

Sheela Adhav's contribution is the backbone of Baba Adhav's mission



Pune (Voice news service):- "Expanding the message of the socialist party from the middle class to the masses and rejuvenation of Mahatma Phule's thought are two important contributions of Dr. Baba Adhav. Sheela Adhav's consistent and constructive symbiosis has great importance in the accomplishments of the mission of Dr. Baba Adhav," opined Dr. Sadanand More, President - of Maharashtra state Sahitya & Sanskruti Mandal. The Gravitas Foundation conferred its first-ever lifetime achievement award upon social activist & writer Mrs. Sheela Adhav. Dr. More, presiding over the function was addressing the gathering after the felicitation. Prominent activist & journalist Pratima Joshi, Pro-VC of Symbiosis International University Dr. Vidya Yerawadekar, Ex-MP Sanjay Kakade, noted social activist Dr. Baba Adhav, social worker Vasudha Sardar, and President of Gravitas Foundation Mrs. Usha Kakade

were present on the dais. Dr. More said, "She had never complained or forced Baba to do anything against his ideology. This couple is such a great match that their contribution can only be compared with the great Savitribai and Jyotiba Phule." This award, consisting of a plaque, memento, and a cheque of Rs. 1,51,000/- was presented to Sheela Adhav as a gratitude for her contribution of equal importance to various movements initiated by Dr. Baba Adhav. The Gravitas Foundation presented a donation cheque of Rs. 1,01,000/- to the Samata Pratishthan during this program. While expressing her happiness with a sportive spirit Sheela Adhav said, "I have attended many ceremonies where Dr. Baba Adhav was felicitated and I was accompanying him. It is the first time I have been felicitated and Dr. Baba Adhav is attending the ceremony. This award has infused immense energy into my spirit to contribute in a creative fashion in my remaining life." Pratima Joshi conducted a brief interview with Sheela Adhav. Senior journalist Arun Khore offered opening remarks. Deepak Mhaske compared the program.

British Council announces STEM scholarships for 2023-24

Pune (Voice news service):- British Council, the UK's international organisation for educational opportunities and cultural relations announced the third cohort of British Council Scholarships for Women in STEM. 26 scholarships and Fellowships are reserved for women STEM scholars from India and other South Asian countries, awarded on merit basis with no country-specific cap. These are across 6 UK higher education institutions - Coventry University, University of Bath, University of Manchester, University of Southampton, Imperial College London and The University of Edinburgh. The scholarships will help enhance careers in STEM for the selected women scholars and enable them to promote research and innovation in their home country through their exposure to the expertise in the UK's renowned STEM fields. Selected scholars from India will be able to obtain a master's degree or an Early Academic Fellowship at a UK university, and the scholarship will cover tuition fees,

stipend, travel costs, visa, health coverage fees, special support for mothers and English language support. The scholarships will also provide the scholars a long-lasting platform to connect with the UK through active engagement in the alumni network and inspire the next generation of women in STEM. Across the 2021/22 global cohorts of 115 scholars enrolled on their chosen course in the autumn session of 2021. 21 Indian women received the scholarship in 2022-23 and are currently studying in the UK. With these scholarships, British Council continues to support women looking to acquire global credentials in STEM (science, technology, engineering or math) at a university in the UK. Rittika Chanda Parruck, Director Education, India, British Council said, "At British Council, we believe that scientific and technological domains stand to gain a lot more through increasing accessibility of women. These scholarships will bring talented women's fantastic creativity, innovation and

unique perspective to these domains making it richer and more productive. We are excited to enable more women embark on their journey towards a career in STEM fields by sharing access to UK's renowned research pedagogy, state-of-the-art facilities and cutting edge technology, that can transform their learning and expand their horizon of opportunities. Over the past few years, we have supported over 200 Indian women to access world leading education and reach their potential, and we aim to continue adding more to support women in crafting a better tomorrow and inspiring others in the process." Prajakta Kumbhar, British Council's scholarship winner from Mumbai pursuing MSc Pollution and Environmental Control from University of Manchester, said, "Receiving the British Council STEM scholarship has had a huge impact on my life. From meeting new people, experiencing a new culture, cultivating an open world view and gaining global credentials from a highly regarded university, I am certain that

the scholarship will help me pave the road to a fulfilling professional career. I aim to make the most of this opportunity and am very excited to learn that this opportunity is open for more women this year." As part of the programme, Indian women STEM scholars can apply for master's courses and Early Academic Fellowships across 21 UK universities in courses like Computer Science, Data Science, Biotechnology, Environmental Engineering, Civil Engineering, Medicine, Public Health, Machine Learning, Robotics, Information Technology, Renewable Energy & Energy Management and many more. The scholarship is also open to women with dependants to apply, with extra support. The deadline for application differs according to university - but are between March and May 2023. Students are encouraged to check individual university deadlines. For more details about the eligibility criteria for the scholarship, or other information including a full list of participating UK universities.

ONITSUKA TIGER ANNOUNCES RASHMIKA MANDANNA AS INDIA'S FIRST BRAND ADVOCATE



Pune (Voice news service):- Japanese fashion brand Onitsuka Tiger has announced the nation's heartthrob and style icon, Rashmika Mandanna as India's first brand advocate. The brand is known for bringing forth the best of contemporary collections combining fashion with sports and heritage with innovation. With her stylish persona, playful vibe, and endearing energy, Rashmika resonates well with the brand ethos. She was present at Onitsuka Tiger's Autumn/Winter 2023 showcase at the Milan Fashion Week wearing a head-to-toe look. A versatile, award-winning actor, both critically and commercially acclaimed for her acting prowess in Kannada, Telugu, Hindi & Tamil Cinema, Rashmika has created a niche

for herself in the very competitive Indian cinema industry. She enjoys a huge fanbase across the nation and has been bestowed with the title, 'National Crush of India'. Rashmika's reach within the Indian market is incredible, with a massive 36 million following on Instagram (@rashmika_mandanna). She topped Forbes India's list of most influential actors. With her unique minimalist fashion aesthetics and confidence - Rashmika embodies everything that the brand stands for. "I am extremely excited to be associated with Onitsuka Tiger as their contemporary collection completely resonates with my sartorial sense - unique, minimalist and artistic. The brand allows me to showcase all aspects of my personality while experimenting with fashion forward styles and silhouettes. I'm excited to see how our synergies merge and unfold," said Onitsuka Tiger's India first brand advocate Rashmika Mandanna. The theme of Onitsuka Tiger Spring Summer 2023 Collection is Japanese minimalism. Under the direction of creative director Andrea Pompilio, this collection combines innovative forms with heritage and expresses the pinnacle of beauty through a subtractive aesthetic that strips away what is not necessary.

IHM Launches Institute of Pastry and Culinary in Pune



Pune (Voice news service):- After the roaring success of its first institute in Bangalore, the IHM Institute of Patisserie and Culinary (IIPC) has just opened its second branch in Pune, the 'Queen of the Deccan'. IIPC Pune will be housed in the International Institute of Hotel Management's World Campus in Pune's Viman Nagar. As the International Institute of Hotel Management completes 30 years on 15th March 2023, the launch of IIPC opens a new chapter for all the aspiring pastry and bakery chefs in the city and around the country. The world-class pastry school

is headed by renowned Pastry Expert, Chef Avijit Ghosh, Brand Ambassador of the Belgian chocolate company Callebaut and former Corporate Pastry Chef, Leela Palaces, Hotels and Resorts. The institute will provide world-class education and training in the art of pastry and culinary arts to aspiring chefs, bakers, pastry makers, and culinary professionals who are looking to hone their skills and take their careers to the next level. The curriculum has been designed to provide students with a strong foundation in both the theoretical and practical aspects of bakery and dessert making.

Within a year of opening, IIPC Bangalore has managed to establish itself as the leading pastry and culinary institute in Bangalore. IIPC Pune looks to do the same in the city which is known as the education hub of Maharashtra. The institute shall offer both a nine-month and a six-month certificate course in patisserie, besides weekend courses. IIPC Pune is equipped with state-of-the-art facilities, including a fully equipped kitchen, a pastry lab and a demonstration kitchen. The courses will be taught by experienced pastry chefs, including international faculty like Chef Sarah Hartnett, all under the guidance of Chef Avijit Ghosh. IIPC believes that there is a growing demand for skilled pastry chefs and culinary professionals in the hospitality industry. With the increase in the number of hotels, restaurants, and cafés in Pune, there is a need for trained professionals who can deliver high-quality dishes

and desserts to customers. The institute aims to fill this gap by providing world-class training to aspiring chefs and pastry makers. The founders are excited about the institute's potential to transform the culinary landscape of Pune and provide aspiring chefs and pastry makers with the skills and knowledge they need to succeed in the industry. On the occasion, Chef Avijit Ghosh said, "IIPC is a unique and innovative institute. Students interested in learning the art of chocolate-making will find a lot of inspiration for making various kinds of chocolates and pastries here." Dr Suborno Bose, the Chairman and Chief Mentor of IHM said, "We are very excited about bringing IIPC to the lovely city of Pune. It will add a new dimension to culinary education in the city. We felt there was a need in Pune for a world class, state-of-the-art patisserie institute and that's exactly what IIPC is. We are delighted to open IIPC's second campus here."

Airattix partners with ORIX and Mahindra First Choice to provide parking solutions

Pune (Voice news service):- Airattix, a first-of-its-kind marketplace providing end-to-end storage and parking solutions, recently collaborated with a Japanese car leasing company ORIX and Mahindra First Choice which is in the business of resale of pre-owned cars. ORIX is using the Airattix platform to identify suitable parking spaces in various cities to park its vehicles and on the other hand, Mahindra First Choice's collaboration with Airattix is host-centric, as it involves offering their extensive network of parking spaces to probable customers. With Airattix's advanced technology and user-friendly platform, Mahindra First Choice's extensive network of parking spaces across India will now be easily accessible to customers. Airattix's customers can now search and

book parking through the platform. ORIX, which is a renowned car leasing company in India and has booked car parking spaces through the Airattix portal across 4 major cities, including Bengaluru, Chennai, Mumbai and Pune. Mahindra First Choice has listed their privately owned parking yards across 16 cities in India to rent them out to probable customers who are looking for secured parking spaces on Airattix platform. Speaking about the partnership, Aditya Kale, Founder and CEO of Airattix, said "We are thrilled to partner with leading brands like ORIX and Mahindra First Choice and provide them with seamless and hassle-free parking experience. Our goal is to provide our customers with comprehensive storage and parking solutions under

one roof, leveraging the latest technology to ensure that our customers can book parking and storage spaces on the go and enjoy a stress-free experience." Airattix has made significant strides since its inception just three years ago. The company has expanded its presence in around 20 cities across India and has more than 10,000 registered users. In July 2022, Airattix secured Rs 2 crore in Pre-Series A funding round through a group of Indian-American Angel Investors network. Airattix has seen impressive financial growth, with a 25% increase in turnover this financial year. Some self-storage companies like Bengaluru based My Rent Space, Storehouse 24 headquartered in Hyderabad and Your Space Doctor in Mumbai have listed their storage spaces on the Airattix

portal. Customers who are looking for secured storage space can visit the Airattix portal to book a storage space as per their budgetary and geographic needs. The platform offers multiple options of parking and storage spaces with real-time availability and pricing information, making it easier for customers to find and book parking and storage spaces that meet their needs. Airattix tries to solve the common global problems of extra storage space and daily parking needs in this sharing economic generation. Airattix also provides relevant additional value-added services to its customers like movers and packers, goods insurance, valet parking services through third party vendors which makes Airattix as a one stop solution provider for customers storage and parking needs.

Suryadatta Institute of Health Sciences Successfully conducted Holistic Health Check up camp for Surya Women



Pune (Voice news service):- A Free holistic health checkup for female faculties of Suryadatta Group of Institutes, Surya-Women was organized by Suryadatta Education foundation's Suryadatta Institute of Health Sciences College of Physiotherapy in collaboration with Jehangir Hospital, Pune. The camp was inaugurated by lighting the auspicious lamp at the hands of Mrs. Sushama S. Chordiya, Vice President & Secretary, Suryadatta Education Foundation, Mrs. Snehal Navlakha, Associate Vice-President, Suryadatta Group of Institutes, Dr. Pratiksha Wable, Dean Academics, Suryadatta Group of Institutes, Dr. Seemi Retharekar

(PT), Principal SIHS, Prof. Ketaki Bapat, Principal SLC, Mrs. Vandana Pandey, Principal Suryadatta Junior college and other dignitaries. The multidisciplinary team that conducted the health check-up included general physician, optometrist, qualified trained nurses, ECG technician, and Body composition analyst from Jehangir Hospital and Physiotherapists from Suryadatta college of Physiotherapy. More than 100 Surya-women were successfully screened at the camp. The participants underwent a whole body analysis. Tests like Height and weight measurement for body mass index, Random blood sugar,



eye check up, Electrocardiogram for patients with complaints of chest pain and history related to the same, breast examination for participants over the age 40 for signs of breast cancer were conducted at the camp. The participants were educated about the basal metabolic rate, physiologic age as well as fat percentage in their body. Jehangir Hospital staff also distributed free privilege cards offering health care services at affordable prices to all registered participants. Suryadatta Group of Institutes gave a "Certificate of Appreciation" to Jehangir Hospital which was accepted by Mrs. Madhura Date, head of CSR, Jehangir Hospital and Mrs. Sunita, Head Nursing Department. The multi-disciplinary team members of Jehangir Hospi-

tal were also felicitated with Tri-colored scarves, along with a book as a token of gratitude from SGI. The camp was organized under the guidance of Professor Dr Sanjay B Chordiya, Founder President & Chairman, Suryadatta Education Foundation. Mrs. Sushama Chordiya said that at SGI we are celebrating Women's Day not only on a specific date but throughout the year and today's health camp is a part of that celebration. Keeping women healthy is a key to keeping them happy. Early diagnosis of health issues can help them take precautionary steps and avoid grave health problems in future. This camp aims at achieving this goal. She thanked the Jehangir Hospital team for their time and efforts.

Magicbricks launches India's first AI powered marketing solution tool: Project Market Scanner (PMS)

Pune (Voice news service):- Magicbricks, India's leading real estate platform, announces the launch of India's first AI-powered marketing solution tool: Project Market Scanner (PMS) for developers and real-estate agents. This unique tool sets Magicbricks apart as the first in the industry to offer an artificial intelligence tool that matches buyers with the right properties in real-time. The AI-powered PMS tool helps developers access relevant and high intent homebuyers by using sophisticated algorithms and data analytics to personalize and automate search results, increasing reach by up to 65%. Project Market Scanner

(PMS) acts as a reach maximizer, predicting results based on customers' previous search history, so that each project reaches its maximum Response Generation Capacity. It also takes into account buyers' preferences for specific property attributes and optimizes images that they are most likely to respond to. This can lead up to 82% increase in lead-to-impression ratio and helps close the gap between what buyers expect and the projects activated on the portal offer, creating a win-win situation for both. Commenting on the launch of Project Market Scanner, Rohit Manghani, Chief Product Officer, Magicbricks said "The residential demand

for homes increased 8.5% in 2022 and will continue to grow at a rapid pace in 2023 as well. With lots of available options, matching interested homebuyers with the right property is a classic Big Data problem for the real-estate industry. Project Market Scanner is a customer-centric solution that enables developers to sell faster in this highly competitive market. This is a significant step forward for Magicbricks in the realm of proptech, delivering accurate and comprehensive search results to our users while maximizing returns for the advertisers." Ashu Gupta, National Sales Head at Magicbricks, believes that Project Market Scanner

is a cutting-edge technology and a game-changer in the real estate industry. "We are constantly pushing the bar on innovation at Magicbricks by bringing new tools at the disposal of our customers looking to sell their properties. One of the biggest challenges that developers face is to access high intent, relevant customers and we aim to improve their lead generation efforts with this high-utility innovation." Magicbricks has pioneered many industry-first innovations and with the PMS tool, it continues to empower its 55,000+ strong community of developers and real-estate agents to sell over 2 lakh projects and maximize their revenue.

"Urban Mobility Happiness Survey" reveals 71% of

Indian Car Owners Travel Solo or with One Co-Passenger

Pune (Voice news service):- MG Motor India released its report on the findings of Urban Mobility Happiness Survey today. The survey, conducted by Nielsen gathered valuable insights into the mobility patterns of people residing in major Indian cities, and the challenges they face while commuting. The findings of the survey are a reflection of the state of urban mo-

bility in India, and could prove to be useful for all stakeholders, including policymakers, to facilitate better urban mobility infrastructure for all. The survey was conducted in the 8 Indian cities of Ahmedabad, Bengaluru, Pune, Mumbai, Delhi NCR, Chennai, Hyderabad, and Kolkata, most of which are known for the numerous challenges faced by their residents during their daily com-

mute. Respondents to the survey included males and females aged 18 to 37 years, having at least one car in their household. Commenting on the survey, Gaurav Gupta - Chief Commercial Officer from MG Motor India said, "The findings of the 'Urban Mobility Happiness Survey' have provided us with valuable insights into the driving behavior of Indian consumers and

their preferences for mobility solutions. The survey clearly reflects that car owners, along with the performance and features of their vehicles, also prioritize convenience, safety, and overall driving experience. As a brand that is driven to deliver state-of-the-art mobility solutions, we understand the importance of keeping up with the evolving needs of our customers."

The Lexicon Academy for Personal & Fitness Training becomes a partner with ACE (American Council on Exercise) to be an ACE International Education Partner

Pune (Voice news service):- With an aim to get people moving worldwide, the ACE (American Council on Exercise) a leading non-profit organization certifies health coaches and fitness professionals which sets high standards and elevates their careers as health coaches. The Lexicon Academy

for Personal & Fitness Training has entered into an agreement with ACE to become their International Education Partner. The Lexicon Fitness Academy is facilitating the delivery of ACE-approved courses and curriculum, preparing professionals on the technical front to take up the examinations by ACE that

would certify them as Health and Fitness professionals. "In today's times Fitness is the biggest virtue and in this fast-paced world, it is much important that one should remain fit. The Lexicon Academy for Personal & Fitness Training partners with ACE, a non-profit organization to certify exercise

Professionals from our iconic and scientifically sound institution according to standards that make them the best in the fitness industry. If individuals need help being fit, they should reach out to Certified Professionals," says Mr. Fauzan Shaikh, Manager - Program Development and Student Acquisition.

Jaguar Land Rover partners with Tata Technologies to accelerate the digital transformation of its industrial operations

Pune (Voice news service):- Jaguar Land Rover is partnering with Tata Technologies, the global engineering, product development and digital services company, to accelerate the digital transformation of Jaguar Land Rover's industrial strategy. The first phase will include UK core production facilities, with solutions subsequently deployed to other global locations. Tata Technologies will deliver end-to-end integrated Enterprise Resource Planning (ERP) to transform Jaguar Land Rover's manufacturing, logistics, supply chain, finance and purchasing modules by bringing data and knowledge from multiple departments into one single source. The intuitive new user interface of Tata Technologies award-winning software will drive stability in operations, improving visibility both between teams and for suppliers. The net result for the company will be a more agile, faster-to-market capability

for new vehicles. ERP is key to streamlining and consolidating information across core business areas. Creating a dedicated home for data and management processes across departments is fundamental to the transformation of how a business functions. ERP systems are also capable of aggregating, storing and interpreting data to provide insights instantly, helping companies respond to issues, challenges and opportunities in an agile and timely manner. The agreement furthers Jaguar Land Rover's alignment with the Tata Group of companies as part of its Reimagine strategy. Tata Technologies brings more than 30 years of experience in product and digital engineering, with a global network of over 11,000 employees and clients across multiple countries. Speaking on the collaboration, Barbara Bergmeier, Executive Director of Industrial Operations, Jaguar Land Rover, commented: "The partnership with Tata

Technologies will allow us to accelerate the transformation of our core ERP infrastructure to deliver the efficiency and usability we require for the future and our transformation objectives. It also demonstrates the power of being part of the Tata Group to help us to achieve targets for our supply chain and wider industrial operations." Warren Harris, MD and CEO, Tata Technologies, commented: "The ERP transformation collaboration with Jaguar Land Rover is another milestone in a nearly two-decade relationship with Tata Technologies. The trust awarded by Jaguar Land Rover reaffirms our long-standing expertise in automotive engineering and digital solution offerings. We believe this collaboration will help Jaguar Land Rover to build innovative and sustainable vehicles and achieve faster time to market using new-age digital technologies. We are delighted to strengthen our existing engagement with Jaguar Land Rover and are fully committed to de-

veloping our digital engineering capabilities and assisting with the launch of their new generation of vehicles." Anthony Battle, Chief Digital & Information Officer, Jaguar Land Rover, commented: "Jaguar Land Rover's digital transformation will play a pivotal role in the business becoming more agile as part of Reimagine and fulfilling its potential as a tech leader. As part of our Digital 2024 programme, we are transitioning to a cloud-native digital landscape and the partnership with Tata Technologies enables us to take another important step on that journey." In addition to establishing a standard operating model, Tata Technologies will integrate SAP S/4 HANA and SAP BTP with the existing software to upgrade Jaguar Land Rover's architecture as part of the company's digital transformation strategy. The SAP S/4 HANA software package represents a shift from legacy ERP solutions to a modern cloud-based system, driving operational efficiencies and stability.

Bestseller India collaborates with IBM Consulting to drive growth with intelligent and autonomous fashion platform

Pune (Voice news service):- IBM (NYSE: IBM) announced that BESTSELLER India, the Indian subsidiary of BESTSELLER, is collaborating with IBM Consulting to deliver key transformation projects aimed at building an intelligent and autonomous fashion landscape and rapidly fuel business growth. BESTSELLER India is part of family-owned Danish fashion company BESTSELLER and currently has 396 exclusive brand outlets and is present in over 1,230 shop-in-shops throughout India. As one of India's leading fashion brands, BESTSELLER India is embarking on an

aggressive growth journey and realized the need to scale their technology backbone to support the vision. The company has been a future-forward industry leader, having launched Fabric.ai, the fashion industry's first AI project aimed to increase sell-through rate and reduce unsold inventory, together with IBM. Upgrading the partnership, BESTSELLER India will work with IBM Consulting to consolidate its IT landscape on a robust & secure hybrid cloud platform, thereby allowing it to focus on its core activities to fuel growth. Mr. Vineet Gautam, CEO and country head, BESTSELLER India, commented

"Technology and AI will undoubtedly play a pivotal role in the coming years, as we're already witnessing its potential. This partnership with IBM will allow BESTSELLER India brands to grow with a tech-forward and data-driven approach. We're highly positive that the innovations and digital prowess of IBM will create a robust and secure, end-to-end platform for our operations in India." Mr. John Granger, Senior Vice President, IBM Consulting, said, "The retail and fashion sector is in the midst of an exciting industry transformation driven by data, analytics, and AI. We're excited to work with BEST-

SELLER India on its end-to-end transformation journey, applying the power of intelligent workflows for better decision-making, improved supply chain visibility, enhanced customer experience and more." IBM Consulting will help BESTSELLER India architect its technology landscape to create a scalable single source of truth for business decision-making, leveraging advanced analytics and a unified data platform to drive more business predictability. The implementation will be delivered by IBM Consulting in close association with ecosystem partners such as Google Cloud, Microsoft and SAP.

Drip Fertigation enhance crop yield and farmers prosperity: Lesson from Tarikere Community Drip Irrigation Phase II

Pune (Voice news service):- The Tarikere Drip Irrigation Project Phase II farmers, using drip fertigation has witnessed enhanced water productivity and fertilizer use efficiencies. The technology led to significantly enhanced water productivity of 90 per cent, fertilizer use efficiency by 30 to 40 per cent while considerably decreased crop evapotranspiration by 9-10 per cent, compared to farmers' practicing traditional irrigation by furrow or flood and fertilization by broadcasting. The technology also helps optimum moisture distribution for the crop to absorb nutrients. The technology uses plastic tubing to drip water and fertilizer at the base of plants in a regulated way and, thus, attain a high yield of almost 50 to 60 per cent. The win-win agriculture practice with less quantity of water and judicious use of fertilizer input has helped



nearly 49% of the farmers with a cumulative 5100 Ha of the land to increase crop yield by 50 per cent. As of date, the company has installed a drip system in 5500 hectares of Tarikere Drip Community Irrigation Phase II. Mr. Kumar, son of Jayamma from village Kallapura witnessed a 30-35 per cent higher yield (5.5 tons per acre) of Gherkin, whereas, without drip fertigation, he could grow only 4 tons/acre.

Another farmer Mr Parappa from village Kallapura, has grown 14 tons / 0.5 acre of tomato with drip fertigation. Earlier, he used to yield only 10 tons / 0.5 acre. Mr Ramesh from Garagadahalli village has grown 25 tons/ha watermelon with drip fertigation, 30 per cent more than the earlier crop yield. Commenting on the rationale of drip fertigation Mr Umesh, Sr. Manager of Agronomy, Netafim India said, "Improving irrigation

and fertilization management for greater productivity is critical to address water scarcity. Drip fertigation can synchronize the water and fertilizer supply with crop demand, thus, offering the potential to increase productivity sustainably. The technology meets the nutrient demand of crops near the root zone and helps farmers save 15-25% on fertilizers as well as crop production costs. As compared to surface irrigation, drip fertigation greatly contributes to agricultural emissions, improves crop root growth, nutrient uptake, and controls Soil Salinization." The ongoing project, once completed, will cover 13594 Ha of land, 42 villages and nearly 26,000 farmers. Predominantly the farmers associated with the project are growing vegetables, fruits, flowers and arecanuts. The project is likely to get completed by July 2023.

B L Kashyap wins orders worth Rs. 158 Crores Current order book stands at approx Rs. 2089 crore



Pune (Voice news service):- B L Kashyap & Sons Ltd. (NSE: BLKASHYAP), one of the leading Engineering, Procurement and Construction (EPC) Company has secured two new orders for construction, civil

and structural works. The current order book stands at approx. Rs. 2089 Crores. The order worth Rs. 89 cr (excluding GST) is for the construction of Business Park Campus at Bengaluru and order worth Rs. 69 Cr (ex-

cluding GST) for residential complex at Bengaluru. Mr. Vineet Kashyap, Managing Director, B L Kashyap & Sons Ltd. said, "The recent orders won by B L Kashyap are in the key growth sectors of the economy, including construction of residential real estate and business parks. B L Kashyap has legacy of having constructed and delivered world-class projects in dynamic markets of India. The construction industry is facing interesting times especially post pandemic. We are seeing revival in the sector with an increase in construction project queries. Focusing

on our product mix, we at BLK are moving from contracting and concentrating more on end users, built to suit, large blue chips companies. We are seeing a movement from road infrastructure players into the building infrastructure space, this may be a growing trend in the coming years." B L Kashyap has always been an early adopter of relevant technology. The company is using technology to monitor project sites remotely through Drones, which helps improve efficiency and quality. Company's commitment to quality has led to continuously train and up skill manpower.

Trucking marketplace RAAHO raises Rs.20 Crores as an extension to Pre-Series A funding



Pune (Voice news service):- Raaho, India's leading Digital Freight Network, has secured funding worth INR 20 crore in extension to the Pre-Series A round at a valuation of 4X over the last year. The round was led by Inflection Point Ventures (IPV), Roots Ventures, Blume Founders Fund and prominent Angels like Vijay

Shekhar Sharma, Kunal Shah, K Krishna Kumar, Venkatesh Vijayaraghavan, AsemKhurana amongst others. The fresh capital infused will be used to increase Raaho's geographical presence across the country and strengthen its Data Science and ML capabilities to automate Freight matching. Imthiaz, Co-Founder & CEO, Raaho, said, "We are de-

lighted to continue our mission of making lives better for Truckers and Drivers of India. With this fund raise, we plan to expand our reach to more geographies in India, while also strengthening our data science and machine learning capabilities to enhance our freight matching efficiency. At Raaho, we're committed to building a better tomorrow for all. Vinay Bansal, Founder & CEO, IPV said "We are thrilled to continue our investment in Raaho, as we see enormous potential for growth in the largely untapped market of digitized trucking. The Raaho team has shown exceptional dedication in building a sustainable business model with strong fundamentals, and we are excited to be a part of their journey towards success."

Vijay Shekhar Sharma," I've known Imthiaz for over 15 years, and I'm excited to personally invest in Raaho's mission to enhance the well-being of truckers and drivers. As we see more industries impacted by digitisation, the potential to improve the efficiency of the trucking market is immense and I look forward to this ride with Raaho" The Gurgaon-based company has operations across 15+ cities in India with presence in major cities like NCR, Chennai, Bengaluru, Coimbatore, Pune, Hyderabad, Kolkata, Mumbai, Ahmedabad, Kanpur, Karnal and more. With the fresh funds, the start-up aims to expand their network further and build efficiency in the trucking space to reduce empty miles.

Bridgestone Celebrates 60th Anniversary of its Motorsport Activities and Announces 2023 Motorsport Plan

Pune (Voice news service):- Bridgestone Corporation today announced its 2023 motorsport plan. Bridgestone celebrates the 60th anniversary of its motorsport activities in 2023, and this year, the company will continue to support various domestic and overseas motorsports, ranging from top-level professional race series to grassroots amateur races, primarily by supplying Bridgestone POTENZA tires and Firestone FIRE-

HAWK tires for car races, and Bridgestone BATTLAX tires for motorcycle races. Also, placing sustainability at the core during this memorial year, the company is challenging to evolve global motorsport activities in a new way and to build Bridgestone brand as a "sustainable global premium brand", as well as "supporting the global motorsport culture." Bridgestone has been repeatedly challenged to support the movement of cars with

safety and peace of mind under the company's fundamental principle, "tires carry life," in races where drivers are repeatedly challenging under extreme conditions and situations. In challenges to the extreme, the company has been polished up its pride and passion as Bridgestone, the four "Bridgestone DNA" - "Focus on quality," "Respect for being on-site," "Being attentive and supportive of customer problems," and "Challenging spirit," technology, compre-

hensive operational capability, brand power, and human resources development. In the future, the company is strengthening the sustainable global motorsport activities to achieve the extreme in approach of sustainability to realize the carbon neutrality and circular economy, taking a big step toward "the global journey to the extreme" again, and contributing to the development of safe, with peace of mind, and fun car, motorcycle, and motorsport cultures.

Hyderabad based Svaya Robotics Develops Indigenous Quadruped Robot and Exoskeleton for defence sector



Pune (Voice news service):- Hyderabad based Svaya Robotics in collaboration with DRDO Labs - Research and Development Establishment, Pune (R&DE) and Defense Bio-engineering & Electro Medical Laboratory, Bangalore (DEBEL), has developed India's first quadruped robot and wearable exo-skeleton, respectively as technology demonstrators with their design inputs. Currently these robots are being imported from USA and Switzerland to help our defense requirements and to strengthen our country's defense capabilities. Defense and security are undergoing rapid transformation driven by technology and robotics is poised to play a very important role to develop them indigenously

under "make-in-India" along with industry partners such as Svaya Robotics as development partners. Current robots are made for structured environments with limited capabilities and are not suited for deployment in difficult to maneuver terrains and field operational conditions, that Indian defense and security forces are uniquely faced with. Dr. Sateesh Reddy, Scientific Advisor to Raksha Mantri (Minister of Defence) and former chairman, DRDO, has visited Svaya Robotics development facility in Hyderabad, along with other senior scientists of DRDO labs - R&DE and DEBEL. Dr. Sateesh Reddy reviewed the development of the robots that Svaya has undertaken to develop with DRDO inputs. Dr. Sateesh Reddy said "We

are extremely happy with the rapid progress that Svaya Robotics was able to achieve in a very short period. Development partnerships like these are essential to accelerate development of advanced robotics in India and take them into field trials fast and also keep developing them for dual-use in both defence and industry. He was emphatic that Robotics would play a very important role in enabling Indian defence in both augmenting soldiers and also in providing unmatched remote reconnaissance capabilities." Welcoming the defense officials Mr. Vijay R. Seelam, founder and Managing Director of Svaya Robotics said "We are happy to associate with DRDO as part of Aatma Nirbhar Bharat mission to make India self-reliant. The quadruped robot was indigenously developed by Svaya in collaboration with DRDO and is made for navigating in unstructured terrains to provide remote reconnaissance and inspection for the defense and security forces which otherwise are not safe for humans to operate in. While the exo-skeleton, is being developed by Svaya to suit Indian soldier's anthropometry and augment soldier strength for both walk-

ing long distances without fatigue and to lift heavy loads without expending much effort. Both are dual-use robots and have multiple use cases in both Industry and health-care." Svaya Robotics, based in Hyderabad is a pioneer in developing state-of-the-art human-augmenting robotic systems backed by 10 years of research and development focus. Svaya has introduced in the market, India's first collaborative robots, completely designed and manufactured in Hyderabad, India. Svaya's best-in-class robots work with and alongside human workers safely, to enable companies in manufacturing and beyond to leverage their human expertise while being precise and productive with unlimited flexibility.

1) India currently imports these Robots from USA and Switzerland
2) Current robots are not suited for deployment in difficult to maneuver terrains and for field operational conditions in the Indian environment
3) DRDO and Minister of Defense officials visited Svaya Robotics in Hyderabad to review the progress

CLXNS, a digital-first debt resolution company, aims to build a strong team with 800+ workforce strength



Pune (Voice news service):- CLXNS, a digital-first debt resolution platform, has announced hiring 700+ employees. This is indeed a strategic move by the company, aligned with its goals of rapid growth and expanding footprints across the country. CLXNS intends to hire across

verticals, ranging from Product, Engineering and Design to Marketing and Data analytics. It is keen to onboard seasoned professionals for key leadership roles along with mid-level talent possessing expertise in technology. With the assistance of the newly hired employees and the company's clear focus on investing heavily in its tech capabilities, CLXNS' futuristic goal is to create scalable, digital-first debt resolution tools with high-degree compliance and governance. Speaking on the same, Manavjeet

Singh, CLXNS, said, "The current market scenario is unstable but we strongly feel that there is no right or wrong time for hiring talent. We believe India's credit growth story has just started and is guaranteed to see a massive boom. And therefore we foresee an enormous growth in ethical debt resolution opportunities. At CLXNS, our sole aim is to build a scalable, digital-first debt resolution company. Simultaneously, we wish to emerge as a talent powerhouse in the industry with expertise in the tech capabilities.

We are confident that with the new talent addition, we will be able to reach one step closer to our goals of expanding our footprints pan India and serve our customers better." CLXNS is on a mission to digitally transform traditional debt resolution into positive customer experiences. Leveraging advanced technologies, the company works with a customer-centric approach to provide assistance with debt resolution empathetically without impacting resolution efficiencies.

CheQ partners with Axis Bank to provide users with extra rewards on credit card bill payments

Pune (Voice news service):- Bengaluru-based fintech startup, CheQ (www.cheq.one), has partnered with Axis Bank, India's third largest private sector bank to make the credit card bill payment experience extra rewarding for its users. As part of a first-of-its-kind partnership, customers who pay their Axis Bank credit card bills on the CheQ app will earn flat 1.5% of their payment back as CheQ Chips. This is an additional incen-

tive of 0.5% over the regular 1% that users normally get. CheQ Chips are the app's in-app currency, received as a reward for every payment on CheQ. They can be redeemed for vouchers from top brands like Amazon, Flipkart, Swiggy, Zomato, etc, or converted to cash & taken to the bank. The offer will be applicable exclusively for Axis Bank credit card customers from 13 March, 2023 on a minimum bill payment of ₹100 on the CheQ app. Commenting on the partner-

ship, Aditya Soni, Founder & CEO, CheQ said, "We are thrilled to partner with Axis Bank in rewarding timely repayment of credit card bills for their customers. CheQ Chips have received lots of love from the community, and we hope that this added incentive for Axis Bank credit card holders will aid us in our goal of helping every Indian understand, manage & leverage credit to its fullest potential." Adding about the partnership, Sanjeev Moghe, President & Head - Cards and Pay-

ments, Axis Bank, said, "At Axis Bank, we believe in putting the customer at the center of all our endeavors, while also generating shared value for all stakeholders in the ecosystem. In this effort, we are delighted to partner with CheQ to incentivize timely repayment of credit card bills. We believe that the reward of extra CheQ Chips for Axis Bank credit card holders will appeal to our customers across India, as they continue making their credit journey more disciplined and rewarding than ever before."