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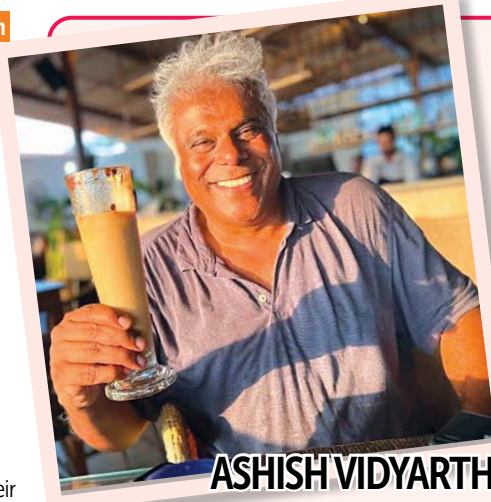
Herald Cafe

Keeping pace with trendy senior influencers

Senior celebs-turned-influencers have jumped on the social media bandwagon with their humour, zeal for life and wisdom

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In this day and age, the presence of an influencer in convincing the masses is as vital as fish is to a cat. Now there are people who were at one point in time big time operators in their fields and have now reinvented themselves to become influencers in this digital age. A large percentage of them are young individuals who keep posting reels to keep their followers interested and add more followers. But in this landscape, these senior individuals buck the trend. Individuals who march to their own beat and make a distinctive mark. We take a look at five senior influencers who have marked their own distinctive niche in the market.



ASHISH VIDYARTHI

He is another actor who has around two million followers on Instagram. It is not unusual for Vidyarthi to walk into a restaurant and sample the food and share his views on it. It is something that is loved by his followers. He does it with humour and perhaps his skills as a stand-up comedian kicks in. He visits Goa regularly and samples its culinary delights. His post about his visit to a restaurant in Panjim to sample its seafood generated over 62,000 likes. Ashish is also a motivational speaker. A user said it was humbling to see the audience resonate with his words. Vidyarthi's social media fame has led to renewed interest in his acting career.

The 59 year old ex-model has a million followers on Instagram. Milind Soman shares his thoughts on exercise, including the importance of regular, moderate exercise to maintain strength and mobility. On Instagram in the month of August, Milind talks of a drive from Stockholm to Copenhagen and where he stopped every hour to do push ups. It attracted over 25,000 likes. Milind also shares details about his diet, including what he eats for breakfast, lunch, dinner, and before bed. As someone who is motivated, he shared the goals he set for himself, such as eating fruits and khichadee, and making a new goal every week. He also regularly shares his thoughts on the importance of patience, endurance, and self-belief.

When Soman posted a video of his mother riding a bicycle after 25 years, the video went viral with the fans' love and support. When Soman shared black and white pictures of himself, his fans were floored.

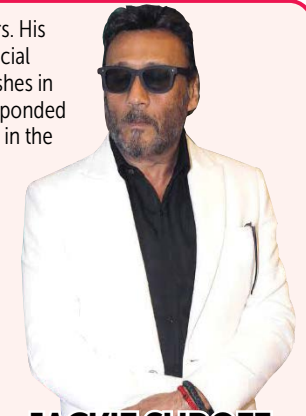
MILIND SOMAN

Manisha Koirala has around two million followers. Koirala online is focused on her well-being, nurturing her body and soul, and pursuing happiness. She believes that self-care is the most important project of all. Manisha has shared personal experiences on Instagram, such as her struggles with debilitating headaches. Koirala also shares her thoughts on aesthetics, including how she values the stories behind what she wears. Her followers are inspired by her courage and comment on it online. Since her battle with cancer, she has been passionate in her support for the Impact Foundation at Tata Memorial Cancer Hospital, which provides holistic support for children battling cancer.

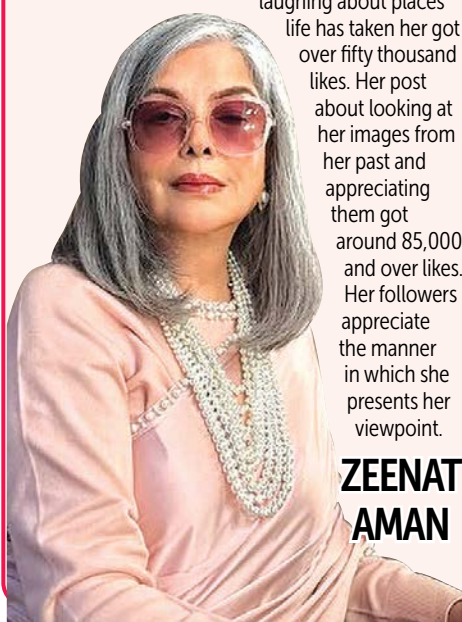


MANISHA KOIRALA

Jackie Shroff has around two million followers. His fans love him for his unique style. When a social media user pointed out a fly in one of the dishes in a video of Jackie's 'farm to table' meal, Jackie responded with 'Bhidu jungle mein baitha hoon' (I am sitting in the jungle). This response generated huge response from his followers. His followers thanked Jackie for his kindness and compassion towards people and the environment. Another follower noted that Jackie's unique style is defined by items like his mother's picture, plants, bandhani scarves, and kohl. Jackie also shares content about events like IFFI 55 in Goa. Jackie recent collaboration with Spotify which in a humorous style has caught the attention of the youth.



JACKIE SHROFF



ZEENAT AMAN

SWIPE RIGHT



Payal Kapadia nominated for Best Director at the Golden Globes



Filmmaker Payal Kapadia's 'All We Imagine As Light', a Mumbai-set story about three women and their friendship, received two nominations at the 82nd Golden Globes in Best Motion Picture

Non-English Language and the Best Direction - Motion Picture categories. The film, scripted history by becoming the first Indian movie to win the Grand Prix award at the Cannes in May.

Taylor Swift's Eras Tour is the highest grossing tour ever

Taylor Swift's tour brought in \$2.2 billion in its nearly two-year run, making it the highest-grossing tour of all time for a second year in a row according to data collected across 149 shows. The new numbers were made available after Taylor Swift wrapped the Eras tour with its final show in Vancouver, Canada. Last year, Taylor Swift's landmark tour became the first to cross the billion dollar mark.



Blue Ivy Carter made her silver screen debut in 'Mufasa: The Lion King' and walked the red carpet for the Los Angeles premier of the film with her mother, Beyonce.



Keeping the legacy of Mandos strong

Goa Cultural and Social Centre is putting in all efforts to give a boost to the legacy of mando music as they organise the 57th All Goa State Level Mando Festival on December 11 and 12, giving a platform for singers, musicians and lyrists, to showcase their talent to a wider audience. With children and youngsters taking the lead, the competition will see new talent

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One of the oldest genres of music, the Mando has been preserved for generations in Goa in Konkani. On the other hand, Dulpods are songs of the masses and touches upon social and current issues in Goa often with sarcasm. The only time one can hear these songs sung live at a competition is at the annual Mando Festival. The 57th All Goa State Level Mando Festival will be held this year at Institute Menezes Braganza Auditorium, Panjim on December 11 and 12 from 6 pm onwards.

Organised by the Goa Cultural and Social Centre, the festival has always encouraged children and teenagers to sing and in the long run preserve this unique genre of music. The General Secretary of the Goa Cultural and Social Centre, Milagres Fernandes, informs that the competition will be also telecasted live on their YouTube channels for viewers across the world. "All Goa State Level Mando Festival is free and open to all to enjoy two evenings of melodious voices and music. It is important that the audience appreciates the young talent that comes on the stage and motivates them to continue singing Mandos. Mando has survived because of children, who turned into teenagers and then even sung for the senior categories,"



says Milagres. The show will be compered by the brother duo of Agnelo and Armando Fernandes from Borim.

A computer teacher at Saviour of the World High School, Loutulim, Quincy Fernandes, will be guiding the students of the school in two categories, children's category and teenager category. The school had participated for Mando Competition on two occasions. In 2012, they participated in the teenager group and bagged first place. In 2019, they participated in children's category and bagged first place. "I am happy to inform that those who participated in the children's category are now taking part in

Teenager category. Reagan Fernandes who was of 2012 teenager category is now our musician. Under children's category, we have students from age 6 - 12 and will be singing a romantic song, 'Igorjechea Festak'. Under Teenager Category the participants will melodiously sing to another love song, 'Doriachea Lharari', informs Quincy. The participants in the children's category include Franisa Carvalho, Misha Gomes, Freeda Gonsalves, Abernie Andrade, Lidiya Furtado, Arran Fernandes, Ian Vaz, Shaden Fernandes, Shenoy Fernandes, Swain Fernandes and Leon Fernandes. The participants in the teenager category, Elisha Antao, Swency Fernandes,

Participating in the competitions:

Spring Valleyche Fulte Bonge — PILERNE
Uzvaddachi Kirnam - SANGOLDA
Mando Mogi - MARGAO
Caranzalemchi Chokchokit Noketram - CARANZALEM
Crescendo - MAPUSA
Chubby Cheeksachi Chokchokit Motiam — PILERNE
Saviour of the World High School - LOUTULIM
Spring Valleychim Mannkam Motiam — PILERNE
St Xavier's Collegicho Naad — MAPUSA
Ruzaieche Fulte Kolle - NAVELIM
Sant Matevachim Noketram - AZOSSIM
De Amor - SIRSAIM

Sibyl Cardozo, Velisa Fernandes, Xavia D'Costa, Fedora Andrade, Ransom D'Mello, Kaiset Fernandes, Alister Almeida, Shawn D'Mello and Valancio Fernandes. Biology teacher, Rolita Judy Pires and Konkani teacher, Ruchta Gomes will be guiding the young voices of Ruzaieche

Fullte Kolle, a Mando troupe from Rosary Higher Secondary School, Navelim, in the teenage category. "When the competition was announced, we asked students who wanted to participate to audition. We asked them to preferably sing any Mando for the auditions. We have been practising for two weeks now," says Rolita. Ruzaieche Fullte Kolle has previously won the first place at the Mando Festival in 2022 with the unwavering support of Principal Magret Dias. However, this mando group is formed with completely new voices.

The group comprises of 15 members, led by the melodious voices of Ashyl Gomes and Reuben Fernandes, Maria A Fernandes,



Aditi Furtado, Esther Pires, Sachiel Cardoso, Shane Silva, Joyd Antao, Joshua Lobo and Jonas Oliveira. The musical accompaniment is provided by Josh Issac on guitar, Dasha Gomes on mandolin, Vozler Pereira on double bass, Russell on violin and Adonis on ghumat, guided by the expertise of and Rolita Judy Pires.

Frank Estrochio has written the original Mando for the group, Caranzalemch Chok-Chokit Noketram. The group members who will be participating in the original category of the competition includes lead singers, Frank Estrochio and Sadira Fernandes, Welsy Estrochio, Agneta D'Souza, Lerissa Estrochio, Joylin Barbosa, Liza Sequeira, Princeton Da Gama, Fean Almeida and Cipriano Fernandes. The musicians include Salvador Corte and Lemuela D'Mello on violin, Sherwin Fernandes on guitar and Prashant Paddenkar on ghumat.

"I love writing songs and I have written and composed toast songs. I play in the youth band of Caranzalem and I also play the bass guitar in my parish choir. We have been practising for a month for the mando competition and some of the members had participated when we were very young in different groups. This is the first time we will be performing together as a group and we are very excited," says Frank, who has his choir, Echoes of Grace.