



## India's safest vehicle is now an EV

**Pune:** Tata Passenger Electric Mobility Ltd. (TPEM), a subsidiary of Tata Motors and the pioneer of India's EV revolution, has started FY 25 on a high as the company announced its SUVs – the Punch.ev and the Nexon.ev – achieved the coveted 5-star safety rating by Bharat-NCAP. Notably, the Punch.ev earned the highest rating by any Indian vehicle tested. With this result, all Tata.ev SUVs are 5-star certified by Bharat-NCAP.

Punch.ev is the newest offering in the Tata.ev portfolio. Based on Tata.ev's Pure EV architecture – acti.ev – it's a versatile and multi-talented EV, elegantly packaged in a stunning, classical SUV design. The Punch.ev seamlessly brings together features like Arcade.ev, air purifier, end to end LED DRLs with welcome and goodbye function, frunk, sunroof, all digital instrument cluster and infotainment among others. It also features 6 airbags, electronic stability program, ISOFIX, hill hold assist, roll over mitigation, iTPMS, and rear parking camera. Furthermore, 360 Degree camera, Blind Spot Monitoring, SOS Calling, Electronic Parking Brake with Auto Hold, All 4 Disc Brakes, and Hill Decent Control are offered in select variants.

electronic parking brake with auto hold, all 4 disc brakes, and hill decent control are offered in select variants. The kickstarter of India's EV revolution, the Nexon.ev has sold over 68,000 units since its launch in 2020.

It disrupts the market by not just offering a digital driving experience, featuring a 12 inch infotainment screen by Harman and a 9-speaker JBL sound system, but also through offerings like end to end LED DRLs with welcome and goodbye function, Arcade.ev – a first of its kind infotainment app store, and Vehicle to Vehicle charging and Vehicle to Load technology – something which is found only in luxury vehicles. Its standard safety feature list includes 6 airbags, electronic stability program with iVBAC, ISOFIX, hill hold assist, roll over mitigation, iTPMS, and rear parking camera. Furthermore, 360 Degree camera, Blind Spot Monitoring, SOS Calling, Electronic Parking Brake with Auto Hold, All 4 Disc Brakes, and Hill Decent Control are offered in select variants.

## Kenstar, Leader in Air Cooler Segment, Now Launches Large Appliances

**Pune (Voice news service):-** Kenstar proudly hosted its Annual Business Meet at the prestigious Hyatt Manesar, gathering over 1000 partners for a day of celebration, collaboration, and future planning. Record-Breaking Achievements in BY 2023-24

The business year 2023-24 marked a milestone for Kenstar as the company achieved a remarkable 130% target with an impressive 55% growth.

In his keynote address, Kenstar CEO Mr. Sunil Jain highlighted the regional and global triumphs of Kenstar:

"Leading in the entire South region, we have reclaimed our number 1 position in Karnataka. Our dominance continues in the East and West markets, with strengthened positions in Orissa and West Bengal. Here



in the North, the demand for big coolers is surging. Our journey to becoming a leader in this segment has shown tremendous response. With these achievements, we are on our path to becoming the No. 1 Air Cooler Brand in the country.

We kept pace with today's customers' needs. We started our online e-commerce and large format association journey. In just a few years, we are already one of the fastest-growing brands in the country on both e-commerce and large format channels.

Our success extends beyond India, with footprints in over 30 countries. We are leaders in the SAARC, Middle East, and Africa regions."

The event was graced by the presence of Kenstar's brand ambassadors, Rajkumar Rao and Paralekhaa, who added star power to the occasion by unveiling Kenstar's latest range of large appliances. Kenstar unveiled a comprehensive range of large appliances, including double-door frost-free refrigerators, split air conditioners, and fully automatic

washing machines. With this launch, Kenstar now offers a full stack of Home Appliances, reinforcing the brand's commitment to innovation and customer satisfaction.

In addition to expanding into large appliances, Kenstar showcased its commitment to offering the latest technology to customers by launching new BLDC cooler models at the Annual Meet. This advancement highlights Kenstar's dedication to providing energy-efficient and high-performance products.

Kenstar also continues to maintain a strong focus on its core categories, including Air Coolers, Small Home Appliances and water heaters. The company has significantly expanded its SKUs in these categories, now boasting over 100 SKUs in small home appliances alone.

## CHRIST University Shines in India Today 2024 Rankings

**Pune (Voice news service):-** CHRIST University has excelled in the latest Times Higher Education - Asian University rankings 2024 and is placed within the impressive 601+ category, marking significant achievements across various academic programs. Known for its commitment to innovation and quality education, the University has shown impressive standings in the India Today rankings 2024 across various disciplines.

India Today's June 2024 rankings notably place the Pune Lavasa Campus as the top institution in India for BCA. The BBA program is also a standout, securing the third position nationally. This recognition underscores the university's ability to offer a robust business education that prepares students for the challenges of the modern business world.

The BCom program has achieved the 11th rank. The program is celebrated for

its forward-thinking curriculum integrating traditional commerce education with essential modern skills, reflecting the university's focus on staying ahead in teaching and learning. The School of Law continues to uphold its reputation for excellence, securing the 13th position. The program is designed to meet global standards, providing a comprehensive legal education that equips students with the necessary skills to excel in the competitive legal field.

The MBA program continues to be a sought-after program with a strong emphasis on occupational readiness with a credible corporate placement record.

Known for adapting Learner Centric Courses and Experiential Education, these rankings validate the forward-thinking curriculum that integrates fundamental knowledge with modern skills that Christ University offers.

## New side airbag from ZF LIFETEC can increase the crumple zone in the passenger compartment

**Pune (Voice news service):-** A two-stage side airbag from ZF LIFETEC uses the milliseconds before an unavoidable crash to build up valuable distance and better protect the occupants. The Pre-Crash Dual Stage Side Airbag (Dual Stage SAB) triggers its first stage around 200 milliseconds before the collision and pushes the occupants a few centimeters into the vehicle interior, away from the expected impact point. Thanks to this gain in space, the actual side airbag with the second stage can develop its full protective effect during the collision.

According to Euro NCAP, side collisions account for around a quarter of all accidents in Europe. The association also states that side collisions are the second most common cause of death and serious injury. The reason for this is that there is little crumple zone available in the event of a side impact, which can lead to deep intrusions (penetrating deformation of the occupant cabin). Serious injuries to the head and chest are therefore common. Furthermore, side impacts are not necessarily associated with accidents involving two cars; for example, in the pole impact scenario, cars collide with trees, pillars or lamp posts after skidding sideways, can also lead to significant injuries to vehicle occupants.

**60 millimeters can save lives:** "We are developing the Pre-Crash Dual Stage Side Airbag because we are convinced that in the event of a side impact, the milliseconds before an unavoidable crash are a major safety advantage," explains Harald Lutz, Senior Vice President Global Engineering at ZF LIFETEC. "Our pre-crash function offers the opportunity to create valuable space that the subse-

quent side airbag can use for optimum protection."

For the pre-crash function, ZF LIFETEC uses the vehicle's existing signal acquisition system. This gives vehicle manufacturers the option of integrating the system into their sensor infrastructure. After a corresponding signal detects an unavoidable collision, the first stage of the Dual Stage SAB is triggered 200 milliseconds before the calculated crash scenario. As an additional function of the side airbag, this air cushion pushes the occupants around 60 millimeters towards the inside of the vehicle - i.e., away from the doors - before the second stage of the side airbag and other restraint systems such as airbags and belt tensioners are triggered by the actual impact. The space created by the first stage of the Dual Stage SAB is used by the second stage with the classic side airbag, which has already positioned itself correctly and now inflates between the occupants and the intruding door.

**Two inflators, one cushion:** To ensure controlled management of the individual stages, ZF LIFETEC uses two inflators to fill the two-part cushion. A hybrid inflator brings the airbag into position and fills the pre-crash chamber of around 20 liters before the actual impact. The chamber is filled slowly in 30 milliseconds, as it moves people away from the accident as continuously as possible. Another, exclusively pyrotechnic inflator fills the 18-liter second chamber of the airbag within 10 milliseconds shortly after the impact. To avoid a pressure conflict between the two chambers, the pre-crash chamber, which is filled first, is vented again via a trigger flap. The second chamber, which represents the classic side



airbag, then has a significantly larger space available and can offer improved protection in the direction of the penetrating vehicle side parts.

The pre-crash chamber is therefore an add-on function that helps to optimize the effect of the side airbag. The system is designed to function like a conventional side airbag in the event of an accident if the car's electronics do not detect a pre-crash signal. ZF LIFETEC plans to develop the Pre-Crash Dual Stage Side Airbag to application maturity within the next few years. The system has already proven its functionality in several tests, including sled tests, which took a closer look at the complex pole impact scenario.

In further development steps, ZF LIFETEC will continue to refine the interaction between the pre-crash and side airbags. The design for different occupant sizes also plays a role here, as does the effect in different seating positions - such as the comfort position during highly automated driving.

The pre-crash dual stage side airbag is integrated into the seat and can be implemented in all vehicle classes, provided the sensor technology required for the pre-crash function is available. "The Euro NCAP Roadmap 2030 already lists pre-crash functionalities. It is foreseeable that cars equipped with our technology will receive a corresponding plus in the rating," said Lutz.

## DNEG Group raises \$200 million to accelerate innovation and creative leadership in visual entertainment technology

**Pune (Voice news service):-** The DNEG Group ("the Group"), the London headquartered world-leader in visual entertainment technology and services, announced today that United AI Saqr Group ("UASG") will make a strategic investment of \$200 million in the Group, at a total enterprise valuation in excess of \$2 billion.

The DNEG Group has a consistent 25-year track record of innovating to lead in the visual effects (VFX) segment and strong profitable growth. Like all parts of the media & entertainment sector, the market in which The DNEG Group operates is undergoing a rapid evolution.

The investment by UASG will accelerate The DNEG Group's strategy of innovation and diversification to evolve from a pure visual effects services provider to a sector-agnostic content production and AI-powered technology partner, ensuring continued technology and creative leadership. In particular: § The DNEG Group will open a new office and visual experience hub in Abu Dhabi, with plans to develop a world class ecosystem in the Middle East for content production, storage, and distribution. This will support the creation of highly skilled jobs across the media and technology sectors, strengthening the region's place as a creative powerhouse.

DNEG Chairman and CEO Namit Malhotra will continue in his current role. He will be joined on the Group's Board of Directors by Nabil Kobeissi and Edouard Zard from UASG, and by Prabhu Narasimhan from NaMa Capital, a leading investor in The DNEG Group, who will also become Executive Chairman of Brahma.

Prabhu Narasimhan will take a leave of absence from NaMa Capital to oversee the launch and expansion of Brahma.

**The DNEG Group consists of:** •DNEG, which will continue providing its Academy Award® winning visual effects, animation, and associated creative services to Hollywood and global visual entertainment creators. DNEG is known for its work on numerous high-profile movies and animations, such as Dune, Oppenheimer, Interstellar, Tenet and Blade Runner 2049, as well as the Harry Potter, James Bond, Fast and Furious, Mission: Impossible and Marvel Cinematic Universe franchises.

•Brahma, which will be fully activated and will provide the industry's leading AI-powered, photo-real CGI creator. •Prime Focus Studios, which will increase its content and IP investment and development across live-action, animation, and gaming. Prime Focus is currently co-producing a number of high-profile feature films, including Animal Friends, Indian epic Ramayana, and The Angry Birds Movie 3. •Prime Focus Technologies, a leader in cloud-based software and artificial intelligence (AI) technology, including the CLEAR® AI content creation, content management and content marketing and distribution suite.

Nabil Kobeissi, CEO of UASG said, "We are thrilled to join forces with Namit, Prabhu, and the DNEG Group. Namit's visionary approach to revolutionizing the media and entertainment industry through cutting-edge technology is unparalleled. This strategic partnership not only turbo-charges the development of Brahma, the Group's

ground-breaking AI-powered CGI creator, but also, under Namit's leadership, demonstrates Abu Dhabi's positioning as a global epicenter for content creation and distribution. By championing advanced AI technologies and expanding Prime Focus Studios, we are set to drive innovation and generate significant job opportunities across the UAE."

DNEG Chairman and CEO Namit Malhotra said, "My career has been built on investing in and leading visual creativity with technology. Our partnership with UASG, the launch of Brahma, and the success of our content creation platform are all being fuelled by the power of our technology.

"This investment will accelerate our plans to further drive The DNEG Group's existing activities and enable the Group to expand its offering, both in terms of the services we provide and the markets we operate in. We are building on our success with the opening of a studio in Abu Dhabi, bringing content creation and technological capabilities to the region, positioning us as a leader there, and allowing us to leverage our global capabilities like no other."

Prabhu Narasimhan, Executive Chairman, Brahma said, "Our aim is to enable every storyteller to translate their imagination to screen faster, cheaper, and better, by equipping them with Brahma, which we are developing to be the most comprehensive AI-driven photo-real CGI creator. In the coming months we will add to the leadership team of Brahma, fusing top technology and AI talent with visual effects creatives to make Brahma available to everyone with a story to tell."

## How SRI-Bangalore Collaborated with Samsung R&D Centres & Local Partners to Democratize Galaxy AI in India

**Pune:** The development of Galaxy AI involved multiple R&D teams working across cultures and borders. SRI-Bangalore, Samsung's largest R&D centre outside Korea, collaborated with teams around the world to develop AI language models for British, Indian and Australian English as well as Thai, Vietnamese and Indonesian.

Recently, core engineers from other Samsung Research centers visited Bangalore, India — where the SRI-B team helped ramp up the technology to bring Vietnamese, Thai and Indonesian to Galaxy AI. SRI-B also developed the Hindi language for Galaxy AI. Developing the Hindi AI model wasn't simple. The team had to ensure more than 20 regional dialects, tonal inflections, punctuation and colloquialisms were covered. Additionally, it is common for

Hindi speakers to mix English words in their conversations. This required the team to carry out multiple rounds of AI model training with a combination of translated and transliterated data.

"Every language has its challenges," said Giridhar Jakkli, Head of Language AI at Samsung R&D Institute India - Bangalore (SRI-B). "But when you consider the end goal of bringing people the ability to communicate in other languages, it's worth every ounce of effort. We couldn't wait to bring Hindi to Galaxy AI."

"Hindi has a complex phonetic structure that includes retroflex sounds — sounds made by curling the tongue back in the mouth — which are not present in many other languages," said Jakkli. "To build the speech synthesis element of the AI solution, we carefully

reviewed data with native linguists to understand all the unique sounds and created a special set of phonemes to support specific dialects of the language."

Collaborative efforts between Samsung and academic partners were instrumental in developing the AI language model that reflected the cultural nuances of the India's regions.

The Vellore Institute of Technology helped secure almost a million lines of segmented and curated audio data on conversational speech, words and commands.

Data was a crucial component for a task as critical as incorporating the fourth most spoken language in the world into Galaxy AI.

Galaxy AI now supports 16 languages, so more people can expand their language capabilities, even when of-

line, thanks to on-device translation in features such as Live Translate, Interpreter, Note Assist and Browsing Assist.

This project perfectly encapsulates Samsung's philosophy of open collaboration and the company's belief that sharing expertise and perspectives ensures meaningful innovation. In the case of SRI-B, this not only includes working with academia but also sharing insights and best practices with other Samsung research centers around the world.

"I'm extremely proud of what we've achieved with the help of our partners," said Jakkli. "AI innovation through collaboration is a big part of what we do. We will continue to better understand, collect and analyze language data so more people can have access to AI tools in the future."

## ABB's PixelPaint selected by Mahindra, to deliver premium paint options

**Pune (Voice news service):-** ABB's innovative PixelPaint technology has been selected by Mahindra & Mahindra Ltd (M&M), India's leading SUV manufacturer, for its new electric vehicle paint facility. The technology, which uses an award-winning paint head similar to an inkjet printer, will begin serial production in 2025.

"Our revolutionary PixelPaint technology can apply large areas of uniform color as well as the finest details with complete accuracy, without delaying the production line or the need for manual intervention," said Joerg Reger, Managing Director of ABB Robotics Automotive Business Line. "By de-

ploying PixelPaint-equipped robots in dedicated cells, Mahindra's paint shop will be able to apply finishes such as contrasting roof and pillar treatments on its new line of EVs in a completely automated process."

PixelPaint consists of a paint head with more than 1,000 tiny, individually controlled nozzles, mounted on an ABB robot such as the IRB 5500 paint series. Combined with ABB's 3D vision system and coordinated by ABB's RobotStudio® planning and programming software, the head tracks very closely to the vehicle body to ensure that 100 percent of the paint is applied to the car with no overspray or airborne misting. This elim-

inates the need for labor-intensive masking and repeat trips through the paint shop, resulting in zero waste while ensuring faithful reproduction of precise details.

Demand for personalization options has been growing in recent years, and PixelPaint is just one example of how ABB's transformative technologies are helping to establish Mahindra's products within the luxury segments. The deployment, which builds on ABB and Mahindra's existing relationship, also includes 42 robots from the IRB 5500 family making M&M the first OEM in India to use PixelPaint technology for the painting of contrasting roofs and pillars. Complex and time-consum-



ing operations such as interior painting and sealing are performed entirely autonomously, with the accuracy of ABB's systems ensuring that paint is applied precisely and only where needed, eliminating the need to manually mask off areas, saving time and materials. Similarly, ABB's RB1000i digital-enabled paint atomizers improve transfer efficiency by 10 percent and reduce waste by more than 30 percent, ensuring less paint is lost to the air.

**The unique title 'Ashtapadi' increases the curiosity about what exactly will be seen in this film**

**Pune:** The shooting of the upcoming Marathi film 'Ashtapadi', which has been raising curiosity ever since its announcement, has just been completed. The unique title 'Ashtapadi' increases the curiosity about what exactly will be seen in this film. The shooting of this film has been completed by adding the edge of good presentation to the rich plot and currently the post production work is going on at a fast pace. Producer Utkarsh Jain and Mahendra Patil, the film 'Ashtapadi' is produced under the banner of Mahashree Productions and Yuvraj Cine Creations. Along with film production, Utkarsh Jain has also handled the direction of the film. Immediately after the Muhurta, the shooting of 'Ashtapadi' started in Kolhapur. According to the fixed shooting schedule, the shooting of this film has been completed in Kolhapur



and surrounding areas and some parts in Ambernath. 'Ashtapadi' was shot in the pre-monsoon environment following the plot. Director Utkarsh Jain said that the one line of this film is very beautiful. The screenplay written on it is to the point, exciting and gripping till the end. Each of these characters plays an important role in the plot. The actors chosen for it are equally strong. We are satisfied that the

shooting of 'Ashtapadi' was completed within the stipulated time due to the tireless work of all the artists and technicians. At present, the focus is on the post production work. Utkarsh Jain also said that his team intends to present a perfect family film to the audience in the form of this film. Picturesque locations in Kolhapur will also be seen in this film. Melodic lyrics and music will be the highlight of this film.

Creative Director Mahendra Patil has done the story, screenplay and dialogue writing of 'Ashtapadi'. The film stars Santosh Juvekar, Mayuri Kapdane, Abhinav Patekar, Milind Phatak, Mona Kamat, Swapnil Rajshankar, Madhav Abhyankar, Vishal Arjun, Vinita Kale, Chanda Sarasekar, Kalpana Rane, Vishal Arjun, Mahendra Patil, Naina Bidve and others. DOP Dhanraj Wagh has done the cinematography and Nilesh Rasal has done the art direction. The songs written by lyricist Ganesh Cheulkar and Prashant Jamdar have been composed by music composer Milind More and background score has also been given by him. Atul Sidhaye has done the make up and Anjali Khobreakar and Swapna Raut have done the costumes. Rahul Patil and Nandu Achrekar are the Chief associate director. Ajay Khade is the executive producer.

**Vicky Kaushal interacted with the people of Pune in Marathi, On the occasion of the promotion of the movie 'Bad News'**



**Pune:** Exciting news awaits fans of Vicky Kaushal, Triptii Dimri, and Ammy Virk as their eagerly anticipated film, "Bad Newsz," is set to hit theaters on July 19. Bad News is an upcoming comedy movie directed by Anand Tiwari. The movie's star cast includes Vicky Kaushal, Triptii Dimri and Ammy Virk in the main lead roles. The film is produced by Karan Johar under the banner Dharma Productions.

**Akshay Kumar, Radhika Madan Starrer 'Sarfire' Fun Wedding Track 'Chaawat' Released**



**Pune:** 'Sarfire' starring Akshay Kumar and Radhika Madan unveiled the fun wedding anthem 'Chaawat'. 'Chaawat' perfectly captures the joyous spirit of a traditional Maharashtrian wedding, making it a must-have on every playlist. Penned by Manoj Muntashir Shukla, the lyrics of 'Chaawat' are a delightful ode to love and celebration. The song's composition by G.V Prakash Kumar adds a fresh, dynamic edge, making it impossible not to dance along. The soulful voice of Shreya Ghoshal elevates 'Chaawat' to another level, adding a touch of grace and joy that is simply enchanting. Each note and rhythm has been crafted to bring out the festive fervor and cultural richness that 'Sarfire' aims to showcase.

**Yashraj Mukhate & Sonal Kaushal Singers 'Love Chumbak' song release**



are set to come together for the first time on the big screen for Varun Narvekar's upcoming film '1234'. Production House - Bahawa Entertainment LLP Sixteen by Sixty Four, Producers - Ranjit Gule, Onkar Dhore, Keyur Godse & Neeraj Binwale, Director - Varun Narvekar

**Saudi Announces Multiple Visa Options for Indians**

**Pune:** Saudi beckons Indian travellers with an array of tourist visa options, introducing easier access to its diverse destinations. With stopover visa, eVisa services and visa-on-arrival, Saudi extends an invitation to explore Riyadh's vibrant cityscape, Jeddah's cultural richness, hidden treasures of the Red Sea, and the ancient marvels of AlUla. The new guidelines and

visa options cater to a variety of travel needs, encouraging more travellers to explore the multi-faceted country. Currently, there are 10 visa facilitation centres in Mumbai, Delhi, Cochin, Chennai, Hyderabad, Ahmedabad, Bangalore, Lucknow, Kolkata, and Calicut with plans to add more dedicated centres in additional cities.

**The Glenwalk X Social: Win A Chance To Meet Sanjay Dutt with The Glenwalk's New Range 'Baba Quarter'!**



only! The Glenwalk, a premium scotch whiskey brand by Sanjay Dutt, is teaming up with the legendary Socials for an epic launch you don't want to miss. And here's the best part: One lucky winner and their three closest buddies will get a chance to meet the legendary Sanjay Dutt! Get ready for the arrival of 'Baba Quarter', a bold new expression of The Glenwalk spirit - perfectly sized for on-

the-go adventures or sharing with friends - in a unique 180ml bottle, exclusively available at all Social outlets across both cities! From 1st July to 30th September, raise a glass (or a quarter!) of Baba Quarter at Social and be part of something special. The Baba Quarter isn't just a new whisky, it's an experience. All you have to do is: •Grab a Baba Quarter just for Rs. 999 from your nearest Mumbai

and Pune Social outlet only •Post a killer Instagram story from Socials featuring your Baba Quarter and tag @TheGlenwalk and 3 of your friends and stand a chance to meet Sanjay Dutt along with your friends! So what are you waiting for? Head down to your nearest Mumbai and Pune Social outlet today, grab your Baba Quarter, and be a part of this unmissable opportunity!

**Hallyu Korea in India! SOCIAL brings an immersive Korean festival across all its pincodes in India**

**Pune (Voice news service):-** SOCIAL, India's favourite neighbourhood and community café, is unveiling 'Kore-yeah', a one of its kind, immersive month-long Korean festival. An industry first initiative, the festival aims to celebrate the rich culture of Korea, giving SOCIALites across 53 pincodes a glimpse of the energy, the vibe, and the wave that has taken over the entire world. The 'Kore-yeah' festival features a special menu (K-Food), themed beverages (K-Drinks), and a variety of culturally enriching activities, including K-Pop karaoke and Korean workshops. Throughout July, SOCIAL is offering engaging experiences such as Kimchi making workshops, K-Pop dance classes, chow-down challenges, and pop-up markets. With Korean culture's growing popularity among India's youth, this festival transforms SOCIAL into vibrant hubs for K-Culture fans, offering an authentic Korean lifestyle experience. The food menu has been curated by Chef Yen Valavalkar and Chef Soonye Choi of Sattori Food Lab, alongside Chef Shamsul Wahid, Group Executive Chef, Impresario



Entertainment & Hospitality Pvt. Ltd. The menu has been created using Korean ingredients such as Korean rice cakes, kim (seaweed), kimchi, Gochujang sauce, the ever-popular Soju and much more. The K Food comes with a range of small plates, Tteokbokki, Bibimbap, fried chicken, and much more. Furthermore, SOCIAL has collaborated with Nestlé MAGGI® Korean Noodles to develop a range of ramen bowls. SOCIAL has curated this experience in collaboration with the Embassy of the Republic of Korea to bring the vibrant and dynamic essence of Korean culture to its outlets. To recreate the Korean lifestyle, SOCIAL has partnered with

Universal Music Group India, to bring the best of K-Pop Jams and experiences, and WinterBear, the one-stop destination for official merchandise in India, and similar other brands. Riyaz Amlani, Managing Director, Impresario Entertainment & Hospitality Pvt. Ltd. says about the new festival, "Korea's vibrant culture with its global influence on food and music has captivated audiences in India and across the world. With 'Kore-yeah', we are pioneering a cultural confluence where the flavours of Korea meet the community-focused vibe of SOCIAL. This festival is not merely a celebration, it is an immersive experience for guests to en-

joy the rich Korean traditions and culinary excellence at SOCIAL." Chef Yen and Chef Soonye Choi of Sattori Food Lab share their thoughts on this exciting experience, "We are proud to associate with SOCIAL for the Korean festival as it is India's favourite neighbourhood café, where connections and communities flourish. Now we are bringing the savoury delights from South Korea where consumers can experience a symphony of flavours and culture of Korea. Whether it's the bold and spicy Choi's kimchi ramen or the succulent Korean Fried Chicken glazed in the signature gochujang sauce, every dish promises to transport guests to the bustling streets of Korea. Complementing the experience are meticulously crafted cocktails and mocktails, adding an extra layer of energy and excitement." 'Kore-Yeah' is an invitation to explore, savour, and celebrate the richness of Korean culture in a fun and interactive setting. Guests can now experience the Korean Pop-Up at SOCIAL outlets from 1st July till 31st July, 2024, onwards and for online delivery through DotPe, Swiggy and Zomato.

**Back to back wins for Oberoi & Neel' Kings ,ASR Strikers at 4th edition of The Poona Club Racquet LEAGUE 2024**

**Pune:** Oberoi & Neel' Kings ,ASR Strikers scored their second win on trot in their league matches at the Poona Club Racquet League which is being organised by the Poona Club Ltd on its Table Tennis, TableTennis, Badminton , Squash and Pickleball facilities. In the league encounter, Convex Sharks beat Healyos Eagles 250-228, while Oberoi & Neel' Kings scored a 261-249 win over HK Power House. Results: League Round:

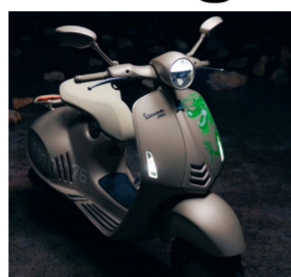
Convex Sharks bt Healyos Eagles 250-228  
Badminton: Convex Sharks bt Healyos Eagles 74-30;  
Squash: Convex Sharks lost to Healyos Eagles 25-63;  
Table Tennis: Convex Sharks bt Healyos Eagles 74-27;  
Tennis: Convex Sharks lost to Healyos Eagles 46-61;  
Pickle Ball: Convex Sharks lost to Healyos Eagles 31-47;  
ASR Strikers bt Manav Avengers 280-249  
Badminton: ASR Strikers lost to Manav Avengers 56-74;

Squash: ASR Strikers lost to Manav Avengers 45-61;  
Table Tennis: ASR Strikers bt Manav Avengers 69-57;  
Tennis: ASR Strikers bt Manav Avengers 63-34;  
Pickle Ball: ASR Strikers bt Manav Avengers 47-23;  
Oberoi & Neel' Kings bt HK Power House 261-249  
Badminton: Oberoi & Neel' Kings bt HK Power House 69-59;  
Squash: Oberoi & Neel' Kings bt HK Power House 48-37;  
Table Tennis: Oberoi & Neel'



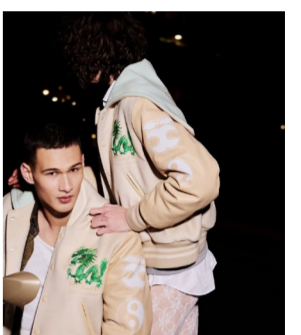
Kings bt HK Power House 68-62;  
Tennis: Oberoi & Neel' Kings lost to HK Power House 42-49;  
Pickle Ball: Oberoi & Neel' Kings lost to HK Power House 34-42.

**Collector's Edition of Vespa 946 Dragon now available in India**



Completely Built Units (CBU). Bookings for the Vespa 946 Dragon can be made at any of the Motoplex showrooms of Piaggio across India. Vespa brings its distinctive Italian edge on the road, harnessing the power of the dragon, a mythological creature that holds unparalleled force and is regarded as an omen of prosperity. Hand-crafted in Italy and leveraging cutting-edge technology, the design of the Vespa 946 Dragon is an homage to the coming together of cultures, innovation and sophistication, with a distinct sense of energy and power associated with the dragon. The 946 Dragon edition sports a special dragon livery beneath its headlamp, and along its profile in the shade of emerald. Powered by a 150cc engine, it is equipped with a metal-monocoque body, and features a

single leading-link shock up-front. It runs on 12-inch stylish wheels and gets a 220mm disc brake at the front. The Vespa 946 Dragon is accompanied with an exclusive Varsity Jacket, Vespa's inaugural fashion item embodying the fierce spirit of the scooter and celebrating the style and legacy of the brand. Drawing from the Vespa 946 Dragon's design, the ribbed wool and Nappa leather-sleeved varsity jacket features a dragon motif in emerald green alongside prints and embroideries on the left pocket and back panel. Mr. Diego Graffi, Chairman and MD, Piaggio Vehicles Private Limited said, "Vespa has always been more than just a mobility brand where it stands for freedom of expression and celebration of art and culture. Celebrating this very spirit, we are excited to bring our collec-



tor's edition Vespa 946 Dragon to India for customers who appreciate rare collectibles. Besides, we are also proud to present our first fashion item in India with our exclusive Vespa Dragon Varsity Jacket that customers will get along with the purchase of the Vespa 946 Dragon." The vehicle is priced at ₹14,27,999 (ex-showroom, India) and bookings are now open to all at Motoplex showroom across India.

**Mother's Recipe Introduces New 900g Pickle Variants in Maharashtra**



**Pune (Voice news service):-** Mother's Recipe, India's leading food brand known for its authentic and delicious flavours announced the launch of its new 900g pickle variants in PET jars. This exciting new offering is set to delight the taste buds of consumers in Maharashtra, specifically in the cities of Mumbai, Pune, and Nagpur, by bringing the authentic flavors of traditional Maharashtrian cuisine straight to their tables. The new 900g pickles come in two popular variants: Mango and Mix. The Mango Pickle is crafted from handpicked raw mangoes, delivering a perfect blend of tangy and spicy flavors that have long been a favorite in Maharashtrian households. The Mix Pickle, on the other hand creates a

unique and delicious combination of carefully selected fruits and vegetables. Ideal for those who love a bit of everything, this variant offers a burst of flavors with every bite, enhancing the dining experience. Packaged in durable and convenient PET jars, the new pickles ensure freshness and ease of use. The 900g size is perfect for families, providing ample quantity for regular enjoyment without compromising on quality or taste. Mother's Recipe takes pride in using authentic Maharash-

trian recipes, passed down through generations. These pickles are made with the highest quality ingredients and traditional methods, ensuring that each jar retains the true essence and flavors of Maharashtra. By staying true to these time-honored recipes, Mother's Recipe continues to deliver products that stand out for their authenticity and superior taste. The product range is now available at your neighborhood store and leading supermarkets.

**Electric Mobility Leader EKA Welcomes Rohit Srivastava as Chief Growth Officer**

**Pune:** EKA (Pinnacle Mobility Solutions), a leading electric vehicles & technology company with esteemed equity partners Mitsui Co., Ltd. (Japan) and VDL Groep (Netherlands), is thrilled to announce the appointment of Mr. Rohit Srivastava as the company's Chief Growth Officer. Mr. Srivastava's position at EKA Mobility will include organisational expansion, with an emphasis on top-line P&L responsibility. Sales, marketing, business development, and product management will all fall under his purview. His

significant experience in developing innovative business models and encouraging value creation from the ground up will be critical in propelling EKA Mobility's growth and success. Dr. Sudhir Mehta, Founder and Chairman of EKA Mobility, said, "Delighted to welcome Rohit Srivastava to the EKA Mobility family. His vast experience and proven track record in the commercial vehicles and EV sectors make him an invaluable addition to our team. We are confident that his leadership will drive our

mission of transforming the electric mobility landscape." With over three decades of distinguished experience in Sales and Marketing, Mr. Srivastava has played a pivotal role in establishing sustainable businesses. He began his career with TATA Motors and progressed through the ranks to many distinguished positions within the company. In his most recent position, he was the Business Head - Commercial Vehicles Passenger (CVP) at TATA Motors Ltd., where he was responsible for spearhead-

ing the electrification effort and advancing EV adoption in the public transport sector spanning buses, vans, and minibuses. An engineer by training and a CII-Fulbright fellow, he is well-known for his customer-centric approach, lean thinking, and value chain optimisation. His ability to create product strategies, establish project QCT objectives, and drive product development, testing, and validation has been critical in establishing EV portfolios and tech stacks for EV products.

**Pancha-Sattva : India's first restaurant offering Sattvic Culinary Delights from all the five South Indian states, launched in Pune**

**Pune (Voice news service):-** The vibrant F&B landscape of Pune gets a new and unique culinary experience with Pancha-Sattva restaurant, which was launched at Balewadi High Street #2 on 4th July 2024 at the hands of Shrimati Malathi and ShrimanVedantha Chary, blessing their daughter and grandchildren on this new venture. Spread over 2700sq.ft., Pancha-Sattva offers exquisite vegetarian cuisines curated from each of the five southern states, embodying authentic, natural ingredients and prepared with Sattvic principles to give you a nutritious wholesome dining experience. One can savour several unique South Indian dishes which are a first in terms of their flavour, style, taste and texture. Speaking on the launch of the restaurant, Co-FounderD V Vaman said: "We ventured in food business to pursue our passion of service in this industry and have a vision to build a global brand from India. We strongly believe that



one can provide the world with vegetarian South Indian food that is scrumptious as well as nutritious at the same time and therefore have come up with our brand Pancha-Sattva. The brand name is inspired by the dual concept: Pancha- which in Sanskrit means a vast, vivid spread as well as five. It also has a lot of spiritual significance with the concept of five elements or the panchamahabhuta. This idea of Pancha strongly captures our offerings from all the five southern states; and the second concept is Sattva -which is best defined as

light, goodness and purity in Sanskrit". "With Pancha-Sattva, our mission is to create an iconic chain of a Casual Dining South Indian Vegetarian restaurant brand offering authentic, uniqueand delectable cuisines with consistent quality; and give customers a memorable, premium dining experience", Vaman added. Ms. Padmaasani Ranganath, Founder elaborated : "Pancha-Sattva is the golden mean of two extremes, where methods of ancient science meet contemporary cultures with culinary delights from Southern India, It's an ode

to the rich culture, history, and food of South India. We bring to your plate a blend of flavours as diverse as its topography & culture; cooked with Sattvic principlesthat would soothe your mind, body and soul. At Pancha-Sattva, we are driven by our passion for wholesome food, philosophy of benevolent service, core value of customer centricity, and a relentless focus on hygiene and quality. Pancha-Sattva is a place for you to truly celebrate the delicious wonders of South." D V Keshav, Co-Founder further said : "Our passion, intent and the proposition are aptly encapsulated through the brand's visual identity design-brought to life by the symbol, typeface, colours and the tagline. With this brand's casual dining restaurant format, its comfortable ambience, proficient service, and homely hospitality, we aim to set a benchmark for high-quality, hygienic and delectable food". The new restaurant isreceiving an enthusiastic response from customers on its launch.

## Synergy round table 177 contributes for the gurudwara in Loni Kalbhor



**Pune (Voice news service):-** For the Gurudwara construction work in Loni Kalbhor, Pune Synergy Round Table 177, chapter of Round Table India has contributed 360 bags of cement. The entire gurudwara committee met the representatives of Round Table India and explained their needs. The pune synergy round table has given them assurance that they will be in full support with them for this cause, starting of which has been done by 360bags,

apart from this they shall also be supporting in other possible ways. Present were members of Round Table India 177 Chairman Tr Pratik Singhal, Member Tr Rishu Baweja and National Conve- nor Tr Rahul Wadhwa, they have also spoken about their support for education for underprivileged kids, and their long term continuous work in empowering kids via education. Gurudwara committee and Round Table India also discussed the possibility of a school in future.

## Abbott Drives Vertigo Understanding With its New Survey and "Chakkar ko Check Kar" Campaign

**Pune (Voice news service):-** Abbott, the global healthcare leader, launched its 'Chakkar ko Check Kar' campaign in India to highlight an often-overlooked balance disorder, vertigo, which affects close to 70 million people in India. Vertigo is a condition that can make people feel like the world is spinning around them. Through this campaign, Abbott aims to help people take control of their health and better manage the condition.

To give the world a window into the disorienting reality of vertigo, Abbott kickstarted the campaign through a digital film, which features Bollywood actor and UNICEF India Ambassador, Ayushmann Khurrana. It paints a vivid picture of how vertigo's sudden spinning episodes can throw life off balance, urging those who resonate with these experiences to take action. Ayushmann Khurrana, sharing his personal experience with vertigo, said, "Dealing with vertigo has been a chal-

lenge, but it taught me the power of resilience. Diagnosed in 2016, every sudden movement made the world spin around me. Amidst demanding film schedules, the constant fear of an impending dizzy spell was daunting. However, finding the right medication and embracing meditation helped me manage my condition completely. While it can feel like a tough condition to manage but it's crucial to remember that it's a battle you can win. I hope my journey inspires others to seek the help they need and navigate life with renewed confidence."

His experience is not uncommon. There are millions suffering from this condition silently and confusing it for a normal chakkar. Getting the right diagnosis and treatment at the right time and making key lifestyle changes is important to manage this condition and stay in control of your health.

Dr Jejee Karankumar, Medical Director, Abbott India add-

ed, "Around 70 million Indians experience vertigo. While this balance disorder can affect people's quality of life, it can be managed. Abbott aims to simplify the journey of people living with vertigo by raising awareness and empowering them with knowledge and tools that can help recognize signs of the condition, to get timely medical advice and support and live fulfilling lives."

An integral part of the campaign is the survey conducted by Abbott in collaboration with IQVIA. The survey findings help understand the realities of people living with vertigo in India. This survey was conducted across Mumbai, Delhi, Chennai, Bangalore, and Kolkata, with insights from 1,250 respondents. These included vertigo patients and caregivers as well as people with family members experiencing dizziness and are not yet diagnosed with the condition. Vertigo: A Significant Struggle Imagine a world that spins uncontrollably, causing head-

aches, double vision, and a blackout feeling. This is the reality for those living with vertigo. The Abbott and IQVIA survey sheds light on how this condition impacts people's lives, personally, and for people around them too.

- Personal Life: Vertigo doesn't just cause spinning. It has significant impact on personal lives, with 34% cancelling important events, 33% experiencing frequent anger or annoyance, and 26% fearing damage to their relationships with family members.
- Triggers: The leading triggers of vertigo are anxiety or stress (39%), travelling (34%), and changes in weather (30%).
- Symptoms: Each vertigo episode can bring a range of symptoms, including headaches (52%), double vision (43%), a blackout feeling (40%), heaviness in the head (37%), and neck pain (28%).
- Family Life and Travel: Vertigo can affect patients' abilities to look after their family (23%) and reduces family quality time (23%). It also creates discomfort when using public transport or air travel (19%).

## ACT Fibernet Brings High-Speed Internet Services to Pune

Pune: ACT Fibernet, one of India's leading fiber broadband ISPs (Internet Service Providers), today announced the expansion of its services to Pune, Maharashtra. The high-speed and reliable fiber optic internet services are now launched and available in Kasbate Vasti, Kharadi, Pimple Nilakh, Sainath Nagar, Shankar Kalate Nagar, Vadgaon Sheri, and Viman Nagar. They will expand their services to most parts of Pune in the near future.

In its entertainment plans, the most affordable option, ACT Basic Entertainment, is priced at Rs 648 and provides 100 Mbps speed along with free streaming for Disney+ Hotstar, Zee5, SonyLiv, and over 300 TV channels. For Rs 798, customers can upgrade to ACT Welcome Entertainment, which doubles the speed to 200 Mbps and offers the same streaming services as the Basic plan. The ACT Welcome Streaming plan, at Rs 948, maintains

the 200 Mbps speed and adds Netflix to the package of other streaming platforms. For higher speeds, there's the Pune Signature plan at Rs 1048 with 300 Mbps + all streaming services, followed by ACT Platinum Streaming at Rs 1248, offering 500 Mbps and all streaming services. The premium ACT GIGA Streaming plan, priced at Rs 1798, delivers an impressive 1000 Mbps speed and includes all streaming services. All plans come with unlimited data, including a router.

Mr. Bala Malladi, CEO of ACT Fibernet, said, "We are thrilled to bring ACT Fibernet's high-speed internet services to the vibrant city of Pune. Our mission is to empower Puneans with lightning-fast, reliable connectivity that enhances their digital lives. With our range of plans that include pure, speed and entertainment bundles, we're committed to meeting the diverse needs of Pune's tech-savvy residents and businesses."

## Vardhan Group invests a crore for boosting the development of children (Boostmychild) using AI

**Pune (Voice news service):-** Every child is the most beautiful human for his parents. Every parent wants his child to be the most successful person in the world. But in most cases, the time crunch leaves the parents in deep grief about the development of their child. Boostmychild (BMC) has come forward to eradicate the grief of Parents. Boostmychild (BMC) is an AI-driven technology platform aligned with the National Education Policy (NEP) and National Curriculum Framework (NCF) guidelines designed for Teachers and Parents for the holistic development of early year's children (0 to 8 years). A pre-seed funding of one Rs. Crore has been invested in this venture. Chairman of Vardhan Group Nitin Jawalkar and founder of Boostmychild Vipul Joshi shared this information in a press conference. Amrita Joshi, Co-founder of Boostmychild and Prof. Dr. Bhavana Ambudkar, Design Thinking expert were present at the occasion.

As per medical science, the brain develops after the 14th day of conceiving, when the child is in the shape of an embryo in the mother's womb. After that, every child develops differently acquiring different skills, talents, and abilities. In early childhood, the child absorbs everything in his persona. But parents' contribution in shaping a child's persona is almost 65%. The contribution of school is around 35%. Hence in the early childhood years from 0 to 8, the child needs a perfect blend of guided development including



both of them viz, parents and school. Boostmychild Pvt. Ltd., incorporated in Oct 2021, results from 4 years of focused Research & Development. The team comprises leading Child Psychologists, Pediatricians, Early Childhood Educators, and some of the brightest minds in Artificial Intelligence (AI) and Software Product Development.

The School Assessment Module (SAM) helps Teachers to assess their student's holistic development using a simple and intuitive user interface using their Smartphones, Tablets, or PCs. Boostmychild Mobile App allows parents to understand their child's 360-degree development in 6 categories and 21 areas. Using their propriety AI-driven Recommendations Engine the App weekly provides customized Parent-Child Activities, Worksheets & Parenting Guidelines specific to their child's developmental needs. Boostmychild provides tailored learning experiences to meet the unique needs and interests of each child. It equips parents with a comprehensive tool to support their child's

development and growth. It empowers teachers with tools and resources for effective classroom management and instructional delivery. Parent-teacher collaboration is the most unique feature of Boostmychild. It helps school teachers to create digital portfolios of each student with digital report cards. Parents can connect with teachers, discuss their child's progress, and seek guidance or clarification. This collaboration strengthens the home-school partnership, ensuring a unified approach to each child's holistic development.

BMC also encourages parents to actively participate in their child's education journey. Offer a wide range of fun and educational activities parents can enjoy with their child. These activities promote cognitive, physical, and social, emotional development, creating meaningful bonding experiences while supporting the skills and concepts taught in your classrooms. Parents and school teachers can monitor their child's progress through our development tracking feature. It also provides parents with

expert-approved articles, tips, and advice on early childhood development.

The BMC app is available in various languages like English, Hindi, Marathi, and Assamese. More regional languages are coming shortly. 360 Degree Coverage with 6 Categories & 21 Areas Conforming to NEP/NCF Standards. The BMC Allows Teachers to Focus on Personalized Teaching Multi-dimensional reports highly useful in PTM Discussions Branch/Area Wise Collated Data & Analysis Significantly reduce teacher's Time Customized Parent-Child Activities, Age-Specific Activity, Toolkits Child-Specific Parenting Guidelines and Integration with Existing School Apps. Boostmychild is a brainchild of Vipul Joshi, a native of Pune for which an investment of Rs. One crore has been extended by the Vardhan group. It was incorporated in Oct.2021 and registered under DPITT, MSME.

It is Funded by Startup India Seed Fund Scheme (SISFS) in May 2023. BMC App has won the EODF Award for 'Innovation in Early Years Education'. This startup acquired a seed fund of Rs. 20 lakhs under the start-up India seed fund scheme in May 2023. Vipul Joshi is a brilliant software engineer, with a master's in science from the US. The startup has a team of around 20 extraordinary minds and growing fast. More information can be sought at www.boostmychild.com. The BMC App is available free on the Google Play Stores.

## Every year we see 7%- 8% rise in outpatients and 11 % rise in indoor patients antibiotic use – Experts

**Pune (Voice news service):-** At the prestigious 12th Annual International Best of Brussels Symposium on Intensive Care & Emergency Medicine held in Pune, leading experts from the country emphasized on the need for integrated strategies to tackle the rising trend of antimicrobial resistance (AMR) in India. While people have been advised on curbing irrational use of antibiotics, experts Dr Kapil Zirpe, Dr Subhal Dixit, Dr Shirish Prayag, Dr Tanu Singhal, Dr Yatin Mehta during a press conference, opined that the issue needs to be effectively addressed through collaborative efforts and integrated strategies.

Dr Kapil Zirpe, Past president of ISCCM, Organizing Secretary, Best Of Brussels and Director of Stroke unit, said, "75%-85% of antibiotics are used in poultry farms. Governments should impose stricter use to control antibiotic use in the poultry farm. India is at number one in antibiotic use across the world. Every year, we see 7% to 8% rise in outpatients and 11 % rise in indoor patients due to antibiotic overuse. Clinicians should know when to prescribe anti-



biotics and when not to do so. Common people should be educated regarding the irrational use of antibiotics.

Emphasizing on Sepsis as a serious health problem, Dr Subhal Dixit, JOINT Organizing SECRETARY, Best of Brussels AND PAST PRESIDENT ISCCM, said "Sepsis is a global problem, killing 10 million people annually and this is one of the largest cause of mortality in intensive care alongwith heart attacks or strokes. Data from WHO or Surviving Sepsis guidelines state that 50 million patients were admitted in various ICUs across the world due to Sepsis. Even in India, large number of sepsis patients are admitted and we expect that the rates will double by 2050, in case we do not take any action in curbing AMR. India is not at par with western and European countries when it

comes to AMR." Emphasizing on poor quality antibiotics, Dr Shirish Prayag, Past president of ISCCM, Organizing Chairman, Best Of Brussels said: One of the reasons for increasing AMR prevalence is poor quality antibiotics that are available in the market. This should be immediately controlled and only good quality antibiotics from reputed organizations should be available in the market. In India, AMR is increasing at an alarming rate and India is one of the capital of AMR globally. Dr Tanu Singhal, Consultant Pediatrics and Infectious Diseases, Kokilaben Dhirubhai Ambani Hospital, Mumbai said "Antimicrobial resistance is because of excessive use of antibiotics. The stakeholders are the Government, pharmaceuticals industries, doctors and the patients. Everybody has to come to-

gether. The Government's responsibility is to enforce laws so that people don't buy antibiotics over the counter and through pharmacists. Patients should not misuse antibiotics. Addressing AMR is a collective effort which is the need of the hour. The pipeline of newer drugs is slower and soon we will be in the era of pre-antibiotics where no antibiotics will be left to treat infections. High Antibiotics usage is also due to expensive diagnostics. If cheaper and readily available diagnostics are available then it is easy to find the cause of the condition and not prescribe antibiotics. Antibiotics is not a cure for each and every disease. Doctors should explain patients about antimicrobial resistance." Dr Yatin Mehta, Joint Organizing Secretary, Best of Brussels 2024 said, "Clinicians should not prescribe unnecessary antibiotics. Every hospital should have antibiotic stewardship program which should be strictly followed. India is one of the capital of the world's antimicrobial resistance. Every hospital should have audit of what antibiotics or antifungals are being administered on a regular basis."

## Rishi Tandulwadkar, Founder of ALIV, Wins Best Entrepreneur Pitch Globally at G20 Summit in Brazil

**Pune (Voice news service):-** ALIV - Regenerative Wellness, a healthcare start-up, proudly announces that its Founder, Rishi Tandulwadkar, represented India at the prestigious G20 Young Entrepreneurs' Alliance Summit (G20YEA) 2024 in Brazil. Rishi's participation was accompanied by a letter of appreciation from the Chief Minister of Maharashtra, Sri Eknath Shinde Ji, recognizing his contributions to the healthcare sector and innovative work in addressing chronic lifestyle diseases at ALIV.

At the summit, Rishi Tandulwadkar was honored with the Best Entrepreneur Pitch

Award, recognizing ALIV's groundbreaking approach to healthcare and commitment to advancing regenerative wellness. This award is also a significant win for India, showcasing the nation's entrepreneurial spirit and innovative prowess on a global stage. The G20YEA Summit gathered thousands of young entrepreneurs from G20 countries, providing a platform for sharing innovative ideas, fostering international collaboration and celebrating entrepreneurial excellence.

Rishi expressed his gratitude for the recognition, stating, "I am deeply honored to receive this award and to represent In-

dia at the prestigious G20YEA Summit. This recognition is not just a personal achievement but a testament to the hard work and dedication of the entire ALIV team. As an Indian delegate for the G20 since 2019, this acknowledgment motivates me to explore new possibilities in healthcare, aiming to transform healthcare paradigms towards sustainable, patient-centric solutions for vitality — ones that drive forward a future where aging is embraced as part of life's beautiful journey."

This year, the event gathered 500 delegates from around the world, offering young entrepreneurs an opportunity to

engage in dialogue and exchange ideas.

Under Rishi's leadership, ALIV's medical team has achieved remarkable results, including delivering the world's first stem cell baby to a woman at the age of 45 and India's first ever.

This award underscores the startup's position as a frontrunner in the healthcare industry and highlights the potential of Indian entrepreneurship on the global stage.

Rishi's dedication and pioneering approach have significantly impacted healthcare dynamics, improving patient lives through innovative treatment methodologies.

## Revolutionizing Tax Filing: myTreturn Launches India's First-of-Its-Kind Mobile App

**Pune (Voice news service):-** Skorydov, the innovative force behind www.myTreturn.com, is excited to announce the launch of their groundbreaking new mobile app designed to simplify and revolutionize how Indians file their Income-tax returns. This innovative app is the first of its kind in India, allowing users to file their taxes directly from their smartphones without needing to upload any physical documents, streamlining the entire process, and making it quicker and more efficient than before.

**A Game-Changer in Tax Filing** The myTreturn app is transforming the way one handles tax return filing. The myTreturn app is designed with the consumer in mind, eliminating the hassle of paperwork and making tax filing accessible for everyone. With just a few taps on a smartphone, one can complete the tax return from the comfort of one's home or office. This ease of use is what makes the myTreturn app a real game-changer in the field.

Saakar Yadav, Founder of Skorydov, shared his excitement about the new app, saying, "We are thrilled to introduce this game-changing app to India. At myTreturn, our mission has always been to make tax filing easy, secure, and efficient. This app is a testament to that mission, providing a unique solution that simplifies the entire process while ensuring the safety of user's data and providing them with maximum possible refund. We believe this app will fundamentally change how Indians approach their tax filing in the coming days."

**Affordable Tax Filing at Just Rs.99!** Skorydov, the makers of the app, said that they are committed to making quality tax services affordable for everyone. That's why they are offering tax filing through our app at just Rs.99. This initiative aims to lift any unnecessary financial burden on taxpayers while ensuring they receive top-notch service.

**Unmatched Expertise and Trust** Since the beginning, myTreturn has

been dedicated to making tax filing simple and stress-free. As pioneers in e-filing, they have built a robust platform that ensures accuracy, efficiency, and compliance with all government regulations. myTreturn (Skorydov) is officially recognized by the Income Tax Department of India, so one can rest assured that personal and financial information is secure and handled with utmost care.

**Key Features of the myTreturn App** The app is incredibly user-friendly and guides the user through each step with clear, easy-to-follow instructions. Whether the person is a salaried employee or self-employed, they will find the process straightforward and accessible.

One of the biggest advancements is that one no longer needs to upload multiple documents. The app securely retrieves all necessary information directly from government databases, making the tax filing process virtually paperless and saving valuable time and effort.

myTreturn's backend works tirelessly to ensure that one gets every rupee one is entitled to by identifying all eligible deductions and exemptions.

This feature is particularly beneficial if one is not fully aware of all the tax benefits available to them. Other features include importing Form-16 details, shares (capital gains), advanced encryption technologies that safeguard personal and financial information, and a range of services to cater to different tax requirements, from basic Income-tax returns to more complex filings.

**Customer Testimonials** "Filing my taxes used to be a daunting task, but the myTreturn app has made it incredibly easy and affordable.

The platform is user-friendly, and the support team is always ready to help." – Mukesh Ray

"As a small business owner and self-employed person, I appreciate the efficiency and cost-effectiveness of myTreturn. Their services have saved me both time and money." – Gautam Kumar

## International experts to explore India's Flagship Skilling Platform SIDH

**Pune (Voice news service):-** National Skill Development Corporation (NSDC), under the aegis of the Ministry of Skill Development & Entrepreneurship (MSDE), in collaboration with International Labour Organization (ILO), World Bank and UNESCO is organising a webinar on Skill India Digital Hub (SIDH) to prepare the workforce for the Future of Work on July 4. Shri Jayant Chaudhary, Hon'ble Minister of State (Independent Charge), MSDE will address the webinar where approximately 120 countries are participating and around 3,000 people have already registered. The webinar- AI powered Skill India Digital Hub will focus on the pivotal role of digital infrastructure, work-based learning models and industry-academia collaboration in bolstering the Skills and Lifelong Learning ecosystem for the future of work.

Shri Atul Kumar Tiwari, Secretary, MSDE and Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International will discuss the impact of digital platforms in creating scalable and sustainable skill enhancement models. The panel discussion constitutes of Dr. Haja Ramatulai Wurie, Hon'ble Minister of Technical and Higher Education, Government of Sierra Leone; Shri Ruben Sargsyan, Hon'ble Deputy Minister of Labour and Social Affairs, Government of America; Shri Borhene Chakroun, Director of Division for Policies and Lifelong Learning Systems, UNESCO, Shri Ravi Peiris, Officer in-charge, ILO Decent Work Team for South Asia and Country Office for India and Ms. Debjani Ghosh, President, NASSSCOM. The webinar will focus on the innovative use of technology in skills, leveraging Technical and Vocational Education and Training (TVET) to enhance

learner engagement and align skill development efforts to bridge the skill gap, thereby benefiting society at large. Today, organizations are keen on adopting multi-faceted & innovative approaches while hiring talent. By promoting innovative digital solutions, the webinar enables youth to navigate skill centres and unlocks avenues for employability and industry-ready skilling courses that are dynamic and relevant in local settings.

Moreover, SIDH is designed to streamline the skilling process with features like a swift 10-second registration, digitally verifiable credentials, and AI-powered job exchanges. The platform integrates multiple Indian sovereign databases for verification, offering a comprehensive view of training programs and personalizing recommendations using machine learning. It transcends the boundaries of traditional e-learning and

drives a movement dedicated to holistic learning and a future-ready workforce.

Additionally, the participants will gain invaluable insights into leveraging the digital revolution to augment the skilling, reskilling, and upskilling of the labour force. The candidates interested in improving skills and lifelong learning systems can register on Masterclasses to create a roadmap for employment, growth and entrepreneurship.

Promoting digital skilling, building social protection policies for gig workers, and the development of sustainable enterprises will be a cornerstone of this webinar. The AI-powered Skill India Digital Hub (SIDH) is a testament to ministry's commitment to building a future-ready workforce in line with the need to be more responsive to industry needs and more closely aligned with emerging technologies.

## Embracing Lifelong Learning is not just only imperative but an absolute necessity today: Shri Jayant Chaudhary

**Pune (Voice news service):-** Shri Jayant Chaudhary, Hon'ble Minister of State (Independent Charge), Ministry of Skill Development and Entrepreneurship (MSDE), emphasized the pivotal role of digital infrastructure and collaborative learning models during his address at the SKILLS Bridge Masterclass Series today. It focuses on Promoting Lifelong Learning (LLL) for the Future of Work and the webinar's topic was—AI-Powered Skill India Digital Hub (SIDH) for a Future Ready Workforce.

It was jointly organized by the National Skill Development Corporation (NSDC), International Labour Organization (ILO), World Bank and UNESCO.

The webinar attracted over 120 delegates and 3000 participants with the discussion centered on leveraging digital infrastructure, work-based learning models, and industry-academia partnerships to bolster the skills and lifelong learning ecosystem.

The webinar was attended by key dignitaries including Dr. Haja Ramatulai Wurie – Hon'ble Minister of Technical and Higher Education, Sierra Leone; Mr. Ruben Sargsyan, Hon'ble Deputy Minister of Labor and Social Affairs, Armenia; Mr. Atul Kumar Tiwari, Secretary, Ministry of Skill Development and Entrepreneurship; Mr. Ravi Peiris – OIC, ILO Decent Work Team for South Asia and Country Office



for India; Dr. Borhene Chakron- Director of Policies and Lifelong Learning, UNESCO; Ms. Debjani Ghosh, President, NASSCOM, India; Ms. Shabnam Sinha, Lead Education Specialist, World Bank; Dr. Ashwani Aggarwal, Workgroup Leader (Skills and Lifelong Learning Policy, Systems and Digitalization), ILO Geneva; Mr. Ved Mani Tiwari, CEO, NSDC and MD, NSDC International and Ms. Shreshtha Gupta, CTO, NSDC & NSDC International.

During his address, Shri Jayant Chaudhary, Hon'ble Minister of State (Independent Charge), Ministry of Skill Development and Entrepreneurship, said, "We are witnessing the dawn of the Fourth Industrial Revolution, where artificial intelligence, machine learning, and automation are redefining industries. In this scenario, the skills we acquire today may become obsolete tomorrow. Hence, embracing Lifelong Learning is not just only imperative but an absolute necessity today. Aligned with this vision, the Government of India is committed to creating an ecosystem that promotes lifelong learning." "At the heart of this trans-

formation lies the Skill India Digital Hub (SIDH), which is a leading example of how digital public infrastructure can revolutionize learning and skill development. SIDH is more than just a platform; it is a trusted and transparent ecosystem that converges diverse elements of our vast skill landscape." He added.

Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International and Ms. Shreshtha Gupta, CTO, NSDC and NSDC International showcased the SIDH platform to the international delegates and the audience. The platform was praised as the demonstration highlighted SIDH's role in streamlining skills training with features like swift registration and AI-powered job exchanges, aiming to bridge the skill gap and empower individuals with future-ready skills.

During a panel discussion on expanding the adoption of Skill India Digital Hub, Dr. Haja Ramatulai Wurie, Hon'ble Minister of Technical and Higher Education, Government of Sierra Leone said, "Sierra Leone's youth have immense potential for digital

learning, but limited smart-phone penetration, internet connectivity, electricity, and digital infrastructure hinder progress. Leveraging centers of excellence, robust curricula, and sector mapping can help us navigate this evolving landscape. Digital platforms like the Skill India Digital Hub exemplify how to converge accessibility, reach, and education in a dynamic environment."

Shri Ruben Sargsyan, Hon'ble Deputy Minister of Labour and Social Affairs, Government of Armenia further added, we are committed to creating an effective labor market mechanism to foster economic growth, inclusivity, and better public services. By collaborating with ministries and the private sector, we aim to revitalize industries and provide youth with opportunities to up-skill in entrepreneurship and new-age skills. Therefore, digital platforms are crucial for enhancing training, job placements, and an outcome-driven finance system, paving the way for an inclusive and sustainable future.

Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development & Entrepreneurship, emphasized on the crucial role of digital platforms in scalable and sustainable skill enhancement. He highlighted the Skill India Digital Hub (SIDH) as a flagship initiative, revolutionizing skill development through its inclusive, technology-driven approach.

## HERO MOTOCORP PAYS TRIBUTE TO ITS FOUNDER DR. BRIJMOHAN LALL MUNJAL WITH THE COLLECTOR'S EDITION MOTORCYCLE - 'THE CENTENNIAL'

**Pune (Voice news service):-** Hero MotoCorp, the world's largest motorcycle and scooter manufacturer, is paying tribute to its visionary Founder Chairman, Dr. Brijmohan Lall Munjal, with the collector's edition motorcycle, 'The Centennial.' 'The Centennial' was conceptualized, designed and developed by the global experts at the Hero Centre for Innovation and Technology (CIT) in India and the Hero Tech Centre in Germany (TCG). This masterpiece reflects the company's commitment to innovation and excellence. With only 100 meticulously handcrafted units, it embodies premium performance and craftsmanship.

In honour of Dr. Brijmohan Lall Munjal's 101st birth anniversary, the company will auction these bikes to its employees, associates, business partners, and stakeholders. The proceeds from the contributions will be utilised for the society's greater good, reflecting the Founder's enduring value of giving back to the community.

Deliveries of 'The Centennial' will begin in September 2024. Additionally, driven by its commitment to inclusivity and sustainability, the company is celebrating 100 days of customer and employee engagements across its facilities and

dealer network, including its Global markets. During this period, customers who buy any Hero motorcycle or scooter will have the unique opportunity to receive 100% cash-back on their purchase. This offer is available for a limited number of 100 vehicles. Further details are available on the company website and social media platforms.

Hero MotoCorp will also be inviting its customers to partake in the 'My Hero, My Story' campaign, where they can share anecdotes showcasing their unique bond and journey with the brand. A distinguished panel of experts from diverse backgrounds will carefully evaluate the submissions, and the top entries will be rewarded with the coveted 'The Centennial.'

Dr. Pawan Munjal, Executive Chairman, Hero MotoCorp said "Dr. Brijmohan Lall Munjal, my father and Founder Chairman of Hero MotoCorp, inspired billions worldwide. His vision transformed the landscape of the Indian automotive industry, leaving behind a legacy of ingenuity, innovation, courage and integrity. For him, business transcended profit - it was about people, both the individual and the community.

As we celebrate the com-

pletion of one year of his centennial anniversary, I am overwhelmed and proud to introduce 'The Centennial' - a marvel of engineering crafted in honour of his legacy. 'The Centennial' is not merely a landmark motorcycle but a memoir, written in steel and carbon fibre. This magnificent machine's design, engineering and technology all reflect the indelible mark of our inspiring Founder.

His inclusive vision embraced everyone in the Hero community - our customers, employees, dealers, partners, suppliers, and other stakeholders. Over these 100 days, we celebrate the man who started it all. I invite everyone to join us in honouring Dr. Brijmohan Lall Munjal on his 101st birth anniversary."

**The Centennial** 'The Centennial' stands out with its exceptional craftsmanship, carbon fibre and milled aluminium usage, and meticulous engineering.

Its distinctive elements include a lightweight aluminium swingarm for an enhanced riding experience and newly designed carbon fibre body panels for sleek aesthetics and structural rigidity. 'The Centennial' features are specially developed, machined, and anodised, including handlebars, handlebar mounts,



triple clamps, and rear-set foot pegs.

Delivering impressive performance and agility, the bike is equipped with a gas-charged, fully adjustable mono-shock from Wilbers and a 43-mm upside-down front suspension with damping adjustment.

A distinct, deep exhaust note emanates from the top-of-the-line carbon fibre and titanium exhaust system by Akrapovic, which is specially tuned for peak performance and integrates seamlessly with the bike.

The solo seat with a carbon fibre seat cowl and milled aluminium special edition numbered badging on the side covers add to the bike's uniqueness and exclusivity. Attention to detail is evident in the diamond-cut alloy wheels and the engine and frame's paint scheme, which enhance the motorcycle's visual appeal. With a low kerb weight of 158 kg, 'The Centennial' is exceptionally light, offering superior throttle response and improved handling and braking performance.

## Toyota Kirloskar Motor Accelerates 'Green Wave Initiative'

**Pune (Voice news service):-** Towards its commitment to environmental sustainability, Toyota Kirloskar Motor (TKM) further accelerates the 'Green Wave Project' commemorating this year's environment month. Aimed at enhancing its nature conservation activity in the community, TKM distributed saplings to its employees, under its sixth challenge namely 'Establishing a Future Society in Harmony with Nature', contributing towards the Toyota Environmental Challenge 2050. This eco campaign continues to drive active community involvement to promote greenery, through employee engagement.

The company has successfully distributed 7000+ saplings to its employees, marking significant progress towards its 8,000-sapling target set under its plantation activity. In this direction, TKM employees are encouraged to plant and nurture the distributed saplings within their neighbourhoods and submit periodic reports on plant growth. They have been enthusiastically involving their local communities in

afforestation activities, fostering a collective effort to create a greener environment. Towards this, it is noteworthy to mention about Toyota's tree plantation activities that are strongly driven by adopting a unique concept namely the 'Miyawaki Method of Afforestation' since 2009, and TKM was the first corporate in India to implement such plantation methodology. TKM's steadfast commitment to sustainability and ecological restoration is yielding remarkable results, as evidenced by the numerous advantages of the Miyawaki approach. A comprehensive study conducted in collaboration with experts from Bangalore University revealed that the Miyawaki method excels in carbon sequestration, capturing an impressive 30.86 tons of carbon per acre. Expressing his thoughts, Mr. B. Padmanabha, Executive Vice President & Director of Manufacturing - Toyota Kirloskar Motor, said,

"At Toyota Kirloskar Motor, we recognize that environmental and social sustainability are just as crucial as economic progression. Guided by Toy-



ota's Global Environmental Challenge 2050 (six challenges announced in 2015), our sustainability efforts are far reaching that go beyond product zero emissions. While the first three challenges seek to achieve zero carbon emissions covering the entire life cycle of our products, across manufacturing operations as well as our value chain, the last three challenges focus on to achieve water conservation, establishing recycled based society and living in harmony with nature.

We believe that a sustainable future is built through collective action and community involvement, as exemplified by one of our eco initiatives

- Green Wave Program that covers afforestation (plantation drives, distribution of saplings), sharing best practices (e.g. Miyawaki plantation methodology), creating awareness on nature conservation and imbibing good eco behaviour (Toyota Ecozone - Experiential Eco Learning). Together with our employees and other stakeholders, we aim to catalyse positive change in the community to safeguard the environment to the future." TKM remains dedicated to its vision of "Mass Happiness for all" and strives to inspire individuals and stakeholders to actively participate in environmental conservation.

## Samsung Unveils 'Bespoke AI Days' Offers on AI-Powered Digital Appliances

**Pune (Voice news service):-** Samsung, India's largest consumer electronics brand, today announced exciting promotions on its range of Bespoke AI-powered digital appliances. With these offers, Samsung aims to democratize AI and make its digital appliances more accessible for consumers. Samsung's new range of Bespoke AI-powered appliances enable smart living by seamlessly integrating AI to streamline tasks, allowing users to reclaim time for more meaningful pursuits in life, perfectly aligning with the ethos of "Do Less, Live More."

For the next 10 days beginning July 5, customers can seize exclusive offers to explore the advantages of AI-driven living. These Bespoke AI-powered appliances empower users to personalize settings, offer user-friendly controls for all ages, and deliver prompt diagnostics for



optimal functionality. "With Bespoke AI, Samsung has made premium global technology accessible to Indian consumers. These home appliances offer customization of choices, ease of control, unparalleled convenience, energy efficiency, and cutting-edge technology to all consumers. Through 'Bespoke AI Days' offers, we aim to provide attractive cashbacks and zero down

payment to customers who seek to upgrade to a premium segment of home appliances. This limited-period offer makes AI more accessible, enabling our customers to "do less and live more," said Saurabh Baishakhia, Senior Director, Digital Appliances, Samsung India. Giving modern Indian households access to creating smart homes, the exciting offers on Samsung's range of Bespoke AI-powered

digital appliances are applicable from July 5 to July 14, 2024. The 'Bespoke AI Days' offers will be applicable on Samsung.com, leading retail stores, and other online platforms, ensuring convenience for consumers nationwide. Customers purchasing Samsung's AI-powered digital appliances during 'Bespoke AI Days' can enjoy significant benefits such as cashback up to INR 20000 and zero down payment. Consumers can get INR 9000 cashback on the AI-powered EcoBubble washing machine models while the Bespoke AI Microwave Oven comes with a generous cashback of INR 12,000. The 'Bespoke AI Days' offers are also available on:

AI-powered refrigerators - 4 Door Bespoke AI Family Hub+, 4 Door Bespoke AI Convertible French Door, 4 Door AI Convertible French Door

## Thapar Institute of Engineering & Technology (TIET) Redefines Higher Education in India

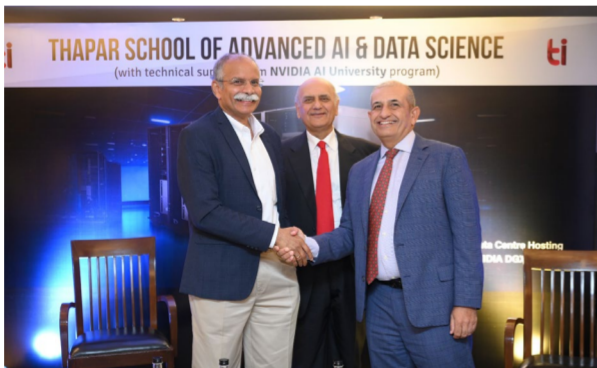
by Establishing AI-enabled University in Technical Collaboration with NVIDIA

**Pune (Voice news service):-** Thapar Institute of Engineering & Technology (TIET) announced the signing of an MOU and collaboration with NVIDIA to establish the Thapar School of Advanced AI & Data Science (TSAAI), with technical support from the NVIDIA AI University program.

Artificial Intelligence (AI) continues to revolutionize industries worldwide, driving innovation, reshaping the future of education, and changing lives. Under the Memorandum of Understanding signed between TIET and NVIDIA, TSAAI will be established at TIET's campus, Patiala. This groundbreaking initiative aims to offer a comprehensive range of academic programs, research opportunities, and innovation projects to empower both students and faculty with essential AI skills and knowledge. AI has become an integral part of daily life, from navigation systems to facial recognition technologies.

However, India faces a significant gap in AI expertise, highlighting the urgent need for skilled professionals in this field.

"We are excited about the opportunity to establish this AI school, in technical collaboration with NVIDIA," said Dr. Padmakumar Nair, Director of Thapar Institute of Engineering & Technology. "This work will not only bridge the gap in AI expertise but also pave



the way for cutting-edge research and innovation in this transformative field. This also establishes our vision of providing education that creates future-ready students. "As a key player in the global AI education initiative, Thapar Institute will integrate cutting-edge NVIDIA technologies to cultivate a new generation of AI experts across India," said Vishal Dhupar, Managing Director of Asia South at NVIDIA. "The new AI school will help bridge the gap in AI expertise and pave the way for breakthrough research and innovation in the industry."

TIET will set up state-of-the-art AI infrastructure leveraging NVIDIA DGX systems with NVIDIA H100 Tensor Core GPUs, NVIDIA A100 Tensor Core GPUs, and the NVIDIA AI Enterprise software platform for the development and deployment of generative AI. This dedicated data center will offer 227 petaflops of AI performance with nearly 8 terabytes of GPU memory.

Apart from core accelerated computing infrastructure, TIET is setting up edge computing infrastructure with 500 Jetson Nano developer kits to build up the startup ecosystem, taking leaps forward to turn graduates into job creators rather than job seekers. This AI university program aims to offer a comprehensive range of courses, labs, research opportunities and innovation projects to empower both students and faculty with essential AI skills and knowledge. By the dawn of the first semester 2024-2025 academic year, the infrastructure will be ready to support a full undergraduate AI degree program, AI mandatory/elective courses across all disciplines, technical training for faculty and staff, research collaborations, and establishment of an AI startup ecosystem powered by NVIDIA edge computing.

Within a span of 2-4 years, TIET will make sure any student who is graduating will be "AI literate" by making

required curriculum changes and additional requirements. First on the block is to initiate the Thapar Digital Twin project, followed by a number of mega interdisciplinary projects in areas ranging from food security, urban planning, healthcare, and cybersecurity to robotics and more.

Key highlights of the Thapar School of Advanced AI & Data Science (TSAAI)

1. Academics - Develop a new undergraduate engineering program in AI (B.E. in Artificial Intelligence and Machine Learning) focused on building deep AI skills over four years. - Offer AI elective courses across all programs to ensure all students are AI literate.

- Launch a Master's Program in AI, ML, and DS targeting working professionals.

- Provide professional development courses for industry professionals seeking AI training.

- Irrespective of the program, all students of TIET will receive nine credits of AI training.

2. Faculty and student training • Train identified faculty in the NVIDIA Deep Learning Institute (DLI) Ambassador Program.

• Conduct DLI workshops for identified students and faculty members. In addition, NVIDIA plans to extend the benefits of its Inception program to qualifying TIET-incubated AI startups.

## Tata Motors launches Fleet Verse, a digital marketplace for its entire range of commercial vehicles

**Pune (Voice news service):-** Tata Motors, India's largest commercial vehicles manufacturer, today announced the launch of Tata Motors Fleet Verse - a comprehensive and innovative digital marketplace for Tata Motors Commercial Vehicles. The platform offers features like new vehicle discovery, configuration, acquisition, financing, and is future-proofed to include a range of additional services and features, making Fleet Verse a one-stop digital destination for all commercial vehicle needs.

Built on five key pillars, Fleet Verse is designed to consolidate all aspects of commercial vehicle ownership onto a single platform. The Smart Search Vehicle Discovery,

and get prioritized fulfillment, simplifying the acquisition process.

Launching the Fleet Verse platform, Mr. Bharat Bhusan, Head - Digital Business, Tata Motors Commercial Vehicles, said, "With the launch of Fleet Verse, we are setting a new benchmark in the commercial vehicle industry by providing customers with an all-encompassing digital platform. We aim to streamline the commercial vehicle ownership experience, ensuring it's fast, intelligent, safe, and reliable. This initiative underscores our commitment to innovation and enriched customer excellence, driving growth and convenience for both dealers and customers through digitalized val-

ue chains. We are excited to bring this transformative experience to our customers and look forward to continuously enhance the platform with new features and capabilities."

All transactions on Fleet Verse are rendered through Tata Motors' extensive pan-India dealership network, using a direct-to-dealer payment ecosystem. Serving as a digital bridge, the platform connects dealerships and financiers directly with customers, streamlining processes from enquiry to vehicle delivery. This enables a transparent, prompt and convenient process for customers and Tata Authorised Dealerships—a true win-win scenario.

## Celebrating Multilingual Excellence: NIF Translation Fellowship Winners 2024-25 Announced

**Pune (Voice news service):-** The New India Foundation (NIF) is pleased to announce the winners of Round 2 of the NIF Translation Fellowships in the 2024-25 cycle. Aimed at encouraging translations from important non-fiction works across 10 Indian languages (Assamese, Bangla, Gujarati, Hindi, Kannada, Marathi, Malayalam, Odia, Tamil, Urdu) to English, the NIF Translation Fellowships showcase the country's rich history of knowledge texts across diverse liter-

ary traditions. Awarded for a period of 6 months with a stipend of 6 lakhs to each recipient, the Translation Fellowships bring historical Indian-language texts published after 1850 towards English publication. Editorial and financial support are also offered alongside the opportunity to work with the NIF's Trustees, and the Language Expert Committee consisting of distinguished bilingual scholars and writers. The NIF aims to expand upon its mission of supporting

knowledge about the history of contemporary India through the books resulting from the Translations, which supplement the 33 titles published over the past two decades in the NIF Book Fellowship programme.

NIF Book and NIF Translation Fellowships alternate each year, with applications invited annually between August to December.

Speaking on Round 2 of the NIF Translation Fellowships, Srinath Raghavan, Chair of the NIF

Fellowships, said: "The idea of the Translation Fellowships is to translate from Indian languages key works of non-fiction about India into English, thus bringing these important texts to a much wider readership.

In this round of Translation Fellowships, we had applications to translate a range of fascinating texts, all of which testify to the diversity of the intellectual resources that are available in this country and which are yet to come into broader circulation."