007. These personalities were chosen through research conducted by the Star Ananda Editorial team, headed by Aveek Sarkar, Editor, Ananda Bazaar Patrika and The Telegraph.

The 10 Shera Bengalis are Pranab Mukherjee, Minister for Defence; Asim Ghosh, Managing Director, Hutchison Essar; Debu Bhattacharya, Managing Director, Hindalco; Dr Muhammad Yunus, economist and winner of Nobel Peace Prize for 2006; Dhritikanta Lahiri Choudhury, academician and expert on elephants; Arpita Singh, painter; cricketer Sourav Ganguly; film director Anurag Basu; and actor Mithun Chakraborty.

Pranab Mukherjee and Asim Ghosh were felicitated as the most astounding Shera Bengalis of 2007 for their contributions that not only made an impact on the society and humanity, but also took the Bengalis to the world stage. General Shankar Roy Chowdhury (retd) and Sarkar conferred the honours in the presence of distinguished dignitaries.



Anurag Basu & Mithun Chakraborty at the Star Ananda Shera Bangali Award Ceremony

ZEEL Board approves launch of ZeeNext

ZeeNext, the second general entertainment channel (GEC) from the Zee bouquet, was approved for launch in principle by the Board of Directors at the Zee Entertainment Enterprises Limited.

ZeeNext will aim to resonate the changing preferences of the youth today. This would range from their search for identity, the struggle to fit in, the laughter and joy of life, romance, fun, gossip and games. It will blend the modern and progressive societal outlook with the traditional middle class Indian value system.

ZeeNext would also aim to invite the younger section of the audiences without alienating the higher age group, thus being a family viewing channel. ZeeNext will cover various genres of programming encompassing Thriller, Comedy, and Action among others.

Zee Entertainment Enterprises Limited is India's largest vertically integrated media and entertainment company. Zee has an integrated range of businesses, encompassing the content-to-consumer value chain of media and entertainment business. Zee is a pioneer in India, in every aspect of content aggregation and distribution through satellite, cable and Internet.

Disney out with fashion line for kids

Inspired by the popular series 'That's So Raven', Disney Channel has launched a bright and exciting new fashion line for tween girls. Available at select Westside stores across India, the Raven line features must-have looks for girls aged 7 to 14 years and priced between Rs. 299 – 399 for top wear and Rs. 399 – 699 for bottom wear.

Roshini Bakshi, Director – Disney Consumer Products (India) said, "Disney Consumer Products is committed to delivering an exceptional product range and content which is locally relevant and appealing. In line with growing awareness and popularity of Raven among young girls across India, we decided to launch this range of apparel and accessories."

Smart shorts, trousers, gypsy skirts and pants



capture the fashion essence of the season for that ultimate casual yet ultra cool look. The collection also plays up the importance of denim in a tween girl's life and offers her many ways to mix and match and personalize her outfits to dress up for special occasions. "We are making significant investments in the brand and are working to increase consumer awareness and affinity with the unique Disney experience," Roshini added.

Neeti Chopra, Head of Marketing, Westside, said, "The Raven collection available at Westside is a perfect match of mother-daughter aspirations. For the mother the collection blends value with the right amount of fashion; and the daughter... she gets to wear fun and fashion with her mother's approval."

Guy Kawasaki on Internet, Investment and Investors

If I had to choose between being liked and having a great product to make a company successful, I'd choose a great product. If you become a billionaire in Silicon Valley, you will be popular-albeit with the wrong kind of people or for the wrong reasons- but people will suck up to you.

By contrast, if you have the greatest personality in the world but your product sucks, it will still suck.

Rajesh Lalwani: Any of your current/upcoming initiatives that one should be looking out for? What are the plans for Truemors?

Guy Kawasaki: Truemors is my baby.

I love the idea on two fronts:

1. The democratization of information so that anyone can be a journalist/editor
2. The blogosphere has universally condemned the idea-which makes me even more dedicated to make it succeed

Also, as you can imagine based on my earlier response, we've released a Truemors for Facebook so that people

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If you become a billionaire in Silicon Valley, you will be popular-albeit with the wrong kind of people or for the wrong reasons-but people will suck up to you.”

can create their own network of Truemorsists among their friends.

Rajesh Lalwani: Yes, I already added the version :)

Rajesh Lalwani: Indian software professionals have been on the technology forefront on the world scene and bar Hotmail, we haven't seen too many big Indian successes on the Internet. What do you think could be the reasons?

Guy Kawasaki: Maybe it's because Indians are too smart, too diligent, and too sincere. Maybe in order to achieve successful with 'Internet companies', you have to be full of crap.

Rajesh Lalwani: Smiles. Any sectors that you may be specifically interested in/not interested in...?

Read more about which sectors Guy Kawasaki invests into; risk appetite of Indian investors; what he expects from a proposal for investments; about Indian entrepreneurs and whether he will invest into them – and more - at <http://blogworks.in/blog> **f**