

# Business & Entertainment



## JAGUAR LAND ROVER ACCELERATES ELECTRIFICATION

**Udaipur:** Jaguar Land Rover today revealed plans to manufacture a range of new electrified vehicles at its manufacturing plant in Castle Bromwich, U.K. The announcement is the next significant step in delivering on the company's commitment to offering customers electrified options for all new Jaguar and Land Rover models from 2020.

Prof. Dr. Ralf Speth, Chief Executive Officer of Jaguar Land Rover, said: "The future of mobility is electric and, as a visionary British company, we are committed to making our next generation of zero-emission vehicles in the U.K."

"We are co-locating our electric vehicle manufacturer, Electronic Drive Units and battery assembly to create a powerhouse of electrification in the Midlands."

The first new electric car to be produced at the plant will be Jaguar's flagship luxury saloon, the X.J. The choice of business leaders, celebrities, politicians and royalty for over five decades and through eight generations of production, the X.J. is designed, engineered and manufactured in the U.K. and has been exported to more than 120 countries.

The news was confirmed to workers at Castle Bromwich as the production of the current X.J. came to an end. Credited with pioneering a range of industry-first innovations during its 50 years of production, the new X.J. will build on the characteristics synonymous with its predecessors - beautiful design, intelligent performance, and revered luxury.

The new all-electric model will be created by the same expert team of designers and product development specialists responsible for delivering the world's first premium electric S.U.V., and 2019 World Car of the Year, the Jaguar I-PACE.

Today's announcement, which safeguards several thousand jobs in the U.K., is the next stage in the execution of Jaguar Land Rover's electrification strategy. In January the company confirmed plans to bring battery and Electric Drive Unit (E.D.U.) assembly to the Midlands with investment in new and existing facilities. These investments have been anticipated in the company's previously communicated capital investment plans.

The new Battery Assembly Centre at Hams Hall, operational in 2020, will be the most innovative and technologically advanced in the U.K. with an installed capacity of 150,000 units. Together with the Wolverhampton Engine Manufacturing Centre (E.M.C.), home of Jaguar Land Rover's global E.D.U. production, these facilities will power the next generation of Jaguar and Land Rover models.

The extensive transformation of Castle Bromwich to become the U.K.'s first premium electrified vehicle plant will be the most significant in the plant's history. Later this month, work will begin to commence the installation of all-new facilities and technologies required to support Jaguar Land Rover's next-generation Modular Longitudinal Architecture (M.L.A.). Designed and engineered in-house, M.L.A. enables flexible production of clean efficient diesel and petrol vehicles alongside full electric and hybrid models.

The expansion of Jaguar Land Rover's electrified vehicle line up will see customers offered a greater choice of vehicles to suit their lifestyles. However increased consumer take-up remains a challenge. Prof. Dr. Ralf Speth, Chief Executive Officer of Jaguar Land Rover, said: "Convenience and affordability are the two key enablers to drive the uptake of electric vehicles to the levels that we all need. Charging should be as easy as re-fuelling a conventional vehicle."

## Hindustan Zinc in association with U.I.T. and plants mounds at FS

**Udaipur:** The project aims at the improvement of lake biodiversity and creates a safe place for migratory birds

The deepening project of Fatehsagarlake started for the conservation of water for Udaipur City before monsoon by Hindustan Zinc in association with Urban Improvement Trust (U.I.T.).



When the project was started, members of JheelSankashanSamiti (Water Conservation Body) suggested Udaipur Collector develop mounds in the lake where migratory birds can safely breed as well as it would be helpful for lake biodiversity. Based on the suggestion Dist. Collector advised Hindustan Zinc team for the creation of mounds with tree plantation on top of it.

Today, Hindustan Zinc's Corp Affairs, Environment Operation Health and Service (EOHS) Sr. Officers along with U.I.T. officers planted the tree species (Peepal, Arjun, Morsali, Badh, Ficus) on the developed 8-10 mounds inside the lake, as these plants can grow faster with minimum care. Inspection of the project site was conducted on the World Environment Day in presence of Governing Administration Body, Urban Improvement Trust Members, JheelSankashanSamiti (members of Water Conservation Body) and Hindustan Zinc's Sr. Officers.

Sustainability has always been the core value of Hindustan Zinc and Saving water has always been a focus area of the organization. We have been able to achieve a sustainable ecosystem through advanced technologies. Hindustan Zinc believes in the philosophy of giving back to the society and continuing with its efforts towards conserving environment and community service.

# Bhartiya Skill Development University focuses on Skill Development of Rajasthan Youth



**Udaipur:** Bhartiya Skill Development University (BSDU) organized a conference in Udaipur to promote and brief about skill development and its requirement in India. At the conference, the university's Provost, Col. Ravi Gosain talked about how skill-based courses benefit youth looking for jobs and professional fields to settle in. The conference was held to promote skill development in the state of Rajasthan, where a large number of youth are looking for jobs. BSDU is helping other state governments in establishing skill universities. BSDU helps the youth to get skills education, training and get jobs in different manufacturing fields.

Col. Ravi Gosain, Provost, BSDU said at the conference, "Trained staff is the desire of each and every organisation. Today's world is revolving around some professional career options which are functional in nature than relevant, like Management, Administrative, Accounting, Technical etc. In such functional areas, practical training is never predefined. We at BSDU have created training modules that enable the students to go through all machine learning and function learning. Skill degrees like B.Voc and M.Voc are the degrees of the future since these will lead to every graduate having strong skill knowledge and experience in the skill areas chosen by them in addition to general education content. Their employability will be much wider leading to much lower unemployment rate in the Country".

Col. Ravi Gosain further says, "We would like to help the state government by providing the best advice and support with our 'Swiss-dual-education-system' to eradicate the skill gap prevailing in today's youth. We have recently extended the support to the Government of Rajasthan."

According to India Skills Report 2019 by Wheebox, the overall employability in India is 47.38% and the Indian workforce consists of 473 million people. The employability in I.T.I. sector is 29.46% and in Polytechnic sector the employability is 32.67%. Male employability in the country is 47.39% whereas the female employability is 45.6%. The organised workforce in India, however, is only 8%.

Rajasthan has the fourth highest employability in the country and is the 7th and 6th highest in male and female employability respectively. The state is the 6th most preferred for work among all states of the country.

The Indian government has been working on tackling multiple employment issues over the years. The biggest issue of these is the lack of job opportunities. The Indian government has launched a number of schemes and is promoting skill development among youth to increase

employability. One such scheme is Skill India, under which youth are encouraged to take up skill based jobs. Being the largest state of India by land, Rajasthan has an enormous opportunity in the area of skill development of youth. There are multiple areas such as Construction Skills, Agriculture Skills, Automotive Skill, Carpenter Skills, and more which can help students to get jobs. These skills most importantly require an organised way of training and proper respect through institutions' credit to such careers too.

Advocating the government's scheme, country's first pure skills university that provides training on Swiss dual-education system, Bhartiya Skill Development University (BSDU), is engaged in training the youth in high end skills since its inception in the country. Established in 2016, the University's vision is to create global excellence in skill development sector by creating opportunities, space and scope for the development of talents of Indian youth and by making them global fit. BSDU is not only providing academic, but also industrial support to the government's schemes.

The University offers very innovative bachelor's degree program with multiple exit with Skill Certificate after six months, Skill Diploma after one year, Advanced Diploma after two years and Bachelor's Degree B.Voc after three years.

The students go for industrial apprenticeship every alternate semester. This gives them industrial experience of 18 months during the three year B.Voc program. Thus the students are industry ready at every exit level. The industries pay stipend ranging from Rs, 7000 to Rs, 15000/- per month during the internship leading to a system of "Earn while you Learn". Also, many students are offered regular employment by the companies where they go for internship. They take advantage of the multiple exit system to get absorbed in the industry at a very early age. They can come back to the University later on to complete their degree when they are due for promotion to higher levels in the industry. The University also offers Master's Program M.Voc and Ph.D in many skill related areas.

BSDU will be Spread over 50 acres consisting 73 buildings, 55 state-of-the-art laboratories including 16 Computer Laboratories, many research projects, a fully equipped campus with Wi-Fi facilities and over 20 International Collaborations. BSDU already has many industry collaborations and has been associated with these organizations which offer industry exposure to its students. Some of the Industry leaders where students avail the training are Daikin, Mahindra, Apex Hospitals, Cadd Centre, Arden, Sabal Bharat, Rigel, ICICI Bank, IDBI Bank, Lupin, I.T.C., Pepsico, L.G, L&T, Nestle and Pfizer.

BSDU has signed over fifty MoUs in skills sector with companies and educational institutions. A MoU has been signed with Govt of Rajasthan for Establishing a Skill Development University based on the Swiss Dual Model of Skills Education. Likewise it has signed a MoU with Govt of Rajasthan & Photonics International Pte. Ltd, Singapore for Collaboration and Support for Establishing Photonics Training and

Research Centre. The University has entered into collaboration with Institute of Sustainable Communities, U.S.A. in Skill Development, Training, Placement, R&D and Related Services, with Rajasthan Technical University, Kota, The Employers' Association of Rajasthan and Bhardwaj Foundation, Jaipur for Skill Development; outcome based training, placement, R&D and related Services.

About Bhartiya Skill Development University (BSDU):

The Bhartiya Skill Development University (BSDU) is the first unique skill development university in India that was established in 2016 with a vision to create global excellence in skill development sector by creating opportunities, space and scope for the development of talents of Indian youth and by making them globally fit. Under the leadership and thought process of Dr. Rajendra K Joshi and his wife Mrs. Ursula Joshi from Switzerland on the lines of 'Swiss-Dual-System' of on the job training and education. BSDU is an education venture under the Rajendra Ursula Joshi Charitable Trust and Rajendra and Ursula Joshi (R.U.J.) Group have invested over Rs.500 crores to establish this university with 36 skill schools by the end of 2020.

The idea was to bring the Swiss system of skill development to India, thus, the father of modern skill development in India, Dr. Rajendra Joshi and his wife Mrs. Ursula Joshi formed the 'Rajendra and Ursula Joshi Foundation' in 2006 in Wilen, Switzerland and started working in this direction. The objective of BSDU is to support, promote and undertake the advancement of the high quality skill education leading to Certificates, Diplomas, Advance Diplomas and undergraduate, postgraduate, doctoral and post-doctoral

degrees in the fields of different skills and offer opportunities for research, advancement and dissemination of knowledge. The University at present offers B.Voc and M.Voc Programs through the following Schools:

### B.Voc Programs:

- School of Automotive Skills
- School of Carpenter Skills
- School of Construction Skills
- School of Electrical Skills
- School of Healthcare Skills (Patient Relation Services)
- School of I.T./Networking Skills
- School of Office Administration Skills
- School of Manufacturing Skills
- School of Refrigeration and Air-Conditioning Skills
- School of Hotel Management & Tourism Skills
- School of Machine Learning & A.I. Skills
- School of Telecom Skills
- School of VLSI Design Skills
- School of Entrepreneurship Skills
- School of Metal Construction Skills
- School of Renewable Energy Technology Skills
- School of Building Maintenance Skills
- School of Plumbing Skills

### M.Voc Programs:

- Automotive Skills
- Carpenter Skills
- Embedded Systems & IoT Skills
- Entrepreneurship Skills
- Refrigeration and Air-Conditioning Skills
- Smart Power Systems Skills

## Organizes a Huge Plantation and Environment 'Van Mahotsav' Campaign

**Mumbai:** Clara's College of Commerce and Children Welfare Centre School with many other schools from the nearby Yari Road vicinity with people, children, and social institutions successfully organized a huge 'Plantation and Environment' rally with the aim of achieving the Indian Government's vision and national campaign of 'Van Mahotsav'. The enormous campaign was successfully initiated by Children Welfare Centre School's principal Shri Ajay Kaul on 3 July 2019 morning at Children Welfare Centre High School ground, Yari Road, Andheri (West), Mumbai, to create enthusiasm among masses and especially the school going children.

During the 'Plantation and Environment' rally within a kilometer from



the school, thousands of people joined hands and displayed various posters and banners to save the environment and conservation of forests and planting trees. Thereafter, saplings and trees were planted on the outskirts of school ground with many plants being distributed to most of the invitees and attendees.

On the occasion the principal of the school Shri Ajay Kaul was joined by film

stars like Jimmy Shergill, Bhagyashree, Padmini Kolhapure, Kunika Sadanand with Registrar of Mumbai University Shri Ajay Deshmukh; Director of Student Welfare Shri Sunil Patil, Dr. Saba Karim, Shabnam Kapoor; B.J.P. Maharashtra State Secretary Shri Sanjay Pandey; Shri Prashant Kashid, Shri Devendra (Baala) Amberkar, Shri Anurag Pandey, Municipal Councilor Smt. Prathima Khopde, Shri Roshan Rathod, K Ward Garden Officer Shri Kacchwa and many other prominent personalities. With the presences of celebrities, politicians, social activists, government officials added glitter to the rally. Shri Ajay Kaul appreciated and thanked the government's campaign and efforts for 'Van Mahotsav' and all those who were present.



### An overwhelming performance at Dhadkan

Dhadkan, a program organized by the Rotary Club of Bombay West, focused on breaking the stereotypes that surround disability. Apty subtitled 'Specially Abled Miracle', over 400 specially abled kids across various institutions attended the program. More than a 100 children also performed in the talent hunt and the fashion show held at Mukesh Patel Auditorium. JOSH Foundation, helmed by Dr. Jayant Gandhi and Audiologist-Speech Therapist Devangi Dalal, ensured that their foundation's kids also participated in the performance with an emotional tribute to the Pulwama attack victims.

Devangi Dalal averred, "We want people to realize that these children are not helpless. Their physical condition is not a barrier to fulfilling their dreams!"

### Yaadon Ki Baraat

Padma Bhushan "Josh Malihabadi", an iconic, Urdu poet, has left behind a legacy of over one lac ghazals, she and rubais. His undisputed mastery of poetic prose in his autobiography "Yaadon Ki Baraat" is highly acknowledged.

Josh was a man of many parts. He captured the essence of life in totality, writing with exquisite imagery about his passions and sexuality, his commitments to his country and its culture and his revolutionary zest.

"Yaadon Ki Baraat" is a presentation of selected poetry and prose from Josh Malihabadi's autobiography, presented by Salima Raza & Arshad Eqbal.

### Ekta Jain to be part of comedy horror film KhalliBalli

Gujarati actress Ekta Jain who has done loads of T.V. serials, few Hindi films, Plays in Hindi, Hinglish, and Sanskrit will be seen in comedy horror Hindi film KhalliBalli Produced by Kamal Kishor Mishra of One Entertainment Film Productions and Prachi movies. The film is written and directed by Manoj Sharma. The film will be shot in Mumbai and Lucknow. Dharmendra, Madhoo Shah, Rajnesh Duggal, Kainaat Arora, Rohan Mehra, Vijay Raaj, Rajpal Yadav, Hemant Pandey, Yasmeen Khan, Asrani and Ekta Jain are cast of the film.

## Reebok Signs Katrina Kaif as the new brand ambassador



**Udaipur:** Leading fitness brand Reebok has announced Bollywood actor and wellness enthusiast, Katrina Kaif, as their new brand ambassador in India. This association would further Reebok's commitment to be the best fitness brand in India.

Katrina, who trains hard towards a fitter and better self each day, embodies the brand's ethos and is an inspiration for today's generation.

Sharing her excitement on associating with Reebok, Katrina Kaif commented, "I am thrilled and proud to join hands with Reebok, a brand that is committed to bringing a change and enable everyone to harness their latent potential. Being a fitness aficionado myself, the brand not only serves as a motivation for me to be disciplined and stronger every day, but also gives me a platform to endorse the need to be fit. I am also a huge fan of Reebok's products that are high on style, quality, innovation and comfort."

Commenting on the association, Mr. Sunil Gupta, Brand Director, Reebok India said, "It gives me immense pleasure to welcome Katrina Kaif to the Reebok family. We at Reebok believe that through fitness and movement, people will get better and it's on us to inspire people on their journey to a fitter life. Katrina being a fitness enthusiast, is a perfect fit for the brand."

Reebok is enthused to kick-start its association with Katrina Kaif and has some exciting collaborations lined up in months to come. So, stay tuned to this space to know more.