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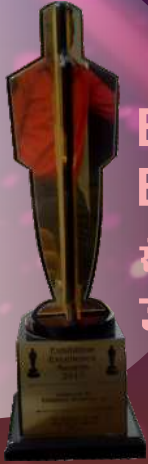
Incense Media

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Bi-Monthly • Bi-Lingual (Hindi + English)



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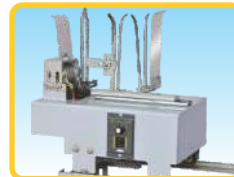
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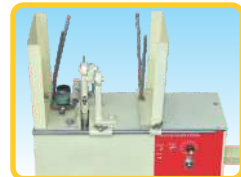
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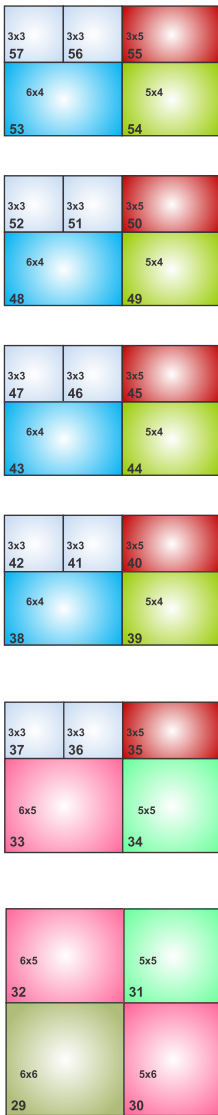
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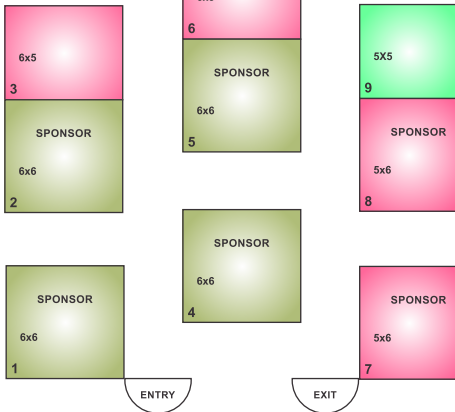
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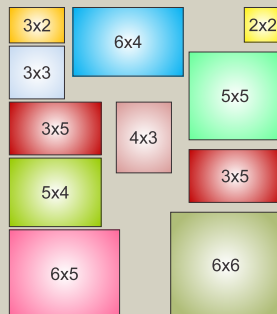
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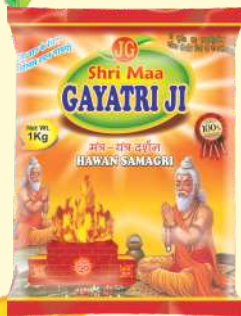
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EXPLORING MANGO CITY SALEM

PRASANTH.V
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Hello incense media readers, This issue we are going to explore Salem which is known as mango and steel city of Tamilnadu. The name salem is derived from the word “Sela” or “Shalya” which means “the country around the hill”. Salem is surrounded by Nagaramalai hills on the north, Jarugumalai hills on the south, Kanjamalai hills on the west, Godumalai hills on the east, the Shevaroy Hills on the northeast and Kariyaperumal Hill is in southwestern part. The shevaroy hills which is also known as yercaud is the important tourist spot and brings thousands of tourist from all over india.

Salem is located about 160 kilometers northeast of Coimbatore, 186 kilometers southeast of Bangalore and about 340 kilometers (210 mi) southwest of the state capital, Chennai. It is the sixth largest city in Tamil Nadu by population and which serves to be the important transport hub which connects many major cities. Salem is one of the 27 cities in the country identified by the Union urban development ministry (on September 20) in its third list of smart cities proposed.

Salem has a number of Hindu temples. Namakkal Anjaneyar temple is dedicated to the Hindu god





Hanuman, The image of Anjaneyar is 18 ft (5.5 m) tall, making it one of the tallest images of Hanuman in India. It is said that Lord Anjaneya brought the Salakrama Hills from Nepal as instructed by his guru Narasimha Murthy and named it as Namakkal. The Lord presents Himself in Vishwarupa Dharshan with His hands worshipping in the open terrace, exposing Himself to natural calamities like flood, hot sun and storm. It is believed that He keeps on growing height wise. The Kottai Mariamman Temple, dedicated to the goddess Mariamman, has an annual five-day festival during the Tamizh month of Aadi. The festival brings thousands of devotees every year to visit the temple. The temple's gopuram is made up of seven tiers. Sugavaneshwarar Temple is

dedicated to Shiva, and according to mythology the sage Sugha Brahmarishi worshiped here. Arunagirinadhar sang a song about Muruga in the temple, which was built during the 13th century by king Sundara Pandiyan. Kottai Perumal Temple, Skandhashram, Kothandaramar Temple and SitharKoil are also in Salem. Oothumali Murugan Temple, Pandurangan Hill Temple, Kumaragiri Hill Murugan Temple and Kariperumal Karadu Hill Temple are in the hills in Salem. The International Society for Krishna Consciousness (ISKCON) has built a temple in Karuppur, near the city. Salem also has one of the oldest mosque "Jama Masjid" which is reported to be built by mysore ruler tipu sultan.





Towards the production department in agarbathi industry and pooja items, the city plays an significant role in production of all the types of agarbathi like Flora agarbathi, Scented agarbathi, Raw agarbathi and Masala agarbathi. It produces around 250-300 tons of agarbathi every month. Salem is rich in resources because it is surrounded by hills, so it produces all types of agarbathi raw materials like charcoal powder, Saw dust powder, narghis powder etc. The production of raw materials is marked over 600 tons every month. It also has a small amount of manufacturing for the products like sambrani, computer sambrani, dhoop, turmeric and camphor. This way the city supports lots of families who are contributing in the field of incense industry. Other than agarbathi industry, Salem is also a major textile centre in Tamil Nadu, with more than 125 spinning mills, weaving units and

garment units. The area houses a number of sago factories for the production starch. In Salem district, 34,000 hectares of land are devoted to cassava and 650 industrial units are engaged in tapioca processing. The Salem Steel Plant, a unit of the Steel Authority of India, produces cold-rolled stainless steel and a hot-rolled stainless-carbon steel alloy. The plant is being expanded and modernised, with plans for steel-melting and continuous-casting facilities. The Salem region is rich in mineral ores, with some of the largest magnesite and bauxite deposits in India. Public and private magnesite factories include Burn Standard and Company, Dalmia Magnesites and Tata Refractories.

I humbly thank everyone who were very helpful on all my way in exploring salem on analyzing and preparing this article.





SVAR Opens First Ever Showroom in Nagpur

Svar Fragrances a fragrance manufacturing company in India in technical collaboration with Carbonnel SA (a Spain based company) opens its first showroom in Nagpur on March 28th and plans to expand its chain across India.

Dignitaries from Agarbatti and Fragrance industry were presented there during the inauguration. Main attraction were Mr. Jose Manual Ferrer Prat, Director Sales - India (Carbonnel SA),

**Mr. Shailesh Rao, Director-Svar Fragrances
Mr. Mahesh Rao, Director-Svar Fragrances
Mr. Bharat Thakral** and who's who of the city



Starting a business isn't a cake walk. Even if you have a great idea, it can be difficult to bring that idea to life and make it successful. Entrepreneurship can lead to great success, but oftentimes not without challenges and roadblocks on the way. So if you're thinking of starting a business, what you really need is some inspiration. And who better to inspire you than successful entrepreneurs?

BUSINESS & YOUR PASSION

- Neelima Badola

"Stay positive and be a realist. Surround yourself, if you have not already, with other entrepreneurs. -

Have a clear mission. You need to be passionate and confident about your vision because you're going to experience hurdles, uncertainties and failures along the way. Your belief in what you're doing is imperative to your success, and you should never give up on yourself. -

You need to identify the right people to support you as well as help you formulate a process to support your business goals." -

Taking the risk to implement your dream is hard. Have the full picture in mind, but take the steps one at a time. No matter what your vision, don't let yourself get overwhelmed by all of the steps needed to get to your goal.

If you are passionate about what you do, each and every day will provide an opportunity that allows you to become better while doing what you love." -

Try it on a small scale — all the business plans in the world don't compare to actually trying it to understand what your main challenges are going to be.



"Do your research; create strong relationships with whomever you encounter, as you never know who will one day be your client." -

"I would advise people to start a business in an area where you have some expertise and experience. Another way would be to learn first. Join the course and learn the professional skills. It's going to be a challenge, so you'd better have a passion for it and a head start in terms of knowledge and resources. It's also always smart to start small, without quitting your day job until it's obvious that you have who complement your skills — entrepreneurship is really a collaborative endeavour.

Another tip to keep in mind is to be sure to find partners and advisors, race to find a paying customer; it really focuses you on what matters.

-As with all forms of content consumption, social media users look for consistency and quality in the accounts they follow.

Business does not clearly mean buying & selling of goods or opening a shop. To me it means starting an earning which is your passion. There are various things you can think of starting like starting a coaching centre or a hobby centre. It need not be in a commercial area. You can even start in your sweet home. I have started with Soap making, which initially started as a hobby and now its my hobby. So, don't think negative, just give a start with a positive thought and let go.....it will work. Believe Me! Believe in yourself.



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द्वारका नगरी

4 धाम में से एक धाम और 7 पवित्र पुरियों में से एक पुरी है द्वारका ।

अहमदाबाद । गुजरात का द्वारका शहर वह स्थान है, जहां 5000 साल पहले भगवान कृष्ण ने द्वारका नगरी बसाई थी । जिस स्थान पर उनका निजी महल और हरिगृह था, वहां आज द्वारकाधीश मंदिर है इसलिए कृष्ण भक्तों की दृष्टि में यह एक महान तीर्थ है । वैसे भी द्वारका नगरी आदि शंकराचार्य द्वारा स्थापित देश के चारों धाम में से एक है । यही नहीं, द्वारका नगरी पवित्र सप्तपुरियों में से भी एक है । मंदिर का वर्तमान स्वरूप 16 सदी में प्राप्त हुआ ।

द्वारकाधीश मंदिर के गर्भगृह में चांदी के सिंहासन पर भगवान कृष्ण की श्यामवर्णी चतुर्भुज प्रतिमा विराजमान है । यहां उन्हें 'रणछोड़जी' भी कहा जाता है । भगवान हाथ में शंख, चक्र, गदा और कमल लिए हुए हैं । बहुमूल्य आभूषणों और सुंदर वेशभूषा से श्रृंगार की गई प्रतिमा सभी को आकर्षित करती है । मथुरा से निकलकर भगवान श्रीकृष्ण ने द्वारका क्षेत्र में पहले से स्थापित खंडहर बने नगर में एक नया नगर बसाया । ऐसा कहा जा सकता है कि भगवान कृष्ण ने अपने पूर्वजों की भूमि को फिर से रहने लायक बनाया ।

लेकिन, बाद में ऐसा क्या हुआ कि द्वारका नगरी समुद्र में समा गई । किसने किया द्वारका को नष्ट ? क्या प्राकृतिक आपदा से नष्ट हुई द्वारका ? इस सवाल का जवाब पाने की कोशिशें अब तक जारी हैं । समुद्र में हजारों फीट नीचे द्वारका नगरी के अवशेष मिले हैं ।

द्वारका का परिचय

अनेक द्वारों का शहर होने के कारण इस नगर का नाम द्वारका पड़ा । इस शहर के चारों तरफ से कई लम्बी दीवारें थी, जिनमें कई दरवाजे थे । ये दीवारें आज भी समुद्र के गर्त में हैं । भारत के सबसे प्राचीन नगरों में से एक है द्वारका । ये 7 नगर, द्वारका, मथुरा, काशी, हरिद्वार, अवंतिका, कांची और अयोध्या हैं । द्वारका को द्वारावती, कुशस्थली, आनर्तक, ओखा-मंडल, गोमती द्वारका, चक्रतीर्थ, अंतरद्वीप, वारिदुर्ग, उदधिमध्यस्थान के नाम से भी जाना जाता है । गुजरात के पश्चिमी कोने पर स्थित समुद्र किनारे स्थित 4 धाम में से एक धाम और 7 पवित्र पुरियों में से एक पुरी है द्वारका । द्वारका 2 हैं- गोमती द्वारका, बेट द्वारका । गोमती द्वारका धाम है, जबकि बेट द्वारका पुरी है । बेट द्वारका के लिए समुद्री मार्ग से जाना होता है ।

द्वारका का प्राचीन नाम कुशस्थली है । पौराणिक कथाओं के अनुसार महाराजा कुश द्वारा समुद्र में यज्ञ किए जाने के कारण इस नगरी का नाम कुशस्थली पड़ा । यहीं द्वारकाधीश का प्रसिद्ध मंदिर

भी है । इसके साथ ही अनेक मंदिर, प्राकृतिक सौंदर्य से भरपूर स्थान हैं । मुगल आक्रामणकारियों ने यहां के कई मंदिर खंडित कर दिए थे । यहां से समुद्र का नजारा बहुत खूबसूरत दिखाई देता है ।

कृष्ण क्यों गए थे द्वारका ।

कृष्ण ने राजा कंस का वध कर दिया, तब कंस के ससुर मगधिपति जरासंध ने यादवों को खत्म करने का फैसला किया । वे मथुरा और यादवों पर बार-बार आक्रमण करते थे । इसलिए यादवों की सुरक्षा को ध्यान में रखते हुए कृष्ण ने मथुरा छोड़ने का निर्णय लिया । विनता के पुत्र गरुड़ की सलाह और ककुद्मी के आमंत्रण पर कृष्ण कुशस्थली आ गए । वर्तमान द्वारका नगर कुशस्थली के स्वरूप में पहले से ही विद्यमान थी । कृष्ण ने उजाड़ बनी नगरी को फिर से बसाया ।

कृष्ण अपने 18 साथियों के साथ द्वारका आए थे । यहां उन्होंने 36 साल तक राज किया । इसके बाद उन्होंने अपने प्राण त्याग दिए । भगवान कृष्ण के विदा होते ही द्वारका नगरी समुद्र में डूब गई और यादव कुल नष्ट हो गया । इसके बाद कृष्ण के परपोते वज्रनाभ द्वारका के यदुवंश के अंतिम शासक थे, जो यादवों के अंतिम युद्ध में जीवित रह गए । द्वारका के समुद्र में डूब जाने के बाद अर्जुन द्वारका आए और वज्रनाभ और अन्य जीवित यादवों को हस्तिनापुर ले आए । कृष्ण के वज्रनाभ को हस्तिनापुर में मथुरा का राजा घोषित किया । वज्रनाभ के नाम से मथुरा क्षेत्र को वज्रमंडल भी कहा जाता है ।

कैसे नष्ट हुई द्वारका ।

वैज्ञानिकों के अनुसार जब हिमयुग समाप्त हो गया, तब समुद्र का जलस्तर बढ़ा, इससे विश्व के कई तटवर्ती शहर डूब गए । द्वारका भी उन शहरों में से एक थी । लेकिन, सवाल यह उठता है कि हिमयुग अब से करीब 10 हजार साल पहले समाप्त हुआ था । भगवान कृष्ण ने द्वारका नगरी का निर्माण आज से 5 हजार साल पहले ही किया था । इसलिए द्वारका के हिमयुग के बाद डूबने की थ्योरी समझ से परे है ।





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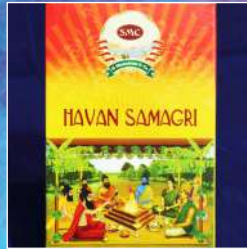
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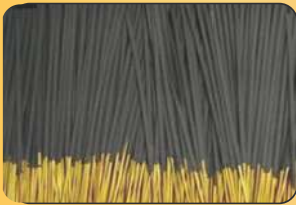


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