

## CRISPR Technique Shows its Worth in The Global Genome Engineering Market

Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) technology, the self performing genetic enhancement tool is proving itself effective experimentally as well as in real time applications. The year 2020, following the Nobel Award Credit in Chemistry that Emmanuelle Charpentier and Jennifer A. Doudna shared together for their CRISPR-Cas9 gene editing model, there is a visible worldwide market growth of this procedure usable not only to cure complex human disorders but equally potential in Agricultural and Industrial areas.

CRISPR-Cas9 procedure follows the immunity behaviour found in bacteria to defend against harmful viruses and applies Cas9 in the gene editing process, which is an RNA guided DNA enhancement enzyme.

CRISPR-Cas9 technique is advantageous because of its simplicity that evidently helping its popularity over other genome engineering platforms, such as, ZFN and TALEN. A successful treatment done in 2021 June curing a rare and deadly disease, Transhyretin Amyloidosis of 65 year old Patrick Doherty, the Intellia Therapeutics, USA source confirmed the capacity of CRISPR-Cas9 gene editor to work directly without human lab based genetic manipulation inside human body to locate the tissue and correct the destructive genes.

Similar types of researches were carried out in London and New Zealand afterwards where the patients were infused with billions of microscopic components called nanoparticles to support CRISPR gene editor in its action to locate and correct the affected DNA for complex liver disorder. The procedure is proposed to be attempted for heart disease, Alzheimer's, Muscular Dystrophy and Brain dysfunctionality. Cas9 based CRISPR procedure is tried in cancer treatment, HIV cure and damaging fat reduction therapies.

India has a place among other prospering markets of CRISPR-Cas9 technology that include Europe, North America, Latin America (LATAM), Middle East and Africa (MEA) and Asia Pacific and is readying itself to set competitive application goals with this procedure. Currently, the model has been taken in some of India's elite research and development units as a tool of advance genetic agricultural and health initiatives. When compared with United States, Japan and China, the country's dynamics is lagging to allow better participation because of the nation's patent filing policies valid for genetic manipulation processes and investment concerns.

Till date, foreign investors are ruling over the country's own production scope of developing CRISPR-Cas9 patents. So, the hope of getting conducive commercial ecosystem of this procedure rather stays under future planning portfolio in terms of funding and sufficient protection of intellectual property rights ensuring the domestic gene editing research endeavours and their encouragements.

- Arkaprava Das

## Rising singer Nisha Pandey sang a song for SP President Akhilesh



Bhojpuri's rising singer Nisha Pandey is in the headlines these days. The reason for this is his singing, about which he is also being discussed a lot. Recently, his song has relinquished, Akhilesh Bhaiya's flag will wave in UP, which people are very fond of. Nisha is also very happy about this. Till now, Nisha Pandey was seen gathering support for Akhilesh

Yadav through many such political songs, but her Chhath and other commercial songs are also being heard a lot among the people.

Nisha Pandey originally comes from a small place in UP and today she has proved herself on the strength of her talent. For this, she has also had to struggle a lot and she believes that her struggle is still going on. Nisha Pandey has been in love with music since childhood. She says that music lives in my hair, so I enjoy it more than work. People are liking my singing, it energizes me. In future also I will always try to live up to the expectations of the audience.

## Mastercard Brings Team Cashless India to Udaipur

**Udaipur:** Mastercard has brought its flagship Team Cashless India campaign to Udaipur in Rajasthan. Over the four days, the campaign will engage with small merchants and consumers in the city to drive awareness of the convenience, safety, and security of digital payments. Team Cashless India volunteers will visit popular places in Udaipur such as Babu Bazaar, Surajpol, Delhi Gate/Hathipul and Chetak circle to speak to merchants about the importance of digital payments. During these visits, the teams will distribute sanitization kits to merchants and will fully comply with the Government's Covid-19 protocols for social distancing.

The campaign is being rolled out in Udaipur at a time when consumers prefer to use contactless digital payments for their daily shopping because it is safer, more hygienic, and convenient than using cash. In addition to on-ground engagement, under Team Cashless India, Mastercard, in partnership with legendary cricketer Mahendra Singh Dhoni, are encouraging members of the public to nominate one or more neighborhood merchants who currently do not accept digital payments to join the program. Nominations should be submitted at <http://www.teamcashlessindia.com>

Merchants who will be nominated to join Mahendra Singh Dhoni's Team Cashless India will receive assistance from Mastercard, Confederation of All India Traders (CAIT), acquirer banks and fintech companies to deploy digital payments acceptance infrastructure. The ripple effect of nominations is expected to create a pan-India movement that will drive increased digital payments adoption. To date, Mastercard's Team Cashless India has completed on-ground outreach activities in 17 cities, reached over 120 million people and engaged more than 70,000 merchants through grassroots activations. Furthermore, 34,597 nominations (and counting) have come in from people who would like their neighborhood merchant to be enabled with digital payments.

## Railway employees cheated by IRWO in Sonapat Kundli project : Rao

**Poor construction and low quality material used in sonapat kundli housing plan: Serawat**

Indian Railway Welfare Organization was formed to protect the interests of Indian Railway employees so that get high quality houses at reasonable price. Moto behind to establish The office of Irwo for the betterment employees of the railways. But IRWO organization has become openly involved in frauds and cheating with the railway employees. The Railway Minister should conduct CBI investigation of the scams happening in IRWO. A high level committee will be formed to solve the problem of employees.

IRWO first cheated to the irwo members making false promise regarding false location of Sonapat Kundali. Many retired railway employees as well as serving employees applied for this scheme. Actually plan was made far away from Sonapat Kundli. It has been built up 18 km away, which comes under Sonapat Sector 10. The IRWO Staff not ready to accept this truth even today. If the railway employees and retired employees were made aware of this truth earlier, they might not have

spent their hard earned money like this. IRWO first cheated then not providing any chance to rectify. IRWO adopting dictatorial attitude with their members. AGM Finance of IRWO VV Subramaniam attitude with members not upto the mark.

Sonepat Kundali Yojna which is 18 km away from the mentioned place don't have proper approach Road. The way to reach at the site goes through a small village which has heavy potholes on its roads. No means of transport is available to reach the site. From delhi you want to reach at the site about two to two and five thousand rupees require. there is no facility for the people to stay after retirement at this IRWO sonapat kundli site. Drinking water is completely saline. bathing with this water is at high risk and make many physical diseases.

When we talk to Rail Vihar RWA President JS Serawat in this regard he also agreed that the situation of the society is very bad. Drinking water is the biggest problem. There is no direct way to get their. There is no facility of doctors and medical facilities nearby. The society is in trouble and its very difficult to run. More than seventy percent of the flats are



lying vacant. Due to the poor construction of the society, the plaster is falling all over. In all the constructions done by IRWO before today all in other society irwo use stone outside of the wall which gave a different identity to the construction of the houses of IRWO.

Now the colour of ash has been used to give this heritage look. Due to which the plaster has crumbled everywhere. Basement stinks. sewerage in the middle of G&H block made difficulty to people, there is a foul smell all the time, it is difficult for people to stand in G&H block. material has been used in the manufacture of felts are not upto the mark.

Serawat say that IRWO had

declared to be planted were not completely according to the norms. Today, there is a lot of resentment among the railway employees about this scheme, which no one is listening. IRWO had to complete this scheme in 2013-14 and get the completion certificate, but this work was done by irwo in the year 2018-19 but even today the condition is not like living there.

Railway employees told that in this office officers of IRWO only come to make party every day no staff will be available after 3 PM. they have nothing to do with the work or solve problems of irwo members. The National Federation of Indian Railwaymen (NFIR) National President Guman Singh Rao was informed about the Sonapat Kundali scam of IRWO, then he said that the Sonapat Kundli Railway Housing Project would get an investigation done.

The construction of the Sonpat Kundali project is a scam. The IRWO have also cheated the railway employees regarding the location. National Federation of Indian Railwaymen (NFIR) National President Guman Singh Rao said that he would talk to IRWO MD Mishra in this regard and

provide relief to the employees. He will get this thing done, he said during the press conference.

The plan makers in IRWO have not made arrangements for drinking water for the railway employees. There is a lot of filth around, it is difficult for the people to live. Where more than 600 flats have been made, there is no way to come. The means of commuting to the society are not available, how can such an elderly railway employee live. There is no drainage system from the safety tank, there is no sewerage line, the whole malaba stinks in the society itself. The stink of safety tank in Block G&H is very high, it is difficult to stand there. The outer plaster of the flat is in very poor condition. The construction is of very coarse material. JP Yadav told that there is no power in the walls of the flat, he has not seen more poor construction till date. Yadav has taken two faults in this society, today he is cursing himself in old age, he said that he has put all the earnings but he did not expect that he would get such a big cheat.

The population in the scheme is very less, out of 620 flats only 70 people are residing in the flats, while the IRWO

started handing over the houses under this scheme five years ago. Due to power outage, we ourselves had to come down the stairs from the 8th floor. There is no medical facility in and around the society. With no means of transport available, the situation is very bad. There is no facility available for elderly people. The flat's cost has been told too much. The condition is not like standing in the basement when you are being charged Rs 2 lakh. Seepage is a big problem. The flats of the house for which you are asking for 52 lakhs are being sold there for 28 lakhs. In this way, you are not only cheating the elderly people, but looting is being done by providing wrong information.

Therefore, you are requested to kindly send all the amount deposited by us in other scheme of interest as per our choice or please return the entire amount along with the interest of registration fee. Because this type of fraud was not expected from your organization, you have not only broken the trust but have also been given trust by the allottees by getting the poor quality construction done.

- Dr. Munesh Arora

## GoKwik appoints Chetna Gogia – ex BYJU's as Chief Human Resources Officer (CHRO)

**New Delhi:** GoKwik - an e-commerce enablement company that recently raised INR 112 Cr in a Series A round led by Sequoia Capital India has onboarded Chetna Gogia as Chief Human Resources Officer. At GoKwik, Chetna will be a key player in aiding its growth path and complement GoKwik's all remote, people-centric culture.

With an in-depth exposure and understanding of organizational development, Chetna will further drive the remote first organizational culture and build strategies aligned with the company's growth plans, focusing on both short- and long-term goals, boosting remote work ethics, communication, team building and overall employee growth. She is further aiming to translate GoKwik's vision into effective organizational practices and create a unique perspective and approach to talent acquisition.

Before joining GoKwik, Chetna was heading the entire HR function for BYJU's acquired Aakash EduTech Private Ltd (AEPL). She brings on board her expertise in talent management processes to attract, develop, and retain high-

quality talent and more. With nearly two decades of experience, she has collaborated with the leadership team to formulate key engagement strategies and solutions. Chetna was also associated with PolicyBazaar and PayU in the past.

On the appointment, Chetna Gogia, Chief Human Resource Officer, said, "GoKwik is aimed at bringing about a much-needed change, ease, and innovation in the e-commerce space. D2C brands are constantly showing immense growth and are quickly becoming customer favorites. As a result, GoKwik aims to be the best-in-class enabler of these brands on their quest to create a seamless shopping experience throughout the shopping funnel.

They have become one of the fastest-growing startups in India in such a short span of time, and the best part is they have done it fully remotely. I am excitedly looking forward to contributing to this thriving organization and further strengthening the remote culture as is done by global tech companies such as GitLab or Shopify. We plan to take remote working to the next level and give the employees the best of

all worlds. We want them to have the flexibility of working in the office, at home, or by the seaside. Moreover, we will further aim to create an organizational culture where employees' professional commitments don't overpower their personal ones and offer people the balance, and liberty they desire, in this new normal setup."

GoKwik's current employee strength is 100+ and is growing 80% quarter to quarter. To date, GoKwik has raised more than INR 150 crores in capital and is backed by prominent investors including Sequoia Capital India, Matrix Partners India, RTP Global, and marquee angels.

Welcoming Chetna, Chirag Taneja, Co-founder, and CEO, GoKwik, said, "Remote working continues to evolve as it is expansively becoming the new normal across the world. GoKwik has a workforce that comes from more than 40 cities and towns from all over India. We want to build an organizational culture that values flexibility, liberty and growth simultaneously. We want to go from remote to rela-

tionships while constantly focusing on the upward growth we are seeing since our inception. Chetna shares that experience and vision and we are looking forward to her immense contribution to further shaping the overall remote organizational culture."

GoKwik believes in a 'Merchant-First' philosophy. With its initial products, GoKwik has been solving two very crucial problems, Return to Origin (RTO) and Conversion Rates, for eCommerce players including traditionally offline businesses, new age D2C brands, and large marketplaces. GoKwik uses its proprietary AI/ML models to help reduce Return to Origin (RTO orders) & increase Cash on Delivery (CoD) conversion rates and its checkout and UPI solutions help improve checkout conversion rates ensuring higher GMV realization, increased profitability, reduced Customer Acquisition Cost (CAC), and increased delivery rates. Clients like The Man Company, Man Matters, Bodywise, Vmart, and V2Retail are already seeing a reduction in RTO after deploying GoKwik's proprietary AI/ML solutions.

## AirAsia India launches new in-flight dining brand 'Gourmair' - a unique gourmet experience 36,000 ft. in the sky

**Mumbai:** Offering the most diverse and exclusive range of hot meals in domestic skies, AirAsia India today unveiled its new in-flight dining brand and menu, 'Gourmair', with a choice of 21 regional and international favourites. Guests can pre-book their Gourmair meals on [airasia.co.in](http://airasia.co.in), the AirAsia India mobile apps or with preferred travel partners, up to 12 hours before their flight. The new menu offers a wide range of hot meals in distinct sections including MasterChef Specials, World's Finest, Regional Favourites, All-Day Breakfast, Healthy and Diabetic options, Seasonal Fruits, Lite Bites (Sandwiches and Rolls) and Delectable Desserts.

Encouraging guests to travel with their taste buds, 'Gourmair' blends Indian regional favourites and popular international dishes with innovative fusion food, served oven hot, 36,000 feet in the sky. Each meal is prepared with the highest standards of hygiene and quality, an ethos of environmental and social responsibility, and a desire to set new standards in dining, in collaboration with the chefs of TajSATS, a joint venture between the Indian Hotels Company Limited (IHCL) & SATS Limited, catering to AirAsia India across its four hubs - Bengaluru, Delhi, Kolkata and Mumbai.

AirAsia India's new Gourmair menu features signature exclusives like a marinated herb grilled fish fillet with French velouté sauce, served with creamy mashed potato and sautéed vegetables; or the All-Day Breakfast cheddar and chives omelette with potato rosti, braised baked beans and hara bhara kebab. The MasterChef Specials section is curated exclusively for AirAsia India by MasterChef Kirti Bhoutika. It features an innovative Vegan Moilee MasterCurry, a unique take on the

famous Kerala-style moilee curry prepared with tofu, cherry tomatoes, and zucchini, served with raw mango and coconut rice. The MasterChef Specials also include an innovative fusion dessert - Shondesh Tiramisu, with hints of espresso and dark chocolate, layered with mascarpone cheese. The menu also introduces a Mysore Pak Cheesecake, amalgamating modern desserts with classic Indian sweet recipes; and features a wide range of vegetarian, pescetarian, poultry, eggitarian, vegan, Jain, healthy and diabetic options.

Speaking about the launch, Siddhartha Butalia, Chief Marketing Officer, AirAsia India said, "Our new dining brand and in-flight menu 'Gourmair' has been curated as a tour de force for the taste buds. Catering to diverse culinary preferences and palates, Gourmair encourages diners to begin their travel experience in the sky and discover the diversity of cuisines from different cultures as they fly. Having convection ovens in all our flights enables us to offer hot, healthy and fresh food, making for a wholesome and memorable travel experience. Being guest-obsessed drives us to deliver differentiated experiences, inspire new possibilities in every aspect of aviation, and delight guests at every touchpoint in their journey."

## TRANSFORMING FARMING WITH MODERN TECHNOLOGY – HINDUSTAN ZINC'S SAMADHAN PROJECT

**Udaipur:** Farming is one of the major contributors to India's GDP. Millions of families depend upon this profession. The percentage of the population involved in agriculture is vast, close to 60%, and it is growing. Thus, it is the country's responsibility to make sure that the industry is well equipped to meet the present and future demands. Hindustan Zinc, under its SAMADHAN Project, has assisted farmers with ways to increase their income-generating capacity.

The primary aspect of farming is the farming methods being used today. India's farm-

ers should be using innovative and tech-friendly ways to cultivate crops, but unfortunately, many farmers are either not aware of the latest developments, or don't have the financial means to implement them.

To spread the scientific temper and maximise the productivity of various farms in Rajasthan, the SAMADHAN project was expanded from its initial objectives. It focused on the agrarian community-based in five districts in Rajasthan—Ajmer, Chittorgarh, Bhilwara, Udaipur, and Rajasamand. Through the SAMADHAN program, the company has supported farmers with sustainable, innovative, and cost-effective techniques. As a result, over 35,800 cattle of over 3400 livestock owners, including women farmers, have benefited. By supporting a multi-faceted approach, they have been able to reach out to more than 11,500 families to ensure a plentiful supply of fresh and nutritious feed for cattle and provide 24/7 veterinarian services. By implementing this project, Hindustan Zinc helped improve the livelihood of farmers by providing them with the right technical training. In addition to offering deworming, vaccinations, and artificial insemination (AI) of livestock, the camp also treated diseases associated with the monsoon. In addition, SAMADHAN has developed over 263 acres of land with fruit-bearing plants, improving the ecological balance and economic security of the community. Through its Integrated Livestock Development Center, SAMADHAN has produced 5338 female progenies and an overall increment of milk production by 19%. Moreover, the animal health camps have catered to more than 1 lakh large and small ruminants.

SAMADHAN is also expanding into 'Farmer Producer' institutions/organisations in an effort to strengthen the farming community and improve sustainability. By enhancing and ensuring the efficient trickle-down of agriculture and livestock innovations until the farm level, SAMADHAN will become an aspirational program for other states and regions.

SAMADHAN saw a 12% increase in maize production just in the past year, with an average of 6.3 quintals per bigha. Accordingly,



Hindustan Zinc also initiated a hi-tech vegetable cultivation program to produce exotic crops such as Strawberry, Broccoli, and Lettuce. With these interventions and best practices, the farmers were able to earn an increment of average income by INR 20,000 vegetables during the cropping cycle and it goes up to INR 90,000 for exotic English. SAMADHAN has now been in operation for more than four years with the support of its implementing partner BAIF Livelihoods.

During this period, 13,838 farmers benefited from innovative agricultural practices specific to their area and more than 15000 farmers saw improved cattle breeding and animal advisory services. Hindustan Zinc Limited, joined hands with Maharana Pratap University of Agriculture and Technology (MPUAT), and BAIF Livelihoods (Bharatiya Agro Industries Foundation), to expand its SAMADHAN program which has since impacted more than 30,000 farmers across the state of Rajasthan.

MPUAT will support the program by providing technical assistance on the farm and educational training at the institution to attract progressive farmers within our community.

Modernising farming methods in this manner enables farmers to become educated, helping the community and villages nearby to become circular economies. The way farming is done is fundamental for our lives too, as we depend upon those grains for our daily nutritional needs. Therefore, it is highly essential that our agricultural sector receives the best technology and innovation possible. We also need to make sure that the technology is sustainable, keeping the future in mind. Hindustan Zinc will always put every possible effort into empowering and educating the communities residing in rural areas.