



Hansgrohe India unveils newly launched ceramics range at their Head Office in Pune

Pune (Voice news service):- Hansgrohe India, a leading name in the world of bathroom and kitchen fixtures, proudly announces the grand unveiling of their ceramics range in an exclusive meet and greet event at their head office in Pune. The event was attended by leading interior designers and architects and the brand's key trade partners, highlighting the brand's commitment to quality, innovation, design, and its ever-growing presence in the Indian market. The momentous event unveiled Hansgrohe's ceramics range among all key stakeholders, including channel partners and esteemed clients. This unveiling underscores Hansgrohe India's strategic expansion into the sanitaryware market with an aim to become a holistic bathroom solution brand. Leveraging its years of expertise and

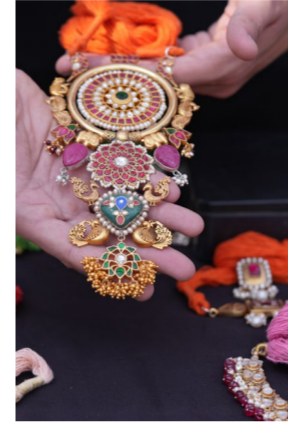


craftsmanship in bathroom fittings & 'Made by Hansgrohe' claim, the brand aims to respond to a change in consumer behaviour, providing holistic complete bathroom solutions to the end consumer from a single source. Over the next 3-5 years, Hansgrohe India envisions steady growth and an increased product offering. The assembly line in Pune which will be operating soon by the first quarter of 2024 aligns with the brand's vision for expansion, innovation,

and further cementing its position in the Indian market. Initially, the assembly line will focus on key product lines, ensuring efficient distribution & availability of products at a lower price point to the consumer. In the future, Hansgrohe India plans to expand its assembly capabilities to accommodate a wider range of products to cater to the evolving needs of its customers. Gaurav Malhotra, Managing Director, Hansgrohe India, commented on the

launch, "We are excited to announce the launch of the new product category, Sanitaryware Ceramics, by Hansgrohe at our Pune office in the presence of our esteemed partners. I would like to express our gratitude to all of them for being a part of the Hansgrohe journey. With this expansion, Hansgrohe takes a significant step forward in India. Our aim with this range is to re-define the bathroom experience by seamlessly blending style, functionality, and sustainability."

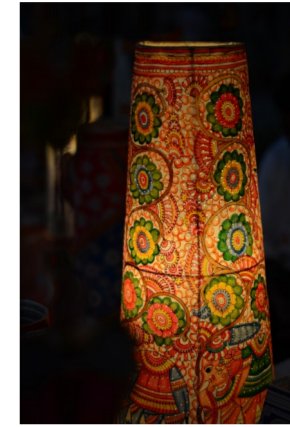
The Dastkari Haat 2023, a vibrant exhibition celebrating India's rich and diverse craft heritage



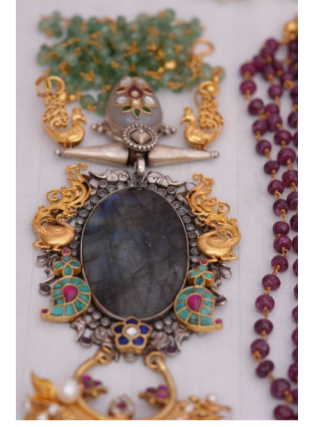
Pune (Voice news service):- The exhibition will be a confluence of over 100 stalls displaying a plethora of weaves, crafts, jewellery, ceramics and traditional arts, among others. Visitors will also have the unique opportunity to witness live craft demonstrations and personally interact with artisans, some of whom are national awardees, to understand their journey and the intricacies behind their art. Furthermore, special events including a book release and cultural performances, promise to make the Dastkari Haat 2023 an unforgettable experience. The Dastkari Haat Samiti event is a unique opportu-



nity not only to experience crafts but also to understand the stories behind them. This year, several artisans will be present and are offering a chance for interviews, both before and during the event. By interacting with them, we can delve deeper into their craft, learn about their journey and understand the intricacies behind their art. Artisans Available for Interviews: Kalyanmal Sahu, National Awardee: Specializes in Pichwai Painting from Rajasthan. Vijender Shekhawat: Recognized for his unique Handmade Paper made out of elephant poo, representing Rajasthan. Mohanbhai Makwana: The mastermind behind the beau-



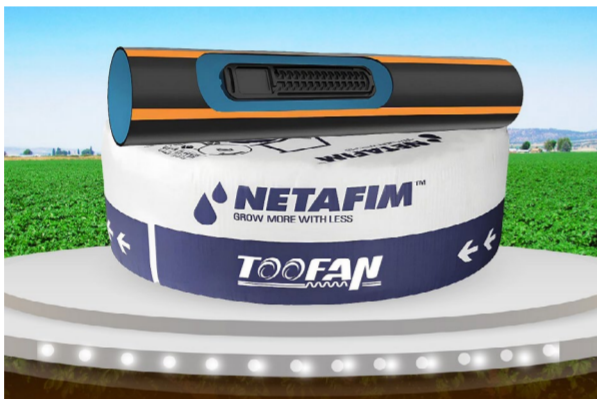
tiful Patola Sarees from Gujarat. Kalpana Das: Creates captivating Jewellery and garments made out of gamcha fabric from West Bengal. Dayaben Dohat, National Awardee: An expert in Soof embroidery from Gujarat. Prasenjit Singha: A skilled weaver from West Bengal, showcasing the region's best weaving techniques. Prabir Malakar, National Awardee: Represents Sholapith art from West Bengal. These artisans bring to the table years of experience, expertise and stories that are deeply rooted in India's rich cultural fabric. Please let us know if you will be interested



in pre-exhibition interviews, arrangements can be made to connect with these artisans. We believe that this event holds significant value not only as a platform for artisans to showcase their skills but also as an initiative to support and sustain India's rural livelihoods and cultural heritage. Your support will go a long way in amplifying the reach of this noble initiative, enlightening the masses about our country's craft traditions and supporting our artisans. Event Details: Dates: 1st - 7th November Time: 11 am to 9 pm Venue: Dutch Palace, 16, Bund Garden Road, Pune-411001

Netafim India Launches Toofan, Economical and Clog Resistance Drip Technology for Farmers

Pune (Voice news service):- Netafim India, a leading smart-irrigation solution provider, has launched its groundbreaking product, Toofan, an innovative irrigation technology that promises to transform farming for growers of all scales. Through this product, the company aims to cover 25,000 ha of land and reach 35,000 farmers by 2025 across India to revolutionize sustainable farming. The innovative system with best-in-category anti-clogging technology ensures optimal delivery of water and nutrients. The drip line is 40% more strong with greater tensile strength. Toofan by Netafim India is 20% more affordable than the existing and available thin wall, non-pressure-compensated (NPC) drip lines in the Indian market. Toofan by Netafim India not only makes modern, efficient irrigation accessible to all but also offers a simplified buying process that transcends subsidy limitations. The cost-effective drip technology is now available to farmers of all scales, from large to small holdings, regardless of subsidy eligibility. The drip line is engineered for swift deployment, allowing farmers to cover up to 10 acres in a single day. This revolutionary feature



saves both time and resources. The digital launch concluded on the social media platforms of Netafim India and witnessed the interest of 10 Lakh farmers and dealers. Mr. Randhir Chauhan, Managing Director, Netafim India and Senior Vice President, Netafim Ltd., unveiled the product during the virtual launch. Toofan by Netafim India is an economical choice engineered with revolutionary TurbuNext™ technology and offers unparalleled durability, thus helping farmers achieve better crop yields. The technology is available for any row crops on flat topographies. Speaking about the launch, Mr. Randhir Chauhan, Managing Director Netafim India and Senior Vice President Netafim Ltd., said, "Netafim India aims to provide an affordable, high-performance micro irrigation system

that not only ensures consistent and uniform yields but also aids in reducing the operational costs of farmers. As a farmer's anthropologist, we understand the dynamics of Indian agriculture and continuously work to bring solutions that meet the evolving needs of our growers. We are proud to be a part of India's agricultural growth story and committed to bring innovations that transform the lives of farmers. We are delighted to set new standards in clog resistance and enhance Agri performance with Toofan driplines. Netafim's Toofan is set to reshape the agriculture landscape, empowering farmers to embrace modern irrigation practices without subsidy constraints and offering an unprecedented installation speed. Our revolutionary patented technology is a testament to our commitment to support one of the

largest sectors contributing to Indian GDP". Regardless of the water quality, Toofan by Netafim India provides lower flow rates with a large filtration area and ensures a consistent water flow to the crops. The TurbuNext™ dripper labyrinth moves the debris out of the dripper, thus preventing clogging. It maintains a unique geometric tooth-shaped structure that increases turbulence. The lower flow rates allow longer lateral lengths and fewer sub-main pipes and connectors. Thus, ultimately saving on system and labor costs per hectare by 20% and 25%, respectively. This multi-seasonal system is useful for surface or subsurface (SDI) applications. It promises to usher in a new era of agricultural efficiency and empower Indian farmers for sustainable and quality cultivation. This revolutionary product is available in a convenient 600-meter bundle with a 16 mm diameter and dripper flow rates ranging from 1.0 L/H to 2.2 L/H. With Toofan, farmers will experience a remarkable 40% increase in strength, heightened tensile strength, crack resistance, high elongation properties, and enhanced UV resistance, which extends the product's lifespan.

Over 60 lakh lives positively impacted by Tata Motors' CSR initiatives in the past decade

Pune (Voice news service):- Tata Motors, India's leading automobile company, today released its 9th Annual CSR Report, highlighting its extensive efforts towards addressing some of India's most critical and social challenges across the domains of Health (Aarogya), Education (Vidyadhanam), Employability (Kaushalya) and Environment (Vasundhara). Collectively, these efforts have benefitted more than 60 lakh lives over the past 10 years, with a significant percentage of beneficiaries belonging to the marginalised communities. In 2014, Tata Motors designed and adopted a comprehensive 4-pillar approach to harmonise its CSR initiatives across the country. Capabilities, experience and expertise acquired by individual units and teams in each identified fields led to the creation and execution of focused interventions with clearly defined outcomes and remarkable results. By harmonising programmes across locations, leveraging digital technologies, fostering partnerships with diverse stakeholders, and strengthening trust with the communities, the company effectively surpassed its projected impact. Speaking on the occasion, Mr. Vinod Kulkarni, Head of CSR at Tata Motors, said, "At Tata Motors, our CSR efforts are deeply rooted in our unwavering commitment to promote inclusive growth, thus contributing to nation-building. We are humbled to have positively impacted millions of lives through our efforts. In fact, several of our CSR ideas and programmes have grown to become marquee projects, worthy of being emulated as models for community development. Using the novel approach of 'More for Less for More', we have narrowed the gap between our aspirations and the available resources, achieving pan-India scale

for numerous projects. Our commitment to advancing our CSR agenda remains steadfast, as we strive to create a more inclusive, equitable, and sustainable India. By meticulous planning and effectively utilising our financial and human resources, we aspire to make a progressively greater impact with each passing year." Here's a quick glance into the company's select marquee projects in the areas of Health, Education, Employability, and Environment, that have made a significant impact in terms of convergence, scale and reach, over the last ten years. **Addressing Malnutrition Through Community-based Interventions** Tata Motors has made significant strides in addressing the issue of malnutrition among children. By shifting its focus from institutional-based clinical approaches to community-based health interventions, the company has been able to create a sustainable impact. Despite having high levels of severely acute malnourished and moderately acute malnourished children in some of the targeted states, the company has successfully moved more than 91% of malnourished children to healthy zones in the past decade. **Empowering Leprosy Patients with Early Detection and Care** Tata Motors has been actively involved in raising awareness about leprosy and providing early detection and care to affected individuals. Through annual door-to-door awareness campaigns in hard-to-reach villages, the company has screened thousands of households, identified and treated over 4,000 leprosy patients. The company's community-based Leprosy programme in Jharkhand, a state with a high incidence of the disease, is the first of its kind initiative in the country to eradicate the disease.



Bridging the Educational Gap through Digital Empowerment Tata Motors' flagship remote learning programme, ENABLE, has helped talented students from over 550 Jawahar Navodaya Vidyalayas access resources and guidance for admission to the top engineering and medical institutions. Over the past decade, this programme has benefitted over 20,000 aspirants from underprivileged backgrounds, many of whom have secured admissions in prestigious institutions such as in IITs, AIIMS and government-run engineering and Medical colleges. Additionally, support classes are being conducted for students in grades IX and X in state-run government schools, utilising both digital and in-person modes. This approach has proven to be effective in improving the pass rates and academic performance. Notably, this model has been successfully implemented in about 200 schools under the Thane and Brihanmumbai Municipal Corporation (BMC) in Maharashtra. **Skilling Unemployed Youth for a Brighter Future** The LEAP programme, part of the Kaushalya initiative by Tata Motors, focuses on skilling unemployed youth, especially in Automotive courses and facilitating their entry into the workforce. This programme has also enabled young women to overcome stereotype barriers and attain financial independence. Over the past decade, this skilling initia-

tive has grown from 2 to 60 institutes. About 85% of the trainees have secured placement with an average salary ranging between Rs. 15000 to 18000, thereby creating a positive impact on their lives and the economy. **Restoring and Expanding Rural and Urban Forest Cover** With the objective of creating sustainable livelihoods for the farmers through Agro-Forestry plantation and transforming unused land into cultivable areas by prioritising government convergence, the company has successfully planted nearly one million trees, ensuring the survival of over 90% of them. In FY24, an additional one million trees are planned to be planted. In collaboration with the Forest Department (GOI) and TERRE Policy Center, a significant expansion of 16.5 hectares of forest land in Warje (urban Pune) has been reforested. This initiative has led to the creation of micro-habitats that support a diverse range of flora and fauna. Over the past decade, the project has expanded to cover an area of 200 hectares, contributing to the restoration of urban forest cover and the preservation of biodiversity. **Water Security** This year, the company announced an ambitious project of creating 100 Amrit Sarovars with a capacity of storing one crore litres of water each, leading to enhanced water availability in 75 sites in Palghar district and 25 sites in Pune & Satara district.

Foundation day program of ISDS at BNCA

Pune (Voice news service):- The Institute of Sustainability and Development Studies Pune (ISDS) at MKSS's Dr. Bhanuben Nanavati College of Architecture for Women (BNCA) on the occasion of its foundation day organized a National Symposium on India's life mission and sustainable development goals: 'Grass Root Innovations Bharatiya Approach Towards Sustainability'. Dr. Gajanan Dange, President Yojak Centre for Research, Ravindra Dev, Chairman MKSS, Dr Anurag Kashyap, Principal BNCA, Prof. Asmita Joshi Executive Director ISDS, Prof. Nidhi Dixit, Prof. Piyush Girgaonkar Urban Affairs and Advocacy, BNCA moderator amongst others were present on the occasion. The inaugural session was followed by panel discussions on life and SDGs moderated by Prof. Namrata



Dhamankar. Panelists included Devendra Pai, Course Director Indian Institute of Democratic Leadership, Muddu Krishna, Karmayogi Bharat Mission, DOPT, Government of India, Urban Planner and Berjis Driver, Climate Fellow at NIUA and Youth Ki Awaaz. The panel discussion on Grassroots innovations was moderated by Prof. Piyush Girgaonkar and the panelists included Bindi Patel, Founder and Director ECorect, Aman Jaiswal, Founder and CEO Gifreeng Innovations and Agritech, Amita Deshpande, Founder reCharkha-the

ecosocial tribe and Siddharth Roy, Founder That One Plus Project. Dr. Gajanan Dange said that India demonstrated effective leadership during G20 summit with Delhi Declaration. The world is taking note of India's leadership. The strategy to take everybody on board through consensus reflects our values and strength. India can show the path to achieve SDGs and balance progress with conservation. He added that at ISDS we will float effective studies and scholarships to bring and present development models

based on Indian principals. Ravindra Dev, Chairman MKSS sustainability is rooted in Indian culture and every individual should strive to live in harmony with nature. ISDS is working towards this direction and in coming days will gain importance not only in India but also outside India. Dr. Anurag Kashyap gave the welcome address and briefed the audience about various activities and collaborations of BNCA including UN academic impact program. ISDS was formed primarily to spread awareness on sustainability development norms, he said. Prof. Asmita Joshi gave a brief overview of activities of ISDS in past one year. She said that this unit is integrating sustainability and education and is engaged in skilling, education, advocacy, innovation and research. ISDS is trying to bring about a positive change through localised approach.

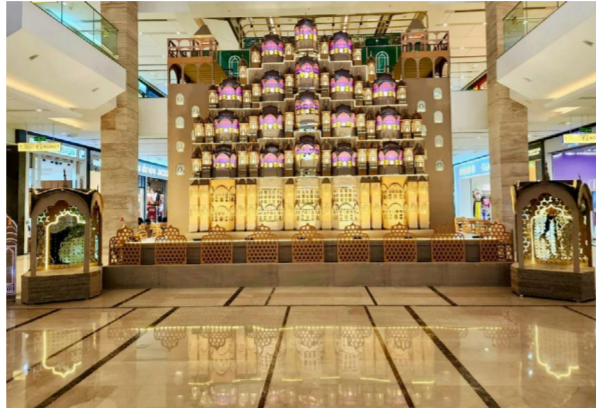
Bank of Baroda Introduces bob LITE Savings Account – a Lifetime Zero Balance Savings Account

Pune (Voice news service):- Bank of Baroda (Bank), one of India's leading public sector banks, has introduced the bob LITE Savings Account – a Lifetime Zero Balance Savings Bank Account, as a part of its "BOB Ke Sang Tyohaar Ki Umang" festive campaign. bob LITE offers customers a hassle-free banking experience without any minimum balance requirement. Further, to cater to the requirements of different customer segments, the bob LITE account also comes

with a lifetime free RuPay Platinum Debit Card on maintaining a nominal Quarterly Average Balance (QAB) in the account and account-holders can also avail a lifetime free credit card, subject to eligibility. The bob LITE Savings Account also comes loaded with offers during the festive season. As a part of its ongoing festive campaign, Bank of Baroda has tied up with leading consumer brands across categories such as Electronics, Consumer Durables, Travel, Food, Fashion, Entertainment, Lifestyle, Grocery and Health, offering a host of attractive offers and discounts on Bank of Baroda Debit and Credit Cards. The festive campaign will run up to 31st December, 2023 and cardholders can indulge in special offers from brands such as Reliance Digital, Croma, MakeMyTrip, Amazon, BookMyShow, Mynta, Swiggy, Zomato, and more. Speaking on the occasion, Shri Ravindra Singh Negi, Chief General Manager - Retail Liabilities & NRI Business, Bank of Baroda said,

"We are pleased to introduce the bob LITE Savings Account, with the twin objective of bringing banking within reach with an account that is light on charges, while also delivering more joy to our customers this festive season. The account can be opened by any resident individual, including minors above the age of 10 years. bob LITE opens the doors to the formal banking ecosystem for a new generation of aspiring Indians and is aimed at fulfilling their hitherto unmet banking needs."

Nexus Westend & Pavellion Mall announces their sustainable festive campaign



Pune (Voice news service):- As the global community grapples with escalating challenges posed by increased carbon footprint, Nexus Select Trust, India's largest retail platform remains firmly grounded on their commitment of building a world of inclusive and sustainable development. Reinforcing the promise of making environment friendly choices and encouraging others to do the same, India's largest mall

owner and operator has launched an innovative Sustainable themed Diwali campaign inviting people from all over the country to come forward and donate packaging waste, paper bags and old newspapers etc. The highlight of the campaign are the Diwali installations at most of their malls, which are made mostly from recycled paper and corrugated sheets. This festive season, Nexus Westend Mall in redefining

the spirit of celebration by choosing sustainability, diversity and togetherness above everything else and recreating Shanivarwada and Nexus Pavillion showcases the Huge Hawa Mahal setup. Leading in to this festive season, they have announced assured prizes for customers who shop above Rs 5000 from October 15 onwards. At a portfolio level, this unique initiative is not only restricted to promoting an eco-friendly environment

but will also embody the spirit of Indian heritage and diverse culture as each installation will be a visual representation of one of India's most iconic monuments like India Gate, Hawal Mahal, Lotus temple etc. Crafted entirely from the recyclable corrugated cardboard, each of these installations will be both testament and reminder of the positive impact achievable through collective environmental responsibility.

Respond is better than reactions says motivational speaker Sonu Sharma on occasion of Silver jubilee year of Brotherhood Foundation

Pune (Voice news service):- The people of society should make their respond instead of reactions about any particulars events say renowned motivational speaker Sonu Sharma here today. He was speaking to a gathering organized by Brotherhood Foundation on occasion of its Silver jubilee. The youth are the future of the country and they have to adopt innovation ways in the era of today's modern technology, Mr Sharma suggested. Focusing more on youth generation, The eminent speaker said that they have many potentials and opportunities, just there is needs to catch it, he added. Talking about hectic and busy today's life, Mr Sharma advocated that it has to control somewhere. They should devote some times of their family, relatives and keep their commitments towards them, he added. Every person has unlimited potential, but it is a fact that we do not use enough



of them at the right time. Talking about success Mantra, the well-known motivational expert sharma said it is not far from us just need of dedications and hard works. A heavy crowd of audience was witness when Sharma started his lecture on topic of Characterized by conversational style, sprinkling of light humour, theatricality in presentation, precise awareness and understanding of the subject. The event was organized at Bantara Bhavan by Brotherhood Foundation which begins its journey of silver jubilee this year which is one of the Pioneering social

organisation in India today. The Foundation's President Pawan Kumar Jain, Founder Jaiprakash Goyal, Ishwar Chand Goyal, Secretary Ravikiran Agarwal, Joint Secretary Narendra Goyal, Treasurer Sanjay Agarwal, Coordinator Colonel Naresh Goyal, Mukesh Kanodia, Sanjay Agarwal and officials of various clubs and organizations of city, prominent dignitaries along with others towering personality were present on the occasion. This orientation conference was organized with the aim of bringing together all the clubs and organizations of the Agarwal

community in Pune district and uniting the Agarwal community into one family, said organizers. Elaborating further sharma said "Knowledge is power," it should be reflected in your bank account, otherwise it becomes just a phrase. He said in any field where opportunities arise, positively embrace and embrace changes over time, they will bring you many new opportunities for success, those who do not face the changes, are thrown out of the business by the competition, he added while giving many fresh examples from around the world. "I think first about what might happen in your field in the next 10 to 25 years. If you are predictive, you will be able to anticipate the next changes and make the corresponding changes immediately. Because any market is constantly looking for something new, different, attractive. Respond to that innovation, success is yours, Sharma opined.

The JCB Prize for Literature announces its Shortlist for the 6th Year

Pune (Voice news service):- In its sixth year, the JCB Prize for Literature announced its 2023 Shortlist at the Jai Mahal Palace in Jaipur. The intimate event, prior to the Award Ceremony in November, was attended by authors, translators, and the community of book lovers in the city. Jury members Srinath Perur, Somak Ghoshal and Kavery Nambisan announced the Shortlist of five books including three translations from Bengali, Hindi and Tamil. The JCB Prize for Literature is a Rs 25-lakh award presented each year to a distinguished work of fiction by an Indian author. Each year, the Literary Director appoints a jury of prominent individuals from various areas of Indian social and intellectual life. Every member of the jury reads every novel entered for the Prize and is alone responsible for selecting the Longlist (of five), the Shortlist (of five), and the winner. The announcement was followed by actor Divya Seth Shah, and poet and researcher, Wamiq Saifi reading from the shortlisted books. The dramatized readings were interspersed with a musical performance by Dayam Ali



on sarangi and Pt Harihar Sharan Bhatt on sitar, giving the audience a taste of a truly diverse Shortlist spanning across geographies and time. **The 2023 shortlist includes:** The Secret of More by Tejaswini Apte-Rahm (Aleph Book Company, 2022) The Nemesis by Manoranjan Byapari, translated from the Bengali by V. Ramaswamy (Westland Books, 2023) Fire Bird by Perumal Murugan, translated from the Tamil by Janani Kannan (Penguin Random House India, 2023) Mansur by Vikramajit Ram (Pan Macmillan India, 2022) I Named my Sister Silence by Manoj Rupda, translated from the Hindi by Hansda Sowvendra Shekhar (Westland Books, 2023)

Commenting on the shortlist, the chair of the 2023 jury, Srinath Perur said, "In our shortlist meeting we reluctantly set out to eliminate five books from the longlist of ten. It turned out that every book on the longlist was a serious shortlist candidate for at least one jury member. But in the end there were exactly five books that all five of us wanted on the shortlist. None of the books was easy to let go of, and those that made the cut did so by the jury's unanimous decision." As the winner announcement approaches, Mita Kapur, Literary Director, stated, The 2023 Shortlist of five books for the JCB Prize for Literature beautifully captures the kaleidoscope of India's literary landscape. Each tale is a captivating dance of

words—a testament to our rich literary pulse. The contribution of our publishers, bookstores, and the online community in amplifying these voices has been invaluable. As you delve into these books, you'll discover reflections of our shared human journey, and find myriad emotions and tales that resonate." The winner, set to be announced on 18 November, will be granted a cash prize of Rs 25 lakh. If the winning entry is a translation, the translator will be presented with an additional cash prize of Rs 10 lakh. Moreover, each of the five authors on the shortlist are awarded Rs 1 lakh, and if the shortlisted piece is a translation, the translator receives Rs 50,000. The 2023 Shortlist includes three translations, from Bengali, Hindi and Tamil Tejaswini Apte-Rahm's debut book, and Hansda Sowvendra Shekhar's debut translation make it to the Shortlist. The Shortlist announcement was followed by dramatized readings of the books by Divya Seth Shah and Wamiq Saifi, and a musical performance by Dayam Ali on sarangi and Pt Harihar Sharan Bhatt on sitar

MCA joins hands with Punit Balan Group to boost cricket development in Maharashtra

Pune (Voice news service):- Maharashtra Cricket Association (MCA) has received a significant boost in their mission of developing cricket in Maharashtra as they announced Punit Balan Group (PBG) and Manikchand Oxyrich as its main partners on Monday while launching a new jersey for the 2023-24 season. PBG aims to nurture the country's promising sports talents and is committed to fostering the culture of excellence and growth as it supports close to 60 talented athletes across sports. And now PBG and Manikchand Oxyrich will be working along with MCA to take cricket to the next level in the state, promoting and developing the game in the remote areas of the state.



"The deal with the Punit Balan Group and Manikchand Oxyrich is worth Rs 5 crore per season for the next five seasons. The deal with Punit Balan Group and Oxyrich will

help MCA provide better facilities like infrastructure development, welfare schemes and grassroots development in remote pockets of the state with a focus on talent identification and grooming of young players," MCA president Rohit Pawar said in a press conference on Monday. "Punit Balan Group and Manikchand Oxyrich are reputed business groups in Pune with a proven track record in sports. They have supported athletes from various disciplines and have helped them achieve their dreams. That was a primary reason we decided to collaborate with

them for the betterment of Maharashtra cricket," Pawar added. The association will help nurture the next cricket heroes for the state as well as the country with the better facilities. Talking about the association, Punit Balan, Chairman & Managing Director of the Punit Balan Group, commented: "Through our sports division, we want to support athletes from various disciplines and we are happy to support Maharashtra cricket. We are supporting 60 athletes independently through our sports division and we want to see them represent India at the highest

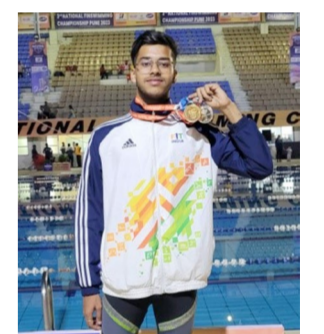
level and we are committed to supporting them in this process. We see the same potential with Maharashtra cricket under the current leadership of Rohit Pawar." As part of the deal, Punit Balan Group logo will appear on the front of the shirt of Maharashtra's men's and women's teams across all age groups and senior teams (Ranji Trophy) whereas Manikchand Oxyrich logo will be on the shirt sleeve. MCA secretary Shubhendra Bhandarkar, MCA apex council members - Vinayak Dravid, Suhas Patwardhan, Raju Kane, Ranjit Khirid, Kamlesh Pisal, Sushil Shewale, Sunil Mutha, Ashok Vaze, Kalpana Tapkir and COO Ajinkya Joshi were also present at the press conference. Rohit Pawar also invited corporate houses to develop the MCA facilities at Latur and Dhule and proposed selling of naming rights for an appropriate amount.

Suryadatta's Sabyasachi Panigrahi shines at the 3rd National Finswimming Championship

Pune (Voice news service):- Sabyasachi Panigrahi, a bright talent hailing from Suryadatta College of Management, Information Research and Technology (SCMIRT), has made his institution proud by securing top honors at the 3rd National Finswimming Championship held in Pune. Sabyasachi's remarkable performance in the championship reaffirms his commitment and dedication to the sport of finswimming. Sabyasachi Panigrahi, a second-year BBA (IB) Student at SCMIRT, clinched two medals in the championship that is gold in the 50-meter Surface Swim and silver in the 50-meter

Apnea Swim. Sabyasachi's extraordinary skills in the 50-meter surface swim event brought him the coveted gold medal. His swift movements and unmatched prowess in this category left the audience in awe. His exceptional underwater abilities and discipline shone through as he secured the silver medal in the 50-meter Apnea swim, a category that demands both endurance and technique. His achievements highlight the exceptional training and support provided by SCMIRT in nurturing not only academic excellence but also athletic talents. Sabyasachi's

dedication to his sport has set a shining example for his peers, demonstrating that with passion and hard work, one can excel in various facets of life. Dr. (Prof.) Sanjay B. Chordiya, Founder and Chairman of the Suryadatta Group of Institutes, expressed his delight in Sabyasachi's achievements. He said, "Sabyasachi's victory in the 3rd National Finswimming Championship is a moment of great pride for us at SCMIRT. We believe in fostering holistic development among our students, and Sabyasachi's success is a testament to our commitment to nurturing talent beyond academics. We applaud



his dedication and commendable performance." Sabyasachi Panigrahi's success serves as an inspiration not only to his fellow students but to the entire institution. SCMIRT wishes him continued success in his endeavors and endeavors to support more such talent in the future.

U Mumba gearing up for PKL Season 10 with cutting edge training at the IIS-JSW facility in Bellary

Pune (Voice news service):- Ahead of the 10th edition of the Pro Kabaddi League (PKL), U Mumba is conducting its pre-season preparatory camp at JSW's elite, high-tech Olympic training center located at the Inspire Institute of Sports (IIS) in Bellary, Karnataka. The IIS facility boasts a spacious Kabaddi training hall, and finding a facility that combines all the essential elements under one roof in a world-class, state-of-the-art facility is a rarity. The tailored amenities meeting all kinds of athletes' needs have enhanced the wholesome fitness experience for the players as they train and work toward their preparation goals under the watchful eyes of the U Mumba coaching staff. "The objective of this camp is to ensure that each player on our team is well-prepared and ready to meet all the requirements, excel, and showcase optimum fitness during the upcoming



kabaddi season. This facility offers world-class amenities and a conducive environment for athletes. The inspiration and strong work ethic from athletes that emanates from every corner of this institute is undeniable, and it is rightly known as the Inspire Institute of Sport. Besides, this way we're equipping the players with the best facilities in the country and there really can be no excuse on the fitness front." explained U Mumba CEO Suhail Chandhok. The sprawling campus offers a range of facilities, including a world-class gym,

levels of fitness and customized to meet specific goals aimed at enhancing individual player performance. JSW's Inspire Institute of Sport will significantly boost U Mumba's prospects in Pro Kabaddi League Season 10," added Coach Gholamreza Mazandarani. The 43-day camp commenced on October 15 and will continue until November 28. The inspiration that every corner of the training center has witnessed as top athletes train here has been a unique experience for this PKL outfit. The camp will be taking place in two phases to improve fitness levels and adopt deeper tactical and match related strategies. The first phase of the camp will break for five days for Diwali on November 15, before the entire squad reconvenes. The 10th edition of PKL will return as a 12-city caravan format, with the league commencing on December 2, 2023.

VIBGYOR High Balewadi Successfully Hosted the Prestigious CISCE National Handball Competition

Pune (Voice news service):- VIBGYOR High Balewadi proudly hosted the national extravaganza, the CISCE National Handball Competition, from Tuesday 17th to Friday 20th October. This marked the first time that VIBGYOR had the honor of hosting such a grand

national event, organized by the Association of Indian School of Maharashtra (AISM) in collaboration with the Council of Indian School Certificate Examination (CISCE) and supervised by the Maharashtra & Goa Region. As the matches concluded,

the jubilant sounds of victory filled the air, with the winning teams XX claiming their well-deserved accolades. A presentation ceremony followed the finals, recognising the relentless efforts of these young sportspersons and the unwavering dedication they showcased throughout

the tournament. There was a display of healthy competition over four days as participants from over ten states including North India, Karnataka, Uttar Pradesh, Uttarakhand, Bihar, Jharkhand, Andhra Pradesh, Telangana, West Bengal, and Maharashtra vied for top honors.

Greaves Finance Ltd., introduces “evfin”, an innovative platform for electric vehicle financing in Pune

Pune (Voice news service):- Greaves Finance Ltd., a non-banking financial company (NBFC), has launched its groundbreaking financial platform called “evfin” in Pune. evfin is India’s first consumer finance technology platform dedicated to electric mobility and other sustainable solutions, supported by an advanced digital lending suite, innovative assets, and management technology. To expedite the transition towards electric vehicles amidst their increasing adoption, it is crucial to address the complete lifecycle journey of EV usage for consumers. evfin offers an unprecedented suite of innovative experiences. This suite ensures a superior EV journey throughout the ownership lifecycle, providing accessible and cost-effective financing options. Positioned to expedite the transition towards electric mobility, Pune joins the ranks of pioneering cities embracing this transformative financial initiative. Earlier this year, evfin had announced its partnership with Ather Energy, India’s leading electric two-wheeler manufacturer. Further, evfin offerings are also available in all leading

EV 2 wheeler OEM dealerships like Ampere from Greaves, Vida from Hero Motor Corp, OLA Electric and for TVS iQube in your city. evfin’s offers customers exclusive access to a diverse range of financing solutions customised to cater to their individual needs and preferences and aims to revolutionise the electric vehicle ownership experience, enhancing convenience and appeal for potential EV owners. evfin customers will have an exclusive privilege of accessing curated financing schemes, each thoughtfully tailored to accommodate a diverse range of needs and preferences with a core focus on buyback and upgrade. evfin has options like zip.fin for those who are looking for the lowest interest rates, eco.fin for those who value eco-friendliness and affordability, smart.fin for the tech-savvy early adopters with assured buyback options, ride.fin for the daily commuters looking for low EMIs, and protect.fin for those who crave assurance. These choices go beyond the run-of-the-mill financing packages, allowing one to select what aligns best

with their financial goals and overall peace of mind. evfin stands out from traditional EV financing options through its innovative approach and unique features and services tailored to address consumers’ concerns when considering electric vehicle purchases. To tackle these concerns, evfin proposes to offer “assisted buying” providing custom recommendations based on individual needs and circumstances. This personalised guidance helps one make informed choices about their EV purchase. The protection plans include extended warranties and locked-in resale prices, giving customers confidence that their EV will retain its value. The partnership between evfin and Ather Energy is a testament to their commitment to accelerating electric mobility adoption in India. As the country moves towards a greener and more sustainable future, this collaboration will facilitate EV ownership and contribute to a cleaner environment. To commemorate the festive season, evfin offers exclusive inaugural offers to customers, like assured cashback and a chance to win an iPhone 15 pro.

MSDE organizes a day-long workshop on Implementation of Skilling component under PM Vishwakarma Scheme

Pune (Voice news service):- In line with the government’s commitment to enhance the livelihoods of traditional artisans and craftsmen by equipping them with skill training in modern tools pertinent to their specific trades, the Ministry of Skill Development and Entrepreneurship (MSDE) organized a day-long workshop focused on implementing the skill development component under the PM Vishwakarma Scheme. The workshop focuses on the multidisciplinary approach to streamline and expedite the identification and onboarding of training institutions to impart skilling component under PM Vishwakarma Scheme. Further, the emphasis would be to engage experienced and respected artisans from SAMAJ to become master trainers and trainers as per Guru-Shishya Parampara for imparting training. Senior Officials of MSDE and Ministry of Micro, Small and Medium Enterprises (MSME), Regional Directorate of Skill Development and Entrepreneurship (RDSDEs), Regional and State Engagement Teams, Directorate General of Training (DGT), National Council of Vocational Education and Training (NCVET), Sector Skill Councils (SSCs), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Indian Institute of Entrepreneurship (IIE), National Institute of Electronics and Information Technology (NIELIT), Central Institute of Plastic Engineering and Technology (CIPET), Krishi



Vigyan Kendras (VKVKs), Indian Council of Agricultural Research (ICAR), Khadi and Village Industries Commission (KVIC) and National Skill Development Corporation (NSDC) amongst others participated in the workshop. Speaking on the occasion, Shri Atul Kumar Tiwari, Secretary, MSDE said, “Guided by the vision of our Hon’ble Prime Minister Shri Narendra Modi, the PM Vishwakarma Yojana stands as a testament to our commitment to empowering our workforce through skill development, for it is in the mastery of skills that we shape the future of our nation. Our discussion at the workshop today reinforces the need for developing the competency-based framework, pinning down skills at district level and developing capacity building programmes for trainers to improve the reach, quality and accessibility of skilling schemes aligning with market demand. These outcome-driven interventions will bring us closer to our dream of enabling artisans to showcase their products on a global scale. I am confident that equipping artisans with financial aid, strengthening training infrastructure and

SAIF Zone highlights opportunities for Indian companies to expand business globally through UAE



Pune (Voice news service):- The Comprehensive Economic Cooperation Agreement (CEPA) signed by India and the UAE is an important milestone in trade relations between the two countries. The businesses from both India and UAE have already started leveraging upon the duty waivers and enhanced market access offered under the CEPA, resulting in not only boosting bilateral trade but also two-way investment flows. In line with this, ASSOCHAM organized One to One Meetings on 23 and 24 October in Pune between delegates from Sharjah Airport International Free Zone, Govt. of Sharjah, UAE and ASSOCHAM Members from Pune. These meetings were organized with the support of Deccan Chamber of Commerce Industries And Agriculture, Pune; World Sikh Chamber of Commerce and Rifah Chamber of Commerce. The meetings helped Pune Industries to understand the benefits of India-UAE CEPA & how Indian companies can expand their operations into foreign markets through

establishing branches and subsidiaries and using UAE as base to enter and export to the other Gulf countries, Africa, Europe etc. More than 70 companies attended the meetings. Mr. Raed Bukhatir, Commercial Director, SAIF Zone, Govt. of Sharjah, UAE said, “There is a significant demand for Indian Products in UAE and other GCC markets and Indian exporters must utilize this opportunity. Following the CEPA, UAE will emerge as a major re-export centre. There are many promising opportunities and incentives in SAIF Zone for Indian companies that an investor can enjoy. For Indian businesses looking at the markets in the Middle East, North Africa and Central Asia, Sharjah Airport International Free (SAIF) Zone, could be a force multiplier for their marketing efforts. There are lot of synergies between Pune based industries and UAE. This is one of the reasons to organize meetings in Pune so that we can increase the awareness among the industrialists and to give all the help to set up their business on the global level.”

Political representation of Muslims in country and state disappointing: Abdur Rahman



Pune (Voice news service):- The number of Muslims in the country is 14.2 percent. Democracy has given the right to Muslims in the country to raise their demands, and rights and to increase their representation in politics to elect a sufficient number of candidates in Lok Sabha, and Vidhan Sabha. Even so, political parties do not give candidatures or tickets to Muslim candidates on a proportional basis. Since the first election, Muslims have been given political representation in only half of the seats. Therefore, former Special Inspector General of Police, Abdur Rahman urged Muslim brothers to be aware and active in politics. A seminar was organized at Khandupada in Bhiwandi on the book ‘Absent in Political and Power’ by Abdur Rahman. At that time the writer Rahman said. This book provides a research commentary on the participation of Indian Muslims in the political sphere and their lack of adequate representation in politics. On this occasion Islamic Scholar and Educator Maulana Sajjad Noman, President of All India Muslim OBC Organization Shabbir Ahmad Ansari, Adv. Yasin Momin, Adv. Kiran Channe, Mohammad Fazil Ansari, and other dignitaries were on the dais. Rahman said since the first Lok Sabha elections were held in 1952 till 2019, 17 elections were held. In this, 1070 Muslims were to get representation or seats to contest Lok Sabha elections. But, only half of it has been represented so far. Except for RJD, none of the political parties like BJP, Congress, NCP, or BSP have given adequate political representation to Muslims. Seeing the situation in 1952 and 1957, Pandit Nehru also asked his party president to give tickets to Muslims in proportion to their population. But it has not yet been implemented. Muslims have to endure discrimination

and violence like Dalits and tribals. There is an Atrocities Act for Dalits and Adivasis. But Muslims do not have laws like Atrocities to protect them. In the state of Maharashtra, the Muslim population is 11 percent and compared to that, 5 Lok Sabha seats are needed. But looking at four to five elections, only one Muslim candidate has been given. Dhule, Malegaon, Bhiwandi, Akola, Aurangabad, and Nanded are Muslim-majority Lok Sabha constituencies. But Muslims did not get tickets at this place. This is the situation in the Legislative Assembly. “Apart from the Civil Reforms Act, they mentioned various laws and how they are anti-Muslim,” Rahman said, Laws like triple talaq, and CAA are being brought against you. Mob lynching has increased. But there are not enough Muslims in Parliament to raise voices against this. He also expressed his displeasure that there is no development in Muslim-dominated areas like Malegaon, and Bhiwandi and not only Bhiwandi is called the Manchester of India’s textile industry, but businessmen are not given concessions in light bills. He also conveyed the message that Muslim brothers should be politically aware and ask questions to those whom they vote for. Also, politics is not bad but the people in it are bad. Encourage your children to be active in politics and make a difference by exercising 100 percent voting rights, he also explained. On this occasion, Maulana Sajjad Noman praised Rahman’s book and appealed to read it. While guiding the audience, he said that no organization or political party is our enemy or cause to stay behind us. We are responsible for it. At this time, we must be aware and demand our rights. At this time Adv. Kiran Channe and others gave speeches. The program concluded with the National Anthem.

NSDC onboarded upGrad as its Digital Learning Partner to support the Skill India initiative

Pune (Voice news service):- The National Skill Development Corporation (NSDC) has solidified a significant partnership with upGrad, Asia’s largest learning, skilling, and workforce development company. Together, they have signed a Memorandum of Understanding (MoU) to deliver high-quality higher education and skilling programs to India Youth, aiming to boost the country’s skill-ability.



Agarwal. Under this groundbreaking partnership, learners from all walks of life —college students, graduates, freshers and working professionals, will have access to the online programs spanning Emerging Technologies, Management, Law, Digital Marketing, and more and a co-branded certification. Moreover, participants will benefit from immersive learning experiences, including industry-ready projects, bootcamps, masterclasses, live sessions, and personalized one-on-one mentorship. In a unique arrangement, the MoU ensures that NSDC learners receive exclusive access to upGrad’s comprehensive career development services, including valuable placement opportunities both within India and Internationally,

thereby enhancing their career prospects significantly. This collaboration marks a pivotal moment in India’s education sector, promising a brighter future for learners and professionals alike. Commenting on the development, Ved Mani Tiwari, CEO, NSDC and MD, NSDC International said, “The positive economic impact of digitalization can be seen across our economy. We are witnessing unprecedented growth and opportunities for our youth in this digital revolution. And as technology gets adopted at a global scale, we at NSDC are introducing initiatives that enable our youth to become the new-age innovators. Today, we are well-positioned to leverage the prospects being extended by technology and can cater to it by focusing on intensive

South African Tourism aims for increased inbound traffic from Pune; hosts ‘Learn SA’ workshop for travel trade partners

Pune (Voice news service):- Recognizing the strong uptick in tourist arrivals throughout the first half of the year, South African Tourism with an aim to sustain the travel momentum hosted the second workshop of ‘Learn South Africa’ 2023 in Pune. In line with the tourism board’s strategy to surpass pre-pandemic arrival numbers by the end of the year, the hallmark travel trade training session ‘Learn SA’ is aimed at equipping travel agents with the finest tools to sell the destination effectively. In efforts to propel the strong travel momentum witnessed during the initial six months of 2023, the 6-city training session which concluded in Delhi and Pune will be followed by Kolkata, Kochi, Indore and Jaipur. On-ground events such as ‘Learn SA’ assist the tourism board in setting the ground for aligning trade partners with the board’s well-developed strategy to boost growth and attract Indian travellers to the Rainbow Nation. The workshops also act as a valuable platform for expanding South African Tourism’s network of trade partners by inviting a delegation of new players and encouraging them to participate. This immersive experience aims to equip them with the necessary knowledge and tools to effectively market and represent the country, further enhancing our collaborative efforts to showcase the diverse attractions and experiences that South Africa has to offer. India is currently the 6th largest international source market for South Africa and the tourism board believes that the country has a significant role to play when it comes to the prospering tourism landscape of South Africa. In Pune, the workshop garnered the participation of over 111 trade partners. Further, for this year’s edition of ‘Learn SA,’ more than 1,000 trade partners are expected to be in attendance from all over India. The 9th edition of ‘Learn SA’ focuses its lens on novel activities, unexplored provinces, and hidden gems of South Africa. Commenting on ‘Learn South Africa’ 2023, Ms. Neliswa Nkani, Hub Head – Middle East,



India and South-East Asia, South African Tourism said “I want to extend my heartfelt gratitude to the Indian trade fraternity for being a part of this workshop and playing a pivotal role in its success. Their enthusiasm, dedication, and eagerness to learn more about South Africa have not only elevated this initiative but laid the foundation for enduring partnerships that will continue to grow in the years to come. This year, through our collaborative efforts, we have witnessed a significant growth in tourism from India and it further reinforces my belief that this is only the beginning. It will be our endeavour to innovate and to explore newer avenues of association by expanding such programs to tier-2 and tier-3 cities of the Indian market.” Pune is one of the key emerging source markets for South African Tourism in India. The Rainbow Nation has been seeing an increased preference for leisure as well as business travellers from the country, thereby contributing to the flourishing footfalls. During the period January – June 2023, the tourism board witnessed a 18% jump in business travellers from Pune in comparison to January – June 2022. Of the overall inbound traffic from the city, over 88% of the travellers chose South Africa for their business and MICE initiatives. Owing to its novel initiatives and collaborative efforts throughout the year, South African Tourism has witnessed over 80% growth in arrivals from January – July 2023 in comparison to the same period last year. South African Tourism is deeply invested in India as part of its long-term global strategy, and it is one of the top-3 focus markets for the tourism board globally.

Empowering Education: The Lexicon Group of Institutes Join Forces with CESIM India in New Partnership

Pune: The Lexicon Group of Institutes is proud to announce a strategic partnership with Cesim India Private Limited. This partnership was solidified in the presence of the Hon’ble Anna-Maja Henriksson, Minister of State for Education, Finland, marking a significant milestone in the pursuit of learning enhancement. The Agreement of Association signed between the organizations signify a shared commitment to the empowerment of education, fostering critical thinking and problem-solving skills among students. The event was conducted under the aegis of Education Finland and Business Finland, further strengthening the commitment to educational excellence. This collaboration marks a significant step towards a brighter future for students, equipped with the skills and knowledge necessary to excel in a rapidly evolving world. “Business simulations, in our partnership with Cesim India

Private Limited, epitomize our commitment to nurturing innovative, critical thinkers ready to shape the future. These simulations, best suited to complement existing teaching resources, fulfill the learning aspirations of modern learners and prepare them for the real world. They empower students to navigate uncertain times, overcome failure, and turn the tide while offering a real-world environment for the development of soft skills and practical application of theory.” Said Mr. Nasir Shaikh, Group CEO, The Lexicon Group of Institutes, EduCrack, & EasyRecruit+ The core objective of this partnership is to introduce tailored business simulations that will strengthen the analytical and creative abilities of students. The business simulation model works by creating different scenarios that enable students to go beyond textbooks and practically experience situations they may encounter over time. These



simulations create a competitive and dynamic environment that helps participants develop a keen and clear mindset about the external world. The benefits of these simulations are numerous, with the most important being the retention of knowledge. “We are pleased to join hands with The Lexicon Group of Institutes in this endeavor. This collaboration equips future leaders with the expertise required to excel in an ever-evolving world, fostering a dynamic and competitive learning environment. These

simulations go beyond conventional education, preparing students to become agile and effective leaders” said Mr. Varun Patil, Managing Director of Cesim India Private Limited. This Memorandum of Understanding heralds a new era of learning and growth for The Lexicon Group of Institutes and Cesim India Private Limited. Together, they are poised to shape the future of education by nurturing visionary thinkers, adept problem solvers, and the leaders of tomorrow.

Tata Motors unveils state-of-the-art facilities for development of Hydrogen propulsion technologies

Pune (Voice news service):- Tata Motors, India's largest automobile company, unveiled two state-of-the-art & new-age R&D facilities for meeting its mission of offering sustainable mobility solutions. The unveilings constitute of engine test cell for development of Hydrogen Internal Combustion Engine and the necessary infrastructure for storage and dispensing of Hydrogen fuel for the Fuel Cell and H2ICE vehicles.

These facilities are yet another step forward from the company towards carbon neutrality, while tapping the strong potential of Hydrogen as a clean energy source.

Speaking on the occasion, Mr. Girish Wagh, Executive Director, Tata Motors, said, "Tata Motors has been leading the global megatrend of sustainable, connected and safer mobility in India. We believe Hydrogen to be the fuel of the future, especially for commercial vehicles. With the opening of this dedicated R&D facility to develop and indigenise

Hydrogen propulsion technology, we are entering a new era of technological innovations and advancements in green mobility. The resulting benefits from an altogether new class of powertrains and engines will take our customers and our nation future forward."

Mr. Rajendra Petkar, President & CTO, Tata Motors, expressed, "This is a significant moment for us as we create Hydrogen based internal combustion engine development facility and the associated infrastructure for fuel storage and dispensing at our Engineering Research Centre. This development is a testimony to Tata Motors' continued commitment and leadership towards net zero and long-term vision for offering differentiated powertrain solutions across segments under one roof.

We have been investing in the Hydrogen technology for the last many years and continue to be committed for harnessing its maximum potential through research and



product development." Marching on its path to net zero, Tata Motors had showcased one of the widest range of commercial vehicle concepts at Auto Expo 2023 earlier this year.

It included the flagship Prima tractor, a heavy commercial vehicle in two avatars: one with a Hydrogen Internal Combustion Engine and other with Fuel Cell Technology along with the next generation Hydrogen Fuel Cell bus. Being the pioneer in the field of zero-emission technologies, Tata Motors on 25th September, 2023 delivered two first-of-its-kind, technologically advanced, safer, next-generation Hy-

drogen Fuel Cell powered buses to Indian Oil Corporation as part of a tender bagged in 2021.

Tata Motors is amongst country's most innovative vehicle manufacturers and its research and development facilities have consistently developed and engineered innovative mobility solutions powered by alternate fuel technologies: battery-electric, hybrid, CNG, LNG, Hydrogen ICE and Hydrogen Fuel Cell technologies. The company is poised to continue the leadership with green technologies and has been leading the electrification journey in India for cargo and passenger transportation.

Pune-based Nemophilis win the Mahindra Independence Rock band hunt

Pune (Voice news service):- The stage and the mosh pits of Mumbai's Bayview Lawns are ready to be ignited once again with the return of India's biggest rock festival - the Mahindra Independence Rock (Mahindra I-Rock) after its epic comeback post a nine-year hiatus last year. True to its tradition, this year, too, the iconic festival presented a country-wide online band hunt, Tomorrow's Headliners. The winning band, Nemophilis, selected by an esteemed panel of judges, will kick off the 29th edition of Mahindra I-Rock with their power-packed opening act.

In almost three decades and across 28 editions, Mahindra I-Rock still remains the ultimate test for underground rock talents seeking national and international recognition, where new, raw talents compete to share the stage with veteran rock bands. Numerous lucky emerging acts like Demonic Resurrection, Motherjane, Parikrama, Bhayanak Maut, Indus Creed, Agnee, Zero and Pentagram (to which Vishal Dadlani belongs) have walked onto the I-Rock stage as aspirants, eventually rising to fame, their guitar riffs and choruses becoming anthems for generations and even returning to their alma mater as part of the line-up. This has been the festival's unique legacy since its inception in 1986. And Mahindra I-Rock carried forward this legacy in its 29th edition this year through Tomorrow's Headliners, which gave a

new generation of artists the chance to follow in the footsteps of these legends.

The digital band hunt saw more than 100 aspiring rock acts from across multiple cities across the length and breadth of the country, including New Delhi, Lucknow and Shillong in the north and northeast, Pune in the west, Kolkata in the east and Bangalore and Chennai in the south, to name a few. These acts went head-to-head to clinch a spot in the finals. From amongst them, the top 3 moved to the final round to battle it out for the coveted win, from which Nemophilis was selected as the Band Hunt Winner and the opening act for this year's edition.

While talking about the band hunt, Mr VG Jairam - Founder of Hyperlink Brand Solutions, said, "I was happy to see an enthusiastic response from a fresh new wave of rock bands for this year's edition. The festival has always been about more than just music. It has not only witnessed but also played an intrinsic role in the evolution of rock music in India by identifying, empowering and nurturing local rock talent, who have, in turn, become an essential part of the enduring I-Rock legacy."

I-Rock began largely as a covers festival. However, the festival's eagerness to uncover and give new talent a chance to take the stage increasingly saw original rock music that isn't English-heavy but having distinct layers of In-

dian musical sensibilities. This marked a profound evolution in the Indian rock landscape, where musicians proved the genre truly transcends languages and geographies by blending diverse sounds of tabla, mridangam, flute, violin, and many other instruments for a crowd that was raging, headbanging nevertheless. Mr VG Jairam further added, "I believe we couldn't have had a more perfect jury. They are individuals who were once on the other side, aspiring to debut on the I-Rock stage, and I believe this perspective enabled them to truly recognise their talent and pick a deserving winner."

The panel of judges was made of I-Rock alumni and notable names who have shaped India's rock soundscape: Subir Malik (a stalwart in the Indian rock scene and the backbone of the band Parikrama which is an I-Rock alumni and a living testament of the festival's legacy) and Sahil Makhija, aka, Demonstealer (the face of Demonic Resurrection, another band discovered on the I-Rock stage which has pushed the boundaries and redefined the metal genre in the country). The jury represented the past, present and future of rock and metal in India. Their legacies are inspiring generations, and their immense wealth of experience offered them a unique lens to handpick the next-gen rockstars. The festival, in its first year, witnessed around 40 to 60 entries, and over the decades, it has seen

a consistent growth in the number of participating bands. Mahindra I-Rock 2022's band hunt saw more than 100 bands, while this year's edition also saw over 100 bands competing for the win. This is testament to the fact that there is no dearth of rock talent in the country, and that the rock movement of the 80s and 90s is alive and thriving.

Akarsh Singh (Drummer - Nemophilis) said, "We've grown up hearing about I-Rock and listening to indie rock bands who have been a part of its iconic stage. So, we are super excited to perform on the same stage as our favourite rock legends by being the opening act of the evening. It has given us the opportunity to be a part of the festival's rich legacy, and I think that is very cool. I am glad that winning the contest made this happen! Also, the release of our album "The Iceberg" is closely coinciding with our show in I-Rock so we could not be happier and more excited to play these songs live for the first time with our new I-Rock family."

As winners of this year's edition, Nemophilis will get the golden opportunity to perform alongside Mahindra I-Rock's phenomenal line-up of 10 exceptionally talented rock bands, including cult bands like Parikrama and Bhayanak Maut, besides T.ill APES, Girish and The Chronicles, Swarathma as well as Kathmandu-based Under-side, making it a rich celebration

Shri Gauranga Das Prabhu Ji promotes Govardhan SMILE and Bhaktivedanta Research Centre

Pune (Voice news service):- In a momentous event, Gauranga Das Prabhu Ji, a renowned spiritual leader and devotee, promoted two significant projects aimed at promoting spiritual and educational enrichment - SMILE - School For Mindful Leadership and Ethics and the Bhaktivedanta Research Centre.

SMILE, the School of Mindful Leadership and Ethics, is a pioneering institution dedicated to lead-

ership development like no other. Based on the teachings of Ramayana Mahabharata Bhagavat Gita Upanishads Puranas and Vedic literature and rooted in spirituality, values, and ethics, it stands at the forefront of leadership education with a unique focus on anchoring leadership practices to meet global sustainability needs, including Environmental, Social, and Governance (ESG) considerations. This school caters

to a diverse range of constituents, from corporate leaders, entrepreneurs, and next-generation family business leaders to investment bankers, private equity managers, school and college principals, temple administrators, and even leaders of non-profit organizations and government institutions. By instilling a strong foundation of values, ethics, and a spiritual ethos, Govardhan SMILE equips its students with leadership capabilities and

a deeply immersive ambience for holistic personal and professional growth. Speaking about SMILE, Gauranga Das Prabhu Ji emphasized, "Our vision is to establish a world-class leadership institute rooted in spiritual values, character, and commitment, fostering excellence, innovation, and social responsibility. Our mission is to empower leaders through proactive learning, character development, and a spirit of innovation.

Valvoline Cummins Private Limited Celebrates 25 Years of Innovation in India



Pune (Voice news service):- Valvoline Cummins Private Limited ("Valvoline Cummins"), the Original Engine Oil maker and a leading global lubricant manufacturer powering the future of mobility through innovative services and products completes 25 years of its operations in India, a milestone of Innovation & Excellence. Since 1998, when Valvoline Cummins embarked its journey in the Indian market, it has been committed to providing high-quality lubricants, exceptional customer service and innovative solutions to meet the evolving needs of the automotive industry.

With the legacy of 150-years globally, Valvoline has grown and thrived in India in the last 25 years, becoming a trusted brand among industry players. It's remarkable

journey in India over the past 25 years has been punctuated by a series of significant milestones and groundbreaking achievements.

The company embarked on its Indian journey, forming the Valvoline Cummins joint venture, which laid the foundation of its enduring presence in the country. Subsequently, setting up its manufacturing facility in India way ahead of its time, expanding its product range backed by R&D, fostering strong relationships with local OEMs & partners, and contributing to the country's automotive growth.

Mr Sandeep Kalra, Managing Director, Valvoline Cummins Pvt Ltd said, "We are extremely proud to celebrate this significant milestone of 25 years of the joint venture in India, a coming together of two giants, Valvoline, the

world's first trademarked engine oil and Cummins, the world's largest engine maker.

Whenever Cummins creates a product, Valvoline will make sure that there are lubricants, fluids and sustainable solutions that complement it. This achievement reflects our journey towards innovation, excellence, and dedication to delivering exceptional products and services to our customers. It also highlights our commitment to the Indian automotive industry and its growth. We are grateful for the trust and support that our customers, partners, and employees have placed in us over the years, and we look forward to many more years of innovation, collaboration and furthering our brand mission of inspiring and enabling what moves the world forward."

Commenting on the occasion, Ms. Michelle Brevin, Vice President, Asia Pacific, Valvoline Global Operations said, "Our combined commitment enabled our India JV to start off well, deliver winning propositions to customers and within a decade became one of the fastest growing multinational brands in India. And we didn't stop there. Both companies

worked very closely over the years on the transition from BS3 to BS4 and now BS6 technologies. We have created many industry-first initiatives in India which has helped establish Valvoline amongst the top 3 lubricant players in the Indian market."

In India, Valvoline Cummins manufactures a wide range of fluids, viz., engine oils, gear oils, radiator coolants, brake fluids etc. for engines made by various OEMs. Valvoline Cummins firmly believes that its growth potential lies in the quality of execution, power to innovate and in its resolve to remain a step ahead of market demands. Its mission as a brand is to leverage real-world insights to provide valuable tools that generate success for its customers and users.

As Valvoline Cummins commemorates its 25th anniversary in India, the company remains focused on its mission of powering the future of mobility through innovative services and products. With a steadfast commitment to excellence and a vision for continued growth, Valvoline Cummins is poised to make an even greater impact on the Indian automotive and industrial sectors in the years ahead.

M Powered Boldness: The first-ever BMW X4 M40i debuts in India

Pune (Voice news service):- The first-ever BMW X4 M40i was launched in India today. The car will be available in limited units and can be exclusively booked at the BMW Online Shop. The first-ever BMW X4 M40i is available in the country as a Completely Built-Up (CBU) model from today onwards.

Mr. Vikram Pawah, President, BMW Group India said, "The BMW X4 popularized the distinctive Sports Activity Coupe concept in India. It instantly became the vehicle of choice for customers who have a unique style that stands out from rest of the crowd. Now, we are really excited to announce the first-ever BMW X4 M40i and its introduction is a testimony to the enormous success of M powered vehicles and the growing popularity of exclusive M Editions in India. Engineered to outperform and designed to outlast, the BMW X4 M40i is a daring disruptor. With its performance-oriented style, distinctive aesthetics and heightened power, you will be sure to set yourself apart from the pack."

The first-ever BMW X4 M40i is available at an ex-showroom price of INR 96,20,000. "Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), GST on Tax collected at source, RTO statutory taxes/fees, other local tax cess levies and insurance. Price and options are subject to change without prior notice. For further information, please contact the local authorised BMW Dealer.

The first-ever BMW X4 M40i is available in following metallic paintworks - Brooklyn Grey and Black Sapphire. It features the standard leather Vernasca in Black and Tacora Red options. The first-ever BMW X4 M40i The distinctive sports activity coupe design of the first-ever BMW X4 M40i is a guaranteed head turner. The Dark BMW M kidney grille with chrome frame, double kidney bars in high-gloss black and M logo shows off the vehicle's athletic prowess. Its slim Adaptive LED Headlamps create a more focused face. The M Shadow Line lights offer a dark tint around



the headlamps. Fitted with the M High Gloss Shadow Line with extended features, the window graphics and roof rails, frame and the bars of the BMW kidney grille are finished in high-gloss black. Towards the rear, the X4 M40i features the free-form taillight trims in black chrome with the two "teeth" that emphasise the modernity of this progressive Sports Activity Coupé. The car is fitted as standard with 20-inch Jet Black M light alloy wheels double-spoke 699M with the mixed tyre 245/45 R20 at the front and 275/40 R20 at the rear. M Sport brakes are available with Red-high gloss brake calipers.

The interior boasts an exceptional level of comfort and functionality in a sporty ambience. The interior has clearly structured surfaces and an ergonomically impeccable cockpit design that ensures the driver's focus remains one hundred per cent on the intense driving experience. The M interior trim finishers Carbon Fibre ensures an exclusive motorsport atmosphere in the cockpit of the first-ever BMW X4 M40i. Driver and front passenger enjoy the superior flair of a premium SAC with Sports Seats which impress with numerous electrical adjustment options and memory function. The M Seat belts add to the powerful look of the car's interiors. Exclusive galvanic embellish on control elements for power windows, multifunction buttons on steering wheel, the door control panel and door lock switch create a high quality impression. A relaxed and harmonious lounge atmosphere is created thanks to a large electrically operated Panoramic sunroof. Ambient Lighting with six selectable light designs creates an atmosphere for every mood.

tiating city streets or driving around a circuit on a track day. The brake calipers are painted red and display the M logo. The BMW Performance Control System increases the stability of the car by targeted braking of the wheels. BMW EfficientDynamics doubles 'Sheer Driving Pleasure' with features such as Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, Electronic Power Steering, 50:50 Weight Distribution and many other innovative technologies. Using the Driving Experience Control switch, driver is able to choose between different driving modes (ECOPRO, COMFORT, SPORT/ SPORT+) to suit diverse driving conditions.

The first-ever BMW X4 M40i features cutting-edge safety technologies. It provides optimal support in any situation with six airbags, AttentionAssistance, Dynamic Stability Control (DSC) including Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensor, ISO-FIX child seat mounting and integrated emergency spare wheel under the load floor.

The modern cockpit concept BMW Live Cockpit Professional includes 3D Navigation, a 12.3-inch digital information display behind the steering wheel, a 12.3-inch Control Display and BMW Head-up Display. The occupants can operate a number of car functions simply by speaking to their BMW Virtual Assistant. Hands off the talking with BMW Gesture Control that recognizes six pre-defined hand movements for control of a number of functions. Wireless Apple CarPlay® / Android Auto ensure seamless smartphone connection with the car to access several functions. Harman Kardon Surround Sound System with 16 speakers conjures an engrossing treat for the ears. The spread of driver assistance systems is more extensive than ever. Park Assistant Plus with Surround View Camera makes parking in tight spots easier by taking over acceleration, braking as well as steering. The Reversing Assistant provides unmatched support in reversing out of a parking spot or through narrow driveways.