

Cytiva opens new manufacturing facility and experience center in India

Pune (Voice news service):- As India works to become a biologics manufacturing hub, global life sciences leader Cytiva is expanding with the opening of a 33 000 ft2 manufacturing facility in Pune.



The new facility will manufacture Cytiva's bioprocessing equipment including tangential flow, virus filtration, and inactivation systems.

The facility will also be home to the Cytiva Experience Center which will provide immersive training programs for upstream and downstream technologies as well as digital and automation software. Additionally, customers will have greater access to thought leadership events and to demonstrations of Cytiva's market-leading products, such as AKTA, Allegro, iCELLis and Sepax.

Rajan Sankaran, Commercial General Manager, India, Cytiva, says, "Fortifying our manufacturing footprint in India is critical to Cytiva's operations in Asia-Pacific and long-term growth strategy. We must also play a key role in developing and nurturing the talent needed to meet the demand for biologic medicines. Our Cytiva Experience Center will provide the ongoing learning

and development needed to accelerate the development of novel therapeutics and help India deliver on its Aatmanirbhar Bharat vision and mission."

Located at Hinjawadi Rajiv Gandhi Infotech Park, this new facility complements Cytiva's existing facilities in Bengaluru which include a Fast Trak Center, and a center for research and development across bioprocess, discovery, medical, and genomic medicine businesses.

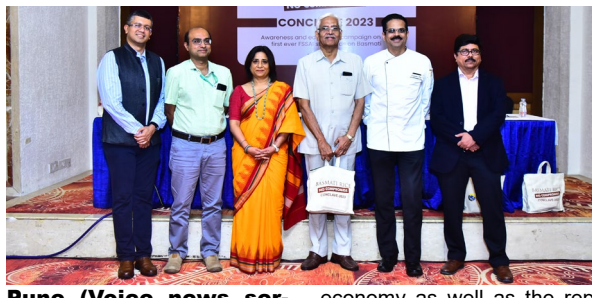
According to Cytiva's 2023 Global Biopharma Resilience Index, 65% of biopharma executives in India say that the manufacturing of biologics in their country is likely to dramatically increase over the next three years. This is 15% higher than the global average, and in line with India's National Biopharma Mission

to make India a hub for the development of novel and affordable vaccines and biologics to address the population's health concerns.

Additionally, 46% of biopharma executives in India say that they are focusing on onshoring drug manufacturing or increasing domestic sourcing over the next 12 months to boost supply chain resilience. However, 20% of executives say that access to new equipment has become worse over the last two years, indicating a need to improve local access to equipment so that Indian companies can deliver affordable life-changing therapeutics domestically and to the region.

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India Gate Basmati Rice rolls out public interest awareness and education initiative 'Basmati Rice No Compromise' in 'Pune'



Pune (Voice news service):- India Gate Basmati Rice rolls out public interest awareness and education initiative 'Basmati Rice No Compromise' in 'Pune'

Commenting the "Basmati Rice No Compromise" initiative, Shri G Kamala V Rao, CEO, FSSAI said, "The FSSAI is committed to the food safety of Indians. We are here to help you; we are here to serve you. The basmati notification released in 2023 specifies properties, such as length, expansion, aroma, colour, etc which will help Indian basmati rice stand out amongst its competition in South Asia. All of the FSSAI's more than 4000 officers are committed to the surveillance of these new standards, ensuring they are followed across the country. There are many reports of adulteration in food exports, which harm both the domestic

economy as well as the reputation of the country over a longer period. To fix this, the FSSAI has introduced standards for 750 products and 28 principal regulations. Rice is a critical component of trade, and regulations only help in facilitating this trade, creating wins for both producers and the exporters."

Mr. Kunal Sharma, Associate Vice President – Marketing, KRBL Limited, said, "We laud the FSSAI for their visionary approach in establishing identity standards for Basmati Rice. These regulations will undoubtedly bolster consumer confidence in the authenticity and safety of our cherished Basmati rice, both within India and in the global arena. As the World's No. 1 Basmati Rice Brand, India Gate has always been committed to maintaining the integrity of the Basmati grain through compliance, and

these regulations align perfectly with our mission to deliver the finest Basmati rice to consumers worldwide.

It is for the very first time that FSSAI has laid down identity standards for various forms of Basmati Rice, including brown Basmati, milled Basmati, parboiled brown Basmati, and milled parboiled Basmati. These standards, as outlined in the Food Safety and Standards (Food Products Standards and Food Additives) First Amendment Regulations, 2023; and notified in the Gazette of India, signify a momentous step forward in promoting the reputation and trustworthiness of Indian Basmati rice in the Indian markets.

"KRBL has always been at the forefront to ensure quality standards are followed. It is our responsibility to ensure they realise the importance of purity, quality standards and are able to differentiate Basmati rice from other non-Basmati and adulterated products. We are hopeful these discussions across the country will be a starting point for consumers and trade alike to start making informed decisions that ultimately are the cornerstones of ensuring a safe and healthy life", Sharma added.

MathWorks Automotive Conference 2023 held in Pune

Pune (Voice news service):- MathWorks India, one of India's leading developers of mathematical computing software for engineers and scientists recently organised MathWorks Automotive Conference 2023 in Pune , an industry-leading event that explored the latest advancements in technology and engineering..MathWorks Automotive Conference brought together engineers, researchers, and scientists to share real-world examples and learn more about the latest automotive trends like software-defined vehicles, electrification, automated driving, and AI in engineering.The MathWorks Automotive Conference 2023 has set a benchmark for insightful discussions and groundbreaking showcases, highlighting the pivotal role of technology in shaping the

automotive industry's trajectory. With a focus on innovation and collaboration, MathWorks remains committed to driving advancements that redefine the automotive landscape.

The Automotive Conference featured a diverse agenda that included keynote presentations, technical sessions, panel discussions, and hands-on workshops. Attendees had the opportunity to gain insights into cutting-edge technologies, tools, and best practices that are driving innovation in the automotive industry. There were discussions around EV component development using virtualization and scaling to cloud, machine learning and cloud for EV system development and cloud-native development as well as model-based approaches in Software-Defined Vehicles (SDVs).

Louis Philippe expands its portfolio with the launch of luxurious sneaker range starting at INR 5,999 onwards



Pune-based Digikore Studios Makes History: 3rd Largest SME IPO Subscription in India, NSE listed at 57% premium over IPO Price

Pune (Voice news service):- In a historic turn of events, Pune-based Digikore Studios, a world-class visual effects (VFX) studio, achieved a remarkable milestone with its successful IPO launch, securing the prestigious title of the 3rd largest SME IPO subscription in India's history. The company now stands on the threshold of a new chapter in its remarkable journey, with its shares being listed at Rs 270 on the NSE Emerge, against the issue price of Rs 171, indicating a 57.8 percent premium.



The recent IPO launch in September 2023 sent shockwaves through the investment landscape as it garnered an astounding oversubscription rate of 18.78 times on the very first day. Retail investors showcased remarkable enthusiasm, oversubscribing by a staggering 32.73 times their allocated portion, while non-institutional buyers demonstrated their eagerness by subscribing 15.02 times. Qualified Institutional Buyers (QIBs) too expressed unwavering confidence, subscribing to their allotted portion by 7.09 times.

By the end of the second day, Digikore's IPO had been oversubscribed by an impressive 65.59 times, further solidifying its position as a future leader in the VFX industry.

The crescendo came on the final day, with an incredible oversubscription of 243.11 times amounting to applications worth Rs. 5,411 crores. Investors bid for a remarkable 31,64,27,200 equity shares, far exceeding the total offering of 13,01,600 shares. This demand reaffirmed Digikore's status as one of the hottest IPOs in recent memory.

Abhishek More, Founder and CEO of Digikore Studios, expressed his excitement, saying, "We are thrilled to reach this significant milestone, which reflects the tremendous trust and support from our investors. The VFX and animation industry in India is experiencing a remarkable transformation, driven by a growing appetite for top-tier

visual experiences in cinema, television, and advertising. With ever-evolving technology, we are empowered to take on more ambitious and inventive projects."

He further added, "The Indian VFX and animation sector is poised for a bright future, projected to achieve a robust CAGR of 20% to 25% and surging towards an estimated market value of INR 190 billion by 2025. At Digikore, we are not just witnessing but actively shaping this promising future. With the resources from our successful IPO, we are committed to pushing the boundaries of visual effects and animation, setting new industry standards, and contributing to the remarkable growth of the Indian VFX sector. We eagerly anticipate delivering more groundbreaking

visual effects and animation work from India in the years ahead."

But this achievement did not happen overnight. Let's rewind to discover the incredible journey that led Digikore to this moment. Digikore Studios, initially setting sail as a 2D animation venture in 2000, embarked on an extraordinary journey characterized by resilience and transformation. Through the ups and downs, from nearly facing closure to emerging as a global VFX powerhouse, Digikore's story embodies robust vision and adaptability. A pivotal moment came in 2010 when they secured their first major VFX project, James Cameron's Titanic 3D, heralding a new era of possibilities.

Digikore has played a pivotal role in some of the world's most iconic movies and shows, including Thor: Love and Thunder, Black Panther: Wakanda Forever, Deadpool, Star Trek, Jumanji, Stranger Things, Game of Thrones, The Last Ship, Titanic 3D, and Ghost Rider: Spirit of Vengeance, among others. They count every major studio in their list of growing clients including Disney, Marvel, Netflix, Amazon, Apple, Warner Brothers, Sony, Paramount, and Lionsgate.

Advanced GroHair & GloSkin Clinic Unveils the Grand Opening of it's 25th Branch in Baner & 26th Branch in Kalyani Nagar

Pune (Voice news service):- Renowned as a leading brand in Hair Regrowth & Skin Treatment, the Clinic places paramount importance on delivering superior service, cutting-edge technology, and accessible wellness solutions for hair regrowth. Their comprehensive range of treatments encompasses both clinical and non-clinical approaches, including Percutaneous FUE Hair Transplant, PRP Pro+, LASER Hair Therapy, Advanced GroHair Cosmetic System, and more, all of which are fully approved by the US-FDA. Furthermore, they offer exceptional Skin Treatments such as Hydrafacial, Q Switched Laser, Chemical Peel, Botox, Fillers, Thread Lift, Full Body Laser, Face PRP, Warts Removal, and many others. The clinic has state-of-the-art equip-



ment's; featuring patented high-end machinery meticulously operated by world-class experts in the field of Aesthetic Medicine. This combination enables them to achieve remarkable results that exceed expectations. Pune has been selected as the launch destination for an innovative product known as Regen Pro9 TM , pioneered

by Advanced GroHair & GloSkin. This groundbreaking product marks a significant advancement in the field of hair regeneration, ushering in a new era of hair rejuvenation and restoration.

To commemorate the opening of their new branch, the inauguration ceremony was graced by esteemed Chief Guests, Mr. Rajesh Chandan

- Chairman - JITO Business Network , Chairman - Latin American & Caribbean Trade Council, Board member - National Traders Welfare Board of India, Guest of Honour, Mr. Saran Vel J - Brand Founder & Managing Director. The event took place on the auspicious date of 04.10.2023 and was attended by the franchise owners as well as other staff members of the Clinic.

Advanced GroHair & GloSkin Clinic - Baner No. 100, Third floor, Shinde Sarkar Bhavan, Baner, Pune - 411045. (Landmark : Near Shree Chatrapati Shivaji Maharaj Statue) Contact: 82708 56789

Advanced GroHair & GloSkin Clinic - Kalyani Nagar #101, Victoria Fortaleza, East Avenue, Pune - 411006. (Landmark : Near Kalyani Nagar, Metro station) Contact : 82707 56789

inDrive's "Set Your Price" Feature is Simplifying Car Rides in Pune



Pune (Voice news service):- With more than two billion rides completed across the world, inDrive, a global mobility, urban services and community development platform, is disrupting the ride-sharing industry in India by allowing passengers and drivers to negotiate fairer fares and drivers themselves. Available in Delhi NCR, Mumbai, Kolkata, Chennai, Chandigarh, Pune, Ahmedabad, Surat, Lucknow, Ludhiana, Jaipur and Bhopal inDrive has been giving customers the liberty to set the price for their rides.

"Our focus is on creating a secure and user-friendly environment for all participants. Safety is paramount, and we actively encourage feedback to maintain the highest standards of safety throughout all journeys facilitated by our platform. To uphold our commitment to safety, we have introduced the Safety Pact - an initiative empowering users with dedicated features, tips, and a code of conduct for drivers and passengers. We promote mutual respect and have a zero-tolerance policy for discrimination," added Pavit Nanda Anand, PR Manager - South Asia, inDrive.

inDrive is a "people-driven" app, which means that it was created with both passengers and drivers in mind. It is a platform that enables a fair fee and links passengers and drivers in real-time. "We did a Driver of the Month Campaign in Q2 this year exclusively for our valuable drivers, to encourage them to take more rides, earn rewards, and earn the prestige of being crowned as the Ultimate Champion Driver. We received a very good response from our driver partners, which encouraged us to come up with more campaigns and driver en-

gagement activities," added Avik Karmakar - GTM Manager - South Asia, inDrive.

Evolving over the years, inDrive (Independent Drivers) has transformed to become inDrive (Inner Drive), a marketplace of urban services. inDrive is a people-driven company that believes that there is no technology in the world that can replace human empathy. inDrive exists to prove that ride-hailing apps can and should be more human - because a fair price is something people can agree on, not hope for. "Our business model is different - we put greater control, transparency, and choice back in the hands of our users. This effectively challenges many injustices that characterise mobility providers, including personal algorithms, unfair conditions for drivers, and price manipulation" said Mohan Pradhan - Business Development Manager, inDrive India and Bangladesh.

The global technology company inDrive, known for its innovative peer-to-peer pricing model, announced that it will be expanding its mission of advancing global equity by launching Alternativa Film Project: a global non-profit film initiative dedicated to supporting emerging filmmakers from the Asian region. The programme encompasses three strands: an innovative awards ceremony which recognizes the impact of local feature films, animated films, documentaries, and short films; funding via cash prizes awarded to winners; and training to uplift and upskill the next generation of filmmakers. Today, inDrive is the second most downloaded mobility app in the world and serves more than 100 million users worldwide in over 700 cities across 48 countries on five continents.

Dabur Odopic Dishwash Partners with Schools in Maharashtra to Promote Hygiene and Well-being among Students



Pune (Voice news service):- India's leading consumer products maker Dabur India Limited joined hands with schools in Maharashtra to promote health and hygiene among students.

Dabur, with its flagship dishwash brand Odopic dishwash crème will conduct informative hygiene awareness sessions in these schools.

Flagging off the initiative in Pune, Dabur conducted an awareness session amongst more than 300 kids from Barister Vitthalrao Gadgil Prathamik School in the city to educate the students about the significance of maintaining personal hygiene and dishwashing practices, essential for the well-being of young learners.

Mr. Sanath Ravindran Pulikkal, Marketing Head- Home-care, Dabur India Limited, expressed pride in this engagement, stating "We are proud to collaborate with schools in the region to support our community. By educating students on sanitation, we are passing on the chain effect of education to student's families as well. As part of this campaign, Dabur will provide Odopic Dishwashing Bar and our

newly launched Dishwash Crème to these schools, to secure complete cleanliness on utensils on which children consume food.

The session was led by a distinguished practitioner, Dr. Sashi Bhushan, who emphasized the pivotal role of hygiene in the lives of students, stating, "Sharing knowledge and promoting hygiene among students is of utmost importance. The habits children acquire during their formative years persist throughout their lives. Thus, it is imperative to educate children about proper procedures for cultivating healthy habits while underscoring the intrinsic value of cleanliness in preserving good health and preventing diseases."

"Dabur remains committed to promoting a cleaner and healthier India. By working together with schools, the younger generation are nudged to adopt hygiene practices that ensure a life-long positive contribution to a better future for themselves and their families. The company remains steadfast in its corporate social responsibility, striving to create a cleaner, healthier future for all". Mr. Pulikkal added.

QUICK HEAL LAUNCHES Version 24 (v24), REDEFINING CONSUMER DIGITAL SECURITY

Pune (Voice news service):- Quick Heal, a global leader in cybersecurity solutions, has unveiled Version 24 (v24), setting a new benchmark in consumer digital protection. This advanced release simplifies the complex landscape of cybersecurity, offering first time an on-the-go cloud-based security platform, metaProtect, along with features like Security & Privacy Scores, and YouTube content control, making it the ultimate solution for users who seek simplicity and security.



At the heart of v24 lies GoDeep.AI technology, a self-aware malware-hunting innovation that enhances protection against emerging threats, without compromising system performance. Leveraging the vast expertise and capabilities of professionals at SEQRITE Labs, the largest malware analysis facility in the country, with a 30-year history of exceptional detection prowess encompassing ransomware, malware, Zero Day vulnerability resolution, and the unique achievement of being the first and only to solve for the Expiro infector globally, v24 guarantees to keep you #SAFE and ahead of potential threat actors.

Version 24 prioritizes user-experience, boasting a simplified UI accessible to users of all ages and technical backgrounds. It introduces two groundbreaking metrics, Security Score and Privacy Score, providing personalized assessments of device security and user's privacy status, alongside actionable recommendations for improvement.

YouTube Content Control functionality enables content filtering through diverse parameters, including channels, viewing history, keywords, and more, ensuring a safe and enriching platform experience for children, while providing parents with the assurance that their children won't encounter objectionable content.

Commenting on the launch, Vishal Salvi, CEO of Quick Heal Technologies Limited, said, "Quick Heal's Version 24 (v24) epitomizes our unwavering commitment to innovation and safeguarding digital lives, all while remaining conscious of our environmental impact. Our team of experts meticulously addressed the challenges that our customers face by simplifying cybersecurity not just at the device level but by focusing

deeply on enhancing user convenience and experience. Powered by artificial intelligence, GoDeep.AI at its core, v24 empowers users for the first time ever with metaProtect, a security & privacy synchronizing platform for managing multiple devices with a single click on-the-go. Furthermore, our YouTube Supervision feature enables content filtering based on various parameters ensuring that children can freely use the platform while assuring parents that they won't be exposed to undesirable content.

In addition, our security & privacy score functionality offers personalized assessments and actionable recommendations. With this, Quick Heal continues to establish new standards in digital protection, ensuring users across India and the world remain #DigitallySafe."

Dr. Sanjay Katkar, Joint Managing Director of Quick Heal Technologies Limited, added, "Our dedication to cybersecurity spans three decades,

thanks to the trust and support of our partners and customers. They are the driving force behind making Quick Heal India's largest consumer cybersecurity brand. We believe in staying ahead through cutting-edge technology and nurturing top talent. We are extremely proud to present v24, a much-needed product that simplifies complex realms of cybersecurity for the end users of all age groups. We are committed to continue transforming cybersecurity landscape and raising the bar for the industry to emulate while keeping our users #DigitallySafe."

Quick Heal, a 100% Make in India cybersecurity solutions provider, has been a prominent name in the Indian cybersecurity landscape for three decades, safeguarding digital assets for consumers and through its enterprise cybersecurity arm SEQRITE it leads security for businesses and administrations across the world.

The brand has earned international recognition with seven international patents and certifications, as well as prestigious awards, including the 'Best Antivirus Award' at the 15th NCN Innovative Products Awards 2022.

Quick Heal is also the only Indian company to collaborate with the U.S. Government's NIST-NCCoE Data Classification project.

Vishal Pinjani of Kolhapur crowned Mr Gay India
Will now Compete for the World title in Cape Town, South Africa

Pune (Voice news service):- Forty-year-old Vishal Pinjani from Kolhapur was crowned Mr Gay India 2023 and now he will represent the country at the Mr Gay World beauty pageant to be held in Cape Town, South Africa on 27 October 2023. Abhishek Jayadeep, a 25-year-old software developer hailing from Thrissur in Kerala who now works in Pune, was the other finalist. He was awarded the first-ever title of Mr Gay, Kerala & with runner-up title in Mr. Gay India 2023. This event was organized by the Pune-based MIST Foundation at Hotel Radisson Blue Kharadi. Shyam Konnur founder of MIST LGBTQ+ Foundation, who himself is Mr. Gay India 2020 said the event had been going on online for almost a month. While he was not able to go for the international rounds of the pageant due



to the pandemic, he resolved to make the pageant accessible. More than 20 contestants from various states of India have participated in this contest. Vishal & Abhishek performed very well in all the rounds and achieved this success, he added. The event was evaluated by a diverse panel of judges including Shyam Konnur (Founder - MIST LGBTQ Foundation and Mr Gay World India 2020), Andy Barve (Fashion Stylist), Sonali Dalvi (Transgender Rights Activist), Ankit Meh-

ra (LGBTQ+ Rights Activist), Chaitanya Gokhale (Fashion Choreographer), Sweta Mantri (Stand-up Comedian) and Prince Manvendra Singh Gohil (LGBTQ+ Rights Activist). Pinjani, who runs a community-based organization called Abhimaan, was inarguably a favorite of his extensive engagement with community-related issues in his hometown and in the state. "Through this pageant, I would get a chance to highlight the issues of gay men in rural India as issues of the LGBTQ community are

often perceived as only urban issues," said Vishal. "I came out to my family only this year and some of my friends were even shy to promote me in public. That is the level of stigma we face," said Abhishek. The chief guest Manvendra Singh Gohil, the first openly gay prince in India said, "These kind of events are important because they help bring people of the Indian (LGBTQ+) community on the global platform and represent not just themselves but Indian culture itself." Speaking at the event, lesbian activist and corporate professional Ankit Mehra brought attention to the importance of equity in the representation of the community. "Gay men are often more represented than lesbian women or trans women and trans men are even fewer so equity is quite important to work towards."

Pune gears up for World Cup

No more parking hassle, improved fan experience: Rohit Pawar

Pune (Voice news service):- The World Cup kicked off in a grand manner in Ahmedabad with a pulsating game between England and New Zealand. MCA International Stadium on the outskirts of Pune is all set to host five games of the World Cup including India v Bangladesh on October 19. On Saturday, in a press conference hosted at the stadium, MCA president Rohit Pawar shed light on the improvements made at the venue. Other members of the MCA apex council - vice president Kiran Samant, secretary Shubhendra Bhandarkar, joint-secretary Santosh Bobade, treasurer Sanjay Bajaj, Vinayak Dravid, Suhas Patwardhan, Ranjeet Khirid,



Sushil Shewale, Raju Kane, Sunil Mutha and COO Ajinkya Joshi - were also present for the presser. "The stadium's seating capacity is approx 37,400 and the stadium is built such that every fan can enjoy the uninterrupted view of the match. We have recently cleaned the entire stadium thoroughly," MCA president Rohit Pawar said. "Stadium's waterproofing work is done and the painting work is on course to finish

soon. We have also upgraded sanitation and related infrastructure," he added. "As far as the playing field's infrastructure is concerned, we have an excellent drainage system in place, which allows for the play to resume within 30-40 minutes after the rain halts in case of a rain interruption. To cover the field, we have also acquired a robotic system," Pawar further said. At present, only the South stand of the MCA International

Stadium has a permanent roof, but MCA is adding temporary structures to ensure shade to fans in other stands as well. In addition, Pawar announced that free drinking water would be provided to all fans, but one would have to pay for food and beverages. **No parking hassle** Pawar informed that MCA has acquired 42 acres of land on lease in a one-and-a-half km radius of the stadium to provide parking facilities. These facilities should accommodate 7,500 four-wheelers and 15,000 two-wheelers. Traffic approaching the stadium from three directions - Pune, Pcmc and Mumbai will be directed accordingly with the help of colour-coordinated coding, air balloons and Google Maps.

The trailer of the movie 'Daak' is available to the audience...

Pune (Voice news service):- A horror film has been hotly discussed in Marathi cinema, which is popular among cinephiles worldwide for its variety of films, for the past few days. The title of this Marathi movie 'Daak' is thought provoking. The film 'Daak', made by adding a social message edge to the content-heavy plot, fills the gap of horror movies in Marathi. The eye-catching trailer of 'Daak' has been launched recently. The trailer is being highly appreciated on social media and the trailer is getting the netizens' liking. Producers Ratish Tawde and Mahesh Nene have produced 'Daak' under the banner of Mahesh Nene Productions. Devang Gandhi has got special support for this film. Mahesh Nene has also produced and directed 'Daak' successfully. The film will reach all the theaters in Maharashtra through Sameer Dixit and Rishikesh Bhirangi's Pickle Entertainment. Not only does the film attack the customs that stand in the way of a progressing society, but the murder mystery in it keeps



the buffs hooked till the end. The film will be released across Maharashtra from October 13. 'Daak' is not just a horror movie, but it tries to touch various topics and happenings in the society through different points in the plot. This film has mainly com-

mented on the custom of Daak. In earlier times, on the twelfth day after the death of a person, the spirit of the deceased was summoned by mail and asked the reason for his sudden departure. This practice is still practiced in many parts. A thriller, a murder mystery film called 'Daak' is based on this. Mahesh Nene has also handled the responsibility of writing the film along with producing and directing it. Actress Ashwini Kalsekar has again turned to Marathi through this film. Actors Ashwini Kalsekar, Sanjivani Jadhav, Aniket Kelkar, Pranali Dhmal, Guru Divekar, Vedangi Kulkarni, Sidhanth Mule, Omkar Rane, Bhumi Shiradkar, Kirti Adarkar, Janardhan Kadam etc. have played various characters in this film. Cinematography by Naren Gedia and Editing by Praveen Jagirdar. Written by lyricist Mandar Cholkar, the song is sung by Mugdha Karhade and composed by music composer Swapnil-Praful. Anurag Godbole has given the background score and Rohan Agashe has done the sound design.

Sunil Kumar wins Bronze in 87kg Greco-Roman Wrestling at the Hangzhou 2022 Asian Games

Pune (Voice news service):- India's Sunil Kumar won bronze in the men's Greco-Roman 87 kg at the Asian games 2023 in Hangzhou, China on Wednesday. Sunil Kumar won against Atabek Azisbekov of Kazhakhstan 2:1 to ensure victory by point in the bronze medal match. He is supported by Lakshya Sports through the Edelgive Foundation (Sponsor). Sunil Kumar's bronze medal is India's first Greco-Roman medal since Guangzhou 2010 Asian games. Ravinder Singh(60Kg) and Sunil Kumar Rana(66Kg) won bronze medals at the Guangzhou edition. According to Manoj Dhankar, India's Greco-Roman coach at the Asian games. "The defense from the ground position is the biggest weakness in India's Greco-Roman wrestlers. We specifically worked on this aspect during our 18-day training stint in Azerbaijan, where we made Sunil practice with top wrestlers including the world champion in his category. He would practice defense from 'par terre' at least 50 times a day. It worked well here". Sunil Kumar lost his father in a road accident in 2010. His mother (Anita Kumar)



and elder brother (Sumit Kumar) supported him in the most challenging phase of his life. His family would lease their farmland to locals and his mother would take loans to support Sunil Kumar.

In the late 2014, Sunil Kumar and his coach took an important decision. Like every young Indian wrestler, Sunil Kumar was first introduced to freestyle wrestling in Nidani. He could not make an impact in freestyle. It was during his stint at Mehar Singh Akhata in Rohtak, Haryana, that he was first introduced to Greco-Roman wrestling. "Greco, Kya? (What?)" That was Sunil Kumar's immediate reaction when his coach first told him about participating in a 'different' format to fulfill his Olympic dream. In the late 2016, Sunil Kumar won a bronze at the Asian Junior Championship in Manila, Philippines to signal the revival of Greco-Roman wrestling in India. He went on to win two more Asian Junior bronze medals in successive years before transitioning to the senior category in 2018. In the last two decades, only three Greco-Roman wrestlers have qualified for Olympic Games. Mukesh Khatri(Athens), Ravindra Khatri and Hardeep Singh (Rio). Sunil Kumar will certainly spearhead the Indian challenge in the years to come.

Romantic 'Bajind' will hit the screens on December 8

Pune (Voice news service):- So far, many Marathi films have been made on the rosy feeling of love that comes in everyone's life at some point of age. Many lyricists have written romantic songs...musicians have made them audible by adding melodious arrangements to the music...but still cinema's fascination with love has not waned even one iota. 'Bajind', a romantic Marathi movie made with this love, will hit the screens on December 8, 2023. The first poster of this film is currently working to create curiosity among the audience. Produced by Shaan Films Creation, 'Bajind' is produced by Nandkumar Shinde-Sarkar and Shahaji Patil. The story of the film has been written by Nandkumar Shinde-Sarkar, and Shahaji Patil has done a clever job by handling the responsibility of direction along with screenplay, dialogue and songwriting. It is impossible to say when, whom, at what age, on whom love will fall. Some people don't find love in their whole life, while some find love at the beginning of their life. One dreams of spending a lifetime with one's beloved partner, but sometimes mistakes made in love at an early age can have far-reaching consequences. Lovers who



are deeply in love do not think of anyone before each other. They forget about the whole world around them. The story of the love that binds two souls together in 'Bajind' will be seen in 'Bajind'. In this regard, director Shahaji Patil said that the biggest feature of 'Bajind' is that we will see unpublished aspects of love that have not been seen on the silver screen. This film has been made with the feeling that everyone should feel the story

of our soil while watching it on the big screen. A simple straightforward story is presented to the audience in an equally simple manner without any exaggeration, it is accompanied by melodious lyrics and music. Patil also said that the strong acting of the actors and the exciting story will keep the fans engrossed till the end. National award winning actor Hansraj Jagtap is playing the lead role in the film. He is paired with actress Pooja Birari. Apart from this, Sharvani Pillai, Siddheshwar Zadbuke, Anil Nagarkar, Madhuri Pawar, Usha Naik, Prema Kiran, Omkar Bhosle, Priyanka Rathore are also actors. Lyrics sung by Anand Shinde, Swapnil Bhandarkar, Bharti Madhvi, Prajakta Shukre, Rishika Mukherjee composed by music composer Agnal Roman. Vedika Films Creation is handling the marketing and distribution of the film. Imtiaz Bargir has done the cinematography, Alok Gaikwad and Chandrakant Nikam are the principal assistant directors. Agnal Roman has also worked as a production manager in addition to providing background music. Compiled by Nikhil Gandhi, Art Direction by Rajeev Sharma. The stills are by Sanjeev Rai and the casting is done by Santosh Tambe.

Step into the #DoosraStadium this cricket season with India's favourite neighbourhood café, SOCIAL!

Pune (Voice news service):- As the cricket season engulfs India and the world, SOCIAL, a collective of creative neighbourhood cafés, is excited to launch its latest initiative celebrating the spirit of the sporting season. 5th October 2023 onward, all SOCIAL outlets across the country are hosting a cricketing frenzy offering a special cricket-themed menu, delectable munchies, wholesome meals to enjoy with your gang, a host of engaging initiatives, summed up with décor to give fans those stadium feels. India's favourite hangout spots are turning into the #DoosraStadium, as patrons share in the joy and high of watching cricket with their buddies and loved ones! The Stad-Yum Menu! Fans can now immerse themselves fully in the unmistakable cricketing atmosphere at their favourite SOCIAL outposts, where a specially curated menu awaits. Scores of cricket-inspired dishes are

now available for patrons during the season - such as the delectable 'A.B. De Ribs,' the tempting 'Chauka Chakka Platter,' the nostalgic 'The 1983 Samosa Sampler,' the satisfying 'The 2011 Bucket,' the innovative 'The 'Doosra' Shroom Shawarma,' and the hearty 'The 2023? Platter,' among other cricket-themed, delectable options. SOCIAL has also collaborated with Short Story (with SOCIAL's very own Super Troopers) and Bira 91 to offer exclusive and special beverages to all its patrons across India during this season. Get onto the Pitch, for VR-eal! Fans can also step into an immersive virtual reality (VR) zone at select SOCIAL outlets to fully immerse themselves in the stadium's intensity, offering an enthralling experience that goes beyond the typical dining setting. Here, they can truly feel the highs and lows, the jubilation and tension, as if they were right in the

midst of a cricket stadium. In an extraordinary partnership with FanCode, India's premier sports destination, SOCIAL is poised to redefine the cricket-watching experience. Through a unique collaboration with FanCode Shop, fans have the opportunity to experience official merchandise and get special discounts at trailblazer SOCIAL outposts. This means that even if diehard fans cannot make it to the stadium, they can still get their hands on some authentic merchandise! Mayank Bhatt, Chief Executive Officer, Impresario Entertainment & Hospitality Pvt. Ltd, said, "SOCIAL has always been that community-centric café where friends and families come together to create shared memories over fun and food. At the intersection of community and fun, lies sports. With #DoosraStadium, we're bringing this sense of togetherness to life, celebrating alongside like-minded supporters and fans. From exclusive merchandise to a specially crafted menu, every element comes together to recreate the stadium-like experience in your city at a SOCIAL outpost near you!" As India's leading café chain, SOCIAL has been at the forefront of offering community-driven experiences around sports and entertainment; and the upcoming season promises to be no less with even more exclusive collaborations and engagements in store that create the ultimate second stadium experience for viewers, as they cheer on their favourite teams. Fans can come with their gang and predict the sixes and fours, surround themselves with a vibrant community of cricket enthusiasts, igniting an unparalleled excitement as curated cricket-themed cocktails and delicacies are served at all their favourite SOCIAL outlets from 5th October till 19th November, 2023.

Creative excellence of Indian artisans on display as the 16th Yellow Ribbon NGO fair kicks off in Pune



Pune (Voice news service):- Artists from various parts of India are displaying their creativity with more than 3000 curated products as the 16th Yellow Ribbon NGO fair (YRNF) opened in Pune. Organised by Ishanya Foundation at Pune's first lifestyle destination, Creaticity (formerly Ishanya) the five day carnival from 5th October to 9th October 2023 (open from 11.00 am to 9.00 pm) has Weavers, Artisans and Farmers from NGOs, SHGs and Social Enterprises from the length and breadth of India. Besides Maharashtra the participants travel from Himachal Pradesh, Uttar Pradesh, Pun-

jab, Haryana, West Bengal, Telangana, Orrisa, Gujarat, Rajasthan, Andhra Pradesh and Bihar to our cultural capital Pune. The initiative is supported by NABARD and features a special 'Kalavishkar Priyadarshini' by NABARD platform for artisans. The 16th Yellow Ribbon NGO fair was inaugurated in presence Inaugurated at the hands of Mr. G S Rawat, CGM NABARD accompanied by his wife Mrs. Jyotsna Rawat, and our dignitaries who graced the inauguration including Mrs. Parul Mehta, Trustee, Ishanya Foundation, Mr. A B Vijaykumar- Ex-Director, Bank of Maharashtra and Mr.

C S Ramkumar - GM & Vice Principal of College of Agricultural Banking, the YRNF is witnessing a fabulous turnout of enthusiastic festive shoppers, who opened their hearts and wallets to the indigenous wares on display. This year's theme - 'Shop2Care Shop2Share' reflects Ishanya Foundation's commitment to Revive and showcase our traditional Promote sustainable and eco-friendly manufacturing techniques for upcycled, recycled and bio-degradable products and Enable and encourage earnings of several NGOs, SHGs, Farmers, Social Enterprises, Artisans and Weavers. The wide range of products includes handmade, natural, organic, upcycled, recycled, eco-friendly goods for the fashionable and health conscious people of Pune and beyond. While shopping, a chat with these exhibitors will amaze you, one can get to know more about some of the traditional weaving and

handicraft techniques, organic farming, making of A2 ghee & natural and pure honey, advantages of cooking and eating from cookware/sereware made from clay, wood or metal as well as the benefits of upcycling, recycling and sustainability. Product categories are many, festive décor, artifacts, totes, clutches, fabrics, sarees, dresses, chaniya choli, cookware and serve ware (clay, brass, kaasa, wood & iron), fashion jewellery, pure honey, organic jaggery, A2 ghee, dry fruits, farm fresh vegetables, millets, spices, pickles, snacks, the list goes on. The 150 stalls will satisfy the festive shopper's appetite. (including authentic Maharashtra delicacies). There is something for all ages and all walks of life. Homemakers, service professionals, business owners everyone will find something that they need at the YRNF. The authentic local delicacies on offer promises to add to the overall festive experience at the fair.

INTUNE launches its first ever all-women-staffed store in Pune!

Pune (Voice news service):- 'INTUNE,' the fashion-for-all brand, opens its first store in Pune at Terminal 1, Phase 1 Hinjewadi that is run entirely by

women, demonstrating the brand's unwavering dedication to do what's right for the business, even if it means walking the path less traveled.

This is the retail chain's 6th Store in India. Commenting on the same, Official Spokesperson of INTUNE said, "We're breaking barriers in the

retail industry with our all-women-run store. The 'INTUNE' store in Pune exemplifies our commitment to innovation and inclusivity" he remarked.

World Mental Health Day. Sharing with you the quote from Dr. Suprakash Chaudhar

Pune: "Seeking help for mental health problems is an act of unparalleled courage. It demonstrates a profound understanding of the complexities of human emotions and a commitment to one's own well-being. In a society that often stigmatizes mental health issues, reaching out for support is a testament to inner strength and resilience.

Just as we readily seek medical assistance for physical ailments, addressing mental health challenges should be no different. Rather than being a sign of weakness, seeking help is a beacon of hope and healing. It signifies a willingness to confront adversity head-on, to learn, grow and emerge stronger. It sends a powerful message to ourselves and

others that we value our mental well-being, fostering a culture of empathy and understanding. Seeking help for mental health is an embodiment of courage, a testament to resilience and a path toward a healthier future." - said Dr. Suprakash Chaudhary, Professor, Dept. of Psychiatry, Dr. D. Y. Patil Medical College, Hospital and Research Centre, Pimpri, Pune

Celebrating Beauty and Excellence: Pooja Dolla Luxury and Beauty International Salon Opens in Koregaon Park, Pune

Pune (Voice news service):- Pooja Dolla Luxury and Beauty International Salon has announced the opening of its brand in Koregaon Park, Pune, ushering in a new era of beauty and grooming experiences. With a comprehensive range of services, including nail spa treatments, spa pedicures, bridal makeup, and more, the salon stands as an institution nurturing beauty professionals. This salon sets itself apart with a team of industry experts who have undergone training at the prestigious Cuccio International Academy, ensuring they remain at the fore-

front of ever-evolving beauty trends. Upon arrival, clients are welcomed into an elegant and inviting atmosphere that includes a pet-friendly space. Each visit is characterized by personalized experiences and a commitment to safety, leaving an indelible mark on every guest's memory. As an academy, Pooja Dolla Luxury and Beauty International offers continuous learning opportunities and job placement assistance. They stay current with the latest beauty technologies and maintain strict sanitation practices, prioritizing community engagement and pet-friendly

values. "At Pooja Dolla Luxury and Beauty International Salon, we've reimagined beauty and grooming. Our commitment to excellence and unwavering dedication to client satisfaction are at the heart of everything we do. We invite you to experience the pinnacle of luxury and professionalism in the world of beauty," said Pranvi Joshi, Owner of Pooja Dolla Luxury and Beauty International. Discover the epitome of luxury and excellence in beauty and grooming at Pooja Dolla Luxury and Beauty International Salon. Comfort, satis-



On The Occasion of ICSI's 55 th Foundation Day Empowering Defence Personnel, Agniveers, and Martyr Families Through Fee Waiver Schemes

Pune (Voice news service):- The Institute of Company Secretaries of India (ICSI) celebrated its 55th Foundation Day recently, in New Delhi, with esteemed guests including the Hon'ble President of India, Smt. Droupadi Murmu, and the Hon'ble Minister of Finance and Corporate Affairs, Smt. Nirmala Sitharaman. This milestone event drew around 50,000 participants, both in-person and virtually, representing Company Secretaries, Industry Leaders, Government Officials, and Corporate Professionals. During the celebration, ICSI unveiled a crucial initiative: The ICSI Fee Waiver Scheme for Defence Personnel, Agniveers, and the families of Martyrs. The Institute also generously donated Rs. 11,00,000/- to the Ministry of Defence, Government of India, to support the education of Martyrs daughters. In another significant endeavor, ICSI organized a Corporate Tax Conference in Dubai, UAE, in partnership with ICSI Middle East (DIFC) NPIO, focusing on the theme "UAE Corporate Tax - A New Paradigm Towards Transparency and Good Governance. Additionally, the 2nd International Conference of ICSI



Overseas Centre took place in London, United Kingdom. The conference's theme, Strengthening Global Governance for an Equitable, Inclusive, and Sustainable Future, provided a unique platform for engaging discussions on global governance issues, featuring contributions from eminent speakers from various jurisdictions. ICSI has introduced several initiatives to benefit its members. The ICSI International ADR Centre is a multi-city, multi-nation project aimed at creating an ecosystem to complement the existing judicial structure, de-clog courts, and expedite justice delivery. ICSI Start-up and MSME Catalyst initiative offers support for start-ups and MSMEs, with Company Secretaries providing assistance in areas such as registration, accounting, tax, finance, and compliance. The ICSI Institute of Social Auditors (ICSI-ISA) was launched to play a pivotal role in social audit and impact assessment in line with the

formation of Social Stock Exchanges under SEBI Regulations. ICSI has developed the ICSI Social Audit Standards (ICSI-SAS), covering all 16 activities outlined in Regulation 292E(2)(a) of SEBI (ICDR) Regulations 2018, providing guidance for conducting social audits of social enterprises involved in these activities. ICSI's digital transformation efforts have been noteworthy. The Institute has transitioned its remote learning landscape into real-time by conducting webinars, offering online Self-Assessment Modules, Crash Courses, and Certificate Courses. It has also provided free video lectures to up skill its members and students since 2020. Furthermore, ICSI introduced an e-credit hour facility for members to support their continuous professional development. The digitization process also led to the integration of the Digi Locker Platform of the Government of India, enabling members and students

to easily download and save their important documents, such as Identity Cards, Certificates, and Pass Certificates. CS Manish Gupta, President, The ICSI, New Delhi said, "The Institute came up with its new curriculum for Executive and Professional Program students to ensure the cutting-edge knowledge insights with renewed excellence towards New ICSI 2023. Examination for Executive Programme under the New Syllabus was successfully conducted in December, and for Professional Programme the same shall be conducted in June." Talking about the achievement of the institute, he said "Institute caters to create awareness about the profession of Company Secretaries among thousands of Schools and Students. The Institute has created a Grievance Solutions Cell which is monitoring the communications received through the Support Portal. The Call Centre established by the Institute is available to all the stakeholders." ICSI has received significant recognitions. The University Grants Commission (UGC) recognized the Company Secretary Qualification as equivalent to a Post Graduate Degree.

Pune witnesses office transactions of 3 mn sq ft in Q3 2023, the second highest volume across all markets during Q3 2023: Knight Frank India

Pune (Voice news service):- According to the latest report from Knight Frank India, titled 'India Real Estate Q3 2023', Pune observed the second highest office volume transactions at 3.0 mn sq ft, accounting 19% of the occupier activity in the country (across the leading eight cities in India). The volume also marked the highest quarterly transacted volumes in the city since 2018. New office completions in Pune were recorded at 0.4 mn sq ft. The average transacted rent of the city was recorded at INR 72.8 sq ft/month translating into a YoY rent growth of 2% YOY during Q3 2023. During Q3 2023 Pune market witnessed major leasing activity by Global Capabilities Centres capturing 81% of the area transacted. In India, Pune accounted to 34% of the GCC area transacted area in the country. India facing business and Flex office spaces constituted 10% and 8% of the area transacted, respectively. The report cited that the top eight markets of India has recorded office transactions of 16.1 million square feet (mn sq ft) recording a growth of 17% YoY during Q3 2023.

The elevated demand in the Indian office market reflects the confidence of occupiers as India continues to see economic stability despite global uncertainties. New office completions in Q3 2023 were recorded at 11.5 mn sq ft across the leading eight cities of India. Shishir Bajjal, Chairman & Managing Director, Knight Frank India said, "The relative strength of the Indian economy continues to attract global corporate interest and is reflected in the recovering demand in the Indian office space market. The increasing incidence of GCCs being set up in the current quarter also points toward greater occupier commitment to the overall operational and business environment that India offers. Occupier demand has trended up well over the year and looks to be on course to exceed levels seen in the previous year. It is the broader economic forces of inflation and GDP growth that will take centre-stage in shaping the fortunes Indian office market in the next few months". Pune records residential sales volume of 13,079 units in Q3 2023: Knight Frank India

Pune witnessed a total of 13,079 units with a YoY growth of 20%, whereas 10,568 units were launched in the period with an annual growth of 42% YoY. The average weighted residential price witnessed an increase of 5%YoY during Q3 2023 with a value of INR 4,463 sq ft. During Q3 2023, Pune accounted for the second highest sales volume in mid housing across the leading eight cities in the country. 47% of the city's sales occurred in the INR 5 mn - 10 mn segment. The ticket size of below 5mn was 37% while that of above 10mn was 18%. Knight Frank India cited that the leading eight residential markets in India continued to show strong growth momentum. During Q3 2023 (July - September 2023), Indian markets saw a surge in demand with sales of 82,612 residential units recording a growth of 12% YoY. In volume terms Q3 2023 recorded a six-year high in quarterly sales volumes. Shishir Bajjal, Chairman and Managing Director of Knight Frank India, remarked, "Residential sales continue to gain momentum, reaching multi-

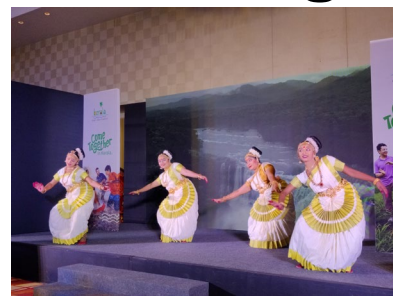
year highs. Although inventory levels have seen a significant rise due to developers launching projects to cater to this robust demand, the overall market health is improving, with strong sales velocity. Elevated interest rates and prices have had little impact on higher-ticket-size homebuyers, but the affordable segment has been severely affected, necessitating further interventions to stimulate demand and enhance development viability." Shishir further added, "While we celebrate overall residential market growth, concerns arise, notably in the affordable segment, which has seen a steady decline in Q3 2023. Economic turbulence in recent quarters hit lower-income consumers, affecting segments like rural consumption and lower end of passenger vehicles sales. This decline in affordable housing segment is worrisome because it's been the largest buying segment, crucial for long-term industry growth. Prolonged slowdown could harm the real estate sector in the long-term. Therefore, stakeholders must reconsider strategies to revive the affordable segment and maintain its momentum."

Integration of paths will make the country healthy and strong

Pune (Voice news service):- "Indian medicine has diversity, potential, and richness. That is why there is a great demand for our system of medicines all over the world. Integrating Indian medical practices and adding technology to make the country healthy, and empowered is important," said Vaidya Jayant Deopujari, President of the National Commission for Indian System of Medicine. He also stressed the need to work hand in hand with Ayurveda, Unani, Homeopathy, and other paths. Vaidya Deopujari was addressing the Ayush doctors after launching an Ayushman Bharat Digital Mission's healthcare professionals registration drive in Maharashtra state. More than 2,000 doctors were registered on this platform. The event was organized at Vardhman Sanskrutik Kendra, Kondhwa Road, Bibwewadi, Pune. Free mega health check-up camp and Ayurveda Expo also were inaugurated on the occasion. Vaidya Jayant Deopujari said, "Everyone's visibility is very important in the age of tech-

nology. This is an initiative to bring all the Ayush practitioners of the country on a single platform. Ayurveda and Unani have been important since ancient times. Indian medicine is in great demand worldwide. Today there are nearly 13500 Indians practicing abroad. Just as the Aadhaar card and the use of mobile became popular, Ayushman Bharat Digital Mission is for all of us to be people-oriented together. Artificial intelligence is knocking out the door worldwide in every field. If we don't adjust with the technology, we will suffer." Dr. Anil Khurana also mentioned the need for registration on this Ayushman Bharat Digital Mission (ABDM) platform. Shri Anandnath Maharaj blessed everyone and mentioned the importance of integration of all systems of medicine. Vaidya Rakesh Sharma gave opening remarks. Vaidya Prasad Pandkar was briefed about the work done by Rukadikar Trust. Vaidya Paresh Deshmukh compared the program. Dr. Pinakin Trivedi gave a vote of thanks.

IPL-model boat race revs up Kerala's standing as all-season destination



Pune (Voice news service):- After posting an impressive surge in domestic tourist footfall, Kerala has gained further traction as a major all-season experiential destination with its innovative products like the IPL-model Champions Boat League (CBL) races helping the southern state to scale up its standing as a highly-preferred tourist hub. After the spectacular week-long Onam celebrations that saw an uptick in tourist arrivals, the third edition of the annual IPL-model CBL, started earlier last month, is expected to boost domestic footfall in all regions of the state. Panned out in the backwaters across Kerala, Champions Boat League offers a rare visual treat where magnificent snake boats (ChundanValam), powered by scores of rowers on each boat, races past the emerald backwaters creating an aura of zest and zeal. Commenting on the surge in the flow of domestic tourists, Tourism Minister Shri P A Mohamed Riyas said "the state has been making all efforts to impart further momentum to the post-pandemic upsurge in domestic tourist arrivals in

Kerala." The Champions Boat League season, which comes close on the heels of the Onam Week Celebrations across the state, is riveting time for the tourists to come to Kerala and enjoy its diverse attractions, Shri Riyas said. "Rising to the demands and tastes of tourists of our time, Kerala has launched quite a few attractive products, besides widening the scope of existing ones and projecting the distinct features of the State. This year, we are looking for the next-level fillip by attracting more domestic tourists to experience the novel tourism products", he added. Further endorsing its innovative initiatives to attract tourists, Kerala Tourism recently bagged the Pacific Asia Travel Association (PATA) Gold Award for its effective messaging to outside markets. The award-winning campaign 'Make up for lost time, pack up for Kerala', conceptualized for an audience transitioning to normalcy post-COVID, targeted domestic tourists. It made a splash in all major media platforms, including print, radio, OOH, digital videos and banners (web portals), and

social media channels. To woo more tourists from within the country, a string of travel trade networking activities, including participation in trade fairs and organizing B2B trade meets are planned. The first two B2B partnerships meet held in Kolkata and Visakhapatnam earlier last month had a highly encouraging response from the industry. Besides, Kerala Tourism will organize roadshows in Mumbai, Surat and Rajkot in October. As an initiative to further increase the effectiveness of the trade interactions in B2B trade meets and to create destination awareness, a familiarisation trip is offered to selected tour operators from the host city. The 'Go Kerala', familiarisation trip will help develop destination awareness and experience new products in Kerala to potential tour operators. Tourism Secretary Shri K Biju said the trade fairs and roadshows are the perfect windows for showcasing the variety of experiences the state has in store for tourists. The recent trends show that Kerala has turned out to be a glamorous wedding destination. Kerala's unparalleled

natural beauty, picturesque destinations, excellent accommodation and banquet facilities, and connectivity make it one of the best wedding destinations in the world. With the serene backwaters fringed by swaying palm trees, pristine beaches, the mystic hill stations with sprawling tea plantations, the state has become an ideal place to embark on a new beginning. Shri K Biju added. Tourism Director Shri P B Nooh noted that, Kerala's houseboats, caravan stays, jungle lodges, plantation visits, homestays, Ayurveda-based wellness solutions, countryside walks, and adventure activities, including trekking to verdant hills, will be a real feast providing a unique experience to visitors. Also, the state's core assets like beaches, hill stations, houseboats and backwater segment will heighten the totality of the visitors' experience, he added. In 2022, Kerala made a deep impression at major tourism and travel fairs in India and abroad like SATTE Delhi, OTM Mumbai, TTF Ahmedabad, BIT Milan, IMTM Tel Aviv, ATM Dubai, WTM London and ITB Berlin.

MultiFit Expands its Footprint in Pune

Pune (Voice news service):- UK's elite and India's largest functional, fitness and strength training brand, MultiFit, is thrilled to announce the opening of its new branch in Baner, Pune. With this strategic expansion, MultiFit strengthens its position as the leading provider of functional training in India. The Baner branch, located in the heart of Pune, aims to bring MultiFit's innovative and dynamic fitness programs to the local community. The state-of-the-art facility boasts cutting-edge equipment, world-class trainers, and a vibrant atmosphere that inspires individuals to unleash their full potential. "We are delighted to introduce MultiFit to the vibrant crowd of Baner" said Mrs. Deepthi

Sharma, Director of MultiFit. Our mission is to empower individuals with functional training techniques that enhance overall fitness, strength, and agility. With our expansion into Baner, we aim to create a positive impact on the lives of fitness enthusiasts by providing them with an unparalleled fitness experience. We are excited to witness the positive impact that MultiFit will have on the fitness landscape in Baner, expressed Mrs. Sharma. "Our team is dedicated to delivering exceptional fitness experiences and fostering a supportive community that helps individuals achieve their health and wellness goals. We invite everyone to join us on this exciting journey."

Foundation Training Program on the Practice of Ecological Restoration at BNCA

Pune (Voice news service):- Maharshi Karve Stree Shikshan Sanstha's (MKSSS's) Dr. Branuben Nanavati College of Architecture for Women (BNCA) will soon conduct a foundation training program on the practice of ecological restoration. The training program will be conducted by BNCA's Centre for Ecological Landscape in collaboration with Society for Ecological Restoration (SER) and Junglesapbes India. The eight-weeks program is very useful for people working in the field of environmental conservation will start on 15 October. The program started under the leadership of Dr. Anurag Kashyap, Principal BNCA is in its third year. The program will be conducted online on weekends and a certificate will be awarded on completion of the course. As the participants are registering not only from Pune, but outside Pune and across India, options of two locations viz, Pune and Banalore are offered for field visits in regard to the hands on training sessions by experts. National and International experts in the field of environment including Dr. Ramesh Venkatraman, Dr. Kaustubh Moghe and Dr. Swati Sahasrabudhe will guide students during this course. Anyone who wants to work in the domain of environment can register for this training program. It will be a very useful

training for students, academics, professionals, NGOs, besides landscape architects, environmental activists, environmentalists, graduates in the field of environment, landscape contractors, nursery operators, medical plant researchers can also participate. Apart from this, civil engineers, builders/developers, forest officers, architects, planners, environmental planners, CEOs of companies, professional social responsibility managers and entrepreneurs can also complete the course. Speaking on the occasion, Dr. Swati Sahasrabudhe, Coordinator and mentor of the training program said that environmental degradation is taking place all over the world, which poses a threat to biodiversity and disrupts the functioning of ecosystems. As many of these ecosystems cannot be rehabilitated naturally, there is an urgent need for environmental level intervention. In view of this situation, the United Nations has dedicated the decade (2021-30) to conserve the ecosystem globally. This training program complements the goal. Admission process for the same has started and the program starts from 15th Oct, 2023. For more information those interested can whatsapp to Dr. Swati Sahasrabudhe on 98509986751 or email to swati.s@bnca.ac.in

Cummins India launches "REDEFINE 2023" to inspire next generation of business leaders

Pune (Voice news service):- Cummins India, one of the leading power solutions technology providers in the country, launches 'REDEFINE 2023', the latest edition of its national level business school (B-school) case study competition. Open to students from 18 partner B-schools in India, this year's case study theme will be focused on "Unlocking the Power of Digitalization in the Aftermarket: Enhancing Efficiency, Customer Experience, and Competitive Advantage in B2B Business Environment." REDEFINE is an annual B-School engagement initiative focused on nurturing the business leaders of tomorrow. Each year, it presents students with a unique real-world industry challenge to demonstrate their strategic, innovative, and analytical skills. Featuring multiple rounds, the competition is set to commence on October 8,

2023 and will culminate with a two-day grand finale event to be hosted at the Cummins India Office Campus in Pune, Maharashtra on November 20-21, 2023. The winning team will be awarded a cash prize and offered the opportunity to join Cummins India's mentorship program. Sharing her views on the competition commencement, Anupama Kaul, Human Resources Leader, Cummins India said, "Our annual B-school case study competition, REDEFINE, is designed to empower and guide emerging talents, unlocking their innate potential to become the future leaders and trailblazers. This competition cultivates a growth mindset among management students, enabling them to apply their leadership skills, business acumen, and knowledge to develop innovative strategies to solve real-world business challenges. We are eager to collaborate with and gain

valuable insights from some of the brightest young minds representing our country's leading business schools. Learning is a lifelong pursuit and REDEFINE is a unique opportunity for students to hone their skills and prepare for the challenges and opportunities of tomorrow." Elaborating on the rationale behind organizing the case study competition, Subramanian Chidambaram, Strategy Leader, Cummins India added, "In today's complex and ever-changing world, innovation is essential for businesses to thrive. At Cummins, we believe that the best way to innovate is to collaborate with a diverse range of stakeholders, including governments, academia, industry bodies, and communities. Our REDEFINE case study competition is designed to spark the creativity of young minds and encourage them to develop innovative solutions to real-world business challenges. I am confident

that the students will find the case study intellectually stimulating and their insights will be invaluable for us." In addition to the case study, the students will have the opportunity to participate in interactive sessions with the Cummins India leadership. To enhance awareness of Cummins' business and brand among emerging talent, the company will also host a separate quiz competition for the students to assess their grasp of business trends, technology, and understanding of Cummins. In 2022, REDEFINE received a tremendous response with over 1800 student registrations from 12 partner B-schools. Team Vision from Xavier Labour Relations Institute (XLR), Jamshedpur (Delhi Campus) was the winner of REDEFINE 2022. Team QuadrAngles from Narsee Monjee Institute of Management Studies (NMIMS), Mumbai was the first runner-up.

The Lexicon Schools' Literary Fest Soars to New Heights with Remarkable Talent Showcased



Pune (Voice news service):- Lexicon Schools' Literary Fest, held at The Lexicon International School, Kalyani Nagar on September 26th and 27th, 2023, has once again demonstrated the exceptional literary and oratory prowess of its students. This two-day extravaganza showcased the vibrant world of language and literature, reaffirming the idea that The Lexicon Group of Institutes, is where learning finds wings and blooms with all its colors. Mr. Pankaj Sharma, President, The Lexicon Group of Institutes and Chairman & MD, Pune Times Mirror, Civic Mirror, and MultiFit, expressed his enthusiasm for this Literary Fest: "Lexicon is committed to nurturing young minds and providing them with a platform to explore their linguistic and literary horizons. The Literary Fest stands as evidence of our commitment to providing comprehensive education. I congratulate all the winners and participants along with an extended gratitude to all the members who made this event a grand success!" Day 1 of the Literary Fest witnessed fierce competition among students from across The Lexicon Schools. The day began with a heartwarming Recitation competition, where the students of classes I & II beautifully recited poems on 'Mother' and 'Nature'. Following this, classes VI, VII, and VIII engaged in an Extempore competition, while classes IX and XI passionately debated the merits

of online and traditional education. The younger scholars in classes III, IV, and V participated in a thrilling Quiz competition. The Award Ceremony added an extra layer of joy as The Lexicon International School, Kalyani Nagar emerged as the winner for the day. Day 2 of the Literary Fest continued the tradition of excellence, featuring young orators from Lexicon Kids and The Lexicon Schools in engaging activities such as Story Recitation, Picture Sequencing, and Nursery Rhymes. The confidence displayed by these talented toddlers on stage was truly commendable. The Award Ceremony for Day 2 brought further excitement as Lexicon Kids, Dhanori secured the first place, followed by Lexicon Kids, Viman Nagar as a runner up. Extending the literary fest highlight, Lexicon Management Institute of Leadership & Excellence, Wagholi, hosted a Book Review Competition for all students and staff from The Lexicon Group of Institutes, where participants came forward to present their Book Reviews and showcased their oratory skills in the form of reviews. Aparna Sharma from The Lexicon International School, Kalyaninagar secured the first position, while Shreya Wable from The Lexicon School, Hadapsar, and Nandana Harish from The Lexicon International School, Wagholi, secured the 2nd and 3rd positions, respectively.

Diesel partners with King to unveil its exclusive range of Vert watches designed in virtual reality

Pune (Voice news service)- Renowned fashion and lifestyle brand Diesel brought together the worlds of horology and hip-hop this week at a thrilling launch event for their new collection of timepieces. Held at Mumbai's Jio World Drive, the launch featured India's leading singer and pop star King, who unveiled Diesel's Vert Collection alongside the Managing Director of Fossil Group - India, Mr. Johnson Verghese.

A first-of-its-kind range of timepieces by Diesel, the Vert Collection has been crafted using a new wave of VR technology that bridges the gap between the physical and digital worlds. The exclusive event was a glamorous affair, attended by a number of prominent influencers and leading press outlets, reaffirming Diesel's status as a trendsetter in the industry.

Mr. Verghese began the evening by sharing the story and design journey behind the eagerly awaited Vert Collection; before being joined by King to present the launch movie that gave the public their first ever look at the Vert Collection. This was followed by a press conference and an in-person unboxing and reveal of the Vert range of watches. "The Vert Collection is a testament to Diesel's commitment to innovation at the most fundamental level. Our timepieces are an expression of individuality, and the creative process behind the Vert Collection aims to let wearers make a unique statement about their personal style. A first-of-its-kind VR technology was employed to create an immersive aesthetic inspired by Diesel Creative Director, Glenn Martens, for this collection, giving it a futuristic look that still seamlessly comple-

ments the ensemble of the modern man." - Mr. Johnson Verghese, Managing Director, Fossil Group - India
"I've always believed that style is a powerful form of self-expression, just like music. The Diesel Vert Collection is a series that showcases a new level of craftsmanship with its VR design technology. The daring and futuristic look of this collection is something I relate to and appreciate on a personal level, with their gutsy and unapologetic design. The Vert Collection perfectly complements my style, and I'm proud to partner with Diesel to bring their new design approach to the world." - King, leading Indian singer and pop star
The new Vert watch bridges the gap between the physical and digital worlds and is a first-of-its-kind for Diesel. It's one of several styles from the



new forward-thinking Metamorph collection that's entirely conceptualized and created from a technologically immersive virtual reality experience with a game-like approach. Here, the flexibility of dreaming of a modern approach to design looks like armor unfolding on the wrist, a disruptive, hard-shelled appearance that's mutually organic and futuristic. The entire composition is crafted using a new wave of VR technology where virtually everything looks "organically" different.

NIESBUD implements 3-day capacity building programme across 4 locations to boost existing enterprises

Pune (Voice news service)- With aim to create, foster, and promote the spirit of entrepreneurship amongst India's youth, the National Institute for Entrepreneurship and Small Business Development (NIESBUD) conducted a three-day Capacity Building Programme for Existing Enterprises for Scaling up Business Activities between 27th to 30th September 2023. The programme was supported by the Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Programme, working under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE).

The three-day programme included 12 sessions on different topics including Micro Lab, Characteristics of an Entrepreneur, Entrepreneurial Motivation-Self Analysis, Creativity, Psycho-Social behaviour analysis for confidence building; Understanding Risk Taking and Goal Setting Behaviour for Enterprise Development, Types of



Enterprises, Entrepreneurship Support Ecosystem, Procedures and Formalities of Bank Finance; Preparation of Business Plan Regulatory Compliances for Small Businesses, Entrepreneurial Taxation (GST), Online process of GST Registration, FSSAI Registration Process, and GEM Registration Process. As a part of the project, NIESBUD is also providing mentoring and handholding services to the candidates after completing the capacity-building programmes for scaling up their business activities for a duration of 2 years. Lauding the initiative, Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development & Entrepreneurship, said, "In

today's rapidly evolving business landscape, equipping small-scale entrepreneurs with essential skills is not just a necessity but a strategic imperative. Such programs offer practical insights and ongoing support, enabling entrepreneurs to compete on a larger scale, while also nurturing their dreams of playing a pivotal role in India's economic transformation. These capacity-building initiatives are the cornerstone of economic empowerment, providing individuals with the tools they need to succeed in an ever-evolving business world, ultimately strengthening our nation's entrepreneurial spirit and economic resilience."

During this programme, Meta conducted a masterclass for providing digital marketing skills to build capacities of existing and budding entrepreneurs. The masterclass is a part of the three-year Education to Entrepreneurship initiative between the MSDE, NIESBUD and Meta. Under this collaboration NIESBUD and Meta aim to provide access to five lakh entrepreneurs in digital marketing skills over the next three years. The partnership will also focus on different aspects of value chain development by bringing together common enterprises as collectives, provide focused support in particular dimensions such as accounting, marketing, production, quality management, diversification, technology, etc. Additionally, stakeholders will assist the beneficiaries with branding, and digital marketing, facilitate handholding support through e-mentoring platform, provide business development ideas and strategies.

Coca-Cola India Launches 100% Recycled PET Bottles in the Carbonated Beverage Category



Pune (Voice news service)- After being the first company in India to launch a one-litre bottle made from 100% recycled PET (rPET) for its packaged drinking water brand Kinley, Coca-Cola India is taking another meaningful step towards creating a circular economy and has announced the launch of Coca-Cola® in rPET in pack sizes of 250 ml and 750 ml. These rPET bottles are being manufactured by Coca-Cola

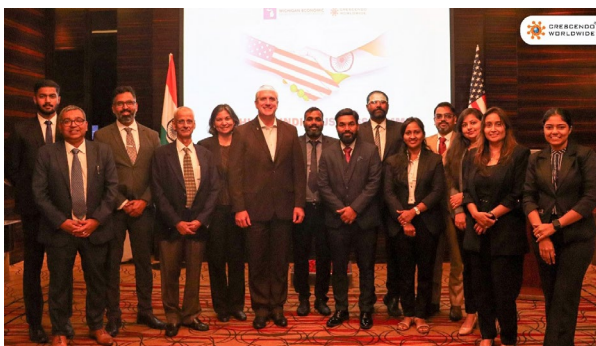
bottling partners - Moon Beverages Ltd., and SLMG Beverages Ltd.. The rPET bottles expansion showcases Coca-Cola India's transformative journey towards building a sustainable and greener future for all. The bottles made from 100% food-grade rPET (excluding caps and labels) have an on-pack call to action "Recycle Me Again" message and will also drive consumer awareness with "100% recycled PET bottle" displayed on the pack.

Sanjeev Agarwal, Chairman, Moon Beverages Limited (part of MMG Group), commended the rPET launch stating, "PET plastic bottles have value beyond their first life. Our new bottles made with food-grade rPET are recyclable and can become another bottle giving it another life. Recycled PET is a big move in the right direction to embrace plastic circularity in India." On the launch of Coca-Cola® in rPET, Paritosh Ladhani, Managing Director, SLMG Beverages Limited stated, "We produced the first bottle of Coca-Cola in India and are proud to be amongst the first bottlers to produce the rPET variant. We are committed to sustainability and SLMG is enthused to drive meaningful

change and build a sustainable future." The Coca-Cola Company now offers 100% rPET bottles in over 40 markets, bringing it closer to its World Without Waste goal of making bottles with 50% recycled content by 2030. Announced in 2018, the sustainable packaging platform also includes a goal to collect and recycle the equivalent of a bottle or can for everyone the company sells globally by 2030, and to make 100% of its packaging recyclable by 2025. Specifically for India, Coca-Cola introduced ASSP (Affordable Small Sparkling Pack) for the 250 ml PET bottle. ASSP, a proprietary Coca-Cola innovative technology is used to reduce plastic usage in the production of PET bottles for sparkling products by up to 40 percent.

The USA's auto industry opened its doors to Indian companies

Pune (Voice news service)- The automotive export sector has set a new record, with India-US turnover increasing by \$1.95 billion. Therefore, it will be possible to supply the equipment required by the renowned automotive companies in America from Indian companies. To this end, Crescendo Worldwide and the Michigan Economic Development Corporation (MEDC) have formed a joint venture to connect Indian Small and Medium Enterprises (SMEs) with the US automotive industry. The conference was organized by Crescendo Worldwide at the JW Marriott, Pune. On this occasion, Senior FDI Consultant of Michigan Economic Development Corporation Paul Krepps, CEO and Managing Director of Crescendo Worldwide Vishal Jadhav, Vice President Rupesh Patil, and many senior dignitaries in the automotive sector were present. In this conference, companies from the automotive industry came together to strengthen the relationship between the US and India, apart from promoting their economic de-



velopment. The conference aimed to create a discussion about the automotive sector and provide a platform for companies to partner. On this occasion, Detroit-Michigan and Pune-Maharashtra, two major automotive cities worldwide, are coming together to support trade and investment. The conference will open opportunities for exports for Indian automotive parts manufacturing companies to supply big automotive giants in the USA like Ford, Chevrolet, Stellantis, General Motors, Chrysler, Tesla, etc. The export opportunities will be mainly for companies dealing with automotive parts like sheet metals, exhaust sys-

tems, chassis, castings and forgings, design engineering, fasteners, steering parts, batteries, electronics, gears and gearboxes, suspension, brake systems, plastics and rubber, vehicle software, IT and IOT devices, etc. Around 1.35 million vehicles were sold in the USA in FY22, consisting of 2.8 million cars, 7.5 million utility vehicles, 2.5 million pickups, and 0.5 million vans and minivans. 3,20,000 heavy trucks and 4,41,000 2-wheelers are produced in the USA. 7,50,000+ electric cars were registered in the USA in FY22. The "China-plus-one" strategy is gaining popularity among major global compa-

nies, and it holds the potential to be advantageous for India, particularly within the automotive component industry. Mr. Vishal Jadhav, CEO and Managing Director of Crescendo Worldwide, stated, "India will play an important role in the next 5 years and become a major trading partner for the US. The relationship between Prime Minister Modi and US President Joe Biden will take us to the next level. Mr. Roopesh Patil, AVP at Crescendo Worldwide stated, "MEDC provides a platter of investment opportunities for Indian automotive companies interested in exploring the U.S. automotive market and companies willing to be a part of MEDC." Crescendo Worldwide, India's leading international trade and foreign direct investment supporting organization, has successfully introduced 100+ companies coming across India from the automotive sector willing to expand in MEDC. These companies also aim to do re-exports to Canada and Mexico, considering Michigan as a strategic location.

HARLEY-DAVIDSON X440 DELIVERIES TO COMMENCE FROM 15TH OCT, 2023

Pune (Voice news service)- Bringing a lot of excitement for customers in the upcoming festive season, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, is set to commence deliveries of its first co-developed premium motorcycle Harley-Davidson X440 on the auspicious first day of the Navratri festival, i.e., 15th October 2023. Harley-Davidson X440 is currently being manufactured at Hero MotoCorp's manufacturing facility - called the Garden Factory - at Neemrana in the

northern Indian state of Rajasthan. The Company has been organising test rides for pre-booked customers since 1st-September 2023. The new booking window will open from 16th October, and customers can book the new Harley-Davidson X440 at all Harley-Davidson dealerships and select Hero MotoCorp outlets across the country. Customers can also book the motorcycle online by visiting www.Harley-Davidsonx440.com Mr. Niranjan Gupta, Chief Ex-

ecutive Officer (CEO), Hero MotoCorp, said, "The Harley-Davidson X440 continues to create excitement across the country. While the production is in full swing at our Neemrana facility, huge number of our pre-booked customers have availed the opportunity to test ride the motorcycle. We are all geared up to add a lot of festive cheer by commencing deliveries of the Harley Davidson X440 to our customers from the first day-of-the Navratri. This is just the beginning in our winning the

premium journey." Since its unveiling in July 2023, the Harley-Davidson X440 has captivated the premium segment customers across India, thereby clocking over 25000 bookings within just a month of its showcase. Hero MotoCorp had to temporarily close the online booking window to cater to the first set of customers. The motorcycle is available in three variants - Denim, Vivid and S at a price of INR 2,39,500/- (Denim), INR 2,59,500/- (Vivid) and INR 2,79,500/- (S) respectively.

Skills for jobs to change by at least 65% by 2030 as AI accelerates workplace change: LinkedIn

Pune (Voice news service)- The skills needed for jobs are estimated to change by at least 65% by 2030 as rapid developments in AI accelerate workplace change, according to the latest report from LinkedIn, the world's largest professional network. Shifts are already underway - In India, job posts mentioning AI or Generative AI have more than doubled (2.5x) in the last two years. In addition, job posts mentioning AI or Gen AI have seen their applications grow by 2.1x in India over the last two years, compared with the growth of job posts that don't mention. LinkedIn research also indicates that 98% of professionals in India are excited to use AI at work with many looking forward to using AI to seek career advice (75%) or handle difficult situa-

tions at work (78%). To ready their workforce for the changes ahead, business leaders are relying on HR and recruitment teams to lead the way. Around 92% of talent professionals in India say their role has become more strategic in the last year, specifically in the area of talent acquisition. AI will be a critical tool for taking on some of the heavy lifting, so that HR teams can focus on the most strategic work for their jobs. The majority (80%) of HR professionals globally believe AI will be a tool that helps them in the next five years, enabling them to focus on the more strategic, human aspects of their roles - such as strengthening relationships with candidates and colleagues and creative and strategic work (39%). Ruchee Anand, Senior Di-

rector, Talent and Learning Solution at LinkedIn India, says: "AI is bringing in a new era of work, reshaping everything from our workplaces and teams to the very nature of job-seeking and hiring. HR professionals are at the helm of this transformation, with a clear mandate: skills will be the cornerstone of an AI-powered work environment. Business leaders should seize this moment to consider the skills their teams need both now and in the future. And with AI as a tool, HR professionals can focus on simplifying routine tasks, diving deeper into valuable, people-centric responsibilities, and ensuring their businesses are equipped with the right talent to prosper." Jude James, Vice President of Talent Acquisition at UST says, "In a

world revolutionised by generative AI, talent acquisition is no longer merely about sourcing and recruiting the right talent. It's also about leveraging the power of advanced AI algorithms to analyse, predict, and optimise each aspect of the hiring life cycle. Additionally, the possibility of hyper-personalization of candidate reach-out, facilitated by generative AI, ensures each candidate interaction is unique, meaningful, and reflective of the organisation's commitment to recognizing and nurturing each applicant's unique potential. This synergy of human expertise and AI capabilities will help organisations confidently navigate the complexities of the talent acquisition landscape, helping them to identify, attract, and hire top-tier talent."

Tata Motors' commitment to upskilling

Pune (Voice news service)- Tata Motors, India's leading automobile manufacturer and the pioneer of the EV revolution in India, is implementing a multi-pronged strategy to develop a rightly skilled and future-ready workforce focused on EVs and other new age technologies, as well as developing talent for India's rapidly growing and dynamically evolving auto sector. With focus on capability-building being critical to navigate through the rapid technology advancements and changing market dynamics, Tata Motors has adopted a holistic approach to upskilling. Specially curated training modules address the requisite developmental needs of all - from shopfloor technicians to line engineers, and plant management. These modules deliver relevant technical skills, functional skills, as well as managerial and leadership capabilities. Upskilling Tata Motors employees to create a future ready workforce: Tata Motors has set an ambitious aspiration of equipping over 50% of its workforce with new age auto tech capabilities within 5-years. In FY23, over 3,40,000 hours were invested in specialised training and development by Tata Motors employees. This training and development is being delivered in various forms and formats. Certification in CESS through collaboration with Tech Partners: Tata Motors has collaborated with ARAI, Bosch,

Mathworks, SAE, Tata Technologies Limited, and other organizations to provide its employees with professional certification programmes in Connected, Electric, Shared and Safe (CESS). This includes domain expert level modules on Advanced ADAS, Battery Technology, V2X connectivity, Blockchain & Cybersecurity, Big Data Analytics, and more. By partnering with these organisations, Tata Motors ensures that its employees receive quality education and hands-on experience in emerging technologies. Transforming mechanics to auto electronics: Tata Motors has co-created bespoke courses in partnership with local universities. These company-sponsored programmes provide employees with higher education opportunities including B.Tech, M.Tech, and also Executive MBA. Collaborations with renowned institutes including BITS Pilani, MIT-ADT University Pune, Institute of Technology Nirma University, Symbiosis International (Deemed Universities), Ganpat University, DY Patil International University, Oxford Polytechnic, ARKA Jain University and Amity University, for specialised programmes enables employees to further develop their technical, professional, and leadership skills required to excel and optimise the opportunities ahead. Higher education for shop-floor Technicians: A higher education programme designed specifically for shopfloor technicians working across

plants enables them to pursue a Diploma in Engineering' with a focus on auto electrical and electronics, mechatronics, and specialized welding skills. This programme enables technicians to acquire the necessary qualifications for growth and to meet the evolving demands of the automotive industry. Digital Transformation and E-Learning: Embracing digital transformation, Tata Motors has embarked on a journey of curated functional e-learning and virtual classrooms for all employees. By leveraging digital technologies, the company provides accessible and efficient learning opportunities that cater to the diverse needs of its workforce. This approach allows employees to upskill at their own pace and convenience, ensuring continuous growth and development. Upskilling Ex-Ford Employees in the Newly Acquired Plant at Sanand, Gujarat Post-acquisition of the Ford India facility at Sanand in January 2023, Tata Motors partnered with Gujarat's renowned Ganpat University to upskill 100% of the newly acquired workforce. Curated learning programmes developed by the University in collaboration and with inputs from Tata Motors are being offered on the latest, future oriented manufacturing technologies including Industry 4.0, Smart Manufacturing, Advanced Control Engineering, and Advanced Manufacturing Systems and Processes. Trainings on new age auto systems like ADAS,

Connected cars, CESS, Control system, etc. are being delivered via a judicious mix of classroom sessions and practical trainings at various levels - Postgraduate (MTech), Graduate (BTech), and Diploma. Individual candidates are enrolled for the appropriate level programme as per their eligibility. These advanced courses, which began in February 2023, are being enthusiastically pursued by over 820 employees. Speaking about upskilling employees and the comprehensive learning programme, Mr. Sitaram Kandi, Vice President - HR, Passenger Vehicles and Electric Vehicles, said, "We are committed to further taking forward Tata Motor's established legacy of nation building and being the pioneer in the Indian auto industry. A dynamically evolving industry like ours mandates consistent upskilling and training to remain ahead of the curve and future ready. Tata Motors has evolved into a learning organisation with a structured and thoughtful approach to upskilling. Collaborating with tech partners and academic institutions, tailor-made training programmes, a nationwide 'learn & earn' apprenticeship programme and a sharp focus on diversity and inclusion, is enabling us to develop and nurture a capable, future-ready workforce that is fit to excel. We are doing this not just for ourselves and our channel partners but also for the Indian auto industry at large as well its enabling ecosystem."

Yamaha Introduces 2023 Monster Energy Yamaha Moto GP Edition Line-up



Pune (Voice news service)- As a part of its exhilarating brand campaign 'The Call of the Blue', India Yamaha Motor Pvt. Ltd. today introduced an exciting line-up of 2023 Monster Energy Yamaha MotoGP Edition models. These models include the SuperSport YZF-R15M, the Dark Warrior MT-15 V2.0, and the Ray ZR 125 Fi Hybrid scooter. The Monster Energy Yamaha MotoGP Edition model range

will be available at all the premium Blue Square outlets in India from 3rd week of September. The special MotoGP Edition for the Maxi-sports Scooter, AEROX 155 will also be introduced soon. The 2023 Monster Energy Yamaha MotoGP Edition of YZF-R15M & MT-15 V2.0 showcases the Yamaha MotoGP livery on the tank shrouds, the fuel tank and side panels, outlining its Racing background.

Whereas the AEROX 155 and the Ray ZR models get Yamaha MotoGP livery on the overall body. The Monster Energy Yamaha MotoGP Edition model range will be offered in limited numbers. On this occasion, Chairman of Yamaha Motor India Group of companies, Mr. Eishin Chihana said, "There is a lot of enthusiasm among Yamaha fans to witness the first ever MotoGP race in India. With

the launch of the Monster Energy Yamaha MotoGP Edition model range today, we believe it is only going to rev up their excitement. The introduction of 2023 MotoGP Edition livery strengthens our commitment towards Indian customers of offering an exciting, stylish, and sporty model range that represents Yamaha's rich racing legacy. This exclusive line-up showcases Ya