



Prime Minister Shri Narendra Modi to inaugurate IDF WDS 2022 on Sept 12

India accounts for 23 per cent of global milk production bringing together 8 crore dairy farmers producing 210 MT annually

Pune (Voice news service):- Shri Narendra Modi, Hon'ble Prime Minister of India will inaugurate the IDF World Dairy Summit 2022, a conglomeration of global and Indian dairy industry leaders, experts, farmers and policy planners centering around the theme of 'Dairy for Nutrition and Livelihood' on Monday, September 12 in Greater Noida.

Shri Amit Shah, Hon'ble Union Minister of Home Affairs & Cooperation and Shri Parshottam Rupala, Hon'ble Union Minister of Fisheries, Animal Husbandry & Dairying will be prominent among those to address the Summit, which is being held 48 years after India hosted the International Dairy Congress in 1974.

Mr Piercristiano Brazzale, President, International Dairy Federation (IDF), Ms Caroline Emond, Director General, IDF, Shri Jatinder Nath Swain, President of the Indian National Committee of IDF (INC-IDF) & Secretary, DAHD and Shri Meenesh Shah, Secretary, INC-IDF & Chairman, NDDDB will coordinate this event. Key points:

Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh and Shri Bhupendrabhai Patel, Hon'ble Chief Minister of Gujarat will grace the occasion.

The inaugural session begins with prayer - Swasti Vachan Mantra - by artists. A walkthrough anamorphic (3D) audio visual experience zone at the summit will showcase the evolution of Indian Dairy Industry & accomplishment of the sector.

During the technical sessions organised during the event, some of the Cabinet Ministers will also preside the sessions. India will showcase its transformational journey through a unique smallholder dairying primarily based on cooperative strategy.

The four-day long IDF WDS 22 assumes significance as a dominant majority of over 8 crore dairy farmers in India are small and marginal (having an average 2 bovines) making it the world's numero uno dairying nation with an output of over 210 MT annually.

A unique feature of this edition of WDS is that the conference is designed to be a carbon neutral event

The summit will have 24 sessions centred around the theme "Dairy for Nutrition and Livelihood" covering different aspects of dairying.

Three parallel technical sessions would be held for which more than 150 overseas and Indian speakers have been empanelled. A poster session is also being organized with theme "Innovations across Dairy Value Chain - Aligning with UN SDGs".

IDF WDS 2022 has received an overwhelming response from all across the world.

Around 1500 participants from 50 countries have enrolled for participation in IDF WDS 2022. There are sizeable number of registrations for physical participation from the United States of America, France, Germany, Canada, The New Zealand and Belgium.

Main sponsors of the event are "AMUL (Gujarat Cooperative Milk Marketing Federation)" & "Nandini (Karnataka Milk Federation)".

The event is also sponsored by Mother Dairy, Delhi (MDFVPL), a wholly owned subsidiary company of NDDDB. Other sponsors include Dairy Cooperative Federations, Milk Producer Companies, Private Dairies, Dairy Equipment Manufacturers etc.

The World Dairy Summit will be a great opportunity for dairy farmers, leaders, experts, scientists, professionals, journalists and academics to learn, connect and get inspired. India's success story will be shared with the world through the IDF World Dairy Summit, where we can see how dairy is an engine of development and women empowerment.

IDF World Dairy Summit: This summit is an annual meeting of the global dairy sector, bringing together participants from all over the world. The participants' profile includes CEOs and employees of dairy processing companies, dairy farmers, suppliers to the dairy industry, academicians and government representatives etc.

Key features of IDF World Dairy Summit: WDS is a great way of gaining global exposure for the Indian industry which will attract attention to the smallholder milk production system of India and raise awareness.

An exhibition space of over 6,900 square meter will be available to the exhibitors for showcasing activities.

Absolute Barbecues opens its 58th restaurant at Baner, Pune

Founder & CEO - Mr. Prosenjit Roy Choudhury and

The children from Utkarsh NGO at the launch of the 58th restaurant

Pune (Voice news service):- Leading Barbecue restaurant chain, Absolute Barbecues (AB's), opened its 58th restaurant today and with this, AB's has launched its 5th restaurant in Pune. Absolute Barbecues in Baner has a seating capacity of 120 guests which can be booked for any occasion and celebration. AB's has a unique way of celebrating birthdays and anniversaries and it always helped them to keep the momentum of the place high and vibrant.

AB's, which started in 2013, is already a well-known brand in the barbecue space with a presence in 23 cities in India with multiple footprints. The company runs two restaurants in Dubai and one in Qatar as well. "It has always been our endeavour to reach out to our customers. Baner was on our radar for a long time as we were getting serious trade inquiries from this region. We are happy to have finally arrived at Aspirations Building, Next to Fab India, Baner and I am confident that with the exemplary food and services we would be the most sought-after barbecue restaurant in the city soon," said Mr. Akash Pal, Territory Manager (West) Operations. Speaking at the occasion,



Founder & CEO - Mr. Prosenjit Roy Choudhury said, "We currently have 58 outlets and plan to open more outlets at Vimannagar and other 5 are under construction. Each outlet requires an investment of approx. 3.5 crores and we plan to reach around 100 outlets in the next 2 years. Currently our group turnover is approx. Rs. 430 crores." AB's practices all health, hygiene doable and government guidelines at all our restaurants where all of our restaurant employees are fully vaccinated and follow all safety measures while dealing with our customers. We at

Absolute Barbecue not only talk about customer-centricity but we also understand our social responsibility and we strive to give back to the society. On the launch of our 58th outlet, the brand has decided to join hands with "UTKARSH, Talegaon" an indigenous humanitarian NGO whose vision and mission is to bring HOPE in Hopeless lives and work and make a difference towards the cause of the poor, needy, neglected, deprived and abandoned, lives without hope. Today we also have around 43 children from UTKARSH NGO who have kindly agreed to be here during our Launch and our

entire senior management and team of AB's will be honoured to spend quality time with the children.

The NGO is engaged in reaching out to the street/slum children, sheltering the orphans and innocent children, caring for widows, HIV Positive devastated families and the precious children. Absolute Barbecues is well known for its unique 'Wish Grill' concept which provides its customers with a Do-It-Yourself (DIY) experience. The unique concept of 'Wish Grill' caught the attention of the customers with the new style of barbecuing clubbed with fun and frolic,

and thereby promoting the concept of Do-It-Yourself cuisine.

AB's takes the adventure of barbecuing and excitement to all new heights, where you, your choices, your palate will be celebrated like never before. AB's is a place dedicated to you and your friends, family and your favourite people around for all the special moments in your lives. With a large variety of exotic meats on the Wish Grill clubbed with Brazilian Churrasco, and an unending variety of starters followed by a cold stone creamery, AB's is a place for everyone who seeks happiness and celebration with food and drinks.

As an inaugural offer AB's is giving Flat 25% discount to all the customers. AB's Baner can be reached over the phone at 07337383767 or through www.absolutebarbecues.com

Address: Absolute Barbecues, Showroom No.1, Aspirations Building, Sr. 8, Baner Road, Above Dhande Lab, Next to Fab India and Satej Hotel, Pune - 411 045



Future Generali brings spotlight on

'Everyday Wellness'... Rewarding you for 'Active Health Management'

Launches FG Health Absolute, a Comprehensive Health Insurance product



Pune (Voice news service):- Future Generali India Insurance Company Limited (FGIL), one of India's fastest growing, top 10 private general insurance company has launched a comprehensive health insurance product - FG Health Absolute. This latest health insurance offering is designed towards empowering customers to actively manage their health and leading a healthy lifestyle.

FG Health Absolute comes with a host of wellness benefits provided as a part of the product - The policy helps customers to access value added services like tele counselling, webinars on mental and physical health, vouchers for wellness centres, fitness, sports and diagnostic centres and regular health check-ups to ensure a healthy and fit lifestyle.

This product comes with a loyalty program that enables customers to encash their

reward points for premium discounts, availing a variety of goods, memberships etc. in the renewal policy.

Under its wellness programme, customers are encouraged to undertake stress and happiness checks, and health risk assessments, twice a year, in addition to annual expert wellness assessments and lifestyle disorder monitoring. Monthly tracking has been included towards monitoring fitness and healthy lifestyle of the customers, ensuring a comprehensive approach towards physical and mental wellbeing.

Speaking alongside the launch of FG Health Absolute Anup Rau, Managing Director & CEO, Future Generali India Insurance says, "The pandemic has brought forth better appreciation for active health management, amongst individuals.

While on one hand we are witnessing enhanced customer interest in health

products and expect this segment to grow substantially, we are also sensing customer need for an all-encompassing health product, with enhanced features and maximized benefits."

He further adds: "FG Health Absolute is a step in the direction of providing customers with a proposition that not only suits their ask for a comprehensive product but goes a step further by encouraging them to practice healthy habits, regularly, for a holistic health.

This solution caters to almost all possible healthcare requirements, from wellness and value add services, which are the USPs of the product, to enhanced mother and child care as well as overseas treatments for specific illnesses. In keeping with our focus on being an 'Inclusive' insurer, with this product, we are also taking an important step by expanding the scope of 'Family' definition for our health indemnity products, to offer protection to members of the LGBTQIA+ community & members in a live-in relationship."

The FG Health Absolute cover, designed in line with the health insurance requirements of India's diverse populace, is one of the best and most comprehensive healthcare policies available today.

In addition to the coverage against a host of healthcare requirements, including maternity and new-born expenses, infertility treatment, overseas treatment, OPD focus on mental and physical health, vaccination cover for children up to 12 years of age, and home healthcare, among others, FG Health Absolute offers a girl child benefit where maternity Sum Insured is increased by additional amount of INR 10,000 on the birth of a girl child.

The salient features of Future Generali's new policy include coverage for the new born baby under its mother's policy, until the expiry of the cover, enhanced vaccination coverage for new-borns, a reinstatement of comprehensive mental illness benefits under OPD cover, enhanced cover for Lasik and Cataract treatments, as well as the host of value added services and wellness rewards programmes. The policy, which is available across online and offline channels, features eleven sum insured options for customers, ranging from Rs. 3 lakhs to 100 lakhs and offers protection to a maximum of 15 family members. There is no upper age limit for customers, ensuring access to optimal healthcare at all stages of the individual's life.

Motilal Oswal Financial Services announces launch of Market Research & Analysis Platform 'RESEARCH 360'

Pune (Voice news service):- Motilal Oswal Financial Services Limited (MOFSL) has announced the launch of 'RESEARCH 360' - a first-of-its-kind financial market research & analysis platform.

This unique platform will act as a one-stop destination for the investors & traders to perform detailed fundamental and technical research which will help in taking prudent investment or trading decisions in various segments such as equity, derivatives, mutual funds, thematic & model portfolios etc. Research 360 app is a unique proposition for both DIY category of investors as well as investors looking for ready-made research solutions. The launch of 'RESEARCH 360' is a part of the expansion of the digital products portfolio in FY23.



RESEARCH 360 platform has robust exciting features such as ace investor portfolio, which the novice investors can benefit from and understand the craft of building stock portfolio. Techno-FundaScanners offers advantage to mature investors from 200 plus scans related to Price, Volume, Fundamental, technical indicators etc. in one menu. This app also provides other key features like SWOT Analysis, Comparing stocks, FNo Analytics, MO Institutional Equities Research Reports

and Aceinvestors portfolio. Commenting on the launch of this product, Mr. Ajay Menon, CEO - Broking & Distribution, Motilal Oswal Financial Services Ltd said, "The retail investors have been flocking towards equity markets. Number of active Demat accounts in India as of 31st March 2022 were 89.7 million showing 63% growth in FY22. We feel capital markets investments should be done after detailed research about the investment one chooses.

Motilal Oswal being into equity markets for more than 35 years, thought of providing the access to our research universe to all the investors irrespective of whether they are our clients or not. Our latest offering, Research 360 will give access to Motilal Oswal's Award winning research to all the investors and will help them take informed investment decisions."

Mr. Menon further added that, "With a total retail client growth of 44% YoY, the B&D business is in pursuit to increase its retail client base. As a customer centric organization, we are constantly upscaling our technologies to take our PHYGITAL promise ahead. Along with our target to increase employee strength, we are also seeing huge interest from multiple individual brokers to join hands with MOFSL."

Dabur Red Paste signs legendary actor Amitabh Bachchan as New Brand Ambassador

Pune (Voice news service):- India's leading Science-based Ayurveda expert Dabur India Ltd today signed legendary actor and Bollywood icon Mr. Amitabh Bachchan as the new brand ambassador of its flagship Oral Care brand Dabur Red Paste.

A new TVC, conceptualised by O&M, featuring the actor has been launched to highlight how Dabur Red Toothpaste uses the power of modern-day science to extract the best of Ayurveda. In the TVC, Mr. Bachchan plays a double role, that of a science man and an ayurveda expert, where he talks about Dabur Red Paste as the perfect blend of modern Science and Ayurveda. The execution is both humorous and informative as Mr. Bachchan is in two never-seen-before avatar to deliver the core message in a clear and interesting manner. The new campaign featuring the superstar will soon hit the television screens and will be live across different digital platforms.

Mr. Mohit Malhotra, CEO, Dabur India Ltd said, "We are absolutely thrilled to have legendary Bollywood actor Mr. Amitabh Bachchan on board as the new face of Dabur Red



Paste. Dabur Red Paste combines the best of traditional Ayurveda and modern-day Science to offer our consumers complete oral hygiene. Mr. Amitabh Bachchan, with his high level of trust, popularity, credibility, and his unique ability to connect with both younger and older generations, perfectly embodies the brand values of Dabur Red Paste. We welcome him to the Dabur family and are confident that this association will further strengthen the

brand and help us build a better connect with our consumers." Speaking on the occasion, Mr. Amitabh Bachchan said: "I am happy to endorse Dabur Red Paste, a trusted brand from the House of Dabur. We all know the importance of oral hygiene in our health and wellbeing. Dabur Red Paste being Ayurvedic toothpaste, with its inherent benefits is the answer to this need." Mr. Piyush Pandey, Chairman of Global Creative & Executive

Chairman, Ogilvy India said: "Working with Mr. Bachchan has always been an absolute privilege. I'm delighted that we have got an opportunity to collaborate with him for our partners at Dabur. Dabur Red Paste is a much-loved Indian brand and has been going from strength to strength. With Mr. Bachchan's association, it is sure to soar to new heights."

Mr. Abhishek Jugran, Vice President-Marketing, Dabur India Ltd said "Dabur Red Paste has been our flagship brand and a proud son of the soil fondly referred to as "Desh ka Laal" with consistent market share gains year on year. In our endeavour to take the brand to every Indian Household, we have roped in the biggest superstar of India - Mr. Bachchan for our latest campaign.

The campaign lays out how Dabur Red Paste, World's No.1 Ayurvedic Toothpaste is a perfect amalgamation of Ayurveda proven with modern science making it the perfect solution for your Oral Care. We will be deploying an integrated marketing campaign across TV, Digital & out-of-home to drive preference & mindshare for Dabur Red Paste."

MNGL Organised a Blood Donation Camp to Mark Ganesh Festival

Pune (Voice news service):- Maharashtra Natural Gas Company Limited (MNGL), a city gas distribution company based out of Pune, organised a Blood Donation Camp today at its Baner Head Office to mark the occasion of Ganesh Festival. The Blood Donation Camp was organised in association with Jankalyan Blood Centre, Pune, which works for thalassaemia & cancer patients. About 75 employees including the members of the senior management of MNGL, registered their overwhelming participation in the camp to

donate blood. This blood donation drive collected approx. 50 number of blood bags, which were donated to Jankalyan Blood Centre.

The Blood Donation Camp was part of MNGL's Community Welfare initiative. Sh. Deepak Sawant, Managing Director, MNGL said, "We, being a caring and responsible organisation towards people, always aim at providing timely aid to people, may be through our CNG and PNG supplying capabilities or activities such as Blood Donation.

'Blood' is precious and with

a small contribution from the entire MNGL family, we thought to support the people who are in dire need of blood. This Ganesh Festival has been unique for us due to such a people - centric healthcare initiative."

Sh. Sanjay Sharma, Director (Commercial) MNGL, mentioned that this initiative encouraged many employees to donate blood for the first time & said that he was delighted to see young generation to lead & shoulder the responsibility towards society. Maharashtra Natural Gas Limited is a joint venture be-

tween Gas Authority of India Limited (GAIL) and Bharat Petroleum Corporation Limited (BPCL) with equity participation from Government of Maharashtra through MIDC and Indraprastha Gas Limited.

MNGL currently supplies CNG and PNG to the Geographical of Pune, Pimpri - Chinchwad including adjoining areas of Hinjewadi, Chakan and Talegaon, Val-sad (except the area already authorised), Dhule, Nashik, Sindhudurg Districts in Maharashtra and Ramnagar in Karnataka.

Freshness and Romance of rains in Nisha Guragain- Asim Riaz's music video PEHLI BAARISH MEIN from Aatma Music



Pune (Voice news service):- It's magical lyrics, wonderful cinematography of the hills and the greens that sway on the first rains of the season is shown in PEHLI BAARISH MEIN, the music video featuring young love-birds played by Nisha Guragain and Asim Riaz. Essence of the first rains of the



onset of monsoon has always portrayed love and romance.

"All the credit goes to the composition by Kashi Kashyap & Penned by Bhanu Pandit & Mukesh Mishra, the Music is credited to Bhanu Pandit. The substance of romance and it's soul depicts true love, purity and romance in the lead pair," stated Ayyub Qureshi of Aatma Music.

Keeping up to its mission of promoting new talent, Aatma Music that is a part of Qureshi Productions Pvt. Ltd Mumbai is the fastest growing music label. It's latest romantic music video 'Pehli Baarish Mein' paints the magic of first rains and the magic of love and romance that comes with it. The teaser features blossoming of romance between Asim Riaz

and Nisha Guragain in the backdrop of scenic hill station and the greens. Shot amongst the hills and mountains, the girl yearns for her beloved calling upon her love for a romantic rendezvous and so does the boy who is keen for just a look of his cherished special one!

Pehli Baarish Mein is a presentation of Aatma Music, and is produced by Vaseem Qureshi & Gitesh Chandrakar, beautifully rendered by Sumit Bhalla & Anita Bhatt on the lyrics by Bhanu Pandit & Mukesh Mishra, with Music by Bhanu Pandit and composed by Kashi Kashyap and directed by Nadeem Akhtar.

The music video's co-producers are Ayyub Qureshi, Akhtar Khan, Sachin Beldar, Vikas Tiwari, Dr. Anil Upadhyaya, Ravi Priyanshu, Azaan Qureshi, Muhafiz Qureshi.

Dr. Karan Ramani, the CEO of AATMA MUSIC states, "We have seen romance in the rains previously in several Bollywood movies. But the treatment applied in PEHLI BAARISH MEIN is totally fresh, realistic and the love-birds actually appear true to life that can be identified by the youth of today."

After Lande's heroics, Odisha Juggernauts crowned champions of Ultimate Kho Kho

Pune (Voice news service):- Suraj Lande's sensational sky dive helped Odisha Juggernauts clinched the title of the inaugural edition of Ultimate Kho Kho after beating Telugu Yoddhas by 46-45 in a thrilling final at the Shree Shiv Chhatrapati Sports Complex, Mahalunge, Pune, Maharashtra on Sunday.

However, Lande, who tested the defence of Telugu Yoddhas with his stay of 3.03 minutes in the third turn, had different plans for Odisha Juggernauts. With just 14 seconds remaining in the game, he captured Avdhut Patil with a superb sky dive that not only added three winning points for Odisha Juggernauts but also helped them win the title.

Lande scored nine points in attack for the winning side while Rohan Shingade se-



cured 11 points for Telugu Yoddhas.

Earlier, popular Bollywood singer Mohit Chauhan sang the national anthem in style to kickstart the blockbuster final. The Lions Crew, which won bronze medal in the 2021 World Hip Hop Dance Championship, also exhibited dazzling performance celebrating the India's first-ever franchise-based Kho-Kho league.

Odisha Juggernauts chose to defend as Vishal showcased brilliant skills to put a chal-

lenge for the league's best attacking side, Telugu Yoddhas. Coming into the first batch, he defended for four minutes and 23 seconds to score eight bonus points for Odisha Juggernauts and then skipper Dipesh More and Dilip Khandavi added two more points with their unbeaten stay of 2.37 minutes.

With a remarkable defensive display, Odisha Juggernauts held Telugu Yoddhas to 10-10 in the first turn.

Ultimate Kho Kho is promoted by Amit Burman in

collaboration with the Kho Kho Federation of India.

Champion Odisha Juggernauts awarded with a whooping INR 1 crore prize money and also the coveted trophy while the second-placed Telugu Yoddhas took home INR 50 lakhs.

Gujarat Giants bagged INR 30 lakh as prize money for their third-place finish.

Ultimate Kho Kho is promoted by Amit Burman in collaboration with the Kho Kho Federation of India.

Six teams, Chennai Quick Guns, Gujarat Giants, Mumbai Khiladis, Odisha Juggernauts, Rajasthan Warriors and Telugu Yoddhas competed over a period of 22 days as the Season 1 was telecasted live in five languages on Sony Sports Network—English, Hindi, Marathi, Telugu and Tamil—as well as streamed live on SonyLIV.

Signify unveils its festive campaign 'Smarter Generation ki smart lights' with Sanya Malhotra

The campaign highlights the Philips Smart Wi-Fi LED lighting range

Pune (Voice news service):- Signify (Euronext: LIGHT), the world leader in lighting, has unveiled its festive campaign 'Smarter Generation ki smart lights' for its Philips Smart Wi-Fi LED lighting range, featuring leading actor and Philips brand ambassador Sanya Malhotra.

The peppy 40-second film, conceptualized by Hashtag Orange features a catchy soundtrack and highlights the remarkable features of Philips Smart Wi-Fi LED lights, such as dimming, pre-set modes, voice and app control and 16 million color options to create the perfect ambience during the festive season.

The TVC will play on prime-time TV slots across leading general entertainment, movies and news channels across India, in addition to YouTube and social media channels. The TVC begins with Sanya's young cousin asking her what's new this Diwali, to which Sanya responds by turning on the magic of Philips Smart Wi-Fi LED lights. By tapping on the multiple color options on the

Wiz app, she is able to transform the mood and ambience of the room completely, eliciting a sense of wonder from her young cousins who are dancing alongside her. She also shows them its multiple pre-set modes and smart dimming features.

The film ends with a naughty twist, as Sanya uses the voice control feature to instantly change the colors of the room from party to Diwali scene, when their parents walk in. Speaking about the new campaign, Nikhil Gupta, Head of Marketing & Integrated Communications and Commercial Operations, Signify Innovations India Limited said, "Smart lighting is a new yet rapidly growing category in India, with the demand driven by young consumers who prefer home devices that are smart, convenient and innovative.

Our latest TVC highlights how smart LED lights can completely transform the ambience and mood of a room and the campaign tagline 'Smarter Generation ki smart lights' aptly positions the new Philips Smart Wi-Fi LED lights as the perfect light-

ing option for the modern tech-savvy generation. We are the global leader in lighting and the film reiterates our technology leadership in the LED lighting segment."

Commenting on the campaign, Amit Shankar-Co-Founder, Chief Creative Officer, Hashtag Orange said, "There couldn't have been a better brief for Diwali than Philips Smart Wi-Fi LED lights.

When we researched the product and all the offerings that come with it, our entire team got excited knowing the fact that these LED lights are Wi-Fi enabled with voice commands and have a customized Wiz app that lets you switch between millions of colours based on your mood. To showcase these lights, we decided to craft a film with a contemporary take on Indian festivities.

We married choreography with the various functionalities of the lights which work wonderfully through voice and app control. We highlighted the playfulness of young members of the family and how well these smart LED lights could change the

entire setting based on their various moods. For us at Hashtag Orange, we had a blast filming and editing this peppy, energetic and a truly Diwali film. Post this wonderful film, we have come to realize that when it comes to smart lighting, it has to be Philips."

TVC Link: https://fb.watch/fhWcWZt_m/
Credits: Client: Signify India (Nikhil Gupta, Natasha Wadhwa, Aastha Bhatnagar)
Agency: Hashtag Orange Creative - Amit Shankar, Abhishek, Sujata Das
Client Servicing - Sridhar Iyer, Gauri Avasthi, Sakshi Bajaj
Production House - Magnet Films

Producer - Aqeel Ahmad
Director - Lloyd Baptista
Executive Producer - Azam Ansari
DOP - Satchith Paulose
Art Director - Rinku Sharma
Music - Hanif Shaikh
Editor - Umesh Giile
Grade Artist - Vineesh Vijayan (Studio Skwer)
Online - Randhir
CG - Hari Pandit (CREATFX Studio)

FOOD & RESTURANT

Eventful Weekend at The Cult (House & Terra)



Pune (Voice news service):- Get your sports spirits lifted with a live cricket screening this Thursday, 8th September at 7:30 PM. Sit back and enjoy the fantastic offers Cult Terra has to offer. Complimentary shots shall be given on Afghanistan's wickets and India's sixers! Not only that, get a complimentary beer on a bucket of 6.

End your weekend with a delicious brunch spread with a side of Abhishek Mantri's grooving beats on Sunday and vibe like never before. The fun begins at 1:00 PM. Trust us you do not want to miss out on these!

Date: 8th September to 11th September 2022

Time: 7 pm onwards

Address: The Cult (Terra & House), KadWasti, Magarpatta, Hadapsar, Pune, Maharashtra 411028

For more information, contact: +91 895628 82212 | 895628 82213

Head over to FC Road SOCIAL for their fabulous brunch offered on every Sunday



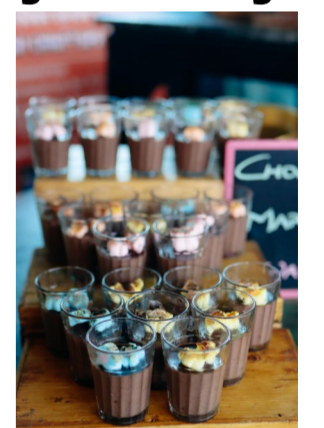
Pune (Voice news service):- Who likes to laze around and have brunches instead of breakfasts and lunches on a Sunday? Here's your place to chill, relax and enjoy some of the scrumptious treats offered at



FC Road SOCIAL every Sunday between 12pm - 4pm. Yes you heard it right! Pune folks get their new brunch place with FC Road SOCIALs offering best brunch deals inclusive of beer and amazing food combined with great



music for your next brunch date with your loved ones. Date: Every Sunday, Time: 12pm - 4pm. Venue: FC ROAD SOCIAL Pune, Unit No. 102, Mezzanine, Fergusson College Rd, above FC Road



Social, Pune, Maharashtra 411005
Packages: Rs 999 - Unlimited food, Rs 1,499 - Unlimited beefeater Gin, Wine, Beer & Food, Rs 1,999 - Unlimited premium Liquor, Cocktails, Wine Beer & Food.

5th edition of Serendipity Arts Festival announces an illustrious line-up of curators

Pune (Voice news service):- Serendipity Arts Foundation, a not-for-profit, conceptualised with a vision to energise arts production, awareness, and practice across South Asia, announced the line-up of curators for the fifth edition of its flagship event, Serendipity Arts Festival 2022, scheduled from the 15th to the 23rd of December 2022, in Panaji, Goa.

After a two-year hiatus due to the pandemic, the Festival is back with a line-up of immersive and interdisciplinary programmes conceptualised by a panel of distinguished curators spanning across the performing, visual, culinary arts and crafts.

Spread across 10 venues with the Old GMC Palace at its heart, the Festival will continue to uphold its fundamental values of sustainability, inclusivity, and accessibility with a marketplace focussing on homegrown, sustainable products and produce workshops and for those with special needs, children's programs.

Curating the section on Craft, Pramod Kumar KG will high-

light the world of specialist books on the art history of India through a uniquely immersive exhibition, and Anjana Soman will enliven the world of craft and its rich traditions of materiality through space-making. Quasar Thakore Padamsee will helm.

The Theatre segment of the Festival that will showcase an eclectic selection of plays; Prahlad Sukhtankar will curate the important Culinary quotient of Serendipity Arts Festival through community meals and a series of workshops decoding food as we know it. Bickram Ghosh and Ehsaan Noorani will curate Music with a wide range of live concerts covering a multi-genre range of classical, folk, indie pop, and rock. Geeta Chandran and Mayuri Upadhyaya will put together classical, experimental and contemporary dance performances and workshops this year. Visual Arts curators Sudarshan Shetty and Veerangana Solanki will showcase filmmakers to operate and explore the post-pandemic transition from the virtual to the physical.

Speaking about the Festival

and its importance for culture and society, Mr. Sunil Kant Munjal, Founder Patron, Serendipity Arts Foundation, said, "In our attempt to grow the economy over the last many decades, the enormity and significance of India's cultural heritage and its arts often gets missed. As a result, we have allowed the arts to go into decline. This festival showcases the many dimensions through which the arts and culture touch and enrich our lives. Through the many diverse programmes and events we hope to get more and more people interested and engaged, in the process enhancing one of the most fascinating aspects of India's soft power."

s. Smriti Rajgarhia, Director, Serendipity Arts Foundation, said, "We have announced our curators for the Serendipity Arts Festival 2022 and we are aiming to host an inclusive festival that challenges the public at large to push beyond accepted notions and conventions in arts and culture." In addition to the core programming, many Special Projects have been lined up, including a collaborative ex-

hibition between 4 galleries; a special archival exhibition by Dr. Jyotindra Jain; an international collaboration between Rahaab Allana & Pascal Beausse (CNAP, France); an exhibition on NFTs; and film screenings curated by Harkat Studios. The Festival aims to give much-deserved exposure, a collaborative platform to produce a sustainable environment for contemporary arts and crafts and to highlight the shared cultural heritage of South Asia by building a strong alumni network of artists across the globe.

In its fifth year, the Serendipity Arts Festival will explore ways to enhance public engagement with the arts and boost the soft power of the nation by making art and culture a part of everyday conversations. Owing to the Festival's collaborative and liberal approach, it has found support from Institut Français (India), Pro Helvetia, and the British Council as project partners. The Festival aims to preserve the cultural mosaic, replete with diversity, that has shaped South Asia's many identities over the decades.

INTRODUCING SENIOR CITIZEN MONDAYS AT PVR CINEMAS

Pune (Voice news service):- PVR Ltd, the leaders in Indian film exhibition industry has launched a special initiative, Senior Day Out applicable every Monday across all shows till early af-

ternoon across all properties pan India. Senior Citizens will now have the opportunity to experience the latest blockbusters on the big screen with their loved ones in a setting that has been

carefully designed keeping their special needs in mind. This tailor-made proposition has been developed to value every segment of audience that forms a part of the big screen movie viewing experi-

ence. The special benefits will include seating assistance, serving a complimentary beverage, wheelchair assistance, on-seat food service and allocating aisle seat on priority.

The Pune Chapter of the Bloggers Alliance Launched and Badal Saboo Appointed as the President at the Face of India 2022

Pune (Voice news service):- The dawn of the new era of the digital world and keeping pace with the latest social trends by constantly offering something creative and new for Fashion explorers to experience; Pune Fashion Week & BAES chose to proudly announce the launch of the Pune Chapter of the Bloggers Alliance during the recently organized International Beauty Hunt competition viz. Face of India 2022.

Speaking on the occasion of the launch, Dr. Amit Nagpal, President and Co-founder of BAES, stated, "We look forward to inspiring, training & supporting the bloggers of Maharashtra, beginning with



Pune, Queen of Deccan, under the leadership of Badal Saboo." The most happening fashionable career of recent times and the sensation to continue for quite some time now is blogging. Like any other career, blogging is shaping

up to be a full-time career for many who want to break out of streamlined careers. Devendra Jaiswal, Secretary and Co-founder of BAES, further added, "Pune is one of the leading hubs of fashion, higher education, IT and automobile sectors in

India. These sectors are also popular among bloggers and hence Pune chapter will be one of the focus chapters of Bloggers Alliance." On being appointed as the President of the Pune Chapter of BAES, Badal Saboo mentioned, "With the exponential growth and impact that our Blogger community and Social Influencers have in our ever-connected lives; through our Pune Chapter activities I aim at providing a value-added platform for bloggers to be able to share best practices, brand themselves to be able to monetize and create sustainable value, get recognized and published and taking on Leadership roles for a better socioeconomic impact."

Magical Performance Celebrating Disney Animation's Upcoming Feature Film "Wish"

Pune (Voice news service):- The Walt Disney Studios turned up the volume in Hall D23 at the Anaheim Convention Center today where thousands of fans gathered at D23 Expo 2022 to be the first to hear big announcements, new details and future plans for Disney Live Action, Pixar and Walt Disney Animation Studios. The showcase began in true

Disney style with a look back at special moments in Studio history and Cynthia Erivo's breathtaking performance of the classic Disney song "When You Wish Upon a Star" from Disney's all-new live-action version of "Pinocchio", now streaming on Disney+. "What a way to kick off the show," said Alan Bergman, chairman of The Walt Disney Studios. "Of

course, 'When You Wish Upon a Star' was first heard in the animated film 'Pinocchio' in 1940. It's a motto about dreaming big, dreaming the impossible and making those dreams come true. And that's something we try to do each and every day at the studio." Fans in Hall D23 were among the first to see a brand-new logo introduction of the iconic Disney castle—

now platinum in honor of Disney's 100 Years of Wonder celebration. Created by Disney Studios and Industrial Light & Magic, and featuring an all-new arrangement of "When You Wish Upon a Star" by award-winning composer Christophe Beck ("Frozen," "WandaVision"), the new Disney castle introduction will play in front of all Disney theatrical.

HELPEAZE PROVIDES 24X7 EMERGENCY MEDICAL SERVICE IN PUNE

Pune (Voice news service):- HelpEaze, a Pune-based start-up is a one-stop solution for finding the best medical treatment provided by the doctors from renowned hospitals. They recently launched a 24/7 medical accessibility aiming at delivering ambulance service in 5 to 7 minutes. Currently they are catering in the Aundh and Baner areas. HelpEaze aims to provide one of the best emergency medical services in the country at an affordable cost along with many health benefits. HelpEaze is a mobile application for emergency medical services on membership model which starts from Rs. 20,000 annually. The membership packages include cardiac ambulance emergency medical services, nuclear family package, exclusive subscription package, among others. At the launch of HelpEaze, Mr. Abhishek Kulkarni, Founder and CMD of

HelpEaze Infratech India Private Limited, said "It is going to be a very essential service because when we talk about medical emergency services we are talking about people's health and their lives. To make our services reach to every individual we are planning to collaborate with hospitals and pharmacies to ensure that people get the right services at the right time." The subscription package offers benefits like doorstep delivery for medicines, online consultations with doctors, dieticians, yoga trainers, assistance provided for medical / health insurance and many more. HelpEaze plans to expand their services to PAN India within the next 18-24 months. They are working with various hospitals, medicine delivery apps and shops to provide better and faster services to people. They are a single-call service for hospitals, nursing homes and other healthcare facilities.

AFSU Drone Race & Drone Weightlifting Championship hosted by MITAOE Alandi concludes in Pune

Pune (Voice news service):- The team Techrovers from Government College of Engineering Aurangabad emerged victorious in the both AFSSU Drone racing and Drone Weightlifting Championship hosted by MIT Academy of Engineering, Alandi. In drone racing Team Phoenix from MIT Academy of Engineering bagged the second prize, while the team from Symbiosis SSSU stood third. In drone weightlifting team from AISSMS bagged the second spot while Team Anantam from MIT Academy of Engineering secured the third prize. The two day AFSSU (Aviation and Space Federation for Universe) Drone Race & Drone Weightlifting Championship was held in Pune on Friday and Saturday at the MIT Academy of Engineering, Alandi. The competition is a part of the 2nd National Drone ranking series being



conducted under the aegis of BIAG India by ASFU. The AFSSU Drone Championship 22 was inaugurated on 2nd September 22 by the hands of Mr. Madan Mohan Sethi, Constellate General of India, Ho Chi Min City, Vietnam in presence of Brigadier NP Singh, Mr Ashu Gupta, Executive Director, International Aviation Games Board, Dr Ranjana Bhaskar Scientist ZSI, and Dr Mahesh Goudar, Director MIT Academy of Engineering, Alandi & Dr B. B Waphare, MIT Arts & Science college, Alandi along with online presence

of Prof. Anil Sahasrabudhe, Chairman AICTE, Prof K.K Aggarwal Chairman NBA, Prof. Velraj, VC Anna University Tamil Nadu, Prof. VinayKumar Pathak, VC CS-JMU Kanpur, Jogendra Singh, Global President -Finance, Hero Corp, Harvinder Singh, Country Manager United Airlines India, Director United Airlines Business Services, Prof. Sandeep Sanchit VC Marwadi University, Dr Sitharam Director IIT Guwahati and Mr Sampath Vice President & CEO - Defence & Aerospace, Adani Group. In Drone Racing, the partici-

part had 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 had 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. 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.

Padma Shri Hema Malini Felicitation at the hands of Prof. Dr. Sanjay B Chordiya



Pune (Voice news service):- Professor Dr Sanjay B Chordiya & Mrs Sushama S Chordiya felicitated renowned Indian Cinema Actress, Performing Artist and Member of Parliament Padma Shri Hema Malini with the Suryadatta unique Scarf and Certificate of Honor or after her magnificent Ballet Dance performance on the Theme of Krishna Leela during the Pune festival 2022

event at Ganesh Kala Krida Rangmanch during Pune Festival 2022 on 3rd September 2022. Veteran Bollywood actress and Bharatiya Janata Party MP, Hema Malini performs at the Pune Festival every year and her fans are always delighted to see her performance. Even at the age of 73, she performs with such ease and grace that her dance leaves the over 3000 audiences spellbound.

Krishify app introduces voice search feature for farmers The new feature will help farmers break literacy and communication barrier to effectively search for any agriculture related topic

Pune (Voice news service):- Krishify, India's only social network and commerce platform for farmers has over the years created the largest such digital network in the agriculture space by onboarding a growing community of more than 9 million farmers as well as hundreds of businesses, SMEs, retailers, distributors on its network out of which 7.5 lakh+ users are from the state of Maharashtra. Now, given that voice search has increased by 270% in India, as per a report by

GroupM, Krishify app too has introduced a voice search feature to help farmers easily search for relevant topics on its social network. Largely, the voice search feature on the Krishify app will help farmers decimate any form of linguistic or communication barrier and simplify searching for any information with their own voice. The newly integrated voice search is an add-on feature that will make the user journey smoother on Krishify's social network by helping farmers easily search for any

relevant topic that relates to agriculture such as information on mandi prices, government schemes, animal husbandry, sustainable farming practices. Farmers can ask any queries related to crop protection, grain production, information on tractors, equipment, machinery etc. Avinash Kumar, Chief Operating Officer, Krishify said, "Consumers are shifting focus towards voice with each passing day. It's quite natural for people to prefer to talk rather than type or click. Moreover, in rural India,

voice search has a high utility purpose as our data suggests." Manish Agrawal, Chief Technology Officer, Krishify said, "What piqued us to introduce voice search was the user behaviour and interactions that suggested an inherent demand and reliance on voice as a means to communicate. We noticed that 54% of farmers on our platform are using speech-to-text transcription in the comments section instead of typing comments. This guided us to make a data-centric decision and launch this new feature."

IIT Bombay launches e-Yantra Innovation Challenge (eYIC 2022-23) with Rs 1 Cr. startup seed funding at stake

Pune (Voice news service):- The Indian Institute of Technology (IIT), Bombay has launched the e-Yantra Innovation Challenge (eYIC 2022-23) to seek solutions for inclusive urban infrastructure. The e-Yantra project is funded by the Ministry of Education, Government of India, and hosted at the CSE department of IIT Bombay. This year's themes are Sustainable and Advanced Technologies for Helping Urban Inclusivity and Agriculture. Inclusivity here caters to Persons with Disabilities (PWD), who constitute almost 2.2% of our population (30M people), but have to lag behind due to less inclusive urban spaces. e-Yantra is a Robotics outreach program that caters to young engineers in solving problems using technology. It uses a Project-Based Learning (PBL) approach that complements traditional learning by providing a practical and hands-on learning experience. Expert guides at e-Yantra hone the ability of young participants to solve real-world problems. e-Yantra Innovation Challenge (eYIC) is a unique annual competition that trains student teams in crucial skills through MOOCs before getting them to solve real-world problems and build startups. It was started in 2014 and this year marks the 9th year of the e-Yantra Innovation Chal-

enge. For the past few years, on average, 2,000 students have participated in e-Yantra's Innovation Challenge. Principal Investigator of the e-Yantra project, Prof. Kavi Arya from the Dept. of Computer Science, IIT Bombay, says, "The e-Yantra project is a very special project that has been flourishing at IIT Bombay for over a decade now. The e-Yantra Innovation Challenge brings young minds together to work on real problems to seek solutions for building a better tomorrow. Majority of the students have skills but don't know which problems to solve nor how to solve them. For that, e-Yantra engages participants in immersive learning on thematic areas where experts help them articulate relevant problems they could solve. They are then guided to develop prototypes and subsequently trained in pitching to incubators to learn to launch their own startups. This year is a watershed moment for us as we engage with youth to help us forge a better future with more inclusive urban living spaces to create a better life for all." The e-Yantra Innovation Challenge is divided into 4 stages. Stage 1 is a Training sprint that familiarizes participants with the theme, trains them in technologies, and helps them articulate problems with training through

MOOCs and live sessions by experts. Stage 2 is a Prototyping Sprint where teams work under e-Yantra mentorship to build a prototype of their proposed solution. Stage 3 is an Innovation Sprint where e-Yantra helps develop a pitch to an Incubator - here, the IIT Bombay Incubator SINE. The last stage is an Implementation Sprint, where teams refine their Proof-of-concept (PoC) under the guidance of e-Yantra mentors. e-Yantra provides the resources, training and guidance, and even a travel allowance and boarding/lodging at IIT Bombay. This year's theme gives young minds a platform to seek solutions for a better and more inclusive living experience for the urban populace. It takes into account climate change and better provisions for persons with disabilities (PwD). The Challenge allows students to form multi-disciplinary teams from different institutions and domains. The e-Yantra Innovation Challenge gives participants a platform to launch their own startups with incubation support from the IIT Bombay Incubated startups such as Nex Robotics, Nibrus Technologies (Mine Surveying Drones), Drona Automation (Sewer Cleaning robots), and Katamaran (Mobile robots), to name a few.

This year, e-Yantra has tied up with: Deutsche Bank, Society for Innovation and Entrepreneurship (SINE, IIT-Bombay), Desai Sethi School of Entrepreneurship (DSSE, IIT-Bombay), IIT Tirupati, Technology Innovation Hub, Navavishkar, Inclusive Divyangjan Entrepreneur Association (IDEA), Design Bridge Foundation, CAG CEPT University, Geospatial Information Science and Engineering Hub, (GISE, IIT Bombay). Winning teams who successfully pitch will receive seed funding from a prize pool of Rs. 1 Cr. There are also 25 lakhs worth of prizes to be won. Prof. Kavi Arya, the Principal Investigator of e-Yantra, believes in changing the outlook of students from "knowledge consumers" to "knowledge creators." The goal of the Challenge is to create "student innovators for local disruption." e-Yantra strives to achieve the goals set by the National Education Policy through its engagement with three key stakeholders - Colleges, Teachers, and Students. e-Yantra initiatives complement the engineering education system to render students more employable and oriented toward innovation and entrepreneurship. Visit e-Yantra's website for more information, <https://eyic.e-yantra.org/>.

Ministry of Skill Development and Entrepreneurship upgrades Employability Skills curriculum for Young Learners to be 21st century ready

Pune (Voice news service):- The Ministry of Skill Development and Entrepreneurship (MSDE) today launched a revamped curriculum on employability skills in association with Quest Alliance, National Skill Development Corporation (NSDC) and various other curriculum bodies within the MSDE ecosystem. This initiative is being supported by the Future Right Skills Network, a collaborative effort by Quest Alliance, Accenture, Cisco and J.P. Morgan. The curriculum was launched as part of the "Shikshak Parv" celebrations at the Dr Ambedkar International Centre in the august presence of Smt. Annpurna Devi Hon'ble Minister of State for Education, Dr. Subhas Sarkar, Hon'ble Minister of State for Education, Dr. Rajkumar Ranjan Singh and Hon'ble Minister of State for Education. More than 2.5 million students from over 15,600 government and private Indus-

trial Training Institutes (ITIs) will benefit from the program which includes a revamped and expanded 120-hour curriculum in Hindi and English. Some of the modules include introduction to employability skills, digital skills, citizenship, diversity and inclusion, career development and goal setting, getting ready for work and entrepreneurship. Variants of the curriculum of 30, 60 and 90 hour duration are also being launched for both long-term and short-term courses. "For young people to be able to keep pace with the fast-changing world they need to keep up-skilling and reskilling. Employability Skills are extremely key in enabling the transition of young people into the world of work with confidence, which is the single most important aspect any employers look for. Hence it needs to be embedded in every skilling program," said Rajesh Aggarwal, Secretary, Ministry of Skill

Development and Entrepreneurship. The curriculum will provide three key benefits to learners: building a self-learning mindset, becoming career-ready in a post-pandemic world, and developing awareness around new careers and being equipped with 21st century skills. It will also help educators to upgrade their skills for new age classrooms and familiarize themselves with blended learning models. While physical books covering the revamped curriculum are being released now, digital copies for blended learning will be available soon. Speaking about the new curriculum, Harish Krishnan, Managing Director and Chief Policy Officer, CISCO India and SAARC, said, "Digitization is accelerating the need for new skill sets across production, manufacturing, and service industries, and it is important for candidates to keep up with the ever-evolving technology and business

landscape. The revamped curriculum is aimed at addressing some of the industry-training gaps and helping youth navigate the future of work as well as improve their employability." Aakash Sethi, CEO, Quest Alliance said, "The 12 modules in the curriculum have been chalked out keeping in mind the post-Covid job market and its volatility. The modules help learners build self-learning mindsets and find a place for themselves in new kinds of jobs, such as those in the green and gig economy." A facilitator guide will be provided to trainers so that they can teach the revamped curriculum using a blended learning module. A digital version of the student workbook is available on Bharat Skills portal and Employability Skills portal. Additionally, MSDE and National Instructional Media Institute (NIMI) plan to publish these books for use by the state departments.

Avesthagen consolidates its position with an innovative platform for precision diagnostics

Pune (Voice news service):- Avesthagen Limited, India's pioneering Systems biology genomics company, has launched AV-GEN Diagnostics, the first fully integrated end-to-end personalized genetic testing service. The innovative platform employs the latest in NGS sequencing technology and AI driven precision analytics that drive diagnostic testing services at B2C, B2B levels forging partnerships with hospitals, private clinics and health insurers. The portfolio includes tests for common diseases, customized panels for different disease conditions and comprehensive disease risk panels, interpreting all genes associated with the patient's phenotype. AVGEN Diagnostics address the \$15bn global genetic diagnostic testing market through AvestaScan, its portfolio of NGS-driven tests that cover Whole Genome Sequencing, Whole Exome Sequencing and CALiBRx® (Directed Panel Sequencing) for early diagnosis and risk management of heritable conditions. The portfolio addresses Cancers, Cardiac Care Diag-

nostics, Neurodegenerative conditions, Autoimmune conditions, Rare diseases, pharmacogenomics, ancestry analysis and a unique set of tests for women's health - reproductive genomics and fertility testing, Carrier Screening, and Pre-Natal Diagnostics with precision analytics powered by Congenica, UK a digital health company, that enables precision medicine through its AI-powered diagnostic decision support platform for genomic data. The partnership with Congenica's knowledge base of comprehensive disease risk associated genome variant panels, enables screening for more mutations than any other service. It comes amidst efforts in the genomics market to develop precision diagnostics for unique patient groups defined by a genetic profile. The portfolio offers a thorough and cost-effective diagnostic tool for individuals with distinctive clinical features and rapid interpretation of next-generation sequencing data with confidence, improving patient outcomes, and reducing the burden on healthcare systems. AVGEN Diagnostics will be

uniquely supported by the R&D outcomes of its flagship, The Avestagenome Project, which will provide accelerated and continuous innovation to create a pipeline of novel diagnostic tests, enabling best-in-class patient care. The Avestagenome Project uses Congenica's variant prioritization platform for its projects that include screening of the Zoroastrian Parsi Female Reference Genome and the Male Reference Genome for Clinically actionable variants, Clinical study of Pancreatitis, Type 1 Diabetes and Ulcerative Colitis among Zoroastrian Parsi family cohorts from The Avestagenome Project". AvestaScan offers the best-in-class NGS sequencing services through Wipro Limited and its NABL 15289 and CAP-certified labs. Wipro, who is Avesthagen preferred partner for Avesthagen's R&D project titled "Cancer Risk Assessed by NGS profiling of Circulating free DNA and RNA for Lung Cancer Project related Genomics Sequencing services" will develop a liquid biopsy-based test, for predicting early risk for lung cancer. The portfolio's cutting-edge

AI-driven genomics interpretation is powered by Congenica, Cambridge, UK, Avesthagen's exclusive analytics partner in the Indian Market for its commercial genetic testing portfolio. AvestaScan will be offered through strategic partnerships with multi-specialty hospitals, super speciality clinics and Diagnostic chains for the India launch, followed by expansion in South Asia, Southeast Asia and the MENA through focussed B2B and B2C commercialization partners. Dr Vilool Morawala Patell, Chairperson and Managing Director of Avesthagen and "The Avestagenome Project", said: "Our genetic testing service aims to consolidate all the critical genetic biomarkers into a single, effective, and comprehensive testing platform that de-risk individual health by identifying clinical variants especially in those with genetic predisposition to heritable disorders that would otherwise require time-consuming sequential gene tests. Our partnership with Congenica enables us to accelerate preventive and early diagnosis to deliver personalized medicine across India."

The Lexicon Group of Institutes hosts The Kamal Sharma Award of Academic Excellence on the occasion of Teachers' Day

Pune (Voice news service):- The Lexicon Group of Institutes holds a fine legacy in the field of education. Since 2006, the institute has been re-defining education in pre-school, high school, institute for neurodiverse children, an undergraduate program for hospitality management and post-graduate management studies. This year, on the occasion of Teachers' Day celebrations, they hosted The Kamal Sharma Award of Academic Excellence, 2022, at The Lexicon International School, Wagholi Auditorium. This is the 3rd successful year of hosting the awards for The Lexicon Group of Institutes, Pune.



The award ceremony is organized in memory of their founding trustee Mrs. Kamal Sharma to honor educators from across the country for their excellence and invaluable contributions. One of India's leading education hubs, The Lexicon Group of Institutes, resonates with excellence, intelligence, hard work, and superior education services. The main objective of

hosting the Kamal Sharma Award of Academic Excellence is to showcase teaching talent across the country, from schools to PG programs. "The hard work and dedication of educators need to be acknowledged and appreciated. This year, we witnessed more than 2000 nominations across India- from J&K to Hyderabad. While some awardees excelled in research, other excelled in teaching

pedagogies. It was truly inspiring to see so many individuals contribute and excel in the field of education," says Dr. Raju Varghese, Director IQAC & Global Programs, Lexicon Management Institute of Leadership and Excellence. The awards are based on selection by an elite jury composed of educationists, social and corporate leaders. The event witnessed 69 awards, announced in four categories- PhD/Research, PG, UG, and Schools. All in all, the event was a huge success and to ensure it ended on a high note, the students of the PDGM program of Lexicon MILE regaled the audience with their performances.

SIRO Clinpharm launches SIRO Clinical Research Institute to create CRO-industry-ready professionals

Pune (Voice news service):- SIRO Clinpharm, a pioneering clinical research organization in the country known for its two-decade-long experience in the field, has launched SIRO Clinical Research Institute (SCRI), to create CRO industry-ready professionals. With this initiative, the goal of SIRO is to give back to the industry by revolutionizing it with hands-on training and creating professionals for pharmaceutical companies and global contract research organizations, through cutting-edge learning concepts, a strong curriculum, real-world case studies, and soft skill development. "Our vision for SCRI is to provide tailor-made courses to the people who are looking to enter the clinical

research industry. We have more than 25 years of experience working in this field and our organization follows the best international industry standards. We believe that the clinical research industry in India has the potential for enormous growth, but that can happen only by providing premium and quality education to individuals. This is what the SIRO institute will help in achieving for the industry and for the country. We have crafted the curriculum after thoughtfully incorporating the lessons learned by SIRO over the last 25 years and this is how we aim to give back to this industry," said Dr. Gautam Daftary, Chairman, SIRO Clinpharm. Currently, the institute is offering the Post Graduate Diploma in Clinical Research to

anyone who has a graduate or post-graduate degree in areas like Pharma, Microbiology, Botany, Biochemistry, Chemistry, etc. The course is also open to anyone who has done MBBS, BDS, BAMS, or BHMS. The course has been divided into nine modules over 16 weeks of in-person classroom training & 4 weeks of on-job training under the guidance of skilled SIRO professionals, covering all the aspects of clinical research which will equip the students to be industry ready. "The program is intended for recent graduates who want to work in various areas of the clinical research industry, such as Clinical Operations, Data Management, Biostatistics, Programming and Medical Writing. The course

was created by industry specialists with the most recent advancements and the varied needs of the clinical research industry in mind. The goal of the course is to give students a comprehensive understanding of the clinical research sector and insight into each component that contributes to the field's needs. The largest differentiator this course aims to offer is practical with strong elements of on-job training. The course would educate students for a career in corporate settings with a focus on communication and other skills in addition to the technicalities of clinical research," added Karan Daftary, Director, SIRO Clinpharm. The first online exam will be conducted on 18th September, 2022.

Experion Technologies gets listed in the prestigious Inc. 5000 ranking for the fifth year in a row

Pune (Voice news service):- Experion Technologies, a global IT solutions company enabling enterprises with future-ready digital solutions, announced that it has been listed in the annual Inc. 5000 list as one of the fastest-growing companies in America for the fifth year in a row. The Inc. 5000 list is one of the most prestigious rankings of the fastest-growing private companies in the US. The list represents the most successful companies within the American economy's most dynamic segment - its independent businesses. Experion Technologies has climbed up by nearly 100 places since 2021, as a result of a 294% revenue growth that speaks volumes about the company's continued com-

mitment to being one of the most trusted and results-oriented names in the Product Engineering and Digital Transformation space. In the past year alone, Experion Technologies has shown fierce determination to scale and grow to be a globally recognised brand. The company's employee strength grew over 70% while adding several Fortune 500 companies to its clientele across America, Asia, Australia, and Europe. In addition, Experion has won a number of industry-acknowledgements in the past year including Frost & Sullivan's 2022 Global Customer Value Leadership Award, Great Place to Work® Certification, recognition by The Economic Times as one of the most Promising Brand

for 2021, and being featured by the Everest Group as a Major Contender in the Digital Product Engineering Services PEAK Matrix® Assessment 2022. "This honorary achievement demonstrates our consistent growth and the value we deliver, harnessing our product engineering capabilities. This is definitely a step forward to becoming the most trusted partner for our customers," says Binu Jacob, MD & CEO of Experion Technologies. "It's our fifth-time winning in a row which is an outstanding achievement and one that would not have been possible without our team's unhindered determination of turning challenges into opportunities." The companies on the 2022

Inc. 5000 list have not only been successful, but have also demonstrated resilience amid supply chain woes, labor shortages, and the ongoing impact of COVID-19. Among the top 500, the average median three-year revenue growth rate soared to 2,144 percent. Together, those companies added more than 68,394 jobs over the past three years. "The accomplishment of building one of the fastest-growing companies in the U.S., in light of recent economic roadblocks, cannot be overstated," says Scott Omeilanuk, editor-in-chief of Inc. "Inc. is thrilled to honor the companies that have established themselves through innovation, hard work, and rising to the challenges of today."

InsuranceDekho Launches Travel Insurance

Pune (Voice news service):- One of the India's leading Insurtech start-up, InsuranceDekho, has recently expanded its product portfolio by offering 'Travel Insurance' on its online platform. InsuranceDekho has partnered with HDFC Ergo, Reliance General, Care, ICI-CI Lombard and Bajaj Allianz to offer the travel insurance products and is in the process of tying up with other

insurers. The platform offers curated travel plans for family and individuals, corporates and students, with prices starting at INR 552 and covering 198 countries, subject to terms and conditions which may vary from insurers to insurers. The policies provide a wide range of coverage, depending on the plan chosen. However, almost all of them include important covers like

loss of passport, emergency medical expenses, flight delay, loss of checked-in baggage, medical evacuation, etc. Commenting on the launch Mr. Ankit Agrawal, Co-Founder and CEO of InsuranceDekho, said, "In the post-COVID era, Indians are traveling again with international travel growing at 76% YoY which has widened the market for insurance providers. There is high digital

adoption for travel insurance as currently more than 33% Indian international travelers buy insurance directly from the insurance company's websites, which makes this an attractive segment for innovation and disruption. We are building InsuranceDekho as a one-stop shop for all insurance solutions and diversified investment options; this is one crucial step in that direction."

Bridgestone India provides formal training and certification to 1016 tyre fitters in 9 Different States



Pune (Voice news service):- Bridgestone India, part of the Bridgestone group, a global leader in tyres and rubber providing solutions for safe and sustainable mobility, in a major upskilling initiative has so far trained 1016 tyre fitters in nine different states. Under the banner of 'Tyre Care Wala,' a project started in 2020, this one-of-a-kind initiative imparts formal training to tyre fitters in

a certification programme. This initiative is in collaboration with Rubber, Chemical & Petrochemical Skill Development Council, National Skill Development Corporation and Skill India. In the second edition, Bridgestone India conducted 50+ batches of 14 hours of classroom and practical training followed by assessment across the states of Gujarat, Haryana, Madhya Pradesh, Maharashtra, Odi-

sha, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal. With this initiative, Bridgestone India intends to bring formal training and certification among tyre fitters across India who otherwise are part of an unorganized sector and never get formal opportunities to learn required techniques to enhance their skills as per market needs. This also enables them to stable earning prospects. "At Bridgestone, improving road safety in a holistic manner is important to us and we recognize that tyre repair and fitting play a critical role in road safety and overall transportation efficiency. Having more skilled labour available for tyre repair and upkeep, not only ensures good service on the road, but also helps enhance the tyre life.

We are glad to partner with experts such as NSDC, Skill India and RCPSDC for the on ground execution of this training project," said Mr. Parag Satpute, Managing Director, Bridgestone India. Bridgestone training experts in conjunction with Rubber, Chemical & Petrochemical Skill Development Council, National Skill Development Corporation and Skill India designed the curriculum that covers tyres from across vehicle segments such as car, bus and truck, making the learning scope wide and beneficial for these tyre fitters who were working explicitly on highways. Considering latest product range in the markets such as tubeless tyres, repairing technologies, process and tools for such tyres was made part of the training content.

NEW CITROËN C5 AIRCROSS SUV LAUNCHED IN INDIA ABSOLUTE COMFORT IN A MORE ASSERTIVE AND PRESTIGIOUS DESIGN



Pune (Voice news service):- Citroën India announced the launch of the new C5 Aircross SUV with a special introductory price of INR 36,67,000 (ex-showroom Delhi).

The new C5 Aircross SUV gets a design makeover, which gives it a more distinguished, modern, and dynamic personality. Since its promising debut in India in 2021, the C5 Aircross SUV has been hailed as the most comfortable and modular SUV in its class. In its 2022 avatar, the car is now more attractive and dynamic, with a sharper design that is complemented by high-quality colours as well as interior materials that fortify the SUV's comfort and spaciousness. As a flagship model of the comfort part of Citroën's DNA, the new C5 Aircross SUV retains characteristics that make it stand out in its segment, contributing to an overall experience focused on well-being and ease of use. The Progressive Hydraulic

Cushions* suspension, exclusive to Citroën, enhances absorption of imperfections in the road and ensures that passengers travel in absolute comfort, with a real "flying carpet" effect. The only SUV in the segment to offer three individual sliding, reclining and retractable rear seats, allowing you to enjoy people carrier-level modularity in a real SUV. The boot volume is a record for the segment: from 580 L to 1630 L. Finally, special attention has been paid to the acoustic characteristics with the option of benefiting from acoustic laminated front windows which amplify the cocoon effect within the car. The New Citroën C5 Aircross SUV is now available for retail at 20 La Maison Citroën physical showrooms in 19 cities, namely, New Delhi, Gurgaon, Mumbai, Pune, Ahmedabad, Kolkata, Bangalore, Hyderabad, Kochi, Chennai, Chandigarh, Jaipur, Lucknow, Bhubaneswar, Surat, Nagpur, Vizag, Calicut, and Coimbatore.

Citroën will also extend its 100% direct online buying - BUY ONLINE - for the New Citroën C5 Aircross SUV. Customers in over 90 Indian cities, including those outside the dealer network, will be covered through this direct online initiative and can order directly from the factory. As a part of the New Citroën C5 Aircross SUV's Warranty Programme, Citroën has services like a standard vehicle warranty for 36 months or 100,000 kilometres, from the date of delivery whichever is earlier. This includes a warranty on spare parts & accessories and 24/7 Roadside Assistance for maximum comfort and mobility. Extended warranty and maintenance packages are also available across the network. To make the Citroën ownership experience more comfortable, the company will also offer the Citroën Future Sure package for New Citroën C5 Aircross SUV customers. This comprehensive package allows customers to own a Citroën with an at-

tractive EMI and the package also includes Routine Maintenance, Extended Warranty, Roadside Assistance, and an on-road financing for up to five years. Roland Bouchara, CEO & Managing Director, Stellantis India, said, "We are excited to launch the new C5 Aircross SUV in India, our flagship SUV in the Citroën portfolio and it embodies all the elements of the Citroën Advanced Comfort* program. C5 Aircross, recognised since its launch as the most comfortable and flexible SUV in its category, has now been given a makeover to assert a more prestigious, modern and dynamic personality. It is becoming more aspirational and will appeal to Indian customers waiting for a more distinctive character." Saurabh Vatsa, Brand Head, Citroën India, remarked, "While building on its strengths of comfort, on-board spaciousness and modularity, the new C5 Aircross SUV has matured to become more elegant and dynamic with sharper exterior styling and more modern, high-quality colours and materials for the interior. C5 Aircross introduces a new design language at the front, with curves giving way to more structured lines. A new three-dimensional light signature at the rear, a new 18" diamond-cut alloy wheel and a new design of the 10" touchscreen and centre console will certainly appeal to customers in this C-SUV segment."

Vitesco Technologies honoured with the Prestigious Brand of India 2022



Pune (Voice news service):- Vitesco Technologies, a leading international provider of modern drivetrain technologies and electric mobility solutions, has been recently awarded the Prestigious Brand of India 2022. Prestigious Brand of India is a listing of remarkable brands that have redefined the benchmarks in their respective fields through

their innovations, legacy, and sustainability in the Asian market. The award is an initiative by Herald Global to celebrate the achievements of the visionaries, thought leaders, policymakers, academicians, and corporate heads playing a pivotal role in shaping industries with their inspiring contributions. The brands for this award were selected af-

ter an extensive three phases of research comprising of evaluation of the industry reports, market surveys, brand reports, and an in-depth primary survey conducted among the target audience on the parameters of Trust, Image, Sustainability, Goodwill, Positioning, Recall, Growth, Reach and Innovation. Prominent leaders from different industries participated in the Prestigious Brand of India 2022 organized by Herald Global in Delhi. Anurag Garg, Managing Director, and head of Vitesco Technologies India received the award from Mrs. Chaity Sen - Publishing Editor, Herald Global and Mr. Anand Raj Anand, renowned Music composer of India. On this momentous occasion, Anurag Garg said, "It is an honour to receive national-level

recognition and to be awarded the 'Prestigious Brand of India 2022'. As a business module, our focus on sustainability plays an integral part, we aim to reduce the environmental impacts of the automotive industry worldwide and promote emission-free mobility, clean and efficient electrification by 2030, and we aim to go carbon-neutral in production. We have always kept all our customers at the highest pedestal and upgraded our technology and services with utmost attention at every stage." Besides the Prestigious Brand of India 2022 award, Vitesco Technologies has already received several prominent recognitions, among others the German Brand Award for its brand design in 2021 and 2022.

Kinetic Green launches Zing High-Speed, electric scooter with best-in-class range of 125 km per charge

Pune (Voice news service):- Kinetic Green Energy and Power Solutions Limited, India's pioneering manufacturer of electric vehicles, today launched electric two-wheeler, Zing High Speed Scooter ("Zing HSS"). Zing HSS is a lifestyle statement that takes inspiration from the modern, new-age rider.

The scooter is equipped with advanced features like multi speed mode, part failure indicator and boasts of range of 125 Km per charge. Its great styling, technology, and riding experience promotes an unscripted experience for the customers. With top speed of 60Kmph, the vehicle is well tested and ensures safety for the customers. It's advanced batteries, 3-step adjustable suspension and re-generative braking system ensures smooth ride. Zing HSS is equipped with a 3.4 kWh advanced lithium-ion battery that pro-

vides a range of 125 km per charge, making this scooter very convenient and free from range-anxiety. Zing HSS comes along with Kinetic's trust and warranty. Kinetic Green will also offer most attractive finance schemes to make their electric two-wheeler most cost effective for buyers; with partners like Sriram City Union, IDFC First Bank, Tata Capital Financial Services, IndusInd Bank and others.

The Zing HSS will be available at an attractive price of ₹85,000 ex-showroom

to customers, including FAME subsidy. On the occasion Sulajja Firodia Motwani, Founder and CEO, Kinetic Green said, "The launch of Zing electric scooter is a testament to our commitment of offering world-class EV technology and I am extremely proud to launch this model with best-in-class range of 125 km and features. The company has aggressive plans to expand the portfolio with multiple offerings in high-speed scooters and our revolu-

tionary e-Luna on the way for 2022-2023. Kinetic group has tremendous experience in two-wheeler space, in developing advanced yet affordable two-wheelers like Kinetic Luna and Kinetic Honda scooter and Kinetic Green is committed to deliver a lot of excitement in electric two-wheeler space in coming years. The brand intends to revolutionize electric two-wheeler sector in India!" After success in electric three-wheeler Kinetic Green, a pioneer in India's electric vehicle sector, successfully entered electric two-wheeler in 2021. The company has launched 2 models in 2021 and has sold over 30,000 scooters so far. To mark the beginning of festive season starting with Ganesh Chaturthi and Onam, Zing High Speed scooter will be available from 31st August through over 300 exclusive Kinetic Green dealers in India.

Source.One expands to a new 200-seater office

Pune (Voice news service):- Source.One, a cutting-edge commodity distribution platform, today announced the expansion of a new 200-seater office in Pune that follows 50-80 employee hiring in the next 2 years. To support the expansion Source.One will hire across Business Teams, Data Analytics, Tech, and Logistics. This in turn will support their future hiring plans for all 3 areas: · Existing Busi-

ness expansion: Expanding into more packets of Polymer consumption viz export markets, international markets, etc. · Vertical expansion: Entering into more value-chains across chemicals i.e., Bulk & Specialty Chemicals. · Other Industries: Expanding to non-chemical verticals, like Building Materials, Yarn, etc. Arun Singhal, Founder & CEO, Source.One, said, "The

expansion line is consistent with our stated ambition plans in hiring and accelerated growth in India. To succeed in commodity, especially raw materials, you need a strong blend of people with industry expertise, proficiency in operations and technology. We at Source.One strongly believe that with the right manpower and skill sets our goals can smoothly align in scope for growth." The Covid epidemic dis-

rupted the supply chain and weakened demand over the past two years, slowing the growth of the Indian petrochemical sector. However, the petrochemical sector is expanding significantly, and demand for its derivatives in a variety of consumer industries is expected to rise. Source.One intends to keep its attention on the chemical industry and will venture into several value-chains within its domain.