START. WRITER I EDITOR RESEARCHER



the traveling unrecessarily teritor makes the traveling unrecessarily teritors. We hardes have a recently to one to perform make and perplaning mazel with our procuracived rections, long hald be lots, coggress and rigid perceptions. A complete testing may not always achieve he handware that objectives for which it was established in the list place. Democracy to one such solution, a complete and, aimed to achieve conteching very furnismental to life.

Let's get to the fundamentals of the state. In early areas, every individual was born free, free to use his ability to the optimizative within all the residing return. furthform, buthmen was his own police, tadge and jury. Backe, 2005; So, how did the state energy? If wasn't a cal contract in many pinlosophers believe it was t probation of a very human characteristic, a netural natural tendency of Studies a common leader. A couple It is group of mon are caught in the same proble-

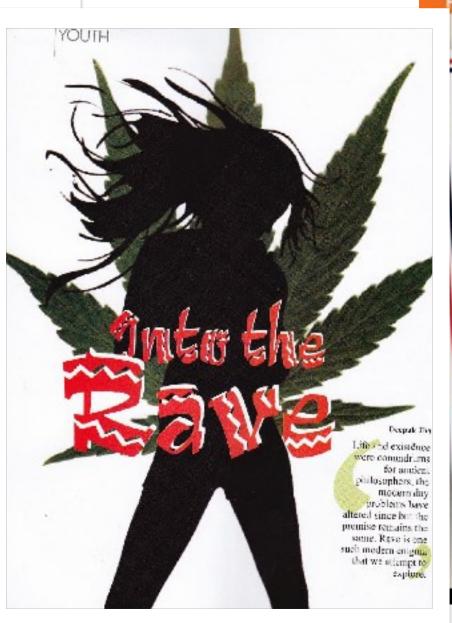
he would make the one with the best understanding of When prestred many group activities of daily life, it

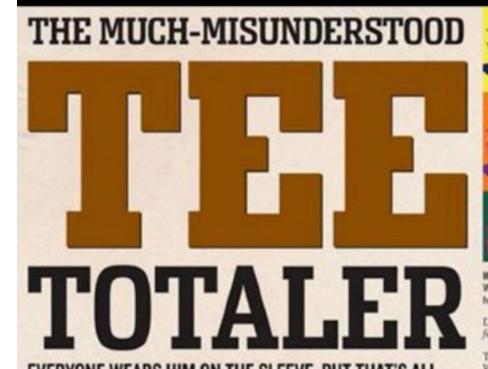
signin exident that we lend to make leader. From those who show us maximum ability in that extrally. Thornfore, humans because of this human tendent ound a final among themselves. The head and the bierty felt the need to offer the hear help through a membry course Power corrupts, and the lander, sturally, tout steps to become more presents. Associacy regirated most naturally out of the Organization personnel and reducible created powerful groups Green groups, different in culture, language, colour or religion left forestered and nature stated. talancing power. Various groups under such arganical: a energed. They bught among thermalway and the

se section english into decouracy, where the The government will think about the welfare of it palities of the locan individual. From Invadores the contest of a welfare trace. But what are the two most turdamental purposes of a state and in which order of

maximum there with minimum interference, t is







EVERYONE WEARS HIM ON THE SLEEVE, BUT THAT'S ALL THAT IS LEFT OF CHE GUEVARA. FYI TRAILED THE LEGEND THROUGH TOWN, AND FOUND HOW SOME STILL THINK HE WAS A WRESTLER, IF NOT A ROCK STAR



Warhol heard of the fraud, he shrewdly authenticated the fake, so that all the money from sales went to him, and (right) street graffiti of Che Guevara wearing himself on a T-shirt, in Bergen, Norway.

Trends come; fashion goes. But Che stays. Walking through the parade of humanity, Delhi's street markets present you with an opportunity to revisit the once revolutionary sero, who is all but an enigmatic expression of rebellion roday. Just a face. And farce, He's on top of store racks, and top of ignorance charts, too. Che Guevara has been used to market Rage Against the Machine's music; endorses a New York grunge label and almost everything, from mugs and scarves to bags and even thongs, but it's a pity how less his proud wear-

When we stopped those who were shopping for pop art based on the enigma, the results were shocking. Some think Che Guevara is a rock star, while others assume he was a wrestler. A guest even tried to justify his ignorance; "We wear things that are attracthem." And so, they continue to purchase and a Spanish biopic, The Motorcycle Diaries, over-priced memorabilia from upmarket fash-that won numerous awards and loud critical ion stores and local boutiques. Both domestic appreciation. and international brands, including Tantra, Lee and Archies, have been looking to extract thanks his tees for what he learnt about the maximum mileage from Che's popularity in icon. "Once, I thought he was a singer. But India. And yet, the same people who wear him when I got to know about him, I was left seem to know nothing of his historical stature awestruck. His life was a solid mould of aspiand character, barring, of course, the boy clan rations, courage and sacrifice." that lives on rock and roll. When a Guevara How he has remained the symbol of radical tee was requested for, at an upscale shop, the chic for so long isn't a matter of surprise. He's storekeeper looked confused and perplexed; an embodiment of all that youth stands for he didn't know what we were was talking intellectualism, rebellion, socialism, and about. At another shop, the manager brought eventually marryrdom. Even corporates trade the T-shirts but couldn't recognise the man on him for their white collar once out of office. "I them. A cool customer who walked in, too, can't keep my hands off Che. He's the only guy failed the test. "Oh yeah, I've seen him. Some who keeps my sanity in place," declares Nand rock guy, I think," he shrugged, before getting Singh, CEO of an online marketing agency. "As

back to his girlfriend's call. Nevertheless, there's the revolutionary lot that gers furious when accused of lack of knowledge of the man who's rocked their GRAB GLAM CHE TEES AT shirts since over a decade. Political people and university students, in particular, who have Janpath heard or read about him, are captivated by the Sarojini Nagar Market romanticism that surrounds the story of a Tibetan Market, Majou Ka Tila young medical student raised in a wealthy Palika Bazaar home, leaving it all to bring justice for the Myntra.com impoverished millions. His story has been

Ernesto "Che" Guevara (June 14, 1928 - October 9, 1967), commonly known as El Che or simply Che, was an Argentine Marxist revolutionary, physician, author, intellectual, guerrilla leader diplomat, military theorist, and major figure of the Cuban Revolution. As a young medical student, Guevara travelled throughout Latin America and was transformed by the endemic poverty he witnessed. His experiences and observations during these trips led him to conclude that the region's ingrained economic inequalities were a result of monopoly capitalism, neocolonialism and imperialism, with the only remody being world revolution. Time magazine named him one of the IOO most influential people of the 20th

tive. We are not here to make sense out of scripted in a number of Hollywood movies

Vikas Sinha, a Delhi University student,

If we wish to express what we want the men of future generations to be, we must say: Let them be like Che! If we wish to say how we want our children to be educated, we must say without hesitation: We want them to be educated in Che's spirit! If we want the model of a man, who does not belong to our times but to the future, I say from the depths of my heart that such a model, without a single stain on his conduct, without a single stain on his action, is Che! - FIDEL CASTRO

I think anyone who buys a T-shirt of Che has gotta be cool. If I see someone with a Che T-shirt, I think, "He's got good taste" - BENICIO DEL TORIO (PLAYED GUEVARIA IN THE 2008 BIOPIC CHE

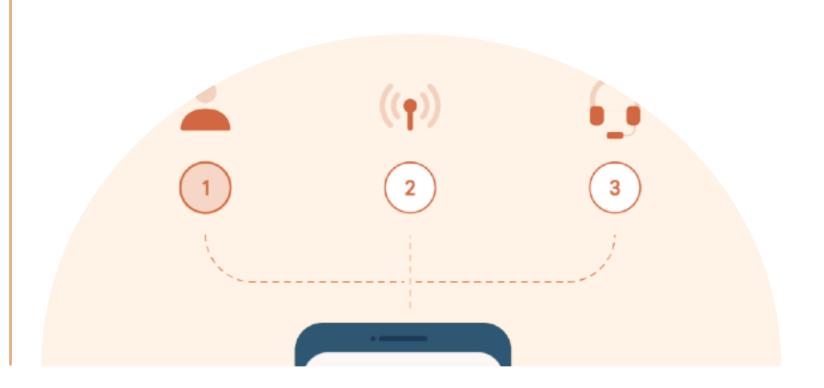
Optimism by SIDBI, Midday, Hindu Metro Plus, XG Mag, Eternal Solutions, Sopan Step, TOI Food Guides

CAMPAIGN IDEAS & COMMUNICATION MOBILE VAS

Case — Dulux colour your world offer

- 1.2 Million hits
- Over .55 Million drums/cans of paints sold
- 15 % spike in sale from last year

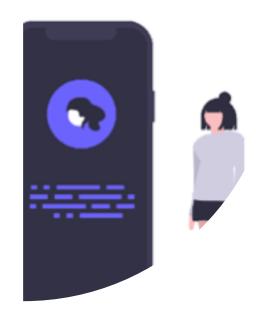
Voice + CRM + SMS



Necessary Automation. Seamless Experience.

one97

Mobile
marketing
campaigns for
the new digital
audience



B2B campaigns, Custom CRM Solutions, VAS/Mobile App/Voice based marketing programs for Dulux, HP, Goodyear, Ariel