



Cleanliness drive to mark Independence Day



Pune (Voice news service):- Adar Poonawalla Clean City Initiative (APCCI) participated in a cleanliness drive at 100+ different locations across Pune on the occasion of Independence day. The drive conducted on 13th and 14th August 2023 was a part of a mega drive conducted by Swachh Pune Swachh Bharat's Don Taas , Ek Swachh Pune Prayas , an initiative started by Wing Commander Puneet Sharma. The annual mega drive was a platform of NGO communities, volunteer groups coming together participating in beautifying, spreading awareness, plantation drives apart from waste collection and cleanliness events of public places. The drive emphasizes common citizens to make their city

a livable one by enjoying freedom from litter and pollution. This year too it carried the message under the central theme of 'SWAG' - 'S' stands for Swachhta under which cleanliness drives are organized. 'W' stands for Waste and E-Waste Collection. 'A' stands for awareness through wall paintings and 'G' stands for GoGreen under which various plantation drives are organized. APCCI participated specifically in the Cleanliness Drives at different locations on the weekend and were led by Mahhar Karwande, COO APCCI, Satya Natarajan, Lead Volunteer at APCCI, Nilesh Ramekar , Manager APCCI under the guidance of Mr.Krishnan Komandur, CEO APCCI

Godawari Electric Motors open bookings

Pune: Godawari Electric Motors, manufacturers of the Eblu range of electric 2 and 3-wheelers, announced the commencement of bookings for the company's first and upcoming e-scooter, Eblu Feo at the momentous occasion of India's 77th Independence Day. Godawari Electric Motors is officially foraying into the EV two-wheeler segment with the launch of India's first family e-scooter.

Customers can walk in at any of the company dealerships across India and pre-book the scooter by giving a booking amount of Rs 4999/- . The scooter has been designed and developed from scratch at the company's Raipur manufacturing facility and the prototype was first showcased at the Auto Expo 2023. The scooter will be officially launched on 22nd August 2023.

ASEAN Trade opens in Pune

Dr.Sachin Madhukar Kate appointed Trade Commissioner

Pune: India ASEAN Trade Meet was celebrated on the 18th of August in Hotel Sheraton Grand by the Indian ASEAN Trade Council in Pune with the collaboration and support of the Ambassador of Myanmar H.E. Mr. Moe Kyaw Aung and Ambassador of Laos H.E. Mr. Bounmy Vanmany, the Honorary Counsel of Myanmar Honorable Dr. Ranganathan, Chairman Pushkaraj Enterprises Mr. Shailendra Goswami to accelerate the trade relationships between India and ASEAN nations. The event also saw the presence of the Global President of the Indian Economic Trade Organization, Dr. Asif Iqbal and various other delegates. The Trade Commissioner, Dr. Sachin Madhukar Kate was commissioned in presence of all dignitaries to promote better relations between India and ASEAN.



In a resounding testament to the enduring historical and cultural bonds between India and the Association of South-east Asian Nations (ASEAN), both regions continue to fortify their multifaceted partnership. Bolstered by agreements such as the ASEAN-India Free Trade Agreement (AIFTA), both sides are steadfastly committed to augmenting trade and investment relations. These agreements effectively reduce trade barriers and tariffs, fostering an environment conducive to enhanced commerce and investment flows. To further expedite cross-border trade and connectivity, visionary initiatives such as the India-Myanmar-Thailand Trilateral Highway and the Kaladan Multimodal Transit Transport Project are materializing, accentuating the intent to forge an integrated economic landscape. In a notable display of commitment to fostering robust bilateral ties, His Excellency Mr. Moe Kyaw Aung, Amba-

sador of Myanmar, and His Excellency Mr. Bounmy Vanmany, Ambassador of Laos, graced the India ASEAN Trade Summit virtually. The occasion also witnessed the auspicious inauguration of the India ASEAN Trade Council office in Pune. The presence of Dr. Ranganathan, Honorary Counsel of Myanmar, added prestige to the inaugural ceremony. This newly established office is poised to play a pivotal role in facilitating trade activities, providing invaluable assistance to Indian exporters and companies based in Pune and Maharashtra, as they seek to venture into ASEAN nations. Exciting prospects lie ahead, as a substantial ASEAN delegation gears up for a momentous visit to Cambodia in September, followed by Singapore in October. A multilateral delegation from Malaysia is slated to grace Pune with its presence in November that holds the promise of invigorating interaction across various sectors. Adding to the unfolding narrative, Laos is poised to take the helm as the ASEAN Chair for the upcoming year, signaling a new phase of leadership. Concurrently, Indonesia will continue its role as the incumbent ASEAN Chair, underscoring the collaborative spirit and unity that underpin the region's dynamics. H.E. Mr. Bounmy Vanmany, The Ambassador of Laos to India mentioned, "I am con-

heritage, the two countries are poised to foster closer economic collaboration, with trade and investment being key areas of focus. Both nations recognize the untapped potential for growth in trade and are working towards maximizing mutual benefits." President, Indian Economic Trade Organization, Dr. Asif Iqbal stated, "With over 640 million inhabitants, ASEAN represents 8.7% of the total world population. The strengthening of relations in the geopolitical sphere has given a push to the India-ASEAN economic ties, with ASEAN now being India's fourth-largest trading partner engaging in bilateral trade in 2019-20 worth \$86.9 billion. India's 'Act East' policy is a core tenet of its Indo-Pacific vision. India also has a free trade agreement (FTA) with ASEAN, spanning goods, services and investment. Despite its motto "One Vision, One Identity, One Community", ASEAN is one of the most culturally diverse regions in the world and we open our doors for collaboration to all countries that subscribe to the same principle. The Trade Commissioner, Dr. Sachin Madhukar Kate emphasized, "As the Trade Commissioner in Pune, I will get all the industries in Pune as it is a great enterprising city with youth population and it has a huge scope for businesses in ASEAN countries and our office will support people looking forward for opportunities in ASEAN region and will put efforts to organize various activities to educate and create a conducive business atmosphere amongst the nations for better business growth and investment promotion. We will work on strengthening relations between India and ASEAN and deepening them with evolved partnership characterized by friendship and collaboration."

KEM Hospital Pune organises a session on Type 1 Diabetes Management in Schools



Pune (Voice news service):- On Saturday, KEM Hospital, Pune, organized a session on Type 1 Diabetes for school managements. This initiative was in the context of the circulars from the National Commission for Protection of Child Rights (NCPCR), Directorate of Education, Government of Maharashtra, which issued directions to schools regarding care of children with Type 1 diabetes (T1D). The aim of the program was to sensitize schools about the need to help and support children with T1D. Representatives from about 50 schools including Principals and teachers participated in the program. Officials from the State Governments Education and Health Departments were also present. Prof. Dr. Chittaranjan S Yajnik, Director & Consultant - Diabetes Unit at KEM Hospital and Research Centre in Pune said , Type 1 diabetes is becoming more common in Indian Children, it is a 24x7 condition and requires medical, family and social support. Children also spend a large part of their day in their schools and the school ecosystem needs to evolve to support them in every way. This was the first session in this direction and KEM Hospital Diabetes Unit will continue with such sessions along with all stakeholders

including education and health departments and school authorities to help in this process. There is a need to bridge the knowledge gap (or lack of valid information) within the education community about T1D. Thus, an important objective of the session was to improve quality of life for children with T1D by addressing the misconceptions surrounding T1D, to alleviate the fear and anxiety of the school management/ teachers regarding the care of T1d students, and reducing the stigma and discrimination such children experience in schools. This would help to enhance their academic and extracurricular performance. The program included presentation by team of doctors on difference between type 1 and type 2 diabetes , role of schools in the management of students with type 1 diabetes, symptoms to watch out for in students who have not been diagnosed, need for medical-education partnership etc. Dr. Chittaranjan Yajnik also gave information on Club 1 Diabetes which is a patient engagement initiative in the form of support group for physical , emotional and psychological well being . It has many activities including clinical care , education , workshops , etc along with Madhuraksha app.

MIT ADT University to start School of Law with UG & PG Law programs

Pune (Voice news service):- The Bar Council of India approved the BBA LLLB 5 years Integrated AND LLLB 3 years courses from this year at School of Law, MIT Art, Design & Technology University, India's One of the Finest State Private University. Interested candidates can register by visiting the admission portal www.mituniversity.ac.in and the last date for admission is 10 September 2023. Entrance exam dates will be on 12 September and results will be declared on 15 September 2023.



The five-year BBA-LLB, three-year LLLB, two years LLM and one-year PG certificate course in Legal Journalism programs will be available in the school of law, Rajbaug, Loni Kalbhor campus, informed by Dr. Sunita Karad, member of Board of Management, MIT Art, Design & Technology University in the press conference. Under the guidance of visionary Prof. Dr. Mangesh T. Karad, Executive President & Vice-Chancellor of MIT Art, Design & Technology University School of Law offering these noble courses from this year, she mentioned. School of Law's Dean Prof. Dr. Sapna Deo, Prof. Shivsharan Mali, advisor to Vice Chancellor, Adv. Sukrut Deo was also present at the press conference. Dr. Sunita Karad said, it gives great pleasure to start law programs at the School of

Law run by MIT University. Legal education is the heart and soul of society for administering rule of law in a democratic country. I encourage you to make the most of your time here and take advantage of the various opportunities that the School of Law offers, including moot court competitions, internships, and research projects, free legal aid services etc, and particularly offerings from the School of Holistic Development, such as enhancing physical and emotional strengths and overcome weaknesses, imbibing values for life and build characters, inculcating 'universal brotherhood and contribute remarkably and sustainably towards society, nation, humanity and environment, so on and so forth. These experiences will not only enhance your legal skills but also broaden your social perspective and help you to become a well-rounded individual. Alternative Dispute Resolution, Intellectual Property Rights, Cyber Law, Family Law these are specializations available under LLM program. Dr. Sunita Karad said that I am delighted to start our BBA LLLB program, a unique and enriching blend of business administration and legal studies. Our university is not just a place of learning, it's a platform for holistic growth, intellectual exploration, and character development. Beyond the academics, we are providing numerous opportunities to engage in extracurricular activities, connect with industry experts, and participate in moot courts, debates, and business simulations. Students should embrace challenges, collaborate with their peers, and strive for excellence in all. The skills and insights students gain during their BBA LLLB journey will serve as the foundation for a successful and impactful career ahead. "It is important to study law. Because it develops a person's ability to socialize in society, assist in the judiciary, function safely in business, social activism, and use it in favor of independence. This

helps the individual to create a prosperous and conscious society. It provides career opportunities for individuals in various fields, for example, lawyers, judges, business consultants, law and financial consultants," said Prof. Dr. Mangesh T. Karad. The Dean, School of Law, Prof. Dr. Sapna Deo said that the Law is a noble profession that plays a vital role in shaping society, promoting justice, and safeguarding individual rights. Studying law is not just about memorizing statutes and cases, but it is also about developing critical thinking, analytical skills, and the ability to solve complex problems. A legal education will open up a world of opportunities for you. The School of Law offers specialization in areas such as criminal law, corporate law, intellectual property law, environmental law, human rights law, and many more. The legal profession offers a diverse range of career options, including litigation, advocacy, corporate law, academia, and public service. But pursuing law is not just about career prospects. It is also about making a positive impact on society. Admission will be given on a merit rank basis. More information related to the courses can be obtained from the admission center established in the university. For detailed information, candidates may visit the university website www.mituniversity.ac.in, she added.

India is a center of great culture, peace and rich heritage



Pune (Voice news service):- "Our Indian culture is great all over the world. Many freedom fighters, soldiers have sacrificed for the freedom of the country & its great culture. We have to work responsibly to preserve this rich heritage. To make our country a center of peace and prosperity by adopting harmony, patience, mutual respect, social harmony and good habits," says Prajapita Bramha Kumaris BK Saritaben Rath. She was addressing the gathering on 77th Independence day celebration at Suryadatta Group of Institutes, Bavdhan. The flag was hoisted by Saritaben Rath and other dignitaries. The songs sung by the students of the Suryadatta

and the musical atmosphere won the hearts of the audience. The program was conducted under the guidance of Founder President of Suryadatta, Prof. Dr. Sanjay B. Chordiya & Vice President and Secretary Sushma Chordiya. On this occasion, President of Afghan Student Association in India Wali Rahman Rahmani, Associate Vice President of Suryadatta Snehal Navlakha, Principal Vandana Pandey, Kiran Rao along with all department heads, teachers, students, parents and other staff were present. Prof. Dr. Sanjay B. Chordiya said, We want to realize the dream of a self-reliant India by 2047. To become Vishwaguru one has to



travel together. Everyone should resolve to contribute in this. There is no substitute for hard work, creativity and continuous learning. National service is the first aim of the organization. While celebrating the Silver Jubilee, the organization is continuously awarding National Service Awards. Apart from imparting comprehensive education to the students, emphasis is laid on inculcating the spirit of patriotism in them." Wali Rehman Rahmani said "Freedom is not just a word, but a philosophy. We should enjoy and honor every moment of freedom. Keeping in mind that freedom comes with responsibility, everyone should do their duty to take



the country forward..." Suryadatta National School's students performed the march past, as well as they were made the human flag. Various patriotic songs were sung by students. Some of them were performed group dance on patriotic songs like 'Teri Mitti', 'Bharat Hamko Jaan se Pyara Hai', 'Aye vatan' etc. Kshitij Nahar, Sanika Joshi and Nadini Pansare compared and welcomed. Laxmi Nair gave a vote of thanks. Prof. Dr. Sanjay B. Chordiya on 77th Independence Day celebration at Suryadatta Group of Institutes

MakeMyTrip and Ministry of Tourism commemorate Independence Day with a unique 'Traveller's Map of India'

Pune (Voice news service):- There is no better way to pay homage to one's country, than to bear witness to its many offerings that our forefathers fought to protect. This Independence Day, MakeMyTrip, India's leading online travel company, joins hands with the Ministry of Tourism to showcase 600+ destinations beyond the country's most popular travel wonders. The Traveller's Map of India

microsite developed by MakeMyTrip provides an interactive platform for travellers to discover tourism gems that lie within the country's borders based on their preferences. This thoughtfully curated microsite has been designed in line with the Government of India's visionary 'DekhoApnaDesh' programme. Shri G. Kishan Reddy, Union Minister of Tourism, Culture and DoNER, said, "We welcome MakeMy-

Trip's initiative to present India's diverse destinations and to promote domestic tourism. We invite more such initiatives to realise our collective dream of showcasing our country to the world." To arrive at the curated shortlist, MakeMyTrip looked through India's travel search history. With millions of visitors using the platform every month, the destination searches on the platform can be considered to be the na-

tion's ballot for must-see destinations in the country. Based on this premise, the company selected destinations that are lesser known, or are only familiar to people in certain pockets of the country. The selections have been further categorised with tags such as adventure, wildlife, heritage, mountains, beaches etc, to help travellers sift through their preferred travel genres. "The Traveller's Map of India reflects the voice

of almost every Indian traveller which makes it aptly commemorative of August 15th." said Rajesh Magow, Co-Founder & Group CEO, MakeMyTrip. "We have always championed the diversity of India's tourism offerings, and wanted to push the envelope of discovery further. What better way to do this than to empower every Indian to be a spokesperson for the country's cultural, historic, natural and geographical marvels.

We are grateful to the Ministry of Tourism for supporting our initiative. It reaffirms our faith in our mission to exteriorize India as the most sought-after Tourism destination in the world", Rajesh added. The Traveller's Map of India also supports the potential of domestic tourism as a powerful instrument for socio-economic development, thus contributing directly and significantly to the multifactorial growth of India's economy.

German machine tool industry

Pune (Voice news service):- Orders received by the German machine tool industry in the second quarter of 2023 were 3 per cent down in nominal terms on the same period last year. Orders from Germany declined by 11 percent whereas those from abroad rose by 1 per cent. The level of orders fell by 7 percent overall in the first half of the year.

Domestic orders were 15 percent down on last year, whereas orders from abroad were down by 4 percent. This represents a 13 percent drop in orders in real terms. "There was a further surprising increase in order intake at the end of the second quarter, similar to March," reports Dr. Wilfried Schäfer, Executive Director of the VDW (German Machine Tool Builders' Association), Frankfurt am Main.

Sunburn to partner with MotoGP™ Bharat to launch first edition of MotoGP™ Bharat Sunburn Music Festival

Spectators with MotoGP™ Bharat Race tickets will have free access to the Music Festival

Pune (Voice news service):- The world of high-speed motorcycle racing has joined hands with the pulsating beats of electrifying music as MotoGP™ Bharat announced its unique experiential partnership with Sunburn, Asia's premiere electronic dance music festival, to create confluence of speed and music for the first time at a MotoGP™ race track. MotoGP™ Bharat Sunburn Music Festival will be an unique IP which will provide spectators with an exclusive weekend getaway experience where fans will be treated with wholesome fiery experience of speed and pool of electrifying performances along with abundance of food options — these fan zones will be transformed into a lifetime opportunity for every spectator with especially curated Sunburn moments.



23rd - 24th Sep, 2023
Buddh International Circuit, Delhi NCR
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This racing arena will be transformed into a fun-filled party zone, rechristened as the Sunburn Arena within the fan zones. Loaded with enthralling moments, the Sunburn Arena will witness performances by some of the most popular and renowned Indian and International artists on both days (Saturday and Sunday) of the racing event. "This unique spectacle will be nothing short of a weekend destinations for the

spectators. Fans buying the MotoGP™ Bharat tickets will get a fusion of sports with electronic music festival. We, as organisers are going out of our way to create value for money for the people coming to witness the MotoGP™ race taking place in our country for the first time ever. As India is known for its hospitality, this MotoGP™ race will be the first ever venue where full-fledged music festival with

renowned DJs and music bands will be in action. I am sure this exclusive first edition of breathtaking speed, thrill and performances will enamour everyone. If you haven't booked your tickets yet, for sure you will be missing out one of the best curated experience of recent times," commented Pushkar Nath Srivastava, Founder and Chief Operating Officer of FairStreet Sport, the promot-

ers of MotoGP™ Bharat. This unique collaboration of sports and music will be witnessed for the first time ever in any motor racing event in India.

Sunburn Arena is a sub-variant brand format created under the mega brand umbrella Sunburn, with an aim to cater to dance and music enthusiasts across various cities pan India and around the world. Sunburn Arena has played host to some of the world's leading DJs over the past few years including renowned DJ Snake, Hardwell, Deadmau5, Afrojack, Armin van Buuren, Swedish House Mafia, Dash Berlin and Avicii in the past. Karan Singh, Chief Executive Officer, Sunburn said: "Sunburn is extremely pleased and equally excited to partner with the first-ever MotoGP™ Bharat race. We will be putting up a huge stage at the fan zone which is all set to be filled with tons of exciting performances with some of the best artist collaboration from India and Internationally." MotoGP™ Bharat will see close to 40 teams participating with 80 riders including mesmerising talents like Marc Marquez, Francesco Bagnaia, and many more as the grand event takes place from September 22 to 24 at the Buddh International Circuit in Greater Noida.

Shinde, Mohan at Helm - Miniorange ITF Sprint National Triathlon Championships 2023



Pune (Voice news service):- Rahul Shinde from SSCB and Pragnya Mohan from Gujarat won the men's and women's individual Sprint event at the Miniorange ITF Sprint National Triathlon Championships 2023 which is being organized by Maharashtra Triathlon Association

under aegis of Indian Triathlon Federation held at Shree Shivchhatrapati Kreedha Sankul, Mhalunge Balewadi, Pune on 16th August. The Championship had 29 female and 36 male athletes from 20 states. All competed in the fast paced Sprint distance

750m swim 18.6km cycle 4.8km run.

In the men's event, Rahul Shinde from SSCB clocked 00:59:44 to bag the gold medal. In the women's event, Pragnya Mohan won the gold medal with total timing of 1:09:18.

The podium finishers received medals and attractive prizes. The prizes were given away by Mr Dayanand Kumar President Maharashtra Triathlon Association, Mr. Anirban Mukherjee, Founder & CEO of Miniorange Security Solutions and Mr Harish Prasad Development Officer Indian Triathlon Federation. On this occasion Mr. Anirban Mukherjee, Founder & CEO Mini orange - The

race was well organised by ITF & Maharashtra Triathlon Association.

This is one of the best event we have supported, this event motivates to support more Triathlon events in future. Looking forward for the exciting Mixed Team Relay event on 17 August.

Following are the results: (1st, 2nd and 3rd); Women's group: 1. Pragnya Mohan(1:09:18sec, Gujrat), 2.Manasri Mohite(1:12:56sec, Mah), 3. Sanjana Joshi (1:13:03sec, Mah) Mens group: 1. Rahul Shinde(00:59:44sec, SSCB), 2.Adarsh Murlidharan(01:00:09:55 milliseconds, SSCB), 3.Yajat Aiyappa KP (01:00:09:63 milliseconds, Kar).

Para Triathlon makes its mark in Maharashtra

Pune (Voice news service):- Maharashtra Triathlon Association under the aegis of the Indian Triathlon Federation conducted its first Para Triathlon event at Shree Shivchhatrapati Kreedha Sankul, Mahalunge Balewadi, Pune.

The event had a total of 30 participants from 11 states. Athletes with limitations in lower and/or upper limbs compete in (regular) cycling and running. Assistive devices such as prosthetic legs and/or bike modifications were permitted to participate in this event. They had to compete in a super sprint



level in Paratriathlon than triathlon, para-triathlon is young globally, our strategy is to hold para-triathlon event along with every triathlon event and help para-athletes to take part in International events

distance event swim 250m 6.2km cycle 2.4km run. It was refreshing to see a massive crowd of able triathletes, walkers, parents and the general public gathered together to watch their swim cycle run. This is the 3rd Para event in India, and first time in Maharashtra. Indian Para Triathletes recently won a silver and bronze in the Asian Para Triathlon Championship at Uzbekistan in June 2023.

Mr Harish Prasad Development Officer Indian Triathlon Federation added "there is more chance of Indian Triathlon winning medals at International

JioCinema breaks digital viewership records with 10 crore viewers on Bigg Boss OTT

Pune (Voice news service):- Breaking records at every step of the way, JioCinema's Bigg Boss OTT has emerged as India's biggest digital entertainment property.



The high-octane season hosted by Salman Khan was viewed by over 10 crore Unique Viewers and clocked close to 3000 crore minutes of Watch Time, making it the most streamed entertainment property, next only to the IPL. The season finale on August 14, set new records for the most streamed Live entertainment event in India and in the Top 5 globally with 2.3 crore viewers, and 72 lakh peak concurrency. A season of many 'firsts' including a wild card entry emerging as the winner, Bigg Boss OTT concluded its season by setting unprecedented records in terms of viewership, engagement and popularity.

540 crore votes and 245 crore video views across the 8 week season are also a testament to Bigg Boss OTT's phenomenal success on JioCinema, reaffirming the season's commitment of placing power in the hands of viewers or Janta, the 'Asli Boss'. Redefining digital engagement in the OTT ecosystem with 24-hour Live streaming, over 5.5 crore users engaged with breakthrough interactive features such as Multi camera feeds, au-

dience takeovers in Hype mode, Meme The Moment, Live Chats and more. Bigg Boss OTT concluded its season with an array of sponsors across categories including Vimal Elaichi, Too Yumm, Vicco, Chings, Paytm, Silver Coin and Lenskart. Advertisers spanning categories including FMCG, technology, lifestyle among others also leveraged JioCinema's ad-tech suite to propel reach and engage the massive viewer base. Shedding light on the association with Bigg Boss

building a lasting connection with the audience."

Commenting on the association Mr. Yogesh Tewari, Vice President of Marketing at Guiltfree Industries, RP-Sanjiv Goenka Group said, "Too Yumm! as a brand is known for its Masaaleedar offerings across various snacking formats. As a brand strategy, we are always scouting for associations with big, entertaining, and new-age properties to showcase the versatility of our product portfolio. And thus, partnering with Bigg Boss OTT proved to be an ideal choice for us as it is one of the most enthralling entertainment shows. The partnership has proven instrumental in broadening our horizons beyond advertising, enabling us to delve into purposeful partnerships that effectively convey our brand narrative and connect with a more extensive and diverse set of audience."

Reaffirming the show's universal appeal, Bigg Boss OTT's popularity extends across India with Maharashtra, UP/Uttarakhand, Bihar, Gujarat, West Bengal, and Madhya Pradesh, contributing significantly to the viewership.

Propelling the platform to set benchmarks in India's entertainment ecosystem, JioCinema's 'Dekhta Ja India' ushers a new era of streaming.

English Release of Unfurling the National flag at The Poona Club Ltd.

Pune (Voice news service):- The Managing Committee of The Poona Club Ltd. had invited Lt Gen. A. K. Singh, AVSM, YSM, SM, VSM, GOC-in-C, Southern Command, to unfurl the National flag on the 77th Independence day. The General Officer had graciously accepted the same.



The entire function was organized by Officers and jawans of the Southern Command. At 10.00 am sharp the GOC-in-C arrived and was escorted by the President of the Club, to the saluting base, where he unfurled the flag. After the National Anthem the President, Mr. Sunil Handa, introduced the Army Commander stating that "Lt Gen.A.K. Singh was not

only a seasoned and accomplished military leader, but he also embodies the values of dedication, sacrifice and patriotism that are synonymous with our Armed forces." Mr. Handa also added that "Today we are not only commemorating our freedom, but also acknowledging the continuous vigilance and bravery of our armed forces."

After this he requested the GOC-in-C to say a few words. In his address the General Officer mentioned that Independence Day is a symbol of our unity in diversity, and every corner of the Southern Command resonates with the spirit of independence and national pride and this is what, unites all of us as one nation, one people.

During the course of the address the LED screens, strategically placed, displayed live coverage of the simultaneous unfurling of the tri-colour at 75 forts in the entire AOR of Southern Command by troops of the Southern Command, who took a pledge to maintain the security and integrity of the nation. This event was witnessed by over 1200 members of the Poona Club. In his address, Lt Gen A.K. Singh, AVSM, YSM, SM, VSM, extended his warm greetings to the members of the Poona Club, serving officers, JCOS and other ranks, veterans, Civil Defence employees and their families, on the occasion of the 77th Independence day.

Maharashtra bags GOLD Miniorange ITF Mixed Relay National Triathlon Championships 2023

Pune (Voice news service):- Maharashtra emerged champion in mixed team relay event at the Miniorange ITF National Triathlon Championships 2023 which is being organized by Maharashtra Triathlon Association under aegis of Indian Triathlon Federation held at Shree Shivchhatrapati Kreedha Sankul, Mahalunge Balewadi, Pune on 17th August.



The Championship had participation from 14 states, each athlete of the the 4 member team had to complete swim 250m 6.2km cycle 2.4km run. Maharashtra team held the lead from the beginning and won the GOLD, Wherein Tamilnadu and Gujarat made a remark-

able comeback to win Silver and Bronze respectively from 8th and 10th position. The very technical bike course and rain tested the skills of athletes, the course had 9 turns and 3 uturn keeping the crowd guessing throughout the race. The prizes were given

away by Mr Dayanand Kumar President Maharashtra Triathlon Association, Mr. Rajendran Nimbalte Secretary, Maharashtra Triathlon Association and Mr Prabhat Sharma Technical Delegate. Mr Harish Prasad Development Officer Indian Triathlon Federation added Mixed Relay is an exciting

format in triathlon, our triathletes are good in short distance format, it was great to see India's best athletes competing together. This event had the 4 athletes who took part in recently concluded Commonwealth Youth Games and 6 athletes going to take part in Asian 2023

Following are the results: (1st, 2nd and 3rd); Mixed Relay Team total time: 1. Maharashtra(Kaushik Malandkar, Sanjana Joshi, Parth Mirage, Mansi Mohite, 1:48:10 secs), 2. Tamilnadu (Akash Perumaisamy, Keerthi Sakthvel, Vaman Sakthvel, Aarthi S, 1:50:10 sec), 3. Gujarat (Nitai Randeria, Heny Zalavadiya, Krishiv Patel, Pragnya Mohan, 1:50:21 secs)

The MINI Charged Edition launched in India, Plug into Bold

Pune (Voice news service):- MINI India introduced the MINI Charged Edition, a limited edition of the all-electric MINI 3-door Cooper SE in India. Offered as a Completely Built-Up unit (CBU), only 20 units are available and can be booked exclusively on shop.mini.in. Mr. Vikram Pawah, President, BMW Group India said, "MINI spreads BIG LOVE by bringing the MINI 3-door Cooper SE in Chili Red, for the first time in India. It celebrates the legendary Go-Kart feeling and instant torque, all with zero emissions. The MINI Charged Edition is a bold, energetic and expressive car that perfectly fits the MINI BIG LOVE spirit of a brave and daring brand which brings people and communities together. The MINI Charged Edition is your perfect partner for Urban Mobility. Every bit the original iconic MINI but powered for the roads of tomorrow." The ex-showroom price* of the all-electric MINI Charged Edition is INR 55,00,000. *Price prevailing at the time of invoicing will be applicable.

Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), RTO statutory taxes/fees, other local tax cess levies and insurance. Price and options are subject to change without prior notice. For further information, please contact the local MINI Authorized Dealer. The MINI Charged Edition comes with one-time installation of the MINI Smart Wall-box charger and a portable DC charging cable. Customers can also explore customized finance options with MINI 360° as well as corporate and trade-in benefits. MINI Electric ownership experience is hassle free as the high voltage battery is covered by a warranty valid for 8 years or up to 100,000 kilometres. The car comes with a standard two-year warranty for unlimited kilometres, Repair Inclusive can extend warranty benefits from third year of ownership to a maximum fifth year without any mileage limitation. 5 years 24x7 Road-



Side Assistance provides complete peace of mind while on the move with facilities like portable roadside charging. BMW Group offers the best charging infrastructure in the premium segment with fast chargers at BMW Group Dealer Network across 35 cities in India. The MINI Electric can be serviced across 36 BMW Group touchpoints across the country. The MINI Charged Edition: The MINI Charged Edition is the first limited edition of the successful MINI 3-Door Cooper SE to be introduced in India. The limited edition features for the first time a Chili Red exterior colour with Multitint Roof in White, Aspen White Exterior Trim (headlight and tail light rings,

door handles, logos, tailgate handle), Frozen Red Sports Stripes with Energetic Yellow highlights on the bonnet, sides and boot of the car and air inlet in chrome. The car's design blends modern aesthetic aerodynamic lines with eye-catching signature details. Dynamic lines and a crisp, clean style combine with the wide track, short overhangs and 17 inch / 43.66 cm MINI Electric Power Spoke alloy wheels to give the MINI Charged Edition its taut athletic presence. Striking 'Energetic Yellow' accents further enhance its unique appearance on the road. The all-electric MINI is designed to enhance Urban Mobility and maximise your driving experience.

Durand Cup 2023: Chennaiyin beat Delhi FC to finish on top of Group E

Pune (Voice news service):- Chennaiyin FC extended their impressive unbeaten run in the Durand Cup 2023 after a 2-1 win over Delhi FC in their last Group E match in Guwahati on Friday. Chennaiyin will be the only team to get nine out of nine

points, winning all their group matches. Rafael Crivellaro (38th minute) and Vincy Barretto (51st) found the net for the Marina Machans. Chennaiyin were already through to the quarter-finals and the match was all about maintaining the winning momentum

as the tournament moves towards the business-end. After a quiet start, the two teams tested each others' defence but struggled to score in the early part of the first half. Crivellaro finally broke the deadlock in the 38th minute when he received a pass from

Sangwan and dribbled two defenders to tap the ball low towards the left of the Delhi custodian. Barretto also got on the scoresheet soon after the start of the second half. He received the ball from Sachu Siby and beat the keeper with his low strike.

Forest County Housing Society Unites in Patriotic Fervour on India's 77th Independence Day Celebrations!



Pune (Voice news service):- Forest County Housing Society - a closely knit resident's association in Pune's Kharadi, marked India's 77th Independence Day with a spirited celebration that encapsulated the essence of patriotism and unity. Residents spanning across generations united in a collective display of national pride, echoing the sentiments of the entire nation. The festivities commenced

with an exuberant parade led by the society's children and the guards - showcasing their impeccable coordination and unity after practicing together for hours before the grand day. The event was then followed by a pride-inducing flag-hoisting ceremony accompanied by the resonant strains of our beautiful Indian national anthem, highlighting the significance of this day. A vibrant cultural program



followed, wherein residents presented patriotic songs and captivating dances that evoked India's rich heritage. The performances reverberated with applause and a shared pride and reverence for our country's history. Additionally, in a thoughtful gesture of environmental consciousness- all society members planted saplings across their premises, symbolizing their commitment to nurturing the

nation's flora-fauna for future generations. This thoughtful act followed by a pledge to nurture these saplings into well-grown trees, epitomized their dedication to safeguarding India's environment. Forest County Housing Society's Independence Day celebration embodies the values that propel India's people, progress, unity, and commitment to collective and sustainable growth!

Punjab National Bank celebrates 77th Independence Day

Pune (Voice news service):- Punjab National Bank (PNB), nation's leading public sector bank, commemorated the 77th Independence Day at its headquarters and across all its Circle and Zonal Offices as well as 10,000+ branches in the country. PNB MD&CEO Shri Atul Kumar Goel hoisted the National Flag at PNB Head Office in Dwarka in the presence of the Executive Directors, Chief General Managers, General Managers, and other bank employees. Honouring the memories of martyrs, Shri Atul Kumar Goel, MD&CEO, Punjab National Bank, said: "Long years ago we made a tryst with destiny and ignited the eternal flame of freedom. That majestic flame is still burning brilliantly and acts as a constant reminder of the sacrifices made by our warriors, without whom we wouldn't have been living in a democratic society. We should never forget the valour of all of our freedom fighters who fought with the British mon-

archy and gave their lives to free India, provide its people and future generations a brighter and more promising future. India has achieved significant economic and social development since we gained our independence 77 years back. In 1947, India's GDP was Rs 2.7 lakh crore. Today, our GDP has touched the \$3.75 trillion-mark and is expected to reach \$5trillion in next few years. India is also ranked the fifth-largest economy in the world now in comparison to previous years and is expected to become the third-largest economy in the next four years. With their legacy as our beacon of inspiration, we, at PNB, continue to envision a world in which financial inclusion, empowerment and innovation coexist harmoniously. Adding further, he said: "PNB has been a significant contributor to the economic development of the nation since independence through initiatives like PMJDY, Mudra Loans, Kisan Credit Cards for Farmers, Fund Support for MSME Units, and Vehicle Fi-

ancing. We even introduced 35 digital products and services last year as part of our digital transformation and to make banking services more convenient and seamless for customers. I am also happy to announce that we had achieved Rs 22 lakh crore business for the first time in PNB history in Q1FY24, making us the second largest PSU in the country. For PNB, the true azadi will come when we have azadi from NPA, SMA 1&2. We are the only bank whose slippages have come down so much. As an agile and corporate citizen, we have taken all measures to uplift the underserved and unserved communities, support the aspirations of millions of people, pursue sustainable business growth and contribute to the country's economic prosperity." He also touched upon the financial performance of the bank and on topics such as Green Revolution, White Revolution, Liberation Movement, Global Crisis and the lessons each of them taught. On this occasion, PNB also



paid tribute to Shri Lala Lajpat Rai, freedom fighter and founder of PNB. The ceremony was also marked by the administration of national anthem and oath as well as staff cultural performances. PNB, as part of its CSR programme and through PNB Prerna, also pledged to support "Can Support" by sponsoring 150 medical visits to cancer patients in their homes to alleviate their multidimensional suffering. The bank also donated 30 blankets and a water cooler to the National Association for the Blind in Delhi.

Garware circle at DRDO Pashan gets a new look



Pune (Voice news service):- Garware Technical Fibre Ltd in association with DRDO recently refurbished the Garware Circle at DRDO -Pashan. The new look includes new designs, plantations, lighting and awareness on traffic rules. The renovated circle was inaugurated recently in presence of Col. Jyoti Kumar, Estate Manager EMU,DRDO, Mrs Ankur Narani (wife of Col.Jyoti Kumar) Mrs.Mayuri Garware, Director Garware Technical Fibre Ltd, Ravendra Mishra, President HR, Abhay Bartake, General Manager Administration along with DRDO and Garware

Technical Fibre Ltd officials and Staff. Garware Technical Fibre Ltd has been maintaining this circle for over 30 years. The circle was made compact few years back to accommodate the growing traffic on the road. The new design includes a structure made of steel moulded in the shape of rope adding to the beauty of the circle. The Project is a part of various CSR initiatives conducted by Garware Technical Fibre Ltd. The company has also been maintaining the Garware Sub-way at Deccan Gymkhana.

Bank of Baroda celebrates India's 77th Independence Day with multiple initiatives



Pune (Voice news service):- Bank of Baroda (Bank), one of India's leading public sector banks, celebrated India's 77th Independence Day with a range of initiatives nationwide. Shri Debadatta Chand, Managing Director & CEO, Bank of Baroda said, "As we celebrate India's 77th Independence Day, Bank of Baroda reaffirms its commitment to the nation. The Bank has been a steadfast partner, support-

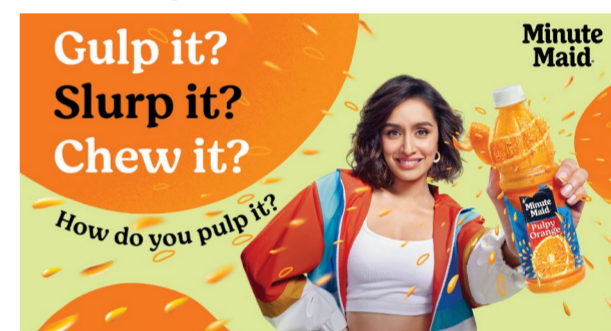
ing the country's economic, social and Digital India agenda. We take immense pride in India's transformative journey and look forward to continuing to contribute to the nation's progress." On Independence Day, the Bank organised a flag hoisting ceremony at its Corporate Office in Mumbai, and its offices across the country, which saw the enthusiastic and widespread participation by employees.



Further, the Bank and its employees actively endorsed the Har Ghar Tiranga campaign under which citizens are encouraged to hoist the Tiranga at their homes and offices to invoke the feeling of patriotism. In the run-up to Independence Day, the Bank marked 14th August as "Partition Horrors Remembrance Day", by setting up exhibitions at 70 key locations pan-India. The exhibition narrates the sto-

ry of India's Partition and acknowledges the suffering and pain experienced by citizens during the partition. The Bank invited prominent local dignitaries to inaugurate the exhibitions. As a part of the Meri Maati Mera Desh initiative, Bank of Baroda employees wholeheartedly took the PanchPran pledge along with handfuls of soil - demonstrating their loyalty, dedication and respect to the nation.

Indulge in the multi-sensory journey of Minute Maid Pulp Orange with its new TVC



Pune (Voice news service):- Minute Maid Pulp Orange, the Coca-Cola Company's fruit juice brand, is excited to announce the launch of its latest television commercial "How do you pulp it?". The brand is an ultimate orange indulgence with its unmatched fusion of real orange juice and zesty orange pulp. The film showcases multiple ways of consuming pulp orange such as Gulp it, Slurp it and Chew it while savouring the delightful abundance of pulp. The TVC highlights its intrinsic credentials of containing real orange pulp that adds texture and enhances the overall drinking experience. With every sip, consumers can enjoy the delightful sensation of the pulpy goodness, creating a unique and satisfying mouthful experience.

personality perfectly complements the brand. "I am elated to be a part of the Minute Maid Pulp Orange campaign 'How do you pulp it?' to showcase the joy and deliciousness that comes with every sip of Minute Maid Pulp Orange. The pulp adds a unique and refreshing twist, making it a truly immersive and mouthful experience. I invite everyone to embrace the different ways to enjoy the beverage and indulge in the pulpy goodness," said Shradha Kapoor. This campaign has been conceptualized by Ogilvy India as a part of OpenX from WPP. Commenting on the creative insight behind the campaign, Sukesh Nayak, Chief Creative Officer, Ogilvy India says "Minute Maid Pulp Orange gives an immersive experience that no other orange juice offers, and therefore we all experience the product in our unique way. To establish this thought we've crafted a simple, direct and catchy campaign targeted towards a younger audience. And, with Shradha Kapoor's presence the campaign's tonality is vibrant, fun and refreshing - just like our brand."

S.P. International College Celebrated Independence Day with Distinguished Guests



Pune (Voice news service):- The 77th Indian Independence Day was celebrated in S.P. International College in the presence of distinguished dignitaries. The chief guest of the event, distinguished member of the Indian army Shri. Kirtikumar Rawat, Retired Black Commando Shri. Jagdish Chandra Desale, Shri. Uttam Veer, Retired Police Officer, Prof. Anand Jetha, Director of "Jetha's Academy" and Mrs. Kavita Deshmukh, director of "Dream of Dazzle" all flag hoisted. On this occasion the President of Amar Education Trust Mr. Arun Sokande Patil, Mrs. Mangal Arun Sokande Patil, Mr. Amar Sokande Patil and Mrs. Pallavi Amar Sokande Patil and other dignitaries, students, teachers and parents were present. Distinguished contribu-

tion to the Indian Defense Services especially in the field of Naval Ships, Submarines, Warships and Governor award winner teacher for Physics and Mathematics, Director of Jetha's Academy, Chief Guest, Prof. Anand Jetha welcomed the event. Independence Day is not just a date on the calendar but a reminder of the sacrifices, struggles and unwavering spirit of countless individuals who believed in a free and prosperous India. The history of India is colored by the courage and bravery of our forefathers. Our freedom is earned by countless sacrifices, blood and toils of our forefathers, it should be kept intact till the last drop of blood in the body, Prof. Jetha said. Along with prof. Jetha, a distinguished member of the Indian Army Shri. Kirtikumar Rawat and retired black commando Mr.



Jagdishchandra Desale expressed their thoughts. Mr. Kirtikumar appealed to the students to dedicate themselves to the service of the country and join the Indian Defense Forces in future. Mr. Kirtikumar's distinguished career and dedication to the defense of the country enriched the significance of the program. Retired Black Commando Mr. Jagdishchandra Desale presented famous poem in Marathi "Aai Mala Chhotishi Banduk De Na" while expressing his feelings he said "My mother gave me a fake gun as a child but I wanted to shoot a real gun so I became a black commando." you should also fulfill your dreams, and achieved desired goal". His contribution to the Indian defense and cinema is immeasurable. After his retirement, he has played

special roles in Marathi serials like "Dnyaneshwar Mauli", "Shetkari Navra Hawa" and the Marathi film "Aham". The audience was mesmerized by the harmonious blend of patriotic and heartfelt speeches presented by the students highlighting the importance of unity, diversity and progress. Amar Education Trust Operated S.P. International College and Dynana Prasarak College at Ambegaon Pathar, Pune is proving its commitment and ethos towards promotion of education and holistic development. Commemorating the independence of the country, honoring those who have contributed significantly to the defense of the country, the school inculcates the values of Services and gratitude in its students. Feeling proud of our nation, with gratitude Mr. Kirtikumar Rawat, Mr. Jagdish Chandra Desale, Shri. Uttam Veer, Prof. Anand Jetha, Mrs. Kavita Deshmukh and the members of the Amar Education Trust, the spirit of freedom and the pursuit of excellence will continue to blossom in the hearts of future generations of India.

Study by Zell Education UnCOVERS 25% Surge in Women's Enrollment in Finance and Accounting Courses

Pune (Voice news service):- According to a recent study conducted by Zell Education, India's leading finance and accounts Ed-tech platform, there has been a notable increase of 25% in the number of female students enrolling for courses related to Finance and Accounting. This surge is attributed to many factors, foremost being the growing recognition of the importance of financial literacy among women encouraging them to seek opportunities to enhance their knowledge and skills in the same domain. Secondly, the concentrated efforts to narrow the gender gap in traditionally male-dominated fields have also led to various initiatives and campaigns to promote women pursuing careers in these areas. The convergence of a revived enthusiasm for acquiring knowledge in the subject and the convenience and flexibility provided by edtech platforms has played a pivotal role in attracting a greater number of female students. Zell Education's recent study showcased a remarkable surge in women's enrollment, reaching an impressive 43%, compared to a modest increase of 15% in 2021. Furthermore, the demand for Finance & Accounting courses experienced a substantial growth of 40% in 2022. Alongside the traditional factors that motivate individuals, the instability within the global economic landscape has fostered heightened awareness among women about the necessity to develop skills to navigate intricate financial uncertainties. Regarding the demographic breakdown of female learners, approximately 75% of them originate from metropolitan areas, with the re-

maining 25% coming from Tier II and III towns. Metropolitan regions typically exhibit a higher concentration of educational institutions, encompassing esteemed universities, colleges, and professional training centers. However, it is noteworthy that women from smaller towns and cities constitute a significant presence, accounting for 25% of the overall learner population. This indicates a growing interest in and improved accessibility to education in smaller urban centers. Several contributing factors could explain this trend, including enhanced educational facilities, heightened career awareness, and the availability of online learning platforms. As Zell Education released these statistics, Mr. Anant Bengani, Director & Co-Founder said, "The overarching vision of diminishing the gender gaps is finally leading us to some solid trends. As the awareness about financial literacy grows along with a significant percentage of women now consciously investing in their careers and future, it is exciting to see a massive surge of female students creating a dent in traditionally male-dominated education fields and consequently industries. The overall possibilities of economic uncertainties, market volatility, and financial crises will continue to stimulate educational demand. We are expecting close to a 35% increase for these courses in the upcoming year". The male-to-female ratio for courses and certifications in finance and accounting is approximately 65:35. Though the top 5 courses in huge demand for both genders continue to be ACCA, CFA, US CPA, US CMA, and Diploma in IFRS.

EMO Hannover 2023

Pune (Voice news service):- Sustainability is a topic of particular concern to industry right now. Alongside the optimization of numerous organizational processes, the complete machining of components is one of the main technological solutions for making production more efficient and consequently more sustainable. Under the 'Future of Sustainability in Production' banner and on the joint stand of the same name, EMO Hannover 2023 is dedicating itself to the topic of sustainability as a task which society as a whole needs to address.

Most precision tool specialists and manufacturers of grinding machines and machining centers are very familiar with process optimization. The aim is to find the most productive and economical - and increasingly also the most sustainable - process for each individual customer. Industrial and scientific experts will be showing which manufacturing technologies are available for the complete production of even highly complex components, thereby making manufacturing even more sustainable. Complete machining with precision tools

Inclusivity in Corporate Decision-Making: The Body Shop Introduces Youth Collective Council on International Youth Day

Pune (Voice news service):- In response to the need for greater representation and diversity of young voices in corporate decision-making, The Body Shop, a Britain-based international

personal-care brand, proudly introduces its Youth Collective Council in India on International Youth Day. The Youth Collective Council is The Body Shop initiative and a program to include young

people in their boardroom and incorporate their voices in business decisions. During the occasion, the brand introduces its advisory board member, all under the age of 30 years and are Path-breaking

young people who are creating an immense community impact in their areas of work. This Youth collective panel will offer feedback, ideas and strategic direction to The Body Shop in their respective fields.

Airtel Payments Bank delivers another quarter of strong growth, Sees revenue surge INR 400 cr in Q1'FY24

Pune (Voice news service):- Airtel Payments Bank, India's only profitable multi-segment fintech operating at scale with a banking license, delivers another quarter of strong performance. In a significant milestone, for the first time, the Bank's quarterly revenue grew to INR 400 Cr for Q1'FY24, an increase of 41% YoY. For the Q1'FY24, the Bank's profits grew by 143% on YoY.

The customer deposits grew to INR 1,922 Cr, fueled by a healthy addition of new users. The Bank now has 55.4 Mn monthly transacting users, an annualised gross merchandise value (GMV) of INR 2,381 Bn and revenue of over INR 1,600 Cr on an annual

basis. For the Bank, this growth in revenues is driven by strong uptake for its digital offerings comprising digital banking solutions and financial services. The Bank registered a strong demand for its customized plans, which allow the savings bank account customers of the Bank to get additional benefits like insurance on an annual basis by making an additional payment. Anubrata Biswas, MD and CEO of Airtel Payments Bank said, "We have achieved a remarkable milestone in our growth journey this quarter. For the first time, our revenues have surged to INR 400 Cr. Our brand's reliability and cutting-edge product offer-

ings, combined with an unparalleled distribution network and advanced technology, have positioned us favourably to continue accelerating our expansion. The remarkable success we've achieved serves as a validation of the payments bank model and its crucial role in meeting the digital and financial inclusion requirements of the country." Airtel Payments Bank has pronged its business into three segments to serve the customers and businesses across the geography - the Urban Digital Consumer, the Rural Underbanked, and Industries & Businesses. The Bank offers a complete end-to-end digital banking solution along with a bouquet of digi-

tal financial services - Insurance, lending, and investment solutions. Airtel Payments Bank now processes over 7 billion annualised transactions across its platforms, making it the fastest-growing digital bank. The Bank is solving the problem of access by taking banking to the deep rural pockets of the country with the largest retail-banking network of 500,000 neighbourhood-banking points. Today, Airtel Payments Bank is also the largest micro cash player in the country, with more than 3,000 corporate partners. Here the Bank is in a rare space of solving for last-mile cash digitization, utilizing its distribution and technology.

Tata Motors Authorised Dealerships deploy EzServe Service Programme in Pune

Pune (Voice news service):- Tata Motors authorized dealerships have deployed the EzServe programme in Pune. EzServe is a two-wheeler-based service, designed to provide customers with a safe and convenient experience at their doorstep. EzServe offers numerous benefits, including basic service, quick repairs, and issue resolution at the customer's preferred location. The dealerships - Garve Cars and Devaki Motors LLP - have deployed two EzServe



bikes in Pune, offering home visits, minor running repairs, outstation check-up camps, breakdown attention, vehicle sanitization, and foam wash. This programme has benefited more than 2500 customers in the city since April 2023. This innovative service aims to save customers time and effort fostering customer delight. The EzServe kit is meticulously designed, taking into account motor vehicle regulatory norms, variability, and manufacturing feasibility. Each EzServe unit is equipped with a comprehensive kit containing specific items required for service and repair jobs on vehicles the unit consists of three utility boxes mounted on the bike's

rear, made of Fibre Reinforced Plastic (FRP). These boxes are packed with spare parts, fresh lubes, other consumables, a vacuum cleaner, an eco-wash kit, a jack & jack stand, and various hand tools. Tata Motors' dealerships train their in-house technicians for EzServe. These technicians receive training from Diagnostic Expert Technicians (DET) to enhance their technical knowledge and from Customer Relations Managers (CRM) to improve their soft skills. The duration and content of the training course are determined based on the candidates' skill matrix. An EzServe bike is operated by a Senior Technician and supported by a Senior Advisor (SA) and

technician accordingly. The technician arrives at the location on the scheduled day, conducts a thorough check of the vehicle, and performs a test run with the customer to ensure all necessary services are identified. The technician adheres to all safety protocols while servicing the vehicle, ensuring that the bike is well-maintained and regularly inspected for engine oil, filters, tire pressures, brakes, mirrors, and lights. After the service, if required, the vehicle is washed and wiped clean using a dry wash kit and then handed over to the customer. Seeking customer feedback is a vital aspect of the process, and a detailed feedback and satisfaction form is collected from each customer. Tata Motors' dedication to helping its channel partners maintain strong customer relationships and enhance factors like customer retention and brand awareness is evident through the expansion of its network reach and innovative initiatives like EzServe. By continuously striving to offer outstanding services, Tata Motors remains committed to delighting its customers and strengthening its market position.

Collector's edition JUSTIN BIEBER X VESPA to be available in India via pre-order



Pune (Voice news service):- Piaggio Vehicles Pvt Ltd, the 100% subsidiary of the Italian Piaggio Group and maker of the iconic Vespa and sporty Aprilia range of scooters has introduced the JUSTIN BIEBER X VESPA, a new collector's edition Vespa model personally ideated and designed by the singer, in India. The JUSTIN BIEBER X VESPA will be available via pre-order as an imported Completely Built Unit (CBU). It can be ordered from all Vespa dealerships in India as well as the Vespa India web-

site. Only a limited single-digit number of this vehicle will be available for purchase. Glamorous and timeless, the new Vespa designed by Justin Bieber reflects his creativity. Monochrome is the underlying style feature that distinguishes the new Vespa signed by Bieber. White color, selected by the singer, passes through all elements of the new Vespa: from the saddle to the grips to the spokes of the rims. The brand logo and the flames drawn on the body of the vehicle are also tone-on-tone white. The fresh, youthful geometry of the vehicle makes up a protective body while the handlebar, with its unmistakable evocative rectangular headlight, supports an extremely modern full-color/multifunctional TFT display, in sync with all smartphone functions. The Full-Led lights and the spectacular 12" wheel rims are the supreme results

of blending style and technology. JUSTIN BIEBER X VESPA for India will be rolled out with the classic 150cc engine, now revamped in full respect of the most recent environmental regulations. "I love Vespa, and to partner with such a classic brand is so cool. Being able to express myself, whether it's through art, music, visuals, or aesthetics, being able to create something from nothing - it's a part of me. Ultimately the goal in creating and designing is always to put your own unique spin on things", said Justin Bieber. Bieber's passion for Vespa is well known: "The first time I rode a Vespa was somewhere in Europe, probably either London or Paris. I just remember seeing a Vespa and being like 'I want to ride one of those'. And I had such a great time, just the wind flying through my hair, the free-



dom. It was fun", - comments Justin Bieber. Mr. Diego Graffi, Chairman and MD, Piaggio Vehicles Pvt Ltd said, "Vespa is much more than a mobility brand; it symbolizes art, design, technology, and fun. It has always spurred the imagination of artists, stylists and designers around the globe. We are excited to introduce to India, the collector edition of JUSTIN BIEBER X VESPA that embodies creative drive, vibrancy and vigour - the values shared by both Bieber and Vespa."

Kinetic Green Partners with ReadyAssist to Offer Comprehensive Extended Warranty for Electric 2-Wheelers

Pune (Voice news service):- Kinetic Green Energy and Power Solutions Limited, a leading manufacturer of electric two and three-wheelers in India, has announced a strategic partnership with ReadyAssist, India's leading vehicle assistance company, to introduce a Comprehensive Extended Warranty program for its electric vehicles. Under this strategic partnership, Kinetic Green's customers will now benefit from extensive warranty coverage that includes repairing and replacing major EV components, providing them with added peace of mind and exceptional after-sale support. This pioneering initiative sets the bar high in the EV market, demonstrating the commitment of both companies to enhance customer experience and

promote sustainable transportation solutions. As a prominent electric 2-wheeler manufacturer, Kinetic Green remains dedicated to the nation's environmental goals and strives to create a greener future through innovative, eco-friendly mobility solutions. Commenting on the partnership, Ms. Sulajja Firodia Motwani, Founder and CEO, Kinetic Green, said, "As an EV manufacturer, we aim to provide green mobility to the masses, and we are taking every possible step to fulfill the same. Therefore, joining hands with ReadyAssist is a progressive move in the EV industry as we have culled out best-in-class services and warranties for our customers. This is just the beginning, as we at Kinetic Green are on a growth trajectory and have

lined up exciting offers and products for our customers in the coming months. We are also collaborating with similar channel partners to bring the best deals for EV enthusiasts." Vimal Singh, Founder and CEO, ReadyAssist, states, "Kinetic is a brand that has epitomised style and comfort since the 90s, setting trends and pioneering innovation. As the first brand to introduce electric start technology in 1989; Kinetic kick-started its electric journey, and today, we are thrilled to be associated as Kinetic's esteemed after-sale extended warranty partner. In this exciting partnership, we proudly provide Kinetic Green customers with a comprehensive 5-year service and components warranty, ensuring unparalleled peace of mind

and support throughout their electric vehicle ownership journey". In addition to the warranty coverage, Kinetic Green will provide comprehensive training to ReadyAssist's team through a 'Train the Trainer' program. This training initiative will equip ReadyAssist's technicians with the specialised knowledge and expertise required to handle EV components effectively, ensuring that customers receive the highest quality of service throughout the warranty period. The partnership between Kinetic Green and ReadyAssist signifies a landmark moment in the EV industry, opening doors to further collaborations and innovative initiatives that will drive the adoption of electric mobility and accelerate the transition to a greener future.

Shri Dharmendra Pradhan launches DBT in NAPS to strengthen apprenticeship ecosystem in India

Pune (Voice news service):- To bolster the participation of both industries and young individuals in apprenticeship training on a nationwide scale, Shri Dharmendra Pradhan, Union Minister for Education and Skill Development & Entrepreneurship launched Direct Benefit Transfer (DBT) in National Apprenticeship Promotion Scheme (NAPS). An amount of approx. 15 crores was disbursed to one lakh apprentice by the Minister today marking the launch of DBT in NAPS.

A total of 25 lakh youth have been engaged as apprentices since the inception of inception National Apprenticeship Promotion Scheme in 2016, till 31st July 2023. Around 2.6 lakh Apprentices have completed training in FY 23-24.

The Government of India's proactive efforts to promote quality training across sectors, led to the number of active establishments subsequently increase from 6,755 in 2018-19 to 40,655 in 2023-24. Lauding the initiative, Shri Dharmendra Pradhan said that today is a momentous day towards invigorating the apprenticeship ecosystem in our country. Launch of DBT in National Apprenticeship Promotion Scheme is a big step towards fulfilling our Prime Minister Shri Narendra Modi's vision of making skilling an apprenticeship aspirational as well as encouraging earning while learning as envisioned in



NEP. He congratulated all the 1 lakh apprentices who have received stipend through DBT today. Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development & Entrepreneurship said that empowering our nation's youth with skills is at the heart of our vision, and the introduction of Direct Benefit Transfer (DBT) through NAPS marks a stride towards transparency and efficiency. A skilled workforce is paramount, and our multifaceted strategy, encompassing policy evolution, industry synergies, and heightened recognition. In harmony with India's core values of inclusivity and diversity, today's Chintan Shivir on Apprenticeship underscores a crucial mission. Together, we forge ahead to craft a future where every individual's potential finds its truest expression, he added. Shri Dharmendra Pradhan interacted with some of the vibrant

industry clusters and enthusiastic apprentices across Maharashtra, Telangana, Himachal Pradesh, Kerala, Haryana, Uttar Pradesh. There has been more 488% increase in number of establishments who have started apprenticeship training since the commencement of NAPS. This increased adoption of apprenticeship training will strengthen our nation's workforce and economy. Some of them were Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA), Baddi Cluster from Himachal Pradesh and North Malabar Consortium Industry cluster. The MSDE also organized the Chintan Shivir on "Enhancing Apprenticeship Engagement" to elevate the uptake of apprenticeship programs among all stakeholders. A core facet of this session is to amplify the role and responsibility of various entities, including other central and state governments, industry bodies, and the private sector.

The Chintan Shivir was divided in three breakout sessions themed on Stakeholder Convergences to Make Apprenticeship Aspirational, Strategies and Practices to promote Quality Apprenticeship, and Creating a Diverse and Inclusive Apprenticeship Ecosystem, respectively.

These sessions were co-chaired by SmtSonal Mishra, Joint Secretary, MSDE, Additional Secretary, MSDE and Smt, Soumya Gupta, Joint Secretary, MoE MSDE; Trishajit Sethi, Additional Secretary, Director General, DGT, MSDE and Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International; Shri. Nilambuj Sharan, Senior Economic Adviser, MSDE and Smt. Heena Usman, Joint Secretary, MSDE. With the implementation of NAPS, the Government of India reimburses 25% of the prescribed stipend - subject to a maximum of Rs. 1500/- per month per apprentice - that all employers undertake by engaging apprentices. With the implementation of NAPS, it has been noted that not all establishments seek partial reimbursement of stipend by the Government. Going by past trends, 30% of target apprentices, under NAPS 2.0, will be paid their stipend by Government of India. With the implementation of DBT, the number of apprentices is expected to increase. Accordingly, the percentage of apprentices covered will be going up beyond 30%.

BAJA SAEINDIA commences its 17th Edition with 4 Categories Mechanical BAJA, Electric BAJA, Hydrogen BAJA & Autonomous BAJA

Pune (Voice news service):- The Preliminary Round of BAJA SAEINDIA 2024 commenced with a program organized by the host institute, Ajeenkya D Y Patil University. Mr. Sanjay Nibandhe, Chairman, BAJA SAEINDIA Organizing Committee recounted the illustrious history of BAJA SAEINDIA, which now in its 17th edition, continues to redefine the standard of applied engineering competitions. This year, the challenge is extended further with the introduction of Hydrogen BAJA (hBAJA) - beginning with CNG and slowly transitioning to Hydrogen Propulsion and Autonomous BAJA (aBAJA) - self-driven battery powered vehicles. Dr. K C Vora, Advisor, BAJA SAEINDIA, emphasized the significance of these two new categories in today's industry and how the organizers and the participating teams have taken up the challenge to work with alternative fuels and autonomous functions. BAJA SAEINDIA, the flagship event of SAEINDIA is an engineering collegiate design competition, wherein the participating teams design, manufacture, validate and compete with a single-seater ATV (All-Terrain Vehicle). Every year, 5,000 to 10,000 engineering students join this one year event nationwide. This year, with around 170 plus participating teams (including one international team from Mexico), the event will be organized in 3 parts for the 2024 season, each phase more challenging than the last. The continuance of virtual events has in turn enabled the participation of international teams, demonstrating the vast scope of the event.

By broadening the scope of the competition, the student



fraternity is better equipped to tackle any difficulties, conquer the most difficult obstacles, acquire solid technical knowledge, and develop into professionals who are industry ready or eager to become an entrepreneur. By now, BAJA SAEINDIA alumni have penetrated most of the automotive companies in India as well as abroad. Dr. Reji Mathai, Director, ARAI highlighted the importance of educating engineering students and fostering their awareness in technology and innovation. He said, "BAJA SAEINDIA, since its inception has been committed to bridge the gap between industry and academia and it is indeed a pleasure to see so many BAJA SAEINDIA alumni become successful professionals all across the automotive industry, even in ARAI. ARAI has been supporting BAJA since its inception and I am proud to announce ARAI as the host for the Physical event of Autonomous BAJA (aBAJA SAEINDIA) event in 2024 at our new Autonomous Vehicle Test track at Takwe near Talegaon. Educating them even before they step into the industry will give them the confidence to be able to solve the problems,

the mobility industry hives in store for us now and even in the future. I wish all the participants and organizers all the very best for BAJA SAEINDIA 2024." The event fosters an inclusive environment for young students from various engineering disciplines to come together from all across the globe, united by their shared passions for the pursuit of knowledge, adventure and the spirit of sportsmanship. Highlighting the importance of diversity in BAJA SAEINDIA as well as the mobility industry, Mr. Debashis Neogi, Managing Director, Renault Nissan Technology and Business Centre India said "Embracing diversity fosters innovation and propels progress. BAJA SAEINDIA provides a platform for students from diverse backgrounds to collaborate and create cutting-edge solutions. Celebrating diverse perspectives enriches the learning experience, empowering young engineers to become visionary leaders. RNTBCI is honored to be part of this transformative event, inspiring a united future for the automotive world by sponsoring All-girl teams." In this edition of BAJA SAEIN-

DIA, 20% of all participants are girls and some teams have only female members. By allowing the participation of postgraduate students in the two new categories, BAJA SAEINDIA ensures a diverse and inclusive platform that encourages collaboration and the exchange of ideas between students from different academic levels.

While addressing the media, Dr. Biswajeet Champaty, Dean, Ajeenkya DY Patil University said, "BAJA SAEINDIA brings together a convergence of vertical skills such as technology and innovation, as well as horizontal skills like communication and teamwork. The event's primary aim is to achieve impactful outcomes through collaborative efforts, aligning with the University's vision." He extended his gratitude to the BAJA SAEINDIA Organizing Committee for selecting Ajeenkya D Y Patil University as the event's host for Preliminary Baja as well as Autonomous Baja and conveyed heartfelt wishes to all participating students for a successful experience.

The second phase, Virtual BAJA SAEINDIA 2024 is scheduled to be held tentatively in the month of November 2023, where static event evaluations will be held alongside virtual dynamic event evaluations through globally acclaimed automotive simulation software - IPG Carmaker. Licenses and training sessions will be made available to teams to aid them in their preparation for these events. The third and final phase is the Physical Dynamic Events, scheduled to be held from January 2024 onwards, where the events will be hosted at different locations like Hyderabad, Pune and Pithampur near Indore.

RENAULT LAUNCHES "RENAULT EXPERIENCE DAYS" IN MAHARASHTRA

Pune (Voice news service):- Renault India Private Limited (RIPL), the Number one European car brand in India, is proud to announce the launch of its groundbreaking campaign, "Renault Experience Days" across Maharashtra. This innovative and immersive initiative promises to redefine the way Indians experience and engage with the brand. As part of this unprecedented initiative, Renault introduces the "Showroom on Wheels" Across 26 states, 3 UT's and 625 locations in India. As a part of this campaign it will cover 31 locations in Maharashtra, this campaign symbolizes a remarkable transformation for Renault, showcasing their commitment to innovation and customer-centricity in the state. The "Renault Experience Days" campaign serves as



a testament to Renault's commitment to innovation and customer-centricity. By bringing the showroom experience directly to the customers' doorsteps through the "Showroom on Wheels" and providing convenient and efficient vehicle servicing with the "Workshop on Wheels," Renault aims to create an unparalleled and delightful experience for consumers in Maharashtra. Along with these, Renault Experience Days will also provide the on spot test drive, booking and car finance

options, which will make one stop solution for the customers. Mr. Venkatram Mamillapalle, Country CEO & Managing Director, Renault India Operations, shared his excitement about the initiative, stating, "We are thrilled to introduce the 'Renault Experience Days' campaign in the vibrant state of Maharashtra. This initiative marks a significant leap forward in redefining the way our valued customers engage with the brand. Our commitment to innovation

and customer-centricity has driven us to bring the showroom and workshop experiences right to our customers' neighborhoods through the 'Showroom on Wheels' and 'Workshop on Wheels' offerings.

At Renault, we understand the importance of convenience and accessibility for our customers. With the 'Renault Experience Days' campaign, we aim to provide an unparalleled and delightful experience by offering on-the-spot test drives, booking facilities, and even car finance options at all 31 locations across Maharashtra. This comprehensive approach truly makes it a one-stop solution for our customers' automotive needs. This innovative approach not only emphasizes our commitment to superior customer service but also strengthens our service network in the state."