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GAUTAM BUDDHA NAGAR'S PRIDES 2022

GBN PRIDE AWARDS 2022

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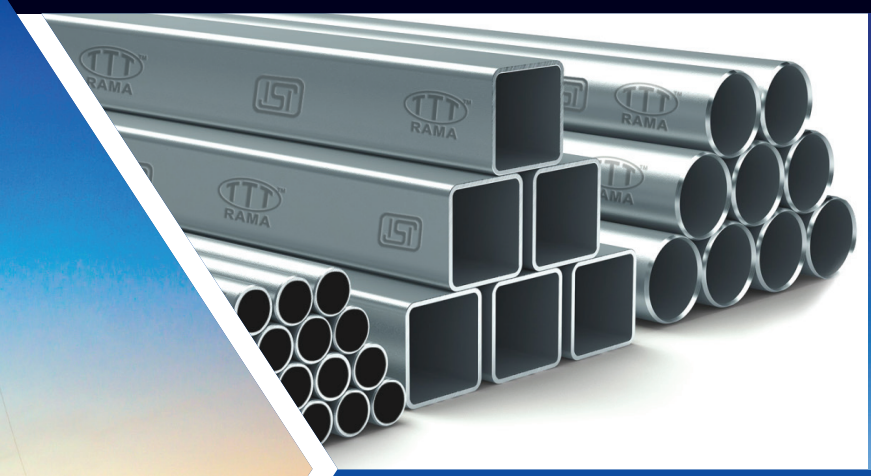



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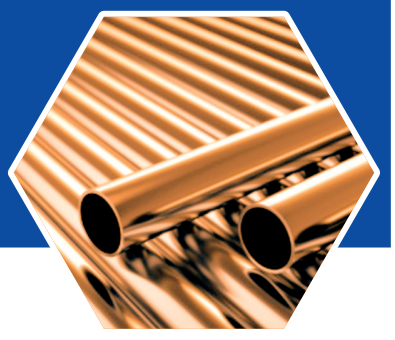



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Letter from the Editor

Investors are flocking to Gautam Buddha Nagar in droves



When it comes to the choice of cities for investors to put their money to work, Gautam Buddha Nagar is the only option available. According to the data that is made public by Invest UP, there will be a total of 238 projects that will be developed in GB Nagar. The Knowledge Park in Noida is going to be the location of the new centre.

The medical device park that is being developed by YEIDA and the Noida Apparel Export Cluster are the two other major projects that will be taking place in the region. In addition, another huge multinational company is constructing two distinct projects in Noida that are expected to have a massive investment.

Earlier, the company announced that it had purchased land in Noida with the intention of constructing "one of the largest data centres" in the country there. Another major player is Microsoft, which is establishing a software development centre in Noida with an investment of 2,186 billion rupees. With a total commitment of Rs 975 crore for the Lucknow area, PowerGrid Corporation of India is the largest single-project investor in the city.

To recognise the efforts of various industrial players and bureaucrats who have put in their heart and soul to develop Gautam Buddha Nagar, GBN Pride Awards 2022 were organized by Observer Dawn Media.

The Radisson Blu Hotel in Uttar Pradesh's Noida hosted the GBN Pride Awards 2022 and the Vice President of the Supreme Court Bar Association and Senior Advocate Pradeep Rai, the Deputy Chief Minister of Uttar Pradesh Brijesh Pathak, the Minister of State for the AYUSH Ministry of Uttar Pradesh Dr. Dayashankar Mishra, the State Minister of Tourism and Culture Jaiveer Singh, Noida MLA Pankaj Singh, and the MLA for Jewar, Thakur, were among the media dignitaries who attended the award ceremony.

The GBN district has undergone a great deal of transformation in the past quarter of a century. Everything had dramatically changed in the span of an eye, from the infrastructure to the protection of women. The future of the district looks very vibrant because of the way the region is developing, the day is not far off when people living in the metro cities will come here in search of jobs and other opportunities.

The entire district is emerging very fast and in future, it looks very obvious that it is going to give a very fierce competitions to metro cities such as Delhi, Mumbai, Bangalore etc.



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Editor-in-Chief
Observer Dawn

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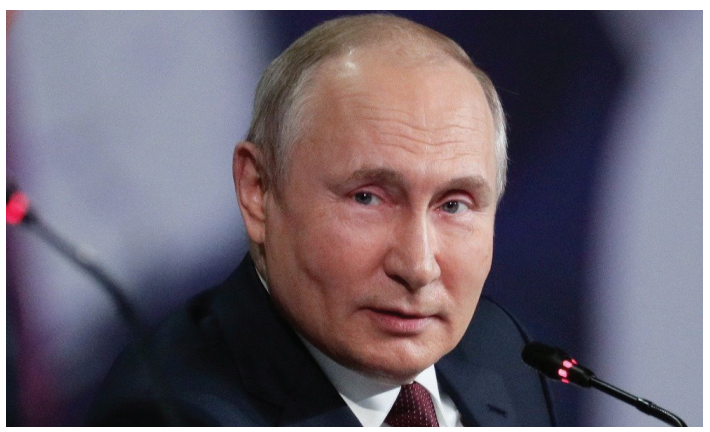

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NHA TRANG'S AIR FORCE OFFICERS TRAINING SCHOOL RECEIVES A USD1 MILLION DONATION FROM RAJNATH SINGH.

When Shri Rajnath Singh finished his three-day official visit to Vietnam, he paid a visit to the country's training facilities on June 10, 2022. Nha Trang's Air Force Officers Training School welcomed Shri Rajnath Singh, who is in Vietnam to strengthen military ties between the two countries. On behalf of the Indian government, he presented a check for USD1 million to the school for the construction of a language and information technology laboratory. In his remarks to the students and faculty of the School, he expressed his hope that the laboratory would be an important tool in the training of Vietnam's Air Defence and Air Force personnel in language and technology. As a result of the USD 5 million grant from the Government of India, an Army Software Park is being established at the Telecommunications University in Nha Trang. During Prime Minister Shri Narendra Modi's September 2016 visit to Vietnam, the grant was announced. Mr. Nguyen Phuc and Mr. Pham Minh Chinh were among those who met with the Raksha Mantri during his recent visit. On June 9, 2022, Shri Rajnath Singh visited the Hong Ha Shipyard in Hai Phong and handed over 12 High Speed Guard Boats to Vietnam. The boats were built with the assistance of a USD100 million defence line of credit extended to Vietnam by the Government of India.



COAL MINISTRY COMPLETES 22-23 YEAR ACTION PLAN

The restructuring of the Coal Mines Provident Fund Organization (CMPFO), coal evacuation and the benchmarking of machines and quantifiable parameters (output per hour/per machine) have all been finalised by the Coal Ministry of India for the years 2022-2023.

Training, Corporate Restructuring of the Coal Sector (CPSEs), Issues with Quality and Lignite Gasification in Coking Coal, Strategy for Coal, Coal Pricing Reform, Future Agenda - includes Coal to Chemical and diversification of CIL through robust media campaigns and close monitoring of CSR activities are all part of the futuristic agenda. A year-end agenda compilation has been produced for the second time and distributed to all senior functionaries tasked with guiding these priority areas through the year with regular monitoring and evaluation.

New technologies and a diversification strategy for coal's future are well-aligned with reforms that have been implemented in recent years. Coal's new technologies are the focus of the Action Plan, which also focuses on its core competency of raising production targets. As a result of this mission, which was launched by the Ministry, coking coal production will rise from 45 million tonnes in 2020-21 to 140 million tonnes by 2029-30.

The Coking Coal Strategy, Coal Pricing Reforms, and Futuristic Agenda work from last year's Agenda will continue this year as well. Futuristic Agenda items include Coal to Chemical: Syn Gas, Hydrogen gas and Liquid fuels as well as CIL - diversify its business and explore opportunities in sunrise industries such as electric charging pods, EVs, acquisition and merger of similar or new businesses after due diligence, media campaigns and constant monitoring of CSR activities.



BEL MINI SMART COLONY IS OFFICIALLY OPENED BY THE FINANCE MINISTER

In the august presence of Mr Dinesh Kumar Batra, Director (Finance) & CFO, and Mr Shrikant Walgad, IAS, Chief Vigilance Officer, Union Finance Minister Nirmala Sitharaman virtually inaugurated BEL's Mini Smart Colony at BEL-Bangalore Complex, Jalahalli, Bangalore. The Chairman & Managing Director, Mrs. Anandi Ramalingam, and the Director, Mr. Vinay Kumar Katyal, guided the project to completion (Bangalore Complex).

Participation in this event is coordinated by the DPE in conjunction with SCOPE and the Ministry of Finance's overall Azadi Ka Amrit Mahostav campaign, which is part of the overall Azadi Ka Amrit Mahostav celebrations. Together with the Software SBU, Engineering Services, and Human Resources, BEL's Homeland Security & Smart Cities SBU created BEL's Smart Colony. It includes solar power, waste recycling, rainwater harvesting, pedestrian-friendly pathways, energy efficient street lighting, and a herbal garden.

A special app, BEST NISA (Bharat Electronics Smart Township – Nivasi Seva App), has been developed for residents of the Colony to meet their requirements. It has been developed for responders from the Engineering Services Division, BEST NISPA (Bharat Electronic Smart Township – Nivasi Samasya Parihaara App). GIS maps and real-time data analytics are displayed on a dashboard that is constantly monitored by an ICCC (Integrated Command and Control Center), which is manned 24 hours a day.

As part of India's Smart City Mission, BEL is implementing 17 Smart Cities across the country. Azadi ka Amrit Mahotsav Exhibition and Roundtable of CEOs of selected PSEs on "Role of CPSEs in strategic sectors for an independent India" are both being held at Mahatma Mandir, Gandhinagar, from June 9 to 12, 2022. More than 2,500 saplings have been planted across BEL's nine units in India.



TWELVE HIGH SPEED GUARD BOATS WERE GIVEN TO VIETNAM BY RAJNATH SINGH



On June 9, 2022, Indian Defense Minister Rajnath Singh visited the Hong Ha Shipyard in Hai Phong and handed over 12 High-Speed Guard Boats to Vietnam. The boats were built with the assistance of a USD100 million defence line of credit extended to Vietnam by the Government of India. Larsen & Toubro (L&T) Shipyard in India built the first five boats, with Hong Ha Shipyard in Taiwan building the remaining seven.

Several high-ranking Indian and Vietnamese officials were in attendance at the handover ceremony. Minister Mantri described the project as a shining example of the Prime Minister Shri Narendra Modi's vision of "Make in India, Make for the World" in his speech. Because of Covid-19 pandemic, Hong Ha Shipyard and the Indian defence manufacturing sector persevered and completed the project, which is a testament to their dedication and professionalism. He exuded confidence that this project would serve as a model for future Indian-Vietnamese defence cooperation.

Indian Defense Minister Shri Rajnath Singh has invited Vietnam to participate in India's defence industrial transformation by enhancing cooperation. He claimed that India's defence industry has grown significantly since Prime Minister Narendra Modi's 'Aatmanirbhar Bharat' vision. To become a defence manufacturing hub that not only serves the country's domestic needs but also meets international standards, he emphasised the importance of developing a domestic industry.

The Raksha Mantri is currently in Vietnam for a three-day official visit. Shri Rajnath Singh and General Phan Van Giang, Vietnam's Minister of National Defense, held bilateral talks on June 8, 2022, the first day of engagements in Hanoi. A 'Joint Vision Statement on India-Vietnam Defense Partnership towards 2030' was signed by the two countries to increase military cooperation in the future. The two countries signed a Memorandum of Understanding (MoU) aimed at facilitating mutually beneficial logistical support. In addition to President Nguyen Xuan Phuc, the Raksha Mantri met with Prime Minister Pham Minh Chinh.

SAIL TAKES PART IN THE AZADI KA AMRIT MAHOTSAV MEGA SHOW, ORGANISED BY DPE

This year's AKAM (Azadi Ka Amrit Mahotsav) is being commemorated at Mahatma Mandir Convention and Exhibition Centre, Gandhinagar, Gujarat from 9th to 12th June 2022. SAIL, the Maharatna steelmaking public sector undertaking, is participating in the exhibition.



To commemorate India's 75th anniversary of independence, DPE is partnering with CPSEs and SCOPE to host a series of events under the banner of AKAM. There will also be an exhibition on "Nation Building and CPSEs," which includes 75 central public sector enterprises from various sectors, including SAIL. They'll be showcasing their role in building today's India at the event.

Smt Nirmala Sitharaman, the Hon'ble Union Minister of Finance and Corporate Affairs, and Gujarat Chief Minister Shri Bhupendrabhai Patel jointly opened the exhibition.

It was also attended by the Chairman of SAIL and SCOPE, Soma Mondal. Displaying SAIL's contribution to nation-building since the company's inception, SAIL has set up a stall at the exhibition. SAIL has also discussed its wide range of products, which serve a variety of industries, at the stall it has set up. An active participant in the Janandolan commemorating AKAM, SAIL is dedicated to seeing this project through to fruition.

AT THE IMPRESSIVE AKAM EXHIBITION, THE FINANCE MINISTER MEETS THE CEO OF HAL



Ministers for Finance and Corporate Affairs Nirmala Sitharaman and Bhupendrabhai Patel met with HAL CEO D. Maiti at the AKAM (India@75) Exhibition of Public Sector Undertakings in Gandhinagar, Gujarat, from June 9 to June 12, 2022. By setting up a stall, HAL is highlighting its contributions to the advancement of the nation.

Attendees are flocking to see models of HAL aircraft and films about the company's capabilities, manufacturing in India, and corporate social responsibility (CSR).

At the Round Table of CEOs of CPSUs, Mr. Ali Rizvi, Secretary, DPE, delivered the keynote address on the theme "Role of CPSEs for Self-Reliant India."

SJVN INTENDS TO WORK WITH THE STATE GOVERNMENT OF ASSAM ON THE DEVELOPMENT OF RENEWABLE ENERGY INITIATIVES

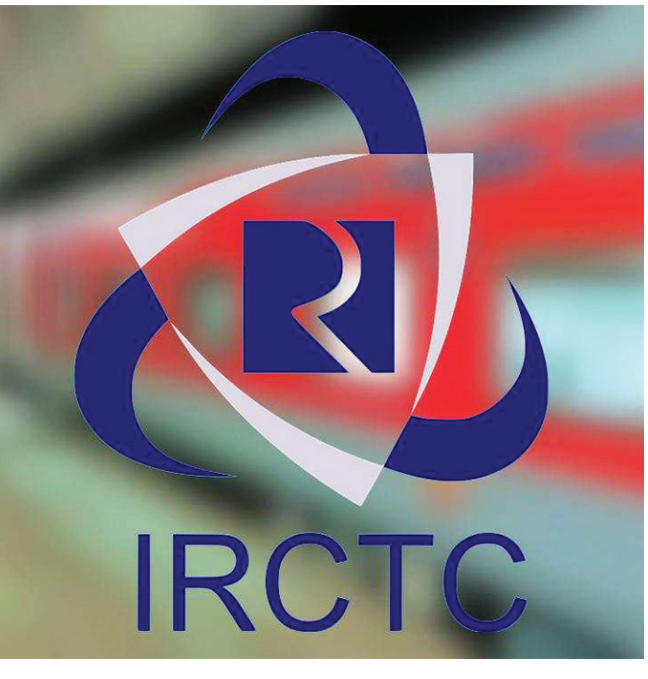
SJVN Director (Finance) Akhileshwar Singh met with the Chief Minister of Assam. Sh. Himanta Biswa Sarma in Guwahati. SJVN Chief General Manager Rajesh Gupta, Principal Secretary to the Chief Minister, Sh. Sameer Kumar Sinha, Principal Secretary to the Chief Minister, and SJVN Chief General Manager Sh. Neeraj Verma attended the meeting. During the meeting, the development of ground-mounted, floating solar, battery storage, and pilot hydrogen plants in the state of Assam was considered.



Arunachal Pradesh's upcoming SJVN hydropower projects have the full support of the Assam government, according to the Chief Minister. For the development of hydroelectric and renewable energy projects in Assam, the state government expressed interest in forming a joint venture with SJVN. It's possible to develop ground-mounted and floating solar power projects in Assam, which has a great deal of barren land and water.

SJVN was given the opportunity by Assam's government to explore the development of a 5000 MW power project in a phased manner. SJVN's Arun-3 Power Project in Nepal and Solar Power generated by CPSU scheme were also discussed at the meeting. Shri Singh also met with Assam's Power Minister Shri Bimal Bora, Assam Power Generation Corporation Limited's Managing Director Shri Bhibhu Bhuyan, and Assam Small Industry Development Corporation Chairman Shri Kishore Updhyaya.

Managing Director Sh. Nand Lal Sharma said that under the leadership of Prime Minister Sh. Narendra Modi and the guidance of Union Power Minister Sh. R.K. Singh, SJVN is expanding its portfolio with significant capacity. "By 2030, the government of India intends to have 500 GW of installed capacity from non-fossil fuel sources. SJVN has begun a fast-paced journey to meet this goal. SJVN currently has a total portfolio of around 31500 MW in operation and development in Nepal and Bhutan, as well as eight Indian states, after securing numerous new projects over the past two years. The company's "Shared Vision of 5000 MW by 2023, 25000 MW by 2030 & 50000 MW installed capacity by 2040" is being realised with these recent additions of New Projects.



IRCTC LAUNCHES AIR TOUR PACKAGES FROM LUCKNOW TO INDORE

IRCTC Lucknow has announced air tour package from Lucknow to Indore from 5 to 10 August 2022. This package has been crafted owing to high demand from devotees who wanted to visit holy shrines such as the MahaKaleshwar, Omkaleshwar and temples such as the Kaal Bhairav, Harsidh, Rajeshwari etc.

As part of the package, all the devotees will be given a tour of Mahakaleshwar shrine, Harsidh Temple, Omkaleshwar Shrine, Maheshwar Ahilya Fort, Rajeshwar Temple, Narmada River, Mandu, Hindola Palace, etc. This package comes with a price of Rs 28, 850 for single person and if three people stay together then the charges drop down to Rs. 27,150 per person. This package includes air fare from Lucknow to Indore and return, stay at a three-star hotel, breakfast, lunch and dinner. Interested people can proceed with their bookings by visiting IRCTC office located at Tourist Department at Gomti Nagar Lucknow or by logging on to IR'TC's website. For more information, people can also call on -8287930908/8287930909/ 8287930902



25 Years of Success of Gautam Buddha Nagar

GAUTAM BUDDHA NAGAR'S PRIDE AWARDS 2022

On June 17, Gautam Buddha Nagar commemorated its founding. GBN Pride Awards 2022 were held as part of the occasion by organiser Observer Dawn Media, a monthly worldwide business journal. The Vice-President of Supreme Court Bar Association and Senior Advocate, Pradeep Rai, National General Secretary of Janata Dal (United) KC Tyagi, Noida MLA Pankaj Singh, Jewar MLA Thakur Dhirendra Singh, Founder and Chairman of Kent RO, Mahesh Gupta, Uttar Pradesh President of Women Commission, Vimla Batham and Founder of Priya Gold, Navin Kumar among others were among the media dignitaries who attended the award ceremony.

The Radisson Blu Hotel in Uttar Pradesh's Noida hosted the GBN Pride Awards 2022. According to Dr. Hari Om Tyagi, Group Editor, Observer Dawn Media & Entertainment Private Limited, the ceremony has been planned so that those who have excelled in a variety of professions to make the area a better place to live will get the Gautam Budh Nagar Pride Award and gain attention. The Gold Sponsor of the program was APL Apollo Tubes Limited. APL Apollo Tubes Limited







(APL Apollo Tubes) is a company in the iron and steel products sector. The total valuation (market value) of the company is INR 22,332 crore.

The invited guests were welcomed by the invitee Pandit Prakash Joshi by presenting mementoes and shawls. Pandit Pandit Prakash Joshi is honored by former President Late APJ Abdul Kalam and Pranab Mukherjee Along with Dr. Hari Om Tyagi, Editor-in-Chief Observer Dawn Group and President of Srimangalam Institute of Law Management Harsh Dwivedi welcomed all the guests sitting on the stage with memento and shawl on the occasion.

The program started with the national anthem and lighting of the lamp. These are the most precious gems of the country and Gautam Budh Nagar who were honored with GBN Pride Award 2022. These are the gems that have played an important role in the development of Gautam Buddha Nagar. Gautam Buddha Nagar will always be indebted to all of them.

During an interview with the media, the National General Secretary of Janata Dal (United), KC Tyagi, stated that the district has undergone a great deal of transformation in the past quarter of a century. He stated that everything had dramatically changed in the span of an eye, from the infrastructure to the protection of women. Narrating the future of the district, he added by stating that because of the way the region is developing, the day is not far off when people living in the metro cities will come here in search of jobs and other opportunities. This was in response to the question of what the future holds for the district.

The District Gautam Buddha Nagar was formed on 06 September 1997 by carving out the portions of Ghaziabad and Bulandshahar.

However, the area occupied by this district has a very glorious past which has a root in Treta Yuga (Ramayan Kaal) as Bisrakh the birthplace of Rawan's father, Viseswa Rishi, lies in this land. In Dwapar Yug (Mahabharat Kaal) Dankore was the Dronacharya's Ashram, where Kaurav and Pandav took their training in Astra and Shastra.

Being in the purview of NCR, the development of the district is moving at





a fast pace. YEIDA (Yamuna Expressway Industrial Development Authority), GR NOIDA (Greater New Okhla Industrial Development Authority) and NOIDA (New Okhla Industrial Development Authority) of the district are world-class industrial hubs. YEIDA is being developed on land along the Yamuna Expressway.

The city hosts the Noida International Airport at Jewar which is being developed as the largest Airport in India, along with an F1 Track (Buddh International Circuit), a sports city, an international cricket stadium and India's largest Film City. Twenty-five per cent of the total revenue of Uttar Pradesh comes from Gautam Buddha Nagar.

The growth dynamics of the YEIDA are affected by various infrastructure projects, such as Golden Quadrilateral, Eastern Peripheral Expressway, Western and Eastern Dedicated Freight Corridors (DFC), and DMIC investment nodes in the vicinity etc.

A medical device park would come up on 350 acres along the Yamuna Expressway. In NOIDA/GR NOIDA industrial areas many large scale industries have been established by multinational companies like HONDA, CL, BPL, LG, HCL etc. In the year 2012, Observer Dawn began publication as a monthly business and real estate magazine. Thanks to its innovative approach to reporting the news, the publication quickly expanded to become the most rapidly expanding media organisation. In addition to that, it operates as an online news station that can be accessed through YouTube as well as through its own website.

Company's aim is to make sure that everyone is heard and to introduce them to the wider world. Pioneering event properties such as The Indian Realty Awards (IRA), International Business Awards (IBA), Shahid Bishan Singh Journalist Awards (SBJA), and Pride Awards (PA) have allowed the channel to remain light years ahead of its competitors. As a method of enlightening Indian business, these thought leadership events together on one huge platform the industry's most prominent decision-makers, as well as the most successful and influential visionaries, manufacturers, consumer and business experts, and other professionals from related fields.

Observer Dawn is all about recognition and has set a benchmark from 2012 to 2021 by organising spectacular events, a distinction for business successes that have created a history in its last ten years. Yet again, we are about to raise the bar with the new achievements and success stories.

Observer Dawn aims to recognise and reward business excellence across private, public, and charity sectors. Open to organisations of any size and individuals based anywhere in India and the world, entries are encouraged from those who feel they are working smarter than their competitors to create a business edge.









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LATE SHRI BP AGARWAL

Founder - Surya Food & Agro Ltd. (Priyagold Brand)



Navin Agarwal and Shekhar Agarwal, Surya Food Agro Limited (Priyagold Brand) receiving the Gautam Buddha Nagar's Pride Award 2022

BP Agarwal, Chairman & MD, Surya Food & Agro Ltd had been in the biscuit manufacturing industry for 32 years. When he started off, he was making and distributing coconut oil, but he later decided to enter the biscuit industry and founded Surya Food & Agro Ltd in November 1992 in Noida, Uttar Pradesh.

In October 1993, this unit went into commercial service. For the top quality cookie producer in London in 2004, the company received a 'International Quality Crown Award' under his leadership. The Indian Biscuit Manufacturers Association (IBMA) and the All India Food Processors Association both have him as their president (AIFPA).

For the past 15 years, Surya Food & Agro Ltd. has manufactured biscuits under the well-known brand name Priyagold. Surya Fresh Foods Ltd., a wholly owned subsidiary of the firm, was established in January 2006 to manufacture and market fruit drinks under the trademarks Freshgold, Treat, and Fresh Fizzy. Greater Noida, Lucknow, Surat, and Hyderabad are the locations of the company's four manufacturing facilities. Their products can be found in rural areas of northern India as well as upmarket areas of major Indian cities. Surya Processed Food Pvt. Ltd., the company's second wholly owned subsidiary, is expanding into the chocolate, toffee, and candy business.

Company has continued to use its established brand and distribution network to discover and commercialise attractive expansion possibilities after getting its feet wet in the biscuit market. Through its wholly owned subsidiary Surya Fresh Foods Ltd., it expanded into the production of fruit juices as part of this goal in January 2006.

Apart from producing this healthy range of food items, company also lay heavy emphasis on Corporate Social

Responsibility. Being a good corporate citizen is an ambition enthusiastically embraced at all levels within our company. SURYA FOOD & AGRO LTD., as a responsible Corporate Citizen, has practiced the CSR model of "Creating Shared Values", by reaching out to the, community and society who are directly or indirectly involved in its business operations. It has identified focus areas for its CSR Programs - Hunger, Poverty and Malnutrition, Promoting Health Care, Child Care & Education, Health Care, Skill Development and Community Development to make a difference to the underprivileged.

Company implemented its CSR Activities with suitable programs/ projects/activities as per the Company's CSR Policy and the activities enumerated under Schedule VII of the Companies Act, 2013, for execution/implementation in line with the CSR objectives of the Company that will benefit the community for which those programmes are intended.

The implementation of the CSR programs/projects/activities undertaken by the Company through independently registered trust or registered society or Section 8 Company that have a record of at least three years in similar such related activities and these trust & society are in position to report separately on such projects or programs in accordance with Companies (Corporate Social Responsibility Policy) Rules, 2014.

The company's passion lies in tradition, using only the best ingredients to make the tastiest products we can. Moreover, it sources the flour for its products from one of the best mills in the business, ensuring that it has a consistent and guaranteed SURYA FOOD EMBARKING ON THE NEW TRADE supply of fine flour all year around.

Furthermore, with the latest baking technology at its disposal, quality and safety are ensured. Such a mix of tradition and technology leads to production of Priyagold's quality products. Simply put, our goal is to be the top food major in India, making everyday moments a little more savoury. The popularity of brands like Butter Bite, CNC, Snacks Zig Zag & Marie Lite has enabled the company to command a sizeable market share in the biscuit industry, despite the fierce competition from the established players industry. The company's world-class factories boast high safety standards and are based in Greater Noida & many other locations in India. Since its establishment, it has grown its range of biscuits and expanded our facilities, owing to strong brand building and distribution capabilities. The company bakes daily with enthusiasm ensuring only the highest quality products are churned, day in and day out.

“The company's passion lies in tradition, using only the best ingredients to make the tastiest products we can. Moreover, it sources the flour for its products from one of the best mills in the business, ensuring that it has a consistent and guaranteed SURYA FOOD EMBARKING ON THE NEW TRADE supply of fine flour all year around.”

DR. PIYUSH KUMAR DWIVEDI

Chairman - NexGen Energia Limited





Dr. Piyush Kumar Dwivedi, Chairman- NexGen Energia Limited receiving the Gautam Buddha Nagar's Pride Award 2022 from Chief Guest KC Tyagi

With a plethora of urgent problems and a horrifying disease, the world appears to be collapsing. The issues with climate change and global warming are becoming worse every day, and at times it feels like things are out of control. Somebody is trying to bring a solution in this direction at around the same time. One of these revolutionary figures is Dr. Piyush Kumar Dwivedi.

Dr. Piyush Kumar Dwivedi, the chairman of NexGen Energia, created a distinctive business plan to establish a national network of CBG production and delivery. The Sustainable Development Goals of the government, including Swachh Bharat, Make in India, and an independent India via Vocal for Local, are explicitly supported by this renewable energy revolution that turns trash into money.

Mr. Dwivedi devotes more than 16 hours a day to improving customer demands, farmers' income, employment opportunities, pollution reduction, organic farming advocacy, and hosting other ideas that would elevate the company to a higher echelon of businesses.

Dr. Piyush Kumar Dwivedi comes from a small town in Uttar Pradesh. He is one of the few people who have made their own way and reached the heights of success.

Coming from Auraiya, a small district of Kanpur, Piyush wanted to get into business since childhood and wanted to make a special place for himself. His father late Mr. M.M. Dwivedi was a multitalented man. By profession, he was a lecturer in a government school and also owned a bookstore. His father is his source of inspiration: he was hard working and was very strict.

He used to get up at four o'clock in the morning to reach his workplace- a government school, and after school, he used to run his bookshop. His sound technical knowledge

of various equipment was the talk of the town. His engineering skills were so famous that many times, engineers from abroad used to visit him in his village.

Today, Piyush, who bears his father's attitude of hard work, is managing many top-notch multinationals. After completing post-graduation in arts, he decided that he wanted to do business but he was unclear about the options. He also knew that Auraiya is not his fortune maker so he moved out of the district in 1997 and came to Delhi.

The results of his risk-taking and hard-working attitude encouraged him to take the next big step toward his dream. His wife, Sangeeta Dwivedi, with whom he has shared all the credit for his success, also inspired him to take the leap. Piyush used to be an average student in childhood.

The success stories of business tycoons like Lakshmi Niwas Mittal, and Ratan Tata used to be his guiding light. He loved reading the biographies of top businessmen. He used to get inspired by the fact that everyone has started from scratch and through hard work and dedication they have reached the pinnacle of success. He then used to wonder, if they can reach there, why not us? Also, his confidence in himself and meeting people even in difficult times is another quality that he holds.

The constant pursuit of learning new technology and business ideas is a factor in the development path of Piyush. "I try to attend every trade fair, seminar and exhibition around the world. When you go and participate in these fairs, you get to know about technological progress and new business endeavour," he shares.

Decoding the secret of his accomplishment, he confirms, "One must always be open to taking risks in life. I am a 200 per cent risk taker. Take new risks and be innovative in your business style. I give all my clients ensured benefits.

Franchises offer attractive plans like buy-backs. Always try to think about what customers want from you and what difference you can make to your customers. Also, for any start-up, an employee is the main asset.

In my company, I select the best brains from other top companies and everyone makes goal-oriented efforts without pressure." Today, the Dwivedi couple is blessed with two children: son Aayush and daughter Aadrika. The family loves to go on vacation and their holidaying hotspot is Dubai. They also share a common liking for cars.

"The constant pursuit of learning new technology and business ideas is a factor in the development path of Piyush. "I try to attend every trade fair, seminar and exhibition around the world. When you go and participate in these fairs, you get to know about technological progress and new business endeavour."



DR. ARUN VIR SINGH (IAS)

CEO-Yamuna Expressway Industrial Development Authority



Dr. Arun Vir Singh receiving the Gautam Buddha Nagar's Pride Award 2022 for Administraion at YEIDA

After IAS official Anil Garg was removed from his position on October 21st, Dr. Arun Vir Singh was appointed CEO of Yeida for the first time on October 29th, 2015. Since the 17th of March of that year, he has served as an additional CEO of Yeida. For a short time in 2014, he served as an extra commissioner on the NCR Planning Board as well as an additional commissioner (trade tax) in Noida.

Singh's retirement is set for 30 June 2019, however he has been awarded a one-year extension to run the YEIDA and the new Jewar airport. Singh will be in charge of selecting the airport concessionaire, releasing tenders and contracts, concluding the process, and addressing financial problems.

Agra's Taj Mahal has been a tourism draw for the state of Uttar Pradesh, which has been working hard to strengthen the NCR's connectivity. Yamuna Expressway (formerly Taj Expressway) was designed by the Indian government in 2001 with the goal of reducing travel time by constructing a 100m wide and 165 kilometres long Expressway on the Yamuna river's eastern bank between Noida and Agra. An extensive region on the eastern side of the Yamuna river on the Yamuna Expressway's brand name Yamuna Expressway's brand new 6 lanes (extendable to 8 lanes) access controlled Expressway.

The Yamuna Expressway Industrial Projects Authority (formerly Taj Expressway Industrial Development Authority) was established by the Government of UP under the UP Industrial Area Development Act, 1976 in order to undertake the Yamuna Expressway Project and other connected development in the region (UP Act No.6 of 1976). There are now 1187 villages in Uttar Pradesh that have been designated for industrial development under the Yamuna Expressway Industrial Development Authority.

As an officer, he completes every project of the government of Uttar Pradesh and the government of India with utmost dedication and commitment. From time to time, the Honorable Chief Minister assigns this sequence.

Uttar Pradesh's Noida International Airport is a very big dream project that will benefit the state and the country. It will be the nation's largest airport once completed. There will be five runways. The first phase will involve the construction of two runways and two terminals. That phase should get underway in 2024.

After the Hon'ble Prime Minister laid the foundation stone, work has started here. The contractor is being chosen. The clearance process is no longer underway. The construction will be completed within 36 months. YEIDA is striving to complete the project as soon as possible. All of the personnel are fully dedicated and engaged in this work. Aside from this, projects such as Film City, Vrindavan Heritage Corridor, Logistics and Warehouse Park, and Medical Device Park are also being developed.

YEIDA is preparing to launch a plots and sheds scheme under the project, which is billed as one of the country's first medical device parks, for establishing industrial units at the park, which will serve as a manufacturing hub for medical devices such as ventilators, PPE kits, X-ray machines, and other products. The permission of the Central Government for the establishment of the medical device park is a significant accomplishment. It will be the country's first such park, and construction on the DPR is already begun.

Other than this, under the Master Plan Phase-II, we suggested a logistics and storage centre in Tappal Bhajna Urban Centre. YEIDA has hired Deloitte Touche Tohmatsu India to do a feasibility assessment and a draught environmental impact statement for the region's proposed logistics and storage centre.

Near Tappal, there is a Chola railway station. However, the consultant must make specific rail connection plans with supported recommendations in the draught DPR, which has yet to be presented.

Also, for the Mathura-Vrindavan stretch, the Yamuna Expressway Industrial Development Authority (YEIDA) has suggested a "heritage corridor" and a tourism centre. According to the proposal, two 100-meter-wide roadways would connect both towns to the Yamuna Expressway. The Yamuna riverside will be developed, meditation centres and a museum will be built in the region, including retail space, and the Yamuna riverfront will be developed.

“The Yamuna Expressway Industrial Projects Authority (formerly Taj Expressway Industrial Development Authority) was established by the Government of UP under the UP Industrial Area Development Act, 1976 in order to undertake the Yamuna Expressway Project and other connected development in the region (UP Act No.6 of 1976).”



MR. SANJAY GUPTA

Chairman & Managing Director - APL Apollo Tubes Ltd.



A K Jain, CFO, Apollo Pipes receiving the Gautam Buddha Nagar's Pride Award 2022 from Chief Guest KC Tyagi and Vimla Batham

The industry's structural strength is critical to the development of a nation. A company's ability to establish an industry relies on its internal strength. Entrepreneurial spirit is at the heart of enterprise core development. For years, generations of entrepreneurs have stood on their heads and led the league with steely will. Together, the captains set new standards for leadership.

Leaders are those rare breeds of innovators who, by swimming against the current, change the stream in their favour while also challenging the status quo. These legends are made up of actual steel that keeps showing its worth over and over again. This is APL Apollo Tubes Ltd. - the undisputed leader in structural steel tube manufacturing in India - represented by its legendary visionary Mr. Sanjay Gupta, Chairman & Managing Director of the company. Sanjay Gupta has worked in the steel industry for more than 30 years in a variety of capacities.

The company has grown from a steel tube manufacturer to a global leader in branded structural steel tubing products under his visionary and dynamic leadership. His father, the late Shri Sudesh Gupta, was a successful entrepreneur, and under his leadership, the company has continued to grow rapidly towards becoming an international organisation. One of India's leading steel pipe manufacturers, APL Apollo, is based in Mumbai, Maharashtra. Steel items for urban infrastructure, automobiles, construction, housing, energy, irrigation, solar plants and greenhouse applications may be found at this 'one-stop-shop' with a strong presence across India.

APL has created a three-tier distribution and supply chain network during the past 35 years. Ninety-nine of the United States' cities are served by APL's extensive nationwide distribution network, which includes warehouses and branch offices in twenty-one other nations. In India, it has around 800 dealers and distributors

and eleven manufacturing plants with direct marketing capabilities. At 2.6 million tonnes per year, APL's total production capacity is the largest in the industry. APL has a reputation for bringing cutting-edge technology to India and establishing a new market. Structural steel tubes may now compete with other building materials like wood, RCC, aluminium, and PEB by creating square and rectangular sections with the ability to replace conventional steel construction goods like angles and channels. Because they're the industry leader in structural steel tubes, they have a 50 percent share of the market. They are increasing their capacity by 1.4 million tonnes per year to attain a total of 4 million tonnes per year through greenfield expansion.

APL Apollo has developed a reliable three-tier distribution and supply chain over the last three decades. It is an ISO 9001:2008, ISO 14001:2004, and OHSAS 18001:2007 Recognized Export House. SGS (France) and CE (Germany) are among the reputable international agencies that have certified its BIS-marked products (Europe). APL Apollo is committed to meeting the ever-changing needs of its customers while also offering high-quality goods at reasonable prices. No matter how new a technology is or how best to utilise available resources, it never hesitates to invest in R&D. This drives its ability to create new products, adapt new applications, strengthen processes, develop new market segments, and enhance existing market shares.

To meet the growing demand for ERW black pipes, the company opened its first plant in Sikandarabad in 1987. Since then, it has grown to 24,000 MT/Annum in capacity. In March 1994, the Galvanized Plant, with a capacity of 16,000 MT/year, was put into operation. When the company went public in 1995, it was listed on the BSE and NSE exchanges. It was the first company in India to introduce pre-galvanized pipes in 2004 after developing its own hollow sections in-house in a variety of sizes. The company introduced Direct Forming Technology (DFT) in India a few years ago. For both the company and the end user, DFT products offer unquestionable advantages in terms of flexibility, production capacity, and cost reduction. Savings of 3-5 percent are possible with these products. Another important feature is the ability to produce custom pipes.

DFT pipes, tricoat pipes, and Galvanized Pipes are all products that the company plans to increase its share of in the future (GP). Door frames and In-line Galvanizing (ILG) pipes were just introduced by Apollo Tricoat, a new division of the company. Increasing cash flow and profitability are the company's long-term goals Products from APL Apollo are not only environmentally friendly, but they are also cost-effective. Acknowledging that its actions have had an impact on millions of people's lives is a rewarding experience for the company. To be able to make a difference and be recognised for your efforts is an honour in and of itself.

“APL Apollo has developed a reliable three-tier distribution and supply chain over the last three decades. It is an ISO 9001:2008, ISO 14001:2004, and OHSAS 18001:2007 Recognized Export House. SGS (France) and CE (Germany) are among the reputable international agencies that have certified its BIS-marked products (Europe).”



MR. RICHI BANSAL

Executive Director - Rama Steel Tubes Limited (RSTL)



A K Jain, CFO, Apollo Pipes receiving the Gautam Buddha Nagar's Pride Award 2022 from Chief Guest KC Tyagi and Vimla Batham

From Bradford University in the United Kingdom, Richi Bansal earned a BSc(H) in Management. To date, he's worked in the steel tube sector for more than two decades as the company's promoter and executive director ("RAMA"). He is the RAMA's Executive Director, guiding the company toward development and success as a whole.

For this honoree, being named the "BHARTIYA UDYOG RATNA" by the COUNCIL FOR ECONIMIC GROWTH & RESEARCH (CEGR) as well as the "LEADERS IN EXPORT OF STEEL PIPES AND TUBES" by the BUSINESS SPHERE GROUP is perhaps the most noteworthy accomplishment. In addition to his great leadership abilities and interpersonal skills, Richi is a vibrant, persistent, and resourceful man.

Rama Steel Tubes Limited was founded in 1974 and is listed on the NSE and BSE stock exchanges. RAMA is a steel tube pioneer and industry leader with over 45 years of experience. Steel tubes and pipes are one of India's leading and most reputable industries.

By boosting sales, increasing the percentage of value-added items in RAMA's sales, inventing new products, and aggressively reducing costs, RAMA has been constantly seeking to enhance its overall performance.

Mr. Richi Bansal has created a manufacturing infrastructure with strategic sites in India's north, south, and west regions and a PAN-India presence with a strong distribution network of 300+ dealers and distributors and a diverse product range of 500+ SKUs over the course of several years.

A total of 3,00,000 MTPA of installed capacity is available at RAMA's four production sites in Sahibabad (Uttar Pradesh), Khopoli (Maharashtra), and Anantpur (Andhra

Pradesh). A socially responsible company, RAMA also strives for environmental betterment and participates as a responsible corporate citizen in their community.

A rooftop solar power project with a capacity of 1000 KW was erected at the company's Khopoli, Maharashtra location as part of its environmental commitment and efforts to become self-sufficient in terms of energy.

As a pioneer and leader in the steel tubes industry, Rama is at the forefront of technology and research. It is constantly innovating, listening to the rapidly changing market, and giving the consumer the best value for his money. It is our vision to build lasting relationships with our vendors, partners, suppliers, associates, employees, customers, and stockholders. It believes that anyone who comes in contact with Rama must experience delight and satisfaction.

Rama has developed a very sophisticated manufacturing facility and the company constantly invests in the latest advances in technology. Rama Group has the world's latest technology plant and machinery, which also includes sophisticated testing equipment. Company’s plant is 10 Kilometers from New Delhi, India's national capital, in the industrial belt of Sahibabad.

While technology is never compromised, Rama believes that it is not just technology that makes us a force to reckon with. It is our people who are our biggest assets.

We have the finest intellect working for us around the country, highly qualified engineers hired from the best institutions in India. Their experience and expertise go into the making of our products.

To take the lead & full fill the market demand Rama Group has installed a modern high-speed Tube Mill based on the latest technology of world leader M/s Kusakabe of Japan. These investments not only ensure superior products for our customers but also enhance our leadership position in the region Rama also has a well-equipped workshop with skilled technicians to the specific requirement of customers.

Customers know that they can depend on our family-owned and operated company to strive to deliver quality products on time every time. We value long-term relationships and work to be the best possible supplier to our customers.

“Rama has developed a very sophisticated manufacturing facility and the company constantly invests in the latest advances in technology. Rama Group has the world's latest technology plant and machinery, which also includes sophisticated testing equipment. Company’s plant is 10 Kilometers from New Delhi, India's national capital, in the industrial belt of Sahibabad.”

MR. SAMEER GUPTA

Chairman and Managing Director - Jakson Group





Gagan Channa, COO, Jakson Group receiving the
Gautam Buddha Nagar's Pride Award 2022 from Chief Guest KC Tyagi and Vimla Batham

Sameer Gupta is the Chairman and Managing Director of Jakson Group, which is a name that has been around for 75 years and has a presence in the countries of India, SAARC, the Middle East, and Africa.

As a second-generation entrepreneur, Sameer joined Jakson in 1991 and helped it grow from a genset manufacturing firm to India's leading energy and infrastructure company with experience in distributed energy, solar solutions, and EPC projects and civil contracts.

For the production of generator sets, solar modules, and battery energy storage systems, Jakson has four modern manufacturing sites. Jakson has assets in the hotel and real estate sectors in India and the United Kingdom. Sundeep, Sameer's brother, assists him in the management of the Jakson business.

He is a member of several industrial organisations and institutes. He has served as Chairman of the Confederation of Indian Industry (CII) Northern Region and is presently a member of the CII National Council.

Ongoing participation in various Councils and Committees of CII. He serves as the Chairman of the Skill Council of Green Jobs, a programme sponsored by the Indian government and connected to the National Skill Development Mission.

Sameer is also a member of the UP State Investment Promotion Board and the Chairman of the Indian Green Building Council, UP State. Dedicated to Jakson's CSR initiatives, Sameer is focused on the three pillars of education, environmental preservation, and community service.The goal is to serve the community in a responsible and sustainable manner. Graduate of Pune University with a degree in electronics, Sameer works as an engineer. He

graduated from Harvard Business School. Besides music and travel, he also enjoys literature on leadership and spirituality.

In order to develop long-term relationships based on trust and openness, Sameer's leadership goal is to keep learning, invest in others, and work with others. It's essential to him because he cares about people and wants to be in charge of building a legacy for his family and the company he runs with his father.

Promoting and supporting clean and green environment, Jakson Group has recently announced its new venture Jakson Green Pvt Limited(JGPL). Jakson Green Pvt Limited will focus on Green Hydrogen & Ammonia , Waste to Energy, Electrolysers and Fuel cells , Utilityscale Battery Energy Storage Systems(BESS), Solar and related Operation & Maintenance services across all these lines of business. This new venture is a testimony to the Company's increasing footprint and focus on sustainable growth in the renewable energy sector.

The Company is happy to announce the appointment of Mr Bikesh Ogra as the Chief Executive Officer and Managing Director of Jakson Green Pvt Limited who carries over 26 years of experience in the energy sector. In his last assignment he was Global CEO of Sterling & Wilson Solar Ltd. Mr Bikesh will also be supported by Mr. Kannan Krishnan as Chief Operating Officer of the company.

As one of the first steps towards our aspiration, Jakson Group has signed an agreement with a leading US-based fuel cell manufacturer for pursuing Hydrogen projects in India.

This new venture is a testimony to the company's increasing footprint and focuses on sustainable growth in the renewable energy sector, Jakson Group said in a statement. In line with the formation of a new venture, the company has appointed Bikesh Ogra as the Chief Executive Officer and Managing Director of Jakson Green Pvt Limited who carries over 26 years of experience in the energy sector.

In his last assignment, Ogra was the Global CEO of Sterling & Wilson Solar Ltd. He will also be supported by Kannan Krishnan as Chief Operating Officer (COO) of the company. Additionally, Jakson Group has also signed an agreement with a leading US-based fuel cell manufacturer for pursuing Hydrogen projects in India. With these new developments, Jakson Group has taken definitive strides, towards significantly increasing its revenue over next three years.

“The Company is happy to announce the appointment of Mr Bikesh Ogra as the Chief Executive Officer and Managing Director of Jakson Green Pvt Limited who carries over 26 years of experience in the energy sector. In his last assignment he was Global CEO of Sterling & Wilson Solar Ltd. Mr Bikesh will also be supported by Mr. Kannan Krishnan as Chief Operating Officer of the company.”



MR. MAHESH GUPTA

Chairman and Managing Director - Kent RO System Ltd.



Mahesh Gupta, CMD, Kent RO receiving the Gautam Buddha Nagar's Pride Award 2022 from Chief Guest KC Tyagi and Vimla Batham

A first-generation entrepreneur, Mahesh Gupta revolutionised the water purification industry in India with his innovative products. An Indian water purifier industry pioneer, Kent RO Systems Ltd. was founded and is chaired by him.

An IIT Kanpur mechanical engineering graduate and an alumnus of the Indian Institute of Petroleum in Dehradun, Mr. Gupta began his career there in 1978. It was 1988 when he said his final goodbyes to the oil sector giant and began manufacturing oil testing instruments to keep an eye on pilferage. He had only a small amount of startup capital.

KENT OIL METERS was the brand name he used when he first went commercial, and the company was a huge success. In 1998, Mr. Mahesh Gupta launched the first RO water purifier for the home.

An Indian company that started from scratch and competes with some of the world's best-known brands is now India's leading and most dynamic RO water purifier manufacturer with about 40 percent market share in the RO water purifier segment. He is known as the PURE WATER MAN of India because of his contributions to the water purification industry.

Sri Sri University Orissa also awarded Dr. Gupta an Honorary Doctorate for his work in ensuring that people in rural and urban areas have access to safe drinking water.

To date, Mahesh Gupta has received more than a half-dozen patents for his inventive ideas and insatiable curiosity about new technologies. When it comes to his business and personal life, Mr. Gupta has a clear vision and a plan to achieve it. It's a little-known fact about Mr. Gupta that he has an affinity for spirituality.

Since joining the Art of Living, he is a disciple of Sri Sri Ravi Shankar Ji and a longtime member of the family. Since he was a child, he has always wanted to give something back to the human race. Recent efforts to bring clean water and toilets to some of the world's most impoverished communities led him to adapt eight of these communities. Through guest lectures at several MBA institutes and entrepreneurship development programmes, Mr. Gupta also devotes his time to guiding young minds and directing their energy in the right direction Additionally, he has chosen to serve as an IIT Alumni Association mentor.

PHD Chamber of Commerce President is also his role. This grass-roots, national and international network-building organisation serves as a driving force for the growth of business, trade and entrepreneurship in Pakistan.

Unanimously acknowledged as the leader in the RO Water Purifier category, KENT Pioneered in bringing the revolutionary Reverse Osmosis (RO) technology to India. Equipped with the vision for a healthier world and the technological expertise to come up with innovative solutions, the brand started its operations from Noida, India, in 1999, and has now become the largest manufacturer of water purifiers, in India. It has been a remarkable journey, strewn with milestones.

While the brand has brought forth the patented technology of the RO+UV+UF+TDS Controller that purifies water while retaining the natural minerals, which are essential for a healthy life, our innovative use of UV light in the storage tank helps to retain the purity of pure water.

Company's endeavour to maintain the ecological equilibrium has made us come up with the Save Water Technology to ensure that no water is wasted while using our RO water purifier. Technological advancements from the house of KENT have been recognised globally and we are proud to say that KENT is the only water purifier company to be certified by some of the most prestigious certifying agencies of India and abroad like NSF.

The largest manufacturer of RO Water Purifiers, KENT has diversified its product portfolio, over the years. KENT now offers a wide range of healthcare products – HEPA Air Purifiers, Vegetable Cleaners, Water Softeners and the Smart Chef range of kitchen appliances. The name has become synonymous with offering purity. The brand has come to be known for its innovative use of next-gen technology towards enhancing quality of everyday living.

“An Indian company that started from scratch and competes with some of the world's best-known brands is now India's leading and most dynamic RO water purifier manufacturer with about 40 percent market share in the RO water purifier segment. He is known as the PURE WATER MAN of India because of his contributions to the water purification industry.”



MR. MANOJ GAUR

Chairman and Managing Director - Gaurs Group



Manoj Gaur, CMD, Gaurs Group was awarded the Gautam Buddha Nagar's Pride Award 2022 in Realty Sector

Manoj Gaur is the Chairman & Managing Director of the Gaurs Group and the Vice President - North of CREDAI National, two prestigious positions in the Indian real estate business. Chairman PHD Chamber of Commerce and Industry's Housing and Urban Development Committee (PHDCCI). There are already more than 50,000 homes built and another 20,000 under development by the Gaurs Group (also known as Gaursons).

After years of Manoj Gaur's exemplary leadership and vision, the Gaurs Group continues to offer consistently high construction quality and timely project completion. He is a firm believer in Prime Minister Sri Narendra Modi's "Housing for all" agenda, and his careful thinking and leadership abilities have allowed him to make significant inroads in the cheap housing market.A huge stake in the Indian economy is now in his hands thanks to his "think global, act local" credo. After establishing builder floors, the firm has already completed more than 50 residential and commercial projects, including the two largest integrated towns in north India.

In the year 2015, the Group supplied about 15,000 units for customer possession, which was a significant accomplishment. Today, the Gaurs Group has established itself as a market leader in some of India's fastest-growing industries, such as real estate, education, and retail. In addition to sports, hotels, infrastructure, and media, the business has successfully entered new verticals.

Manoj Gaur likes to get up early and go for a stroll. In today's fast-paced environment, he is able to stay fit thanks to his love of yoga. For more than a decade now, Manoj Gaur has been pursuing excellence in all of his endeavours. He was recently honoured with the BAM Awards 2019 CEO of the Year award in cooperation with CII. The band has had an unbelievable run over the last

five years. The Group has sold some of the largest property units in the country, and in particular, Mr. Manoj Gaur, demonstrates the faith and trustworthiness that purchasers have in the Group and in Mr. Gaur. One of India's most prominent real estate firms, the Gaurs Group, was founded by him because he is a man of his word and unwavering devotion.

Company has always been of the belief that "When you're doing well in life, it becomes your responsibility to give back to the society". With this ideology, Gaurs Group, a name synonymous to trust since the last 25 years has set-up Gaurs Foundation which has been providing free education to the underprivileged yet deserving girl child, inspired by the Honorable Prime Minister's "Beti Bachao Beti Padhao" Campaign.

Evening School is conducted with highly qualified teaching staff in the world class GIS infrastructure and evening students are given equal quality of education as compared to the day scholars. With the power of knowledge, courage and discipline, foundation believes that by educating a girl child she will be able to empower a generation.

The evening school currently has more than 280 girls of grades II to VIII. These girls are entitled to receive education absolutely free of cost until the 12th grade at Gaurs International School. The Gaurs Group has also adopted a Government School in the Village Chaurauli, Jewar and the group provides them with the basic necessities to make education accessible to children. Gaurs have also been acutely conscious of the responsibility towards problems like pollution, energy crisis as well as global warming.

Gaurs Foundation has recently tied-up with Pinkishe Foundation for women to create hygiene awareness. Pinkishe is a NGO focused on the development, well-being, pride and happiness of the girl child & women. The prime agenda of Pinkishe is to make women stronger in all aspects of life that relates to them.

Pinkishe strives to support them to become economically independent, aware of women rights, more responsible, provide them platforms where they can showcase their creativity and talent, help them get guidance and counseling over issues, motivate as well as support them to stand taller with pride & dignity! This collaboration provides an opportunity to both the partners to set up PADBANK for raising awareness and distributing free sanitary pads to the females of lower income strata at the Gaurs project sites. The initiative will kick off from 8th of March 2020, International Women's Day. Healthy Women equals Happy Women!

“Company has always been of the belief that “When you're doing well in life, it becomes your responsibility to give back to the society”. With this ideology, Gaurs Group, a name synonymous to trust since the last 25 years has set-up Gaurs Foundation which has been providing free education to the underprivileged yet deserving girl child, inspired by the Honorable Prime Minister’s “Beti Bachao Beti Padhao” Campaign.”

DR. MOHITA SHARMA

Phacorefractive, Medical Retina and Paediatric Ophthalmology Specialist





Dr. Mohita Sharma, CMD, Tirupati Eye Hospital receiving the Gautam Buddha Nagar's Pride Award 2022 from Chief Guest KC Tyagi and Vimla Batham

The Chairman and Founder of Tirupati Eye Centre, Dr. Mohita Sharma, has a wealth of knowledge in the treatment of diabetic retinopathy, age-related macular degeneration (AMD), cataracts, and retinal illnesses in youngsters.

She established phacoemulsification (sutureless cataract surgery) in Noida in 1998, making her the first to do so. She is one of the best doctors in Noida and the nearby areas, doing microincision cataract surgery with premium lenses, LASIK, and other refractive operations. She has 28 years of expertise in ophthalmology. She has completed a fellowship at the University of Regensburg and is a postgraduate from the Guru Nanak Eye Centre (GNEC) (Germany).

POSITIONS

- General Secretary UP State Ophthalmological society
- General Secretary Women ophthalmologists Society of India
- General Secretary, Women Ophthalmologists Worldwide network
- Ex-Secretary IMA NOIDA
- Ex-President and Secretary of Noida Ophthalmological Society
- Invited speaker for >400 national and international conferences

MRS. MAITREYI PUSHPA

Author





Author Mrs. Maitreyi Pushpa receiving the Gautam Buddha Nagar's Pride Award 2022 from Chief Guest KC Tyagi and Vimla Batham

AWARDS

- WIO Honorary award 2017 at San Diego, USA
- Champions of Change award WOC 2018 in Spain
- President appreciation award IMA 2017 and 2018
- Gold medal by IIRSI in 2016 at Chennai India
- International Heroes award at All India ophthalmological society conference in 2018
- YOU award by Narayana Netralaya in 2018
- Gold medal by ISCKRS New Delhi 2019
- Gold medal by I beach Film Festival Goa 2019
- R P Tandon oration award JHOS, 2020
- BC Roy award for best Secretary UP IMA 2020
- Gandhi Seva Award by Medical Research Foundation 2021
- Wonder woman award by AIIMS in 2021 on Women's day
- Golden aim award for leadership in healthcare 2022

Tirupati Eye Hospital

The largest eye hospital in North India, Tirupati Eye Centre has been a reputable institution for 24 years and is located in Noida. Their eye doctors in Noida have successfully completed over 2 lakh cataract operations and 20,000 LASIK procedures with over 20 lakh satisfied patients. It has ECHS and CGHS approval, and practically all PSUs, insurance providers, and TPAs have it on their panel. It has been recognised as one of the top eye doctors in Noida and one of the finest eye hospitals in Noida, with state-of-the-art medical equipment for all sorts of eye surgeries, including the most cutting-edge, secure, and personalised LASIK procedure, among others.

Ophthalmologists are available in Noida to treat a wide range of eye conditions, including those involving the retina, glaucoma, cornea, refractive errors, dry eye, computer vision syndrome, and children's eye illnesses.

The Tirupati Eye Centre in Noida opened its doors in May 1998. It is a tertiary eye super speciality hospital with a 25,000 square foot footprint that serves the people of Delhi, Noida, Uttar Pradesh, Himachal Pradesh, Uttaranchal, Bihar, and Jharkhand. In the past 21 years, this centre has developed into a reputable hospital. It is a full-service eye centre with capabilities for treating all types of eye issues by qualified specialists utilising cutting-edge tools and technology.

In the previous 21 years, this facility has assessed over 50 lakh patients in the outpatient department (OPD) and performed roughly 10 lakh successful, successful procedures.

FACILITIES PROVIDED

- OPDs with the latest equipment for diagnosis of all types of eye diseases
- Well-equipped Modular Operation Theatres for the best possible results
- Eye specialists and equipment available for retina, glaucoma, LASIK and refractive surgeries, cornea, squint, Oculoplasty and facial aesthetics
- Suture less microincision 1.8 mm Cataract Surgery using the Stellaris MICS platform of Bausch and Lomb with Newer Generation Intraocular Lenses
- LASIK is performed using the latest Zyoptix technology of Bausch & Lomb
- Most eye surgeries are done on a "Daycare" basis
- Pharmacy and in-house Optical outlet give the patient the advantage of availing all services under one roof without running from pillar to post
- Charitable treatment is provided to poor patients in association with “Tirupati charitable trust”
- Research activities are done to find out new ways of dealing with eye diseases.

Maitreyi Pushpa is a Hindi fiction writer who was born on November 30, 1944. She is a renowned author of Hindi who has published eleven novels and seven collections of short stories. She also writes often for newspapers on contemporary topics affecting women, always taking a brave, inquisitive, and challenging attitude. She is most known as a writer for her works Chak, Alma Kabutari, Jhoola Nat, and Kasturi Kundal Base, an autobiographical book.

Maitreyi Pushpa was born in Sikurra village, Aligarh district. She was grew up in the Bundelkhand hamlet of Khilli, which is close to Jhansi. She therefore inherited the vibrancy of both the Bundeli and Brij cultures and languages, over which she possesses outstanding grasp. From Bundelkhand College in Jhansi, she received her postgraduate degree in Hindi.

In addition to contributing a monthly column to the weekly Rashtriya Sahara, Maitreyi Pushpa has written seven collections of short tales and 10 novels. On January 29, 2014, the Delhi government put her name forward for the position of Delhi Commission for Women (DCW) chairperson.

Her work is a continual fight against the feudal system that still exists in Indian villages since she is the only female Hindi author who has chosen to write about rural India. Her main characters are always strong women who maintain feminine dignity and who struggle against male dominance. Maitreyi is the only female writer in Hindi who actively engages with and accurately captures rural politics and realities. She is fearless and honest. She is renowned for her incisive idioms and unrestrained behaviour. In a way that no other Hindi poet has done before, Maitreyi Pushpa has liberated Hindi literature from the cramped and oppressive atmosphere of cities into the broad regions of villages and fields. Our language and literary terms now have new definitions thanks to her. After independence, Maitreyi's work would be the third name, following Rangey Raghav and Phanishwar Nath 'Renu,' to explode into the literary heavens like a comet.

By combining Bundeli with Khadi Boli in a novel way, Maitreyi Pushpa has created a unique personality. She has raised the national tongue to a new level by imbuing Hindi with the blessing of the Bundeli dialect and spreading the lovely aroma of the land from his home and village throughout the nation and the world. Because of this, the people of Bundelkhand refer to her literature as the "dhardai of Bundeli," the "dot on the forehead of Hindi."

Throughout her career, she has won various awards, including the Sahitya Kriti Samman from the Hindi Academy, the SAARC Literary Award, the Vanmaali Samman, the Mangala Prasad Paritoshak, the Sarojini Naidu Puruskar, the Premchand Samman, the Nanjanaguddu Tirumalamba Award, the Sudha Smriti Samman, and the Kathakram Samman. She received the Premchand Samman for "Betava behti rahi" (1995) and "Idannammam" (1996) consecutively for two years. She won the Katha Puruskar in 1993 for her short tale "Faisla." Vir Singh Ju Dev Puruskar and Nanjanaguddu Tirumalamba Award were given to Idannammam in 1996.

MRS. ANJJU GUPTAA

Assistant Governor Rotary District 3012 | Businesswoman, Social Worker





Mrs. Anjju Guptaa, Assistant Governer, Rotary District 3012 receiving the Gautam Buddha Nagar's Pride Award 2022

Anjju Guptaa is a dynamic and multitalented entrepreneur who runs her own design studio in Delhi NCR besides other professional services. She strongly believes in "Service brings us closer to God". An active Rotarian, she also takes up independent charity and donation projects to uplift and empower the women in need of our society.

Rotaract, an acronym for Rotary in Action, was found in 1968 by Rotary International. It is a global network of 1.2 million people and a service club for people of ages 18+. Rotaract allows the youth to unite and take action to create change in the community, and in themselves. It helps them grow personally as well as professionally, and enhances understanding through fellowship and service.

ROTARY is the world's first service club. The first Rotary Club was founded in Chicago, Illinois, USA on 23rd February 1905. ROTARY is some 1.2 million service minded men and women belonging to more than 34,000 Rotary Clubs in virtually every nation in the world.

Rotaract District Organization, RID 3012 covers parts of the national capital, Delhi and parts of NCR, i.e., Ghaziabad, Noida and Sonepat. They work towards building a better community and developing our members' professional and personal skills. They believe in working together from urban to rural areas, and providing help where needed.

MR S. M. GARG

Chairman of D. P. Garg Group of Industries





Mr. Sudhir Bhatnagar, Director, D. P. Garg Group of Industries receiving the Gautam Buddha Nagar's Pride Award 2022

MR. PK AGARWAL

Founder and CEO - PPS International





Mr. PK Agarwal, Founder and CEO, PPS International receiving the Gautam Buddha Nagar's Pride Award 2022

With the help of his wife, Mrs. Pratibha Agarwal, Mr. P. K. Agarwal founded his own company in 2003. (Partner). PPS International, an ISO-certified partnership firm founded in 2003 is an independent corporation situated in Greater Noida, a suburb of New Delhi, India, near to the capital of the country.

As an engineering firm, PPS International produces high-tech components for rail and metro systems, with a focus on three-phase rolling stock and 25 kV overhead electric traction. Its primary goal has been to exclusively bring in high-tech items that are either not already accessible in the nation or have the potential to add value to the local economy. It has made India self-reliant (Atma Nirbhar) via its continual R&D efforts and two world-class manufacturing operations, which have saved the country a lot of money in foreign currencies.

When Indian Railways and the metro systems began looking for various components, PPS International quickly established itself as the go-to trade business for a wide range of those components. By entering into joint ventures and TOT agreements with foreign companies and setting up their own R&D to develop import substitutes, PPS International was able to bring price benefits to customers while maintaining the same international quality standards following the introduction of the government of India's "Make in India" policy.

Mr S. M. Garg is the Chairman of D. P. Garg Group of Industries. Having a few industrial units in Noida and Rudrapur (Uttarakhand), D. P. Garg & Co. is involved with the manufacturing and exporting of builder hardware. It specialises in products like door hinges and door fittings like locks and latches of very high quality. Garg products are available all over India and are exported to more than 30 countries.

In the golden era of India's independence in 1948, dynamic Mr D. P. Garg started his journey towards success as a trading enterprise concentrating on builders' hardware.

Mr Garg's visionary approach took the enterprise to the heights, where Garg became a synonym for builders' products. The company expanded into manufacturing its products under strict quality control and set a standard for others to follow.

In 1972, Mr Garg was joined by his farsighted and enterprising son Mr S. M. Garg. The latter, with his innovative bent of mind, deep courage and soft nature, opened wide horizons for the business in both domestic and international markets. Today, Garg and Co. have a distinct identity of their own and enjoy vast demand for their products globally.

D. P. Garg Group of Industries came to Noida (now in Gautam Budh Nagar) in 1980. The first unit was established in 1980, and then one by one the number of units increased

Garg's Products have passed various National & International tests like ISI, BS, and CE.

D. P. Garg Group of Industries came to Noida (now in Gautam Budh Nagar) in 1980. The first unit was established in 1980, and then one by one the number of units increased. Today, they have 9 industrial units in various sectors of Noida employing more than 2000 people. They also have some units in Uttarakhand.

Garg Group of Industries has industrial units making various hardware products as mentioned above. Garg products are either ISI certified or CE certified by European labs.

Garg Group of Industries has been in the hardware trade since 1948 and has won many national and international awards for export and quality.

Currently, Garg Group of Industries employs more than 2500 people and is a company with a dedicated and effective workforce. Their motto in business is to deliver the finest quality at a reasonable price resulting in a long-term business association with their valued customers.

MR. ALOK SINGH

Commissioner of Police





Mr. Alok Singh, Commisioner of Police awarded the Gautam Buddha Nagar's Pride Award 2022 in Administration

MR. ANURAG CHADHA

Editor in Chief - News 1 India





An acquaintance receiving the Gautam Buddha Nagar's Pride Award 2022 on behalf of Mr. Anurag Chadha, Editor-in-Chief - News 1 India

With his appointment in 2020, Alok Singh became the commissioner of Gautam Budh Nagar and is widely recognised for his ability to effectively control the district's criminal activity as well as its epidemic. With an aim to take policing to a higher level both in quality of response as well as building trust among citizens, Singh has planned to set up 10 more police stations in the district.

Amid a statewide lockdown due to the epidemic, Singh organised special vaccination programmes for his employees' protection against Covid-19. Singh, a native of Aligarh, formerly held the positions of inspector general of police in Kanpur and the Meerut district. Also on January 26, 2021, he received the Utkrisht Seva Padak, given by the Union Home Minister. Singh formerly ruled over ten other Uttar Pradesh districts, including Kaushambi, Baghpat, Basti, Sonbhadra, Raebareli, Sitapur, Unnao, Bijnor, and Meerut.

When the Supreme Court handed down its judgement on the Babri Masjid-Ram janmabhoomi dispute in November 2019, while serving as the Meerut inspector general, he is credited with effectively managing the situation in Ayodhya.

Large cities and urban agglomerations, with their dense populations, high volume of business/economic activity, large-scale migrations, and the spread of organised crime owing to highly hot real estate markets and rapid economic growth, necessitate the Commissionerate system. Since Gautam Budha Nagar is one of India's fastest-growing cosmopolitan districts, it was a logical candidate to convert to the Commissionerate system with effect from January 15, 2020, because of all of the following.

A combination of extra trained manpower and the newest technical solutions would be used by the Commissionerate to deliver tailored and citizen-centric police services to the inhabitants in Gautam Budha Nagar in accordance with the Hon'ble CM's vision for safe and smart Policing.

Gautam Budha Nagar cannot grow under the shadow of instability and lawlessness, thus the police force will focus on preventing crimes against women and children, traffic congestion, organised crime, and cyber fraud in its efforts to construct a safe and secure community.

Anurag Chaddha, a renowned journalist who established standards for future writers with his gutsy reporting, is presently serving as editor-in-chief of News1India. He was born in Ghaziabad, Uttar Pradesh, where he also attended school and graduated from Shambhu Dayal Inter College. He then attended Chaudhary Charan Singh University to earn a degree in print radio and teen journalism and communication.

The growth of several new initiatives, including News 1 India, is now being worked on by the group of more than 200 journalists working under Anurag Chaddha's direction. Anurag Chaddha has been working in the journalism industry for around 25 years. He has made several amazing advancements in the realm of journalism during this considerable period of time. He has a significant amount of experience in journalism. His journalism career began in print. He afterwards began working in TV journalism. Anurag was always renowned for his frank reporting, whether it was for print or television. He has had positions with prominent news organisations including Zee Business and Zee Information.

He was a crucial part of the Zee gang. He was essential to the expansion of Zee Information in Madhya Pradesh, Chhattisgarh, and Zee Up in their respective states.He has identified several corrupt officials and bomb attack perpetrators.

Anurag Chaddha has several unique qualities, including his aggressiveness and fearlessness, which endear him to the audience. He was one of those who assisted the CBI and Income Tax agency in gathering all the evidence in the corruption case involving noise authority Yadav Singh. Additionally, he was instrumental in revealing the true causes of the explosion at the Bhushan Metal Manufacturing Plant in Ghaziabad. After such a lengthy career, he created the News 1 channel in 2017.

This news channel was created with the intention of teaching Indian viewers the actual essence of journalism. He thinks that everyone in India has a right to accurate information and the responsibility to convey that knowledge to readers through journalism that matters. His Ghaziabad pals banded together in 2016 and launched News1India, a news station.

One of the first members of this channel was Anurag. Anurag was a well-known journalist; therefore the entire crew was delighted to work with him. He received a promotion as Editor in Chief at News1India. To make News1India one of the top news stations in India, Anurag is currently putting a lot of effort into it. Anurag believes that information is the biggest right and to use it in the interest of the public is true journalism.

DESPITE THE PANDEMIC, ITC'S REVENUE AND PROFIT HAVE INCREASED



Annual consumer spending on fast-moving consumer goods (FMCG) reached INR24000 crore in FY22, according to the company's annual report released on Wednesday. According to ITC's annual report, the company is committed to rapidly expanding its FMCG businesses based on solid growth platforms and a portfolio that is ready for the future. An annual consumer spend of over 24000 crores and a reach of more than 200 million Indian households are represented by ITC's diverse portfolio of over 25 world-class Indian brands, according to the report.

The revenue from FMCG products sold by ITC increased from INR12,844 crores in FY20 to INR15, 994 crores in FY22. FMCG-Other revenue grew by 25 per cent in FY20, a strong performance for the segment. Despite the year's significant inflationary headwinds, the company's FMCG EBITDA margins increased by 650 basis points in the previous five years.

Using agile innovation and a deep understanding of customer needs, ITC says it will continue to build purpose-driven brands. Businesses continue to make use of digital platforms and technologies in order to better serve their customers. In a short period of time, and at a significantly lower cost, the company was able to deploy more than 3,000 content assets using this capability.

ITC's revenues and profits grew strongly in spite of the pandemic, despite significant setbacks throughout the year. EBITDA grew by 22 per cent to INR 18,933.66 crore in the fiscal year 2021-22, while gross revenue grew by 22.7 per cent to INR 59,101.09 crore. Profit before tax increased by 15.5 per cent to INR19,829.53 crore from INR13,031.68 crore the previous year, while profit after tax amounted to INR15,057.83 crore. In the meantime, the BSE's intraday trade saw ITC's shares rise nearly 1 per cent to INR 267.15 per share.

Despite the recent wave of market corrections, ITC shares have provided a respectable return of around 30per cent over the last year. The company announced the launch of 110 new products in 2021-22 as part of its stated focus on customer centricity and building a portfolio that is future-ready. 'ITC continues to use its deep understanding of consumer needs and cutting-edge R&D capabilities to fuel growth. According to ITC's Life Sciences and Technology Centre (LSTC), more than 110 new products were launched in target markets during the course of the year. As part of its strategy to grow and create value, the company is actively pursuing acquisition, joint venture, and collaboration opportunities in strategic areas.

HDFC BANK PLANS TO OPEN 1,500-2,000 NEW BRANCHES ANNUALLY FOR THE NEXT FIVE YEARS

In the next three to five years, HDFC Bank plans to add 1,500 to 2,000 branches annually, or one new HDFC Bank every five years, according to the bank's managing director and CEO Sashidhar Jagdishan. In a letter to shareholders in the annual report for 2021-22, Jagdishan outlined the rationale for merging HDFC with HDFC Bank "An entirely new future is now possible because of the merger. A new HDFC Bank could be added every five years, according to our projections." A total of 1,500 to 2,000 new branches will be opened each year, he added, nearly doubling the bank's branch network in the next three to five years. There are currently over 6,000 locations in India. "This country's population density for branches is significantly lower than that of other OECD countries. It's here that our branch banking strategy comes in to play. In the next three to five years, we plan to nearly double our network by opening 1,500 to 2,000 new branches per year "Then, he added. On April



MAMAEARTH, AN INDIAN SKINCARE START-UP, PLANS AN INITIAL PUBLIC OFFERING (IPO) IN 2023 WITH AN EXPECTED USD3 BILLION VALUATION

Reuters has learned that Sequoia Capital-backed Indian skincare startup Mamaearth plans to raise at least USD300 million in an IPO next year and is seeking a USD3 billion valuation. Mamaearth, a company that makes "toxic-free" cosmetics like face washes, shampoos, and hair oils, was established in India in 2016. In the burgeoning personal care market, it faces off against Hindustan Unilever and Procter & Gamble Co., both of which have operations in India. In January of this year, Sequoia and Sofina invested in the company, which was valued at USD1.2 billion at the time. According to an insider, Mamaearth is aiming to raise USD3 billion at a valuation of 10-12 times forward revenue. Sources declined to be identified because the plan is confidential, but said it expects to file draught regulatory papers by the end of the year. One source estimated that Mamaearth would raise USD350 million from its IPO, while another said the company is looking to raise at least USD300 million. IPO plans were not addressed by a Mamaearth spokesperson.



The IPO price target and the amount of money the company intends to raise have not previously been disclosed. In addition, JP Morgan Chase, India's JM Financial, and Kotak Mahindra Capital have been approached to act as bookrunners in connection with this transaction, according to the sources.

According to JP Morgan Chase, they have no comment to make. Requests for comment from JM Financial and Kotak were not immediately returned. Mamaearth's IPO plans come at a time when the capital markets are in turmoil and the startup ecosystem in India is slowing down, despite a record USD35 billion in funding in 2013. Reuters reports that some startups are reducing their workforce and struggling to raise money. An ex-Hindustan Unilever executive and his wife, Ghazal, co-founded Mamaearth. As a result of the growing popularity of e-commerce in India and the endorsement of the brand by well-known Bollywood stars, the company has expanded its product offerings to include Amazon and Walmart's Flipkart. Avendus, an Indian financial services firm, predicts that India's beauty and personal care market will grow from USD17.8 billion in 2020 to USD27.5 billion by 2025. During that time period, it is also predicted that the number of people shopping for beauty products online will rise from 25 to 135 million.



1st, the Housing Development Finance Corporation announced a transformational merger with its subsidiary HDFC Bank, which should be completed within the next 15-18 months. With this merger, Jagdishan said the bank looks forward to a phenomenal set of talent, deep product knowledge and expertise, as well as the processes and systems that the lender will add to the current ones. Adding that home loans are emotional products that bring with them a host of accelerated benefits for the bank, Jagdishan said HDFC Bank cannot afford to miss this opportunity. "When it comes time to buy a house, things have changed. RERA has made the process more transparent. The property market's inventory has shrunk due to price corrections. As a result of rising incomes, home loan EMIs have decreased as a percentage of a person's total income "According to a government official, so stated. People want to own better homes because of the widespread availability of internet, phone and television services. To put it another way, "all of this means that India's GDP is going to be driven primarily by housing over the next decade." Only 2 per cent of Jagdishan's customers get their home loans from the company, while 5 per cent of them get them from other institutions. "Our retail book is the same size as this. The average deposit held by a home loan customer is five to seven times greater than that of other retail customers. And HDFC Ltd's customers, who number in the 70 per cent range, do not bank with us." According to him, these factors give HDFC Bank an idea of the opportunity's size, adding that the long-term nature of home loans provides stability to the bank's finances. The bank is a major financier of durable consumer goods in the country.

THE ONEPLUS NORD 2T 5G IS EXPECTED TO GO ON SALE IN INDIA ON JULY



The OnePlus Nord 2T 5G has been launched in Europe, and now the global technology brand OnePlus is ready to launch OnePlus Nord 2T in India.. A new report claims to have discovered the launch date, price, and colour options for the Indian market ahead of the official announcement. New mid-range OnePlus phone will be launched in India on July 1, according to tipster Abhishek Yadav, according to BGR India. In the past, the phone was expected to be released at the end of June.

According to reports, the new OnePlus smartphone will be available for purchase on July 5. The phone will be available in 8 GB RAM + 128 GB storage and 12 GB RAM + 256 GB storage configurations, respectively. According to the report, these models are expected to cost INR28,999 (approximately USD371) and INR33,999 (approximately USD435), respectively.

Shadow Grey and Jade Fog will be the two colour options for the phone. It was previously reported that it would only be available on Amazon.com. India's OnePlus Nord 2T is expected to have a similar set of features. 6.43-inch Full HD+ AMOLED display on the OnePlus Nord 2T European model. Refresh rate is 90 Hz for the display.

In addition, the display supports HDR10+. Corning Gorilla Glass 5 is used to protect the screen from scratches. MediaTek Dimensity 1300 powers the device. You can have up to 12GB of RAM and 256GB of internal storage.

OnePlus also employs UFS 3.1, which provides a more responsive experience. There are three cameras on the back of the OnePlus Nord 2T, and a single lens on the front. The 50MP Sony IMX766 sensor will be found on the smartphone. A 120-degree field of view 8MP Sony IMX355 ultra-wide-angle lens is also included. The third camera in the setup is a 2MP monochrome sensor. The front-facing camera has a 32MP sensor.

SMARTWATCH R100 FROM REALME COMES WITH A SPO2 SENSOR AND BLUETOOTH CALLING

Realme Techlife, a Realme India sub-brand, unveiled the Realme Techlife Watch R100 on Thursday. Bluetooth calling, the SPO2 sensor, and other features are included in this device. In the company's opinion. Black and Grey smartwatches will be available on the Realme site, Flipkart, and the mainline channels starting at 12:00 noon on June 28th, 2022. On realme.com and Flipkart, the smartwatch is being offered at a discounted price of INR3,499 for a limited time.

"An attractive and feature-rich fitness tracker, the Realme Techlife Watch R100, is on the market. Realme's 'Dare to Leap' spirit is reflected in this new smartwatch, which we consider a testament to that spirit.

Realme Techlife Watch R100 is a product of realme's ongoing innovation and has features that are ideal for today's young adults, who lead active lives "CEO of Realme India and President of Realme International Business Group, Madhav Sheth, issued



a statement on behalf of the company. Self-contained, intelligent, adaptable and powerful; the new smartwatch is designed to make daily life easier.

Wearables have always had a strong focus on health and fitness monitoring, and this smartwatch features a heart rate and SPO2 sensor that is set to help them better manage their health," he said. With a 380mAh large battery, the Realme Techlife Watch R100 can last up to seven days and can be charged to 100 per cent in just two hours, making it ideal for making and receiving phone calls.

The round metal dial features an Aluminum decorative bezel that lends a premium look and feel to the stylish timepiece's design. With a screen size of 3.35cm (1.32 inches) and a resolution of 360X360 pixels, it offers vivid and lifelike images.

The maximum brightness of the display is 450 nits. With a weight of just 46 grammes, the Realme Techlife Watch R100's silicone wristband is ideal for long-term wear because of its softness and lightness. The Realme Techlife watch R100 has a wide variety of watch faces and sports modes to help users keep track of their workouts and other physical activities they partake in.

An all-day heart rate and blood oxygen monitor are also included in the Realme Teclife Watch R100. The smartwatch monitors the user's activity and health and sends an alert if anything out of the ordinary occurs. IP68 protection is provided as well.

VODAFONE IDEA'S BOARD OF DIRECTORS HAS APPROVED A FUND RAISE OF INR431 CRORE

Vodafone Idea Limited's board of directors approved a fund raise of up to INR436.21 million the company reported in a filing with the stock exchanges.



According to the release, the money will be raised in one of two ways: by issuing up to 42,76,56,421 equity shares or by issuing up to 42,76,56,421 warrants that can be converted into stock.

"The Board of Directors of Vodafone Idea Limited ('the Company') has, among other things, approved the issuance of up to 42,76,56,421 Equity Shares of the face value of INR10/- each; or (b) up to 42,76,56,421 Warrants convertible into Equity Shares, to Euro Pacific Securities Ltd. (a Vodafone Group entity and promoter of the Company), on a one-time basis, on the basis of a pre-determined percentage of the Company's equity.

In either case, the floor price of the preferred issue must be determined in accordance with ICDR Regulations on or before June 15, 2022 "It stated in a release. An EGM will be held on July 15th, 2022, to seek shareholder approval for the aforesaid preferential issue, the board also approved, according to the release.

The Company's Board of Directors met from 4:30 to 6 p.m. for a two-hour meeting. A 0.6 per cent gain over closing price saw Vodafone Idea shares end the day at INR 8.50 on the National Stock Exchange (NSE).

THE MAHINDRA SCORPIO N IS SCHEDULED TO ARRIVE IN INDIA ON JUNE 27TH



The Scorpio N SUV from Mahindra & Mahindra Ltd. is about to be unveiled in India. The Mahindra Scorpio N will go on sale on June 27, 2022. The #BigDaddyOfSUVs will be bolstered by this big, bold, and authentic SUV, according to an official release from the company. According to the press release, the company's state-of-the-art Chakan facility will produce the All-New Scorpio-N. "Scorpio has been a landmark model for Mahindra which has redefined the category and become an iconic brand in the Indian automobile industry," said Veejay Nakra, President, Automotive Division, M&M Ltd. There are high expectations for the All-New Scorpio-N to set new benchmarks in India's SUV market. A bold design, thrilling performance, and cutting-edge technology help us carry on the Mahindra legacy of making authentic, tough yet sophisticated SUVs. Our brand promise to "Explore the Impossible" is alive and well with the All-New Scorpio-N. In order to show our commitment to bringing world-class SUVs to India and creating a pleasant ownership experience for our customers, we have introduced the Scorpio-N.

ONGC'S STOCK SOARS AFTER ITS COLOMBIAN SUBSIDIARY DISCOVERS OIL



India's national oil company, Oil and Natural Gas Corporation Ltd. (ONGC), has discovered oil in the recently drilled Urraca-IX well in Colombia's CPO-5 block of the Llanos Basin, according to ONGC Videsh Limited (OVL).

Well, Urraca-1X was spudded on April 20, 2022, and drilled to a target depth (TD) of 10956 feet, encountering 17-foot-thick oil-bearing muds at 10201ft-10218 ft depth. With an Electrical Submersible Pump (ESP), fluid flowed at approximately 600 bbl./day with approximately 40 per cent W/C and 16oAPI oil. The discovery of oil in the Lower Mirador play in this well paves the way for further exploration in the northern portion of the block.

As of 2018, ONGC Videsh has commercially produced 20,000 barrels of oil per day from the Mariposa and Indico fields in the Lower Sand pay, which were discovered in 2017 and 2018, respectively.

ONGC Videsh Limited was awarded Block CPO-5 in Colombia's 2008 bid round. ONGC Videsh holds 70 per cent of the participating interest (PI) and operatorship in the block, while Geopark holds the remaining 30 per cent. ONGC Videsh has a significant presence in Colombia's oil and gas sector, owning a stake in Mansarovar Energy Colombia Ltd. and three other exploratory blocks there (MECL). Reiterating its technical and operational prowess, ONGC Videsh has made yet another discovery in Colombia with the well Urraca-1X. This is yet another feather in the cap for the company's extensive exploration and drilling campaign.

ALPHA WAVE VENTURES LEADS A $53 MILLION SERIES C INVESTMENT IN



Chaayos competes with Mountain Trail Foods Pvt. Ltd., which owns the Chai Point chain of tea shops in Bengaluru.

On 23 June 2022, beverage chain Chaayos announced that it had raised USD 53 million (INR 414 crore) in a Series C funding round led by Alpha Wave Ventures. In a statement, Chaayos said that it plans to use the new funds to expand its store network. The Delhi-based company, which currently has 190 locations spread across six cities, plans to open an additional 100 locations by the end of the year.

People familiar with the matter told VCCircle earlier this month that the company was valued at USD 225-250 million in the Series C round. ADVERTISEMENT New and existing investors have contributed USD 45 million to Tiger Global's tea-focused startup, according to filings with the Registrar of Companies (RoC).

According to a press release from Chaayos, the funding round included existing investors Elevation Capital, Tiger Global, and Think Investments. The company plans to use some of the money to improve its technology for recruiting. A statement from Chaayos CEO Nitin Saluja stated: "The latest capital raise will help us deepen our technology investments to further enhance our guest experience and build a brand that is integral to Indian society for decades to come. "We are also constantly looking to hire talent to handle the scale that we aspire to," he added. According to the statement, 45 percent of the company's revenue comes from online deliveries. As of September 2018, Chaayos had raised INR 81 crore from SAIF Partners, Hong Kong-based Integrated Capital, and growth-stage Pactolus in its second round of funding. Tiger Global Management had invested USD 2 million in the company a year earlier. As part of its USD 5 million Series A round in 2015, Tiger Global also invested in Ola co-founders Bhavish Aggarwal and Ankit Bhati of the company.

Alteria Capital and InnoVen Capital have both provided venture debt funding to the company. Chaayos competes with Mountain Trail Foods Pvt. Ltd., which owns the Chai Point chain of tea shops in Bengaluru. Eight Roads, Paragon, Saama, and DSG Consumer have all invested in Chai Point.

E-VEHICLE CHARGING INFRASTRUCTURE STATIQ RAISES USD 25.7 MILLION IN ITS FIRST ROUND OF FINANCING

Shell Ventures led a USD 25.7 million (over 200 crore) funding round for electric vehicle charging network startup Statiq on June 23. According to a press release, the company plans to use the Series A funding primarily to fund product engineering and network infrastructure. Series A funding, it was added, will help the company scale and maximise the value of its contract portfolio, according to the statement. According to Statiq's co-founder and CEO, Akshit Bansal, "Securing the first closing of our Series A ensures delivering on value-enhancing growth options already secured by Statiq," he said. "Shell and Statiq have a similar goal in mind: to accelerate the shift to more environmentally friendly modes of transportation.

Statiq's partnership with Shell Ventures represents a significant milestone "he continued, saying. Hero Electric and Ather, makers of electric 2-wheelers, have recently joined forces with Statiq to improve the combined EV charging network in northern India.

According to Statiq co-founder and chief technology officer Raghav Arora, "Statiq will be able to access a wealth of operational excellence and accelerate work towards quality, safety, and environmental standards that are second to none" as the company expands. He went on to say, "With this funding, we plan to rapidly scale our business while continuing to invest further in technology, innovation, and product development." Robert Linck, Shell Ventures Chief Investment Officer, spoke about the company's investment in the start-up "We believe Statiq is on track to lead the EV charging experience in India because of its consumer-centric approach. Because we believe in Statiq's potential and share their desire to accelerate the electrification of transportation, we invested in them."

In spite of the current funding crisis, startups in India's electric mobility sector are seeing significant growth. Multiple West Asian companies have expressed interest in the Indian electric vehicle market over the past few months. Dubai-based META4 Group announced in June that it would invest INR 250 crore to build an electric vehicle plant in Telangana, India's southernmost state, marking its entry into the green mobility space.

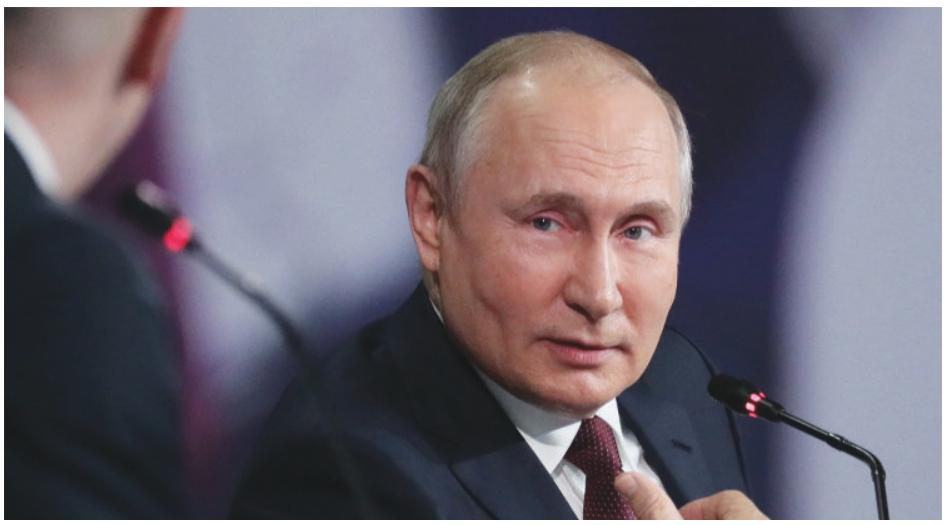
On the other hand Saudi Arabian billionaire Abdul Latif Jamiel is investing USD 220 million (around INR 1,700 crore) in Greaves Electric Mobility, a two-wheeler mobility company. Ather Energy, a Bengaluru-based company, is also in talks with investment banks about the possibility of an IPO in the near future, according to VCCircle. Another round of USD 5 million in pre-Series A funding was announced by eBikeGo in May, this time from multiple West Asian investors.



FROM NEXUS AND BATTERY, NEURON7 SECURES USD 10 MILLION IN FUNDING

Neuron7, a customer and field service platform powered by artificial intelligence, has raised USD 10 million (roughly INR 53 crore) in a Series A funding round co-led by Nexus Venture Partners and Battery Ventures. Customer service intelligence platform will be expanded and new product and customer teams will be built in the U.S. and India using the new funding. "In an organisation, knowledge is compartmentalised. Systems, data, and experts all work together to provide assistance, field service, and engineering expertise. According to the CEO of Neuron7. ai, "Rethinking how intelligence is captured and shared across silos in the enterprise," Niken Patel, the company's founder and CEO, said. Neuron7 was established in 2020 to assist businesses in making accurate service decisions on a large scale. By ingesting and analysing signals from structured and unstructured enterprise data and input from top experts, the platform claims to deliver service predictions in seconds. Abhishek Sharma, managing director at Nexus Venture Partners, said, "We are delighted to increase our investment in and strengthen our partnership with Neuron7.ai." To help customers resolve any issue within seconds and turn customer service into a profit centre, we like Neuron7's vision of utilising artificial intelligence and NLP," said Sharma. "Neuron7's technology has been shown to increase productivity for its clients. As a result, "customers are happier because their problem is solved faster" says Battery Ventures' Bill Binch, an operating partner on the company's board of directors. For a long time now, startups based on artificial intelligence (AI) have attracted the attention of investors. Multipoint Capital and Btomorrow Ventures in the United States recently invested USD 4.5 million (roughly INR 34.2 crore) in ParallelDots, a company that provides cutting-edge image recognition software. With the help of Tiger Global and Sequoia Capital in India, Avataar, an artificial intelligence and computer vision platform, raised USD 45 million in its Series B funding round in January.

THE SAKHALIN-2 OIL AND GAS PROJECT IS BEING SHIFTED TO RUSSIA'S MANAGEMENT



Sakhalin-2 is now under the control of Russian President Vladimir Putin, who issued an executive order appointing him as project leader. Shell and Japan's Mitsui and Mitsubishi might be forced to quit their projects if the economic consequences of the Ukraine war extend. As Shell put it: "We are aware of the ruling and are evaluating its consequences."

The order stated that Sakhalin Energy Investment's rights and liabilities will be transferred to a new company. Shell said in February that it will sell its Russian projects, including the Sakhalin 2 complex in Russia's far east, owing to the situation in Ukraine. It estimated in April that leaving Russia would cost it £3.8 billion. Gazprom owns and operates half of the project, which provides around 4 per cent of the current LNG market worldwide. Gazprom will retain its interest under the order, but other owners will have one month to request a stock in the new company from the Russian government. It is up to the government to decide if they are allowed to preserve a part in the company.

According to sources from the Daily Telegraph and Reuters, Shell has been in negotiations with possible purchasers for its part in the project, including those from China and India. Chief Executive Ben van Beurden stated that the company was "making good progress" in its strategy to depart the joint venture.

While "I can't tell you precisely where we are since it's a commercial procedure, but I can tell you that when I got an update last week, I was pretty delighted," he added. An obvious political manoeuvre, then. Japan, which has been strongly involved in sanctions against Russia, is expected to bear the brunt of the damage. Shell, Mitsui, and Mitsubishi all have large investments in Sakhalin-2. Shell, on the other hand, has already devalued its Russian assets and announced its intention to leave the country.

Japan, on the other hand, relies significantly on imported liquefied natural gas for its energy needs. There is a lot of competition for cargoes right now, and the Sakhalin project alone is only able to cover roughly 8% of those demands.

There will be a nervous reaction in Tokyo to Russia's likely acquisition of Japanese stakes in the project, even though ministers there claim that it would not "immediately" halt the flow of goods. Russia's supply to Japan will be limited if they are shut off, which will lead to increased rivalry for supplies elsewhere. This might lead to an increase in world pricing at a time when energy expenses are already driving up prices.

IN THE UNITED ARAB EMIRATES, AMAZON HAS PLACED RESTRICTIONS ON THE SALE OF LGBT-THEMED PRODUCTS

In the United Arab Emirates, Amazon's website has banned searches pertaining to lesbian, gay, bisexual, and transgender (LGBT) individuals and causes (UAE). The company apparently took this action in response to pressure from officials in the Gulf state. In the United Arab Emirates, it is prohibited to engage in sexual contact with another person who is the same gender as you.

Supporting LGBT rights might potentially be viewed as a criminal offence. It comes at the end of Pride month, which celebrates LGBT individuals throughout the globe. We think that the rights of LGBTQ+ persons must be safeguarded as a firm," an Amazon spokeswoman told BBC. "We remain dedicated to diversity, equity and inclusion." In addition, they said, "with Amazon shops throughout the world, we must comply with the local laws and regulations of the countries in which we operate".

Pro-LGBT rights tweets from the American embassy prompted Kuwait's foreign ministry earlier this month to summon a top US ambassador to complain.

A rainbow flag and a message of support from President Joe Biden have been displayed by US officials in support of Pride month. As a result, Kuwaiti officials slammed the embassy for "promoting homosexuality."



It is unlawful for men to be gay in Kuwait, where the rights of LGBT persons are severely restricted. Saudi Arabian officials seized rainbow-colored toys and children's clothes earlier this month, claiming they promote homosexuality, according to state television.

An Al-Ekhbariya report showed officers from Saudi Arabia's trade ministry removing a variety of goods from businesses in Riyadh. T-shirts, caps, and hair clips were just a few of the items available.

THE HELLO KITTY COMPANY HAS STRUCK A CONTRACT IN CHINA FOLLOWING A VIRAL SENSATION



After one of its lesser-known characters went popular in China, the Japanese business behind the Hello Kitty brand negotiated a licence arrangement in the nation. Sanrio has granted Alibaba the exclusive rights to produce and sell items based on its 26 characters in China, according to the Japanese company. When Sanrio's Kuromi appeared in a viral Chinese social media video, the agreement was struck. Thursday's trading in Tokyo saw Sanrio's stock rise over 14 per cent. Alifish, Alibaba's licencing and entertainment arm, has signed a five-year agreement with Sanrio to "further boost Sanrio's brand and character value in China." Hello Kitty, My Melody, and Kuromi are among the 26 characters that Sanrio has developed as part of the contract. Kuromi's popularity in China skyrocketed earlier this year when an influencer danced in Sanrio-inspired clothes. Helenoftroy, who has more than 14 million followers on Douyin, China's equivalent of TikTok, shared the video. A "tomboy" who is "really quite feminine," Kuromi celebrates her birthday on Halloween. "She likes writing in her journal and reading romance novels," reads the official Sanrio website. The business behind Hello Kitty claims that she is actually a British teenager named Kitty White who lives just outside of London.

Since its debut over 50 years ago, the brand has produced billions of dollars in revenue. Prosecco to plimsolls may be found in more than 130 nations throughout the world because to the unique hair bow on the mouthless cartoon. Also, Sanrio has licenced for amusement parks and cafes, and in 2018 a Japanese railway company splashed the picture on a bullet train in pink and white. However, the coronavirus pandemic had a devastating effect on Sanrio, whose business had been decreasing for some years.

In order to slow the spread of Covid-19, the theme parks and retail outlets of the company were temporarily shut down. Sanrio's sales in China climbed by 39 percent in the year to March this year, despite the limitations. During the same time period, the company's profits in the country increased by 19 per cent. In 2020, for the first time in the company's six-decade existence, the CEO will step down. When Shintaro Tsuji, the company's founder, passed away at the age of 92, his grandson Tomokuni Tsuji took over as CEO.

THERE WILL BE A TWO-YEAR EXTENSION OF STEEL IMPORT DUTIES

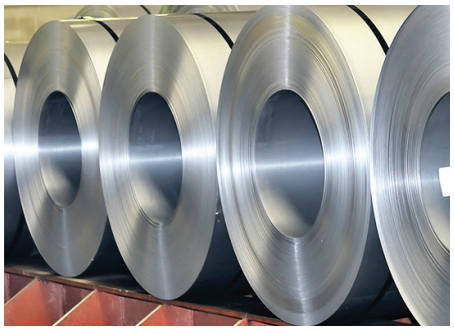
Import tariffs on steel will remain in place for a further two years, the administration announced. It is in the "national interest" of steel producers to be protected, according to International Trade Secretary Anne-Marie Trevelyan. "Global upheavals" in energy markets and supply chains, she explained, led to the decision.

Energy costs are putting a strain on British steelmakers. Some sections of the UK rely heavily on the steelmaking sector, which employs 34,000 people and generates USD 2 billion in revenue each year.

The government has warned that without regulations, the supply of steel into the United Kingdom may expand significantly, resulting in significant harm to British industries. Ending import limits, according to UK Steel, could cost the company as much as £150 million a year. British Prime Minister Boris Johnson said on Saturday that maintaining import restrictions on imported steel will preserve the country's metal producers. When it comes to international law, however, there are fears that the extension of duties on imported steel might be interpreted as a violation of World Trade Organization (WTO) agreements.

Mrs Trevelyan cited a WTO agreement as a basis for her claim that the judgement "violates our international legal commitments."

As a result, she said, "However, there may be times when the national interest compels action." Steel import restrictions were initially implemented by the EU in 2018 in reaction to Trump administration



tariffs. After Brexit, the controls were replicated in the UK. Since they are meant to defend the home market from an onslaught of cheap steel from outside, the limitations known as "steel safeguards" are sometimes referred to as such.

"We need to supply substantially cheaper energy to British steel," Mr. Johnson stated. For the time being, there are controls in place for 15 steel classifications. Ten of those categories have already been extended until 2024, but import quotas were supposed to expire on 30 June before the government extended them for another two years.

A GLOBAL RESTRICTION ON PARTIES AND GATHERINGS HAS BEEN IMPOSED BY AIRBNB



After a temporary restriction during the epidemic proved popular with hosts, Airbnb has decided to permanently ban parties and activities at homes on its marketplace. As of August 2020, the regulation has evolved into "far more than a public health safeguard," according to the company. The San Francisco-based company claimed, "It turned into a foundational community policy to help our hosts and their neighbours."

However, there was no longer a restriction on the number of persons who may remain at their residences. According to an Airbnb statement, the number of complaints about parties has decreased by 44 per cent since the measure was first implemented. In the future, "niche and traditional hospitality locations" may be exempt from the global prohibition, according to the statement.

A limit on the number of guests a listing may accommodate at a time has also been removed by Airbnb. Because of worries about the spread of Covid-19, a 16-person occupancy limit was previously in place. It stated that "bigger properties can comfortably and securely house more than 16 people - from castles in Europe to vineyards in the US to enormous beachfront villas in the Caribbean".

Removing this restriction is intended to allow hosts to use their houses in a responsible manner, while at the same time comply with our rule on disruptive events," it stated. In 2019, the business began imposing limits on parties. Neighbors complained that "open-invite" parties and "chronic party homes" were now illegal.

Because of this, Airbnb banned all gatherings "in the greatest interest of public health" throughout the epidemic. Last year, more than 6,600 users were banned from the network for violating the terms of service.

As a result of this new and long-term policy, Airbnb hopes to "promote and support neighbourhood safety." "We look forward to providing updates on our work to complement our community regulations on parties in the coming weeks and months," the statement continued.

CARLSBERG HAS BEEN PENALISED £3 MILLION FOR A DEADLY AMMONIA SPILL IN NORTHAMPTON IN 2016

An ammonia leak at Carlsberg's UK brewery resulted in the death of an employee, and the company was fined £3 million. Gas from the refrigeration system of Carlsberg in Northampton killed 45-year-old David Chandler from Bridgnorth, Shropshire, on November 9th, 2016.

In its report, the Health and Safety Executive (HSE) stated that Carlsberg had failed to implement enough safeguards to protect employees. He died "under such unfortunate, but avoidable circumstances," according to a statement from his family. After admitting health and safety violations at magistrates in 2020, Carlsberg Supply Company UK Ltd., now known as CMBC Supply Ltd., was fined and compelled to pay costs of £90,000 at Birmingham Crown Court. Mr Chandler's colleague David Beak, from Failsworth in Oldham, was critically hurt and 20 other individuals, including emergency responders, required medical care. His death was caused by the



SRI LANKA'S NON-ESSENTIAL FUEL SALES WERE SUSPENDED FOR TWO WEEKS

It's the greatest economic crisis the country has faced in decades, thus Sri Lanka has halted sales of non-essential car gasoline. Only buses, trains, and vehicles providing medical assistance or bringing food will be permitted to refuel for the next two weeks. Urban schools have been closed, and the 22 million people who live in the nation have been advised to work from home. As the South Asian nation struggles to pay for imports such as petroleum and food, it is in negotiations with the international community over a rescue package. It's been nearly 40 years since fuel was rationed in America and Europe and speed limits were imposed as a way to reduce demand during the 1970s oil crisis, according to Investec's oil and gas research head, Nathan Piper.

Urban schools have been closed, and the 22 million people who live in the nation have been advised to work from home

"Sri Lanka is the first country to take this drastic step," Piper tells the BBC. He explained that the embargo served as a reminder of the country's dwindling foreign exchange reserves and the rapid rise in the price of oil. Many people on the island are unsure how they would survive if the gasoline runs out. For months, Sri Lankans have had to wait in huge lines at gas stations. Taxi driver Chinthaka Kumara, 29, of Colombo, Sri Lanka, said the prohibition will "cause additional complications" for the public. "I'm a salaried employee who is paid on a daily basis. When will we ever obtain gasoline? I've been standing in line for three days now "He spoke to BBC Sinhala about this. Drivers have been instructed to return to their homes and given tokens to help ration the limited supply of fuel. Some people in line continued going, while others couldn't."For two days, I waited in line. Number 11 was given to me as a symbol, but I have no idea when I will receive gasoline "An executive in the private sector, S Wijetunga, told the BBC that he was 52 years old. "I have no choice but to leave my car here and take a three-wheeler to the office." In the Colombo neighbourhood of Kotahena, a motorised rickshaw driver named Kenat claims his kind is being "destroyed." "We used to eat three meals a day as a family. We now only eat twice a day as a rule. A single supper will be all that is left if this goes on indefinitely "he informed.

inhalation of ammonia by Mr Chandler. He was married with two little kids, one of them was only a year old and the other was about to turn five. To avoid exposure to ammonia during compressor removal, HSE found that Carlsberg failed to implement adequate isolation procedures before beginning work on the refrigeration system's removal.

A massive, uncontrolled ammonia leak occurred during the removal of the compressor. The HSE said it took several days for the leak to be controlled for gas levels to fall below a safe level. It has been "emotionally taxing as well as disheartening considering the length of time since the tragedy," the family of Mr. Chandler said in a statement.

We are heartbroken that his little family will not be able to spend their life with him as they develop," the statement said. His death has created a gap that can't be filled, and it's impossible to imagine life without him.

"This instance illustrates the consequences of not following industry instructions when working with dangerous and flammable compounds," said HSE lead inspector Samantha Wells. One of CMBC Supply Ltd's top executives stated:

"We try to achieve and maintain the highest levels of health and safety management for our personnel.

"We acknowledge that we did not reach these high standards on this occasion, as evidenced by our guilty plea to the charges and our far earlier acknowledgement of responsibility. It has subsequently been remedied and a lesson has been learned."

Health and safety will continue to be a top priority for us as a firm." However, Crowley Carbon UK Ltd. was also prosecuted, but the firm was thrown into forced administration before court proceedings commenced.

DUE TO INCREASED PROFITABILITY, HOBBYCRAFT PLANS TO BUILD THREE ADDITIONAL LOCATIONS

Art and craft retail company will open three additional outlets after year-over-year increase in earnings. Biggleswade, Bedfordshire; Southend, Essex; and Bromborough, Liverpool are the locations of three new Hobbycraft stores that will generate 40 new retail positions.

For the year ending February 2022, it reported an adjusted pre-tax profit of £15 million, up from £13.8 million the year before.

Financial results for the 2023 fiscal year are expected to be "difficult," according to a statement from the corporation. A new website, workshop channel, additional locations, and a subscription model were among the "many new initiatives" announced by Hobbycraft CEO Dominic Jordan.

As a result of inflationary pressures on consumers, "we are aware that the year ahead will be quite hard, particularly given the considerable inflationary pressures on our clients," he added. He also mentioned that freight expenses had gone up significantly. The company, which was started in 1995 and currently has more than 100 locations in the UK, reported a 14.8 percent increase in revenue from USD 176.9 million in 2021 to USD 203.1 million in 2022.

For seven weeks in 2021, the firm had to shut down since it wasn't considered an important shop. When retailers reopened in April 2021, e-commerce sales were up 58.2 per cent from pre-pandemic levels in 2020.

In the year leading up to February 2022, a total of seven new stores and one hundred new employment were established, with locations in Leicester, Rochester, Kent, and Boucher Crescent, Northern Ireland among those to see the light of day.

DURING THEIR BILATERAL TALKS IN NEW DELHI, RAJNATH SINGH AND HIS AUSTRALIAN COUNTERPART DISCUSS WAYS TO IMPROVE DEFENCE COOPERATION.



At a meeting in New Delhi on June 22, 2022, Defence Minister Rajnath Singh met with Australia's Deputy Prime Minister and Defense Minister Richard Marles. In light of the COVID-19 pandemic's challenges, the two Ministers reviewed the current defence cooperation activities that have been increasing, and discussed ways to further enhance cooperation.

The defence and security pillars of the Comprehensive Strategic Partnership between India and Australia were discussed by the Ministers. Reaffirming the Comprehensive Strategic Partnership's values of democracy and rule of law, they reaffirmed their commitment to its implementation. To build on existing operational engagements, they signed the India-Australia Mutual Logistics Support Arrangement, which formally recognised the growing variety and frequency of defence exercises and exchanges between the two countries.

Defence Research and Material Cooperation between India and Australia will meet later this year in Australia under the auspices of the Joint Working Group (JWG), which both Ministers have pledged to support. JWGs like this one are essential for strengthening military-to-military relations. Their discussions focused on expanding industrial cooperation between India and Australia so that their respective defence forces have the most up-to-date and reliable supplies and capabilities.

Defence industrial bases in India and Australia will be explored by both countries, according to an agreement reached earlier this year. On March 21, 2022, during a virtual summit meeting between the Prime Ministers of India and Australia, it was announced that the historic General Rawat Young Officer Exchange Program would begin in the latter half of 2022.

The Ministers reaffirmed their shared goal of an Indo-Pacific region that is open, free, inclusive, prosperous, and governed by rules as they discussed strategic challenges and regional security. They were looking forward to India's participation in Australia's Indo Pacific Endeavour exercise in October 2022, which they were looking forward to. Australia's Deputy Prime Minister and Defense Minister laid a wreath at the National War Memorial earlier in the day to commemorate the fallen soldiers. Before the bilateral meeting with Rajnath Singh, the Deputy Prime Minister and Defence Minister of Australia was given a ceremonial Guard of Honour.

From June 20 to 23, 2022, Mr. Richard Marles will be in India. Going to Goa Shipyard Limited and showcasing India's growing prowess in indigenous drone development and autonomous vehicle technology were two highlights of his visit to Goa on June 21, 2022.

THE MOD HAS GIVEN THE GO-AHEAD FOR THE CONSTRUCTION OF 'BRO CAFES,' REST STOPS ALONG 75 BORDER ROADS IN 12 STATES AND UTS.

The Ministry of Defense (MoD) has given the go-ahead for the construction of 75 roadside amenities in 12 states and territories with the Border Roads Organization (BRO) (BRO). These facilities are designed to meet the basic needs of tourists and to spur economic activity in border regions while also creating jobs for the local population. 'BRO Cafes' will be the name of these roadside attractions. The BRO's reach extends to the most remote border regions, and it has played an important role in improving the socioeconomic conditions



THE 8TH INTERNATIONAL DAY OF YOGA IS BEING MARKED BY THE MINISTRY OF DEFENCE

It was on June 21, 2022, that India's Ministry of Defense organised a mass demonstration of Yoga at the Defense Accounts Department Headquarters in New Delhi in conjunction with the Prime Minister's Yoga Program in Mysuru.

Raksha Rajya Mantri Ajay Bhatt, Defence Secretary Dr. Ajay Kumar, Controller General of Defense Accounts Rajnish Kumar, Secretary Department of Ex-Servicemen Welfare B Anand, and senior officers and staff from the Ministry of Defence and Defense Accounts Department all attended the event. He praised Prime Minister Modi's vision for bringing Yoga to the forefront of public discourse and urged everyone to make it a part of their daily routines.

The Ministry of Ayush and Morarji Desai National Institute of Yoga provided instruction to senior officers and staff of the MoD in accordance with the Common Yoga Protocol of Ministry of Ayush. 'Yoga for Humanity' is the focus of this year's IDY. There will be 75 iconic locations across the country where the Azadi Ka Amrit Mahotsav will be celebrated alongside the 8th IDY, and there will be a Prime Ministerial Yoga Demonstration as well.

Yoga demonstrations are also being held by a wide range of organisations in the fields of education, social work, politics, culture, religion, business, and other facets of civil society, all of which attract large crowds.

As part of the new programme 'Guardian Yoga Ring,' the Prime Minister's Yoga programme at Mysuru and related events by various Central Government Ministries demonstrate the unifying power of Yoga, which transcends national boundaries, to 79 countries and United Nations organisations as well as Indian Missions abroad.



A 10 PER CENT JOB RESERVATION FOR AGNIVEERS HAS BEEN APPROVED BY DEFENCE MINISTER RAJNATH SINGH

Minister of Defense Rajnath Singh has approved a proposal to reserve 10% of Ministry of Defense job vacancies for Agniveers who meet the necessary eligibility criteria.

Reservations of ten percent will be implemented in the Indian Coast Guard, defence civilian positions, and all 16 Defense Public Sector Undertakings (DPSU) - Hindustan Aeronautics Limited (HAL), Bharat Electronics Limited (BEL), Bharat Earth Movers Limited (BEML), Bharat Dynamics Limited (BDL), Garden Reach Shipbuilders & Engineers (GRSE) Limited, Goa Shipyard Limited (GSL), Hindustan Shipyard Limited (HSL), Mazagon Dock Shipbuild (TCL).

Existing reservations for veterans would be supplemented by this new reservation. This legislation will be implemented through the necessary revisions to the relevant recruitment rules.

A similar recommendation will be made to the DPSUs regarding recruitment rules. Additionally, Agniveers will be given an age waiver so that they can apply for these positions.



along the northern and eastern borders as well. As a result, previously inaccessible tourist destinations have seen an increase in traffic. A multi-utility wayside facility along the major tourist circuits in these regions was recognised as necessary in order to provide conducive and comfortable transit for tourists on these roads located in harsh climatic and geographical conditions. As a result of the remoteness and inaccessibility of these roads, the BRO, by virtue of its presence, decided to open such facilities in these areas. Wayside amenities will be developed and operated through a public-private partnership with licenced agencies that will follow BRO guidelines for design, construction, and operation. Facilities such as two and four-wheeler parking, food plazas/restaurants, rest rooms for men and women as well as for people with disabilities, first aid facilities/MI Rooms, and so on are proposed. A competitive process will be used to select licensees.

KEEL LAYING CEREMONY OF FOURTH SHIP OF SVL AND SECOND AND THIRD SHIPS OF ASW SWC



Keel for the fourth ship of Survey Vessel (Large) and second & third ships of ASW SWC for the Indian Navy was ceremoniously laid on 17 Jun 2022 by VAdm SN Ghormade, Vice Chief of Naval Staff at M/s L&T, Kattupalli in the presence of RAdm GK Harish, DGND (SSG), RAdm Sandeep S Sandhu, ACWP & A, Cmde P R Hari (Retd), CMD, GRSE, Cmde Ashok Khetan (Retd), Head L&T shipbuilding, Directors, and other senior officials of the Indian Navy, GRSE and L&T.

The Contract for construction of four SVL and eight ASW SWC for the Indian Navy was awarded to M/s GRSE as part of indigenous shipbuilding programme in Oct 18 and Apr 22 respectively. As part of the yard's build strategy, GRSE has subcontracted part construction of three ships of SVL and four ships of ASW SWC to M/s L&T, Kattupalli. Keel Laying is a major milestone activity in the construction of ships, symbolising formal commencement of the erection process of the warships on the building berth.

Speaking on the occasion, the Chief Guest appreciated the efforts put in by both GRSE & L&T Shipyards in achieving this milestone despite multiple waves of COVID-19 and associated restrictions. He noted that laying of Keel for three warships together on one day is a landmark event and this achievement signifies the enhanced indigenous production capability and capacity to ramp up the pace of warship construction in the country. He commended the commitment, dedication and professionalism displayed by employees of GRSE and L&T in achieving this significant milestone. VCNS also highlighted that construction of these vessels is a major boost for AatmaNirbhar Bharat and India's Make in India commitment with over 80% of equipment and systems being indigenous. The Chief Guest highlighted 39 out of 41 warships under order by Indian Navy today are being built indigenously.

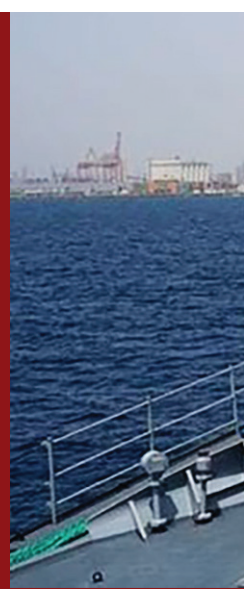
This statistics by itself is a reflection of true Aatma Nirbharta and strides made by all stakeholders towards Make in India. He also appreciated the collaborative approach between GRSE & L&T and opined that this model of Public Private Partnership between GRSE & L&T will be the harbinger of more such successful collaborations between Indian Shipyards for warship construction in India.

Survey Vessel Large (SVL) ships are capable for full scale coastal survey, deep-water Hydrographic survey and determination of Navigational channels/ routes. In addition, these platforms collect Oceanographic and Geophysical data for Defence applications. State of art equipment such as Autonomous Underwater Vehicle (AUV), Remotely Operated Vehicle (ROV), Single/ Multi Beam Echo Sounders and Data Acquisition and Processing System (DAPS) are fitted onboard SVL vessels to increase the ocean research capability. VCNS during the event highlighted that the ASW SWC platforms will augment the Navy's ASW capability and serve as a deterrent against submarine threats. Armed with torpedoes, rockets, state of the art Hull Mounted Sonar (HMS) and Low Frequency Variable Depth Sonar (LFVDS), the ASW SWC ships will significantly enhance Indian Navy ASW capability.

IN SAUDI ARABIA, INDIAN NAVY AND COAST GUARD SHIPS FROM FIRST TRAINING SQUADRON ARE ON AN OVERSEAS DEPLOYMENT TO CONDUCT TRAINING

On a five-nation overseas deployment, four ships of India's First Training Squadron are at Jeddah, Saudi Arabia for a period of four days. For the newly commissioned naval officers and coast guardsmen, India's First Training Squadron consists of three Indian Navy ships and one Indian Coast Guard ship.

A six-month shipboard training phase follows the young officers' ab-initio training at the Indian Naval Academy. During this time, they execute all necessary responsibilities and gain proficiency in sailor skillsets.



INDO-BANGLADESH BILATERAL EXERCISE "EX SAMPRITI-X" CONCLUDES

Ex SAMPRITI-X', a bilateral Indian-Bangladeshi military exercise, came to an end at Jashore Military Station in Bangladesh. Lieutenant General Ataul Hakim Sarwar Hasan, Chief of General Staff, Bangladesh Army, Major General Praveen Chhabra, General Officer Commanding 20 Mountain Division, Indian Army, and Major General Md Nurul Anwar, General Officer Commanding 55 Division, Bangladesh Army, all attended the closing ceremony of the 10th edition of "Ex Sampriti" to mark the event's completion.



The exercise's primary goal was to improve military ties between the two countries. Both armies' contingents were able to learn about each other's tactical drills and operational techniques as well as share their experiences in counter-insurgency, peacekeeping, and disaster relief operations under United Nations mandates during the training exercise.

For their efforts, the participating units were thanked by senior military officers from both armies. Football and cricket matches were just some of the activities that both contingents participated in. Additionally, the joint exercise aided in strengthening ties between India and Bangladesh by promoting mutual understanding and interoperability.

IT'S EXPECTED THAT THE ZOJI LA TUNNEL WILL BE OPEN TO THE ARMY BY SEPTEMBER 24TH

It's possible that this is one of India's few remaining development projects will be completed before the scheduled completion date of November 2026. In the event of an emergency, the tunnel is expected to be opened to military traffic in September 2024, according to officials.

Project manager Harpal Singh of Megha Engineering and Infrastructures Limited (MEIL), which is building the tunnel, said: "The raw tunnel will be accessible for defence purposes in September 2024 if the PLA made any disruption along the border." According to Singh, the tunnel will cut the journey time from 3.5 hours to 15 minutes via Zoji La. Nearly 1,000 MEIL staff worked in the highlands during the coldest winter, when the thermometer dipped below - 30 °C, according to Singh.

As Singh pointed out, even the bears would hibernate for four months during the hard winters there. "In order to speed up the process even more, we're hiring more people." India's long border with China and Pakistan necessitated the construction of this tunnel, which will contribute in protecting the country, he said. Sonamarg, in Kashmir, will be linked to Minamarg, in Ladakh's frigid desert, via the Zoji La tunnel.

In addition to being the longest street burrow in India, Zoji La tunnel will be the tallest at 3,485 ft. "It's a technical marvel. "It's not just a matter of blasting mountains," Singh stated. Drilling and blasting procedures were employed instead of conventional tunnel boring machines for the Zoji La tunnel in the Himalayas, according to Singh.



First Training Squadron Senior Officer Captain Aftab Ahmed Khan made a port call to Rear Admiral Yahya Bin Mohammed Al-Assiri, Commander of the Western Fleet of the Royal Saudi Navy, while on this visit.

Naval cooperation and training projects between the two countries figured prominently in the meeting. Members of the Saudi Arabian Royal Navy and other high-ranking officials will participate in training exchanges and engagements with Indian Navy ships Tir, Sujata, Tarangini, and Sarathi.

AGE RELAXATION FOR AGNIPATH SCHEME INDICATES GOVERNMENT'S CONCERN FOR THE YOUTH: DEFENCE MINISTER RAJNATH SINGH



Defence Minister Rajnath Singh today asserted that the AGNIPATH scheme is a golden opportunity for the Indian youth to join the Armed Forces and serve their motherland. In a statement, Rajnath Singh, who is on a two-day visit to Jammu & Kashmir, said that many youths did not get the opportunity to join the Armed Forces, as recruitment process could not take place for last two years. Keeping in mind the future of the youth, Rajnath Singh stated that the government, on the directions of Prime Minister Narendra Modi, has increased the age limit for the recruitment of Agniveers from 21 years to 23 years for the recruitment cycle of 2022.

"The relaxation of age indicates that the Government cares for our youth. Department of Military Affairs, Ministry of Defence and the Services are committed to commence the recruitment process at the earliest. We invite the youth to join the Armed Forces and serve the Nation through AGNIPATH," the Defence Minister.

Later, Defence Minister Rajnath Singh attended the 9th Executive Council and 4th General Body meeting of Jawahar Institute of Mountaineering & Winter Sports (JIM&WS) at Pahalgam. In the presence of the Defence Minister and Lieutenant Governor, J&K Manoj Sinha, the meeting deliberated on the ways to ensure smooth functioning of the institute and early resolution of pending issues.

The Defence Minister, in his address, lauded the rigorous training standards, excellent management, devotion and technical proficiency of the trainers and instructors that have established JIM&WS as one of the leading institutes in the country. He described mountaineering and allied activities as a sign of not just physical endurance, but also of mental toughness and enthusiasm.

Rajnath Singh appreciated the increasing number of women participants in these activities, which once witnessed male dominance.

In the presence of the Defence Minister and Lieutenant Governor, J&K Manoj Sinha, the meeting deliberated on the ways to ensure smooth functioning of the institute & early resolution of pending issues

He also acknowledged the differently-abled Divyangjans who are completing mountaineering expeditions with skill and enthusiasm. He made special mention of Indian mountaineer Ms Arunima Sinha who became the first woman amputee to scale Mount Everest with her firm determination. It is, therefore, very important that all training programmes in this institute are oversubscribed, he said. Saying that the Government's focus on increased public-private partnership in various fields has provided a new thrust to the country's development, the Defence Minister suggested JIM&WS to join hands with the private sector in order to further their training programmes. "There are many technologies, expertise and innovations in the private sector which are not available with the public sector.

Collaboration with the private sector will help JIM&WS to connect the people, especially the youth, with activities such as mountaineering and ensure local prosperity," he said.

The Defence Minister exhorted the institute to further acquaint people, especially the youth, with mountaineering and winter sports through its various training programmes and infuse patriotism, courage & energy in them. He said, this will not only increase the popularity of these activities, but also generate employment opportunities, thereby giving a boost to local economy. This will also increase the participation of the local community and provide an opportunity to connect with their culture, he added. The Defence Minister stressed that local people should not just be a Sherpa, but partners in the national-cultural unity.

Rajnath Singh reiterated the Government's resolve of development of border areas to bolster national security and said that institutions like JIM&WS can help in carrying forward that vision and contribute to the progress of the country. Emphasising on the importance of environment protection, he called upon the institutions like JIM&WS to promote eco-sensitive tourism and contribute in saving nature. He concluded his address with the hope that JIM&WS will become one of the leading institutes of the world in the coming times.

On the occasion, the Defence Minister also inaugurated a Col KS Mall Boulder Climbing Wall and Himalayan Museum at the Institute. The aim of JIM&WS is to expose the youth to nature and develop their personality, character and confidence through adventure sports.

PETRONET LNG LIMITED (PLL) ACHIEVES A MILESTONE BY RECEIVING 3000TH LNG SHIP "RAAHI" AT ITS DAHEJ LNG TERMINAL



Dahej, Gujarat, 7th July 2022: Petronet LNG Limited (PLL) has achieved a major milestone by receiving 3000th LNG shipment at its Dahej LNG Terminal in Gujarat on 7th July 2022.

Embarking upon its journey in Jan 2004, the Terminal received its 100th LNG shipment in Dec 2005, 1000th LNG shipment in February 2013, and 2000th LNG shipment in June 2018, followed by 3000th shipment on 7th July 2022.

While it took about 9 years to receive the 1st 1000 Ship, about 5 years to receive next 1000 ship, it has taken only about 4 years to reach to the level of 3000. Currently, this terminal handles a combined number of about 260-270 shipments in a year at its two jetties.

Dahej Terminal is the 8th Largest LNG import terminal in the world with nameplate capacity of 17.5 MMTPA. In terms of annual send out (throughput), it is globally positioned as the number one terminal. Also, in terms of cargo handling, it is considered as the busiest terminal of the world. The terminal handles about 66% of the LNG demand and about 40% of total gas requirement of the country.

In line with the Government of India's vision of enhancing the share of Natural Gas in Energy Basket of the Nation from 6.7% to 15% by 2030, Petronet LNG Limited is undertaking a highly cost-effective expansion of its Regasification capacity of its Dahej LNG Terminal from 17.5 to 22.5 MMTPA. Also, Petronet LNG Limited is constructing two additional LNG tanks at Dahej each of 1,80,000 cubic meter capacity. The construction activities, for the tanks which commenced in September 2021, are in full swing. A third berth at Dahej, that will have facilities to handle ethane and propane besides LNG, is also being constructed by the company.

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A PSYCHOLOGICAL PERSPECTIVE ON PRICING

The specifics we are referring to are based on psychology and brain functioning, or how our brains perceive and process what we see while deciding amongst a variety of price possibilities. We'll look at some of these concepts in this post, and how they might help you rethink how you price your items and how you communicate pricing options to potential consumers.

We frequently waste too much time figuring out how to calculate our margins based on our costs and, more importantly, the financial targets we need to meet within a certain time frame. We do, however, overlook some seemingly little aspects and minor features that might have an impact on pricing perception and ultimately encourage a potential consumer to buy — or not buy — a specific product.

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In the price sections, avoid using colours

Assume you're in a room with white walls, a crimson sofa, and very little colour. Can you predict what the first thing your eyes — and hence your brain — will be directed to? (Remember, your eyes don't see, but your brain does.) Yes, you guessed correctly.

Colours are sometimes utilised to accentuate or "add weight," and weight is not a good thing when it comes to price.

You may make the price plans appear lighter and cheaper by lowering the colouration as much as feasible. However, keep in mind that in price sections, colouring isn't necessarily a negative thing. We'll go through how to employ (light!) colours to your advantage in one of the subsequent sections. However, as a general rule, avoid over-colouring at all costs.

Place the price tag at the top of the page

We already discussed how a lack of excessive colour may make your pricing plans appear more modest, but the placement of the price tag can make it appear even lighter.

Researchers discovered that the position of a product picture on packaging affects customers' impressions of "visual heaviness" in a recent study on the location effect on perceived product heaviness and package rating.

If the product is sugar-free light cookies, for example, and the image of the cookies is positioned at the top of the container, customers would naturally infer that the cookies were moved to that area and that since they were elevated, they must be lighter.

The same principle applies to price. Potential clients will automatically assume that since the prices are near the top, they must be lighter and hence more reasonable.

Reduce the gap between the plans that are provided

As a general guideline, you should aim to minimise the space between price plans and put them as close together as feasible.

Multiple sets of bags were established by researchers in one study, with each group's bags positioned in varied locations to one another. Then, in each group, a gift was placed in one of the bags.

Because their brain instinctively grouped all the bags, the participants were more likely to choose a bag from the group with the smallest distance between the available bags.

Customers will feel as though they are making use of the perks provided in almost every price plan, even if they choose the less expensive alternatives because the space between the different plans has been reduced.

Choosing names for your pricing schemes

In general, each pricing plan should be appropriately named, with the name's size being greater than the price. This is because you want your consumers to think about what they'll get instead of how much it'll cost them.

Your most costly plan should be highlighted

You may imagine that this tactic is meant to persuade a consumer to buy the most costly plan, but that isn't the objective here.

When it comes to price sections, we highlighted the necessity of utilising white as much as possible in one of the earlier parts. However, there is one instance when a (light!) colour might be beneficial.

If you utilise colour to promote your most costly plan, it'll be the first thing a potential consumer notices. As a result, your product's first reference price will be the highest.

However, in comparison to the initial pricing, the subsequent plans will appear to be far less expensive.

Last Thoughts

We've shown how certain fundamental ideas derived from the junction of psychology and brain functioning may substantially aid in the creation and, more crucially, presentation of pricing plans to page visitors and potential buyers.

To summarise the topics we addressed in terms of the product price, keep in mind the following:

- In pricing plans, avoid over-colouring.
- The price tag should be placed at the very top of the plan section.
- Reduce the gap between the plans on offer.
- Users will be more interested in what they are getting rather than what they will be paying for if you name your plans accordingly.
- With extremely faint colouring, draw attention to the most costly option.



As always, here are some ideas that should influence how visitors to your page and potential buyers view the various pricing options. However, you should constantly test each component to see what works best for your product and intended audience.

Multiple sets of bags were established by researchers in one study, with each group's bags positioned in varied locations to one another. Then, in each group, a gift was placed in one of the bags. Because their brain instinctively grouped all the bags, the participants were more likely to choose a bag from the group with the smallest distance between the available bags.

CHANGE YOUR FINANCIAL LIFE WITH KAKEIBO

–OD Desk



Kakeibo is a traditional Japanese method of budgeting that has gained popularity as a result of a growing emphasis on infusing mindfulness into all parts of our life. It provides a straightforward, no-nonsense approach to budgeting.

Budgeting is similar to being on a diet for your finances. They're never enjoyable; they include a lot of restriction and denial, the outcomes aren't known for a long time, and they may make individuals quite irritable. You know how tough it can be to stick to a budget (or a diet) if you've ever tried.

"Everything that is usually beneficial for our financial health goes against what our society has taught us," says Joy Liu, a trainer at The Financial Gym, a financial services firm that helps people of various income levels get their money in order. "Creating and keeping to a budget might be a lifetime habit that helps us untangle all of the taught behaviours we've picked up from society, our friends, and even our family." It's not an easy task."

That isn't to say we aren't still dieting and attempting to get our finances in order. "Even if you fail at it," Liu adds, "you're still trying."

A classic Japanese budgeting strategy has just resurfaced in the public eye, and it might be the mindfulness solution to getting your financial home in order. Meet Kakeibo, a Japanese budgeting technique that has the potential to transform your financial situation.

What exactly is Kakeibo?

According to Sarah Harvey, author of Kaizen: The Japanese Method for Transforming Habits One Step at a Time, Kakeibo, or (alternatively written) kakebo, means "home family ledger." While Harvey was unavailable for an interview, her publisher kindly provided us with a copy of the chapter on money, in which she outlines the fundamentals of Kakeibo and her own experiences with it.

Hani Motoko, a female journalist, invented the technique in 1904. Motoko is regarded as Japan's first female newspaper reporter, and in the early 1900s, she launched Fujin no tomo, or Woman's Friend, a magazine for women. Motoko invented Kakeibo in 1903 (or 1904, depending on whom you ask) as an easy way for women to handle their family funds.

It's seen a recent rebirth as a result of a few new works, such as Harvey's, hitting the market. According to Liu of The Financial Gym, Kakeibo has witnessed a return for a variety of other reasons as well.

"We are all incredibly busy and addicted to being busy, and we have gotten increasingly alienated from all parts of our life." We live much of our lives on autopilot and out of habit. Marketers and corporations have removed all friction from the process of obtaining all of our money. "Everyone wants to spend their money on trips, but Amazon, Uber, and Seamless are sucking up all of that money," she explains.

According to Liu, this has resulted in a popular desire to reconnect and become more conscious of where our money goes. She refers to it as regaining control.

How to Make the Most of Kakeibo

The concept behind Kakeibo is simple and beautiful. In the same way that food journaling serves to bring careful awareness to eating patterns, it helps to bring mindful awareness to the process of spending (and budgeting).

"Everyone has a different amount of financial apprehension," Liu explains. "Life objectives and money goals are intertwined, and once we connect the two, things start to make sense."

Journaling or tracking your income and expenditures is at the heart of kakeibo. The procedure uses old-fashioned pen and paper technology because it predates cellphones and computers.

For a month, keep track of your spending

The first step in kakeibo, like any mindfulness practice, is to become aware of what is going on with your money. This entails keeping meticulous records of your expenditures for a specified length of time.

Most financial gurus, including Liu, advise that you track your spending and income for at least a month before making a budget.

The kakeibo technique, which revolves around four essential questions, starts with tracking your expenditure and income. They are as follows:

- What is the amount of money I have or earn?
- How much money do I want to put aside?
- How much am I going to spend?
- Where can I make improvements?

There are several kakeibo journals on the market, or you may just use a blank book that you carry with you to get started. The objective is to incorporate the procedure into your daily habit, similar to journaling.

Breaking down your expenditures into categories and exposing your finances

After you've kept track of your spending for a month, you may split it down into categories. The key to kakeibo is keeping track of everything with a simple pen and paper rather than an app. Why? Physically writing things down has been demonstrated to alter our behaviour in several studies. It also makes our expenditures a bit more difficult.

"Writing things down and keeping a budget drives you to feel the line between spending and saving," Liu explains. While The Financial Gym uses a range of budgeting techniques and tools to assist their clients, they do promote spend-tracking in whichever manner suits you. This part of budgeting is referred to by Liu as "becoming financially naked."

Once you've figured out how much you're spending, divide your kakeibo, or budget, into two categories: necessary and non-essential. These categories are subdivided further into smaller groupings, such as:

- Housing, food, transportation, medical care, internet and phone connections, animal care, and childcare are all examples of general household expenses. These are your requirements, or essentials, as Harvey refers to them in her book.
- Netflix, shopping, internet shopping, parties, and presents, for example, are all examples of leisure activities. Consider them to be the things you like but don't require. Non-essentials are items that are not required.
- Capture the things that make your life here more interesting. It may be a newspaper or magazine subscription, or your regular haircut or nail appointment. These are also regarded as non-essentials.
- Costs You Didn't Expect: This is the thing that pops up out of nowhere that we all have to pay for. These are, in general, necessary.

These classifications are a little hazy. For example, you could consider your gym subscription or yoga courses to be "vital," so you'd put them in the "general" category. That isn't a problem at all! These are your "holy cows," or non-negotiables, as Liu puts it. The key is to make sure you account for them in your budget.

Decide on your objectives

You may establish your goals when you have a good picture of where your money flows over the course of a month. What do you want to accomplish with your funds? What is your plan for reaching your objectives? Do you wish to purchase a home? Going on a wild vacation? Would it be possible to save a bit extra money each month?

Whatever your objectives are, give them a number and a deadline, and write them down. You may then break that figure down into smaller parts to see how much you'll need to save each month or per week (depending on your time horizon) to meet your objectives.

Carry on in this manner for each of the four categories. This will be your spending limit or "budget" for each category.

Keep track of your expenditure and evaluate it

After that, you'll keep track of your spending and categorise it into one of the four categories listed above. You compare your balances to your goals after each week. You look back at where you ended up regarding your goals in each category at the end of the month and ask yourself where you can improve.

Waiting 24 hours before making a purchase might also help you stay on track with your budget. "This reveals if you truly desire or require it. If you're still thinking about it the next day and you can afford it, go ahead and buy it.

Before you spend any money, there are a few questions you should ask yourself.

The way kakeibo deals with the emotional component of spending, on the other hand, is unique. We've grown accustomed to instant satisfaction in recent years. Kakeibo advises us to take it easy and think things through so that we don't overpay.

Let's be honest. It will take place. You'll go over your goal or budget in one category or another, but the true brilliance of kakeibo is that it utilises simple questions and techniques to help you become more aware of your spending and consider what you truly want and need. Harvey provides this series of questions in her book to assist you to decide whether or not to indulge. These questions are meant to prompt self-reflection and assist you in determining if a cost is "worth it."

- Is this something I need? Is it going to be beneficial, and does it thrill me?
- Do I have enough room for this? Will it find a home or a place in my life?
- Is this something I can realistically afford given my present financial situation?
- What are my thoughts about purchasing this?
- What is my current emotional state? What am I thinking?

She also recommends evaluating how you came upon the item, as well as its ethical and environmental effect, as well as its long-term viability.

Waiting 24 hours before making a purchase might also help you stay on track with your budget. "This reveals if you truly desire or require it. If you're still thinking about it the next day and you can afford it, go ahead and buy it. "I assure you will be more satisfied with your decision," she writes.

Japanese budgeting in a nutshell

Almost everyone finds budgeting to be a difficult task. It's unsettling, pushes us to confront many of our preconceived assumptions, and puts our taught consumer behaviour to the test. There are many various budgeting strategies and tools available, but you don't need any fancy tools, apps, or pricey subscriptions to keep track of your expenditures.

Through the practice of kakeibo, you may be able to escape the debt cycle and obtain financial independence by employing a basic pen and paper and applying mindfulness to your budgeting efforts.

A LOOK AT INDIA'S BLUE ECONOMY

–OD Desk



The World Bank describes the "sustainable use of ocean resources for economic growth, improved lives, and jobs while conserving the health of the ecosystem" as the "blue economy." The blue economy typically refers to the vast array of ocean resources available in the nation that may be used to help in the manufacture of goods and services, as well as its connections to economic growth, environmental sustainability, and national security. India and other coastal countries have a tremendous socioeconomic potential to utilise ocean resources wisely for the benefit of society thanks to the blue economy. The worldwide Blue Economy has expanded as a result of the increase in demand for ocean-related goods including seafood and energy production, with an estimated USD 3-6 trillion in annual global turnover.

Overview of the Blue Economy in India

The whole system of ocean resources, as well as the economic infrastructure created by humans in the marine, maritime, and onshore coastal zones within the country's legal authority, is together referred to as the blue economy of India. Due to its extensive marine interests, India's Blue Economy idea is multifaceted and has a significant impact on the nation's economic development.

India's blue economy contributes about 4 per cent of the country's GDP and is anticipated to grow if the system is strengthened. Despite the difficulties brought on by the Covid-19 epidemic, the sector managed to achieve exports worth INR 56,200 (USD 7.2 billion) between April 2021 and February 2022.

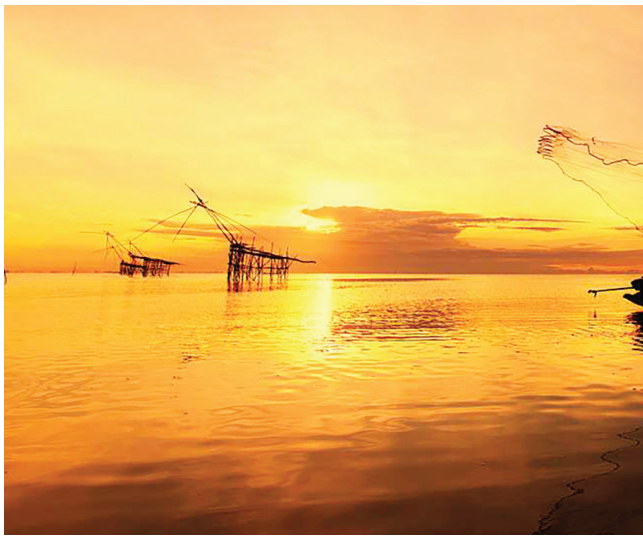
The strategy to assure economic growth and sustainability, as well as national security, includes marine amenities, ocean resources, physical infrastructure for maritime economic development, and coastal management services.

The two most profitable sectors of India's blue economy are fishing and mining. Polymetallic nodules and Polymetallic giant sulphides are the two mineral occurrences in the Indian Ocean that are of commercial importance to developers. 4-5 kilometres of ocean depth is where Polymetallic nodules, which are golf to tennis ball-sized nodules with nickel, cobalt, iron, and manganese that form over millions of years on the bottom, are frequently found.

India received exclusive permission to investigate Polymetallic nodules in the Central Indian Ocean Basin in 1987. Four million square miles have been examined, and two mining locations have been established.

More than 4 million fishermen as well as coastal municipalities depend on the coastal economy. India has a fleet of 2,50,000 fishing boats and is the second-largest producer of fish in the world. India has a 7,517-kilometer coastline, which gives it a great marine location. India's nine states have access to the sea. India has 200 ports, 12 of which are significant, and a total of 541.76 million tonnes were handled there in FY21, with Mormugao Port in Goa handling the biggest percentage at 62.6 per cent.

Additionally, significant components of India's blue economy are shipbuilding and shipping. By 2035, the modal share of coastal shipping, which is currently about 6 per cent, may rise to 33 per cent. Since the majority of the nation's oil and gas comes from the sea, the Indian Ocean area is



crucial to India's economic development. By 2025, this dependency is anticipated to significantly rise. The Blue Economy of the Indian Ocean has developed into a major trade route. With a surface area of 68.5 million square kilometres, it is the third-largest body of water in the world. It is also rich in mineral and oil resources, and nearly one-third of the world's population lives in the nations that surround the ocean. India has important international obligations in the Indo-Pacific under the UNCLOS, including Search and Rescue, seabed mining, and counter-piracy. It also has considerable diplomatic interests in the area. Last





The Indian government has made several moves in recent years to harness the blue economy's full potential.

but not least, the country's internal waterways, which encompass 14,500 km of India, are developing quickly, expanding the reach and exposure of the blue economy. The first containerized freight has already travelled through the India-Bangladesh Protocol.

Governmental Programs

The Indian government has made several moves in recent years to harness the blue economy's full potential. The National Policy for India's Blue Economy-2021 was presented in draught form by the key agency, the Ministry of Earth Sciences.

The policy statement aims to boost the blue economy's contribution to India's GDP, enhance coastal communities' quality of life, safeguard marine biodiversity, and guarantee the security of maritime resources and regions on a national level.

To achieve holistic growth, the proposed policy framework emphasizes regulations in several important fields, including fisheries. These are the four goals of this blue economy strategy:

- Framework for Robust Mechanism: To produce and collect accurate data, a trustworthy technique for periodic research must be put up. To determine the sectors and sub-sectors of the blue economy and to create a methodology of assessment, an expert group would be established. With the help of prominent nations and organisations, work will be done to build scientific tools and technologies for measuring and managing the blue economy.

- National Coastal Marine Sustainable Framework: To make modifications to fulfil the demands of both the national and local levels, an expert group would be established. The CMSP (Coastal and Marine Spatial Planning) will act as the cornerstone for the development of the Blue Economy in India's Exclusive Economic Zones, which include the nation's islands, as well as for the advancement of ecotourism and the growth of Blue Flag beaches. A robust national marine litter policy will also address the rising problem of marine pollution, notably that caused by plastics and microplastics. The National Coastal Mission, put out by the Ministry of Environment, Forests, and Climate Change, will incorporate the Blue Economy initiatives. The implementation of the Blue Economy Policy will also comprise

- An overview of domestic manufacturing, rising industries, trade, tourism, technology, services, and skill development related to the BEP is provided here. Logistics and communication will be strengthened, and a tax system harmonisation will take place, to increase the efficiency and simplicity of conducting business. To cut expenses, a Multi-Modal Network and Digital Grid will be established.

- Keeping in mind an ocean governance system that provides coordination, communication, and clarity across various stakeholders, governmental levels, and coastal communities is the overarching goal that unites all the policy's components. By merging all present programmes and abilities into one supervisory organisation for thorough planning and implementation, the National Blue Economy Council proposal would enforce this and minimise segmented work, wasted effort, and policy ambiguity.

- To maximise its potential, efforts have been made to strengthen India's fisheries industry. With a five-year budget of INR 3,000 crores (USD 384.3 million), The Blue Revolution: Integrated Development and Management of Fisheries Centrally Sponsored Scheme (CSS) was launched in 2015–16. The "Fisheries and Aquaculture Infrastructure Development Fund" (FIDF) was created in 2018–19 with a fund size of INR 7,522.48 crores (963.5 million) to fill significant gaps in the fisheries infrastructure by offering subsidised credit to state/UT governments, their entities, and the private sector.

  To bring about a Blue Revolution via sustainable and responsible practices, the Government of India introduced the Pradhan Mantri Matsya Sampada Yojana (PMMSY) in May 2020 with a maximum investment of INR 20,050 crores (USD 2.5 billion).

Ahead are Bright Prospects

In the coming years, India's Blue Economy is expected to develop significantly. Depending on how the government implements the policies chosen, the Blue Economy Mission might result in the industry being the next economic multiplier. Take the policies outlined in the draught policy, for instance. The Blue Economy policies seek long-term economic gains to meet the wider goals of growth, job creation, fairness, and environmental conservation. The sector is the sixth facet of the government's "Vision of New India by 2030."

The Awardz

The Awardz is an independent award program it is an initiative by Observer Dawn magazine. The Awardz aims to recognize and reward excellence across private, public and charity sectors. Open to organizations of any size and individuals, based anywhere in the world, entries are encouraged from those who feel they are working smarter to create a business edge.

International Business Awards (IBA), The Indian Realty Awards (IRA), and Pride Awards (PA) bring together the most successful and influential visionaries, manufacturers, consumer and business experts and the industry's powerful decision-makers on one mega platform as a means to Indian Business enlightenment.

Visit www.theawardz.com













Mr. Harsh Raj Diwedi and Mr. Anirudh Chandel on the behalf of Reliance Industries Ltd. receiving "Digital Innovation Company of the Year" award from film actor Mr. Rahul Roy and Mr. Hariom Tyagi, Chairman, IIBA Organizing committee & Editor at Observer Dawn Magazine, during International Indian Business Awards (IIBA)-2016.











Indian Organizing Committee Chairman, Mr. Hariom Tyagi, Bollywood Actor Aaftab Shivdasani and Shri K.C. Tyagi, MP giving "Female Face of Indian Realty " Award to Ms. Ananta Raghuvanshi, Executive Director, DLF Universal Ltd.







Most Trusted and Committed Developer of the Year

Mr. Vikas Pundir and Mr. Sidharth Pundir, Director at SKB Group, receiving "Most Trusted and committed Developer of the Year" award from Dr. Mahendra Nath Pandey, Member of Parliament, BJP, Mr. Hariom Tyagi, Chairman IRA, Ace Shooter Jaspal Rana, FTII, Chairman Mr. Gajendra Chauhan, National General Secretary, Bharatiya Janata Yuva Morcha, Mr. Rahul Kothari and The Great Khali, during Indian Realty Awards (IRA)-2015



Innovative Design Company of the Year

Mr. Kapil Dev, Concept Clinik, receiving "Innovative Design company of the Year" award from Dr. Mahendra Nath Pandey, Member of Parliament, BJP, Mr. Hariom Tyagi, Chairman IIBA, Ace Shooter Jaspal Rana, FTII, Chairman Mr. Gajendra Chauhan, National General Secretary, Bharatiya Janata Yuva Morcha, Mr. Rahul Kothari and The Great Khali, during International Indian Business Awards (IIBA)-2015



WHAT TO DO IF YOUR WORKPLACE IS TOXIC

–OD Desk

As a result of reduced productivity and morale, toxic workplaces can have negative impacts on mental health. If you think your workplace may be toxic, take action. Although it is always a good time to make the switch, sometimes the best option is to do nothing and focus on improving your work environment.

The toxic culture is created by a workforce that is unhappy with the pressure to produce more content and with their lack of control over what they produce. So, how do you reverse the trend?

This article discusses signs of a toxic work environment and what you can do to make your culture more positive.

The signs of a toxic workplace

Organizations that fail to recognize their employees' hard work can create a sense of dissatisfaction and apathy. It is harmful to the environment when people are gossiping or holding grudges against each other in the workplace because it takes away the cooperation of the workplace. Gossip and grudges can lead to a disruption within the workplace by making people feel upset or angry.

When an employee can't trust the company, they may not be effective in their tasks. By providing employees with authentic leadership and open communication, they will feel more comfortable and can be more productive.

Toxic workplaces often have bad leadership. This can be a result of managers who are micromanagers, bullies, or who simply do not care about their employees. Bad leadership is not necessarily abusive - it can simply be lazy.

As a result, employees begin to act defensively and do not care about the company succeeding. Instead, they care only about making themselves succeed. This can cause problems to go unsolved and projects to be later than they should have been.

To avoid the accumulation of stress in an office, it is important to ensure that employees are allotted enough tasks so they don't feel overloaded. Too much pressure can lead to high levels of stress and other mental illnesses.

Employees may feel burned out when they are not given adequate time to do their work. They may also be anxious about how little time it is for them to finish their assignments. This can lead to frustration, anxiety, or apathy towards their work.

Toxic work environments have high turnover rates because of the lack of a culture of employee recognition and care, as well as communication.

In a toxic workplace, employees may feel like their voices are not heard. The lack of communication in a team can lead to inefficiencies and frustration.

When employees are not heard by their managers, they may feel discouraged and become less willing to take ownership of the job. This can lead to frustration and aggravation among employees.

One-sided communication starts the drama cycle and lack of trust found in a toxic culture. If teams and departments don't create space for open communication and collaboration, they will soon become rivals.

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leadership is not necessarily abusive - it can simply be lazy.

Good leaders should cast vision and serve the team. When they stop caring about employees, this is a sign of poor leadership. Employees may get demotivated and disillusioned if they don't feel inspired by their leader or cared for by them.

How to manage and create a more positive work atmosphere

There are many steps you can take to create a more positive work culture. As a manager, implementing these steps will help with morale and productivity. If you aren't a manager, talk to your boss or HR about your concerns. If they won't listen, try to find individuals who might listen and build support. Creating good relationships with others around you will build trust that can combat the effects of a toxic workplace. These are some helpful tips for shifting your work culture to a healthier place.

Start a brainstorming session on what values should be important in the company, or take on this responsibility you. Studies show that employees will feel more empowered and less burnt out if they are given a voice.

Celebrate extraordinary behaviour in the workplace to reinforce these values and encourage future achievements.

Foster a collaborative environment instead of a competitive one. Scheduling regular meetings to bring people together and share ideas will help improve their relationships and teamwork. Let your team feel like they're on the same team, rather than in competition with each other. Celebrate accomplishments together, as this will encourage people to take more pride in the work they do.

Invest in your employees. You should encourage coworkers to explore career opportunities, be a help desk for them, and serve as a mentor to those who may not know how to accomplish certain tasks.

Employees will be more engaged and create a more positive work culture if they are given opportunities to grow in their roles. It can also create a learning culture where people share their new learnings with their coworkers.

Create a feedback system - this could be an anonymous survey or form so employees can give feedback on what they need to be more productive. It is also helpful to create an exit interview process to find out why employees are leaving. You can present the results of the survey to managers and let them know the changes that need to be made. Leading and managing your work team is one of the best ways to build trust and engagement. Personal connections position bosses on the same level as their teammates, thus making them all feel more engaged in the difficult task at hand.

How to Prevent a Toxic Work Environment

To create a healthier work environment, here are some additional things you can do:

When onboarding new employees, spend time teaching them about company values. This is a great opportunity to inspire and integrate them soon after they join the company. It also helps if you make expectations clear from the beginning, so they are aware of what to expect and can set standards with this in mind. Onboarding will also help new hires buy into the culture and values of the company.

As a leader, it's important to lead by example. Setting the appropriate expectations for your employees helps them succeed in their roles. If you want your employees to work long hours, you need to model that both externally and internally.

Leaders who don't practice what they preach can start a ripple effect. If employees see their boss always working, they are more likely to never take a lunch break. Their actions create the expectation that others will soon mimic their actions.

You don't need to be a manager to help lead your co-workers. Act according to the values you want to reinforce and you'll have an encouraging impact on those around you.

Creating open channels for employees to speak their minds in the workplace will help foster an environment of trust and respect. This, in turn, will bring out the best in everyone.

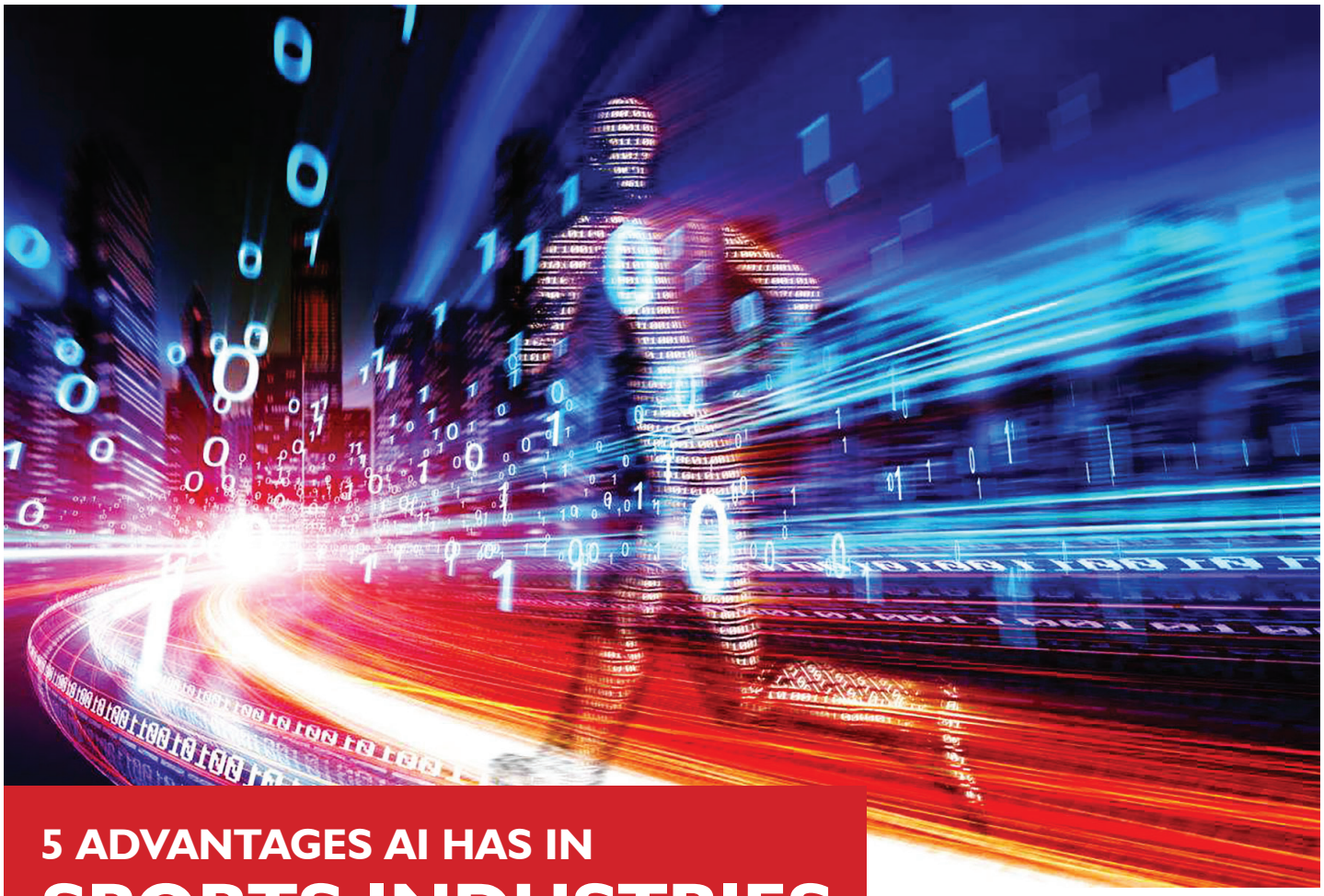
The Signs and What to Do About It

If you think your work environment might be toxic, take time to assess the situation and see if any signs indicate it might be time to leave. Employers who create a positive and productive work environment have employees who produce better work.

Leaders must create a positive and healthy work environment - otherwise, toxic environments will flourish. Actions that leaders should take to prevent this include introducing new practices and being knowledgeable about employee well-being.

Learn what signs to be aware of before it's too late and protect your workplace.

Foster a collaborative environment instead of a competitive one. Scheduling regular meetings to bring people together and share ideas will help improve their relationships and teamwork. Let your team feel like they're on the same team, rather than in competition with each other. Celebrate accomplishments together, as this will encourage people to take more pride in the work they do.



5 ADVANTAGES AI HAS IN SPORTS INDUSTRIES

Sports traditionally considered the farthest from physical activity, have now been proven to provide great benefits in all aspects of the industry, including post-game analysis, in-game activity, and the fan experience.

Data science and artificial intelligence have had a significant impact on the sports industry, and no one hesitates to say they will continue to flourish.

Will AI statistics change as the industry changes?

By 2020, the global market for AI in sports is predicted to be worth over USD 3.6 billion.

With the inclusion of AI in sports, statistics and quantitative analysis are becoming more significant due to their impact on games played, planned and watched.

This can be seen in baseball, soccer, and other sports. Sporting organizations collect data on what's happening. They may now use this data to improve their business.

We will go over the ultimate AI applications in the sports industry and how Artificial Intelligence is paving the way.

5 coaching and training AI applications

With AI, there's no need to depend solely on the coaches' or trainers' expertise and experience. They can instead use the metrics when developing strategies and game plans for players and finding ways to improve performance.

With an AI-based platform, coaches have access to data that will guide their decisions, before, during and after the game. This data measures a wide range of activities in many sports which can be detected by wearable sensors, high-speed cameras and real-time footage.

Find out how AI can balance the load coaches are faced with

Leaders can use playing data and graphics to make tactical and strategic changes with ML-based algorithms. They can gain valuable insight into their team's strengths, weaknesses, and the opponents they face in their next game.

Coaches can analyze data on athletes and use it to create training regimens. When training, tactics, performance analysis, and forecast modelling are also considered, we see that they have a bigger impact.

Not just player scouting and preparing, AI algorithms facilitate a range of applications.

AI is making the world of sports safer and more interactive. The influence of AI can be seen in all aspects of sports, from coaching and athletes to fans.

Learning algorithms can be applied to a variety of video-making tasks, including choosing the best camera viewpoint for viewers. Algorithms can automatically insert subtitles for live events in many languages based on the viewer's location, and enable broadcasters to monetize their content with commercials.

AI bots can produce accurate match reports that provide statistics and data. Readers can read a game recap while maintaining an emotional connection with the content.

With AI, you can create highlights of matches and event videos much easier. Because AI has the help of a machine and a matrix of views, this task could take minutes rather than hours.

Sports analysts can quickly generate highlight videos of major sporting events in

With AI, recruiting talented athletes becomes easier. Artificial intelligence will also help players receive fair offers. Athletes can have their market value assessed by AI and recruiters can find hidden talent in isolated areas.

a fraction of the time it would take a human to do the same job.

5 ways that AI is helping athletes

1. Thanks to Artificial Intelligence, players can now use computer vision to track their motions.

2. It was reported that Artificial Intelligence in Sports Market: 2019 – 2024 estimated individual and team performance will improve by an average of 17 per cent and 28 per cent. In this report, it is noted that "'topple the incumbents' with its predictive analytics is no longer a marketing opportunity or an option"

3. All sports are becoming increasingly data-driven, meaning that the players can now improve their game beyond limits by using apps like HomeCourt.

4. After the data is collected, experts can observe a player's performance and activity level to ensure they're giving their optimal performance.

5. Recording performance indicators allows players to view their greatest potential and what they need to grow.

The ways AI enhances the sports industry internally and externally

It is common knowledge that artificial intelligence (AI) has revolutionized the healthcare industry in a variety of ways. One way this has been done is in the sports industry.

The amazing predictive and diagnostic skills of AI may also be used in sports, where athletes need to be physically fit.

Tracking the general health of an athlete has become easier with wearable technology. This is a trend that has been adopted to protect the players, so that they may do their jobs safely.

Regularly, players are put through physical tests that use AI to track the player's fitness and injuries.

AI can analyze the data that an athlete wears to keep them healthy and injury-free by evaluating it in real-time.

Sports teams can avoid injury and save time with the help of artificial intelligence.

How AI is used in player scouting and recruiting

Sports teams use a variety of data in their recruiting process, from individual player performance to potential. AI can be used to provide feedback on such recruitment decisions.

It's now possible to use predictive analytics to help decide on a player before they sign based on their past performance.

Machine learning algorithms use aggregated data to assess players' potential and rank them. Teams can also use computer vision to track the players' movements and body alignment to predict success.

With AI, recruiting talented athletes becomes easier. Artificial intelligence will also help players receive fair offers. Athletes can have their market value assessed by AI and recruiters can find hidden talent in isolated areas.

AI is the Future of Sports

Tickets can be purchased by AI and companies within the industry are utilizing medical AI to improve the fan experience.

Technological advances in the field of artificial intelligence are pushing the edge in every professional sport. Industry experts say it is unreasonable to not acknowledge AI's capacity to help athletes win more, better coaches productions and serve athletes and customers alike.

Algoscale is an expert in machine learning, so it assists businesses in optimally use computer vision and NLP by providing them with the best AI platform and solving problems with cameras.

Technological advances in the field of artificial intelligence are pushing the edge in every professional sport. Industry experts say it is unreasonable to not acknowledge AI's capacity to help athletes win more, better coaches productions and serve athletes and customers alike.

WHAT IS A COMFORTABLE LIFESTYLE IN RETIREMENT?



To retire comfortably, Americans say they need a savings of USD 1.1 million. 22 per cent of people approaching retirement say they will have enough money to maintain a comfortable standard of living. The figure is down from 26 per cent the previous year.

Americans are not optimistic about their retirement savings, only 4 per cent of Americans expect to have more than USD 1 million saved by the time they retire. 53 per cent of Americans fear a market downturn will significantly reduce assets.

With rising inflation and taxes, both retirees and the average American are less secure.

About 18 per cent found it difficult to live on retirement. But about 5 per cent said that their retirement was the best time of their lives.

A quarter of people surveyed who have "dream retirement visions" need to sacrifice what they want today, and another 25 per cent who are currently on their journey need to keep doing what they're doing. More than half of only respondents between the ages of 60-67 would need to win the lottery to accomplish their desired retirement. Before you panic, you should come to a decision. What is an agreeable retirement lifestyle?

Learn what it takes to live a reasonably comfortable retirement.

If you are retiring, you may want to consider your average financial assets and research the Employee Benefit Research Institute (EBRI) for more information.

ERBI found that

- One in two households was mortgage-free while 37 per cent had a mortgage. More than half of the households are married, hold college degrees, and have minimal debt. 1 in 3 households reports credit card and auto loan debt combined.
- The majority of retirees say they can afford to live on their current budget. Half of the retirees in this group spend

less than USD 3,000 a month. However, 1 in 4 homeowners living on a fixed income report that their quality of life has declined since their preretirement years.
- Retired Comfortables are slightly less happy than the average Affluent Retiree.

How retired people can take care of themselves emotionally and physically

When you're planning for retirement, it's essential to ask, "What do I want to do after I retire?" Putting money away for retirement is only a small part of the equation.

Your retirement will last over 18 or 20 years, depending on the gender you are. During that time, it is important to think of what you want to make sure you're happy with. Think about things such as friends and family, socializing, travel, hobbies, etc.

Answer these questions to determine your priorities for retirement.

The quality of healthcare is a major factor when considering retirement. What are your priorities during this transition? And what income will you need to maintain an enjoyable lifestyle? Are you interested in volunteering or travelling during your retirement years?

What does it mean to live a comfortable lifestyle in retirement?

Robin Hartill, CFP®, discusses how a retirement is a number that you need to calculate based on what you want. Americans who want to retire with million-dollar nest eggs are sadly mistaken.

Hartill adds that to live comfortably once you retire; you need savings enough to create the income necessary to accomplish your goals.

How much do you need for income? Well, for most retirees, it's not 100 per cent of your pre-retirement income. The reason is that these expenses are typically no longer an issue.

You will not need to save for retirement. By the time you retire, your mortgage may be paid off. If you do not have dependents, you may not need life insurance. Depending on the type of lifestyle you intend to have and the range of expenses you expect, you might need to adjust your goal.

If you plan to travel frequently when you're retired, it may make sense to aim for 90 per cent - 100 per cent of your old income. You can live comfortably on less than 80 per cent if you plan to pay off your mortgage before you retire or downsize your living arrangements.

A retiree usually needs USD 96,000 in annual income after retiring.

How to build a comfortable retirement: Social Security and Medicare

Most people are receiving Social Security benefits, which make up 30 per cent of their income. For higher-income retirees, Social Security typically replaces a lower percentage of their income than it does for others. Fidelity estimates that someone earning USD 50,000 a year can expect 34 per cent of their income to be replaced by Social Security, while someone earning USD 300,000 a year can only expect 11 per cent of their income to be replaced by Social Security.

Approximately half of your retirement income probably won't come from Social Security; therefore, you will need to make up for the difference. But, if you want to be living comfortably off of just a social security check, there are a few things you need to do.

Delay taking your benefits until full retirement age, pay off any debt you have, and relocate to a tax-friendly state. Social Security would only replace 40 per cent of pre-retirement income and the 80 per cent rule is not a great benchmark.

Understanding the benefits of a comfortable lifestyle in retirement

Instead of traditional retirement, it's suggested that you diversify your portfolio. This includes investments in stocks, bonds, and dividends.

An annuity is a contract which provides retirement income. Annuities are offered by insurance companies and provide security for retirement with guaranteed income.

What do people do when they retire?

Fewer workers have private pensions these days, but government employees with pensions get regular payments for the rest of their lives.

What's it like to retire comfortably?

You may qualify for Veterans Pension benefits if you meet certain criteria, such as being elderly or disabled. While it's slightly different from your military retirement pension, the qualification is similar since it relies on several years of service.

Learn how to enjoy a comfortable lifestyle in retirement.

In addition to the extra income, part-time work also helps make retirement smoother. Furthermore, it prevents physical and mental deterioration.

Some ways to make money are through freelancing, consulting or babysitting your grandkids. You could also enter the gig economy by driving for Lyft or Door Dash. You could also rent out a spare bedroom full-time to someone on Airbnb and list it on Airbnb.

You should speak with your financial advisor before making any financial actions.

Defining a comfortable lifestyle in retirement

On average, 65-year-olds spent USD 1406.68 on monthly housing-related costs in 2016 and 2020.

You can lower your monthly housing costs by paying off your mortgage, so you don't have to pay taxes and insurance. You would only have to make interest and maintenance payments.

If you want to save money on your housing expenditures, it might be a good option to downsize and move into a less expensive house. Not only will you save on major (and minor) expenses such as heating, cooling, and maintenance, but you'll also be able to avoid paying property taxes.

From the activities you can pursue to whom you will socialize with to how much money you will spend, where you live can make a big difference in your retirement. Here are some thoughts worth exploring.

If you plan to travel frequently when you're retired, it may make sense to aim for 90 per cent - 100 per cent of your old income. You can live comfortably on less than 80 per cent if you plan to pay off your mortgage before you retire or downsize your living arrangements. A retiree usually needs USD 96,000 in annual income after retiring.

PROMOTION AND AWARENESS BEST FODDER FOR BIOPESTICIDE'S GROWTH IN INDIA



Biopesticides are an organic shield that safeguards the crop from various pests, insects and other crop destructive elements. Over the years, many countries have switched from chemical pesticide driven agro sector to biopesticide driven agriculture. As per the recent media report, countries such as USA, Canada, and Mexico are the world's major consumers of biopesticides and use up approximately 45 percent of all the globally sold biopesticides while the European Union uses 20 percent. In India as well this sector is going through a rapid change, reflecting increased global trade in agricultural commodities, a changing regulatory environment and evolving consumer preferences. Currently, biopesticides comprise of 5 per cent of the Indian pesticide market, with at least 15 microbial species and 970 microbial formulations registered through the Central Insecticides Board and Registration Committee (CIBRC). However, the growth rate of this sector in India is on the slower side as compared to its foreign counterparts. There are multiple reasons such as lack of promotion, absence of awareness campaigns, marketing of spurious biopesticides etc. which are obstructing the growth of this industry. AgroSpectrum with inputs from the major players of this sector pens down a report to provide a detailed working of Biopesticide industry and the prevailing issues which are hampering the further development of this sector.

Biopesticides are still at a very naïve stage in India and despite of their colossal potential and enormous push by the state and central government to promote these organic shields, the idea seems to be not catching up with the masses. Indian economy is still an agriculture based with almost 70 per cent of Indians engaged in activities linked to agriculture. Currently, the Indian agro sector is dominated by the chemical pesticides and fertilisers with very little room for the usage of biopesticides.

However, this picture is now beginning to change owing to the various campaigns launched by the government to promote the use of biopesticides. Apart from that, farmers have started realising the threat posed by the continuous use of chemicals in the farmland which not only destroys ecosystem and have catastrophic effects on soil microorganisms but also cause an alarming threat to human life.

Throwing some more light on the topic, Dr. Chandan Kumar, Scientist, KVK Centre, Jhabua stated, "Biopesticides offer an ecologically effective solution to the harmful effects of synthetic pesticides. Biopesticides are ecofriendly, affect only target pest groups, biodegradable and minimal quantity is enough. Unlike biopesticides, chemical pesticides are not target specific apart from killing the harmful pests; they also end up destroying plant friendly organisms such as earth warm, nitrogen fixing bacteria and algae that help plants to suck nutrients from soil, water and air. Although they help the farmers with increased output, they also result in polluting the environment. However, biopesticides are harmless, target specific and biodegradable."

As per the official data of the government, the India biopesticides market generated revenue of USD 102 Million in 2016 and is anticipated to contribute $778 Million by 2025, growing at a CAGR of 25.4 per cent. Increase the awareness for environment safety, the rise in demand for chemical free and eco-friendly farming products, new product launch, the improved scientific credibility of biopesticides products, stringent regulatory pressure, increased demand for the organic product and greater user confidence is driving the biopesticides market in India.

Origin of act

The formation of Insecticides Act can be dated to the year 1958 when the Government of India appointed a Commission of enquiry to suggest Inter-alia remedial measures following a number of deaths in Kerala and Chennai (Tamil Nadu) by poisoning through the consumption of imported wheat contaminated by pesticide which was accidentally shipped together with food grains. The whole question of pesticide use and legislation was studied in 1964-67 by an Expert Committee of Indian Council of Agricultural Research headed by Prof. M.S. Thacker.

Based on the recommendations of the Expert Committee, a comprehensive Insecticides Act was passed in 1968 to regulate the import, manufacture, sale, transport, distribution and use of insecticides with a view to prevent risks to human beings and animals and for other matters connected therewith.

The enforcement of Act was transferred to the Ministry of Agriculture in the year 1970 by the Ministry of Health and family Planning. The department of Agriculture of this Ministry took immediate steps to frame the Rules and constituted Central insecticides Board and Registration committee. The states were simultaneously advised to appoint all functionaries mentioned



The enforcement of Act was transferred to the Ministry of Agriculture in the year 1970 by the Ministry of Health and family Planning. The department of Agriculture of this Ministry took immediate steps to frame the Rules and constituted Central insecticides Board and Registration committee.

in the Act. After the stage was fully set, all the provisions of the Insecticides Act were brought into force with effect from 1st August, 1971.

Types of Biopesticides

The origin of Biopesticides can be microbial (bacteria, fungi or virus), herbal (plant extracts) or genetically modified plants (GM). Beauveria spp., Trichoderma spp., and Bacillus spp., are some of the microbial biopesticides. Products made out of garlic and neem is used extensively as herbal biopesticides. Traditionally, GM varieties resistant to particular pests are used in crops (e.g. Bt Brinjal) and cotton (Bt Cotton). "There are mainly three categories in biopesticides -Microbial pesticides that originates from micro-organisms such as bacteria, fungi or other protozoan groups. Second is biochemical pesticides which are herbal-based substances and are naturally produced by a plant or an organism. They are non-toxic and biodegradable in nature. Third is plant incorporated protectants which are genetically modified materials produced by scientists by modifying a protein and introduced into the plant so that it produces its own pesticide," informed Aman Sharma, MD, Sai Bio Organics.

Spurious biopesticides spoiling the game

Counterfeit products which are of low and subdued quality always hamper the growth of any sector. This is the reason why various companies provide adequate marking such as barcodes, serial numbers, batch numbers etc. to make their products stand out from its counterfeits. Apart from that, these companies also extensively run various campaigns and advertisements to make the customers aware about such fake products and also educate them on how to deduct these sub-standard materials.

In biopesticides sector as well such spurious products are causing lot of damage to the growth of this industry. Throwing more light on the issues, Aman Sharma, MD, Sai Bio Organics stated, "We are currently at an image building stage so such kind of counterfeit products not only destroys our efforts but also causes huge losses to the users. Farmers usually are very reluctant to change the method of growing crops as there is huge risk of losing output involved in such transformation. But through various promotional campaigns and a massive push from the government, we are encouraging them to switch to bio farming but availability of such counterfeited biopesticides is spoiling the game. Moreover, it also hampers the trust of the farmers and once the trust is gone then it becomes a mammoth task to retrieve it again."

Adding more pain to the agony, apart from these fake, contaminated or sub-standard biopesticides, there are unregulated organic biological products which are easily available in the market and these produces are not approved by the Central Insecticide Board and Registration Committee (CIBRC). These so called 'organic' products are not aligned with any CIBRC-mandated bio-efficacy and bio-safety trials but their sales hold a major share in the Indian biopesticide market.

The harm caused by these products goes beyond just monetary losses. India exports lot of farm produce to other countries and usage of sub-standard biopesticides puts country's image on a very high risk. Lately, many farm products such as rice, chilies, and grapes consignments have been rejected by many countries owing to the use of adulterated biopesticides, as per the report of The Federation of Indian Chambers of Commerce & Industry (FICCI). The budding domestic organics industry will also be under threat if these spurious products go unchecked.

Stretching on possible way forward, Lokesh Makam, CEO & MD, Barrix Agro Sciences Pvt Ltd. said, "I really think that to put a stop on such spurious products, we need to carve a system that checks each and every product available in the market. DNA bar-coding is one possible solution that can help both customers and suppliers to get the best products. Apart from that, an elaborated campaign and awareness drive are needed to educate the customers on how they can differentiate between a quality product and a sub-standard product."

Micro Units causing damage

In order to boost the production of biopesticides, government has ruled out many subsidies to encourage young entrepreneurs to hold the baton. This has led to a large number of micro units producing products without quality checks.

As per the survey report of National Pesticide Manufacturers Association, there are numerous bio-products available in the market that don't even contain company registration number or the active ingredients mentioned on the label and to top it all, no address of the company. "This problem is severe in states such as Andhra Pradesh, Maharashtra, Karnataka, Tamil Nadu, Madhya Pradesh and Gujarat since where these products are not within the purview of Insecticides Act, 1968 or any other Act.," said Dr. Kumar.

With a view of tighten up these loose ends, union cabinet has already approved Pesticides Management Bill, 2020 on 12 February 2020 and now it is up for further discussion in the parliament. It replaces the existing Insecticide Act, 1968, which Prakash Javadekar, the Minister for Information and Broadcasting, mentioned as "age-old and needs immediate rewriting". Other steps such as monitoring of ongoing production of biopesticides, quality of raw materials used, spreading awareness among the farmers etc. are some other issues that needed to be constantly looked at.

Extensive research needed to sprawl the nexus

In order to widen its reach, more research and trials are needed to make biopesticide sector a blooming industry. These research and trials should focus on area-specific and crop-specific formulations which will further maximize the use of biopesticides.

"We have to accept the fact that biopesticides, even in near future, will not replace chemical pesticides. On the commercial point of view also, these products cannot be commercialized the way other agri-products are commercialized.

Moreover, most of these yields are live products and are of high variability and diversity making them a produce which cannot be standardize across the country. Henceforth, there is a big requirement of research using variety of samples collected from several parts of the country," Dr. Kumar opined. He quoted further, "The core issue that most of the researchers face while conducting their studies on these organic materials is to tackle the location specific problem. If we talk about conducting chemical trials, they are very easy to validate since they can be applied across the board in any season and crop. Whereas in biopesticides, the scenarios is totally different where a formation might suit best for one district may not prove beneficial for other. It becomes very difficult to carve one standard product for all and this is where chemical pesticides and fertilisers have the upper hand."

Requirement to maintain high quality control

Unlike synthetic pesticides, which can be produced in desired purity and yield, it is often difficult to produce botanical pesticides with constituent purity due to a wide variation in the active and associated ingredients content of the plants/ parts in different agro-climatic zones. This leads to variation in the physicchemical, chemical, phyto-compatibility, toxicological and other related parameters of the products. The contamination of botanicals with various physical, chemical or microbial contaminants is another issue.

A lack of proper standards and analytical procedures, poor shelf life of the accepted standards, etc. are some of the big hurdles of quality control of botanicals. Maintaining quality control in mass production is the key to develop a high quality product and this can only be achieved when the product is checked at every stage of its production.

Elaborating further on the topic, Atul Churiwal, MD, Krish Biotech Research Private Limited, "High quality control check is required in each every production stage that consist of rearing, culturing, preserving, storage methods, containers, transportation and releasing techniques if you want to carve a standardize product. With this purview, government of India has finalized quality control standards and data requirements for registration of various biopesticides. As per the guidelines, the listed data should include its composition and description, biological properties and quality control standards at different stages, specificity of containers/ packaging, delivery system, label information for market products, tolerance limits etc."



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Future ahead

There is no doubt that the biopesticides are the best alternatives to chemical pesticides which is why these organic products are alluring world's attention. Owing to their organic nature and harmless character as compared to their chemical counterpart, biopesticides are considered not only a friendly component to humans but also to environment. Currently, these products require few basic things such as promotion, awareness, more research and development, discovery of new substances, research on formulation etc. to boost commercialization and sale of biopesticides. Additional research on integrating biological agents into common production systems is also the need of the hour.

On the government front, more stringent regulations are required to curb the production and sale of spurious and sub-standard products. These low quality products are not only hampering the growth of the sector moreover, they pose a bigger threat to farmers who are investing heavily on these products considering them as organic inputs. There is also a bigger need to get this sector into an organised sector umbrella currently it is in a cluttered form which is why production of standardize products is not meeting the requirements.

GAMING INDUSTRY VOICES:

BUILDING THE BLOCKCHAIN INDUSTRY

–OD Desk

The producers of the Brave New World games have long embraced the cutting edge of technology to expand the possibilities of gaming for entertainment, engagement, and, more recently, the advent of online gaming and microtransactions.

Jacob Pouncey, TZ APAC's research and adoption manager, recently discussed gaming's brave new future with the Blockchain Game Alliance and a panel of blockchain and industry heavyweights.

When global gaming company Ubisoft announced a partnership with Paris-based Nomadic Labs to become a corporate baker on the Tezos network, it was evident that blockchain's applications in gaming were about to enter a new era.

The gaming industry, in particular, has demonstrated a growing interest in NFTs (Non-Fungible Tokens) and their use in games to engage, reward, and generate value for players.

The research of NFTs and their uses in gaming contexts, according to Nomadic Lab's adoption specialist Alexia Martinel, is yet experimental. "When it comes to gaming, I believe we've identified use cases that are both clear and relevant to the industry." But (sic), I believe the investigation will continue. That's what we see on Tezos, at least," Martinel added.

Jacob Pouncey, panel moderator and TZ APAC's research and adoption manager, posed the question to the panel: What frameworks or structures must be put in place for NFTs to take off and give blockchain-integrated gaming its 'Netscape moment?

"In gaming, there's a lot of debate about secondary marketplaces, such as making it easier to trade skins or rare items. There's also the idea of having limited-edition versions of certain objects in some games.

However, I believe that the acceptance of blockchain is inextricably linked to the use of NFTs. Later adopters may not be familiar with the world of NFTs. "I believe it will take some time for NFTs to be easily integrated with gaming, or at the very least to gain the momentum that we've all been hoping for," Martinel added.

In response, Stephane Panyasiri, founder of production studio NFT1, said that it depends on whether the discussion is about

The gaming industry, in particular, has demonstrated a growing interest in NFTs (Non-Fungible Tokens) and their use in games to engage, reward, and generate value for players. The research of NFTs and their uses in gaming contexts, according to Nomadic Lab's adoption specialist Alexia Martinel, is yet experimental.



the technical aspect of creating NFTs or their application.

This is due to the considerations that gaming establishments must make while implementing NFTs, as well as the value that players gain from having NFTs as part of their gaming experience.

"Are we looking at typical gaming sites or gaming experiences that are intrinsically NFT-enabled at their core, such as Axie Infinity, an NFT-based online game?"

We want to see NFTs in games develop new patterns - new uses. It would be a success if we could make them enjoyable and then use them as an integral aspect of gameplay." - Panyasiri stated.

The importance of early acceptance

The importance of early acceptance for future development cannot be overstated.

As with any new technology, having a large and loyal group of early adopters is critical to a platform's, app's, or game's success. Early adopters are frequently the most outspoken supporters of a new game, helping to build the viral momentum needed to keep up with churn.

As a result, the more players a game has, the more likely they are to stick around, keeping retention rates high and enabling more viral (and sponsored) user acquisition to expand the user base. Pouncey presented the case to the panel that NFTs are one of the primary selling factors for web 3.0 games, and that early players are drawn to games that promote NFT usage for that reason. What were the opinions of the panellists on NFTs in this context, and what does real integration entail?

It's because you're attempting to attract early adopters and need to establish a foundation. Nobody wants to play your game until it reaches a certain loudness. You can focus on the larger mass if you have enough early adopters to show you the way." - Panyasiri stated.

Florian Pautot, a senior blockchain support engineer at Nomadic Labs, believes that gaming will reach its 'blockchain moment' when blockchain's integration and implementation (including NFTs) are so seamless in facilitating the gaming experience that players are largely unaware that blockchain is at work.

"When players aren't even aware that they're utilising NFTs and the blockchain in the game, that's when we'll have mainstream acceptance, and that's what we need to aim towards."

And as a result of this tendency, terminology like "NFT" and "blockchain" will be diluted into more ordinary parts of games. Is it common to hear about microtransactions? They don't. They only care about purchasing stuff within the game; they are uninterested in the game's underpinnings." - Panyasiri nodded in agreement.

Blockchain's promise is being embraced by gaming producers

Microtransactions have been quickly adopted by gaming studios as a means of monetizing their content and generating extra income streams to optimise profitability and boost CLV (Customer Lifetime Value) while reducing expenses like development and CAC (Customer Acquisition Costs).

When asked why game studios are embracing blockchain with similar zeal, the panellists cited several factors, including the fact that the gaming industry views it as another income stream.

"The blockchain can effectively develop a new economy thanks to NFTs and transaction security." It's a gold mine that's still mostly untouched by gaming firms," Panyasiri said.

Furthermore, gaming businesses, according to Pautot, see a slew of technological advantages to making blockchain a basic component of game production and usage, including security, inter-playability, and the ease of transacting between fiat and virtual, or digital currencies.

"There are a few critical issues that must be solved right once, one of which is smart contract security and the user's keys.

Because players must manage their keys in most blockchains, how can you abstract the complexity of blockchain and integrate it directly into the game while maintaining a suitable level of security? That is the problem." - Pautot stated.

According to Pautot, boosting inter-playability entails game developers reducing friction across platforms and even other games in a studio's portfolio. "Imagine earning money in one game and spending it in another - or exchanging it for anything else of value – all while having the blockchain back you up." That has a lot of promise for game developers and players."

The decentralised structure of blockchains like Tezos gives extra levels of safety for players utilising fiat currencies to acquire virtual products and currencies, and corporations may also allow cryptocurrency payment for increased simplicity and convenience by using blockchain. "The objective is to make it entirely transparent for the consumers so that they may have a perfectly smooth experience."

The ultimate player feature is decentralised government

When asked where blockchain adoption in games may take the player experience, the panellists highlighted how some games could spawn new, professional player economies, where users 'play to earn' and have a say in in-game updates and evolution.

"If you build these economies around games, you can use the blockchain to establish some sort of decentralised government."

Players might, for example, acquire tokens and subsequently have power over the future of the game(s) from which they make money. "That may be an intriguing possibility for the future of gaming and what blockchain can bring to it," Pautot added.

While producing real-world value from virtual products and currencies isn't necessarily novel, Martinel believes that players who earn digital currencies through games might spend their 'income' in areas unrelated to the game from which they 'earned' the value.

"For example, you have the power to spend anything you've earned in your games on a completely unrelated product or service using your wallet, which may be an SSI (self-sovereign identity) wallet.

And this is something that blockchain can help with. I believe there will be a lot of innovation there." - Martinel said.

Shift in generations

Finally, the validation of blockchain and its applications, such as NFTs, may come from today's game players, who have grown up in free-to-play gaming environments where things are openly sold and traded, and users gift products they fundamentally value to others.

"It's about free-to-play and how our kids, who were born using mobile and tablet devices and who were born into buying free-to-play stuff and virtual items, are now thinking."

'Is it a physical good?' they aren't asking. Is it worth anything?' They already recognise the worth of virtual objects and have spent money to get them." - Sebastien Borget, head of the Blockchain Gaming Alliance, argued.

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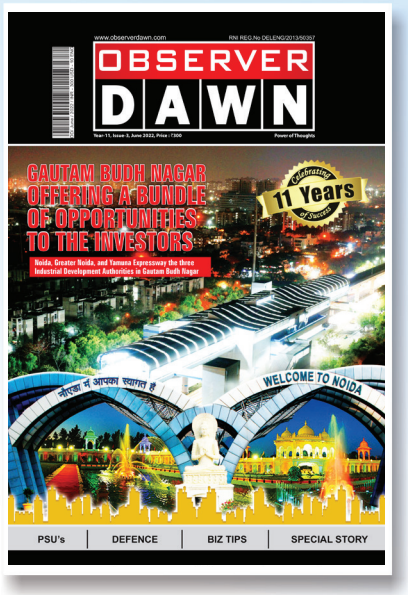













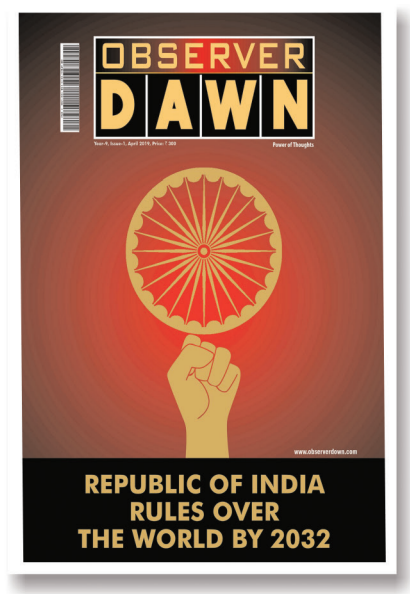

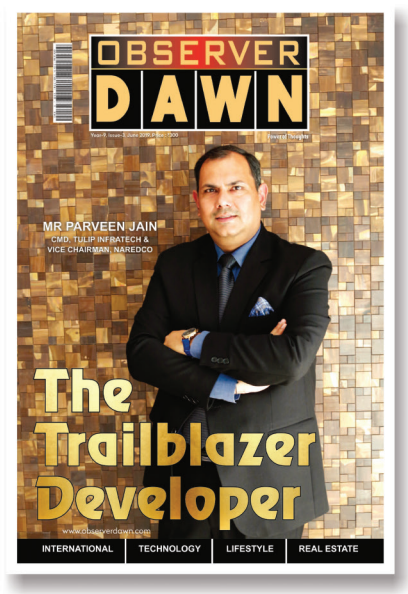

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