



80% of professionals in Pune seek more guidance than ever to stay ahead at work

Pune : Professionals in Pune are realising how quickly work is changing with 80% looking for more guidance and support than ever before, according to new research from LinkedIn, the world's largest professional network.

As jobs evolve, the biggest opportunity for workers in India is integrating AI into daily tasks (40%). 63% of professionals in Pune are convinced that getting ahead in their career now depends on their comfort with AI. In response, the use of LinkedIn Learning courses focused on AI aptitude has spiked by 117% among non-technical professionals over the past year.

LinkedIn data shows a 123% increase in posts mentioning flexible work over the last two years, highlighting how this continues to be top of mind for workers as companies evolve their return-to-office (RTO) strategies.

Professionals recognise that experience alone isn't enough 50% of professionals in the city acknowledge the need for continuous learning with 50% believing that upskilling is essential for career growth. According to the research, 47% seek guidance on the skills needed to navigate workplace change.

Many are learning about tech advancements (57%), innovation (37%), sector-specific market analysis (33%) to stay informed and prepared for future opportunities.

Video is the most popular format for professionals to gain knowledge 37% of professionals in Pune find short-form videos easy to engage with, while 40% prefer long-form video courses focused on specific skills, considering them the most helpful.

Professionals particularly value videos with anecdotes and learnings (77%), and unscripted podcast conversations (23%), which help them make informed professional decisions and evaluate career prospects.

Searching for solutions to stay ahead Professionals are turning to LinkedIn for the knowledge and skills to help them adapt to the rapid changes in the workplace. With expert

insights, AI-powered coaching, and real-time news, LinkedIn has the tools they need to stay ahead.

Nirajita Banerjee, Career Expert and Head of Editorial, LinkedIn India says, "With AI and hybrid work models changing how we work, staying informed about the latest industry trends is now more important than ever. Today, 8 out of 10 (80%) workers in Pune are already turning to industry leaders and peers for advice—recognising the value of proactively seeking professional knowledge.

Embracing this mindset, staying curious, and continuously developing new skills can set you up for success and help you stay ahead of change."

LinkedIn Career Expert tips for adapting to change and staying ahead: Stay on top of change: Topics like AI and hybrid work are changing constantly.

By staying up-to-date with the latest news and insights from trusted experts, such as LinkedIn Top Voices, you can better understand how these developments impact your daily work and what they might look like in the future.

Adopt a growth mindset: Change is hard and it's okay to feel nervous, but try to approach the process with an open mind. With a willingness to learn, you can build knowledge in areas that will make navigating change easier. Take AI, for instance. Practising prompt writing or using AI to take meeting notes will make it easier to use these tools in the future. LinkedIn has unlocked a series of Learning Courses such as Building an Adaptability Mindset in the Age of AI for free until 25th November 2024 and is also offering two complimentary professional certificates on Gen AI until the end of 2025.

Embrace bite-size learning: Find easier ways to acquire new skills and knowledge so continuous learning feels more manageable. Professionals find short-form video the most helpful and engaging when looking for information – and it's rapidly growing on LinkedIn, with video uploads up 34% year-over-year.

Cummins India Limited launches Retrofit Aftertreatment System (RAS), an innovative clean air solution for CPCBII and CPCBI gensets

Pune: Cummins India Limited, one of the leading power solutions technology providers, has launched Retrofit Aftertreatment System (RAS), an innovative clean air solution that allows customers to use their existing CPCBII and CPCBI gensets, and comply with the latest genset emission regulations.

This highly efficient and ingeniously designed retrofit emission control device effectively reduces Particulate Matter (PM), Carbon Monoxide (CO), and Hydrocarbon (HC) emissions from genset exhaust upto 90%.

The product is thoughtfully designed to be compact, providing a space saving solution with minimal operational and maintenance expenses.

Commenting on the launch, Pankaj Kapoor, Vice President – Distribution, Cummins India Limited, said, "At Cummins, we are steadfast in our commitment to help our customers in transitioning to cleaner and greener technologies. RAS offers an innovative and dependable solution for customers with CPCBII and CPCBI gensets, ensuring compliance with stringent emission

standards. Designed to offer low operational and maintenance costs, this product prioritizes customer satisfaction and peace of mind. Reducing the impacts of climate change remains one of our top priorities, and we will continue to uphold our brand promise of innovation and dependability through solutions that benefit both our customers and the environment."

RAS utilizes Diesel Oxidation Catalyst and Particulate Filter technology and has been type approved by the Automotive Research Association of



India (ARAI). For more details on how our clean air solution can benefit your businesses and contribute to a cleaner, healthier environment, contact your local Cummins India representative.

Toyota Kirloskar Motor Promotes Environmental Sustainability and Community Welfare Through 30th iCARE Event

Pune (Voice news service):- Toyota Kirloskar Motor (TKM) announced the successful completion of its 30th 'I Community Action To Reach Everyone' (iCARE) activity, an employee volunteering program, held at Irregowdana Lake in Bidadi. This event is in synergy with National Clean Up Day which is observed annually on 21st September.

The clean & green drive around the Irregowdana lake saw active participation from around 200 volunteers, including TKM employees and their families, who came together to contribute to the cause of a cleaner and greener environment.

National Clean Up Day is dedicated to raising environmental awareness and fostering community engagement in maintaining clean and sustainable public spaces. In the event, the volunteers undertook a comprehensive clean-up of the lake area, collecting plastic and non-plastic waste from the surroundings. The initiative focused on enhancing the lake's surroundings, reducing pollution, and safeguarding the local ecosystem.

Alongside the clean-up efforts, participants also planted 300-350 mature saplings



along the lake bund, enriching the biodiversity and contributing to a more sustainable future.

National Clean Up Day serves as a nationwide call to action, promoting environmental awareness and encouraging communities across India to come together to keep public spaces clean and sustainable. By organizing the lake cleanup and sapling plantation around this period, TKM reinforced its commitment to this important cause, fostering greater community involvement and emphasizing the importance of collective action in preserving natural resources. The event concluded with an experience-sharing session where volunteers reflected on their contributions and the importance of collective action in

skill development, disaster management, and environmental conservation.

The success of the 30th iCARE event, in alignment with National Clean Up Day, reaffirms our belief that every small step towards sustainability can lead to meaningful improvements.

We remain dedicated to empowering our workforce to engage in meaningful actions that resonate with our core values of respect for the planet and community development."

Since its launch in 2017, the iCARE initiative has garnered tremendous participation, with over 2,490 employees involved in more than 29 diverse projects. These efforts encompass critical areas such as education, environmental conservation, road safety and skill development. This collective endeavour has not only provided enriching experiences for employees but also positively impacted the lives of over 64,000 community members. iCARE exemplifies TKM's commitment to empowering and inspiring its workforce to engage in meaningful actions that uplift communities and reflect their dedication to social responsibility.

Supersafe Product collection Launch by Juice Cosmetics

Pune (Voice news service):- Juice Cosmetics, a leader in beauty innovation, announced the launch of its latest Supersafe product collections: the Supersafe Color Max Lipstick and the PlayUp Lip Crayon Collection. The brand has taken a significant step forward by revamping its website to coincide with the new product launch, which went live on the day of the press conference.

Among many other participants Agriti Khurana the winner of the contest captivated audiences with her unique coffee-inspired nail polish shade and her passion for beauty. Her commitment to self-expression resonates with Juice Cosmetics' mission to celebrate visionary ideas. The Supersafe Color Max Lipstick and the PlayUp Lip Crayon Collection added to the success of Juice Cosmetics. The Supersafe Color Max



Lipstick is enriched with key ingredients like Bio-Retinol, Shea Butter, and Vitamin E, ensuring a vibrant color that is non-transfer, moisturizing, and hydrating while also protecting and conditioning the lips. Similarly, the PlayUp Lip Crayon Collection offers a versatile transfer-proof crayon that doubles as a lip liner, featuring the same nourishing ingredients for smooth application. Both collections are designed to provide long-last-

ing wear while prioritizing lip health, making them essential additions to any beauty routine. Get these dazzling shades at Rs.499/- for Color Max Lipstick and Rs.399/- for PlayUp crayon. With these launches, Juice Cosmetics continues its commitment to crafting "Supersafe" products that enhance beauty without compromising on well-being. Mr. Amrit Kamra, Project Lead at Juice Cosmetics stated: "It is an honor to introduce

Agriti as our new face. Her talent and confidence embodies the spirit of JUICE Cosmetics". Moreover, we aim to stay committed to providing high-quality products that enhance personal expression. We are excited to provide our customers with the new Supersafe collection.

To sum up the press conference was a resounding success, this embarks on an exciting new chapter for Juice. The brand reaffirms its commitment to celebrating individuality and empowering women across India. With visionary products that blend elegance and quality, Juice Cosmetics invites everyone to explore their unique beauty and express themselves boldly. Stay tuned for more inspiring initiatives and offerings as Juice continues to lead the way in the beauty industry, making every moment a celebration of self-expression.

Montra Electric Concludes India's First - Ever Super League for EV Auto Drivers, Busting the Myths Associated with EVs

Pune: Montra Electric, the cutting-edge EV brand from the esteemed 124-year-old Murugappa Group, today successfully culminated the inaugural Montra Electric Super League (MSL), a pioneering event tailored for auto drivers in a grand finale at their Chennai factory. Co-powered by Chola Finance, the first-ever MSL ended with legendary cricketer Jonty Rhodes awarding the winners of the MSL.

The Montra Super League (MSL) recognized exceptional performances across various categories. Team MSL Knights, featuring Super Riders from UP, Bihar, Punjab, and Assam, claimed the MSL champions title, while Team Hawks, with riders from Kerala, Andhra Pradesh, Karnataka, Tamil Nadu, and Telangana, earned the runner-up award. Mr. Devnarayan from Noida and Mr. Islam Mohammed from Lucknow were awarded the prestigious Super Rider of the League title. Ms. Bhavani from Chennai received the Super Hero Award. The MSL winners were honoured with trophies, medals, and cash prizes. Additionally, the Super 50K Award was presented to riders who covered over 50,000 kilometres in less than a year.

The MSL featured 10 teams, each comprising 17 exceptional auto drivers, aptly named 'Super Riders'. This unique league aimed to revolutionize the perception of electric vehicles (EVs) within the three-wheeler community, debunked common concerns like range anxiety, the MSL encouraged participants to push the boundaries of EV capabilities, driving impressive distances with the help of top-up charging throughout the day.

This unique tournament featured 170 Super Riders from across India, including women auto drivers, forming 10 teams

that competed to cover the most kilometers.

Mr. Anurag Vohra, Chief Operating Officer, Montra Electric (TI Clean Mobility) said, "The success of the Montra Electric Super League highlights our commitment to advancing electric mobility and supporting our 'super-auto drivers'. This initiative not only celebrates skill and dedication but also aims to inspire a new generation of drivers, including women, to join us in building a sustainable future for the transportation industry."

Mr. Roy Kurian, Business Head, Montra Electric 'Last Mile Mobility' Vertical said, "The Montra Electric Super League exemplifies our dedication to innovation and inclusivity in the transportation sector. We are proud to celebrate the achievements of all our Super-auto Drivers, especially the remarkable women who are paving the way for future generations. Together, we are committed to shape a greener and more inclusive future for electric mobility."

The scoring system of the MSL was designed to motivate and reward. Each kilometer driven by the top 14 riders of each team translated to one run, with additional runs awarded for referrals leading to deliveries or live bookings, and quality customer testimonial videos. Teams advanced through a series of matches, with winners were determined by total points and runs accumulated, leading to quarter-finals, semi-finals, and the grand finale.

Chola Finance, another distinguished member of the Murugappa Group, pledged to provide free education to the children of league's finalist & semi-finalists. With this the tournament initiative has underscored their commitment to uplifting the lives of their drivers and their families.

Zoom Phone Now Available in India

Pune : Zoom Video Communications, Inc. (NASDAQ: ZM) today announced the launch of its industry-leading Zoom Phone in India, commencing with the availability of Zoom Phone service with native India phone numbers in the Maharashtra Telecom Circle (Pune). Zoom Phone brings multinational corporations (MNCs) with a domestic presence and homegrown companies unrivaled simplicity and modern functionality to their distributed hybrid workforce, as well as global native coverage in 50 countries and territories.

The native phone number support will be available starting with the Maharashtra Telecom Circle (Pune), followed by Karnataka (Bangalore), Tamil Nadu (Chennai), Andhra Pradesh (Hyderabad), Mumbai and Delhi telecom circles, covering all the major technology centers in India.

Zoom India received the Unified License with Access – All/PAN India and Long Distance licenses from the Department of Telecommunications (DoT), Government of India, in April 2023. Thereafter, Zoom India focused on establishing its dedicated domestic infrastructure for Zoom Phone in India and complying with regulatory requirements. This effort enables Zoom to lead the industry with the launch of the first-of-its-kind licensed cloud private branch exchange (PBX) service bundled with local phone numbers for India.

"Zoom's cloud PBX service meets the requirements of India's Unified Telecom license which requires building the dedicated local interconnection infrastructure in accordance with the regulatory requirements. This demonstrates Zoom's commitment to bringing a trusted service that our customers want," said Velchamy Sankaralingam, president of product and engineering, Zoom. "Globally, Zoom Phone saw continued expansion in the market, amassing five Zoom Phone customers with 100k+ seats in Q1 FY25[1], demonstrating our customers' trust in Zoom for critical employee and customer experience processes. Our latest offering reaffirms Zoom's leadership in delivering seamless cloud services on a global scale, enhanced by local investments to help ensure compliance and service excellence in every market, including India."

With an intuitive and familiar interface, Zoom Phone offers reliable, secure, and flexible voice communication features that seamlessly integrate with Zoom Workplace, the company's open collaboration platform with Zoom AI Companion.

Candlelight Concerts Light Up India with Classical Tribute to Punjabi Hits

Pune: Get ready to experience the uniqueness of Candlelight Concerts in a whole new way!

The global sensation that has enchanted audiences in over 150 cities worldwide, is set to transform the Indian music scene with its latest series: Classical Tribute to Punjabi Hits.

This fall, audiences across India will witness the fusion of Punjabi musical heritage with classical elegance, all under the soft glow of thousands of candles.

Following the resounding success of their Indian debut featuring Bollywood hits, Live Your City- Candlelight Concerts is adapting to local tastes. The new Classical Tribute to Punjabi Hits program promises to transport listeners into an enchanting world where all-time favourite Punjabi melodies are reimagined in an intimate, candlelit setting.

Deepa Bajaj, Country Manager of Live Your City India, shared her excitement about this innovative program: We are thrilled to bring the Candlelight Concerts to India in a way that truly resonates with our audience. Our Classical Tribute to Punjabi Hits is more than just a concert - it's

local. Zoom Phone provides local telephony services and is available as an add-on to Zoom's existing paid customers. With support for inbound and outbound calling through the public switched telephone network (PSTN), enterprise customers can seamlessly replace their existing PBX solution and consolidate their business communication requirements into one platform.

"We are excited to bring Zoom Phone to India, first rolling it out in the Maharashtra Telecom Circle (Pune), empowering multinational enterprises and homegrown companies of all sizes to support dynamic workstyles, improve employee engagement, and elevate the customer experience," said Sameer Rajee, general manager and head of India & SAARC region, Zoom. "The launch of Zoom Phone marks a significant milestone in Zoom's commitment to the Indian market. This achievement represents our dedication to delivering a reliable collaboration platform that powers limitless human connection and solves real business problems for our customers."

In addition to its comprehensive features, Zoom Phone is now boosted with AI Companion capabilities to enhance call productivity. Users can request post-call summaries and next steps, allowing them to focus on conversations instead of taking notes. Voice-mail prioritization elevates urgent messages, moving them to the top of the queue, while voicemail task extraction delivers tasks from voicemails, helping users understand the next steps without listening to every message. Zoom Phone integrates with leading business applications, contact center partners, and hardware providers, offering an all-in-one collaboration platform for MNCs with a domestic presence and businesses of all sizes.

"The availability of Zoom Phone is timely, reflecting the trend of strong demand for Unified Communications as a Service solutions integrated with telephony in India. By offering a single platform with enterprise-class features, Zoom Phone addresses the growing modern collaboration needs of local companies and global businesses with presence in India as they look to unify their employee and customer communication channels with a solid foundation in voice," said Krishna Baidya, senior industry director, Frost & Sullivan. "In addition to streamlining communications with one platform, Zoom Phone stands out with its scalability, security, and user-friendly interface."

PBG-supported Maharashtra's archer Vaishnavi Pawar helps India win silver medal at 2024 Asian Youth Archery Championship



Pune: Rising Maharashtra archer Vaishnavi Pawar, supported by Punit Balan Group, impressed with her brilliant performance as the Indian team clinched the silver medal in the recurve U-18 women's team category at the 2024 Asian Youth Archery Championship in Taipei City, Chinese Taipei.

Vaishnavi generally took the first shot for the three-member Indian team, that also comprised Pranjal Tholiya and Jannat, in every round and handled the pressure

quite well as they pipped the mighty South Korea in the semi-final in a shoot-off.

The Indian team found themselves in a similar situation after they fought back from a 2-4 deficit to force a shoot-off for the gold medal against the hosts, who ultimately prevailed.

"I am incredibly proud to represent India alongside my teammates. Beating South Korea in the semi-finals was a significant milestone for us, and we are determined to keep striving for more. I am especially grateful for the unwavering support from the Punit Balan Group, which has been instrumental in my journey thus far. Winning silver at the Asian Youth Archery Championship

is a testament to our hard work and dedication, and it inspires me to aim even higher in the future," Vaishnavi commented.

Vaishnavi, who originally hails from Malkapur Village in Latur district of Maharashtra and is now training in Pune, was extended financial assistance by the Punit Balan Group in July last year after being impressed with her prodigious talent.

The PBG supports the 16-year-old with her training and competition funding and helps her with equipment and other support.

"It's a proud moment for us that Vaishnavi has made India proud by helping the team win a silver medal in Chinese Taipei.

The level of competition at the Asian level is strong and Vaishnavi showed that she has the potential to beat the best in the business on the world stage," said Punit Balan, chairman and managing director of Punit Balan Group.

"We will extend all help required to Vaishnavi to fulfill her dream of representing the country and winning medals at the world championships and the Olympics and this result only shows that she is on the right path," he added.

Vaishnavi, who had finished fourth in the trials to make it to the Asian Youth Archery Championships, also reached the quarter-finals in the individual category.

Rajinder Kumar's Philanthropic Efforts for Students Shine at Mumbai's Global Glory Awards

Pune: Rajinder Kumar Fazilka of Devbhoomi Uttarakhand was honoured with Global Glory Award in Mumbai. He received this award from famous Bollywood actress Bhagyashree. Rajinder Kumar Fazilka of Devbhoomi Uttarakhand was honoured with Global Glory Award in Mumbai. He received this award from famous Bollywood actress Bhagyashree. Apart from Bhagyashree, Mandar Chandwadkar who played the role of Bhide in Tarak Mehta serial and Bhabhiji Ghar Par Hai actor Salim Zaidi, actor Girish Thapar, Arohi Khan, Laxman Kumar, Sakshat Entertainment founder Ramkumar Pal, Mumbai Raftaar News editor Shailesh Patel were present. Rajinder Ku-

mar received this honour for social service and helping students. Rajinder Kumar says that a person should have the desire to serve in life, no matter in what way. He says that we want to help those students who are not able to go out for competition after doing CA or after completing their studies, so we want to help such students. Rajinder Kumar says that a person should do the welfare of people with his own hands in his life. All the people born on this earth are a part of God. Every person should do human service in some form or the other while doing his work in his life. He said, 'We should keep teaching spirituality and culture to our coming generation.'



R. B. Horangee Pune & St. Felix School Students Excel at Goa Open International Taekwondo Competition

Pune: Athletes from R. B. Horangee and St. Felix School in Pune recently shone at the Open International Taekwondo Competition in Goa, securing an impressive array of medals across Kyorugi and Poomsae categories. The talented athletes brought home a remarkable haul of 9 Gold, 4 Silver, and 14 Bronze medals and a trophy for their outstanding overall performance. The competition attracted participants from across the globe, highlighting the international caliber of the event. The medalists are as follows: Gold Medalists: Hanika Girish Patil (Poomsae), Niharika Deepak Indish (Poomsae), Violina Das (Poomsae), Neeti Kulkarni (Kyorugi), Tanisha Yogesh Mudliar (Poomsae), Neel Sarang Dhoka (Poomsae), Aditi Dhananjay Ovhal (Poomsae), and Arvin Manjeet Pilakudy (Poomsae and Kyorugi). Silver Medalists: Umaimah Sufiyan Ansari (Poomsae), Violina Das (Kyorugi), Smera Mohan Londhe (Poomsae), and Rishona Jerry Louis (Poomsae). Bronze Medalists: Stuti Vishal Patare (Poomsae), Sanidhi Milind Khandode (Poomsae), Joanna Joshua Kakade (Poomsae), Diara Bijoy Nair (Poomsae), Mishka Abhijit Ghate (Poomsae), Krutika Tusshar Kaamble (Poomsae), Zoya Rizwan Khan (Poomsae), Apurva Amit Mondal (Poomsae and Kyorugi), Ira Gaikwad (Poomsae), Swaraj Kute (Poomsae), Veer Preetam Kothari (Poomsae), and Manat Soni (Poomsae). The athletes attributed their remarkable achievements to years of hard work and training under the expert guidance



of Master Ravindra Bhandari, a 5th Dan Black Belt. They also expressed gratitude to R.B. Horangee Taekwondo Do-jang Association team manager Girish Patil Sir, along with the unwavering support of their parents. Congratulatory messages poured in for the leadership at R.B. Horangee, including Master Ravindra Bhandari, Sr. Ursula Pinto (Provincial of Pune), Sr. Rosemarie Almeida (School Manager), Sr. Jennifer Pereira (School Principal), Supervisor Sr. Elsa, and Mrs. Leena Paul, who all celebrated the team's remarkable success. This remarkable performance reflects the schools' dedication to fostering talent and their growing prominence within the global Taekwondo community.

Cinépolis Celebrates Cult Classic Wake Up Sid with Re-release

Pune (Voice news service):- Cinépolis, India's leading multiplex chain, is bringing back the much-loved coming-of-age classic Wake Up Sid for a re-release across select cities 4th October onwards. This iconic film, which has left an indelible mark on audiences since its original release, has returned to the big screen across key locations in India. Mr. Devang Sampat, Managing Director, Cinépolis India, said "We are excited to bring

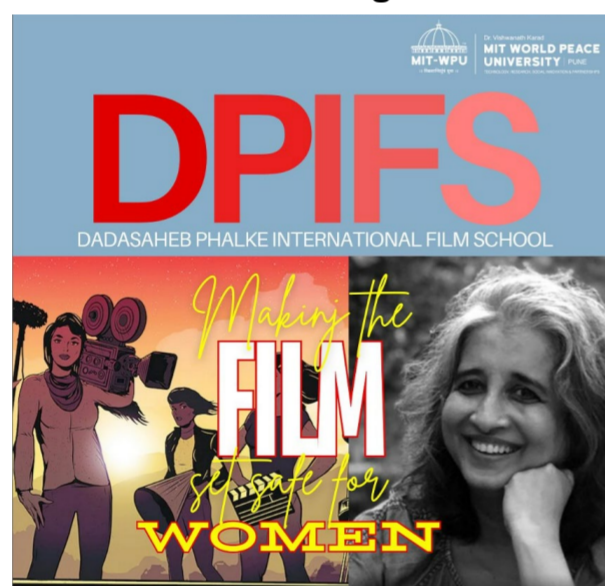
back Wake Up Sid to the big screen for a new generation of moviegoers. This film holds a special place in the hearts of many, and its message about self-discovery and following one's passion is more relevant than ever. At Cinépolis, we are always looking for ways to deliver experiences that are meaningful to our audiences, and the re-release of Wake Up Sid allows us to reconnect with a film that has become a favourite.

We look forward to welcoming fans, both old and new, to relive the magic of this beautiful story on the big screen once again." Since its release, Wake Up Sid has become a cult favourite, resonating with young audiences through its relatable characters and storyline. The re-release is a tribute to fans who have grown up with this film and a chance for new audiences to experience its timeless charm in theatres. Tickets are available on the

Cinépolis website, Cinépolis app, and at Cinépolis box offices. They can also be booked via BookMyShow and Paytm. The film will be re-released in the following cities: Ahmedabad, Vadodara, Thane, Navi Mumbai, Pune, Delhi, Noida, Lucknow, Hyderabad, Gurgaon, Mohali, Bhopal, Jaipur, Kota, Patna, Kolkata, Bhubaneswar, Nagpur, Bangalore, Jamshedpur.

National Award-winning director Batul Mukhtiar advocates for women's safety on film sets following the Hema Committee report

Pune: In light of recent discussions sparked by the Hema Committee Report on the Kerala film industry, which highlighted the importance of women's safety in the workplace, MIT-World Peace University's Dadasaheb Phalke International Film School (DPIFS) organized a special workshop on Making the Film Set Safe for Women. The workshop was conducted by National Award-winning director and filmmaker Batul Mukhtiar. During the workshop, the prolific filmmaker interacted with students and discussed the safety concerns, gender sensitization, and challenges faced by women in the film industry, offering insights into best practices for creating gender-sensitive spaces on film sets. Addressing the topic of gender sensitization and how it has evolved over time, she said during the workshop, "Gender discrimination and challenges are faced on a day-to-day basis, particularly in the film industry. There is a deep-rooted prejudice in society, where women are often left to ensure their own safety. When women joined the industry around



20-30 years ago, such conversations weren't even considered. We took it for granted that there would be discrimination. We would face it, manage it, and find our way around it. Most of the time, we were not allowed to talk about what should rightfully be ours. On being asked about the outcomes of movements like #MeToo and the recent Hema Committee report, the filmmaker said, The good thing that came from #MeToo and

the recent case in Kerala, where an actress came forward about what happened to her involving a prominent actor, is the formation of the Hema Committee to look into the working conditions of women in the film industry. The positive outcome is that this committee and women in cinema have started to look into the conditions and other related factors." "A lot of things need to be put into place, like the Hema Committee and the Women

in Cinema Collective, to push production houses, colleges, and institutes to implement practices like gender sensitization, internal committees, and intimacy coordinators on sets. When organizations push for these changes, they become possible. During the workshop, the filmmaker also shed light on the trends and changes happening in female representation in the industry, such as increased awareness that women, trans, and queer communities need to be represented more. There is a change in stories, but there is still a long way to go. More female directors are getting opportunities, but it is still far less than what it should be, she added. The workshop focused on measures that can be taken to ensure a more secure and inclusive working environment for women in the film industry, while also offering insights into best practices for creating gender-sensitive spaces on film sets. By holding workshops on such important issues, MIT World Peace University aims to empower the next generation of filmmakers to lead positive change.

Ishwar Singh Balawat was honored with Bharat Gaurav and Doctorate degree by Actress Shilpa Shetty by W H R P C

Pune (Voice news service):- Hundreds of works like village school development, garden, gym, water road, human basic facilities for children, human service during Corona period, animal service, cow service during illness, Ishwar Singh Balawat Basda Dhanji, who is always at the forefront to protect humanity, was honored with Bharat Gaurav Award with the degree of Doctor for doing great work in human service in the award ceremony organized in Delhi by World

Human Rights Protection Commission. In that award ceremony, as the chief guest, honored minister Mr. Sehwas Hussain, Delhi BJP President Manish Singh, Bollywood actress Shilpa Shetty, hundreds of high officials of World Human Rights Protection Commission along with hundreds of travelers from India and abroad were honored to Ishwar Singh Balawat. Ishwar Singh told that all the officials from World Human Rights Protection Commission and our Panchayat Samiti to Ja-

lore district cooperated in the development work of our Panchayat as a small village. It is a moment of great happiness for me that anyone has received honour for achieving a big goal. It is a moment of great happiness for me to honour the philanthropists of our village and my entire team members who always support me in every possible way. All the young friends of my entire village always support me in every possible way. The support of the rural public is visible.



29th Fenesta Open National Tennis Championship

Pune: Unseeded Maaya Revathi R of Tamil Nadu and Nitin Kumar Sinha produced stunning upsets to reach the finals of the 29th Fenesta Open National Tennis Championship in their respective categories at the DLTA Complex in New Delhi. Maaya continued her giant-killing run in the women's singles category, shocking second seed Riya Bhatia of Delhi with a commanding 6-2, 6-3 victory. The 15-year-old will now face top seed Vaidehee Chaudhari

of Gujarat in the final, after the former national champion dispatched Maharashtra's Pooja Ingale 6-1, 6-2 in her semi-final clash. In the men's singles category, Nitin Kumar Sinha of the Railway Sports Promotion Board (RSPB) staged a remarkable comeback to topple top seed J Vishnu Vardhan of Telangana. After dropping the first set, Sinha rallied to win 5-7, 6-4, 6-2, setting up a final showdown with Tamil Nadu's Rethin Pranav RS who defeated

Abhinav Sanjeev S 6-3, 6-2 in straight sets. India's largest domestic tennis tournament — supported by DCM Shirram Ltd., a leading business conglomerate, under the aegis of All India Tennis Association and Delhi Lawn Tennis Association, is witnessing the participation of exciting talents from various parts of the country fighting for the coveted crowns. The tournament has seen the participation of some of India's top tennis stars in the past edi-

tions including Rohan Bopanna, Somdev Devvarman, Yuki Bhambri, Sania Mirza and Rutuja Bhosale among many others. The women's draw saw contrasting victories in the semi-finals. While Maaya's upset win was the talk of the tournament, top seed Vaidehee Chaudhari lived up to her billing with a dominant performance against Pooja Ingale. Chaudhari's clinical 6-1, 6-2 win sets the stage for an intriguing final against the in-form Revathi.

Falcons wins at the 10th Edition of 'PYC - TRUSPACE Badminton League 2024

Pune: Falcons emerged winner at the tenth edition of 'PYC - TRUSPACE' badminton league tournament to be organized by PYC Hindu Gymkhana and played at Club Badminton Courts. In the finals, Falcons scraped past Comets 4-2 to lift the title. The winner got a trophy and medals. The prizes were given away at the hands of Mr. Kumar Tamhane, President of PYC Hindu Gymkhana, Mr. Deepak Gadgil, Hon Secretary of the PYC Hindu Gymkhana, Mr. Sarang Lagu, Joint Secretary of PYC Hindu Gymkhana, and Mr. Ashwin Trimal, Owner of Truspace, Mr. Tanmay Agashe, Badminton sec-



retary of PYC Hindu Gymkhana. Tournament Director Mr. Nandan Dongre, Mr. Abhishek Tamhane, Mr. Vivek Saraf, Mr. Ranjit Pande, Kedar Nadgode, Amod Pradhan, Sameer Jalan and Deepthi Sardesai were present on the occasion. Results: Final Round: Falcons bt Comets 4-2 (Gold Open Doubles 1: Sarang Athavale/Sudhanshu Med-

sikar bt Aditi Rode/Bipin Chobhe 21-12, 16-21, 15-02; Open Doubles 3: Abhijit Rajwade/Vinit Rukari lost to Parag Chopda/Nilesh Kelkar 20-21, 12-21; Womens Doubles 4: Chitra Apte/Vaijantini Marathe lost to Dipti Sardesai/Sandhya Bhat 11-21, 21-18, 11-15; Wiseman Doubles 5: Jitendra Kelkar/Prashant Vaidya bt Sridutt Shanbag/Devrat Shahane 21-14, 21-

18; Open Doubles 6: Amar Shroff/Soham Kango bt Soham Joshi/Yash Mehdale 07-15, 15-11, 15-12; Open Doubles 7: Chitanya Walimbe/Rian Karandikar bt Preeti Sapre/Gautam Lonkar 15-13, 15-09; Other prizes: Best Pair Silver Doubles: Akshay Oke/Soham Joshi, Best Pair Womens Doubles: Dipti Sardesai/Preeti Sapre, Best Pair Wiseman Doubles: Jitendra Kelkar/Prashant Vaidya, Captain Choice Award (Male): Amar Shroff, Captain Choice Award (Female) Chaitra Apte, Player of The tournament (male): Sarang Athavale, Player of The tournament (Female): Sanskruti Joshi.

JetSynthesys' Ratnagiri Jets Announce Strategic Partnership with Chitale Bandhu for the Next Three Years

Pune (Voice news service):- JetSynthesys is pleased to announce a new strategic partnership between two-time Maharashtra Premier League (MPL) champions Ratnagiri Jets and Chitale Bandhu. This three year collaboration was unveiled at the 'Ratnagiri Jets Ring Ceremony' in Pune, bringing together players, sponsors, and supporters for a night of celebration and camaraderie. In a display of continued commitment to the team, JetSynthesys awarded the Ratnagiri Jets players with a prestigious championship ring and Rs. 1 crore—double the amount granted in the previous year. The gesture not only incentivizes players but also reflects the owners' belief in investing in their success. Like Fleetguard Filtrum, the long-term partners of Ratnagiri Jets, Chitale Bandhu is committed to helping Maharashtra cricket flourish in association with JetSynthesys. Talking about the iconic win and partnership, Rajan Navani, Founder and CEO, JetSynthesys said "Our commitment to fostering local talent in Maharashtra re-



mains unwavering. By investing in the grassroots of cricket, we aim to strengthen the sports ecosystem and create numerous employment opportunities in the region. The consecutive MPL titles are a testament to the hard work and dedication of our players, and we are proud to continue supporting their growth. We

deeply value the Chitale Bandhu and Fleetguard Filtrum partnerships, which will further enhance the Ratnagiri Jets' capabilities and their standing in the cricketing community." Adding to this, Rakesh Navani, Joint Managing Director & Chief Investment Officer, Jetline Group of Companies, "The team's back-to-back championship wins are a source of immense pride for us. We appreciate the contribution and relentless hard work of the Head Coach, all the coaches, the support staff, Rajan (Navani), and all the players for their tremendous efforts in achieving this milestone. This victory reaffirms the need to continue supporting grassroots cricket in Maharashtra. The celebratory event was a well-deserved acknowledgment of the team's relentless efforts and served as a great moment of camaraderie among all stakeholders." With the new partnerships, the Ratnagiri Jets are poised to continue their winning streak, further solidifying their position as a dominant force in the Maharashtra Premier League.

Maruti Suzuki associates with Indian Air Force for the Vayu Veer Vijeta Car Rally To Honour The Courage And Valor Of Fallen Heroes

Pune (Voice news service):- Maruti Suzuki India Limited (MSIL) is honoured to announce its association with the Indian Air Force (IAF) and Uttarakhand War Memorial for the Vayu Veer Vijeta Rally. The Vayu Veer Vijeta Rally has tags like as Himalayan Thunder and "Wings of Glory" Car rally. The core objective of the rally is to honour the brave soldiers who made sacrifice in service of the nation and encourage youth to join Indian Armed Forces. Ceremonial flag-off was done on 1st October, 2024 by Minister of Defence, India, Shri. Rajnath Singh in the presence of other Members of Parliament and senior dignitaries from Maruti Suzuki India Ltd. at the National War Memorial. The formal flag-off is scheduled on Air Force Day, 8th October at THOISE (Transit Halt of Indian Soldiers Enroute (to Siachen)), one of the world's highest altitude air force stations. Rally will include 52 participants including Air Warriors, women officers, veterans, and representatives from the War Memorial. It will be joined by three former Air Force Chiefs in various legs. The rally would cover a total distance of 7000 km, from THOISE

Air Force Station in Ladakh to Tawang Air Force Station in Arunachal Pradesh. The rally, equipped with 12 Maruti Suzuki Jimny SUVs, will traverse arduous and treacherous terrains, leveraging the Jimny's off-roading prowess to tackle the challenges over the course. Supported by Progress, Harmony, and Development Chambers of Commerce and Industry (PHDCCI), New Delhi, the participants will traverse some of the most challenging landscapes, representing the hardships our heroes have endured in securing and safeguarding these terrains. Maruti Suzuki Jimny with its indomitable spirit, will aid the convoy in successful completion of this epic rally from Thoise to Tawang, visiting War Memorials en-route and paying respects to the fallen heroes. Additionally, the rally will have sixteen halts, twenty interactions with students and youth in schools and colleges enroute, aiming to create awareness about the Indian Armed Forces and inspire the youth to consider an illustrious career in the service to the nation. Commenting on this, Mr. Partho Banerjee, Senior Ex-



ecutive Officer, Marketing & Sales, Maruti Suzuki India Limited, said, "Maruti Suzuki is proud to associate with the Indian Air Force in the Vayu Veer Vijeta Rally, an initiative that honours our armed forces. This rally stands as a symbol of the enduring spirit of the heroes who have given everything in the line of duty. We have a long-standing association with the armed forces and the Jimny is building on that legacy with its legendary off-road capabilities. The Jimny perfectly aligns with the ethos of this mission, and we are proud to have our vehicles to be a part of this rally." The rally will pass through key regions such as Leh, Kargil, Srinagar, Jammu, Chandigarh, Dehradun, Agra, Lucknow, Gorakhpur, Darbhanga, Bagdogra, Guwahati, Tezpur to reach Tawang. This initiative stands as a tribute to honour the valiant sacrifices of our heroes and carry forward the legacy of courage and sacrifice left by them. The Maruti Suzuki Jimny, with its superior engineering and rugged design, will assist Indian Air Force teams to navigate through India's harsh terrains, from the arid mountains of Ladakh to the challenging steep roads leading to Tawang. Its role in the rally highlights the vehicle's durability and Maruti Suzuki's unwavering commitment to initiatives that celebrate national pride and promote a spirit of service.

Symbiosis Skills and Professional University Celebrates the Navratri Festival with Nav Durga



Students of Symbiosis Skills and Professional University, Pune dressed up in the nine forms of Goddess Durga with the Pro Chancellor, Dr. Swati Mujumdar

Pune: Celebrating Saraswati Puja with Colors and Devotion! Our talented students of Symbiosis Skills and Professional University, Pune dressed up in the nine forms of Goddess Durga (Nav Durga), embodying the spirit

of devotion and strength and performed the dance. They also shared the significance of the nine colors observed during Navratri - each color representing a different facet of the Goddess and her divine attributes.

7th Edition of ET Now Iconic Brands of India Awards

Pune: Fleetguard Filters Pvt Ltd, a leading manufacturer of filtration products and solutions catering to On & Off highway applications, has been awarded the prestigious "Iconic Brands of India 2024" at the 7th Edition of ET Now Iconic Brands of India Awards held on 26th September 2024 at Mumbai. The award was received by Mr. Niranjan Kirloskar Managing Director Fleetguard Filters Private Limited along with Mr. Pius Srivastava Head of Marketing and Corporate Communications and Ms. Gauri Pansare Senior Executive from Corporate Communications. The event celebrates brands that have driven national growth through innovation, sustainability, and global im-

ceptation. Fleetguard's inclusion highlights its commitment to excellence and leadership in the automotive sector. Speaking on the occasion, Mr. Niranjan Kirloskar, Managing Director, Fleetguard Filters Private Limited (FFPL), said, "We are truly honored to be recognized among the Iconic Brands of India. This achievement reflects the dedication of our team and our commitment to delivering innovative, sustainable solutions to the automotive industry. We are committed to driving progress and setting new benchmarks in quality and service for our customers. Our focus has been a driving force since inception.

NICMAR University Successfully Hosts First Convocation
Over 790 students conferred upon degrees across various disciplines



Pune: At the first convocation ceremony of NICMAR University, a strong emphasis was placed on the importance of integrity, perseverance, and learning from failures as essential traits for self-development and the growth of innovative technologies. Shri. Ajit Gulabchand, Chairman of NICMAR's Board of Trustees and Head of HCC Limited, addressed the graduating students, advising them to see failures not as setbacks but as stepping stones to success. With over 790 students graduating from various programs, the ceremony highlighted NICMAR's role in shaping future leaders for India's infrastructure and real estate sectors. NICMAR University President Dr. Anil Kashyap, Vice-Chancellor Dr. Sushma S. Kulkarni, Registrar Dr. Prashant Dave, Controller of Examinations Dr. Adinath Damale, School Deans, Dr. Smitha Yadav, Dr. Devang Desai, Dr. Sagar Malsane, Dr. Harish Singla and others were present on this occasion. During his speech, Shri. Ajit Gulabchand said, "You must have a good objective. Then, you must find an agent, which could be yourself, to carry out that objective. You need a variety of strategies to execute that objective successfully and deploy various tools to achieve it. Which manage-

ment guru said this in terms of getting a project underway? This is what Krishna told Arjuna at the beginning of the Mahabharata War. It is in the Bhagavad Gita." Further, Gulabchand stated, "Integrity is a characteristic, a virtue you need to develop, cultivate, and follow. Integrity allows you to create trust, and to create teams that rely on you. Integrity helps you to take ownership of tasks because you feel you owe it to improvements that should be brought about. Excellence in pursuit comes out of integrity and commitment to doing things well. These are all traits that you need to build a successful career. And if your career is not initially successful, get up from your failure and redo it until you become successful. Integrity will lead you to excellence. Everything follows from this, and this is when you need to pursue what you leave here." NICMAR University President Dr. Anil Kashyap said, "NICMAR is not only an institution, but it is a thought planted in 1983 by top industrialists of this country. As we stand here today, NICMAR University of Construction Studies in Hyderabad is operational from this academic year. Alongside that, NICMAR Construction Business School in NCR campus offering the PGM pro-



gram is also operational from this year. This means that now NICMAR is known for producing employment-ready graduates with academic and research rigor. Our vision is to become a global university with a difference. We want to embrace enterprising values and produce industry-ready graduates for a responsible built environment." "Students, your time at NICMAR University, Pune, may have ended, unless you return for a PhD, but the real journey starts now in the profession. You are well prepared for the challenges ahead, and I am confident in your abilities. You now possess a unique combination of leadership and technical skills that will help you manage challenging projects, lead teams, and drive innovation. We see you as game-changers and torchbearers of the NICMAR family," Dr. Kashyap said. Vice-Chancellor Dr. Sushma S. Kulkarni provided further insights into the university's academic strengths, highlighting its international collaborations and research contributions. "NICMAR has published over 177 research papers and has signed multiple MoUs with global universities, offering students opportunities for international exposure and learning. Our goal is to produce skilled pro-

Maharashtra bids a final goodbye to spam calls and SMSes with Airtel's AI-powered network solution



Pune: Bharti Airtel through its AI-powered spam detection solution has given much-needed relief to its customers in Maharashtra. In the last 7 days since its launch, the system, a first-of-its-kind solution by a telecom service provider, has been able to successfully identify 70 million potential spam calls and 1.2 million spam SMS in Maharashtra. The solution, which is free of cost, has been auto activated for all Airtel customers without them having to raise a service request or download an app. Commenting on the launch, George Mathen, Chief Executive Officer, Maharashtra and Goa, Bharti Airtel, said, "Every scam begins with a spam call. As a result, most people are reluctant to receive calls from numbers they do not recognize or to click on a link shared via SMS. With Airtel's AI powered solution, all such fears can be put to rest. 33 million Airtel customers in Maharashtra no longer have to worry about any such frauds since Airtel has empowered them with a defense mechanism that will alert them to all such spam calls and SMSes in real time. Available only to Airtel customers, this solution will be one of the key differ-

entiators compared to other service providers in the state. We are committed to working towards removing all annoying disturbances for our customers." Developed in-house by Airtel's data scientists, the AI-powered solution uses a proprietary algorithm to identify and classify calls and SMSes as "Suspected Spam". The network powered by a state-of-the-art AI algorithm analyses various parameters such as the caller or sender's usage patterns, call/SMS frequency and call duration amongst several others, on a real time basis. By cross-referencing this information against known spam patterns, the system flags suspected spam calls and SMSes accurately. A dual-layered protection, the solution has two filters - one at the network layer and the second at the IT systems layer. Every call and SMS passes through this dual-layered AI shield. In two milliseconds the solution processes 1.5 billion messages and 2.5 billion calls. This is equivalent to processing 1 trillion records on a real time basis using the power of AI. Additionally, the solution also alerts customers to malicious links received via SMS. For this, Airtel has built a centralised database of blacklisted URLs and every SMS is scanned in real time by a state-of-the-art AI algorithm to caution users from accidentally clicking on suspicious links. The solution can also detect anomalies such as frequent IMEI changes - a typical indicator of fraudulent behaviour. By layering these protective measures, the company is ensuring its customers receive the maximum level of defence against the evolving landscape of spam and fraud threats.

International School of Business & Media's Flagship Conference HR Share '24: Building Agile and Resilient Organizations: The Leadership Mandate

Pune, : - The International School of Business & Media is thrilled to announce its annual HR Share event, set to take place on October 4th and 5th, 2024. Founded in 2000 by the visionary Dr. Pramod Kumar, ISB&M has established itself as a premier institution dedicated to fostering professional growth, ethical standards and ambition among its students across campuses in Pune, Kolkata, and Bangalore. The event promises to be a pivotal gathering for HR professionals and students alike, centered on the theme "Building Agile and Resilient Organizations: The Leadership Mandate."



to share their insights, experiences, and best practices with delegates and students. This year, the event will feature distinguished speakers, including our chief guest Dr. Parag Kalkar, Pro Vice Chancellor of Savitribai Phule Pune University, and keynote speakers Mr. Soumitra Das, Global CHRO of Redington Ltd., on Day 1, and Mr. Ama-

resh Singh, CHRO of GE, on Day 2. Attendees can look forward to a variety of engaging activities, including panel discussions, presentations, and interactive sessions, focusing on contemporary challenges and solutions in the HR landscape. Esteemed HR leaders from leading multinational corporations will converge to

share their invaluable insights and real-world experiences, providing a comprehensive view of the ever-evolving field of human resources. HR Share '24 is made possible through the generous support of our sponsors: Aplycup, Black Orange Executive, ECRS, Vritti, Capstone, Triumph, My Anatomy, Green Deckagro, and Business Standard. Their collaboration underscores the importance of fostering a strong relationship between academia and industry. Join us for this remarkable event, where knowledge meets practice, and ideas flourish. We invite all students, professionals, and HR enthusiasts to participate in this enriching experience and be part of the dialogue that shapes the future of human resources.

Unite in Solidarity for World Animal Welfare Day in Pune

Pune - Students of Aakash Educational Services Limited (AESL), India's leader in test preparation services, marched on the streets of Pimpri Chinchwad (PCMC Branch to Ahilyabai Chowk, Pimpri Metro Station) in Pune, armed with placards bearing compelling slogans, to commemorate World Animal Welfare Day. This organized march, driven by the objective of advocating animal rights and raising global standards of animal welfare, was a powerful display of compassion and a strong voice for the voiceless inhabitants of our planet. Some of the slogans on the placards read: Roar out loud and save animals; Take care of an animal, and it will never forget you; Criminals should stay behind bars, not animals; Feed them, don't hit them; Shoot them with cameras, not with guns; It's right to fight for animal rights and Nurture Mother Nature. World Animal Welfare Day, an annual observance, is dedicated to highlighting the pressing issues confronting animals, and to ensure that their well-being captures the global attention. This day serves as an indispensable catalyst for change, rallying individuals and communities to take action on a multitude of animal-related causes, including their rights and



welfare. Speaking about this initiative Mr Amit Singh Rathore, Regional Director at (AESL), expressed immense enthusiasm for the event, stating, "At Aakash we feel a responsibility to help develop our students to become model citizens of tomorrow apart from helping them achieve their academic aspirations. To that end, we are delighted to be part of efforts that exemplify our commitment to promoting the rights of animals and elevating global standards of animal well-being."

World Animal Welfare Day, internationally observed on the 4th of October each year, coincides with the feast day of Saint Francis of Assisi, the patron saint of animals. This date serves as a poignant reminder to educate humanity about the profound impact of their actions on the animal kingdom and to raise awareness about the imperative need to protect and care for animals globally. Aakash and its students are proud to join this global movement to champion the rights and welfare of animals. As they take to the streets with their placards and slogans, their voices will resonate far and wide, urging society to acknowledge and uphold the dignity and well-being of animals.

Pune based NGOs KAM Foundation and Kranti wins the prestigious Bridgestone Mobility Social Impact Awards 2024

Pune (Voice news service):- Pune based NGOs have won at the prestigious Bridgestone Mobility Social Impact Awards for 2024. Bridgestone Mobility Social Impact Awards (MSIA) is an initiative of Bridgestone India to promote safe and sustainable mobility for all. The awards aim to identify, recognize and promote innovations in sustainable mobility that address social issues and advance social development through the work of Not-for-Profit Organizations. The 4th edition of the awards received close to 100 entries and selected the winners under the categories of 'Mobility for Empowerment of Vulnerable Groups' and 'Mobility for Increased Access to Resources'.

"Bridgestone's mission of 'Serving Society with Superior Quality' lies at the core of how we contribute towards people and communities around us. As a global leader in sustainable mobility solutions, these awards represent our commitment to support and celebrate mobility innovations for the greater good. This is the 4th edition for Bridgestone Mobility Social



Impact Awards and we are enthused to see the calibre and impact of all participating organisations in providing solutions for the pressing needs of communities and working towards improving the quality of life of those whom they serve." said Mr. Hiroshi Yoshizane, Managing Director Bridgestone India. KAM Foundation from Pune, Maharashtra won the award in the 'Mobility for Empowerment of Vulnerable Groups' category for their initiative "Sustainable livelihood in sanitation". Under this initiative KAM foundation focused on 50 sanitation workers to elevate the professional, economic and social status of sanitation workers on par with the likes of any other maintenance professional through mechanization. This resulted in a monthly raise in the monthly earning raised from Rs. 2000 to 20,000 with insurance, PPE Uniforms, medical care, etc., and indirectly impacted 100 lives of their family members. The first Runner-up Kranti in the Mobility for Empowerment of Vulnerable Groups category from Shirur, Pune provided comprehensive support to 2,460 survivors of gender and caste-based violence, facilitating complete support including legal aid, counselling, reporting the incident, court procedure and filing for compensation. Kranti also educated 2,000 children, including 460 girls, while facilitating entitlements for 7,695 beneficiaries. Ms Smita Singh, CEO KAM foundation said, "KAM Foundation is truly thankful to Bridgestone India for honoring our work with the prestigious 'Bridgestone Mobility Social Impact Awards' 2024. Our mission is to uplift sanitation workers from marginalized communities who face life-threatening risks in manually desludging septic tanks. By training them in mechanized cleaning, we aim to foster their economic independence, dignity, and social advancement. We are grateful to Bridgestone for supporting our efforts to build sustainable livelihoods in sanitation and empower vulnerable communities." Sunita Eknath Bhosle, President, Kranti Foundation said, "I never imagined that our work for vulnerable communities would receive such significant recognition by winning the prestigious 'Bridgestone Mobility Social Impact Award' for 2024. Since the founding of 'Kranti', we have tirelessly dedicated ourselves to improving the lives of those facing daily hardships. Learning that we've been awarded the runner-up prize is a humbling affirmation that our consistent efforts are shaping a better future for marginalized communities."

Tufwud Unveils FD120 ID: India's First ISI-Certified Fully Insulated Fire Door



Pune (Voice news service):- Tufwud, the nation's leading fire door manufacturer, proudly announced the launch of the FD120 ID—ISI-marked India's first fully insulated fire door. This ground-breaking product, unveiled at the prestigious Fire & Security India Expo (FSIE) 2024 at the Jio Convention Centre, Mumbai, sets a new benchmark in fire safety by combining aesthetics, functionality, and robust protection. The FD120 ID is the first fire door in India to achieve the esteemed ISI certification, making it a critical line of defense in fire emergencies. The ISI mark, a hallmark of quality and safety in India, guarantees that the FD120 ID meets the highest standards and has undergone exhaustive testing to prove its reliability in real-world conditions. This offering is a testament to Tufwud's mission to safer buildings that include acoustic fire doors, glazed fire doors, lead-lined doors. Commenting on the launch, Mr. Praveen Khemka, Director of Tufwud, said, "It's an architectural and engineering achievement to introduce the FD120 ID—India's first fully insulated fire door—and earn the prestigious ISI mark. This achievement marks a significant milestone not just for Tufwud but for the entire fire safety industry in our country. The ISI mark is more than a certification; it is a guarantee of our commitment to fire safety. In today's world, where compromise is not an option, the FD120 ID stands as a testament to our dedication to innovation and reliability."

Blue Dart to Implement General Price Increase w.e.f. January 1st, 2025

Pune (Voice news service):- Blue Dart Express Limited, South Asia's premier express air and integrated transportation and distribution express logistics company, part of the DHL Group, today announced its General Price Increase (GPI), effective from January 1st, 2025. The average price increase will be in the range of 9% to 12%, depending on product variabilities and the shipping profile. In its ongoing commitment to delivering reliable and efficient logistics solutions, Blue Dart conducts a comprehensive annual review of its pricing structure. This essential decision ensures the continued provision of quality service while fostering sustainable ecosystem collaboration. The pricing adjustments for 2025, which include inflationary adjustments and cost rationalization, are designed to partly cover spiralling long-term costs, such as rising input costs to operations, including but not limited to airline operating costs and infrastructure costs, while also supporting customers with customized and seamless deliveries. These measures help uphold Blue Dart's high standards amidst inflationary pressures, complexities in the global supply chain, and dynamic changes in the domestic landscape.

By proactively addressing these challenges, Blue Dart aims to sustain exceptional service for its customers and effectively support its partners. Balfour Manuel, Managing Director of Blue Dart, commented on the announcement: "As we stepped into 2025, we remain committed to delivering exceptional, reliable services. This price adjustment is essential for sustaining our operational excellence while continuing to offer solutions centered on the needs of our stakeholders. In conjunction with our annual price adjustment, we are also mobilizing investments to expand our network, adopt the latest technologies, and enhance our service offerings. We are primed to capitalize on new opportunities and deliver even greater value to our customers and stakeholders." As the trade facilitator for prominent organizations in key sectors such as e-commerce, healthcare, automobiles, consumer electronics, and BFSI (banking, financial services, and insurance), Blue Dart continues to set industry standards. The company's ongoing expansion of its electric vehicle (EV) fleet reflects its commitment to sustainability and reducing its carbon footprint. Additionally, Blue Dart stands as a frontrunner in harnessing drone technology for commercial use in the logistics sector.

Kinetic Green announces New Limited Edition of its Electric

3- Wheeler, Safar Smart & Exciting Festive and Financing Offers!

Pune (Voice news service)- Kinetic Green Energy and Power Solutions Limited, India's premier electric two-wheeler (e2W) and electric three-wheeler (e3W) manufacturer, is thrilled to announce a limited edition of Safar Smart passenger vehicle available in both lead acid and lithium battery variants. Designed for customers who require dual functionality, it offers space for both passengers and cargo. It features a hard top roof with a dedicated carrier, allowing passengers to travel comfortably while securely storing their goods on top. Additionally, it includes a new music system, floor mats, and stylish wheel caps—all for just ₹5,000 more than the standard model. In alignment with the upcoming festive season, Kinetic Green is also offering special deals across its entire e3W

range, combining affordability with enhanced features to deliver exceptional value. These electric three-wheelers, including the special edition, are paired with attractive financing options from leading partners, making ownership easy and accessible. These offers can be availed at dealerships starting from the first day of Navratri. Kinetic Green has teamed up with two prominent financiers, Cholamandalam Finance and RevFin Finance, to offer an appealing financing package, making it convenient for customers to own their desired e3W. For instance, the Kinetic Green Passenger Safar Smart Lead Acid e3W now requires a down payment as low as ₹29,000, with EMIs starting at ₹8,200. Similarly, the Kinetic Green Lithium Battery version comes with a down payment of ₹32,000 and EMIs from ₹8,500.

In addition to this, customers can choose either a one-year warranty and 18 months loan term for the lead acid e3W or a three-year warranty and three-year loan period for the lithium model, based on their individual preferences and usage patterns. These initiatives will ensure that e3W ownership becomes easier and more accessible while offering a seamless buying experience for consumers. Commenting on these initiatives, Mr. Debashish Mitra, President of Kinetic Green's 3 Wheeler Business said, "This is an exciting opportunity as we aim to make electric vehicles more accessible by offering attractive financing and choice of batteries for their Kinetic Green electric three-wheelers. These options will enable people to switch to sustainable mobility with ease. By making electric



vehicles more accessible and feature-loaded, we hope to encourage a larger segment of the population to embrace sustainable transportation solutions and decarbonize last mile connectivity in India." As part of its growth strategy, the three-wheeler division aims to achieve significant milestones by expanding its dealership network from 200 in 2024 to 400 dealers by 2025 end. Kinetic Green is also targeting a strong revenue of ₹250 to ₹300 crore in the three-wheeler segment for the 2024-25 financial year, strengthening its market presence and driving business growth.

HERO MOTOCORP GEARS UP FOR A GOOD FESTIVE SEASON WITH 6.37 LAKH SALES IN SEPTEMBER 2024

Pune (Voice news service)- Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, sold 637,050 units of motorcycles and scooters in September 2024. The company has sold 3,054,840 units in YTD FY'25 (Apr-Sep'24), translating into a 10% growth over the same period last year (Apr-Sep'23) and continues to experience strong demand across the 100cc, 125cc, and premium segments. The Company also continued to expand its global business

and registered a remarkable growth of 30% in its YTD sales. A positive sentiment is prevalent in the industry as it approaches the festive season on the back of a good monsoon. Hero MotoCorp is geared up with a host of customer offers, in line with previous festive periods, across its wide and attractive portfolio. The company has a strong pipeline of bookings and is experiencing increased customer footfall leading up to the festive season. It expects healthy growth during the 32-day period

starting from October 3. In a significant collaboration, Hero MotoCorp teamed up with Thums Up to present the Mavrick 440 Thunderwheels, a limited edition of its flagship motorcycle, the Mavrick 440. Hero MotoCorp has meticulously crafted this exclusive series of 300 motorcycles to provide riders with an exceptional journey on wheels. This motorcycle will be exclusively available to customers who purchase a Thums Up until November 31, 2024. The company launched the new Hero Xtreme 160R 2V

2024 Edition in September at an attractive price of INR 1,11,111 across the country. It features the segment-first drag race timer and also boasts a new signature tail-light and enhanced rear grip span for improved comfort for pillion riders. During the month, Hero MotoCorp concluded the auction for 75 exclusive collector's edition motorcycles, 'The Centennial'. The company raised a total of ₹8.58 crores, with the highest bid reaching ₹20.30 lakhs. The entire proceeds will be dedicated to supporting

Marut Drones provides No-Cost DGCA Pilot Training to support First-Time Buyers

Pune: Marut Drones, a leading drone technology company with DGCA certification for manufacturing and training is providing free DGCA certified pilot training to customers, marking a big step towards embracing drone technology in agriculture. Through this complimentary drone training program, customers can acquire a DGCA Certified Remote Pilot Certificate (RPC) valid for 10 years. Additionally, they would imbibe essential technical skills & gain insights into drone regulations, all while receiving a free set of batteries valued at Rs. 47,000 which provides significant cost savings for first-time buyers, making their entry into drone technology more accessible.

This comprehensive 5-day course is designed for anyone interested in offering Drone as a Service or spray applications. This course includes theoretical insights into DGCA rules and regulations, drone data analysis, payload utilization along with hands on UAS and simulator training. Marut Drones will provide pilot training to customers nationwide, leveraging its extensive network of partner academies and RPTOs across India. This initiative ensures that individuals from all regions can take advantage of this free training, which typically costs Rs. 42,000.

To operate drones for agricultural purposes, individuals must obtain a Remote Pilot Certificate (RPC). The Directorate General of Civil Aviation (DGCA) has outlined the eligibility criteria and process for acquiring this certification. As October marks the

start of the peak agricultural season, Marut will offer free drone training to its customers throughout the entire month of October. This comprehensive 5-day course is designed for anyone interested in offering Drone as a Service or spray applications. This course includes theoretical insights into DGCA rules and regulations, drone data analysis, payload utilization along with hands on UAS and simulator training. Marut Drones will provide pilot training to customers nationwide, leveraging its extensive network of partner academies and RPTOs across India. This initiative ensures that individuals from all regions can take advantage of this free training, which typically costs Rs. 42,000.

"Most drones in the market are designed for a single purpose, such as pesticide spraying. Recognizing the challenges faced by farmers, we have developed the first multi-utility drone, the AG365. Much like a tractor, this drone

can be adapted for various tasks simply by changing its attachments, allowing for a better return on investment. We can utilize the drone for different agricultural applications over the years. In line with Marut's vision to build a robust ecosystem for adoption of drones in agriculture, we are offering a comprehensive skill development training course at no cost for the month of October. Marut's aim is to provide entry-level support for individuals looking to embrace drone technology and achieve financial independence. A drone entrepreneur using Marut Drones can earn anywhere between Rs.40,000 to Rs.90,000 / month, enabling him/her to work at comfort of his home making a positive impact on farmers." said Prem Kumar Vislawath, CEO and Co-Founder, Marut Drones.

Marut's Made in India Kisan Drone - AG365 is designed and developed for Indian conditions and can be used for multiple purposes giving

Pidilite Returns with 5th Edition of Fevcreate Idea Labs to Inspire Innovation in Science and Craft

Pune: Pidilite Industries, through its art and craft platform Fevcreate, runs a nationwide science-based crafting contest called Fevcreate Idea Labs. Now in its fifth year, the contest has already received an overwhelming registrations for the 2024 edition. The entry window closes on October 20. This initiative has engaged around 2.5 lakh students from 1,500 schools across India so far, and this year it aims to inspire even more young minds to think creatively and innovatively. The theme, "Wonders of Nature: Using Recycled Mate-

rials," encourages students to get creative while learning about the importance of sustainability. The competition invites students from Classes 1-4 and 5-8 to explore the wonders of science and nature through art and craft, using recycled materials. Last year the event finale took place in Mumbai and the company roped in Shri Myslswamy Annadurai, an esteemed Indian space scientist and former ISRO Chief Director as chief jury member last year. The event finale was also televised for the first time and aired on

Nickelodeon and Sonic. Mr. Kashyap Gala, Senior Vice President of Consumer Products Business at Pidilite Industries, shared his excitement about the new season, saying, "Our objective at Fevcreate, is to wholeheartedly support the concept of learning by doing. School boards and NEP guidelines advocate for 'Art-Integrated Learning,' emphasizing that more learning should take place through art and craft. Therefore, Fevcreate Idea Labs is not just a competition; it's a way to inspire students to explore science and learn through art

while inculcating sustainability and care for environment among students. After having scaled up our competition last year, we are looking forward to an even grander finale this year." The most creative entries will move forward to the grand finale in January 2025, where the finalists will compete in a live crafting event. Pidilite Industries invites schools, teachers, and students to join this exciting journey with Fevcreate Idea Labs 5th Edition. To enter the competition, register on the Fevcreate website and upload the entries.

KIA 2.0 transformation unveiled with EV9 and Carnival Limousine: A blend of Innovative Technology, Design and Sustainability

Pune: Kia, a leading premium carmaker, once again takes the futuristic approach to redefine the Indian Automobile ecosystem with its 2.0 transformation strategy. The Kia 2.0 is focused approach on enhancing the design and technology in the vehicle, pioneering the change in the Indian Automobile Industry. The company launched the EV9 and Carnival Limousine in India to kick-start this transformation with never seen before technologies, reiterating its imagery as the industry disruptor. At the heart of Kia 2.0 lies ground-breaking innovations, including the introduction of Kia Connect 2.0 and advanced Vehicle to everything (V2X) technology. Standing for Kia Connect 2.0, is the updated Connected Car platform of Kia which opens door for many new innovations. The new platform introduces controller OTA (Over the Air) updates not just for map but also for vehicle diagnostic purpose. The OTA under Kia Connect 2.0 allows Kia to diagnose and fix newly launched EV9 and Carnival Limousine with 44 and 27 controller modules remotely. Another monumental leap forward with the Kia 2.0 transformation is the Vehicle-to-Everything (V2X) technology, which unlocks newer possibilities in the connected era, seamlessly integrating with buyers' digital lifestyle. With this integrated approach, Kia aims to offer buyers the full potential of their vehicles, unlocking a future where mobility and



connectivity create limitless possibilities. Currently, EV9 is the only vehicle in India to have V2X compatibility and Kia plans to extend it to other vehicles after exploring the market & ecosystem preparedness. Mr Gwanggu Lee, MD & CEO, Kia India, commented "At Kia, we always look for possibilities, that can have an everlasting positive impact not only on the company but also on the overall the automotive ecosystem at large. We disrupted the Indian Automobile Industry in 2019, we are yet again doing it after 5 years with our Kia 2.0 transformation strategy. The Kia 2.0 transformation is aimed to redefine how you perceive automobile conventionally, while keeping the cores intact. The introduction of Kia Connect 2.0 and Vehicle to Everything is our way to showcase the next level of Tech mobility. Our focus on cutting-edge technology, stunning design, and unparalleled luxury will revolutionize the Indian market. Our new design language, 'Design 2.0,' embod-

ies elegance, sophistication, and boldness, evident in our latest showstoppers – the EV9 and Carnival Limousine. I extend my gratitude to our customers, partners, and stakeholders for their unwavering support. Kia's success in India testifies to our commitment to innovation, quality, and customer satisfaction. EV9: A New World of Innovation The EV9 stands as Kia's flagship electric SUV, setting new standards for technology and innovation in the automotive industry, globally. Having crowned as the prestigious World Car Of The Year 2024 (WCOTY), the vehicle is powered by a 99.8 kWh battery, the EV9 offers an impressive range of up to 561 km on a single charge, making it suitable for both city commutes and long-distance travel. Its ultra-fast charging capability allows the battery to recharge from 10% to 80% in just 24 minutes with a 350kW DC charger. Inside, the EV9 introduces Kia Connect 2.0, a sophisticated integration that provides seamless connectivity with smart devices, real-time

updates, and remote vehicle control. The over-the-air (OTA) software updates ensure that software enhancements can be performed without needing a dealership visit. The EV9 packs 44 controllers through which the car can be diagnosed remotely. The Digital Key 2.0 allows owners to unlock and start the vehicle using their smartphones, reinforcing the vehicle's tech-driven identity. Additionally, the Vehicle-to-Load (V2L) feature enhances convenience by enabling users to power devices while on the move. Built on the 'Opposites United' design philosophy, the EV9 features a futuristic, angular design highlighted by a digital pattern lighting grille that enhances its striking presence. The EV9's digital prowess is further exemplified by its Trinity panoramic display, which combines a 31.24cm (12.3-inch) HD display instrument cluster, a 12.7cm (5-inch) HD HVAC display, and a 31.24 cm (12.3-inch) HD touchscreen navigation system. This integration provides an immersive and intuitive driving experience, simplifying access to essential information and boosting both convenience and safety on the road. Safety is also a priority with the EV9, which boasts over 27 Autonomous ADAS features, multi-collision brakes, vehicle stability management, and a comprehensive 10-airbag system, ensuring maximum protection for all occupants.

Light Up Lives This Festive Season The Body Shop Launches 'Spark A Change 2.0'

Pune: The Body Shop, a British-born international ethical beauty brand, celebrates five years of impactful collaboration with Plastics for Change (PFC), the world's largest source of fairly traded verified recycled plastic in Mumbai. To mark this occasion, the brand unveiled a new digital film as part of the award-winning Spark A Change campaign, featuring Indian actress, and model Diana Penty. The event brought together Harmeet Singh, Chief Brand Officer, Quest Retail - The Body Shop, Asia South, alongside Srinidhi Kashyap, Chief Operations Officer of Plastics for Change, and Deepa, a programme beneficiary, to reflect on the journey and impact of this meaningful partnership. In keeping with the festive spirit and the theme of Spark A Change, The Body Shop celebrates its partnership with Plastics for Change by extending the campaign's impact. With Spark A Change 2.0, The Body Shop is redefining the spirit of festive gifting, where every purchase not only brings joy to the giver and recipient but also supports the livelihoods of marginalised communities across India. As part of the new initiative, The Body Shop has launched

a donation drive to provide e-tricycles to Plastics for Change, enabling waste collectors to improve their livelihoods sustainably. Customers are invited to support this initiative by donating through the brand's website and across 200 stores in India. The festive message is beautifully captured in the video featuring Diana Penty, who radiates positivity and the joy of the season. She is seen enjoying The Body Shop products, gifts, and Plastics for Change merchandise (pouches), inspiring viewers to celebrate with purpose. Since the onset of the partnership in the year 2019, The Body Shop and Plastics for Change have worked tirelessly to create a more ethical and sustainable plastic supply chain. The partnership has benefited over 2,000 waste collectors, with more than half being women, providing them with fair prices, improved working conditions, and access to opportunities previously unavailable in the informal economy. To date, the initiative has purchased over 2,000 metric tonnes of plastic waste, equivalent to 100 million bottles, helping to reshape the approach to plastic recycling.

Harmeet Singh, Chief Brand Officer, Quest Retail - The Body Shop - Asia South, stated, "We're elated to launch Spark A Change 2.0 campaign, that embraces the theme of giving and sharing the joy that reaches out far and beyond. This film amplifies the positive impact of our partnership with Plastics for Change, showcasing how businesses can drive meaningful change. Over the past five years, we've diverted millions of plastic bottles from landfills and empowered thousands of waste collectors, especially women, with improved income opportunities and market access. Our donation drive to provide e-tricycles further supports their efforts in a sustainable and eco-friendly way. According to Andrew Almack, Founder/Chief Executive Officer, Plastics for Change "Our partnership with The Body Shop has been a game-changer for both environmental sustainability and social progress. By creating a fair-trade market for recycled plastic, we have reduced plastic pollution and improved the lives of thousands of waste collectors. This partnership showcases how innovative business models can address complex global challenges

while uplifting marginalised communities." Diana Penty actress, and model, shared, "I'm proud to be part of the 'Spark A Change' initiative, which truly embodies the joy of giving. This year, celebrate Diwali with a touch of nature-inspired beauty products from The Body Shop and discover ethical gifts to share with your loved ones. Experience the magic of the festive season in-store and online, and support their Community Fair Trade partner, Plastics for Change, to help light up the lives of waste collectors who contribute to a cleaner planet." As a part of this campaign, The Body Shop is offering a range of beautifully colored CYO (Create Your Own), and Prepacked Gift boxes available in vibrant festive shades, starting at INR 695. The brand, in association with Plastics for Change, has also launched multi-purpose makeup pouches made from recycled plastic in two striking colours (cross-zip pouch and square net-zip pouch). These special festive offerings, products and curated gift hampers can be purchased from their nearest outlet or online through the brand's website.

ICICI Bank's Festive Bonanza is back with attractive deals on big brands and leading e-commerce portals

Pune: ICICI Bank's annual Festive Bonanza is back with an array of attractive deals on big brands across electronics, mobiles, fashion, jewellery, furniture, travel, e-commerce and dining. Customers of the Bank can avail of these offers and get discounts of up to ₹40,000, by using their credit/debit cards, internet banking, cardless EMI and consumer finance. They can also choose to avail the benefit of no cost EMI by using their credit/debit cards. The Bank offers special

deals on iPhone 16 and other Apple products. On the purchase of iPhone 16, customers can avail an instant cashback of up to ₹5,000 on their credit cards and EMI purchases made through their credit and debit cards. ICICI Bank credit card holders exclusively get the option to register for Apple's iPhone for Life programme. It allows them to pay for select iPhone models in 24-month interest free instalments starting at ₹2,497 and offers a guaranteed buy back option for the existing iPhone when

they upgrade to their next iPhone. Customers are eligible to get special offers at Big Fashion Festival of Mynta. Further, they can enjoy special offers on home loan, car loan, two-wheeler loan and education loan from the Bank. Speaking on the launch, Mr. Rakesh Jha, Executive Director, ICICI Bank said, "We are pleased to bring back 'Festive Bonanza' to our customers with a variety of discounts, offers, and cashbacks. By partnering with top brands across categories, we

have curated these attractive offers and discounts during the festive season, for our customers to make the most of their festive shopping. The deals can be accessed through ICICI Bank's credit/debit cards, internet banking, consumer finance and cardless EMI. We are also delighted to announce special festive offers on home loan, car loan, two-wheeler loan and education loan. We believe these offers will make the festive season even more enjoyable and rewarding for our customers."

ZF, the industry pioneer in Electric Parking Brakes, surpasses 250 million units

Pune: ZF, the global leader in foundation brake systems, has achieved a remarkable milestone: the production of 250 million Electric Park Brake (EPB) units. This achievement solidifies ZF's position at the forefront of the industry, becoming the first company to reach this significant figure while maintaining its commitment to enhance overall brake system performance and driver safety and comfort. The Electronic Parking Brake stands out for its ability to improve fuel economy by reducing weight in the brake system. Beyond that, it rep-

resents a significant step in the electrification of mechanical systems, and when integrated with other vehicle systems, it enables advanced functions. The EPB also enhances driver safety by allowing two-wheel anti-lock emergency stops and providing convenient activation with a simple touch of a button. The EPB isn't just about parking — it is fully integrated into the brake system. It features dynamic actuation and brake pad wear sensing, while minimizing degradation associated with traditional mechanical systems. "When the shift from pure-

ly mechanical service brake functions began in the early 2000's, ZF had already been established as a global leader in the foundation brake market," said Danny Milot, Senior Vice President Braking Engineering. "The continued success of the EPB emphasizes that position as this technology is featured on many of the world's most popular vehicles, from small cars to large pickup trucks and SUVs." As an industry leader in braking technology, ZF offers a range of park brake solutions including the integrated park brake through to full EPB systems. And with more than

three billion braking parts sold over the course of more than 50 years, ZF continues to be on the cutting edge of innovation while offering the most comprehensive portfolios of purely electronically controlled steering, brakes and damping systems for software-defined vehicles. "As we move toward advanced safety, automated driving and vehicle electrification, braking systems continue to play a pivotal role," Milot said. "ZF will maintain its position as a leader, continuing to relentlessly pursue innovation while setting new standards for the automotive industry."

ICICI Bank and MakeMyTrip launch a co-branded credit card for travel enthusiasts

Pune: ICICI Bank today announced that it has partnered with MakeMyTrip (MMT), the country's leading online travel company, to launch a premium co-branded credit

card, specially curated for the aspirational travellers of the country. The feature-rich MakeMyTrip ICICI Bank Credit Card enhances the travel experience with

unlimited rewards that never expire. The card offers a unique value with myCash (MakeMyTrip's reward currency). where 1 myCash is worth ₹1 in spendable money. It offers 6%

myCash on hotel bookings, 3% myCash on flights, holidays, cabs, and buses, and 1% on other retail spends—all in addition to applicable MakeMyTrip discounts.