



## Volunteers, NGOs team up to collect 50 tons of dry waste during Wari

**Pune (Voice news service):-** A team of over 650 volunteers, PMC, nine NGOs and seven Gram panchayats teamed up to collect a total of 50 tons of dry waste. The cleanliness drive was a part of 'My Wari, Swachh Wari' movement initiated by 'Adar Poonawalla Clean City Initiative' (APCCI) to help clean Palkhi route covering a total 125 km of roads from Pune city till Saswad and Yawat. The cleanliness drive is conducted every year where the roads are cleaned within few hours of Palkhi procession by Adar Poonawalla Clean City, Pune Municipal Corporation, Gram panchayats of Loni Kalbhori, Kunjirwadi, Sortapwadi, Uruli Kanchan, Kadamwak Vasti, Wadki, Saswad and volunteers from these villages. But this year the team decided to go one step ahead to collect it separately and send it for scientific recycling. NGOs and institutions who have always been a valuable part of the drive include Runanubandh Foundation Saswad, ASR Services, Manjri, Pune, Urulikanchan Gram Swachhata Abhiyan, Urulikanchan, Dreams Yuva Social Foundation, Kadamwakwasti, Jay Hind Group, Kadamwakwasti, Vidya Vikas College, Yawat, NSS, NCC team of Nazire College, Sas-

wad, Clean Wari Sanghataana, Kunjirwadi, Paryavaran Sanrakshan Samiti, Kunjirwadi, Sudarshan Yuva Mandal, Urulikanchan, Mahatma Phule Krushi Vidyapeeth, Pune. PMC, ULBs and volunteer groups were working hard to plan this cleanliness drive for last fifteen days and over 650 local volunteers were mobilized for this task. APCCI provided training to all these volunteer groups and provided the collection bags, hand gloves and garbage pickup vehicles. The dry waste collected separately included plastic bottles, paper cups etc. The drive was aided by 53 vehicles and 110 waste warriors deployed by APCCI for four days to support this movement. The volunteers were provided with material for cleaning including plogging bags. APCCI COO Mr. Malhar Karwande, APCCI manager Mr. Nilesh Ramekar and lead volunteer Mr. Satya Natarajan visited all the villages for coordination and mobilized the volunteers through whatsapp groups. The movement was carried out under guidance of PMC Commissioner Mr. Vikram Kumar, Additional Commissioner Dr. Kunal Khemnar and APCCI CEO Mr. Krishnan Komandur.

## Pune, BIAG Drone Race & Drone Weightlifting Championship at MIT AOE, Alandi Pune

**Pune (Voice news service):-** MIT Academy of Engineering is organizing the Pune, BIAG (the Board of International Aviation Games) Regional Drone Weightlifting & Drone Race Championship at its campus from 13-15th July 2022. The competition is a part of the 2nd National Drone ranking series being conducted under the aegis of BIAG India by ASFU (Aviation and Space Federation for Universe). The information was given at a press conference addressed by President, Organizing Committee & Director MITAOE, Dr. Mahesh Goudar. Dr. K. V. Kale, Vice Chancellor, SPPU, Pune from BIAG, Addressers were from Mr. Ashu Gupta, Executive Director, BIAG, India Lt. Gen. K. J. Singh, State Information Commissioner, Govt. of UT, Chandigarh, Prof. Vinay Pathak, Vice Chancellor, Kanpur University, UP. Govt., Dr. Amita Dev., Vice Chancellor, Indira Gandhi Delhi Technical University for Women, Government of Delhi. The competitions being organised includes

- 1) Drone Race (Nano/Mini) (500 gm Drone + 300 gm Batteries = Total 800 gm.)
- 2) Drone Weightlifting (1.5 kg including Batteries.)

In Drone Racing, the participant will have to go through some obstacles without crashing or without touching the obstacles which are in the form of squares, Rectangle, Cross Fitted Square, and circle-shaped objects. The obstacles in the arena will necessitate the participants to manoeuvre the drones horizontally as well as vertically. For Drone Weight lifting the participants will have to lift objects of certain dimensions and carry them up and down and take a circular turn and put the piece at the desired location. The intercollegiate competition will have teams with one to five members each. Undergraduate students of any stream (Technical & Nontechnical) are eligible to participate. Lt. Gen. K. J. Singh, Member Presidential Board and an Ex Indian Army Commander informed about the importance of use of Drone along with good management & skill development for students related to higher education. Dr. K. V. Kale, Vice Chancellor, SPPU, Pune, said that drone is an emerging technology and students will get first-hand experience of how newer technologies can be applied to solve com-

mon problems. Apart from the application of technical knowledge, such competitions also bring out the spirit of teamwork amongst the participants. Dr. Vinay Pathak, Member Presidential Board, Uttar Pradesh & Vice Chancellor, CSM University, Kanpur informed about a development of aviation games in UP and also inform about establishment support by Govt. of UP. He informed about UP and how Kanpur educational sector promoting projects related to Drone, Robotic, Youth Affair and Sporting projects in their state to support National Aviation & Space program. Mr. Ashu Gupta, Executive Director, BIAG, India informed that the Board of International Aviation Games, India is an integral part of ASFU has designed a series of various projects and now starting activities in India for the youths, as suggested by the World federation for India which includes Computer sports (AI, Robotics & UAV and soon adding more). Those who are triumphant in these competitions will get to participate in forthcoming international & world UAV/ Drone championships in coming time. Dr. Amita Dev, Member Presidential Board, Delhi & Vice

Chancellor IGDTUoW, Government of Delhi informed about how she is promoting Aviation Games in national capital through nearby higher educational sector and how Govt. of Delhi NCT, She informed that IGDTUoW is promoting Projects related to DOROTICS (Drone & Robotic), Youth Affair (Beauty & Dance projects) and Sporting projects like regional level event, which is a part of 3rd World Walkathon & Min Run, to support National Aviation & Space program through KHEL KHEL MAI PAARAHNI concept. Dr. Mahesh Goudar, Director, MIT AOE, Pune, said that the use of drones presents great possibilities for the students to apply technical knowledge to solve day-to-day issues in various applications related to industries, agriculture, healthcare, geotagging of land records, disaster management, agriculture, tourism, film, photography, entertainment and defence. This shall also bridge the gap of shortage of skilled drone operators. We look forward to an exciting competition ahead. He also added that, if Vice Chancellor Prof. (Dr.) K. V. Kale Sir and BIAG support us to conduct more projects at national level, we may like to grab and execute in Pune.

## Residential rentals surge in Pune as employees return back to office

**Pune (Voice news service):-** With the impact of the pandemic ebbing, the corporates are inviting their employees back to office as the situation has improved a lot now. The floating population of the city is slowly crawling its way back. The return of the floating population has directly impacted the rental rates in the city. Describing the current scenario, Mr. Ram Naik, Director, The Guardians Real Estate Advisory said, "The rentals across Pune have increased around 10%. We have witnessed a significant price hike in the areas where the college students and IT pro-

fessionals stay. The rents will rise steadily as the young urban population returns back to the city. The pandemic too had encouraged the need for owning a home. Therefore we will not be surprised if there is a transition from rented to owned apartments soon." "The prices have increased because of the demand-supply chain. The property prices too have increased in the last two months because of several factors. The home loan rates too have gone up which have forced the property owners to pass on the burden to the tenants," said, Mr. Rajendra Pate, President, NAREDCO Pune.

## Successful hosting of "NICE-22" by JSPM's, RSCOE

**Pune (Voice news service):-** Rajarshi Shahu College of Engineering, Pune successfully hosted the National Inter-college Cryptic Crossword Expedition (NICE 22) which jointly organized by AICTE and UGC under the guidance of Ministry of Education (MoE), Govt. of India on 27th June 2022. The event was inaugurated at the auspicious hands of Dr. KNS Acharya, Director, Global Engineering Academy, L&T Technology Services Ltd., and Dr. Ajeet Singh, Regional Officer, AICTE-Western Region. Dr. R.S. Joshi, Director JSPM, and Dr. R.K. Jain, Director RSCOE also graced the occasion with their

presence. In the inaugural speech, Dr. KNS Acharya and Dr. Ajeet Singh highlighted the importance of logical thinking in professional as well as day-to-day life. Dr. R.S. Joshi emphasized the importance of Teacher Training in Technical Institutions and Dr. R. K. Jain endorsed the need for Education 4.0 which is in line with Industry 4.0. More than 60 participants across the various states in the West Zone of the country participated in the Zonal Final Round. Miss. Aftreen Chougale and Miss. Maryam Mulla from MCE Society, Allana College of Pharmacy, Pune secured the First position in the Zonal finals.

## DOLLAR Ropes In Yami Gautam As The Face Of Dollar Missy

**A New Campaign Goes Live**  
**Pune (Voice news service):-** Dollar Industries, one of the leading hosiery brands in India, has signed actress, Ms Yami Gautam as the Brand Ambassador for Dollar Missy, the premium and fashionable female wear brand which offers legwear, and basic inner wears. "We have introduced Dollar Missy, in 2014, since then it has become an evolving brand. We have been looking for a face which could carry the brand image in the right spirit. Having met the Bollywood diva, Ms Yami Gautam, we knew she would be the best fit for the brand. We always believe in reinventing ourselves. Exactly the reason why we have gone beyond the repertoire of basic everyday necessities like camisoles, panties and bras to expand our product horizon and include fashionable leggings, loungewear and casuals to compliment the wardrobe of today's woman. Armed with an enviable range of women's wear, we felt it was time for us to focus on the stylish and colourful range of our legwear specially Churidar, Ankle lengths, Kurti Pants



heads to notice her in amazement! She casually walks past each and every one, oblivious of the attention she is drawing to herself. The colour of her leggings changes with every step, showcasing 100 plus colours to choose from the brand. The jingle, 'ZamaMudhega', is catchy and paces up to the mood of the commercial where a graceful Yami faces her fans oozing out with confidence that the world is bound to notice her whenever she adorns herself with Dollar Missy Leggings. Dollar Missy has a wide range of leg wears such as churidar, ankle-length, kurti pants, cycling shorts, capri, active wear, lounge wear and is available in 100 plus colour options ranging from Black, Red, Green, Fawn, Mustard, Steel Grey, Mango, White, Fuchsia, Light Lemon, T-Blue, Skin, Bubblegum colours and many more. The collections in leggings made of 95/5 four way stretch fabric which is comfortable and ideal for party wear, casual wear and formalwear. The Dollar Missy products are perfect for everyday wear. Dollar Missy also has an exclusive range of Women's tees include V-Neck and Round Neck in half sleeves tees made of cool comfy cotton rich fabric so that women can stay comfortable yet stylish all day long in summers.

and Capris that complement the finer tastes of new age women of India", said Mr Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd. The new Dollar Missy Advertising campaign builds on the fashion quotient and exhibits Dollar's legwear range as a must-have in every woman's wardrobe and features Yami Gautam as the ultimate show-stopper. "We wanted the brand to

compliment Yami's style and grace and therefore decided to drive home the fact that Missy Legwear is a sure showstopper that compliments the style needs of today's busy woman", said Mr Sagar Kapoor, Chief Creative Officer, Lowe Lintas. The campaign film featuring Bollywood star Yami Gautam is seen taking a stroll in a busy thoroughfare, making every passer by turn their

## Jagannath Rath Yatra Event



**Pune (Voice news service):-** Jagannath Rath Yatra originally in Jagannath Puri, where the Lord travels in a Rath to Sri mandir to Gundicha to give darshan to those who cannot visit the temple. When a person is sick the patient will have to visit the Doctor but when the patient is too much sick the Doctor

will be visiting the patient. Similarly, here the Lord is visiting to give darshan to all and enliven and enchant the heart of everybody. This festival has been celebrated in Puri since time immemorial. 1st of July is when Jagannath Rath Yatra will be celebrated in Puri this year, where the Lordship will travel from Sri Mandir to Gundicha Mandir.

The travel is approximately 3 Kms, in a rath which will be pulled by the devotees. The entire atmosphere will have the festive look and there will be visitors from across the globe. The Lordships will be back to Sri Mandir only after 9 days. On 3rd July NVCC ISKCON Pune will also be celebrating their Rath Yatra. Bhatti Yoga Club Kharadi an initiative of ISKCON Pune, a budding extension centre, will be trying to launch our first Rath Yatra event in line with the Rath Yatra celebrated across ISKCON temples. Bhatti Yoga Club Kharadi is connected ISKCON Pune Camp. We will have the Rath covering approximately 4 Kms around Kharadi (East

Pune) starting from Marvel Cerise and finally concluding at Bhatti Yoga Club Kharadi center. This will be a great opportunity to the devotees in and around Kharadi to join for the Rath Yatra and pull the Rath of Lordships as per the decided route plan. The motto of this rath-yatra is: 1) Clean Pune, 2) Healthy Pune, 3) Cultured Pune. The events during this Rath Yatra are mentioned below. Prasadam distribution to all. Darshan, Dance and Kirtans, Pulling the ropes. Once the Yatra is done the Lordships will be back in the altar at Bhatti Yoga Club and we will be having Maha Arti and Prasad and thus conclude the event.

## Rohan Upasani appointed as the President of the Maharashtra Solar Manufacturers Association



**Pune (Voice news service):-** The annual general meeting of the Maharashtra Solar Manufacturers Association (MASMA) was recently held in Pune. Rohan Upasani was unanimously appointed as the President of the Maharashtra Solar Manufacturers Association. The new committee consists of Swapnil Bathe as Secretary, Amit Kulkarni as Social Sec-

retary, Shashikant Wakade as Treasurer, and Sameer Gandhi, Atul Honole, Ashish Mule, Manisha Barbind, Narendra Pawar, and Jayesh Akole were appointed as new directors. Former president Rajesh Mutha handed over the charge to Rohan Upasani. Mutha gave an overview of the work done during his presidency. Former president of the organization

Sushil Pungalia, Suhas Ghotikar, Mangal Akole, Sanjay Deshmukh, Sanjay Kulkarni, and Pradeep Kulkarni were present on this occasion. Rohan Upasani, the newly elected president of MASMA, said that the new executive's goal is to make the motto "Only Business Nothing Else" a success. After the lockdown, efforts are being made to change the policies required to grow the solar business as much as possible. We are introducing a new concept called "Solar Tender Cell" to improve the economic situation. Many tenders are issued by the government and the general members are not aware of it.

Therefore, the participation is less. The entire process will be done properly through this tender cell. Having skilled manpower can save time and money. One can achieve the targets in time. Therefore, the concept of "Surya Mitra" will be implemented and through it we will overcome unemployment. For this, we plan to go to different educational institutions and conduct a one-year workshop to reduce unemployment and increase skilled manpower. Upasani informed that the new executive is focused on increasing transparency in the organization.

## ADP India hosts plantation drive to bolster environment sustainability



**Pune (Voice news service):-** ADP India, a

leading provider of Human Resources Management Software

& Services, has reasserted its commitment to safety, welfare, and sustainability in their CSR mission for the quarter. The company has hosted a sapling plantation drive to revitalize the Wadgaonsheri area of Pune. In the scorching Pune sun, over 100 associates at ADP India participated in this plantation drive to champion the cause of environmental preservation and regeneration. The Indian State of Forest Report 2021 showcased Pune's efforts paying off in slowly yet surely rebuilding its green cover. Dr. Vipul Singh, Divisional Vice President and Head of HR &

CSR, ADP India, said, "As a responsible corporate, we are happy to participate in green drives and reinforce our SDGs in environmental safety. This plantation drive aims to improve the ecological value and effectual carbon sequestration in Pune. It has also successfully brought out our associates from concretized corporate spaces to nature's healing today. This has been a step forward in our strategy to meet ADP's ambitious SDG targets and recalibrate focus areas." The current drive is in continuation to ADP India's commitment to safety and sustainability in the city.

## NSDL launches 'Chalo, School Chale' campaign across India

**Pune (Voice news service):-** National Securities Depository Limited (NSDL) announced the launch of a special campaign 'Chalo, School Chale' to reach out to school students across Mumbai, Ahmedabad, Chennai, Delhi, Guwahati, Kolkata, Mangaluru, Sindhudurg

and Thane. The program was initiated from Agarkar Night School and Worli Night School in Mum-

bai and will be taken to semi-urban areas like Shahapur, Palghar, followed by other cities.

Under this campaign, NSDL will provide school kit to less privileged students to fulfil the basic educational needs. The kit has been specially designed by NSDL to suit the needs of students between standard 1 to 10. It includes essential items such as school bag, notebooks, compass box, pencils etc.

**Mumbai throngs Nisha JamVwal's Art Fiesta  
'Meanderings' by Lata Balakrishna**



**Pune (Voice news service):-** Nisha JamVwal, celebrity columnist, art curator, interior architect and social activist presented Meanderings by Lata Balakrishna, a Modern contemporary Indian artist whose oeuvre JamVwal showcased at the Taj Mahal Hotel Art Gallery that has also exhibited works by the legendary MF Husain and FN Souza.

The five day art fiesta pulled off by Nisha JamVwal was easily the most talked-about extravaganza of this year post-Covid. Famous Art collectors, Art Aficionados, Consul Generals, Authors, Top Police commissioners, Bureau-

crats, CEOs from the corporate world, actors, singers, models, fashion designers all friends of Nisha JamVwal thronged the show that opened with a grand dinner at Recca Kala Ghoda followed by four champagne cocktails back to back at the Taj Mahal Palace Hotel, Gateway of India. Guests were enthralled by the textured whites and vibrancy in clouds and waters that take us at once into a minds search for the meaning of life. Nisha JamVwal looking stunning in a Marium Akbar Khan gold gown took guests on walking tours each day speaking about the works in the show 'Meander-

ings' telling friends about Her interpretation of the art. The Glitterati included ...author Ashwin Sanghi, Maestro Anup Jalota, Maestro Roop Kumar Rathod, Japanese Consul General Dr Fukahori Yasukata, Kobbi Shoshani Israel Consul General, Consul General Turkey Tolga Kaya, actors Sara Khan, Tanaaz Irani, Luke Kenny, Designers Pallavi Jaikishan, Eshaa Amin, Amy Billimoria and Roshni and Parvez Damania, Shashi Bansal, Malti Jain, Nidarshana Govani among many others. Says JamVwal "Lata invited me to see her work as many artists do all over the world with the desire

that I host a solo show for them. I went without expecting much as I almost always do. It would be an understatement to say that I was moved by what I interpreted as canvases that speak of a woman an achiever thirsting to explore a world outside her life of responsibilities breaking free from the regimented routine hurdles and monotonous repetitive mundane" The chiaroscuro of shadow and sunshine, the showers of colour in meandering waters drew me into her world, where the title 'meandering' came to me not only because of a travel junkie thirsting to explore a world outside her childhood in Jalandar, but I saw her art as journey into her own mind. Women all over the world face challenges multitasking home and work, ever the champions who go through life traipsing over challenging hurdles that life poses. Often employed at work outside and running a home simultaneously bearing babies and rearing them, caring and managing the family needs- the story is deeply etched in the Indian scenario and culture of joint families arranged matrimony and the ensuing characteristics of all this in the predominantly male chauvinistic society that is India. I am lost in a kaleidoscope of emotions that play out using symbolic metaphor as tools of expression seeking more from life"

**The limited BMW 6 Series '50 Jahre M Edition'**



**Pune (Voice news service):-** Commemorating the 50th anniversary of the iconic BMW M GmbH, BMW India has launched an exclusive '50 Jahre M Edition' of the BMW 6 Series in India today. Locally produced at BMW Group Plant Chennai, the exclusive edition comes in a petrol variant - the BMW 630i M Sport. Available in limited numbers only, this bespoke model can be booked online at shop.bmw.in from today onwards. BMW India had recently announced that it will launch 10 exclusive '50 Jahre M Editions' to celebrate the M sub-brand that stands for high-performance adrenaline gushing cars. A benchmark in the executive sedan segment, the BMW 6

Series has the practicality of a crossover, the dynamics of a sports car, the silhouette of a fastback and the luxury of a sedan. Combining it with the looks of M has taken its supreme character to new heights. The limited edition is available at an attractive ex-showroom price of -BMW 630i M Sport 50 Jahre M Edition : INR 72,90,000. The exterior design of the 6 Series flows smoothly over into the front headlights and creates a sharp angular expression. Sitting proudly above the BMW Kidney Grille is the iconic M Emblem inspired by the classic 'BMW Motorsport' logo. As an alternative to the conventional BMW emblem, it signals passion for racing and

for the roots of the BMW brand. The M emblem adorns the front and rear logo as well as the wheel hub caps. Newly added BMW Laserlight, unique in this vehicle segment, distributes light perfectly up to 650 meters. From the side, the slope-like roofline overflows with coupe elegance. The rear is modern and broad and impresses with its muscular lines, attractive rear-light design and freeform taillpipes. The car is available in striking paint finishes including BMW Individual Tanzanite Blue Metallic, M Carbon Black, Bernina Grey Amber Effect and Mineral White, paired with Natural Leather Dakota upholstery in Cognac finish with contrast stitching. Customers can add sporting

character to every detail with an optional M Accessories Package. The Motorsport Pack goes a step further and gives an exterior upgrade. It includes BMW Kidney Grille in High Gloss Black, Key Fob in Carbon Fibre and Alcantara and commanding 19-inch 647 M Light alloy wheels in Jet black.

The Comfort Access System makes it possible to open all doors and start the vehicle by the press of a button, while the key remains in the pocket. It also allows for automatic opening / closing of tailgate with a quick wave of the foot under the rear bumper. Adding to the luxurious feel are features such as Rear-Seat Entertainment Experience screens, Harman Kardon Surround Sound System and Soft-Close function for doors.

Interior of the BMW 6 Series '50 Jahre M Edition' justifies that this is the perfect companion for high-speed performance as well as long journeys. It performs both roles perfectly as it is generously spacious, enormously comfortable and luxurious with bespoke material selection. The aura of '50 Jahre M Edition.

**PokerBaazi.com, India's biggest poker platform welcomes Shahid Kapoor as its Brand Ambassador**



**Pune (Voice news service):-** PokerBaazi.com, India's biggest poker platform, today announced the onboarding of Bollywood superstar Shahid Kapoor as its Brand Ambassador. PokerBaazi aims to create a robust ecosystem for Poker

in India, and Shahid's association with the brand comes in line with its commitment to popularize and create awareness amongst the masses about Poker. Welcoming Shahid Kapoor as their brand ambassador, Navkiran Singh, Founder and CEO - Baazi Games said, "We are thrilled to have Shahid onboard as the newest member of our PokerBaazi family. With Shahid, we found the perfect match for our brand as not just his personality, but also his constant drive to experiment with his craft beau-

tifully, blends with our vision to enable a new sport to get its desired recognition in the country. With this association we take a step further in our larger goal of creating a Poker ecosystem in India and making it a household sport. We look forward to a successful collaboration and with our upcoming campaigns hope to drive valuable discussions around the PokerBaazi story." Speaking about the association, Shahid Kapoor said, "It's a pleasure to be associated with PokerBaazi, India's biggest poker platform, that's

at the helm of this brewing revolution. With its many unique features, it just makes learning & playing online poker so easy and quick, and in the process, helps players build life skills like thinking strategically, managing risks, etc. Our association isn't only driven by the fact that we both believe in bringing a difference in our respective fields but also by the sheer will to entertain our audiences while trying to do so. I am looking forward to helping PokerBaazi reach wider audiences and create more advocates for the sport in India."

**BHARTI AXA Life continues its #SawaalPucho initiative ahead of the National Insurance Awareness Day for the second consecutive year**

**Pune (Voice news service):-** Bharti AXA Life, a joint venture between Bharti Enterprises, one of India's leading business groups, and AXA, one of the world's largest insurance companies, rolled-out its #SawaalPucho campaign ahead of the National Insurance Awareness Day, for the second consecutive year. The company aims to target over 6 lakh customers through the campaign, across channels. The premise and primary focus of #SawaalPucho is to empower customers to be aware and ask relevant questions before purchasing policies. It aims to help customers un-

derstand more about insurance policies, purchasing the right policy and the various aspects associated with insurance. The campaign will bust popular myths associated with life insurance and aims to play a crucial role in drawing attention to insurance frauds and mis-selling. Bharti AXA Life will address customer queries through a helpline. The company will leverage its extensive customer base, agent, and partner network, etc. for the campaign. It will drive conversations across social media channels and will also rope in all channel and bancas-

urance partners to maximize customer participation around its National Insurance Awareness Day campaign. Commenting on the campaign, Ms. Geetanjali Kothari, Head - Marketing and Corporate Communications, Bharti AXA Life, said: "At Bharti AXA Life, our endeavor is to simplify insurance and empower customers to make the smarter choice. With the #SawaalPucho campaign, we are delighted to broaden awareness and understanding of insurance around National Insurance Awareness Day and anticipate strong participation across the country

this year as well. The campaign underscores the need to understand basic aspects of insurance, while also being cognizant about the common fraudulent activities that customers may fall prey to. By encouraging people to ask the right questions, we hope that the campaign will help minimize such instances. It also emphasizes on the need to safeguard the future of our loved ones with adequate life insurance coverage. We look forward to the responses and participation this year and will continue to introduce engagement initiatives that resonate with our customers and partners across the country."

**Neeraj Pathak's Paracommando Madhusudan Surve biopic launch VIDEOS LINK**



**Pune (Voice news service):-** "Where is my khukri," asked a calm Commando Madhusudan Surve alternating between consciousness and unconsciousness, morphine barely helping him in his unbearable pain. Taking his khukri, he cut the remnants of his left leg till the knee. "Now bandage it," he commanded. "The reinforcements come only tomorrow." Surve walked home on two feet as he predicted to his doctors. Only one was a Jaipur foot, the other leg had an iron rod and his stomach had artificial intestines. The enemy could hurt his body, but his spirit was the same as

ever! Cut to Circa 2022. Writer-Producer-Director Neeraj Pathak is all set to immortalise the life of this war hero, and decides to launch the mega biopic at Surve's village Shivtar, a village steeped in patriotism. "India will always remain free as long as it is the home of the brave like Madhusudan Surve," says an emotional Neeraj Pathak when the Maratha war hero chooses to honour Neeraj with a shawl. The director admits that it gave him goosebumps when he heard that Surve, even when from the hospital pre-amputation surgery,

called his wife to say he was injured while playing football and will take four days to connect back! No one other than those around him could fathom that he was in a life meets death situation. More about Madhusudan Surve... Madhusudan Surve is a former Paracommando, or a lethal soldier handpicked to operate behind enemy lines and thwart enemy defences. He was trained to carry out intelligence correction, subversion and sabotage of vital enemy infrastructure and communication through deep penetration and surgical strikes behind enemy lines. But what makes Surve a true soldier is not the fact that he can recite the nomenclature of a machine gun or a grenade launcher, or that he has learnt to use his hands like weapons and weapons like they were his hands. It is the fact that even as a child, patriotism coursed through his veins. Surve joined the army to do twice the work of a civilian, drawing half the pay and yet feel Jana Gana Mana vibrate

through his body even as a half-boy, half-man army lad. The same Jana Gana Mana reverberates in every classroom in Chhatrapati Sambhaji Rajee Sainik School in Khed, where today, young boys do a march past heading to the martyr stambh that honours the martyr sons of Shivtar village. Shivtar village in Khed taluka of Ratnagiri is known as the village of soldiers. The tradition of joining the Indian Army from every house in this village continues even today. Almost every family in Shivtar has men serving in the Army, in fact, war hero Madhusudan Surve's ancestry has donned the military uniform. Among the Indian soldiers who died in the First World War, 18 brave soldiers were sons of this village, and a majority of the residents are still serving in the Army. The village high school has classes named after heroic forts of Maharashtra. Fitness clubs are a norm and the youth take great pride in serving the army, police and medical fields.

**ŠKODA AUTO INDIA SHATTERS ALL RECORDS IN JUNE AND H1 2022**

**Pune (Voice news service):-** While the monsoons are just about setting in across the country, it's raining records at ŠKODA AUTO India. INDIA 2.0, an endeavour that began in 2018, is seeing the company break its own sales records and set new ones month after month. June 2022 has seen 6,023 ŠKODAs find new homes across India. This is after breaking a de-

cade-old record with 5,608 units in March 2022. Year-on-Year, June 2022 is a rise of 721% compared to the 734 cars sold in June 2021. Above all, ŠKODA AUTO India have crossed the annual sales of 23,858 units in 2021 with 28,899 units already sold in H1 2022. Zac Hollis, Brand Director, ŠKODA AUTO India, said, "Both our INDIA 2.0 prod-

ucts have entered the market in an extremely challenging backdrop. A global pandemic, intermittent lockdowns, economic upheaval, geopolitical instability, and now a continued semiconductor shortage upsetting supply chain. So, it's an incredible achievement for all of us ŠKODA AUTO India to continue breaking and setting new sales records. It's the result of all-round work

from all our teams. Not just in terms of the product, but in terms of customer satisfaction, a wider, deeper penetration of our all new customer touchpoints and a series of consumer-centric service campaigns. Also playing a big role are our dealer partners who have done a stellar job. Together, we will ensure that 2022 will be our 'Biggest Year' in India."



**Allora - Bellona Hospitality at Phoenix Marketcity Pune**



**Pune (Voice news service):-** Allora is a filler word in the Italian language, but to us it is about uninhibited conversations in their raw splendour and candour. Keeping that as the basis, we have created a cosy family run bistro spread over 3500 square feet on the third floor of Phoenix Marketcity Pune. On the 24th of June, we celebrated Allora with a fun evening of cocktails, music, a spread of spaghetti, gnocchi and pizzas hosted by Minoti Makim. The dining area with ambient lighting, contemporary and old school interiors played host to an evening of beau-

tiful tunes by saxophonist-Elisabeth. Socialites, expats, influencers and foodies were all intrigued by the hydroponic herb garden picking on fresh basil, thyme, oregano, and other herbs to drizzle on their plates. Some of the guests who attended the event were Chandrayee Borawake, Vasundhara Ruia, Jasni & Kiranjit Singh, Sharon & Ian Saldanha, Riaz Lawyer, Sangeeta & Sanjiv Kadam, Vidhya Tiwari, Garima Biyani, Prateek Chauhan, Luca & Isadora Bottazzi, Carlo & Enrica, Afsoun, Pier Giuseppe Satta, Marco Pilia



**Head to The Cult (Terra & House) for a soothing and relaxing weekend with Live Music**



**Pune (Voice news service):-** What better way than ending a stressful week with some nice acoustic live music? Get set to groove to some amazing acoustic tune at The Cult (Terra & House). An absolute go-to destination, Cult House | Terra will see the popular band 'Rakavi' performing this Sunday.

A soulful evening is all everyone looks forward to after a maddening week. The Cult (Terra & House) has some of the best acoustic bands performing in Pune every Thursday and Sunday. As an add on to the relaxing Sunday night is 'Sunday brunch!' We all look forward to Sunday brunches for the

grand buffet and endless food and beverage options. At The Cult (Terra & House) you can have a pleasant morning as well as an evening. Date: 30th June to 3rd July 2022, Time: 7 pm onwards, Address: The Cult (Terra & House), Kad Wasti, Magarpatta, Hadapsar, Pune, Maharashtra 411028

## Shoulder clinic inaugurated at Joshi Hospital

**Pune (Voice news service):-** MMF Hospitals Association- Joshi Hospital today inaugurated 'Shoulder Clinic' at its premises. The clinic was inaugurated in presence of Dr D.V (Lala) Telang, Founder Trustee MMF Hospitals Association, Dr Anita M. Gharpuray, Director MMF Hospitals Association, Dr. Shalini Pawar - Chief Operating Officer, MMF Hospital Association Dr. Vijay Agrawal - Administrator MMF Hospital Association and staff members. The shoulder clinic will be led by shoulder specialist and Joint Replacement Surgeon Dr. Apoorva Patwardhan, He will treat shoulder



conditions like frozen shoulder, rotator cuff tear, shoulder dislocation/instability, calcific tendonitis, impingement, shoulder arthritis etc. Treating shoulder problems at the right time is the key to get back to active lifestyle and movements- Dr Apoorva Patwardhan Earlier many people used to carry on with

their shoulder problems. But today people are more aware as they want to get back to their full-fledged active routine. Common conditions with which people present to us include frozen shoulder, problems arising with age, rotator cuff tear, dislocation during sports injuries amongst others.

If the pain does not subside after basic medication, it is important to consult a shoulder specialist. Delayed diagnosis or ignoring the pain may result in muscle tear or other complications where surgery may be the only option. Therefore it is important to diagnose and treat shoulder problems as soon as possible said Dr. Apoorva Patwardhan. He added that shoulder is one branch which needs clinical examination by clinician which is key to diagnose the problem. This will be supported by state-of-the-art facilities at Joshi Hospital like Radiology Department, surgical facilities and physiotherapy department.

## Sightsavers launches mobile vision centre in Pune to prevent avoidable blindness among the urban slum population

In a year, the eye health mobile van in Pune will screen about 11,000 people who live in urban slums



**Pune (Voice news service):-** As parts of its Urban Eye Health Programme also known as Amrita Drishti, Sightsavers India established a mobile vision centre in Pune to improve the city's primary eye care services. The programme is being implemented by H V Desai Eye Hospital in the city and is supported by SBI Capital Markets Limited.

Through better eye health seeking behaviour, the intervention aims to boost demand for eye health treatments among the people living in the urban slums of the city. Sightsavers India's Honorary Chairman and a Former Chief Election Commissioner, Dr SY Quraishi and Ms Rati Forbes, Director of Forbes Marshall Ltd., and Honorary Vice Chairman, Sightsavers India Board served as the flag bearers for the Mobile Van's launch. Mr RN Mohanty, CEO at Sightsavers India, and the full Board of Trustees were present

for the flag-off of the eye health mobile van. Sightsavers National Programme on Urban Eye Health 'Amrita Drishti' works in metropolitan cities with the objective to ensure comprehensive and sustainable eye health mechanisms for the urban slums of India. It is working towards providing equitable (eye) health services to the urban poor in slums and the underserved areas of 20 intervention cities (including eight state capitals) across India. "The Amrita Drishti programme of Sightsavers provides advanced eye care services at an affordable cost in the slums and reaches out to the poor population through the Government facilities such as the Urban Primary Health Centres, clinics, hospitals, where eye care services are least present or unavailable. The mobile eye health van strategy is an excellent way of reaching the population who have any con-

straints in travelling to static eye health facilities," said Dr SY Quraishi, Honorary Chairman, Sightsavers India Board. "Building people's capacities and making services accessible in the community are essential for resolving any underlying challenge. Sightsavers' Urban Eye Health Programme seeks to reach out to the community where there is the most need. With greater collaboration, the programme is sure to have a lasting impact and tangible results to prevent avoidable blindness," said Ms Rati Forbes, Honorary Vice Chairman, Sightsavers India Board.

In Pune, the programme will reach out to the targeted population through the fully equipped mobile van eye clinic and provide comprehensive eye care services at their location. The model is cost-effective and accessible for the most vulnerable & marginalised group of people such as women, elderly and

children in the urban slums. "As per Census 2011 data, nearly 22% of Pune's total population live in slums. According to the Pune Municipal Corporation (PMC), the city is home to 481 slums. The mobile eye health model will be an efficient approach to reach out to the slums of Pune and make eye health services available to stop preventable blindness," said RN Mohanty, CEO Sightsavers India.

With the aid of the installed technology, the mobile van will conduct eye screenings at various sites and identify patients for Refractive Error, Cataract, Glaucoma, and Diabetic Retinopathy (DR). Patients who require a more thorough examination and treatment will be directed to the base hospital. Individuals who have refractive error will be given eyeglasses right away. The activities will be managed by a team that includes a Community Health Workers (CHW) and an optometrist.



## NUVOCO VISTAS SOLIDIFIES ITS POSITION IN NORTH INDIA

*Witnesses substantial increase in Dealer Network with the launch of Double Bull Cement in the Region*

**Pune (Voice news service):-** India's fifth-largest cement group and the leading cement company in the east, Nuvoco Vistas Corp Ltd has expanded its presence in the North region with the introduction of its premium cement portfolio. Revenue in the north region specifically Haryana, Western UP, Punjab, Delhi, and Madhya Pradesh focus on-trade channels and brand-building through a strong dealer network.

To address to growing needs of the infrastructure sector, Nuvoco Vistas Corp Ltd plans to set up a grinding unit with a 1.2 million tonnes per

annum capacity at its existing Plant at Bhiwani, Haryana. This is the first step toward the company's expansion in the North region. This grinding unit will aid full utilization of the clinker production in the region. Currently, Nuvoco's product portfolio addresses the complete spectrum of customers with Ordinary Portland Cement (OPC), Portland Slag Cement (PSC), Portland Pozzolana Cement (PPC), and Portland Composite Cement (PCC), which are among the best in the industry based on BIS standards and premium raw material quality. Its flagship brands Concrete,

Duraguard, and Double Bull offer the right mix across the price points. Double Bull is the fastest growing cement brand in the country that has been indigenously developed and has achieved a sale of over 5 million tons in a short span of five years. Concerto, a premium product offering remains a frontrunner in Eastern India and has a specialized variant for Northern India. Duraguard offers a vast range of products that are technologically advanced and meet modern construction requirements. Mr. Vinit Tiwari, Chief Sales Officer (Cement) expressed, "At Nuvoco, we are commit-

ted to creating value for all our stakeholders through a portfolio of innovative and sustainable products that are backed by robust research and are our primary growth drivers filling latent market gaps. Our premium offering Concerto has seen 17% Y-o-Y growth in the sales volume in FY 22. Duraguard is one of the most popular cement brands in the Northern and Eastern markets of India and has become a symbol of trust and longevity. Its range comprising Duraguard WaterSeal Cement received the first-ever Patent Certificate for its Water-Resistant Cement Composition."

## Career in design is apt for both students and working professionals Author - Chiranjeet Rege, Director, SILICA



**Pune (Voice news service):-** In India, approximately 8% -10% of students between the ages of 14 and 18 consider pursuing a profession in design. Design has been one of India's fastest rising careers in the last five years. Over the last decade, both students and parents have become increasingly interested in design employment. We believe that a solid educational decision leads to a good job, i.e., the right profession option = interest + personality + aptitude + opportunity. It is critical to communicate facts and truths concerning Design Education and Career Opportunities for the benefit of students and parents.

**Understanding 'Design'** People who are inquisitive, creators, and problem solvers might seek a career in design. Identifying and solving human problems is at the heart of design. The user is at the centre of the solution while designing. It's a huge field that touches practically every part of our lives, including where we live, what we wear, what items we use, what vehicles we drive, what entertainment we watch, and what apps we use, among other things. In all of this, design plays a significant role. Identifying and solving human problems is at the heart of design. It also entails the creation of graphics, visual effects, and moving pictures for communication and entertainment purposes.

**Required Aptitude and Interest** It is a common misperception that being a talented artist is sufficient to pursue a career in design. Another misunderstanding is that design is solely concerned with how things seem. It's not only about how things look and feel; it's also about how they function. To pursue Design, you must have a fundamental Aptitude, meaning a natural ability, and Interest, which may be translated as love, for it, just like any other career or profession. Designers must have not just artistic and aesthetic capabilities, but also scientific and logical abilities, because design is Form + Function. To identify and solve problems, designers require curiosity, empathy, and problem-solving skills. Before pursuing design as a career, it's a good idea to take a scientific, design-oriented aptitude test.

**Design Education in India** In India, more than 150 government and private design schools have opened in the previous two decades. MIT, Sriшти-Manipal, OP Jindal, NMIMS, Somaiya Trust, D.Y. Patil, Atlas, Karnavati, and many more major private educational groups provide design programs at the Bachelors (B.Des) and Masters (M.Des) levels. There were only a few Design Schools in India during the start of the twenty-first century. Because of the practical aspect of design education, establishing a design school necessitates extensive infrastructure. The fact that both the government and private entities are actively investing in design education infrastructure should give us all hope for the future of design in India.

**Interdisciplinary Approach and Career Paths** Design education, unlike many other fields, is interdisciplinary. A designer can work on numerous projects at once, for example, a Product Designer can

also work as a Graphic Designer or a UX/UI Designer. Corporates hire designers for strategic and management jobs because design follows a User Centric Approach. Design professionals careers are future-proofed because of their unique interdisciplinary potential, which allows them to handle the ups and downs of the industry across several disciplines. Industrial Design, Communication Design, Fashion Design, IT / Tech Design, Architecture Fine, Applied Art are among the more than 50 job specialties available in design. UX / UI Design, AR / VR Designer, System Design, Strategic Design Management, Game Design, Technology Product Design, VFX Design, and so on are some of the fastest growing / in demand occupations. Design is still a specialized job field, with limited understanding of the various alternatives and which one is best for a child.

**Work opportunities and Pay Scale** Students must complete various projects and internships within their four-year bachelor's programme or 2.5-year master's programme. These required projects and internships provide them with real-world experience and frequently result in job placements. Top organisations in areas such as technology, consulting, manufacturing, fashion, e-commerce, design studios, advertising agencies, industrial products, consumer products, automobiles, and gaming, among others, hire designers. Not only do design schools train job seekers, but they also train entrepreneurs. Due to the learning by doing nature of their education, design professionals are essentially more industry ready. For these design thinking, innovative problem solving, and industry relevant talents, the industry is willing to pay top dollar. At the degree level, fresh designers can expect to

earn Rs 6-8 lacs per year, and at the post-graduate level, Rs 10-12 lacs per year. Engineering graduates and post-graduates earn at least 50% more than these professionals. These greater remunerations help to justify the increased costs of design education. Design school fees might range from Rs. 3 to 6 lacs per year.

**Need for designers in India** In India, demand for designers significantly outnumbers supply. According to a report, the CII expects that designers will soon account for 1% of all jobs. India barely produces 10,000 designers and 20,000 architects per year, compared to China's 3.0 lacs, and even a small country like South Korea produces 25,000 new design professionals each year. There is a clear need to identify students with the necessary aptitude and interest in Design and assist them in turning their passion into a meaningful career. The government recognises the importance of design for global competitiveness, economic growth, product and brand creation, and a higher standard of living, among other things. They have established four new National Institutes of Design, expanded Design programmes to six IITs, and launched crucial projects such as Make in India and Smart Cities. The India Design Council was founded by the Indian government to encourage design education and profession in the country. Students, parents, educational institutions, and industry should all benefit from these initiatives.

**To sum it up** You should aim to enroll in a Top Design School if you want to pursue a career in design. Start by assessing your aptitude and interest, and then look into preparation for the examinations with the proper institute.

**Pune (Voice news service):-** Tally Solutions, a pioneer in the software products industry, announced the winners of the second edition of 'MSME Honours' for the West Zone. Three companies from Pune including Vinpak Machine Private Limited, ABK Imports Private Limited and Bamboo India triumphed amongst 2000 global nominees.

Tally MSME Honours is an initiative launched by Tally Solutions to celebrate the diversity and unrelenting contribution of MSMEs through their best practices at the grassroots level right up to the national economic level. These honours are given out once a year on the occasion of International MSME day and are applicable to all types

of businesses with a turnover less than 250 crores and a valid GSTIN.

Pravin Garde, of Vinpak Machine Private Limited and Kushal and Anand Pittie of ABK Imports Private Limited were honoured in the 'Digital Transformer' category. Vinpak Machines saw a gap in the EDM (Electrical discharge machining) market, for a need of more service-focused providers. They adopted CRM integrated centrally for the internal day-to-day activity to provide service across India more efficiently and grew their revenue by 20%. Furthermore, ABK Imports has been recognized for transcending from manual control to digital supervision of company's ongoing process. Their vision has made the

employees feel empowered with live status updates and automated processing.

Yogesh and Ashwini Shinde, from Bamboo India, was honoured in the 'NextGen Icon' category. This unique company replaces products made from different types of plastics only through bamboo. Bamboo India is on a mission to curb the usage of plastic by making products from bamboo like toothbrush, comb, notepad, pen, speaker, and personal care products. They aim to reduce 10 lakh kg plastic waste across the globe by promoting innovative bamboo products every year.

**WonderWoman:** To honour women entrepreneurs who have braved the odds, built a successful business and are a role model for the business

community.

**Business Maestro:** The veterans of the industry are the motivational pillars for young entrepreneurs. This is to honour those businesses who have withstood the test of time and continue to grow

**NextGen Icon:** Start-ups are like young leaders who provide a fast-paced solution to traditional business practitioners. This is to honour the start-ups that have identified a market gap and have introduced innovative solutions

**Digital Transformer:** To honour the businesses that are agile and use modern technology to achieve better results

**Champion of Cause:** This is to honour those businesses that have contributed towards a better purpose for global wellbeing

## Celebrate World Chocolate Day with a specially curated store on Amazon.in

**Pune (Voice news service):-** This World Chocolate Day, celebrate good times with your loved ones by gifting chocolate goodness from the specially curated Chocolate Day Store on Amazon.in. Delve deeper into the delights of cocoa and avail great offers and deals across a wide variety of chocolate inspired products from top brands such as Ferrero Rocher, Nestle Kitkat, Cadbury Bournville,

Hershey's, Dukes, mCaffeine, Mamaearth, PLUM and more till 7th July on Amazon.in.

Customers can purchase these products from the comfort and safety of their homes with an instant discount of 10% on ICICI / SBI Credit Card with a maximum discount of INR 300 on credit card till 7th July 2022.

If you are a Prime member shopping for Chocolates on Amazon Fresh then you can enjoy free delivery on all or-

ders above INR 199. Prime is designed to make your life better every single day. Customers who haven't joined Prime yet can join Prime for INR 1,499/year, INR 459 for three months or INR 179 for one month at amazon.in/prime and enjoy multiple Prime benefits such as unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to more than 70 million songs, ad-free with

Prime Music, a free rotating selection of more than 1,000 books: magazines and comics with Prime Reading, access to free in-game content and benefits with Gaming with Prime, new product launches, early access to Deals and more, in addition to the free and fast delivery.

To honour World Chocolate Day, we have rounded up the best chocolate treats and products. All offers & deals are from participating sellers.

## Amway India and Wrestler Sangram Singh unite to support holistic wellbeing amongst the youth and women

**Pune (Voice news service):-** Reiterating its commitment to prioritizing health, fitness, and nutrition to helping people live better, healthier lives, Amway India, one of the country's leading FMCG Direct Selling companies, launched health & fitness community-building programs across India. Amway India's brand ambassador and wrestler Sangram Singh will be spearheading the awareness around reiterating fitness and health community building amongst the youth and women of India. This is in line with Amway India's focus on supporting health amongst fitness enthusiasts to help maintain their fitness goals coupled with

the right nutrition guidance. Commenting on the initiative, Ajay Khanna, CMO, Amway India, said, "Preventive healthcare is top of mind for the youth and women of India today. The country has also witnessed a growing interest in fitness and nutrition supplements, especially among millennials leading to a steady rise in the wellness industry, estimating it at a whopping INR 490 billion (source: FICCI). Changing lifestyles, prolonged periods of staying indoors, and other limitations have adversely impacted consumers' mental and physical well-being. Commenting on the success of these health and wellness initiatives, Sangram Singh said, "I'm

honored to be associated with a brand like Amway, which emphasizes the importance of holistic wellbeing, thereby inspiring and encouraging us to make health and wellness a priority. Amway India's vision completely resonates with my lifestyle and approach towards nutrition and overall healthy living.

Talking about the initiative, Chandra Bhusan Chakraborty, Senior Vice President, East & West, Amway India, said, "The past few years have been a wake-up call for people putting the spotlight on overall well-being, now, more than ever. This also includes embracing healthy eating and nutrition supplement intake. Amway India has been a

long advocate of holistic health and wellness with nutrition being at the heart of all our initiatives. With the Fitness Republic powered by Nutrilite, we aim to expand on our vision of promoting a healthy lifestyle and target people who wanted to level up their fitness game along with new Amway Direct Selling partners and customers. Through this program, over a period we aim to enroll more than 10000 Amway Direct selling partners and their customers." Amway India has organized multiple initiatives to promote healthy living and continue to spread awareness around the importance of optimal nutrition, and community building amongst the youth and women.

## TTK Healthcare launches "Love Depot"

**Pune (Voice news service):-** TTK Healthcare launches India's first sexual pleasure e- superstore, "Love Depot". With the launch of "LoveDepot.com", Indians can now have pleasure as they please - attractively packaged and discreetly delivered to their homes. India has been grappling with the issue of sexual pleasure for decades, this game-changing e-store - the newest venture in the D2C space - is set to bring paradigm shift in the minds of the discerning customers. It pampers its customers

like they have never been done before, making passion products accessible and available to all. Commenting on the launch Vishal Vyas, Head of Marketing, TTK Healthcare Ltd said, "LoveDepot is built on one of the cornerstones of sexual wellness that we often let fall between the cracks: pleasure. It is born out of a firm conviction: that everyone deserves to seek and conquer the peaks of sexual fulfillment. It is structured to provide the shopper - regardless of gender identity or sexual preference - an

empowering experience, offering both choice and control. And its driven by a single-minded purpose - to close the pleasure deficit in the market."

Interestingly, LoveDepot has also roped in renowned content creator and wellness expert Dr. Tanaya Narendra, aka @dr\_cuterus on social media, to co-create educational content for the consumer. Dr.Tanaya says "It is important that we leave shame behind and empower people with what they necessarily have to know about their sexual needs. I

am quite excited to be partnering with LoveDepot, which will not merely be a product marketplace, but will also be a platform that makes all visitors aware of their entitlement to pleasure, and at the same time, educates them on the role of innovative and contemporary pleasure-providing products". Fact is, alternate bedroom behaviour is now fast replacing traditional acts as Indians get more sexually experimental. The pleasure portal is launched by TTK Healthcare Ltd

## Airtel Payments Bank partners with Axis Bank to digitize last mile Cash Collection

**Pune (Voice news service):-**

Airtel Payments Bank has partnered with Axis Bank, India's third largest private sector bank, to digitize the cash collection system in India's Tier III cities and semi-urban regions. Airtel Payments Bank will leverage the extensive reach of its digital-led neighbourhood banking model to support Axis Bank with the digitization of last-mile cash collections.

Through this partnership, Axis Bank and its customers will benefit significantly by building operational efficiencies in the cash management process. This would also speed up the payment cycle and help in releasing the bandwidth of field agents who operate across the country. These agents will no longer have to travel back to the branch to deposit the collected EMI amount.

They can now easily deposit the amount at any Airtel Payments Bank outlet in the neighbourhood, and it will be immediately transferred to the Axis Bank accounts. This process will further mitigate the risk of carrying cash collections by agents during long-distance travel. Additionally, this process will help avoid any delay, as Airtel Payments Bank outlets operate much beyond the traditional banking hours and over the weekends too.

Soon, Axis Bank customers will be able to make direct EMI deposits for loan payments at the 5,00,000 banking points of Airtel Payments Bank. Now, customers will save on time and travel by accessing the option to pay their EMI at the nearest Airtel Payments Bank outlet. Gaurav Seth, Chief Finance Officer and Head Institutional Business, Airtel Pay-

ments Bank said, "We are delighted to join hands with Axis Bank for digitization of last-mile cash collection. Our Collection Management Services reduce the challenges of managing physical cash and also mitigates the risk of cash in transit by digitizing the entire chain. This brings in huge operational efficiencies for our partner as well as their customers." Speaking on the occasion, Mr Munish Sharda, Group Executive and Head - Bharat Banking, Axis Bank said, "At Axis Bank, we have been constantly working with leading organizations in the industry to offer the best value proposition to our customers. This partnership with Airtel Payments Bank is yet another step towards embracing digitization, offering greater convenience and faster solutions to our vast customer base in the semi-rural regions of the country."

## Bridgestone India to Train 640 Youth as Skilled Heavy Motor Vehicle Drivers in 2022-23



**Pune (Voice news service):-**

Bridgestone India has signed an MoU with Automotive Skills Development Council (ASDC) to extend their flagship CSR initiative Sarthi. The programme is aligned to Bridgestone's global commitment towards Safe and Sustainable Mobility. Under the program, 695 youths from marginalized sections have been trained and placed as skilled heavy motor vehicle drivers, mostly from under-represented areas of Maharashtra.

Under the new MoU, Sarthi will now be extended to South and East India and Bridgestone intends to impart training to around 640 youth including 100 women in the current financial year. The MoU was signed by

Apurv Choubey, Chief Human Resource Officer Bridgestone India and Mr. Arindam Lahiri, Chief Executive Officer, ASDC.

In addition to training on Driving Skills, this programme includes sessions on finance management, soft skills, gender sensitization and physical wellbeing as well.

"As one of the leading Mobility Solutions provider in the country, we believe we have a part to play in making Indian roads safer for all. The Sarthi programme is our endeavour to fill the gap of skilled drivers in the country, and as a result, contributing towards road safety. We are glad to partner with ASDC for the project. The commercial drivers are an important

stakeholder group for us and I'm especially glad that we are able to reach out to women drivers as well, helping them upskill and have more opportunities," said Parag Satpute, Managing Director, Bridgestone India.

"ASDC, as the Automotive Sector Skill Council, is committed to upskilling all aspects of the Industry. Drivers are an integral stakeholder of the ecosystem and we as an organization welcome collaborating in endeavors that provide skills for a career in the automotive sector. These programmes strengthen the industry and also provide employment opportunities," said ASDC's CEO, Mr. Arindam Lahiri.

As part of this collaboration, Project Sarthi will avail the services of the Institute of Driving Training and Research - Pune, Society For Govt. of Odisha - Ashok Leyland HMV Driver Training Institute Odisha and the Telangana Institute of Driving Education and Skills (TIDES), Telangana.

## Pioneer in Automation of Life Cycle Assessments:

### Vitesco Technologies rolls out Life Cycle Engineering

**Pune (Voice news service):-** With the aim of optimizing the ecological footprint of its products and, in the long term, designing them to be CO<sub>2</sub>-neutral throughout their entire life cycle, Vitesco Technologies, a leading supplier of advanced drive technologies and electrification solutions, is intensively looking into the so-called Life Cycle Engineering (LCE).

"As a provider of climate-friendly mobility solutions we are committed to meeting high standards in terms of sustainability," explains Anja Rivera de la Cruz, head of Sustainability at Vitesco Technologies. "Our

business model is based on the understanding that we are significantly reducing vehicle CO<sub>2</sub> emissions with our products. Our goal is to make our production operations up to 100 percent neutral by 2030 and all our business processes along the value chain completely CO<sub>2</sub> neutral by 2040 at the latest. To do this, we want to create a life cycle assessment (LCA) for all new product groups - as our customers, OEMs from all over the world, are increasingly asking for." This will enable the company to analyze and make transparent how its products affect the climate over their entire life cycle. Prof. Dr. Alexander

Martin from the University of Erlangen-Nuremberg and the Fraunhofer IIS, a proven expert in life cycle engineering, considers the company a pioneer when it comes to automating life cycle assessments: "Vitesco Technologies has developed very innovative, scientifically sound concepts in many areas that are unparalleled in the industry. Almost all major companies are working on this topic and are currently in the analysis phase. Vitesco Technologies has already completed that phase and is taking a pioneering role in the supplier industry by implementing life cycle engineering in its corporate processes."

## Avtar Sets on a Mission to transform

### 1,00,000 companies to Equitable Workspaces

**Pune (Voice news service):-** A unique initiative launched by Avtar Group, India's pioneer in the space of Diversity, Equity & Inclusion, the Business is Good (BIG) aims to increase Women's Workforce Participation in Tier 1, Tier 2 and Tier 3 cities by ensuring that 5,00,000 women enter the workforce by 2027.

"Through innovative practices and deep commitment, the Best Companies for Women have put themselves on the fast-track towards achieving gender balance as early as 2027.

These companies have reaped the fruit of rising the gender diversity bar in their operating profits," said Dr Saundarya Rajesh, Founder - President, Avtar Group in an exclusive media interaction yesterday launching the BIG

initiative. As per India's largest diversity analytics exercise that Avtar hosts - the 100 Best Companies for Women in India, 62 companies recorded an increase in operating profit, 73 companies recorded greater innovation revenue and 81 companies recorded an increase in customer satisfaction, during a time frame that gender diversity grew by over 2%. "We are extremely proud to have partnered with many of these organizations on their DEI Maturity Journey; seeing them move the needles as they moved up the Diversity, Equity, & Inclusion Maturity Curve (DEIMC) - a proprietary measurement model developed by Avtar, that assesses the ability of an organization to leverage diversity, promote equity and nurture inclusion," added

Dr Saundarya. Satish Pillai, Managing Director of India, Nielsen IQ, said that DEI is not a hard concept to incorporate even though it may be time consuming. "If you believe it's important for survival then that's the way to move forward. None of the employees should feel like they don't fit in.

As a kick-start to the campaign, Avtar had organized an insightful and in-depth Focus Group Discussion for CXOs today, where they brought in their perspectives on DEI. Daisy Devassy Chittilapilly, President, Cisco India & SAARC, added that powering an inclusive future for all is Cisco's future, "Practicing DEI is the right way to do while carrying out a business. This should not be a separate checklist for companies to organize."

# Yamaha Celebrates 67th Anniversary with the theme 'Ties in a New Age'

Yamaha Motor India strengthens social ties by connecting with 400 Children at NGOs in 10 Cities, with its Blue Streaks Community

**Pune (Voice news service):-**

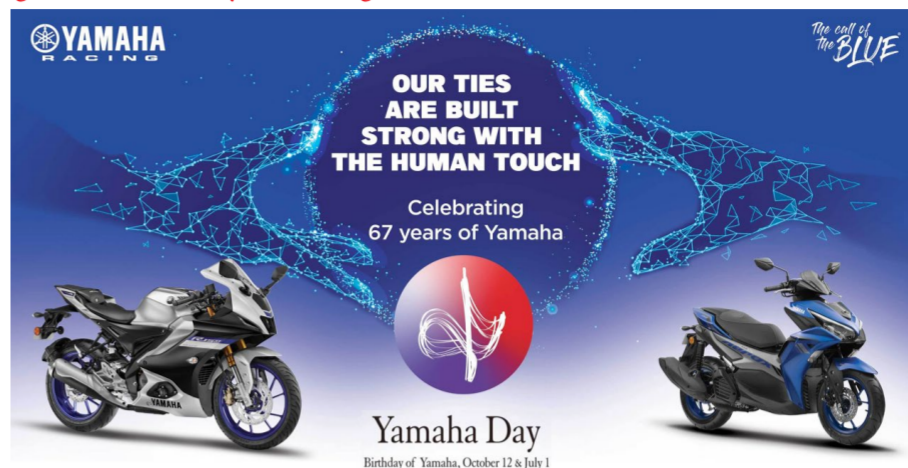
Incorporated on 1st July 1955 (Japan), Yamaha Motor Company Ltd. today completes 67 years of journey packed with rich racing history, innovations, and a commitment to deliver exciting, stylish, and sporty products starting with its first production model, the YA-1. The foundation day also called as the "Yamaha Day" is celebrated across the globe with an aim to encourage Yamaha employees worldwide to gain a better understanding and affection towards the brand and ultimately manifest "The unique style of Yamaha" through products and services.

To commemorate this momentous milestone, Yamaha Motor India (YMI) Group celebrated the 67th anniversary of its parent company at YMI's Corporate Office in Chennai, and its factory locations in Kanchipuram and Surajpur, by focusing on this year's theme of "Ties in a New Age".

"Ties" is one of the key principals that makes Yamaha a Kando Creating Company that is committed towards the betterment of the society. It includes understanding the customer, coexistence, inter-

action with local communities and society, and living in harmony with the natural environment. Through this principle, Yamaha aims to connect people, societies, and the world by offering products that exceed their expectations.

On this occasion, several activities were conducted by Yamaha Motor India (YMI) Group to educate employees on the successful journey of the brand since 1955, its plans going forward, and consistent efforts to develop innovative technologies to meet the personal mobility requirements of the customers in future. Fun filled activities and games were also hosted for Yamaha employees and their



families at all the company locations. During the event, employees also shared memorable stories about their journey with Yamaha. On the other hand, Yamaha Dealers across India celebrated Yamaha Day by inviting customers in their regions. The dealerships organized a cake cutting ceremony for these customers and also gave them a brief insight on the company's rich legacy and the popular products introduced since its inception.

Speaking on the occasion, Mr. Eishin Chihana, Chairman, Yamaha Motor India (YMI) Group of companies said, "The global theme for 67th Yamaha Day is 'Ties in a New Age'. 'Ties' is one of the

key principals we have always cherished as it has guided us to stay connected and build a solid bond with all our stakeholders - Employees, Dealers, Suppliers, Customers and Society.

The past two years of the pandemic created a big void in human connection as the human touch was missing due to physical isolation and social distancing. Human touch is the foundation of Human connections, and we are celebrating this occasion by building Stronger Ties through Human Touch."

He also added, "Since 2018, 'The Call of the Blue' brand campaign has played a major role in forging stronger ties

with our stakeholders. This year's Yamaha Day theme further reiterates our commitment towards making a deeper connect with the community and build a more sustainable and prosperous future for the brand."

In line with this year's theme, Yamaha has also organized a ride with its Blue Streaks Riding Community in 10 cities, which includes Chennai, Coimbatore, Madurai, Kochi, Hyderabad, Bangalore, Pune, Delhi, Kolkata and Guwahati, to strengthen its social ties in these regions.

The company also partnered with Child Rights and You (CRY), a Non-Government Organization, to conduct this engagement activity in Delhi. On the auspicious day, customers who were part of the Blue Streaks Community rode down to NGOs in the respective cities on their Yamaha machines, to connect with 400 children from under-served communities. This engagement activity allowed the customers to spend some quality time to bond with these children and contribute towards their educational needs. Customers also wrote personalized messages, motivating the children to aim for a bright future.

providing further impetus to 'Atamanirbhar Bharat'."

Also present at the occasion & speaking on TKM's sustainable mission, Mr. Masakazu Yoshimura, Managing Director, Toyota Kirloskar Motor said, "We are proud to add another milestone product to our line-up of electrified vehicles in India. Over the last 25 years, Toyota in India has continuously worked towards meeting the mobility needs of consumers. Today, with over two million satisfied customers, our focus in India continues to be the introduction of advanced products that are safer and cleaner and a good match for the energy mix of the country. Achieving Carbon Neutrality has always been the biggest challenge before us. Towards which, fighting against carbon will require multiple technology pathways and our latest offering is another step in that direction. The Urban Cruiser Hyryder offers a Self-charging Strong Hybrid Electric powertrain which truly reflects Toyota's advanced green technology. For the first time as a part of

Toyota's global alliance with Suzuki, this model will be manufactured at TKM's plant in Karnataka. We strongly believe, this vehicle will provide a world-class motoring experience to all our customers."

Speaking about the segment and Urban Cruiser Hyryder, Mr. Tadashi Asazuma - Executive Vice President, Sales & Customer Service, Toyota Kirloskar Motor said, "At Toyota, we always bring in models based on our studies on consumer preferences and industry trends. The Urban Cruiser Hyryder, the first of its kind Self-charging Strong Hybrid Electric Vehicle in the segment, is aimed at delivering exemplary performance, best in class fuel efficiency, quick acceleration, and a smooth drive. Over the years, Toyota's share has grown substantially in the SUV segments. The dominance of our premium offerings like the segment leading Toyota Fortuner, the Legend, and good acceptance of the Urban Cruiser are due to their bold and sophisticated styling backed by design inspired by Toyota's global SUV lineage."

## Toyota Forays into the Coveted B-SUV Segment in India with 'The Urban Cruiser Hyryder'



**Pune (Voice news service):-**

Toyota Kirloskar Motor (TKM) unveiled the new Urban Cruiser Hyryder, Toyota's first Self-charging Strong Hybrid Electric SUV and the first of its kind, in the B SUV segment in India. As one of Toyota's sustainable mobility offerings, the Urban Cruiser Hyryder inherits Toyota's global SUV lineage with its bold and sophisticated styling and advanced tech features, making it a perfect choice in the segment. The new model delivers top performance and best in class fuel efficiency along with a luxurious quiet cabin,

a sustainable community, living in harmony with nature. One of our key focuses is to shift towards low-carbon energy sources and provide practical and sustainable mobility solutions, in support of various ambitious national goals. We believe in collectively towards creating a cleaner and greener future, with a vision to realize a 'Carbon Neutral Society'. In line with these goals, we are very happy to introduce the Urban Cruiser Hyryder, which will give a substantial boost to 'Make in India' and 'Mass Electrification' initiatives and thereby

present at the occasion of its unveiling in New Delhi, Mr. Vikram Kirloskar - Vice Chairman, Toyota Kirloskar Motor said, "Toyota has always been guided by the strong commitment to build

performance indicators - along the entire value chain. Rivera de la Cruz sees her primary role on the committee as relating to the area of sustainability reporting and regulation. "What I bring to the table are my many years of experience in developing approaches and processes that create real transparency, while also being manageable for the industry," she explains.

Ingo Holstein, Executive Board member for Human Relations and Sustainability at Vitesco Technologies, is also delighted that a representative of the automotive industry has been elected to the German government's Sustainable Finance Advisory Committee: "We very much welcome her involvement in this committee. After all, she is thereby also helping other companies in our industry and beyond to achieve greater transparency in sustainability reporting - a central prerequisite for allowing Germany to become a leading sustainable finance location."

## Vitesco Technologies Expert Appointed as Member of the Sustainable Finance Advisory Committee of the Federal German Government

**Pune (Voice news service):-**

Anja Rivera de la Cruz, head of Sustainability at Vitesco Technologies, has recently been appointed as a member of the German government's Sustainable Finance Advisory Committee. In this panel of eminent professionals, she contributes her proven expertise in sustainability management and an automotive-industry perspective.

The committee comprises 34 experts from the financial and real economy, civil society and academia. They advise the German government on the implementation and further development of its sustainable finance strategy.

"The work of the Advisory Board so far has been very important and successful. I am honored to be able to participate in it in the future," says Rivera de la Cruz. The doctor of medicine with an executive master's degree in international management and finance has extensive experience in the finance sec-

## SBI Card partners with Aditya Birla Finance to launch 'Aditya Birla SBI Card'

**Pune (Voice news service):-**

SBI Card, India's largest pure-play credit card issuer, today announced the launch of 'Aditya Birla SBI Card', a highly rewarding lifestyle credit card, in a strategic partnership with Aditya Birla Finance Ltd (ABFL), the lending subsidiary of Aditya Birla Capital Ltd. The card has been designed to give customers significant reward points on their spending around telecom, fashion, travel, dining, entertainment, and hotels, among others. This makes 'Aditya Birla SBI Card' one of the most compelling cards for customers across segments, offering exciting benefits on both premium and mass brands that belong to the Aditya Birla Group.

According to Mr. Rama Mohan Rao Amara, MD & CEO, SBI Card, "We are delighted to join hands with Aditya Birla Finance, one of the leading NBFCs in India. This partnership will enable us to issue credit cards to Aditya Birla Group's customer base, thereby providing them a great product for all their spending needs. This is in line with our strategy of enhancing value for both customers and co-brand partners. The customer acquisition process will be completely digital, thereby ensuring an enhanced customer experience. Aditya Birla SBI Card's unmatched benefits coupled with Aditya Birla Group's extensive and diversified brand portfolio will be a striking proposition for customers looking to spend across varied lifestyle categories."

Speaking on the launch, Mr. Rakesh Singh, MD & CEO, Aditya Birla Finance Ltd, said: "We are delighted to collaborate with SBI Card to launch the 'Aditya Birla SBI Card', which will immensely benefit the 35 million customers of Aditya Birla Capital and help us leveraging the customer ecosystem of the Aditya Birla Group. Consumers are adapting to digital payments today, and this offering will fuel the purchasing power of our consumers. It will enable us to engage deeper with them by ensuring an impactful customer experience, best-in-class rewards, and hassle-free payment services."

Mr. Sandeep Ghosh, Group Country Manager, India and South Asia, Visa said, "This exciting partnership of Visa, Aditya Birla Finance and SBI Card for the co-branded credit card is a great example of delivering simple yet customized offerings, for various brands of Aditya Birla Group and in categories like dining, entertainment, and fuel. We are confident the proposition will appeal to consumers and help build loyalty."