



New Advanced Battery Cells Proposal

On Thursday, February 11, 2021, Union Minister Nitin Gadkari has presented India's ambitious plan of Integrated approach to develop Advanced Battery Cells. This big valued meeting on alternative fuel took place at night in the presence of prominent participants, including VK Singh - Minister of State for Road Transport Highways, K Vijay Raghavan - Principal Scientific Advisor of Central Government, Amitabh Kant - CEO of NITI Aayog, Highways Secretary - Giridhar Aramane, research unit spokespersons from DRDO, ISRO, CSIR and various power production industry representatives. Based on their respective initiatives and proposals, Gadkari made his conclusive speech.

Editorial

According to the Union Minister, integrated approach of building Advanced Battery Cells, as he suggested, is a vital step towards stimulating India's own technological implementation, resource utilization, employment generation and fast economical growth. To fulfil this aim, Gadkari has asked for an organized collaboration of the participating technology sectors and stakeholders. He said that the successful initiative is possible when our best technologies, research units and industry come and work together in this field.

He has emphasized on the best research and development to be done in the areas of green Hydrogen based energy and Lithium-ion batteries for their competitive prospects in global market. Explaining sufficient raw-material availability and technological provisions for Lithium-ion batteries, Gadkari mentioned it as a gaining scope in international business for us where neighbouring country China is already occupying about 51% global market.

The minister has indicated it that India's own production of Advanced Battery Cells will promote the country's future centric automotive sector in building large scale pollution free and affordable electric vehicles EVs. Our country's world-wide market ranking in this part is quite positive with 4.5 lakh crore of annual turnover that can move up even more once Advanced Battery Cells production grows. To give us one of our useful next generation vehicles, Gadkari has launched India's first CNG fuel run tractor on Friday, February 12, 2021

- Arkaprava Das

GoZero Mobility & Bharti Realty Collaborates

New Delhi: GoZero Mobility, a Birmingham based British performance eBike & active wear maker, and Bharti Realty Ltd., the young and vibrant real estate arm of Bharti Enterprises have collaborated for "Eat, Drink And Be Fit" and "Shop Zap Zoom" campaigns between 19th Feb to 7th March at Worldmark, Aerocity and Worldmark, Gurugram receptively.

The campaigns are primarily focused on getting people to engage at these properties. These campaigns also intend to seamlessly integrate a lifestyle of fitness into their customers by gifting a lucky couple with a pair of e-bikes from GoZero's newly launched Skellig series. With the lockdown, most of the leisure places being out of commission and most of the workforce moving to a culture of work-from-home, personal and professional lives have merged, and people have found it difficult to allocate time for their families and personal fitness. Therefore, GoZero Mobility & Bharti Realty bring a chance to the people to engage together in fun & fitness through e-biking and to enjoy the outdoors with their families safely.

Mr. Ankit Kumar, Founder & CEO, GoZero Mobility said, "We are happy to have partnered with Bharti Realty and support the initiative. At GoZero, we are trying to bridge mobility and fitness and bring impact to the lives of millions. The world is moving towards adapting eBikes for commute and fitness, and the eBike market globally is projected to grow to USD 70 Billion by 2027. India is going to play a very large role in such transitions from Gasoline to Electric and we are here to bring eBikes to many. We look forward to keeping conducting or participating in similar campaigns in the coming months."

Neeraj Bharadwaj to appear in "Margao -The Closed File murder case"



Multi talented influential actor Neeraj Bharadwaj, who became famous with the role of Chirag Modi alias Mota Bhai in teleserial- "Saath Nibhana Saathiya", will now been playing as one of the important character, as a doctor, off course in a new look, in writer- director Kapil Kaustubh Sharma's forthcoming web series "Margao -The Closed File", based on real incident of the Margao murder case.

Actor Neeraj Bharadwaj will be seen with Suchitra Krishnamoorthy, Zeenat Aman, Kittu Gidwani and Pallavi Joshi in the forthcoming web series based on the Margao murder case. The series will be picturized by the cameraman Dharmendra Vishwas.

About the web series- "Margao -The Closed File", being presented by K. C. Sharma. Neeraj Bharadwaj said that this series is being produced on a grand scale. The film is being shot in Gujarat and Goa. The experience of working with these seasoned actresses is very encouraging. This is a story of murder mystery based on real life incident, which will be certainly appreciated by the people.

Budget 2021-22 considered 75% of the suggestions of PHD Chamber

Mr Sanjay Aggarwal, President, PHD Chamber of Commerce and Industry has appreciated and congratulated Finance Minister Smt Nirmala Sitharaman while releasing the report on PHD-CCI Analysis on Union Budget 2021-22 conducted by PHD Research Bureau, research arm of PHD Chamber of Commerce and Industry

Mr Sanjay Aggarwal in a press statement issued here today said that the budget has considered 75% of the suggestions made by the PHD Chamber to Ministry of Finance. PHDCCI had suggested a 10 pronged strategy to the Hon'ble Finance Minister, Smt. Nirmala Sitharaman for the Budget

2021-22 to rejuvenate the economic growth trajectory of the country, which included (1) refueling consumption and demand, (2) encouraging the private investments, (3) large scale infrastructure investments, (4) establishing DFIs to fund industrial and infrastructural investments, (5) strengthening MSMEs, (6) reducing the costs of doing business, (7) ease of doing exports, (8) increasing Tax to GDP ratio, (9) agriculture & rural sector must be at the forefront and (10) effective reforms in social infrastructure.

Out of the 10 suggestions made by Industry body, PHD Chamber to Ministry of Finance, 7 suggestions including large scale infrastructure

investments; expansion of National Infrastructure Pipeline; setting up a Development Finance Institution (DFI); strengthening of the MSMEs through increased allocations and revisions in custom duties; implementation of government order on reduction of performance bank guarantees (PBG); reduction in cost of doing business, especially logistics cost, dedicated freight corridor projects; and reforms for encouraging the private investments in the country have been considered in the budget, said Mr Sanjay Aggarwal.

Whereas, PHD Chamber's suggestions including, ease of doing exports through Mega Investment Textiles Parks



(MITRA) scheme, enlarged scope of Operation Green Scheme and revisions in custom duties; dedicated reforms for agriculture & rural sector; and strengthening of social infrastructure have been partly considered in the budget, said Mr Sanjay Aggarwal.

Going ahead, we look forward

to the effective implementation of the reforms considered at the ground level and kind consideration of the remaining suggestions in future course of time, said Mr Sanjay Aggarwal.

The Union Budget 2021-22 presented by Mrs Nirmala Sitharaman, Hon'ble Finance

Minister is a historic budget and has brought string of positive surprises, considering the aspirations of all sections of the society for the improvement of standards of living of the people and ease of doing business for the industry across the segments, said Mr. Aggarwal. The focus of budget on six pillars, including Health and Well-Being, Physical and Financial capital and infrastructure, Inclusive Development for Aspirational India, Reinvigorating Human Capital, Innovation and Research & Development, and Minimum Government, and Maximum Governance is highly encouraging and would go a long way to build a New India, said Mr Sanjay Aggarwal.

Digital Star Satish Ray starrer 'Pandeyji Zara Sambhalke!'



Today's urban life is full of stress and strife and there is a need for some comic moments! Latest in the comical offerings is "Pandeyji Zara Sambhalke!", a quirky yet fast-paced Hindi web-series based on a young urban take on life hat revolves around a young man named Manoj Pandey,

portrayed by actor-writer-YouTuber Satish Ray. The character of Pandeyji is a live-in relationship with his long time girlfriend Deboshi, portrayed by Dolly Chawla. He has always wanted to marry Deboshi, but finds himself attracted to her childhood friend Ishita, portrayed by

Kanika Khanna.

Enters Nareesh, played by Prakash Jais, who is keen on Ishita! This love quadrangle leads to a funny turn of events, offering the audience side-splitting entertainment, thanks to Pandeyji's discomfort.

Satish Ray, whose characters, like Imandaar Sharma, Alpha Pandey and Baban Bhola from the digital universe, are sought-after, is extremely popular among the Indian youth because of his show Imandaar interview with his unique dialogue delivery style in UP and Bihari accent! Pandeyji's character sees him pushing beyond his comfort zone in an interesting avatar!

Satish Ray avers, "I've had a great time shooting! It is a distinct pleasure to be present

on a set, especially after the lockdown. The director was from my hometown so we could converse in Bhojpuri! The producers and the crew were extremely helpful and shooting in Pune was a first time for me and the experience was surreal!"

Actor Dolly Chawla adds, "I particularly loved the concept of this web series! My character in this web series gave me the feels when I was shooting and I am sure that the viewers will experience the same. Working with my two co-stars and director, Vinay ji, in the series has been an enjoyable journey."

Nikhil Raibole and Bhupendra Nandan share, "This is our first experience with Hindi web-series. We've writ-

ten this series while keeping the youth in mind. In this series, viewers will get to see romance as well as comedy in a new style and we are sure they will find it relatable!"

Director Vinay Sandilya shares that the moment he got his hand on the script, he thought bringing it to life on-screen would be very difficult. "A genre as distinct as this type of comedy needs a lot of improvisation."

I met all of the artists and started working on their characters. There was a lot of struggle with the character build-up as Pandey Ji's friends, Vimal, who was predominantly a gutka addict. Casting the artist who would do justice to his character was a difficult job. We didn't want him to look like

just another actor from the film industry.

The entire creative team was of the opinion that the friend's character should be as real as it gets! I met my friend and actor Prakash Jais and told him about the role and we agreed on how he was the right fit! Everyone has put in their best effort for the characters in the web-series and have done justice to the roles!"

Produced by Ganu dada and Amol Bhosale of Maitree Films Production, directed by Vinay Sandilya, written by Nikhil Raibole, Bhupendra kumar Nandan, under the banner Cafe Studios, Pandeyji Zara Sambhalke premiered on 17th February and is now available free to watch only on MX Player!

Two films of actor Ranjeet Jha ready for release



last one year, he has acted in around 50 web series and is a top artist and demanding actor on the OTT platform.

Ranjeet Jha is a Bollywood actor who has been working in films, TV serials and now web series for the last 13 years.

In 2020, he has acted in a large number of web series. He has shot for several OTT platforms. In 2012, one of his films, Jaanlewa 555, was released, although in 2010 he worked in a film It's Man's World which was not released.

His upcoming film is The Month of July which also stars Kanwaljeet. Another film is coming up in which he is playing the parallel lead. The film's name is Pandit Deendayal Upadhyay Ek Mahapurush. It stars Imran Hasni and Deepika Chikhalaya. Ranjeet Jha will be seen in the film along with actress Deepika Chikhalaya and Imran Hasani, who played Sita in Ramanand Sagar's popular serial 'Ramayan'. Ranjit Jha has done many TV shows like Devon Ke Dev Mahadev,

Veera, Pyar Ka Dard Kabhi Khatta Kabhi Meetha, Savdhaan India, Crime Patrol, Crime Alert. He has also appeared in Snap Deal and Asian Paint advertising films. He has also shown her acting in many short films like Hopes Behind the Worship, Ehsaas Way of Life, Hukam Ka Ikka and Love of Life.

In the past year, he has done about 50 web series. He has also done 4 films to be released on digital platforms. He has also done several web series like Garam Masala and "Pastry". Ranjeet Jha is on top of all the new apps coming. Next week he is going to shoot his first South film. Ranjeet Jha, who belongs to Patna, came to Mumbai for further studies after passing his tenth standard. One day he met direc-

tor Saurabh Sen Gupta and offered him the film It's Man's World. He learned the nuances of acting from Kishore Namit Kapoor's Acting Institute. He also joined the theater. Worked in many plays. He also produced a film "Maa Yeh Cinema Hai". This was the first film that the entire film was shot on the iPhone. He Associate with the Opera House and performed several plays there. Ranjeet Jha's favorite actor is Aamir Khan and favorite actress Priyanka Chopra. His favorite director is Sanjay Leela Bhansali, his dream is that once he gets a chance to work with Sanjay Leela Bhansali. He says "Sanjay Leela Bhansali is a magical maker. He shows Indian culture gracefully in his films and grows the actors."

HDFC Bank Parivartan Transforms 3.3 million Lives in Rajasthan

Udaipur: HDFC Bank today released #Parivartan Impact Report for the state of Rajasthan. The #Parivartan Report showcases the initiatives undertaken by the bank as part of its Corporate Social Responsibility in the state. HDFC Bank #Parivartan, the umbrella brand for all social responsibility initiatives undertaken by the bank, has transformed the lives of more than 3.3 million individuals in 13 districts; 117 villages of Rajasthan. At a function organised in the city, the #Parivartan Impact Report for Rajasthan was released by Mr Prateek Sharma, Branch Banking Head, HDFC Bank and CSR State Head Ms Arpana Kumari, HDFC Bank in the presence of other senior bank officials. "We are delighted to release the #Parivartan state report for Rajasthan," said Ms. Nusrat Pathan, Head - Corporate Social Responsibility, HDFC Bank. "Sustainable Development happens when there is a commitment to creating change over a long time frame. We firmly believe that the Bank has to stand shoulder to shoulder with all stakeholders in the society to make a difference. We cannot make a difference alone, but together we can definitely bring #Parivartan."

"In Rajasthan, we are committed to not only providing the full suite of products and services for our customers, but also work towards making meaningful change in the lives of individuals and households in the state," said Mr Prateek Sharma, Branch Banking Head, HDFC Bank. "The report showcases the work done by the Bank in the state across the various pillars under #Parivartan. As part of HDFC Bank #Parivartan, a thorough assessment of the village is carried out to understand its developmental needs. To address these needs in a sustainable and effective manner, the Bank creates long-term solutions in partnership with an NGO and the local community including small farmers, youth, landless labourers, children, and women."

Nationally, in FY 2019-20, the bank spent Rs 535 crore towards HDFC Bank #Parivartan. As of Dec 31, 2020, the bank has so far covered more than 81 million individuals across the country.

Airtel appoints Neeraj Jha as Head of Corporate Communications and Corporate Affairs

Udaipur: Bharti Airtel ("Airtel"), India's premier communications solutions provider, has appointed Neeraj Jha as Head of Corporate Communications and Corporate Affairs. Neeraj Jha will report to Gopal Vittal - MD & CEO (India & South Asia), Bharti Airtel Ltd. and will be responsible for leading Airtel's brand advocacy, reputation and communication efforts. In addition, he will provide oversight and support to the other Bharti Group entities.

Neeraj Jha brings with him over 24 years of experience across journalism and industry. Prior to joining Airtel, he was Head of Corporate Communications and Company Spokesperson at HDFC Bank. During his 14 years tenure at the Bank, he leveraged elements like the business and digital capabilities of the Bank, its management depth and human face to build a strong image and leadership position for the Bank. "We are pleased to have Neeraj on board to spearhead Airtel's corporate reputation mandate. I am confident his rich experience will add immense value to Airtel," said Gopal Vittal. On his appointment, Neeraj Jha had this to say, "I firmly believe I've joined a culture, an ethos that's committed to the cause of connecting the nation, its people, households and businesses. From healthcare to education to entertainment, it brings this to much more today to the lives of millions of people making them better, easier and more productive. Airtel is an iconic brand that generations in the New India have grown up looking up to. I'm humbled and honoured to be part of it."

TAFE Launches Revolutionary DYNATRACK Series Best Suited for Agriculture and Haulage

Udaipur: World's third largest tractor major, TAFE - Tractors and Farm Equipment Limited, manufacturers of Massey Ferguson tractors launched its new DYNATRACK Series - an advanced range of tractors that offer dynamic performance, sophisticated technology, unmatched utility and versatility, all engineered into a single powerful tractor. TAFE's proven engineering expertise of over 60 years and its deep knowledge and understanding of Indian agriculture, has helped create a no-compromise premium range of tractors for both agriculture and haulage. The new DYNATRACK series is designed to deliver greater productivity while ensuring good mileage, durability and comfort. The DYNATRACK's DynaLIFT® hydraulics system moves the tractor to the top of its segment by offering superior lift capacity, productivity and speed, that lasts a lifetime.

The world's first tractor with VersaTECH™ technology, DYNATRACK provides an extendable wheelbase, which makes it ideally suitable for agricultural, haulage and commercial applications for around-the-year usage. It offers maximum ground clearance, making it best-in-class for all-terrain operations including puddling and easy crossing of bunds. Its longer wheelbase and the stylish heavy-duty front bumper add to the overall look of the tractor and provides more stability, while handling heavy-duty equipment like loaders and dozers with ease. The 'Biggest All Rounder Tractor' (Sabse Bada All Rounder) is powered by the proven Simpson engine, a hallmark of excellence for powerful and fuel-efficient engines. With DynaTRANS™ transmission, comes the Dual Diaphragm clutch, 24 Speed ComfiMesh® gearbox with Super Shuttle™ technology that provides better operator comfort, superior ergonomics and the freedom to select the right speed for every application on the go. The superior and extremely popular 4-in-1 Quadra PTO™ of the DYNATRACK series maximizes the versatility of the tractor for use throughout the year for all stationary and dynamic applications, making it more profitable.