



Times of Power and Voice

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Goel Ganga Developments' new venture with Euro Schools



Pune (P&V news service):- Giving information about the new venture with EuroSchools, Goel Ganga Developments said that they have completed the construction of Kharadi Campus of EuroSchool within 6 months. With this, the company completed the construction of the fourth institute in its education portfolio. Let us tell you that this school for 3000 children built on 5 acres, due to the hard work and vision of Anurag Goel, Director, Goel Ganga Developments, Pra-

jodh Rajan, Co-Founder of Light House Learning Group and Rahul Deshpande of Euro School, could be completed on time. Anurag Goel, Director, Goel Ganga Developments, said, "This campus is one of the most important education projects for us. The entire credit for the timely completion of its construction work is given to the team of Goel Ganga and Prajodh Rajan, Co-Founder, Light House Learning Group. And goes to the vision of Rahul Deshpande of Euro School."

This splendid campus has a capacity of more than 3000 children with facilities like full size football field, half Olympic size swimming pool, splash pool, squash court, basketball court, children's play area, badminton court, cricket practice net, . Skating rings, international standard sized libraries, auditoriums, cafeterias, labs, music and dance studios have all been built amidst the green spaces to ensure that children get enough space. The development of the second phase has already started, with both groups having joint expansion plans to build several more campuses in the city.



NSDC and MoHUA launch project NIPUN to skill, upskill more than one lakh construction workers

Pune (P&V news service):- National Skill Development Corporation (NSDC), the nodal agency under the Ministry of Skill Development & Entrepreneurship, Government of India, and the Ministry of Housing and Urban Affairs (MoHUA) today announced the launch of project NIPUN- National Initiative for Promoting Upskilling of Construction Workers. The project aims to train more than one lakh construction workers through fresh skilling and upskilling programmes and provide them with opportunities in foreign countries. The project implementation is divided into three chapters - training through Recognition of Prior Learning (RPL) at construction sites, training through Fresh Skilling by Plumbing and Infrastructure SSC and International Placement through industries/builders/contractors.

On-site skill training will be provided to 80,000 construction workers through industry associations under the RPL certification, co-branded with MoHUA, while 14,000 candidates will receive fresh skilling through plumbing and infrastructure Sector Skill Council (SSC). The courses are aligned with National Skills Qualifications Framework (NSQF) and will be imparted at accredited and affiliated training centres. NSDC is also aiming to place at least 12,000 people in foreign countries like the Kingdom of Saudi Arabia, UAE and

other GCC countries. Project NIPUN will be conducted under the aegis of MoHUA, under its flagship scheme of the Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM). It will also facilitate and support convergence with related line ministries. Meanwhile, NSDC will be responsible for the overall execution of the training, monitoring and candidate tracking. It will provide trainees with Kaushal Bima (3-year accidental insurance with coverage of Rs 2 lakhs), digital skills like cashless transactions and BHIM app, orientation about entrepreneurship, and EPF and BOCW facilities. A project committee with members from both NSDC and MoHUA will be formed under the chairmanship of Additional Secretary-cum-Mission Director, DAY-NULM to oversee and monitor the project.

While addressing the event, Shri Hardeep S Puri, Minister of Housing & Urban Affairs and Petroleum & Natural Gas said, "The transformational impact of the National Urban Livelihoods Mission (NULM) has definitively reduced the vulnerability of urban poor households by providing upskilling and employment opportunities to urban dwellers, especially the youth. The spirit of entrepreneurship has been encouraged and supported by giving urban workers access to self-employment and skilled wage employment opportunities.

This initiative will enable Nirman workers to be more proficient and skilled while making them adopt future trends in the construction industry by increasing their capabilities and diversifying their skill sets." The minister also announced that the Central Vista Avenue will be opened in next few days. Lauding the partnership between NSDC and MoHUA, Shri Rajesh Aggarwal, Secretary, MSDE said, "With the construction industry poised to become the largest employer by 2022, the dependency on technology cannot be ignored. I am confident that this unique project by NSDC and MoHUA, along with the support of all our stakeholders, will provide Nirman workers with better job opportunities, improved benefits, and safer work practices, making them torchbearers of not only an Aatmanirbhar Bharat but also play a pivotal part in transforming India into a skill hub for the rest of the world." The construction industry is poised to become the largest employer by 2022 and needs 45 million additional skilled workers over the next 10 years. To fulfill this mission, the National Real Estate Development Council (NAREDCO) and the Confederation of Real Estate Developers' Associations of India (CREDAI) have joined Project NIPUN as industry partners and will identify training job roles of aspirational value in the construction sector in collaboration with the SSC.

BNCA faculty-students conducts outdoor classroom on knowing trees at MKSS's campus

Pune (P&V news service):- The faculty and students at Maharshi Karve Stree Shikshan Sanstha's (MKSS) Dr.Bhanuben Nanavati College of Architecture for Women (BNCA) have studied trees at the 125 year old campus of Maharshi Karve Stree Shikshan Sanstha spread across 22 acres. Many trees complement the old and new buildings of the institute and has been aiding in the outdoor learning environment as well as helping control temperatures across seasons.

The outdoor classroom activity program- Know Your Trees in BNCA Campus was conducted by Landscape Architect and Prof.Kshitija Kolhatkar and Prof. Neha Adkar to celebrate 'World Environment Day', initiated by Mahatma Gandhi National Council of Rural Education and Social Entrepreneurship Swachhata and Rural Engagement Cell. It was organized under the guidance of Principal Dr.Anurag Kashyap and conceived by Dr. Swati Sahasrabudhe, HoD, Department of Landscape Architecture (BNCA). Avanti Barmade, Rajnandin iKolte, Radhika Jaswante, Mayuri Tarte, Radha Kinjwadekar and Pooja Mujumdar were among the 20 postgraduate students who participated in the initiative. Speaking about the trees in the premises, Prof.Kolhatkar said that large native trees

like Mango and Banyan have become important reference points for the architectural elements and buildings at the premises of the organization. According to this, various other types of trees, big and small have been planned around them. For this, trees have been consciously used as an artistic backdrop for walking paths, sidewalks, outdoor spaces for sports and cultural events in the premises of the organization. Trees serve as a link between human life and nature, and they are also useful for the emotional connection with the environment and wellbeing.

Prof. Adkar said that nature can be enjoyed with five senses including sound, touch, visibility, smell and taste. There are many kinds of birds, butterflies, insects living on the trees in the institute campus and the sweet sound of cuckoo can also be heard. The tree inside the campus has aesthetic, educational, social, cultural and environmental significance. The natural beauty of the institute is enhanced by the variety of trees like Banyan trees and other Ficus varieties, ornamental trees like Plumeria (Chafa), Ashoka, Palms, Royal Poinciana (Gulmohar) etc. Our students were taught that large and small trees can be planned in stages in the premises of any educational institution according to their form, colour, texture, spread and functions.

Tremendous opportunity for Chartered Accountants globally - Experts

Pune (P&V news service):- Rapidly growing Indian economy, huge gap between supply and demand of accounting professionals not only in India, but globally, presents huge opportunities for Indian Chartered Accountants, making it one of the most sort after professionals in financial market opined various experts at a CRET-"Outreach Meeting" on Topic- Proposed Scheme of Education & Training of CA Course. The program was organized by The Pune Branch of Institute of Chartered Accountants of India today at Pune. Proposed revamp in the curriculum of CA Course was informed and obtained feedback from the students, professors and other stakeholders, at large. The deliberations were led by CA. Chandrashekhar V. Chitale, Member of Central Council and Board of Studies, ICAI along with CA. Dayaniwas Sharma, Chairman, BoS (Academic), ICAI, Delhi, CA. Vishal Doshi, Vice Chairman, BoS (Academic), ICAI, Delhi, CA. Dr S.B. Zaware, CA. (Dr.) M. S. Jadhav and Chairperson, WIGASA CA Moushmi Shaha, other Pune ICAI Managing Committee Members. Dr. Parag Kalkar, Dean and faculty of Commerce and Management, SPPU and Dr. Rajendra Zunjarrao, Principal Modern College, BMCC principal Dr. Seema Purohit and MMCC Principal Dr. Devidas Golhar also appreciated the new curriculum and guided the students. CA. Moushmi Shaha, Chairperson, moderated and compered for the program. CA. Chandrashekhar Chitale informed that at a recent CA placement program, demand was more than CAs available for taking jobs. In more than 100 countries, CAs are playing the role of CFO and management positions. He further said that ICAI continuously takes efforts to elevate the standard of accounting and auditing and these standards are

acclaimed and acknowledged worldwide. Whenever a student qualifies for our course, the student has a demand globally. The credit goes to the meticulous manner in which the syllabus is designed, the course is designed, the hands-on experience that the student gets while doing articleship. Now with the changing times, we take a review about various advancements in the profession, technology and how we should adapt to those changes. Generally we appoint a CRET committee every 8 or 10 years, but this time we have constituted it in five years considering substantially advancements in the profession. This committee came out with various recommendations. The revised proposal for revamping the curriculum was submitted and was agreed in principle by the Ministry of Corporate Affairs and thereafter we were told to give it for public exposure, so as to accommodate the suggestions by people. Therefore the outreach programs are being conducted throughout the country. We have studied curriculums of most advanced countries and best practices have been adopted to make it more relevant. CA. Dr. Zaware explained in detail CA course and opportunities. He advised students to embrace PERFECT formula for success. CA. Dayaniwas Sharma, Chairman, BoS (Academic), ICAI, Delhi, said that ICAI is the second largest accounting body in the world. But for a country of 140 cr people, we have only 3,50,000 Chartered Accountants. We are trying to reach out to all Universities across the country to tell them what new things they require to incorporate to create a new generation of accountancy professionals, including incorporating the latest technologies like data sciences and block chain technologies. When we talking about a 5 trillion economy, there is a dire need of chartered ac-

countants in the country. Every industry needs a Chartered Accountant. The huge exposure of various industries, the 360 view which the chartered accountants professionals carry makes it one of the most sort after professions. More than 40,000 CAs are working globally in more than 100 countries. Today CAs are also in demand globally and therefore there are huge opportunities. People think that this is a tough course, but that is more in their mind. Students should think from a positive frame of mind. CA. Vishal Doshi, Vice Chairman, BoS (Academic), ICAI, Delhi said the outreach program is being conducted to take back maximum suggestions. ICAI is one amongst a very few professional courses in the country wherein the student can register post passing the 10th standard and become eligible to appear for foundation exam post the 12th standard. Along with the graduation, one can do the CA curriculum. Dr. Parag Kalkar, Dean and faculty of Commerce and Management, SPPU said that as a University, after 2019, we have revamped our syllabus to choice based credit system and as a small portion of this change we have brought in an internship program for the students. As a part of this endeavor, we have an umbrella agreement with ICAI. Citing various examples he said, we wish to work on principles of cooperation and collaboration along with faculty capacity building, reskilling and up scaling of knowledge. Dr. Rajendra Zunjarrao, Principal Modern College said that awareness of the career opportunities is also important along with studies. What we have done at our college is to bring out and publish an updated version of 'Modern Career Path' which is a compilation of career guidance articles written by heads of various departments.

CMA Shripad Bedarkar elected as President of the Maharashtra Tax Practitioners Association



Pune (P&V news service):- Cost and Management Accountant (CMA) Shripad Bedarkar as the President and Adv. Amol Shah was elected unopposed as Vice President of the Maharashtra Tax Practitioners Association (MTPA). The new executive committee for the year 2022-23 was announced at the recent 42nd Annual General Meeting held at the 'Gyanmandir' hall of MTPA. Dnyaneshwar Narwade as Treasurer, Prasad Deshpande as Secretary, and Adv. Anurudra Chavan as joint Secretary was elected. At this time, the declining president of the association Manoj Chitlikar, former president B. M. Sharma, CA Sunil Bhandwalkar, Adv. V. G. Shah, Narendra Sonawane, Sharad Suryavanshi, Vilas Aherkar, Adv Deepak Godase etc. were present on the occasion. Former President Adv. Milind Bhone, Santosh Sharma, Sunil Khushlani, Vice

President, GST Practitioners Association of Maharashtra, and Anil Chavan, Former President, North Maharashtra Tax Practitioners Association were honored with the Gratitude Award. Tax Adviser at Sangli Adv. Amol Mane was honored with the 'Superstar Award' for the year 2021-22. MTPA is famous all over the country, including in Maharashtra, for its tremendous work. There are more than two thousand distinguished members. In addition to providing guidance to all tax advisors, chartered accountants, etc. on various changes in the tax structure, the organization also disseminates various government schemes regarding direct and indirect taxes. Shripad Bedarkar mentioned that will try hard to make this work forward.

Strengthening families essential for holistic child development; SOS Children's Villages of India supports more than 17,000 families

Pune (P&V news service):- India has more than 30 million children in need of care and protection, compromising the rights of a child, and enhancing the child's vulnerability (source UNICEF). This was said, ahead of SOS Day, by Mr. Sumanta Kar, Secretary General, SOS Children's Villages of India, during a media workshop on "Strengthening families - Preventing Child Abandonment". SOS Day is observed on the birth anniversary of the Founder, SOS Children's Villages of India, Dr. Hermann Gmeiner. While addressing the media, Mr. Sumanta Kar, Secretary General, SOS Children's Villages of India, said "There are many factors that lead to child abandonment, few being: financial distress, social challenges, ill-health, substance abuse, gender disparities, etc. We witnessed loss of jobs and livelihoods during the pandemic, bringing vulnerable families under amplified pressure. Basic rights, including education, health and nutrition were also compromised. Prolonged lockdowns also resulted in a spike in child

abuse and abandonment cases. Strengthening families is an essential preventive measure to ensure that each child receives care and support from their families in order to ensure wholesome child development, reducing the risk of abandonment. This includes generation of awareness on important subjects like health, hygiene, nutrition, education, child safeguarding and protection, among other such important topics. Besides this, capacity building and income generation activities are paramount. When incomes are supplemented, and awareness enhanced, it empowers caregivers, and subsequently communities. Under our Family Strengthening Programme, we work with families and communities to help them build their capacities so that children are taken care of, and their overall development does not get hampered, thereby reducing the risk of abandonment." Across 31 locations in India, SOS Children's Villages of India, India's largest self-implementing child-care NGO, supported over 17,300 families and 31,671

children as of March 2022 through their Family Strengthening Programme. Children belonging to vulnerable families are often at risk of child abuse, being abandoned or losing parental care. The organisation recognizes such families and individuals, strengthening their financial stability by providing them livelihood support, skilling courses and financial literacy. This helps the families adapt to any changes and help them find employment to generate sustainable income. While building their capacities, children are provided and cared for. So that their basic rights to health, nutrition, education, and skilling, are secured, helping them better future life chances to overcome financial distraught and become self-reliant. Bal Panchayats or Children's Parliaments enable children to find solutions to pressing challenges, ensuring cultivation of leadership and critical thinking skills. Introduced in 2006, the Family Strengthening Programme of SOS Children's Villages of India aims at supporting over 70,000 children by the year 2030.

BMW drives in exclusive VIP mobility for Bird ExecuJet Aviation Group



Pune (P&V news service):- The new BMW 7 Series and the first-ever BMW X7 are now official choice for all VIP movements at Terminal 4, Delhi International Airport. The high-end BMW cars will now be used by all dignitaries, leading businessmen and eminent personalities transiting through the Terminal 4 of Delhi International Airport. The new BMW 7 Series fea-

tures exquisite design details, finest materials and powerful innovations which deliver a new echelon of driving pleasure. It has been exclusively imagined, designed and crafted for individuals who value every moment, discover an experience inspired by those who drive the world. The first-ever BMW X7 is a statement of the luxury class. It is an elegant fusion of presence and personality. Despite

its majestic appearance, it gives an impression of lightness and agility thanks to the puristic design and athletic styling. At the same time, the considerable spaciousness of the interior offers a pioneering interplay of exclusivity, functionality and freedom - incomparable comfort. BMW Excellence Pavillion - The VIP Lounge at Terminal 4 showcases the exclusive BMW Lifestyle Collection.

Vitesco Technologies gives outlook on innovations for electromobility

Pune (P&V news service):- Vitesco Technologies, a leading international manufacturer of advanced powertrain technologies and electrification solutions, will present innovations for vehicle electrification at the 35th International Electric Vehicle Symposium (EVS) in Oslo from June 11 to 15. In Oslo, the company will be showing for the first time a drive solution optimized for the higher ranges of electric cars in the future. A so-called externally excited synchronous electric machine (EESM), which does not require the use of rare earth metals and which is specifically designed for high ranges, faster driving on highways, and thus for future long-distance electric vehicles. "Oslo is the meeting place for all the big names in automotive electrification. We will be presenting highlights from our current portfolio there, as well as innovations for the future requirements of electromobility - for particularly efficient electric driving," says Thomas Stierle, member of the Executive Board and head of Electrification Technology and Electronic Controls business at Vitesco Technologies. Efficiency and sustainability as guiding principles Permanently excited synchronous machines (PSM) are today standard in vehicle electrification. This is due to the high efficiency of these electric motors in city traffic or at medium ranges. Permanent magnets based on rare earths are installed in the rotor of PSM motors. In the meantime, however, the general conditions for electric drives are changing: The ranges of battery electric vehicles are becoming longer and longer, and on real long-distance routes with fast highway driving, externally excited synchronous machines (EESM) play out their advantage. Especially at high speeds they are more efficient than PSMs. Instead of magnets, the rotor

here has coils. In addition to efficiency at high speeds, this offers the advantage of avoiding the prices for permanent magnets, which have now risen to a 10-year high. In addition, the CO2 footprint of the drive is reduced by the portion attributable to rare earth mining, which can have a positive impact on product sustainability over its life cycle. Vitesco Technologies is therefore preparing a portfolio expansion that will make EESM technology available for its already successful axle drive including power electronics. The company has many years of field experience with this technology and thus has a certain head start in development and industrialization. In a second presentation focus at the EVS Symposium, Vitesco Technologies will showcase systems and solutions that further make electric driving more efficient. These include - in addition to the integrated electric axle drive: - battery management for monitoring the battery and its state of charge, increasing safety and battery service life - power electronics, a key component of any electrified drive, because it supplies power not only to the electric motor but also to the high-voltage battery - thermal management for greater range and comfort and faster charging - high-voltage box, as central electronics for the charging technology of electric vehicles as well as for the energy supply in the vehicle - master controller, provides like a small server, everything an electric vehicle needs to drive. "With our portfolio, we are clearly focusing on global, scalable platforms for electrified vehicles. This is where we see the growth, and this is also where the potential for sustainable and increasingly CO2-neutral mobility of the future lies," says Thomas Stierle.

Adabi Darbar - An evening of Urdu Poetry Mushaira @ Zapurza pune

The Poetry Cosmos Presents

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Pune (P&V news service):- Hindi/ Urdu Mushaira "Adabi Darbar" in Zapurza, Pune on 3rd of July 2022. A Mushaira, wherein, shayars present their work, aims to create an atmosphere of nostalgia and imagination through words so appropriate that it's nothing less than listening to the truth. Poems are predominantly in Urdu, Hindi, and Hindustani. 8 poets from Pune and Mumbai region will deliver performances, in a 3 hr hour-long "Mushaira", the audience will witness some of the superb artworks of original Hindi and Urdu literature. People will experience some of the best contemporary voices of Hindi & Urdu poetry. Ghazals and Nazms will surely resonate, as they will take the audience to all new metaphorical world of love, humanity, absurdity, patriotism, and nature.

CHAMP ENDURANCE PRESENTS SEASON 2 OF APLA PUNE MARATHON

Pune (P&V news service):- The city of Pune will host the second edition of the Apla Pune Marathon on the "International Day Against Drug Abuse" - on 26th June, 2022. Drug or substance abuse is one of the many perils of society that impedes social wellbeing. Being a fitness-centric community, Champ Endurance is raising awareness about drug abuse and is conducting Apla Pune Marathon Season 2 to take our country one step closer to being a drug-free nation. Global Humane Organization (GHO) and Nashabandi Mandal Maharashtra State have joined hands with us at Champ Endurance as philanthropic partners to help us make Maharashtra free from drug addiction.



Apla Pune Marathon is one of their many events that's organized by a team of renowned fitness experts in the industry with rich experience in conducting international-level events. The marathon distance ranges from 3 km (fun run) wherein the kids and families can participate, to 42.195 km (full marathon) wherein professional runners, and fitness enthusiasts can take part. The event would be flagged off from Shree Shivchhatrapati Sports Complex, Balewadi. The second season of the Apla Pune Marathon has a

grand prize pool of `15 Lakh and all winners get Brooks shoes worth `10,499 and other exciting cash prizes. Mr. Ravindra Wani, a passionate triathlete and an entrepreneur who spearheads the operations at Champ Endurance, quoted, "Consuming illicit drugs can take away years of hard work and practice that one puts into becoming a champion and turn them into addicts. There are no shortcuts to this. Testing our endurance takes years of practice and dedication to be healthy & fit. People train all year long, running

long distances. They start small by setting shorter limits and keep pushing them as they achieve every milestone. This is the level of practice it takes. The participants get to push their limits and run in a city that's rich with historic & cultural heritage. Pune has always been a city that has evolved over ages, yet never changed a shade when it comes to staying in the pink of its health." Champ Endurance is India's one of the most dedicated sports event companies promoting and organizing high-endurance sports like Marathons, Triathlons, Cyclothons, etc., at the national level. The main objective has been to encourage as many people as possible to add a day to their healthy lifestyle by choosing to run/swim/cycle for a cause.

Fear doesn't shut you down, it wakes you up so, "go nidar"



Pune (P&V news service):- Height, age, weight are only numbers and it may come as a surprise but they don't matter in Khatron Ke Khiladi. Will power and mental toughness is what you need to be able to perform each stunt that's unveiled along the way. @jannatzubair29 #kkk12 #kkkjeeenidar #jee Mr. Gautam Madhavan, CEO, Mad Influence say's, It feels amazing to know that Jannat is a part of the show and that too is the youngest contestant! She's achieved so much but still, she is up to trying new things and challenges. I wish her all the good luck, I'm sure she'll be amazing. @gautam.mad Mad Influence is India's leading influencer marketing network. The site has partnered with Dharma Productions, Alt Balaji, Vivo, Pen, Hotstar, Detol, Parle, and Emmai, among others.

Kapil Dev sets the tone for a new dawn of New Kharadi

Pune (P&V news service):- Legendary Kapil Dev descended in New Karadi, Pune yesterday to inaugurate Kohinoor Group's Kaleido Experience Center in New Kharadi. The state-of-the-art Kohinoor Kaleido Experience Centre in New Karadi was inaugurated by Mrs. And Mr. Krishnakumar Goyal - Chairman and Managing Director, Kohinoor Group. Mr. Kapil Dev was the Guest of Honor, and this was an exclusive event attended by Kohinoor Group's top-level management and invited dignitaries. The experience center presents New Kharadi in its most beautiful form and offers a glimpse into the vibrant lifestyle of Kohinoor Kaleido - group's latest addition to its illustrious portfolio. The occasion also witnessed New Kharadi Channel Part-



ners' Meet - the grandest event of the day saw over 1200 Channel Partners coming together to celebrate their achievements and catch the first glimpse of Kohinoor Kaleido, New Kharadi. Mr. Vineet Goyal, Joint Managing Director, speaking on this occasion said, "While everyone was delighted to get an opportunity to dine with THE Kapil Dev, they were equally excited by the

shimmering world of opportunities Kohinoor Kaleido beholds. The development astounded one and all with its offerings that strike the perfect balance between soothing nature and convenient city life. The event was graced by Mr. Krishnakumar Goyal - Chairman and Managing Director, myself, and Mr. Rajesh Goyal - Joint Managing Director. We also had top management from

Kohinoor Group present with other esteemed dignitaries. While bidding adieu to the legend was tough, New Kharadi will forever cherish the inspiration and memories he has gifted it". The Art of Shaking Hands with Infinity and Titanium Channel Partners Kohinoor Group passionately believes in the Art of Shaking Hands - a philosophy that emphasizes on improving camaraderie, supporting each other, working as a team, and growing together. Held at The Westin Pune, Koregaon Park, this was an exclusive event for Kohinoor Group's Infinity and Titanium Channel Partners. Recognized as the go getters and outstanding performers, these partners bonded over lunch, reiterated their commitment towards the Art of Shaking Hands, and were bowled over by Mr. Kapil Dev's inspiring talk.

BMC in association with Kala Ghoda Arts Festival invites filmmakers & musicians to participate in the UNESCO Creative Cities Network Music Video Project that captures the soul of Mumbai



Pune (P&V news service):- Brihanmumbai Municipal Corporation (BMC) in association with Kala Ghoda Arts Festival (KGAF) presents a unique opportunity for professional and budding musicians and filmmakers who live and breathe the soul of Mumbai. You can showcase your creativity in the Music Video Project (MVP) that captures the soul of the metro. Musicians are invited to share an original music track created on the theme "Creativity- Path to Equality" before July 10, 2022.

Selected tracks will be shared among filmmakers who will create a music video in 15 days. The Kick Off is on July 29 and the last date to submit the music video is July 29, 2022. To the uninitiated, The Music Video Project (MVP) is a high-energy event in Mumbai, India's film hub, a unique collaboration between two of the most creative arts, music and film. The project will be conceptualised and executed by 48HFP India. MVP hopes to promote culture and heritage and involve the youth, as well as creative professionals and students in

filmmaking, to make sure no one gets left behind. The MVP supports the UNESCO's objective to reduce inequalities in society, which is at the core of the UN 2030 Agenda, and supports the UNESCO Creative Cities Network's (UCCN) theme Creativity, Path to Equality, Capturing The Spirit of Mumbai. The UNESCO Creative Cities Network (UCCN) started in 2004 and currently comprises 246 cities. The idea of the UCCN is to encourage greater partnerships between UNESCO and between creative cities around the world that have worked to establish a strong reputation and foothold in the creative sectors. Mumbai was designated as a UNESCO Creative City for Film in 2019. UCCN found a perfect partner to implement its objectives - the city's civic body, Brihanmumbai Municipal Corporation (BMC) with its close connection with the people of Mumbai. Through its events and activities, the BMC hopes to create close interactions with the youth, students and creative professionals from the media and film community and reach out further to the people and masses with films created. Further, the city's cultural

landscape is dominated by one of the premier organizations, the Kala Ghoda Arts Festival (KGAF) every year since 1999. With its giant presence and huge following, the KGAF brings a mass appeal and reach to the BMC for its cultural and art initiatives. The Music Video Project has been conceived and executed by the 48 Hour Film Project India. 48HFP India has a large talent pool of filmmakers across the country, with rich experience in celebrating film-based contests, branded content and innovations in the film-based events. Wobble Creative & Content is their partner to curate the music from highly successful musicians, music bands and artists to give an international audience a taste of Mumbai's sounds and vibe. The winning videos will be awarded and screened at a high-profile event in Mumbai, and selected videos will also be screened in July 2022 at Santos, Brazil at UCCN's upcoming event and many more international avenues. The Project begins with the musicians. Music bands and artists have to capture the spirit of Mumbai through their lyrics, style.

BHTC inaugurates its state-of-the-art manufacturing facility and R&D center in Pune

Pune (P&V news service):- Behr-Hella Thermocontrol GmbH (BHTC), one of the world's technology leaders in the field of Automotive Displays/HMI Solutions and climate control and thermal management, today announced the launch of its state of the art, a fully integrated manufacturing facility in Pune. The new facility was inaugurated in the presence of Mr. Michael Jaeger, CEO, BHTC Group, Mr. Sudeesh Karimringal, Managing Director, BHTC India, Mr. Kress Kolja, Group CFO & Board Member of BHTC India, Mr. Bernd Kuhlhoff, Executive Vice President Sales, BHTC Group, Dr. Ralph Trapp, Executive Vice President Research & Development, BHTC Group. The Pune facility is spread



over an area of 120,000 square feet and employs around 300 people. The company has already invested about 10 million Euros in India and have committed another 8 to 10 million Euros of investment until 2023. The new facility will cater to the increasing demands of local and global customers. Speaking on the occasion Mr. Kolja Kress, CFO, BHTC Group and Board Member BHTC INDIA said, "BHTC is building on our long-term commitment to the Indian market. State-of-the-art facility will serve local and global cus-

tomers of BHTC. 120,000 square feet integrated facility would house world class SMD manufacturing, advanced testing and validation center, global R&D center, global IT and Shared services, all under one roof. New facility will strengthen our local manufacturing capabilities, design and development of innovative climate control and HMI solutions." Mr. Sudeesh Karimringal, Managing Director, BHTC India said "We are proud to introduce our new facility in Pune and be part of the 'Local for Global' initiative by the Indian Government.

The investment in the new facility not only meets the increased demand for our products but is also having a positive cascading effect on employment generation and skilling at the same time. We are very well positioned to achieve our 2025 strategic goal - to be the market leader in India for Automotive HMI and climate control products. We aim to outperform the industry by growing over 15% CAGR next 5 years based on the already bagged strong order book. We see a growing demand for BHTC's Display solutions in India with the augmenting demand for connected vehicles with increasing dependency on navigation systems, infotainment systems, and growing awareness of in-vehicle safety and comfort among Indian consumers."

SAINT-GOBAIN INDIA UNVEILS THEIR EXCLUSIVE 'MYHOME' STORE IN PUNE



Pune (P&V news service):- Saint-Gobain is a worldwide leader in light and sustainable construction focused on its Purpose "Making the World a Better Home." India is home to 1.35 Bn people and with the current urbanization level at 32%, we will need to build hundreds and thousands of homes in the coming years. Mr. Hemant Khurana, Executive Director Saint-Gobain India Pvt Ltd, said "I am delighted

to announce the launch of the exclusive MyHome showroom in Pune today. Pune is a growing and promising market, and we are excited to provide our solutions for this market. The stores cement our commitment to a growing market like Pune and provides a unique opportunity for homeowners to experience our solutions under one roof. Homeowners will be benefiting from our capabilities to provide end-to-end customised offerings. We aim to offer our

customers a Physical + Digital) experience through a combination of the MyHome store and the popular MyHome website." Mr. Srihari K, Business Head, Saint-Gobain India, said "We are elated to reveal our exclusive MyHome store in the city of Pune. This inauguration is an important milestone in our expansion plan for India. Customers in Pune can now get an experience of our solutions through this physical MyHome showroom. We are inaugurating the showrooms in two separate locations to reach out to our consumers across the city. Our focus is on delivering wellbeing to the end consumers and make the process simpler and easier. We have had an

credible response from the customers and the industry to our solutions. Our new Windows range of solutions are completely customised for elegant home interiors and provide thermal and acoustic comfort." Mr. Natraj Akash, Sunbath said "Mr. Akshay Patil and I are looking forward to being the MyHome channel partner for Saint-Gobain in Pune, Maharashtra. MyHome store is a great opportunity for us to reach out to a wider audience and help them build their dream home.. Customers can now visit the store at J-521, MIDC Rd, near Gavali Mata Chowk, Khande Wasti, Pimpri Chinchwad New Twp Development Authority, MIDC, Bhosari, Pune, Maharashtra 411026

Rhythmic Yoga was performed in Suryadatta on the occasion of World Yoga Day

Yoga for 3300 people to the beat of the music for three hours in a row; Involvement of students, teachers, alumni, and associates from school to PhD



Pune (P&V news service):- On the occasion of the 8th World Yoga Day (21st June) 'Tal Arogyam YOGATHON 2022' was successfully organized at the Suryadatta Group of Institute. For three hours in a row, about 300 staff and 3,000 students and associates practiced yoga on campus, as well as online tabla and music. In addition to these three hours, five students and five staff members who practiced yoga continuously for one more hour were honored with cash prizes and medals. Moreover, this unique 'Tal Arogyam YOGATHON', which balances the body and mind for humanity and all-around development, has been recorded as a world record.

The yogathon started at 9.30 am on Tuesday at Suryadatta's Bawadhan campus. The record for the time, most people doing yoga was set to the beat of the music. About 300 teachers, non-teaching staff, and 3000 students participated in it directly as well as on-

line. Students from school to Ph.D., teachers, alumni, and associates were present on the occasion. This yoga was done through live LED TV in five halls namely Bansiratna Hall, Surya Bhavan, Saraswati Bhavan, Dhanvantari Bhavan, and Sriganesh Bhavan. At this time, the president of the Suryadatta Group of Institutes, Prof. Dr. Sanjay b. Chordia, Vice President Sushma Chordia, and Assistant Vice President Snehal Navlakha also did full-time yoga demonstrations with everyone. The congregation of experts in the field of yoga and health from time to time was paying close attention to each of these practitioners. Who is tired, Pulse beats all these are being looked after by the caste and this activity is voluntary and no one should force himself on it, such instructions were given from time to time. The music of veteran tabla player Amit Choubey and singer and harmonium player Jayant Singh Chouhan gave unique energy

to the participants. At this time Prof. Dr. Sanjay b. Chordia, Sushma Chordia, Snehal Navlakha, Yoga Instructor Sonali Sasar, and Savita Gandhi guided everyone. Certificates were awarded to each participant in the Tal Arogya YOGATHON. The first five winners were awarded cash prizes of Rs 5,000 each. Among the students, Vrishank Chaudhary, Prajwal Bham, Omkar Raut, Mussah Sheikh, Adesh Dhengare, and among the teachers, Komal Dhoka, Ulhas Chaudhary, Maruti Marekari, Shubham Londhe, and Sonali Bisan won the first five prizes by doing yoga for four and a half hours. The event will be recorded in the World Record Books. Out of the total 38 World Record Books, 32 organizations have received a positive response and 4 of them have been recorded as world records, said Prof. Dr. Sanjay b. Chordia mentioned. Along with the rhythm of the tabla and harmonium, rhythmic yoga was also performed



on songs like Lezim Tal, Ganapati Dhol Tal, Koli Geetacha Tal, Dhargar Geet, and Hum Honge Kamyab. During this time, various exercises like pranayama, warm-up, sun salutation, and yoga were performed and 'Talarogyam' was performed. Prof. Dr. Sanjay b. Chordia said, "Yoga was practiced here for more than four hours in a row today. This experience will be remembered by children throughout their lives.

Since this knowledge is not from books but from demonstrations, it has definitely boosted the confidence of the children. World Yoga Day is not achieved by half an hour of yoga. That is why this event was organized with the intention of doing something more and different than usual on the list. I am very happy and proud that all the students, teachers, and non-teaching staff made it a success. It is not an easy task to do yoga for three hours or more in a row here. So congratulations to everyone who has done such yoga in a row.



NITI Aayog & Building Smart International endorses CDCPIndia for advancing Digitalization & BIM Adoption in India



Pune (P&V news service):- The Confederation of Digital Construction Practitioners - India (CDCPIndia), a not-for-profit, non-commercial organization conceived and set up by group of digital transformation process professionals from the Construction and Infrastructure sector across India, recently organized an inaugural virtual event for launching the "INDIA" Strategy for inclusive infrastructure digitalization.

The event was attended by 500+ professionals from the Architecture, Engineering, Construction, and Owner Operator (AECO) community. The event was organized under the aegis of NITI Aayog and was co-participated by Building Smart International (BSI). The event observed thought leadership discussions & presentations from Mr. Abhishek Agarwal, Senior Specialist Director - NITI Aayog Policy & Asset Infrastructure Development, Mr. Jugal Makwana - Board Member, Building Smart International, Mr. Malcolm Taylor (Expert Advisor - Crossrail International, UK), and Mr. V T Chandra Sekhar Rao (Vice President and Dean- L&T IPM). In the keynote address, Mr. Abhishek Agarwal, Senior Specialist Director - NITI Aayog Policy & Asset Infrastructure Development emphasized "the acute need for adopting Digitalization in the Infrastructure Sector. While the government has already adopted BIM on several large projects including Roads, Railways, Metros, and Airports, it is yet to pick up on most mid-size and smaller projects. NITI is considering and evaluating strategies to provide a platform like Gatishtaki or equivalent CDE platforms."

an integrated dashboard system and is further working to include more projects into it. BIM & Digitalization can enhance project efficiency by almost 20%. India will collaborate with UK and other countries to exchange learnings & opportunities in BIM-related initiatives. From a Nationwide adoption perspective, India has been a major contributor (almost to a tune of 30%) toward supporting Global BIM & Digitalization related IT & ITES needs. We would like to encourage CDCPIndia to further expand the activities and continue the efforts in this direction. NITI Aayog will continue to endorse their initiatives.

According to CDCPIndia, "By 2030, India is positioned to be the 3rd largest economy and hit the \$5T mark. Capital Delivery & Asset Maintenance across sectors shall contribute to more than 20% of our overall economy. Complex infrastructure and massive scaling-up demands with limited resources will push us to deliver more with less. Effective Digitalization of the Infrastructure Delivery & Maintenance Processes will be one of the key success factors in achieving India's Infrastructure Goals. Digitalization will not only help improve our efficiency and it will be a great contributor to achieving India's net-zero goals. India's Digitalization Story will paint a new canvas, it will have its own unique advantages and its own unique challenges."

structure sector. The philosophy works on the principles of collaborating with several existing Associations/Confederations and providing them with the required intellectual bandwidth to evolve a policy-level framework that will help them and their members in the Infrastructural/AECO sector in adopting Digitalization. The Vision of the Society is to & Inspire and Collaborate to advance Digitally enabled Processes and Technologies in India"

Mr. Jugal Makwana from Building Smart applauded the program and elaborated on the vision of Building Smart International to promote a community-driven open & vendor-neutral BIM. Building Smart doesn't yet have a chapter in India and with so much potential it should happen sooner than later. Mr. Malcolm Taylor from Crossrail International, UK suggested the need of building up a standard for assuring consistent digital outcomes across sectors and projects. The lack of such standards will only create vendor-driven information and product specifications that may keep varying from project to project. Mr. VTCS Rao from L&T IPM explained from an India perspective key factor that can accelerate the Digitalization Processes, especially in the project management part where there is clear lacking due to which there is time and cost overruns. He emphasized the Digital Asset Creation Approach in terms of capacity, data, flow, and orientation of assets.

The "INDIA Strategy evolved by CDCPIndia provides a refreshing approach for Infrastructure Digitalization which will be unique, innovative & inclusive. President of CDCPIndia Mr. Swaraj Datta Gupta unveiled the INDIA Strategy, which means 1 Inspiring Community), N (National Mandate), D (Democratization of Data), I (Incentivized Implementation), and A (Aid - Facilitation and Support). These 5 Pillars of the INDIA strategy will be key drivers governing the success of our Digitalization Initiatives. CDCPIndia will continue to engage public sector and policy think tanks to build the country-level governance and mandates recommendation.

Avesthagen Limited enters into strategic alliance with Wipro; Launches breakthrough genetic testing portfolio for cancers, neurological and rare diseases

Pune (P&V news service):- Avesthagen Limited, a biotechnology major that specializes in predictive, preventive and personalized healthcare through the convergence of food, pharma and population genetics, has entered into a four-year strategic alliance with Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company, for making its genetic testing portfolio commercial. The portfolio includes genome panels offering highly specific, disease-centric analysis for conditions including cancers, neurodegenerative diseases, autoimmune disorders and rare disease conditions. Together, Avesthagen and Wipro will execute the project titled, "Cancer Risk Assessed by NGS profiling of Circulating free DNA and RNA for Lung Cancer Project related Genomics Sequencing services." The Project will be jointly led by Avesthagen and Wipro where Wipro's state-of-the-art Lifesciences lab will perform initial processing of the samples, generate data on the latest Next-generation sequencing platforms, compile genomic sequences and analyze detailed molecular information using computational AI/ML based tools.

Wipro's expertise across multi-disciplinary areas of genomics and biomarker discovery, will help Avesthagen in building well-regulated workflows during the development of CALiBRx® gene panels. The tests would be predominantly offered in super specialty clinics and hospitals that focus on oncological disorders. It will later strategically release diagnostic tools that address upper respiratory cancers such as head, neck and esophageal cancers. In the medium and long term, the project would lead to a new generation of genome-led medicine. CALiBRx® the 624 gene panel - will be available in the market from Q3 2022 and will target cancers and neurological conditions. It presents a targeted screening approach of 624 genes implicated in oncological conditions. "Genomics based innovation is part of Avesthagen's DNA. The Avestagenome Project that we started in 2008 is the largest epidemiological study ever conducted on a consanguineous population worldwide. The diagnostic tools portfolio that we are launching today is the result of the collective knowledge we have amassed since and are looking forward to working with WIPRO to take clinical genetics based precision

diagnostics to the people," says Dr. Vilool Morawala-Patell, Founder, Chairman and Managing Director, Avesthagen Limited. "We are excited to join forces with Avesthagen Limited. This partnership will leverage our Tarang Lifesciences labs and R&D expertise, with the goal of identifying new disease specific biomarkers, improving genomic diversity, better healthcare outcomes and smart precision therapeutics," says Mr. Sri Kumar Rao, General Manager and Delivery Leader, Wipro Engineering, Wipro Limited. As per Cancer Statistics, 2020: Report From National Cancer Registry Programme, India, Lung cancer is estimated to account for over one lakh cases in the next five years in India, and almost half of the patients get diagnosed when the cancer has already spread to other parts of the body, thus critically reducing their chances of survival. This highlights the importance of identifying it at an early stage in order to increase the survival rate. The India launch will be followed by expansion in South Asia, Southeast Asia and the MENA region in Q4 2022. Over the next decade, it will license its IP and product outcomes to digital health, pharma and food companies and Fortune 500 biotech companies.

Safety tops the charts for women while Comfort is most important for men while travelling

Pune (P&V news service):- NueGo, the flagship inter-city electric mobility coach brand of GreenCell Mobility, research reveals that when choosing a mode of transport safety is the top consideration among women while men place the most importance to comfort. This research in partnership with Kantar, the world's leading insights and consulting company, is the first of its kind interview-based study that covered over 2800 respondents across 10 Indian cities. The research included multiple bus traveller segments- Premium AC, Affordable AC, Non-AC, using both qualitative and quantitative methodology. As safety is most important to women, drop point being near their destination is also more important to women (26%) when compared to men (22%). The study further reveals that while travelling woman look for premium bus with luxurious interiors and no cabin noise thus driving preference for premium bus brands offering this service. Ticket booking behavior is also different for women with higher proportion booking tickets only through offline channels (45%), when compared to men (35%). The study infers that while inter-city travel is developing from an infrastructure perspective, there is a lot of scope to improve with respect to service offerings. Service aspects related to operations like punctuali-

ty, cleanliness, mid-point halts, food, and beverages were stated to be most important by both men and women travellers when choosing a particular bus operator for their inter-city travel. Among these, aspects of punctuality/ on-time departure, actual time taken for the journey vs. what was estimated, and the service offered at the stoppages are more important to women when compared to men. The study also revealed that profile of female travellers across zones. Female travellers in the South are relatively more affluent (40% NCCS A) compared to North (28% of NCCS A) and West (23% NCCS A). While the West has a higher skew of female travellers who are salaried working professionals (42%), compared to North (17%) and South (18%).

To address this segment of travellers, NueGo is pioneering the mass transport sector by offering a world-class travel experience for Indian customers. Speaking on the offering, Ashok Agarwal, MD & CEO, GreenCell Mobility said, "NueGo brings to the intercity bus travel segment electric buses that reinforce safe, seamless travel experience for new age Indian travellers, especially our women. A customer-centric brand, NueGo coaches will be available across 75 cities of the country with the first route being functional soon on the Indore-Bhopal route."

TOP 3:	TOP 3:
1. Comfort	1. Safety
2. Cleanliness	2. Cleanliness
3. Safety	3. Comfort

JSPM's RSCOE hosting NICE 22 organized by AICTE & UGC

Pune: JSPM's, Rajarshi Shahu College of Engineering, Tathawade, Pune is hosting the prestigious Innovative National Inter-College Cryptic Crossword Expedition (NICE) on 27th June, 2022 which is jointly organized by AICTE

and UGC under the guidance of Ministry of Education (MoE), Govt. of India. More than 60 participants across the various states in the West Zone of the country will be participating in the Zonal Final Round. As informed by Dr. R.K. Jain, Di-

rector RSCOE, the program will be inaugurated by the hands of Dr. KNS Acharya, Director, Global Engineering Academy, L&T Technology Services Ltd. and Dr. Ajeet Singh, Regional Officer, AICTE-Western Region.

Drip Irrigation: Efficiently watering down the cost of Basmati rice cultivation

Pune (P&V news service):- Scented (Basmati) rice, a unique product of the Indo-Gangetic Plain, is known for its aromatic quality and high economic value. It generates about three times higher prices than coarse rice. Approximately 20% of the land used to cultivate rice grows scented rice in India, and northwest states account for more than 90% of its total production. India contributes around 65% of the total global supply of scented rice. The sustainability of the Basmati rice production in India has become a significant concern due to alarming water table depletion, growing food demand, stagnating, or declining productivity growth, and diminishing economic returns. Mr. R Sabarinathan, Global Rice Agronomist, Netafim Ltd. said, "Traditionally, rice is a water-intensive crop and requires water for three primary purposes - preparing land (puddling), continual seepage, percolation, and growing the produce. The farmer growing Basmati rice has to keep the area spread continually flooded, which results in substantial unproductive water losses (up to 80%) for reasons other than rice cultivation. The crop demands high water investments, labor, pre-crop preparation,

and fertilizers. Despite these investments, farmers don't get the expected returns because water inefficiency resulting lower crop yield, and reduced crop quality affects their profits". Globally, India is one of the top basmati and non-basmati rice exporters. According to the statistics, in 2020-21, India's rice exports (Basmati and Non-Basmati) rose by a massive 87 percent to 17.72 million Tonne (MT) from 9.49 MT achieved in 2019-20. In terms of value realization, India's rice exports rose by 38 percent to USD 8815 million in 2020-21 from USD 6397 million reported in 2019-20. In terms of volume of Basmati rice exports in 2020-21, the top ten countries - Saudi Arabia, Iran, Iraq, Yemen, United Arab Emirates, United States of America, Kuwait, United Kingdom, Qatar, and Oman have a share of close to 80 percent in total shipments. To achieve sustained growth in farmers' income and continue dominating the global export market for scented rice, ensuring scientific and egalitarian water application in agriculture and minimizing wastage of water is paramount. The Indo-Gangetic plain (IGP) is an environmentally susceptible, communally momentous, and

economically tactical sphere of India where landscape, groundwater, and soil fertility are threatened by climate change. The expensive land preparation, wastage of water through flooding, and the inefficiency of conventional techniques add to rice growers' hurdles. Under these emerging scenarios, the farmers must focus on efficient alternative approaches for water use and start implementing drip irrigation for rice cultivation. "Currently, the total area of rice under drip irrigation is around 500 Ha in India. Undoubtedly, it becomes imperative to introspect and overhaul agriculture practices in rice cultivation while acknowledging the efficiency that these upgrades would bring to the system," said Mr. R Sabarinathan, Global Rice Agronomist, Netafim Ltd. Drip irrigation reduces water use through a precise water supply to the crop. So, for the one kilo of rice that the farmers used to grow in 5000 liters of water conventionally, they now need only 1500-1600 liters. They achieve a higher crop yield on a large scale in lesser water. Drip irrigation allows farmers to choose any desired close spacing crop after rice in crop rotation.

Toyota Kirloskar Motor Wins the Prestigious “Golden Peacock HR Excellence Award” for the year 2021



Pune (P&V news service):- Toyota Kirloskar Motor (TKM) was recently awarded the prestigious “Golden Peacock Award for HR Excellence” for the year 2021 for achieving overall excellence in their Human Resource Management practices. The award acknowledges TKM’s commitment towards promoting opportunities and growth for all its employees. The award instituted by Institute of Directors to acknowledge HR Excellence was presented by Mr Arjun Ram Meghwal, Hon’ble Union

Minister of State for Parliamentary Affairs and Culture, Government of India to TKM. The Awards Jury was under the Chairmanship of Hon’ble Justice M.N. Venkatchaliah, former Chief Justice of India and former Chairman, National Human Rights Commission of India, and National Commission for Constitution of India Reforms. Expressing delight on receiving the award, Mr. G. Shankara, Vice President of HR & Services said “We are extremely pleased that our best practices and persistent

efforts towards establishing a work culture that is engaging, healthy and development focussed are well acknowledged. We believe in the principle of “Mutual Trust and Respect” across the organization, and it’s our endeavour that every employee feels valued and respected at work. All our efforts will be to continuously strive towards developing a work culture that facilitates producing mass happiness to all employees and stakeholders.” With 496 applications received in four categories by the secretariat for the annual Golden Peacock Award, all of them were objectively assessed on the scale of 1000. The applicant scoring the highest, among each of the respective Industrial Sectors, was finally recommended to the Jury for final selection. TKM won HR Excellence Award in the Automobile sector. The company strongly believes employees are the most valuable asset and we

are happy to share for the FY 2021-22 we have trained more than 5600 employees. Apart from developing its own employees, TKM has been sharing its people development practices with their suppliers, dealers, and other institutes across India. It has also trained more than 77,360 young students through various skill development initiatives and helped them become employable. TKM is developing one Industrial Training Institute (ITI) in every District of Karnataka (31 districts). Through its Toyota Technical Education Program (TTEP), TKM is developing young students in 49 Institutes across 17 States in India. Further, TKM has tied up with Government of Karnataka, Kerala, Odisha, Tamil Nadu, Maharashtra, Haryana, New Delhi, and Telangana to develop skills among the youth and faculty. TKM was recognised as winner of National Training Award in the Automotive sector by Golden Peacock during 2020.

New World Record set on Bridgestone Battlax Sport Touring T32 motorcycle tyres: 13 countries in under 24 hours

Pune (P&V news service):- Belgian rider and bike enthusiast Thierry Sarasin has broken on June 20th the world touring record, passing through an incredible 13 countries in just 19 hours and 43 minutes.

He was helped on the way to beating the previous record of 11 countries by Bridgestone’s Battlax Sport Touring T32 tyres.

Sarasin started at 4.16am in the Czech Republic and arrived in Arlon, Belgium, at 11.59pm. “I still had four hours to get to Holland, which is not too hard from any point in Belgium,” he said.

“But the goal was not to set a record that can never be beaten, just to beat the existing record. I knew I had it once I got to Luxemburg, but after that it was only 10km to get to Belgium. It seemed logical to add the 13th country to the list.”

The decision not to attempt a 14th country was also due to safety. “I felt I was getting tired. And being tired while



riding in the dark is not safe. We put safety first during this travel. I was not riding too fast, took breaks at least every two hours and followed strict nutritional rules to keep my focus.”

The record was recorded using an official tracking system and Sarasin could be followed throughout every moment of the attempt.

On his choice of using the Bridgestone Battlax Sport Touring T32 tyre to set this impressive world record, Sarasin is clear: “I knew there would be highways but also mountain roads. So I needed a versatile tyre. And I always loved the way the T32

front tyre handles and the feedback it gives. I had many challenges during the almost 1800km of this trip, but the tyres weren’t one of them.”

These challenges included physical and mental fatigue, backpack, traffic problems, navigation failure and the excessive heat on the day. From 11am, the temperature remained above 35°C, peaking at 39°C in Austria and Liechtenstein. Even when Sarasin finished in Arlon, the temperature was 35°C.

“Hydrating is key in keeping the focus. I drank a lot and I think it was one of the major elements in making this adventure successful,” he said.

“That – and a set of great tyres!”

Battlax’s next-generation sport touring tyres, the T32 and T32GT, are the result of technical expertise and technological applications that are at the forefront of tyre development. By significantly enhancing the tyre’s connection with the road from the T31, Bridgestone created a tyre that delivers incredible performance even in poor conditions. The objective is to give riders more control and confidence in the wet and this tyre delivers exactly that.

Nico Thuy, Bridgestone EMIA Head of Motorcycle, said: “On behalf of all of us at Bridgestone, I’d like to say a huge congratulations to Thierry for his incredible achievement. Thierry’s confidence, performance level and versatility exemplifies all that is great about the T32. ‘Emotion’ is a key part of The Bridgestone E8 Commitment and Thierry’s efforts will certainly help to inspire excitement and spread joy to the world of mobility.”

HERO MOTOCORP ADDS TECH-DELIGHT TO THE PASSION

Pune (P&V news service):- In keeping with its aggressive product revitalization strategy, Hero MotoCorp, the world’s largest manufacturer of motorcycles and scooters, today introduced the new Passion XTec. Available at Hero MotoCorp dealerships across the country at an attractive price of Rs.74590/-* (drum variant) and Rs.78990/-* (disc variant), the Passion XTec comes with a 5-year warranty, reiterating the brand’s trust and reliability. (Ex-Showroom Delhi)

The new Hero Passion XTec is a perfect combination of style, safety, connectivity and comfort. The motorcycle is packed with features such as the First-in-Segment Projector LED Headlamp, Full-Digital Instrument Cluster with



Bluetooth Connectivity, SMS and Call Alerts, Real-Time Mileage Indicator, Low-Fuel Indicator, Side-Stand Engine Cut-Off and Service Reminder. The host of new segment-first features and the trust & reliability of the Passion brand, make the Passion

XTec stand out over others in the segment.

Malo Le Masson, Head of Strategy and Global Product Planning, Hero MotoCorp, said, “The Passion XTec with its new features and a smart design is a compelling product that will excite the

country’s youth. Our range of XTec products such as the Splendor+ XTec, Glamour 125 XTec, Pleasure+ 110 XTec and Destini 125 XTec have received an overwhelming response from customers and we expect the Passion XTec to continue this trend.” Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp, said, “The Hero Passion is an iconic brand and enjoys massive customer trust for over a decade.

With its new style and new attitude, the Passion XTec will appeal to the new age riders and with the latest technology features, it will set the benchmark for the segment. We are certain that the Passion XTec will enable us to further consolidate our leadership in the country’s motorcycle segment.”

Abbott Launches Grow Right 2.0 Highlighting the Right M-E-A-N-S to Help Parents Foster Holistic Growth in Children

Pune (P&V news service):- The pandemic has shifted many normal routines, especially related to parenting, and a new Abbott-Momspresso survey has brought to fore several concerns and apprehensions that Indian parents continue to face. To encourage healthy, holistic growth in kids, Abbott has launched its Grow Right 2.0 charter introducing M-E-A-N-S guidelines for good practices in

Measuring growth, Eating, Activity, Nurturing and Sleep. The charter – backed by health and nutrition experts – can help address parents’ concerns by providing tips to encourage healthy lifestyle habits that will positively impact their children. The survey, conducted online earlier this year with over 2,500 moms across India, highlights changes in eating habits and physical activity – two key lifestyle functions impacting healthy growth in children:

- 68% of the respondents feel that their child have become fussier with food choices
- 84% feel that the pandemic has led to reduced physical activity and increased use of digital technologies

· 70% feel that their child’s immunity is not strong enough to be safe in external environments

The Grow Right 2.0 Charter developed by Abbott acknowledges the survey results and includes recommendations from a guild of leading experts in childcare, pediatrics, nutrition and behavioral science, including pediatricians Dr. Indu Khosla and Dr. Sumon Poddar, nutritionist Dr. Eileen Canday and child psychiatrist Dr. Shiva Prakash Srinivasan.

An Underlying Need to Adopt the Right M-E-A-N-S to Grow With the world re-opening and with physical schools and offices resuming, there is a noticeable momentum in the shift back to the highly anticipated normal. It is important for parents and children alike to unlearn some habits formed over isolation – like inactivity – and disrupted living patterns.

“The early years of a child’s life are foundational and very important for lifelong health and development,” said Swati Dalal, general manager of Abbott’s nutrition business in India. “Nurturing growth is

critical, which is why Abbott is acknowledging parents’ concerns and empowering them with the Grow Right 2.0 Charter with the right M-E-A-N-S to ensure their child is not just growing physically but also holistically.”

The M-E-A-N-S guidelines include disciplined sleeping patterns, meal schedules, physical activity time and intellectual pauses/reflections:

- Measuring & monitoring growth: Correct measuring is important to understand and monitor child’s growth. It can also help identify shortfalls in growth so that parents can act early and address the cause.
- Eating correctly: Nutrition is key for holistic growth and immune system support. A child’s daily diet should include the five food groups – cereals, pulses, milk & meat, fruits & vegetables, fats & sugar. For parents of fussy eaters, oral nutrition supplements can help ensure children receive balanced nutrition.
- Actively playing: Physical activity helps improve bone health, enhances sleep, and promotes overall physical health. It can also help lower

risk of health issues, including pediatric obesity.

- Nurturing & disciplining: Parents can promote emotional well-being by showing empathy and encouraging kids to share their feelings. Experts recommend avoiding punishing children frequently but instead allowing them time to reflect and resolve to help fix their behaviour.
- Encouraging sleep: Early-age healthy sleeping habits are important to promote physical and cognitive performance in children. It is recommended for parents to build a bedtime routine for kids and maintain timing consistency.
- “The foundations of lifelong physical and mental health are laid in early childhood. Building healthy habits and routines can help promote optimal growth and enhance children’s chances of succeeding in school,” said Dr. Indu Khosla, renowned Pediatrician and Pediatric Pulmonologist.
- “Parents and caregivers have the opportunity to find effective and creative ways to engage with their children and to lead by example.”

AU Small Finance Bank launches industry’s first customisable Credit Card, LIT

Pune (P&V news service):- Staying true to its mission of Badlaav, AU Small Finance Bank launched an innovative Credit Card product that brings a revolutionary change in the credit card landscape.

The AU Bank LIT (Live-It-Today) Credit Card, by the largest small finance bank and one of the fastest-growing retail banks in India, offers a unique value proposition to cardholders – to choose the features they want and for the time period they want.

While credit card companies offer attractive products in different categories, it is often difficult for customers to find the combination of all such features in one single card. This forces them to opt for multiple credit cards offering specific category rewards like Travel card for maximising travel related spends or co-branded cards for shopping on specific e-commerce sites.

With the LIT Credit Card, the Bank has put the power to choose these features in the hands of the customers – all categories in one card. Further, they also get the free-



dom to switch on or off these features as per their changing lifestyle requirements.

LIT credit card provides a higher degree of engagement to customers, through the AU0101 app as they can track their saving/earnings daily to maximize their benefits. Most importantly, the card hosts multiple benefits and customers can activate any feature on-the-go in real time for a small convenience fee. LIT provides the cardholder a complete control on its offers and fee that they pay for those offers in a clear, transparent manner and saves the cardholders multitudes of annual/renewal fee for benefits they don’t use. Cardholders can avail the best of both Cashbacks and Reward Points, using the features that are offered. The default validity period for each feature is

90 days. LIT Credit Card offers five categories of features, namely:

- o Lounge Access: Wherein customers can opt for one or two lounge access per quarter
- o Milestone Benefits: By which, one can get more reward points or cashbacks
- o OTT & Lifestyle Memberships: Wherein they can get free membership to various platforms and services
- o Accelerated Rewards (Online/Offline): Customers can get higher reward points for online and POS transactions
- o Other Features: Including fuel surcharge waiver, cashback on grocery, and much more

“At AU Bank, we have always believed in challenging the status quo by leveraging technology and innovation to bring the change that the

banking industry needs. Last year, we became the first Small Finance Bank to start a Credit Card portfolio to empower our customers. Soon, we observed that the digitally-savvy and GenZ consumers needed more control over the products they use.

This led to the evolution of the customizable LIT Credit Card which brings the features of many credit cards into a single card. We will continue to launch many such innovative products and remain true to our mission of being the change agent through our mission, Badlaav Humse Hai,” said Mr. Sanjay Agarwal, MD & CEO, AU Small Finance Bank.

While AU Bank already has a bouquet of card services, the addition of the LIT Credit Card will help it cater to the evolving needs of a digital-savvy generation of informed users. AU Bank launched their first range of credit cards last year. Since then, the Bank has successfully enrolled more than 2.3 Lakh credit cards customers from over 200 districts of Tier 2 and Tier 3 cities, majority of whom are first time credit card users.

Hogar Controls sets a strong foothold in the Home Automation Sector with the launch of all-new Elite Series which includes Smart Touch Panels

Pune (P&V news service):- Hogar Controls, a global IoT company with a design-first approach and delivering robust solutions for smart homes, has launched all-new range of Smart Touch Panels, World-class Controllers, Digital Door Locks, and Smart Curtain Motors in the Indian market.

The US-based company which has set up its assembling unit in Hyderabad in 2019, has started complete manufacturing process in India in April 2022. They are committed to the Indian market and now in process of even manufacturing the custom-designed products for the Indian market. It combines cutting-edge

technology and design thinking to offer homeowners, retailers, and professional integrators a range of innovative, intuitive, and stylish products.

Focused on building the omni-channel business in the home automation market, Hogar Controls has inaugurated its first exclusive Hogar Controls Experience Centre in Delhi. The experience center houses a highly curated range of smart home products and solutions and offers the customers a firsthand experience of smart home living under one roof. The massive store that spans an area of 6000 sq feet was inaugurated by Mr. Hemant Sud, Chairman – IIID Delhi Chapter in

Sarita Vihar yesterday, in the presence of leading architects and interior designers.

Mr. Vishnu Reddy, CEO – Hogar Controls, said, “As the impact of the IoT is already evident in every consumer’s home, we at Hogar Controls intend to redefine connected living with our core smart home offerings. Our first Hogar Controls experience center in Delhi is a one-stop solution for architects, interior designers and contemporary consumers who are increasingly shifting to smart homes. As we aim to expand operations across India, we will very soon launch our experience centers in Hyderabad, Mumbai, Chennai, Bangalore, and Kolkata.”

Mr. Jaspreet Singh Bhatia, Vice President – Hogar Controls, said, “In addition to our existing premium range of products that primarily appeals to the HNI community, our all new Hogar Elite range of products and solutions cater to the larger market and are tailor-made keeping in mind the needs of the end consumers. Our products also come with a complete retrofit design that enables easy fitting to any existing switchboard without much hassle on wiring or need for remodeling. Currently, we are the only brand that offers a complete range of retrofit and wireless smart home automation and security solutions under a single roof.”

ŠKODA OCTAVIA HITS HISTORICAL LANDMARK WITH 101,111 CARS SOLD IN INDIA

Pune (P&V news service):- On the back of breaking monthly and quarterly sales records, ŠKODA AUTO India added yet another record to its cabinet when OCTAVIA number 101,111 was delivered to its customer. Along the way, the ŠKODA OCTAVIA has also hit the record of being the largest selling car in India via the Parts and Components (CKD) route. Moreover, the ŠKODA OCTAVIA now holds the distinction of being among the top longest-running nameplates in continuous sale currently in India. Commenting on the land-



mark achieved by the ŠKODA OCTAVIA, Mr. Zac Hollis, Brand Director, ŠKODA AUTO India said, “The OCTAVIA is synonymous with ŠKODA AUTO since our entry into India. It introduced Indian consumers to a value luxury package of design, technology, comfort, versa-

tility and driving dynamics and created its own segment when launched in 2001. It has since become the largest selling CKD of all time in India, recently crossing the 1 lakh sales mark. A big thank you to our family of fans and customers whose continued love and support to the OCTA-

VIA for over two decades has made this accomplishment possible.”

The OCTAVIA name has Latin origins denoting the number 8. As it was the 8th new model in ŠKODA’s post-war line-up and also the 8th car in ŠKODA’s modern generation of cars with independent all-wheel suspension. More importantly, in music, an octave is a perfect interval, a perfect cyclical rhythm of 8 beats and is the simplest rhythm to follow, in which nearly all music in all styles and forms is composed. And true to its name, balance, consistency, versatility and simplicity.

Pampers’ #ItTakes2 campaign is back; presents ‘Baby Time’

Pune (P&V news service):- Pampers’ #ItTakes2 has been championing the powerful message of - #ItTakes2 to raise a baby for years and continues to focus the spotlight on the imbalance in our society and the benefits of equal parenting. Multiple studies show that equal par-

enting is an uplifting and rewarding experience for both the parents and the child. In its third edition of the campaign, through their latest heart-warming film, the brand is challenging cultural paradigms to encourage new dads to be more involved in childcare daily.

Talking about the campaign, Abhishek Desai, Vice President and Business Head – Baby Care at Procter & Gamble said “Our #ItTakes2 campaign is targeted at inspiring and urging new fathers to be a hands-on co-parent from day one, so they do not regret later on missing

out their baby’s childhood moments and milestones. o be a father in the true sense, #BaapBannaPadtaHai. We salute Dads who have already kept true to their promise to their children and partners, but I believe we have a long way to go before equal co-parenting.