

A laugh mag is born

At last, a laugh magazine is born in India, after all those barren years since the days of *Shankar's Weekly* and its rib-tickling sketches. Cartoonist Dhir has jumped into the empty space with his monthly *Never Mind*, making a fresh offering in our humour-starved print world.

Sample the first issue. See the delight under Editor's Note on page 5. Two Central Vigilance Commission bosses are in discussion:

'We must publish the list of corrupt officials. People must know who they can bribe.'

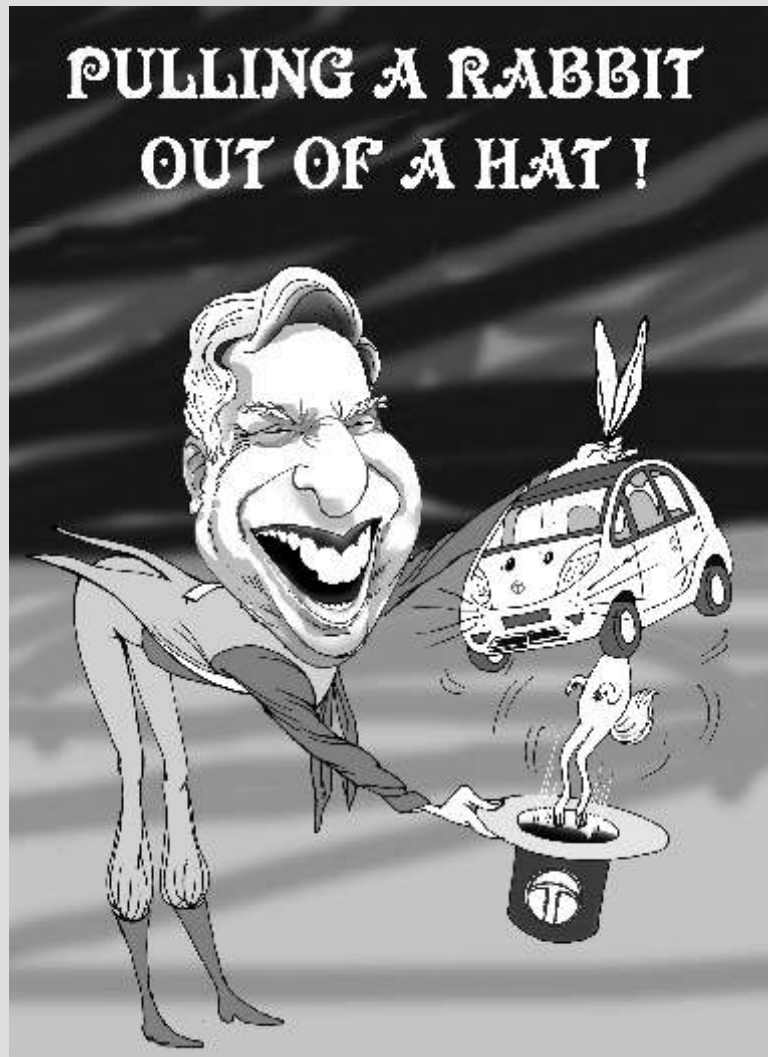
The next two pages are a belly laugh, with Lalu's Feel Good Rail Budget 2008. Lalu is shouting his full-throated Hurrah with a tuft of hair flowing out of his ear. He is driving his double-horned buffalo train with the high flick of his whip like he used to when he rode his buffalo years ago in rural Bihar.

A couple of pages ahead, you find a poor farmer ready to pull the noose round his neck. Why? He has missed out on his loan waiver cash because, foolishly, he never took a loan in the first place.

Move on a few pages further, and you are stumped with the problem of 'Finding A Solution'. Guess what? It's Run, Baby, Run!!

One woman to another: ... And when the mob molested my friend, her husband could not defend her.

Reply: I think, one husband is not enough these days.



Read on for the 'Solution'. The fun lies in the final sketch.

There is plenty of cricket, media and Bollywood banter, too.

But the centre stage is held by 'Mr Bharat Ratan Tata' as he pulls a Nano rabbit out of his hat!

Perhaps, the next issues could bring in some humorous writing too, especially of the 'Middles' type, and even some stinging articles.

All in all, thank you, Dhir and your team.

— Subhash Chopra