

## No more gentle

Just brood over the topic, why no more gentle now, only because we have irritated it up to this extent. It's violent, noisy and highly speeded up now. Go into the flashback of your memory and history too.

You will recall that in the beginning it was all chaos. There were no different forms of nature visible anywhere. It took time to fall everything in order but earlier every where it was chaos. It wasn't, as you see today the cosmos serene and calm. For this state, slowly, the temperature decreased by and by. At last, gradually it became a bit fit for beings to live on. Then one by one different species developed on the Earth. Amongst them tenth species is of human beings.

Nature was much gentle with human beings. It provided all facilities to human beings to live happily. They lived happily as they were contented with what ever they got. In fact they worshipped nature. Actually they were afraid also of nature's power. After a period of time, Science and Technology brought numeral changes. As a result, human life was benefited so much that it's hands were filled with several boons provided by science and technology. Ages passed by.

You know, there is a proverb that every system one day falls because of its own weight. So also happened with the human beings tendencies. Contentment was replaced by greed. Owing to greed, men started exploiting the nature. All the limits were broken in concern to the exploitation of nature. Not only the peace of nature was snatched away, but the ecological system of the environment was also imbalanced. Everything in the nature was disturbed badly.

Nature had everything to fulfill men's needs but it had nothing to fulfill men's greed. At last, nature revolted against men. This revolt was seen in the form of different calamities. Now, you yourself are witnessing every year floods, landslides, tempests, arosion and cloudbursts. These are all the forms of nature setting itself in the previous form again. Men have to face it because they have irritated it up to this extent. Whom to blame that nature is no more gentle now. Recently the example of Nainital beautiful tourist place is in front of you. It is in danger. To prevent this, the government and the public both have to be very careful and take necessary steps.

-Sulekha Shrivastava

## HDFC Bank launches Digital Distribution Platform

**Udaipur:** HDFC Bank, India's leading private sector bank, has introduced a Digital Distribution Platform (DDP) – 'HDFC Bank Smart Saathi', a state-of-the-art solution which is built on a robust and digitally enabled technology architecture that provides a secure and user-friendly experience to all its users. This launch marks a significant milestone in HDFC Bank's mission to provide innovative solutions that cater to the evolving needs of its customers. This platform will use advanced technology solutions to connect Business Correspondents (BCs) and Business Facilitators (BFs) to the bank. This network of Business Correspondents and Business Facilitators will boost financial inclusion by taking banking products and services to the last mile. The bank's deep learning of semi urban and rural ecosystem has been utilised to develop this user-friendly platform.

'HDFC Bank Smart Saathi' was launched in Delhi by Mr Vivek Joshi, Secretary, Department of Financial Services, and Ms Smita Bhagat, Group Head, Government and Institutional Business, Alternate Banking Channels and Partnerships, Inclusive Banking Group and Start-Ups, HDFC Bank.

Also present on the occasion were Mr Mukesh Bansal, Joint Secretary, Department of Financial Services, and senior executives Mr Dinesh Luthra and Mr Ajay Sharma from HDFC Bank.

'Digital Platforms such as these will contribute towards fulfilling India's vision of a cashless economy and true digital financial inclusion. HDFC Bank Smart Saathi will contribute by making banking products and services available, especially credit for rural customers, which will help in the development of our country. However, there are still behavioural changes that are required across some customer segments like farmers transacting at mandis, to make cashless India a bigger success. The Business Correspondents will help in bringing about this behavioural change," said Mr. Vivek Joshi, Secretary, Department of Financial Services.

## JK TYRE DEVELOPS PCR TYRE WITH 80% SUSTAINABLE, RECYCLED & RENEWABLE MATERIAL

**Udaipur:** As a part of the company's commitment towards sustainable development, Indian tyre major JK Tyre & Industries



developed an all new sustainable tyre, which will deliver performance comparable to that of a standard radial tyre while registering a lower carbon footprint. The "Ux Green" tyre was tested extensively in

indoor and outdoor on roads as well as on test tracks to validate the performance.

Designed and developed by the talented team at JK Tyre, based on the decade long research, conducted at JK Tyre's Global Tech Centre, the R&D team has been working on creating alternate solutions that will allow products to replace conventional petroleum-based materials with sustainable material.

Commenting on this breakthrough success, Dr. Raghupati Singhania, Chairman & Managing Director, JK Tyresaid, "Offering a product that is so closely connected with our overall sustainability goals is something we at JK Tyre are very proud of. With a strong emphasis on creating substitutes to conserve the ecosystem, the tyre has been fully designed & developed using 80% sustainable materials. This development is not only a reflection of our highly skilled R&D team, but it also reinforces our serious commitment to advancing sustainable growth and boosting societal value creation, moving towards carbon neutrality by 2050. The range of such tyres will be offered in due course.

## Tradexa Offers 2 Years of Free Platform Access Worth 1.2 Crore to Emerging Brands to Build and Expand their Online Presence

**Pune:** Tradexa, a full-stack e-commerce enabler recently announced a new program aimed at empowering emerging brands to build and expand their online presence. The company is offering free access to its online trading platform for a period of two years, allowing new brands to leverage the power of technology to grow and scale their brand online.

"We understand that new brands face many challenges, particularly when it comes to building a strong online presence," said Ramesh Jhajharia, CEO and Co-founder of Tradexa. "Our goal is to help these brands overcome these challenges by providing them with the tools and resources they need to succeed. By offering free access to our platform for two years, we hope to empower brands to build a strong foundation online and achieve their growth objectives."

Under the program, early-

stage enterprises will receive the following services at no cost for 2 years:

Brand go-to-market strategy for eCommerce (Price - Rs. 5 L)

Brand's online webstore with advanced marketing capabilities: One-time cost to develop the e-commerce engine (Price - Rs. 20 L).

Monthly charges for maintenance and cloud charges (Price - Rs. 1.2 L/month)

One time cost to develop mobile apps for D2C (Price -

Rs. 8 L)

Mobile apps updates and maintenance (Price - Rs. 20 K/month) An enterprise solution to manage products, inventory, CRM, marketing, accounting, warehousing, and logistics (Price - Rs. 1.5L /month)

Marketing automation solution (Price - Rs. 20K/month)

Digital advertising recommendation engine that recommends which product to advertise and sell on which channel using Tradexa's machine learning algorithms

(Price - Rs. 50K/month)

Apart from providing a platform for new brands, Tradexa also facilitates brands to sell their products directly on their marketplace with minimal or nominal margins. Tradexa takes care of the fulfilment of all orders received on their marketplace through their retail partners. At a monthly cost of just Rs. 20,000, Tradexa offers a comprehensive range of services including store management, digital marketing, digital advertising, product

information management, social media management, SEO, graphic design, and customer engagement.

The company boasts of expanding into a new industry every two months and having the capability to digitize up to 5000 retailers every three months. "We strongly believe that the future of commerce is not just limited to eCommerce, online commerce, or offline commerce. It's about omnichannel, and brands that adapt to this trend are going

to thrive in the years to come. Our experience of working with various brands has shown us that there is a significant shift in customer behaviour, and many of them are achieving higher sales on their D2C store rather than selling their products on established e-commerce platforms. Similarly, a lot of our brand partners have doubled their revenue in just 6 months once they were onboarded on the Hyperinventory platform and advertising services of Tradexa. To support this evolution, we are offering omnichannel solutions, connecting brands with consumers through all the channels," said Jhajharia. Tradexa currently handles end-to-end eCommerce operations for several international billion-dollar brands and operates two industry-specific marketplaces with an impressive 90% onboarding rate for participating brands.



## At the end of the 'Azamgarh' controversy, can only very big directors explore the brand value of Pankaj Tripathi?

In the film 'Azamgarh', Pankaj Tripathi played the role of a Maulvi who inspires youths to become terrorists by alluring them. How Aamir, a resident of Azamgarh, joins a terrorist organization after topping

the story of the film "Azamgarh" revolves around his character, but about 23 minutes of scenes somehow can not be called a cameo.

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12th and takes part in terrorist activities, this film.

When there was a controversy regarding the hoardings of the film 'Azamgarh', Pankaj Tripathi, who played the role of Maulvi in the film, had said that his role in the film was very small and he had only three minutes of scenes in the film. And, this claim of Pankaj Tripathi turned out to be completely wrong after watching it in the preview show of the film on Thursday. Because not only

of a Maulvi who inspires youths to become terrorists by alluring them. How Aamir, a resident of Azamgarh, joins a terrorist organization after topping 12th and takes part in terrorist activities, this film.

As far as the performance of the actors in the film is concerned, Pankaj Tripathi was seen acting in his usual style. Although his role in the film is small as compared to his other films, the writer-director of the film, Kamlesh Mishra, has pre-

sented him as the main character. At the end of the 'Azamgarh' controversy, can only very big directors explore the brand value of Pankaj Tripathi?

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It must have been no less than a challenge for editor Biren Jyoti Monty to convert a 60-minute film into a 90-minute feature film. But there is also a truth that if we talk about the end of this film, then it is worth seeing the real name of the terrorist bosses challenging them and the effective communication and poignancy of the main character.

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Pankaj Tripathi's role adds color to the new-old project after giving two flop films back to back. Did producers Chiranjeevi Bhatt and Anju Bhatt invest their money on this film and trust documentary director Kamlesh Mishra to make a feature film under the illusion of Pankaj Tripathi's brand value?

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## Sahara's Dr. Rohini, now Mrs. Bihar-2023

The grand finale of Mrs. Bihar's 2023 beauty contest was held on 29th April at The Auram, Patliputra. Dr. Rohini of Sahara won the title of Mrs. Bihar 2023 during the grand event. Swarna stood second, and Shikha stood third. The program was inaugurated by IPS Vikas Vaibhav, famous singer Kalpana Patwari and organizer Praveen Sinha. After the inauguration, the program started with Ganesh Vandana.

Auditions of Mrs. Bihar-2023 (beauty pageant) organized by Ocean Entertainment were held two times in which 300 women applied, but only 14 women could reach the final round. Whose names are Dr. Rohini from Sahara, Sonia Gupta from Patna, Shikha Singh, Kusumlata Kumari, Bank employee Anima Rani, Gold list Kumari Ramamani Swati Priya Roopa Kumari Somika, Madhu Singh, Pinky Ranjan, Sonia Gupta and Shivanya from Muzaffarpur?

The finalists had to go through different rounds to emerge victorious. Through Retro, Cocktail, Indian, and Question and Answer rounds, all the participants showed their best IQ. Full of confidence, all the finalists performed exceptionally well. All the finalists walked the ramp in front of Bollywood celebrities and hundreds of spectators. The women shared their feelings in different rounds, wherein the enthusiasm and skill of the contestants took everyone by surprise. The jury members included Mrs. India Monika Mani, renowned singer Kalpana, and film producers Farid Mallick and Amit Kumar.

This year's event is organized on the theme of Stop Violence Against Women; Praveen Sinha, MD; Ocean Entertainment, said that the winner of this contest will be involved in various activities in the village society as a brand ambassador for the upliftment of women across Bihar. The aim is to distribute sanitary pads and make women aware of this matter by going from village to village, and this step will be a big step toward women's empowerment, which started in Patna. Sanitary pads and an awareness program have been distributed among rural women in the Patna villages.

## Justdial to digitize Maharashtra's Small Scale

## Industries & Handicraft Artisans through strategic partnership with MSSIDC

**Mumbai:** Justdial, India's No. 1 hyperlocal search engine, announces a strategic partnership with Maharashtra Small Scale Industries Development Corporation Limited (MSSIDC) under the aegis of the State Government of Maharashtra. This partnership aims to provide a digital presence to businesses registered under MSSIDC, including small scale industries (SSIs) and handicraft artisans. Justdial will enable these businesses to have an online presence and exposure, not only in Maharashtra, but all over India, creating a more inclusive and sustainable business ecosystem. As part of the partnership agreement, MSSIDC-accredited businesses will receive verified tags and have their licenses showcased on Justdial's platforms, boosting their credibility and visibility. This will help these businesses reach out to a wider audience, including potential customers and investors, and enable them to tap into new markets.

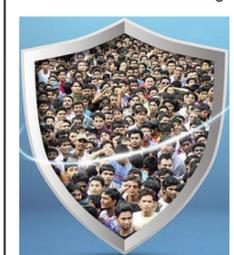
In reference to the collaboration, Mr. Shwetank Dixit, Vice President, Justdial, expressed his enthusiasm and stated, "Justdial has consistently strived to empower SSIs throughout India. Through this collaboration, we further strengthen our mission by working with MSSIDC to support their goal of promoting and nurturing a flourishing business ecosystem. Our objective is to assist MSSIDC-certified enterprises in establishing a digital presence, enabling them to expand their operations and reach a wider audience."

Maharashtra Small Scale Industries Development Corporation, India's leading corporation, is continuously responding to the expanding and diversified needs of small-scale industries. It provides support services such as market linkage to Small Scale Industries & Artisans and Skill development training to Handicraft Artisans.

Commenting on the partnership, Shri. Rajendra Nimbalkar, Managing Director, Maharashtra Small Scale Industries Development Corporation, said, "We are happy to partner with Justdial in order to enhance the digital presence of SSIs & Handicraft Artisans registered under MSSIDC. This collaboration will enable these businesses to expand their online reach and improve their overall growth prospects."

## Prepare for Pilgrimage with Pocket Insurance on Bajaj Markets

**Pune:** Bajaj Markets, a subsidiary of Bajaj Finserv, has been providing products and services to meet the unique needs of every individual. One can sign up for pocket insurance plans such as the Pilgrimage Insurance Cover and the Vaishno Devi Pilgrimage Cover to stay financially protected in the event of unforeseen situations during a pilgrimage.



Pilgrimages have been a central part of India's culture for thousands of years now. From the mountainous stretches at Vaishno Devi or Kedarnath to the tranquil waters of the Ganges, one can enjoy an incredible spiritual reward at each of these pilgrimage sites.

However, while pilgrims enjoy spiritual experiences in these places, unforeseen situations may pose several risks

during these trips. These risks could include loss of baggage, illnesses, unexpected events, or accidents. This is where plans covering one's pilgrimage could be useful.

Here are a few pocket insurance plans available on Bajaj Markets to help individuals secure their pilgrimage:

- Pilgrimage Insurance Cover
- Premium: Rs. 599/year.
- Here's what it covers:
  - Hospitalisation expenses
  - Medical evacuation costs
  - Emergency travel expenses up to Rs. 1 Lakh
  - Card blocking facility
  - Complementary protection worth Rs. 3 Lakhs.
- Vaishno Devi Temple Pilgrimage Insurance
- Premium: Rs. 599/year
- Here's what it covers:
  - Offers emergency travel assistance of up to Rs. 50,000
  - 24/7 card blocking facility
  - Complementary protection worth Rs. 3 Lakhs
  - PAN card replacement.

These insurance plans have been designed to cater to the unique requirements of pilgrims. With coverage of accidental death and disability, emergency medical expenses, baggage losses, and PAN card replacement, these plans factor in planning and preparation for any sacred pilgrimage journey.

In addition to the financial protection during a pilgrimage, one can also choose to buy plans suiting one's unique requirements on Bajaj Markets. There are different types of pocket insurance plans to suit every need, ranging from travel, lifestyle, health, and assistance.

## IdiotCube Launches as a Modern Branding and Marketing Agency

**New Delhi:** IdiotCube, a modern branding and marketing agency, has announced its official launch. The agency provides businesses with a comprehensive range of branding and marketing solutions to help them reach their target audiences and achieve their marketing objectives.

With a team of experienced branding and marketing professionals, IdiotCube offers specialized solutions such as Blue Moon, Sun Shine, and Indian Tribe. The agency is dedicated to assisting businesses in increasing their visibility and brand awareness. "We are thrilled to officially launch IdiotCube and bring our branding and marketing expertise to businesses looking to expand their online presence," said Mr. Sunny Goel, Co-founder of IdiotCube. "Our team is committed to delivering results-driven solutions to our clients."

IdiotCube was first introduced at the WAF-I2N Innovators and Investors Network program held on April 22, 2023, at Hotel Radisson Blu in Aerocity, New Delhi, India. The program was organized by the World Auto Forum and We Founder Circle, and IdiotCube is grateful to Anuj Guglani for giving the agency the opportunity to showcase its idea.

IdiotCube offers three specialized solutions: Blue Moon, Sun Shine, and Indian Tribe. Blue Moon provides design solutions for startups and guarantees delivery within 21 days. Sun Shine is a three-month program that helps businesses establish a stronger online and digital brand presence.