

RUTBA

MONTHLY E-MAGAZINE
MAY 2022



Rutba where you get to know
about your favourite
celebrities



TEAM

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RUTBA



What is RUTBA? RUTBA is a person's status. And a person is facing a lot of difficulties to make his/her status well. We are launching a new initiative named RUTBA to show you that how much your favourite stars faced problems to make a good status. And we are going to tell you this through E-magazines on the basis of fortnight.

Rutba magazine



RUTBA MAGAZINE WILL HELP YOU TO KNOW MORE ABOUT YOUR FAVOURITE CELEBRITIES. WELCOME TO RUTBA. HERE YOUR FAVOURITE CELEBRITIES WILL ANSWER YOUR MOST AWAITED QUESTIONS.

WRITTEN BY
GRISHMA BHATIA



Singer-kshiti Vedi

SINGER KSHITIJ VEDI

STORY OF SUCESS



Had it not been my neighbor, I might have been at the crossroads groping in the dark today, trying to still figure out, like most of the people at my age would do, where to head or whether I am heading in the right direction. It all started when I was about 9 years old. And why I said "had it not been for my neighbour" is because my journey started when my neighbour aunty heard me singing in my bathroom and mentioned to my parents that I had a unique voice and they should put me into singing. Fortunately there was a Hindustani Classical teaching Institute near my house and my parents took me there. The teacher there asked me to sing any song and when I finished, the next line she said was when are you joining. I learnt Hindustani Classical and semi classical there for almost 4 years and performed on various stages. I was also offered to go to Poland and France as part of a cultural exchange programme, but my father thought it was too early to go for it at such an early age, so I didn't go and in fact that made me more determined to work harder so that instead of me going there I should attain a level that I am invited. I don't know whether it was my anger revolting or my ego hurting me. Then one day I met my present guruji, who upon listening to me told my father to learn individually under a teacher if I really wanted to pursue music seriously and even make a profession out of it. Fortunately he took me under his refuge and then there was no looking back and with my parents supporting me fully, I decided to make a career out of singing without a doubt. Slowly I started getting noticed in the music fraternity and started performing at various Corporate events, Cultural Programmes, College festivals and singing Jingles at the age of 15.

At the age of 16, I got my first song in Bollywood and I sang the Title Track of the movie 'Born To Run'. The first big break came for me when I won the Delhi's date with democracy held by Delhi government and was felicitated by the Deputy Chief Minister Shri Manish Sisodia and also given the honour of performing on stage Live with Kailash Kher ji with his band Kailasa. I was also considered and recorded the song "Halka halka Suroor" for the film "Fannee Khan", ultimately sung by renowned Bollywood singer Divya Kumar ji. But that gave me the confidence that I could make it big and I decided to release my own original songs and to my good luck and with a little bit of Financial support from my well wishers we released my debut song "AAJA SOHNIYE" in March 2020 on the official YouTube Channel of Zee Music Company and various Music Streaming Apps. The video featured famous TV star Reem Sheikh and crossed 1 million views. It was like a dream come true and I plan to release more songs of my own very soon. Today Kshitij VEDI is the Founder of Kshitij VEDI Studios and is one of the youngest playback singers of India. He is collaborating with and working with several artists, composing originals, but the motto stays the same, which is to win peoples heart with his music!

SINGER KSHITIJ VEDI

UPS AND DOWNS

Ups and downs are a part of your life and if you want to achieve something extraordinary and big, you'll have to face struggles in life. My biggest break that I got was at the age of 16, when I got my first Bollywood Debut Song and I sang the Title Track of the movie 'Born To Run'. I won the Delhi's date with democracy State competition which was held by Delhi government and was felicitated by the Deputy Chief Minister Shri Manish Sisodia and also given the honour of performing on stage Live with Kailash Kher ji with his band Kailasa. I was also considered and recorded the song "Halka halka Suror" for the film "Fannee Khan", ultimately sung by renowned Bollywood singer Divya Kumar ji. But that gave me the confidence that I could make it big and I decided to release my own original songs and to my good luck and with a little bit of Financial support from my well wishers we released my debut song "AAJA SOHNIYE" in March 2020 on the official YouTube Channel of Zee Music Company and various Music Streaming Apps. The video featured famous TV star Reem Sheikh and crossed 1 million views. It was like a dream come true and I plan to release more songs of my own very soon. I secured All India Rank 1 in the India's biggest Singing Contest.



Today, I'm the Founder of Kshitij VEDI Studios and one of the youngest playback singers of India. I am collaborating and working with several artists, composing originals, but the motto stays the same, which is to win people's heart with his music! The Most Sad moment of my Life was the day when I got up and I found out that my voice was not coming out and upon showing to the Doctor, I was told not to Sing from then onwards because it might affect my Lymph Nodes and I should seriously think of Singing as my Career. But after 4 months I thankfully recovered.

SINGER KSHITIJ VEDI

FITNESS AND MORE

I have always been very passionate about my fitness as much as I'm as a musician. As a Singer and Live Performer, following a health routine helps you sound better, ward off infections and have increased energy for performing. There are many things I do and would recommend other singers to do too every day and they cost nothing, are quick, easy and beneficial for your body and mind too. Perhaps the most obvious inclusion on my list is vocal exercises. They are an unavoidable part of life as a singer. But it's not just about getting better at singing. It's about protecting your vocal health. Exercise makes your vocals stronger and more robust, meaning you're less likely to suffer from nodules or strains. This will keep the ear nose and throat doctor away! Everyone needs to drink six to eight glasses of water per day to maintain optimal health. But for vocalists, this is even more vital. Lack of hydration can lead to vocal damage and lightheadedness. And when you're performing you have an increased need for water. As laughter is good for you, stress is incredibly bad for you. It's important to find a way to release the tension that comes with daily life. Performers can experience heightened levels of stress, as live gigs can be nerve-racking. Adrenaline will help you through and ensure you're on high alert for a show, but too much of it can have a detrimental effect (remember that feeling when you just can't relax and get to sleep after a gig?). Combat this by being intentional in your relaxation. This means not just sitting and watching TV, but developing a practice to help you unwind. Yoga, mindfulness, meditation and sound baths can be useful tools in doing this, so try to build one or several of these into your weekly, if not daily, routine.



I was an extremely mischievous and adventurous child who has always had full support from his family. From my childhood I always used to seek happiness from the ideal moments of life. My family has a very rich and diversified tradition of music. I had a keen interest in various qualities that resonated with the aesthetics. It was the art that existed throughout my generation instilled in my veins which developed as an interest and shaped the artist that was in me. This passion and support urged me to go out there and create a name for myself amongst the extraordinary! Honestly, I never faced any discrimination in life.

SINGER KSHITIJ VEDI

DREAMS

Dreams of childhood came true

I was an extremely mischievous and an adventurous child. From my childhood I always used to seek happiness from the ideal moments of life. I had a keen interest in various qualities that resonated with the aesthetics. It was the art that existed throughout my generation instilled in my veins which developed as an interest and shaped the artist that was in me. This passion urged me to go out there and create a name for myself amongst the extraordinary! I wanted to become a Playback Singer and travel the whole world with my band and perform. When I sing, I sing with all of me, putting everything I can into it. I have always had a great passion for singing, ever since I was young. Today, I perform in front of thousands of people without any fear and I really feel blessed to get all the appreciation and love from people. I am the founder of Kshitij Vedi studios and I'm collaborating with big respected artists of the Industry like Kumar Sanu. I'm still learning and will be doing that till my last breath because it's a never ending process. I'm very thankful to all the love that I've received till now and I promise to work harder and never let my fans down and always deliver good music!

I think the most important tip I could give any upcoming artist is to get used to failure. Failure should be your best friend. If you can overcome your fear of failing & welcome it like an old friend I believe this industry will feel more graceful. Each failed experience can be accompanied by powerful knowledge & extraordinary growth if you let it. If you can think of failure as a tool you will learn to use it & in result it will make you a much better artist in the long run. Don't let someone else's successes & failures determine your successes & failures! It's easy to get down & question your abilities or purpose when you see another artist popping off. Research, practice, repetition! I know this is very fortunate for me but ENJOY THE JOURNEY & CELEBRATE THE SMALL VICTORIES. I can't tell you how many times I missed out on what was happening in the present moment because I was hyper focused on the future. Every release, every show, & every time you write a new song is so special & we need to remind ourselves of that more.

SINGER KSHITIJ VEDI

HARD WORK

Hard work is the only key to success! There isn't any shortcut in life and trust me it would take you nowhere in your life. I'm planning a Kshitij Vedi Live In Concert Tour in Europe and Dubai very soon. And about the latest projects, me and my team are planning to collaborate with big musicians and produce future sounds that would remain evergreen and focus more on bringing back the Melody era!



My latest song featured the very famous and talented legendary Kumar Sanu ji. I've got the opportunity to now get my songs featured in 2 upcoming web series and I can't wait to share the first look! Also, I'm working along with my team on upcoming music video collaborations with 2 more legendary artists of our industry. By god's grace, I hope they come out well and people give their love to them as they've been giving till now.

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**WRITTEN BY
GRISHMA BHATIA**



Ashiti jha

Ashiti Jha

LIFE STORY

Her Life

Ever faced a question to change the name?

No never as the name is the most unique feature I have I feel glad of both my name and my surname.

Childhood Moments

I still remember once I was so overexcited for my dance performance and I felt sick on that day and was not able to perform.

Works

- Tvc ads for multiple brands
- .print shoots for Amazon
- .winner of India's kids glam hunt 2019
- . India's Top Star 2022



STORY OF SUCCESS

Working on multiple paths other than education was never easy. Be it acting modelling or Dance I was also into other activities such as public speaking, swimming, reading novels and I'm always curious to know more about my surrounding. The main reason of success is always doing something and keeping up with the trend in my field of working and most importantly the confidence which I get from reading novels.

Ashiti Jha

PROBLEMS

Support and Opposition Faced

There were both supporters and critics sometime my own family members use to raise question on my interest and use to tell that the only aim should be education but that only brings the anger inside me and I turn that anger into motivation. Talking about my supporters the only supporters which I got were my parents and then slowly and Gradually after a point of succes the chain of people in read but still what I am today is because of my parents



UPS AND DOWNS

Sometimes it happens that my other activities affect my education and my friends use to tease me and sometimes my teachers use to ask my parents to stop my extra activities but still I worked harder to get on line and to balance the set other than stopping from my passion!

Ashiti Jha

BEAUTY

Beauty, fitness and dreams

Beauty and Fitness

Talking about beauty and fitness I'm more into my work than my looks but my mom is always there to take care of it .

Childhood dreams came true

My childhood dream were many But the most important was to bring trophies as many as my mother and that I crossed three years back only I guess, I was just six when I challenged her and accomplished it when I was fourteen I guess!



FUTURE

I don't like to talk about future very much but there are only words of my father which echo in my mind whenever I think of Future that is " no matter what u do from a job of cobbler to building the empire of business women just be the best and build an era of urself !"

Ashiti Jha

PERSONALITY

Some famous and Upcoming works

Famous Works

I did Short film Dreams which got 7 plus national awards and also I have done many videos shoots for YouTube and regional music videos as well.

Upcoming Works

Right now I am very much concerned about my studies but also there are some short films and print shoots which are on hold.



BEST PART

When she was asked about her Ideal She replied, "Everyone has their ideal but for me I don't have any ideal other than time."

Sajni Shrivastava



story

Do you face a question to change their name?

I don't think anything changes even if you change your name or surname.

Childhood Moments

My childhood memories are very good as I was pampered by my parents and also given freedom by them to pursue my dreams.

Thoughts about her work

Being in Bollywood is my life longing desire and acting is my passion. I am Blessed that my work is been Appreciated and Acknowledged

Beauty And Fitness

Since I'm in acting field so for me Been fit is very important, even if I was not in media I would still wanting to be fit. As of my beauty tip is to be positive and always be with good content, good message and which you can watch with your family as well.



Sajni Shrivastava



Tips for upcoming icon
Being focused, discipline, value of time.

Childhood Dreams
Since childhood I wanted to pursue my career in Acting, which I'm doing it.

Hard work and future plans
Without hard work you cannot achieve anything in life, my future plans are very big, I HV completed a film as a lead recently which is directed by Kunall V Singh, and I have signed few more projects as a lead too which will go on floor very soon.

Ups and downs
There were ups and downs but in everything I always have my positive mindset. I received support from my family always and also opposition but I took it as a compliment always.



sajni Shrivastava

Upcoming



Upcoming Projects
Since I have launched my production house "Pilipili Productions" Few projects are already in pipeline which will go on floor, iam going to make good cinema with good content, good message and which you can watch with your family as well.



Founder



**SHE IS REKHA JHA , A
MOTIVATIONAL SPEAKER, PRANIC
HEALER, POET, SINGER AND
TEACHER. A PERSON WHO
STRONGLY BELIEVES THT, ALL
THAT HAPPENS, HAPPENS FOR
GOOD THE FOUNDER OF UNIQUE
ACADEMY , SOUL AND
SMILE, SHIKSHA
SAMAROH, BHARAT VISHVA GURU,
MITHILAA MAHAAN , SPREAD THE
WORD
HERHYGIENE, R R POWER
PUFFS, MIRROR- TALK SHOW. SHE
HAS BEEN AWARDED WITH SO
MANY RECOGNITION LIKE NAREE
SHAKTI, SWEYM SIDHA, NAREE
SAMMAN, ENTREPRENEUR OF THE
YEAR ETC.**



SOUL & SMILE

"One thought... can change lives"

RUTBA

E-MAGAZINE

MEET THE TEAM!



Rahul Suri, Event Director



Rohit Bisaiya, Senior Journalist



Rekha Jha, Founder



Areeba Aftab, Team Leader



Grishma Bhatia, Team Leader



Khushi Mishra, Team Leader