INSIDER VIEW

GRASSROOTS TO GOVERNANCE

PUNE: CULTURE, HERITAGE & INNOVATION

CULTIVATING CULTURE OF GROWTH - WORK INDIA

GOA: SPIRITUAL OR INTOXICATED REVELRY

EVOLUTION OF E-RICKSHAWS

POWERING INDIA'S EV DREAM

GROWTH & FUTURE OF TELUGU FILM INDUSTRY

KALIDAS
INTERNATIONAL
SHORT FILM
FESTIVAL 2024

🌐 www.kalidasinternationalshortfilmfestival.com

🌐 www.ksiff.in

Founder - Editor says

Every magazine has its own aura and speciality and so do we! We at Insider View, as the name suggests, would bring you Inside Details on various topics ranging from Politics to Entertainment, Sports to Social Service, Hero's to Shero's, Products to Innovations etc. We are available online on www.insiderview.in as well as in the form of a hard copy. One can always request for a FREE copy by sending us an email on vishal@insiderview.in and we would be happy to send you one copy in a week's time, irrespective of your location. Since today's world is also more of a Social Media savvy, we would also be visible on various social media handles like Twitter, Instagram, Facebook, YouTube etc.On a lighter note, This also means it would be difficult for you to miss us!

INSIDER VIEW

TABLE OF CONTENTS

INSIDER VIEW ISSUE NO. 1

February 2024

EDITORIAL

The Spiritual Vikas!

Maharashtra, like whole Bharat, has witnessed an upward trend in Spiritual Vikas! This state witnessed scenes like a flip of a coin the moment there was regime change witnessed on 30 June 2022, when Eknath Shinde took over as Maharashtra Chief Minister. From that very moment, all the stuck projects like Mumbai Metro, Creek Bridge connecting Mumbai and Gujarat/Delhi and various projects kicked off like it were the beginning after being stuck for over two years while the Maha Vikas Aghadi, led by Uddhav Thackeray was in power. These projects were not mere projects but crucial for the development of Mumbai, embossed as the Financial Capital of Bharat, but also very important when one looks at the run towards the 5 trillion dollar economy. This sarkar of Eknath Shinde, now officially Shiv Sena (SS), and Devendra Fadnavis of the Bharatiya Janata Party (BJP) travelled from one inch of Maharashtra to another, meeting people and taking a stock of completion of Vikas in that territory. Apart from Vikas, this sarkar of Eknath Shinde and Devendra Fadnavis also made sure that all the Hindu religious activities will function as they have been doing for centuries in Maharashtra. Whatever were the earlier curbs to celebrate Hindu festivals, this sarkar made sure that every inch of Maharshtra, irrespective of the religion, celebrated their festivals with a lot of zeal and without any superficial restrictions. This double engine sarkar also lead as an example for the entire Bharat by paving the way for such a Spiritual Vikas!

Vishal RajeMahadik

Grassroots to Governance

Devendra Fadnavis, a seasoned politician, and dynamic leader has left an indelible mark on the political landscape of Maharashtra. Serving as the Chief Minister of the state from 2014 to 2019, Fadnavis steered Maharashtra through a transformative period marked by robust economic growth, infrastructural development, and social empowerment.

Early Life and Political Journey

Born on July 22, 1970, in Nagpur, Maharashtra, Devendra Fadnavis hails from a middle-class family. His early education at Dharam Peth Education Society's High School in Nagpur laid the foundation for an illustrious academic journey. Fadnavis earned a bachelor's degree in law and a postgraduate degree in Business Management, highlighting his commitment to both legal and administrative disciplines. Fadnavis's political journey began during his college days when he actively participated in the Akhil Bhartiya Vidyarthi Parishad (ABVP), the student wing of the Rashtriya Swayamsevak Sangh (RSS). This early association with the ideological underpinnings of the Sangh Parivar played a crucial role in shaping Fadnavis's political philosophy and paved the way for his eventual entry into mainstream politics.

Political Works for BJP

Fadnavis's association with the BJP began in his youth, and over the years, he emerged as a prominent leader within the party. His rise through the ranks is a testament to his political acumen, dedication, and grassroots connection. Fadnavis served in various organizational capacities, including the BJP's Maharashtra unit and the Akhil Bhartiya Vidyarthi Parishad. Fadnavis became the Mayor of Nagpur at the age of 27, making him one of the youngest mayors in India at that time. This early success established him as a promising leader within the party. In 1999, Fadnavis was elected to the Maharashtra Legislative Assembly for the first time, representing the Nagpur West constituency. His early years in the assembly were marked by his diligent work in championing the causes of his constituents and establishing himself as a vocal and articulate representative. .

> **Fadnavis' leadership qualities were further recognized when he was appointed as the state president of the BJP's youth wing, Bhartiya Janata Yuva Morcha (BJYM), in 2000.**

Under his stewardship, BJYM became a formidable force, actively engaging with youth issues and mobilizing support for the party.

The Government Resolution (GR) outlining the policy specifies that a distinct category will be established within the general category. Importantly, this segregation allows for the implementation of the reservation without necessitating an increase in the existing caste-based reservation quotas. Chief Minister's Fellowship Initiative During his tenure as the Chief Minister, Fadnavis introduced the Chief Minister's Fellowship program in 2015. The CM Fellowship is an 11-month-long initiative managed by the CM's office, Government of Maharashtra, designed to provide valuable administrative exposure to young individuals. This program offers a unique opportunity for graduates and postgraduates to engage in an 11-month assignment with the Maharashtra government, including a stipend and additional benefits. The eligibility criteria for the Chief Minister's Fellowship Program include individuals aged between 21 and 26 years, possessing a first-class graduation degree, a minimum of one year of work experience, and proficiency in Marathi. This fellowship program presents a platform for talented individuals to actively contribute and gain firsthand experience while working with the government. Agricultural Reforms In recognition of the significant role played by agriculture in Maharashtra's economy, Fadnavis introduced innovative schemes to support the farming community. The Chief Minister's Agricultural Solar Feeder Scheme, launched in 2015, exemplified his commitment to addressing the energy needs of rural areas. By providing reliable and uninterrupted power through solar feeders, the scheme aimed to boost agricultural productivity, offering a sustainable solution to power challenges faced by farmers. This initiative not only contributed to the modernization of agricultural practices but also aligned with broader efforts to make Maharashtra self-sufficient in terms of energy. Fadnavis's focus on agricultural reforms showcased a comprehensive approach to rural development, recognizing the interconnectedness of agriculture with the state's overall prosperity. Fadnavis also worked towards easing the agrarian distress by implementing measures such as loan waivers and providing financial support to farmers.

His policies reflected a balanced approach to address the needs of both the urban and rural population. Maratha Morcha and Fadnavis's Response The Maratha Kranti Morcha, a massive and peaceful protest by the Maratha community, unfolded during Fadnavis's tenure. The movement sought reservations in education and government jobs, among other demands. Fadnavis displayed a nuanced and initiative-taking approach to addressing the concerns of the Maratha community. Recognizing the legitimacy of the demands, Fadnavis initiated a series of dialogues and consultations to understand the grievances of the Maratha community. His government took steps to provide reservations for the Maratha community, displaying a commitment to social justice and inclusivity. The nuanced handling of the Maratha Morcha exemplified Fadnavis's ability to navigate complex social and political issues. By engaging in meaningful dialogue and implementing measures to address the concerns of the community, Fadnavis demonstrated a leadership style that prioritized inclusivity and social harmony. Challenges and Criticisms Despite his achievements, Fadnavis faced his fair share of challenges and criticisms. The agrarian crisis, particularly issues related to farmer distress and loan waivers, posed significant hurdles during his tenure.

> **The Chief Minister's Agricultural Solar Feeder Scheme, launched in 2015, exemplified his commitment to addressing the energy needs of rural areas.**

Critics argued that the government's response to these challenges was insufficient and demanded more comprehensive measures to address the plight of farmers. The opposition also raised concerns about the Mumbai-Ahmedabad Bullet Train project's financial viability and questioned the prioritization of such high-profile projects over more immediate and pressing concerns, such as poverty alleviation and rural development. The political landscape in Maharashtra, known for its complex coalition dynamics, added another layer of complexity to Fadnavis's governance. Balancing the expectations of coalition partners and navigating the intricacies of Maharashtra's diverse political landscape required adept political manoeuvring.
Crisis Management Maestro for the BJP Devendra Fadnavis emerged as a proficient crisis manager for the BJP, particularly amidst the political upheaval in Maharashtra in 2019. The aftermath of the state assembly elections witnessed a complex scenario with the alliance between the Shiv Sena, Nationalist Congress Party (NCP), and Congress, leading to a challenging political landscape. Fadnavis played a pivotal role in adeptly navigating this crisis, making efforts to form a government with the support of the NCP.

As Deputy Chief Minister, Fadnavis played a pivotal role in coordinating between various departments and ensuring the smooth functioning of the government. His experience as the Chief Minister provided valuable insights into governance and policy implementation, making him an instrumental figure in the state's administrative machinery. Despite the brevity of his tenure as Chief Minister during this period, Fadnavis' strategic acumen and political finesse were on full display, displaying his adeptness in handling intricate situations. His unwavering efforts demonstrated resilience and determination, earning him admiration within the party and among the electorate.
Conclusion Devendra Fadnavis's tenure as the Chief Minister of Maharashtra stands as a testament to his visionary leadership, administrative acumen, and commitment to holistic development. Under his stewardship, the state witnessed significant strides in infrastructure, economic growth, and social empowerment. Fadnavis's focus on transparent governance, economic reforms, and inclusive policies has left an enduring impact on Maharashtra's trajectory. Devendra Fadnavis' political journey is characterized by a vision for a progressive and developed Maharashtra. His emphasis on infrastructure development, economic reforms, and inclusive governance reflects a commitment to the state's overall growth. As a leader deeply rooted in the BJP's ideology, Fadnavis has successfully navigated the party through challenging scenarios, earning him a prominent place in Maharashtra's political history. Fadnavis' strategic acumen has positioned him as one of the BJP's key strategists in Maharashtra. His ability to connect with the masses, understand their concerns, and address them through effective policies has contributed significantly to the party's electoral success in the state.
Beyond his role as Chief Minister, Fadnavis's contributions to the Bhartiya Janata Party (BJP) and the broader Sangh Parivar have solidified his standing as a political stalwart. His ability to navigate complex political scenarios, coupled with grassroots connect, positions him as a leader capable of understanding and addressing the diverse needs of the people. As Maharashtra continues to evolve, Fadnavis's legacy endures as a chapter in the state's history characterized by progress and transformation. His multifaceted contributions, encompassing governance, politics, and social welfare underscore the significance of dynamic and visionary leaders in shaping the destiny of a region

ROHAN RAVINDRA AMBIKE

IT Professional who excels in Freelance Journalism & Translation and has his by lines in leading publications. He holds a bachelor's degree in Electronics from Fergusson College and a PG Diploma in Journalism from Ranade Institute, Pune.
Email: ambikerohan05@gmail.com

Pune: A Multifaceted Tapestry of Culture, Heritage, and Innovation !

Often referred to as the "Oxford of the East" or the "Cultural Capital of Maharashtra,"

> **Pune, stands as a city that seamlessly blends tradition with Modernity, Technology and Innovation.**

Nestled in the western state of Maharashtra, India, Pune boasts a rich tapestry of history, culture, and innovation. This essay explores the multifaceted aspects of Pune, from its historical roots to its vibrant present, and delves into the city's unique charm that captivates residents and visitors alike. Historical Background Pune's history can be traced back over a millennium, with its earliest known references dating to the 8th century. The city, originally called Punaka Vishaya, was a thriving hub for trade and commerce. It gained prominence under the rule of the Rashtrakuta dynasty, with Pune being a significant administrative and commercial centre.

During the 17th century, Pune rose to prominence as the capital of the Maratha Empire under the charismatic leadership of Chhatrapati Shivaji Maharaj.

The city played a pivotal role in the Maratha resistance against the Mughal Empire, and its strategic location amidst the Sahyadri mountain ranges made it a formidable fortress. Pune reached the zenith of its historical significance during the Maratha rule. The Shaniwar Wada, an 18th-century fort and palace complex, was the seat of the Peshwas – the prime ministers of the Maratha Empire. This architectural marvel, with its massive gates and intricate carvings, stands as a testament to the grandeur of the Maratha era. The Shaniwar Wada also witnessed tragic events,

such as the mysterious fire that engulfed the palace in 1828, leaving only its ruins as a reminder of its glorious past.

Cultural Heritage Pune's cultural heritage is deeply entwined with its historical past. The city is adorned with temples, mosques, churches, and synagogues, showcasing its religious diversity. The Sarasbaug Ganpati Temple, dedicated to Lord Ganesha, is not only a place of worship but also a cultural icon where devotees gather in large numbers during the Ganesh Chaturthi festival. In addition to its Hindu heritage, Pune is home to the Osho International Meditation Resort, founded by the spiritual teacher Osho. This centre attracts seekers from around the world, offering a tranquil space for meditation and spiritual exploration. Religious diversity is a hallmark of Pune, with temples, mosques, churches, and synagogues coexisting harmoniously. The Sarasbaug Ganpati Temple, dedicated to Lord Ganesha, is a spiritual hub that attracts devotees and tourists alike.

The Osho International Meditation Resort, founded by the spiritual teacher Osho, draws seekers from around the world who seek spiritual enlightenment and tranquillity. Educational Hub Pune's moniker as the "Oxford of the East" is well-deserved, considering its reputation as an educational hub. The city houses several prestigious educational institutions, including the Savitribai Phule Pune University, which is known for its academic excellence.

> **The Film and Television Institute of India (FTII) and the National Film Archives of India (NFAI) contribute to Pune's significance in the field of cinema and art.**

PUNE: A MULTIFACETED TAPESTRY OF CULTURE, HERITAGE, AND INNOVATION!

With a plethora of engineering and management colleges, Pune is a magnet for students from across the country. The vibrant academic environment fosters innovation, research, and a cosmopolitan culture, making it a melting pot of ideas and aspirations. Economic Landscape Pune's meteoric rise as an Information Technology (IT) hub stands as a testament to the city's adaptability and forward-thinking approach. Over the past few decades, Pune has transformed from a historical and educational centre into a bustling technological powerhouse, earning it the moniker of the "Silicon Valley of the East." One of the primary catalysts for this transformation is the establishment of the Hinjewadi IT Park, a sprawling complex that has become the epicentre of Pune's IT revolution.

Housing a myriad of IT companies, startups, and research institutions, Hinjewadi has played a pivotal role in attracting top talent and multinational corporations to set up their operations in the city. The strategic location of Pune, with its proximity to Mumbai and excellent connectivity, has further fuelled its growth as an IT hub. The city's pleasant climate, cosmopolitan atmosphere, and the availability of skilled manpower from its renowned educational institutions have been instrumental in establishing

Pune as a preferred destination for IT investments. Major global players in the IT industry have recognized Pune's potential, setting up development centers and innovation hubs.

> **This influx of tech giants has not only created a competitive business environment but has also fostered collaboration, knowledge sharing, and the nurturing of a robust startup ecosystem.**

Pune's journey as an IT hub has not been limited to just software development. The city has emerged as a key player in diverse IT domains, including research and development, artificial intelligence, data analytics, and cybersecurity. The symbiotic relationship between the city's educational institutions and the IT sector has paved the way for continuous innovation, positioning Pune as a hub for cutting-edge technologies. As the IT landscape continues to evolve, Pune's commitment to staying

at the forefront of technological advancements ensures its place as a dynamic and influential player in the global IT arena. Urban Development and Infrastructure Pune's urban development is marked by a careful balance between preserving its cultural heritage and embracing modernity. The city's infrastructure has witnessed significant improvements, with well-planned roads, bridges, and public transportation networks. The Pune Metro, an upcoming mass rapid transit system, is poised to further enhance the city's connectivity and ease traffic congestion.

The rejuvenation of the Mula-Mutha Riverfront has added a touch of serenity to the urban landscape. Parks, gardens, and recreational spaces dot the city, providing residents with a welcome respite from the hustle and bustle of daily life. Social Fabric Pune's social fabric is characterized by its cosmopolitan nature, fostering a harmonious blend of cultures and traditions. Festivals such as Ganesh Chaturthi, Diwali, Eid, and Christmas are celebrated with enthusiasm, bringing people from diverse backgrounds together in a spirit of camaraderie. The city's culinary scene reflects this diversity, with a myriad of eateries serving traditional Maharashtrian cuisine, as well as global culinary delights. Puneites take pride in their cultural heritage and are known for their warmth and hospitality. The city's numerous cultural events, art exhibitions, and music festivals contribute to a vibrant social scene, attracting artists and enthusiasts alike. Challenges and Opportunities

> **While Pune has achieved remarkable progress, it faces challenges that come with rapid urbanization like Traffic Congestion, Waste Management, and Environmental concerns, areas that demand prompt attention.**

Sustainable urban planning and a focus on eco-friendly initiatives are crucial to maintaining Pune's liveability. On the flip side, these challenges present opportunities for innovation and development. Pune has the potential to become a model smart city, leveraging technology to address urban issues and enhance the quality of life for its residents. Initiatives such as the Pune Smart City Development Corporation Limited (PSCDCL) underscore the city's commitment to embracing smart solutions for sustainable development. Conclusion Pune, with its rich historical heritage, educational prominence, economic dynamism, and cultural vibrancy, stands as a city that embodies the spirit of India's progress. From the echoes of the Maratha Empire to the hum of modern industries, Pune has gracefully evolved, retaining its essence while embracing the future. As the city continues to chart its course in the 21st century, it remains a captivating blend of tradition and innovation, a tapestry woven with the threads of a glorious past and the promise of a dynamic future.

Pune

ROHAN RAVINDRA AMBIKE

IT Professional who excels in Freelance Journalism & Translation and has his by lines in leading publications. He is BSc in Electronics from Fergusson College Pune and has a PGDMM from Ranade Institute, Pune.
Email: ambikerohan05@gmail.com

GOA: Spiritual or Intoxicated Revelry?

In recent years, Goa's perception has undergone a transformation, transitioning from its rich historical, cultural and spiritual image to being viewed primarily as a destination for leisure and beverages in the minds of tourists. This shift has not only influenced changing traveler preferences but has also raised questions about its impact on Goa's rich cultural heritage and future of Tourism.

The serene beaches, once ideal for contemplation, have now transformed into vibrant party spots. An increasing number of beach clubs and shacks play loud music, attracting people for the lively parties and drinks rather than the tranquil beauty of the surroundings. This shift is altering the essence of what made Goa special.

REVELERS IN INEBRIATED STATE IN GOA.

A recent study on tourism and tourist preferences revealed that Thailand and Vietnam are becoming preferred alternatives. The primary reason is that these destinations offer better value for money compared to Goa.

Just a few months ago, tourists were spotted in an inebriated state, lying on the footpath opposite a casino in Panjim at midnight.

A recent incident involved an allegedly intoxicated tourist from Delhi who parked his car on a narrow road, exacerbating traffic congestion. This individual engaged in a loud argument, displaying behavior that many people in North India find tiresome. In Socorro, the situation became chaotic, blocking traffic towards Socorro church. An ambulance carrying a patient was also delayed for about half an hour due to this disruption.

Another tourist was seen being escorted out by the casino's security staff following a quarrel, disrupting the flow of traffic.

Many historical sites are now encircled by the expanding footprint of bars and clubs. While these historical landmarks continue to attract visitors, the rise of the party culture raises concerns about the preservation of Goa's serene and spiritual identity.

Goa's shift from a culturally rich heaven to a party hub reflects changes in tourist preferences. While it brings in revenue, it is crucial to ensure that the identity of Goa is not lost. Striking a balance between the revelry and maintaining Goa's unique identity is imperative at this moment.

AUTHOR - VISHAL RAJEMAHADIK

WorkIndia

Cultivating Culture of Growth in Organization

In the dynamic realm of business, companies are beginning to understand how critical it is to foster a culture of growth.

> A team that is always growing and learning improves individual job satisfaction and engagement in addition to helping the organization succeed.

Effective training and development programs are crucial to promoting this culture of progress. Here are some tips to ensure that your organization is on the path to nurturing continuous learning and development.

Encourage Knowledge Sharing :

Create platforms and opportunities for employees to share their knowledge and skills with colleagues. This can be done through regular team meetings, workshops, or even a dedicated online knowledge-sharing platform. Peer-to-peer learning not only enhances the collective knowledge base but also fosters a collaborative

atmosphere where everyone is invested in each other's success.

Ranaq Sen, Head of People, WorkIndia

Invest in a Comprehensive Onboarding Program

A person's journey of personal development often begins on their first day of employment. A strong onboarding program lays the groundwork for a culture that values development and education. Give a summary of your job responsibilities along with the organization's mission, values, and prospects for professional growth. Motivated and engaged workers could repay this original investment.

Promote a Learning Mindset:

Motivate your group to adopt a growth mindset, which is the belief that skill and intelligence can be improved with dedication and hard work. This shift in viewpoint promotes resilience and a willingness to face challenges.

> People who actively seek out chances to learn and develop ought to be commended and given incentives.

By encouraging a learning mentality, you can create an atmosphere where mistakes are seen as valuable teaching moments rather than as failures.

Tailor Training Programs to Individual Needs:

Not every employee has the same needs or preferences when it comes to learning. Programs for training should be customized to meet the needs of various learning styles and career goals. To provide learners with a well-rounded educational experience, use a variety of formats, including conferences, online courses, seminars, and mentoring programs. In order to guarantee that the training is applicable and effective, employees can create and accomplish particular professional goals with the aid of personalized development plans.

Embrace Technology for Learning:

Utilise technology to your advantage to create an engaging and accessible learning environment. **Employees can study at their own speed with the flexibility of online courses, webinars, and e-learning platforms**. Gamification components can also add enjoyment to the learning process and promote healthy competitiveness among staff members in training programs.

Provide Continuous Feedback:

Feedback is crucial for individual growth. Establish a culture of continuous feedback, both from managers and peers. Constructive feedback helps employees understand their strengths and areas for improvement. Regular performance reviews can serve as a platform for discussing career development goals and identifying the necessary training and resources to achieve them.

COMPANY PROFILE

About WorkIndia: WorkIndia is India's largest blue and grey-collar platform, offering employment opportunities across 50 categories like tele-calling, field sales executives, delivery partners, etc. WorkIndia's purpose of existence is to provide meaningful livelihoods to the 258Mn blue-collar workers of India. This 258Mn is the single largest segment in the entire world, which has not been disrupted by technology as yet.

WorkIndia is the only platform in India that is technologically solving a massive pain point i.e., Fraud jobs for the 258M segment. Driven solely by technology, the platform has built a recruitment ecosystem that eliminates middlemen, fraudulent jobs, and vulgar jobs, providing job seekers with a platform they can trust when it comes to finding genuine job opportunities.

Launched in 2015, WorkIndia has built a proprietary, AI-enabled technology platform that empowers blue and gray-collar job seekers to find jobs that match their skillset without any human intervention. Headquartered in Bengaluru, WorkIndia is spread across 772 cities, 28 states & 8 union territories in India. Over 2.6Cr Indians trust the WorkIndia platform for finding meaningful employment opportunities. The platform caters to the critical hiring needs of over 15 lakh SMBs and multiple large corporates. With over 1.87 lakh job listings, WorkIndia empowers 1 lakh Indians monthly by helping them find meaningful jobs. Additionally, the mobile application is available in 10 regional languages covering over 85% of languages spoken across the nation.

WorkIndia has its own proprietary Fraudulent Job Engine with over 9.8 mn data attributes which eliminates fraudulent jobs automatically. It also has built a highly sophisticated self-learning recommendation engine with over 10.3 billion data attributes which makes sure employers get relevant candidates. It also has a built-in video and audio interface to reduce workers' cognitive load, given the low literacy rate.

The AI technology utilizes data on geo-positioning, matches data demographically, evaluates candidate eligibility, and incorporates real-time behavioral data of employers and candidates to suggest relevant jobs effectively. Additionally, the platform allows the employees to reach out to the employers directly, enabling instant gratification to the employee and fast, effortless, relevant calls for the employers. This speeds up the entire hiring process by 85.7% and reduces hiring costs by 53.8%.

WorkIndia progresses rapidly towards its vision under the guidance of its strong core founding team - Mr. Kunal Patil, Mr. Nilesh Dungarwal, and Mr. Moiz Arsiwala as CEO, COO & CTO respectively. The platform has so far raised over $ 10 million from Beenext, Xiaomi, Asuka Asset Management, and angel investors Mr. Keshav Sanghi, and Mr. Satyen Kothari (Co-Founder Of Citrus Pay)

Lead by Example :

A key factor in determining the culture of an organization is its leaders. Leaders who put their own education and growth first show their team members how important it is to keep getting better. Leaders should encourage staff members at all levels to invest in their professional development by setting a good example.

Creating a culture of growth in an organization requires a concerted effort and a commitment to ongoing training and development. By investing in comprehensive onboarding, promoting a learning mindset, tailoring training programs, encouraging knowledge sharing, embracing technology, providing continuous feedback, and leading by example, organizations can foster an environment where employees thrive, resulting in both individual and organizational success.

Author - Ranaq Sen, Head of People, WorkIndia. (Graduated from The Indian Institute of Chartered Accountants of India, Executive Diploma in Human Resources Management from XLRI Jamshedpur). Ranaq Sen has been instrumental in driving the transformation of the People function and implementing industry-leading practices. With a strong background in people tech & analytics and employee engagement, he excels in creating a positive and inclusive work environment while ensuring alignment with business objectives. His data driven and strategic approach to people management and his ability to create a positive work environment make him a valuable addition to any leadership team.

The Evolution of E-Rickshaws

E-rickshaws are catalyzing a positive change in the transportation ecosystem by offering a sustainable, cost-effective, and last-mile connectivity solution to the masses.

Emerging from the shadows of conventional commuting mediums, e-rickshaws are becoming new epicenters of sustainable transportation and last-mile connectivity. Not only is their significance becoming evident in offering emission-free mobility but also in how they offer a cost-effective medium of transportation to the masses across the globe. Here's a close look into the transformative potential of e-rickshaws and how these battery-driven mediums of mobility are changing the very face of mobility.

E-rickshaw: Revolutionizing Mobility

The need to offer sustainable and affordable transportation that also ensures last-mile connectivity is paramount today. E-rickshaws meet all these requirements and by offering greener, cost-effective, and last-mile commutes, these are emerging as potent symbols of modern transportation systems. In India, the E-rickshaw revolution started in Delhi and Kolkata and now has spread to many states with stakeholders realizing the immense potential that these battery-driven vehicles offer to the masses. Around the world too, the appeal of E-rickshaws is catching up with many global cities successfully demonstrating their all-around utility to stakeholders.

E-rickshaws : Striking Characteristics

Greener Credentials:

Counted among the most notable contributions is the ability of E-rickshaws to offer emission-free transportation to the masses. Unlike conventional mediums, E-rickshaws are driven by the battery with no tailpipe emission associated with their operations. This zero-emission aspect is playing an instrumental role in improving air quality, reducing pollution, and combating the dangerously progressing climate change. Further, the drive-train architecture of e-rickshaws has significantly fewer moving parts which helps in containing losses and delivering more efficient drives than conventional means of commuting.

Cost Dynamics:

To offer mobility to 1.4 bn people in India is no mean feat. The challenge becomes even more intense as policymakers need to take into account the cost factor associated with transportation. E-rickshaws are among the most affordable mediums of mass transportation and by offering low-cost commutes, it has the potential to emerge as a game-changer for the mobility scenario in the coming years. Whether you need to commute short distances, tackle congested spots, or take intracity travel, an E-rickshaw is your one-stop solution that offers a fast, reliable, and hassle-free commute without burning a hole in your pocket.

Last-mile connectivity:

Compact dimensions, easy maneuvering, and lightweight body help E-rickshaws offer last-mile connectivity to commuters. Especially when it comes to congested roads, broken patches, and narrow streets, E-rickshaws ensure commuters reach their desired place in minimum time and botheration. While taxis and buses are important for intercity and long-distance travel, they can't match the prowess of E-rickshaws in ensuring last-mile connectivity to commuters. From bust stands to metro stations and shopping complexes, E-rickshaws today have become a popular commuting mode capable of offering last-mile connectivity to the masses.

Economic Perspective:

The E-rickshaw ecosystem has today become a holistic one with stakeholders generating sizable and attractive opportunities across the value chain. From components suppliers and manufacturers to owners, operators, and service channels, a large number of people are employed and earning their livelihood from the segment. Further, transactions in the ecosystem are generating income for the government as well in the form of taxes and duties levied on the industry. Moreover, the industry has also started attracting investment as the growing demand for E-rickshaws is encouraging new players to come into the segment with better products.

E-rickshaws: Striking Characteristics

Ownership Cost:

In comparison to other conventional vehicles, E-rickshaws are economical to own, run, and maintain, thereby making them an ideal proposition for starting the business with less investment. The upfront cost of buying an E-rickshaw is somewhere between Rs 1.5 lakh and Rs 2.8 lakh while any conventional auto rickshaw costs in the range of Rs 2.5 lakh to Rs 4.5 lakh. Further, the running and maintenance costs of E-rickshaws are also significantly lower than gasoline auto rickshaws. In addition, subsidies offered by the government under the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME-II) scheme on E-rickshaws further enhance their appeal on the ownership cost front.

MITULL BATRAA

" Mitull Batraa is the co-founder and chief executive officer (CEO) of Energy Electric Vehicles aka Udaan E Vehicles. Passionate about environment-friendly products that offer holistic benefits for society, Mitull is revolutionizing the mobility sector in India by offering E-Rickshaws and E-Autos to both consumer and commercial categories of the EV market. These solutions are now playing an instrumental role in achieving last-mile connectivity in India and that too in a very cost-effective manner. "

With the E-rickshaw market in India poised to reach $1,394.2 million by 2025, the time is opportune to further step up efforts and make the category a shining example of success in the sustainable mobility ecosystem. E-rickshaws offer a plethora of benefits such

as sustainable mobility, cost-effective commutes, and last-mile connectivity and this coupled with their positive impact on entrepreneurship, economy, and employment make them a catalyst of change for society.

Before co-founding Udaan, Mitull had worked with Defense Research and Development Organization (DRDO) and HMT and learnt valuable skills in the fields of mechanical engineering, design, and development procedures among others. He also learnt profoundly about robotics, automation, and other new-age technologies during his professional stint with these renowned organizations. All those insights are proving extremely helpful as Udaan is catalyzing the EV adoption in India and becoming an instrument of change for the masses.

Authored by : Mitull Batraa
B.Tech (Mechanical & Automation) and MBA (Marketing and Operations), Co-founder and CEO of Udaan E-Vehicles

Powering India's EV Dreams With A Skilled Workforce

In the heart of the 21st century, we stand at the precipice of a significant shift in the automotive industry. The unmistakable roar of the combustion engine is being gradually replaced by the 'silent hum' of electric motors. India, a country with an ever-expanding urban landscape, is embracing this electrifying change with open arms. Electric Vehicle (EV) revolution in the country is not just about sustainable transportation; it's about rewriting the career roadmap for thousands of enthusiasts.

Let's explore the pivotal role of skill development with a glimpse at the EV market size, skill gaps, current scenario of skilling in EV industry, its potential, government support, and challenges going forward. So buckle up your seatbelts as we get ready to zoom into an energizing new world of possibilities in India's EV future!

EV Industry: A Booming Career Sector

EV industry in India may still be in its nascent stage, but it stands on the brink of remarkable expansion in the years to come. As per a report from the International Energy Agency (IEA), India is poised to ascend to the position of the world's second-largest EV market, trailing only behind China, by the year 2030. The Indian government is championing this cause, setting an ambitious target of having 30% of the vehicles on the nation's roads powered by electricity by 2030. According to a report by NITI Aayog, this growth trajectory could propel the Indian EV market to a staggering size of $300 billion by the same year, opening up a multitude of career prospects for professionals possessing the requisite skills and expertise.

The Indian government has taken proactive measures to incentivise EV adoption. Programs like the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (FAME) scheme offer financial incentives to both EV manufacturers and buyers, making EVs an attractive choice.

Policy Support: Driving the EV Revolution

The substantial growth of Electric Vehicles (EVs) in India has been significantly driven by government support. A range of policy measures and incentives has been implemented to foster the adoption of EVs and facilitate the development of the electric mobility ecosystem. The government's focus on promoting clean energy and reducing pollution led to the introduction of various policies and initiatives to support EV adoption. One of the key initiatives was the Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles (FAME) scheme, launched in 2015, and later revised as FAME India Phase II. Under this scheme, financial incentives were provided to consumers buying electric two-wheelers, three-wheelers, and four-wheelers. Subsidies were also extended to manufacturers to promote the indigenous production of electric vehicles and components.

In 2015, encouraging indications of gradual but consistent EV adoption emerged among Indian consumers, notably in the NCR region, particularly with the increased usage of E-rickshaws. With government support, E-rickshaw sales soared, expanding their popularity to states like Punjab, UP, West Bengal, Bihar, and Haryana. The unexpected success of E-rickshaws surprised everyone with massive sales year after year.

The period from January to November 2023 witnessed a remarkable surge in electric vehicle (EV) sales in India, registering an impressive 50% increase, with a total of 1.38 million units sold. This substantial growth has captured the attention of both domestic and international entities. Recognizing the promising prospects of the electric vehicle sector in India, Global companies such as Citroën, Volvo Cars, BMW, Mercedes, Audi and many more have entered the market, unveiling fully electric vehicles. Their active participation reflects a robust confidence in the immense potential of the Indian electric vehicle industry.

Additionally, various state governments have introduced their own incentives, such as reduced road tax, registration fees, and toll charges for Electric Vehicles. Some states have even provided land at concessional rates to set up charging infrastructure, creating a favourable environment for EVs to thrive.

Skill Gaps and Curriculum Analysis

While government have made giant strides in addressing the EV related issues such as battery life and charging infrastructure, a major issue that needs attention is the lack of a skilled workforce that can design, develop, and test EVs built on new-age, sophisticated systems. As EV industry continues to grow, the demand for engineers with cross-disciplinary knowledge in mechanical engineering, electricals, and electronics is becoming increasingly important. However, the automotive sector currently lacks the necessary niche skills to work in the EV segment, which may lead to manufacturers having to hire from other industries such as software, aerospace, and consumer electronics where personnel are familiar with the role of connectivity and AI-enabled technology in the workings of machines.

To bridge the gap between demand and supply, the root cause of the issue needs to be addressed by updating course curriculums to align with the requirements of the EV industry. Mechatronics, a technology that combines electronics and mechanical engineering, is becoming increasingly important in the EV industry. As a multidisciplinary branch of engineering, mechatronics engineers specialize in creating smarter yet simpler systems by combining mechanics, electronics, and computing.

While mechatronics has been taught in American universities since the 1990s, India has been slow to adopt this new age speciality. As the country moves forward in its EV journey, multi-domain engineering specialists will need to manage mechanical motors while understanding the electronics driving them and the smart software controlling the same. To meet this need, educational institutions, universities, and industrial training institutes will need to revise their curriculums to include more focus on EV technology.

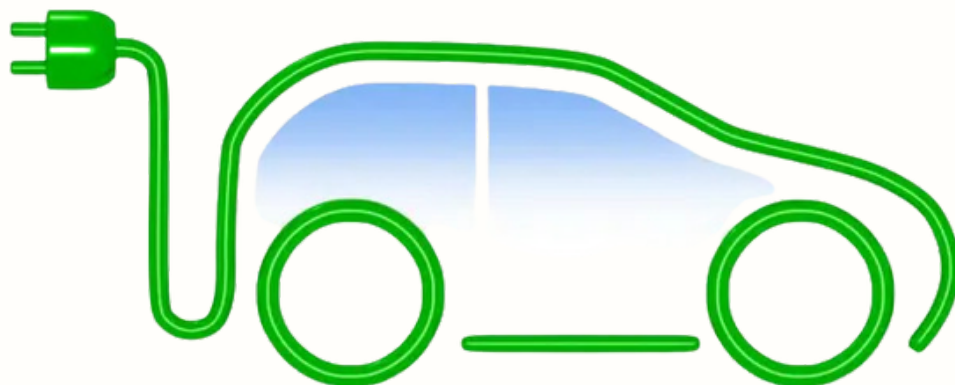## The Need for EV Skills Development

As the EV industry undergoes continuous evolution, the demand for skilled professionals is also on the rise. Skill development is crucial for the growth of the electric vehicle (EV) industry, providing the workforce with the expertise needed to address complex challenges. This is especially important as skill development in the EV sector creates new job opportunities and meets the demands of a rapidly growing industry. However, the current curriculum in India's engineering institutes may not sufficiently cover the specific skills required for designing, manufacturing, and maintaining electric vehicles. To bridge this gap, Automotive Skills Development Council (ASDC) under the aegis of MSDE, has taken proactive measures to equip India's automotive workforce with EV infrastructure knowledge.

Skill Development Program for E-Mobility

In order to address the skill gap in the e-mobility industry, various skill development programs and initiatives have been launched. These programs and initiatives are aimed at providing training and certification for individuals in various e-mobility-related roles such as EV technicians, charging infrastructure technicians, and service managers etc. The government has implemented an initiative to establish ASDC, approved by National Skill Development Corporation (NSDC), which aims to continually develop, and upgrade automotive skills for higher value additions. ASDC is also providing various EV courses in collaboration with leading industry players through both online and offline channels.

In addition to government-led initiatives, private companies and organizations are also working to improve the availability of skill development programs. For example, Tata Motors has launched a program to train and certify technicians in the maintenance and repair of EVs. Similarly, Energy Efficiency Services Limited (EESL) has launched a program to train individuals in the installation and maintenance of EV charging infrastructure. These programs are designed to provide hands-on training in the real-world scenarios and to prepare the trainees for the job market.

Apart from this, several institutions such as IITs in Delhi, Roorkee and Kharagpur, and UPES (University of Petroleum and Energy Studies) are offering courses and research facilities for EVs. Short courses and EV training are also available through NPTEL (National Programme on Technology Enhanced Learning), which is an initiative of the IITs and IISC.

Program and initiative from ASDC for EV Industry

ASDC is a council that is primarily focused on skilling, upskilling and re-skilling the workforce for the electric vehicle (EV) industry. ASDC has initiated various programs and collaborations with industry manufacturers, training partners, and academic institutions to upgrade the skills of the workforce. The council's strategy involves creating qualifications and curricula using National Occupation Standards (NOS), which are formally approved by the National Skill Qualifications Committee under NCVET.

ASDC provides a comprehensive range of training programs within EV industry, covering manufacturing, maintenance, repair, and charging infrastructure. Through meticulously designed courses and Qualification Packs (QPs) such as EV Assembly Operator, EV Assembly Technician, EV Maintenance Technician, EV Quality Control Inspector, EV Service Assistant, EV Service Technician, EV Service Lead Technician, EV Test Engineer, and EV Product Design Engineer, ASDC equips individuals with hands-on training and practical experience. This comprehensive approach not only hones their technical skills but also instils vital soft skills such as effective communication, teamwork, and problem-solving.

ASDC's initiatives include the Electric Mobility Nanodegree Programme, a six-month program in collaboration with DIYguru, for individuals with an engineering or diploma background, and the Dakshta training program, in partnership with Autobot India and MG Motor, focusing on AI (artificial intelligence) and EVs. Autobot Academy has also introduced a program called 'EV Engineering: Architecture and Components,' future-proofing job seekers in the EV technology sector. ASDC's commitment to staying current with industry advancements ensures their curriculum remains relevant and equips workers with the latest skills. In addition, Toyota Kirloskar Motor launched 'xEV SHIKSHA' with ASDC to create awareness about electrified vehicle technologies, benefits to customers, and the environment.

Another area of focus for ASDC is training drivers for electric buses in urban environments. The workforce has to be upskilled on safety norms related to electric vehicles and its devices. With Castrol India and several other partners, ASDC started a program to upgrade the skills of the existing workforce in the automotive industry.

In addition to creating jobs and improving the quality of EVs, skill development is also important for the expansion of the EV infrastructure.

The installation and maintenance of charging stations, battery storage systems, and other components of the EV infrastructure require skilled workers. Skilled professionals can ensure that these components are installed and maintained correctly, reducing downtime and ensuring the smooth operation of the infrastructure.

> "In addition to creating jobs and improving the quality of EVs, skill development is also important for the expansion of the EV infrastructure.

In conclusion,

the EV industry in India represents far more than a mere mode of transportation; it symbolises a voyage into the future. With the unwavering support of organisations like ASDC, an array of career opportunities is accessible across diverse domains. As the world charts a course towards cleaner and sustainable mobility solutions, the Indian EV industry stands at the forefront of innovation and change, poised to shape the future of transportation while propelling your career towards unprecedented horizons. Embrace the electric evolution; your future in India's EV industry awaits with open arms.

ASDC, a non-profit organization, operates under the purview of the Ministry of Skill Development and Entrepreneurship, Government of India. It is a collaborative effort, jointly established by the Government of India, the Society of Indian Automobile Manufacturers (SIAM), the Automotive Component Manufacturers Association (ACMA), and the Federation of Automobile Dealers Associations (FADA).

The primary mission of ASDC is to address and bridge the skills gap within the automotive industry.In addition to government-led initiatives, private companies and organizations are also working to improve the availability of skill development programs. For example, Tata Motors has launched a program to train and certify technicians in the maintenance and repair of EVs.

Similarly, Energy Efficiency Services Limited (EESL) has launched a program to train individuals in the installation and maintenance of EV charging infrastructure.

These programs are designed to provide hands-on training in the real-world scenarios and to prepare the trainees for the job market.

Apart from this, several institutions such as IITs in Delhi, Roorkee and Kharagpur, and UPES (University of Petroleum and Energy Studies) are offering courses and research facilities for EVs. Short courses and EV training are also available through NPTEL (National Programme on Technology Enhanced Learning), which is an initiative of the IITs and IISC.

Mr. Vinkesh Gulati
(Vice President, Automotive Skills Development Council)

Author -
Mr. Vinkesh Gulati (Vice President, Automotive Skills Development Council), a seasoned business strategist and automobile enthusiast, holds multiple leadership positions that underscore his wide-ranging expertise and influence. With a background in Law, complemented with MBA, Mr. Gulati has made a significant impact in both the automotive and education sectors. Mr. Gulati is also the Senior Vice President of United Group and manages educational institutions in Allahabad and Greater Noida, which impart degrees in Medical, Engineering, Pharmacy and Management. Mr. Vinkesh Gulati has been actively associated with FADA for over 12 years. As Chairman – Academy & Research and a key member in the FADA Executive Committee, Mr. Gulati has helped FADA reach newer heights.

Growth and Future of Telugu Film Industry

The Telugu Film Industry, affectionately known as Tollywood, has a rich history dating back to the early 20th century. It originated in the coastal city of Andhra Pradesh, where the first Telugu silent film, "Bhishma Pratigna," was released in 1921. However, the true turning points came with the releases of "Pathala Bhairavi" in 1951 and "Mayabazaar" in 1957, achieving blockbuster status and laying the foundation for Tollywood's subsequent growth. Pioneers like Raghupathi Venkaiah Naidu, H. M. Reddy, and B. N. Reddy played crucial roles in shaping Tollywood's formative years.

Despite facing challenges in technology, resources, infrastructure, distribution, and audience acceptance, their resilience prevailed, contributing to the industry's evolution and eventual success. A significant transformation occurred with "Sankarabharanam" (1979),

directed by K. Vishwanath. Departing from conventional storylines, it incorporated classical music and delved into social issues, opening doors for more experimental storytelling. In the 1980s and 1990s, filmmakers Dasari Narayana Rao and K. Raghavendra Rao played pivotal roles, each contributing uniquely to Telugu cinema. Dasari Narayana Rao's diverse filmography included social dramas, family entertainers, and political films, while K. Raghavendra Rao, known as the "King of Commercial Cinema," excelled in colorful entertainers and explored devotional and mythological genres. Together, their varied contributions defined the cinematic landscape across different genres during that era.

Ram Gopal Varma revolutionized Telugu cinema's technical aspects with his debut "Shiva" (1990), breaking from traditional standards. The film introduced realistic action, innovative sound design, and a redefined portrayal of heroism, leaving a lasting impact on filmmaking across industries. In the late 20th and early 21st century, a notable shift occurred as filmmakers challenged conventions, bringing fresh perspectives to Telugu cinema.

The 21st century witnessed a significant departure from traditional genres, exemplified by films like "Baahubali: The Beginning" (2015) and its sequel "Baahubali: The Conclusion" (2017), directed by S. S. Rajamouli. These magnum opuses not only redefined Telugu cinema but also set new standards for Indian filmmaking globally, seamlessly blending grand visuals, compelling narratives, and state-of-the-art technology.

Simultaneously, filmmakers like Sekhar Kammula ("Anand," 2004), Krish ("Kanche," 2015), and Venkatesh Maha ("Care of Kancharapalem," 2017) contributed to content evolution, exploring diverse themes, introducing realistic characters, and experimenting with narrative structures. The slice-of-life genre gained prominence with films like "Pellichoopulu" (2016) and "Arjun Reddy" (2017), challenging norms and resonating with a younger audience. These films focused on relatable characters and authentic storytelling, ushering in a new era of Telugu cinema.

The trajectory of the Telugu film industry's growth has indeed been remarkable, marking a transition from being predominantly regional to achieving a global impact. The catalytic role played by visionary filmmakers, with S. S. Rajamouli at the forefront, has propelled Telugu cinema onto the international stage. Historically, Telugu films were often remade in other South Indian languages, and a few ventured into Hindi remakes. However, the paradigm shift occurred with S. S. Rajamouli's magnum opus, **"Baahubali: The Beginning"** and its sequel **"Baahubali: The Conclusion."** These films not only shattered box office records but also garnered widespread acclaim, attracting attention from across the country and even internationally.

The success of "Baahubali" marked a turning point, with S. S. Rajamouli emerging as a trailblazer. His directorial prowess, coupled with innovative storytelling and unparalleled production values, brought Telugu cinema to a wider audience, including those who were not familiar with the language. The films transcended linguistic barriers and became a cultural phenomenon, earning admiration globally. Following the Baahubali saga, other Telugu films like **"Pushpa," "RRR," "Saaho,", "Kartikeya 2" and "Hanuman"** have continued the trend of receiving appreciation and collecting substantial box office numbers. These films showcase the industry's commitment to pushing creative boundaries, experimenting with diverse genres, and delivering highquality content that resonates with audiences worldwide. S. S. Rajamouli's **"RRR"** stands as a testament to Telugu cinema's international reach.

The film's Oscar and Golden Globe nominations have elevated the industry's prestige, drawing attention from the global film fraternity. Such accolades not only showcase the artistic excellence of Telugu cinema but also open doors for more international collaborations and recognition. The historic Oscar win for **"Naatu Naatu"** as the Best Original Song further solidifies the global appeal of Telugu cinema. Winning an Oscar is a momentous achievement, placing Telugu film music on the world stage and attracting attention to the industry's rich musical tradition. The collective success of these films has catapulted Telugu cinema to its peak, making it a force to be reckoned with on the global cinematic map.

The industry's ability to produce high-quality content that transcends cultural and linguistic boundaries has garnered admiration and respect from audiences and filmmakers around the world. The Telugu Film Industry is successfully adapting to the digital age by using Over-The-Top (OTT) platforms to connect with a global audience. This shift has been a smart move, bringing in income from different sources beyond the traditional movie theatres. Recent releases like

> "90's," "Dhoota," "Save the Tigers," "Oka Chinna Family Story," and "Rana Naidu"

have done well on OTT platforms, proving that Telugu films can capture the interest of viewers in the online space. These movies have also explored different genres on OTT. Additionally, filmmakers are evolving in their content creation, raising the quality, and setting new standards in the digital realm.

The future of Telugu cinema holds promise, characterized by significant growth in budgets and box office numbers, achieving unprecedented heights. Unlike the past, when Telugu movies primarily targeted local audiences, filmmakers now craft narratives that resonate with viewers across India. The excitement surrounding upcoming Telugu films such as Prabhas's "**Kalki 2898 AD**" and "**The Raja Saab,**" along with Allu Arjun's **"Pushpa 2,"** NTR's **"Devara,"** Pawan Kalyan's **"OG,"** and Ram Charan's **"GameChanger,"** underscores the industry's increasing national recognition. Simultaneously, the industry is undergoing a transformative shift with global collaborations, emphasizing elevated standards and diverse genres. "**Kalki 2898 AD**" participating in the Comic-Con festival and the excitement around S. S. Rajamouli's international project signal this evolution.

These developments underscore Telugu cinema's global ambitions, promising improved storytelling and production quality. Collaborations with international production houses introduce cutting-edge technology, raising production standards and enabling visually stunning cinematography. The industry's focus on diverse genres aims to captivate a global audience, with increased investments supporting ambitious projects. Telugu cinema's unique identity, blending global themes with cultural nuances, positions it as a significant force on the international stage.

These developments underscore Telugu cinema's global ambitions, promising improved storytelling and production quality. Collaborations with international production houses introduce cutting-edge technology, raising production standards and enabling visually stunning cinematography. The industry's focus on diverse genres aims to captivate a global audience, with increased investments supporting ambitious projects. Telugu cinema's unique identity, blending global themes with cultural nuances, positions it as a significant force on the international stage.

The excitement surrounding these films suggests that Telugu cinema is making a significant impact beyond its regional boundaries. Filmmakers from the Telugu industry have reached a stage where they are creating stories that connect with people all over India. This shift in narrative approach has contributed to the industry's growing prominence. In conclusion, the evolution of content in Telugu cinema has been a fascinating journey, marked by a departure from conventional storytelling to a more diverse, experimental, and socially conscious approach. The industry continues to evolve, driven by filmmakers willing to push boundaries and audiences eager for fresh and engaging narratives.

AUTHOR – HARISH GANESHAN
(FILM DIRECTOR, WRITER &
CONTENT ANALYST)

Charting the Course for a Greener Textile Industry

In the recently concluded COP 28 in Dubai, 197 countries, including India, have unequivocally pledged to reduce greenhouse gas (GHG) emissions and reinforced their commitment to the 2015 Paris Climate Agreement.

India, in particular, has already accelerated its transition into green economy. In the last year's Union Budget, the government made its intentions in this direction further clear by explicitly expressing its keenness to keep up with the 2015 Paris Agreement. This year, too, the Budget is expected to up the ante on the previously announced sustainable economy policies.

India, however, will highly bank on its manufacturing sector to turn green in order to make the shift. The term "green manufacturing" originated in Germany in the late 1980s and is involved in the whole product lifecycle. It intends to address all five areas: green resources, green design, green production, green manufacturing, and green disposal.

While this shift holds good for the entire manufacturing sector, the textile industry will have a substantial role to play: it contributes approximately 2.3% to the GDP, 13% to industrial production and 12% to exports. On the flipside, it is being called out for its environmental pollution because of its heavy dependence on non-renewable resources.

To progress in this direction, it is important that we acknowledge the challenges and work towards tangible solutions. The Indian textile and garment manufacturing value chain is complex and fragmented with multiple players involved. This causes difficulty for manufacturers to efficiently transition to sustainable manufacturing practices. The supply chain, too, faces certain issues such as lack of information, transparency, and cultural and language differences. This leads to an inadequate information exchange system, rational training, and knowledge within businesses, as well as poor distribution of data between vendors.

Further, manufacturers seldom get to form long-term collaborative relationships. They also face challenges like heavy competition. With multiple manufacturers from different competing nations bidding, it is difficult for one manufacturer to transition to more sustainable practices, since transitioning requires cost investment and a constant orders. Moreover, even though some buyers in the garment industry have multi-year relations with some of their manufacturers, stability in orders is also a rarity.

In the current context of hyper-competition and overcapacity among manufacturers competing to sell to well-known brands, price negotiations are very intense. The brands at times switch manufacturers on specific orders for a fraction of a cent difference per unit. This uncertainty, too, leads to lack of manufacturers' will and financial capacity to transition.

In addition to these key challenges, infrastructure-related challenges followed by regulatory-related challenges have been the other major challenges. Infrastructural challenges include lack of in-country technological development leading to inefficient and old machines being used that consume more resources and emit more pollutants than newer ones. Other infrastructural hindrances include acute shortages in power supply, lack of efficient transportation and financial issues like high cost of disposal of hazardous waste or eco-friendly packaging and high implementation cost for green technologies. Regulatory challenges, too, seem to be favouring linear manufacturing.

This being said, the Indian textile industry has been witnessing a rapid structural progression since 2010 in order to meet the needs of the stringent global buyers. This is driven by a shift in consumer consciousness, with an increasing number of individuals prioritizing sustainability. A market analysis conducted by Bain & Company reveals that approximately 15% of global fashion consumers have expressed concerns about sustainability and are consistently make purchasing decisions to lower environmental impact. This number is expected to surge to over 50% in the upcoming years, indicating a significant trend toward sustainable practices. In the United States, 78% of consumers express that a sustainable lifestyle is important to them, according to a study by NielsenIQ.

The evolving dynamics of consumer behaviour also highlight gender-specific preferences, particularly among female consumers. A survey by McKinsey indicates that 58% of female respondents below 35 years have said they go out of their way to buy clothing, accessories, and shoes from sustainable brands. This is significant as American women accounted for 80% of consumer spending compared to men, according to another survey.

Customer is now at the centre of the chain, thanks to the surge in e-commerce. To meet the expectations of environmentally conscious consumers, manufacturing brands have adapted to on-demand designs, altering the entire production-to-selling process. Today, clothes are ordered before they are made, a departure from the traditional model where items were produced first and then sold. This shift aligns with the principles of sustainability, minimizing waste and responding directly to consumer demands. In addition to shifting consumer preferences, international regulations imposed by major export destinations, including the USA and the UK, are steering brands towards compliance with green manufacturing standards. The stringent rules and regulations set by these nations necessitate a fundamental change in manufacturing processes to align with environmentally friendly practices.
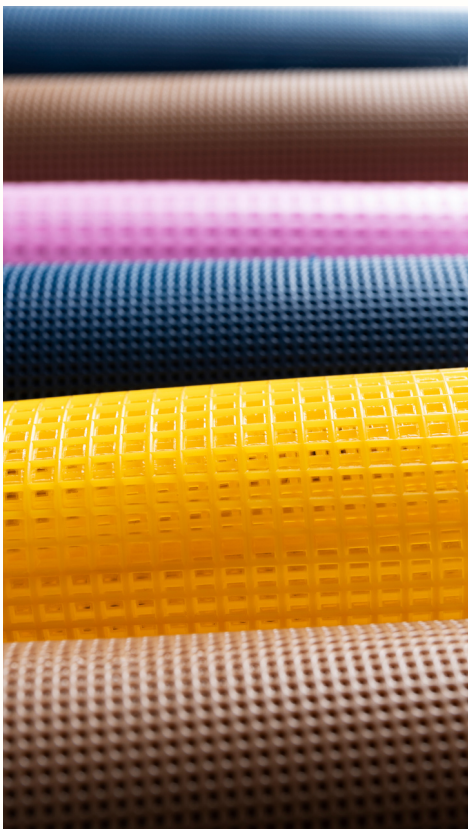
Brands that prioritize green production and manufacturing lines stand to benefit from this changing landscape.

Recognizing the need to address the concerns and expedite green manufacturing, the government has taken proactive measures. Production-Linked Incentive (PLI) schemes, the announcement to create an ESG task force, multiple textile-related projects such as Project SURE, Scheme For Integrated Textile Park (SITP), Silk Samagra, Powertex India, and Samarth serve as a testimony to its commitment.

Mega-investment textile parks have especially been playing a crucial role in furthering India's green manufacturing agenda. Different establishments, especially in southern India, have started organising into clusters or into bigger, integrated units with all processes under one roof: dyeing, weaving, washing, cutting and stitching. Several clothing units have also taken advantage of the government's Technology Upgradation Fund Scheme (TUFS) to expand and modernise their units. Having all of the processes under one roof enables ease in investing in waste management systems such as wastewater treatment plants, which would be a very high investment for individually functioning decentralised manufacturing units.

Additionally, these mega parks aim to have the entire manufacturing value chain in the same area. Research shows that firms that operate within the composite product category have better means to implement the circular economy business model and perform better in sustainability because the entire production process – from raw materials to finished goods – takes place under one roof; such a production process requires less transportation and results in a smaller carbon footprint during distribution and is easier to compare the logistics of reuse, recovery, recycling and so forth. This is of significant importance for India as 80% of the country's total garment is unorganised, which generally suffers from fragmentation and technology obsolescence, leading to inadequate ability to produce high-quality fabric.

India's gross expenditure on research and development (R&D), too, has seen a rapid increase in recent years from Rs 394.4 billion (approximately USD 482.6 million) in 2007–08 to Rs.1.1 trillion (approximately USD 13.45 billion) in 2017–18. This leads to a rise in potential for R&D labs working in relation with marketing, production, development of new eco-friendly substitutes like development of biodegradable and environmentally sustainable enzyme options for traditionally used enzymes for fabric softening process which also reduces water consumption or development of new techniques for salt-free dyeing of cotton with reactive and direct dyes that reduces excessive water use.

India's textile industry has come a long way in the last few years and it shows a promising growth. However, to harness its full potential, a multifaceted strategy is imperative. A holistic approach encompassing legislation, collaboration, consumer education, and technological advancement is vital for a sustainable future in the textile industry.

By N Chandran,
Chairman Eastman Exports

N CHANDRAN, CHAIRMAN EASTMAN EXPORTS

The Evolution of EV Charging Infrastructure

Charging Ahead: The Evolution of EV Charging Infrastructure

In recent years, the Indian automotive industry has been transforming rapidly towards sustainability, with electric vehicles (EVs) being a key propeller. By 2025, the market share of passenger EVs is expected to rise above 6 per cent and be ambitious on its SDG goals. The country aims to have 30% of electric vehicles in the total sales of automobiles by 2030, potentially saving over $14 billion annually on crude oil imports. To facilitate this clean mobility drive, the government has allocated $96.8 million to the FAME scheme and introduced supply and demand-side incentives. However, the successful transition relies on efficient and robust EV charging infrastructure, which is evolving with time amidst unprecedented opportunities and challenges.

A focused start

In the early days of electric vehicles, charging infrastructure worries and range anxiety were major obstacles to mainstream adoption. But a noteworthy transformation is underway, propelled by a confluence of government programs, technology advancements, and a rising consciousness of the necessity of sustainable transportation.

EVs are gaining immense popularity in India as governments aim to reduce carbon emissions due to internal combustion engine (ICE)-based vehicles. The evolution has been going through vibrant dynamics on technological as well as execution fronts. Since the charging infrastructure is the core of electric mobility, the entire evolution is emerging as an engine of mobility transition.

ECO TRANSPORT

Technology, the ultimate trigger

The continuous advancement of quicker and more effective charging technologies is one of the main forces behind the expansion of EV charging infrastructure. Level 3 DC fast chargers are gradually replacing, and sometimes even replacing, traditional charging stations, also known as Level 2 chargers. These powerful chargers can significantly increase an EV's battery capacity in a couple of minutes, increasing the viability of long-distance driving and lowering the perceived annoyance of frequent charging stops.

Furthermore, developments in wireless charging technologies are laying the groundwork for an EV charging future in which vehicles only need to park over approved charging pads. This invention makes charging easier for users by doing away with the requirement for physical connectors and streamlining the procedure. We should anticipate more charging experience simplicity as these technologies advance, bringing us closer to a time when charging an electric car will be as simple as parking.

Gaining government support

An important factor in hastening the development of the infrastructure needed to charge electric vehicles is government backing and regulatory initiatives. The Centre, as well as state governments, are making significant investments in developing its network of charging stations, providing financial incentives to companies and individuals that build charging stations, and enacting laws that encourage the expansion of the EV market. These initiatives facilitate a cooperative approach to creating a strong charging network by addressing the existing infrastructure gaps and acting as a spur for private investment.

Impactful collaborations

The private sector is also making substantial contributions to the evolution of EV charging infrastructure. Automotive manufacturers are increasingly investing in charging networks to enhance the ownership experience for their customers. This collaboration between automakers and charging infrastructure providers is creating a seamless ecosystem, ensuring compatibility and interoperability between different EV models and charging networks.

Furthermore, partnerships between governments, utilities, and private companies are driving the development of smart charging solutions. These systems leverage advanced technologies such as artificial intelligence and the Internet of Things (IoT) to optimize charging patterns, reduce energy costs, and alleviate stress on the electrical grid. By integrating renewable energy sources into the charging infrastructure, we can further enhance the environmental benefits of electric vehicles and contribute to a more sustainable energy ecosystem.

In conclusion, the development of the infrastructure for charging electric vehicles is evidence of the revolutionary potential of creativity and teamwork. The scene is changing at an astounding rate, from smart charging infrastructure and government assistance to quicker charging technologies and wireless solutions. The ongoing construction of EV charging infrastructure will be a crucial enabler as we forge ahead toward a cleaner and more sustainable future, guaranteeing that electric vehicles become a viable and accessible option for people all over the world. Accepting this progress is a leap towards a more sustainable and environmentally friendly future.
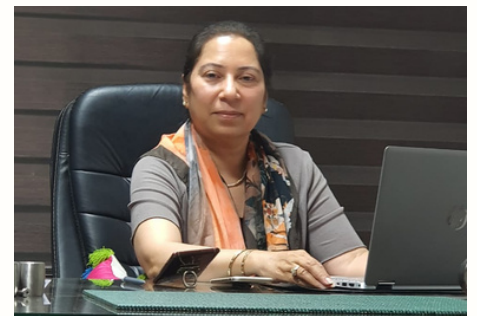
**BY GUNJAN MALHOTRA,
DIRECTOR OF KOMAKI ELECTRIC DIVISION**

DIVE INTO WELLNESS WITH TEDDBOTS

Dive into Wellness with Teddbots: CEO Anil Daniel's Aquatic Revolution

ANIL DANIEL

In the realm of health and fitness, Teddbots isn't just making waves – it's creating a tidal shift. Founded over five years ago, Teddbots, under the visionary leadership of CEO Anil Daniel, is redefining wellness through a dazzling array of aquatic innovations that are not only cutting-edge but also surprisingly affordable.

Making a Splash with Unrivaled Products

Under the Brand "AQUATEDD" their products cater to a diverse range of applications, including Cerebral Palsy, Autism, Muscular Dystrophy, Down Syndrome, ADHD, Dyslexia, Arthritis & Fibromyalgia, Neuro-Rehabilitation, Ortho Physiotherapy, Neuro-Physiotherapy, and athletic training. These products offer relaxation to children with various symptoms, aiding in the enhancement of confidence, improvement in gait, handwriting skills, and motor functions

1. Underwater Treadmills that's a "Wow"

Dive into fitness with patented options like drop-in, chamber, manual, and motorized treadmills with no current coming in the water. The only company in the world having inclination in the underwater treadmill category
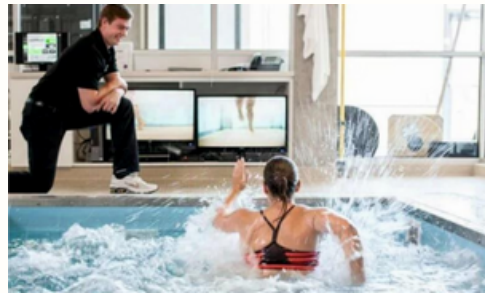
2. Multigym Magic:

Elevate your aquatic workouts with a versatile Multigym that turns water into your ultimate fitness ally with rowing, cycling and pedalling in one equipment

3. Heated Pools with hoists for Pure Bliss:

Immerse yourself in the luxury of therapeutic pools designed for relaxation and revitalization along with a hoist to enter and exit the pool for the challenged ones.

4. Counter Current Coolness:

- Experience the future of aquatic workouts with integrated and wall-mounted counter-current systems where you swim against the current in a static position.

5. Cryotherapy – Chill Like Never Before

Harness the power of cold therapy with Teddbots' cutting-edge Cryotherapy solutions.

Anil Daniel's Vision: Affordable Wellness for All:

At the helm is Anil Daniel, a visionary on a mission. Teddbots doesn't just sell products; it's a movement dedicated to making aquatic therapy and fitness accessible to everyone. Priced at a mere quarter compared to foreign counterparts, Teddbots products are a testament to its commitment to democratizing wellness.

From Hospitals to Homes: Teddbots' Impact Unleashed:

Hospitals, rehab centers, sports facilities – Teddbots is making waves in every domain. But the revolution doesn't stop there; residential communities and apartments with pools are embracing Teddbots products, transforming lifestyles and embracing a new era of wellness.

Aquatherapy: Where Results Speak Louder:

Teddbots isn't just selling products; it's selling results. The focus on Aquatherapy isn't a trend; it's a lifestyle shift. As more individuals experience the transformative power of Teddbots' aquatic solutions, the ripple effect is felt across the health and wellness industry

In essence, Teddbots isn't just a company; it's a celebration of wellness, a splash of joy, and a revolution in every drop. As Anil Daniel and his team steers the ship toward a future where wellness knows no boundaries, Teddbots invites you to dive in, make a splash, and redefine your idea of fitness and rejuvenation.

FLORAL FLAVOURS: THE RENAISSANCE OF EDIBLE FLOWERS IN CUISINE

Flowers have been an integral part of the culinary world for centuries, providing not only visual appeal but also a delightful gastronomic experience. The use of flowers in cuisine has deep cultural roots worldwide, with many global dishes incorporating blossoms. As we embark on this fragrant journey, we'll explore the historical significance of edible flowers and glimpse into future trends shaping their continued evolution in the world of gastronomy.

CORPORATE EXECUTIVE CHEF VH SURESH

Historical Tapestry, A Blossom Across Time

Delving into history, different types of flowers have played essential roles in cooking for various reasons, including health benefits, unique flavours, and vibrant colours. In medieval Europe, marigolds and primroses found their way into salads, stews, and desserts, imparting slightly peppery and sweet flavours.

Ancient Romans enhanced their cooking with purees of violets and roses, while the Chinese used chrysanthemums and honeysuckles for medicinal purposes. Cherry blossoms, or sakura in Japan, hold a unique place in culinary traditions, being used to infuse drinks, make rice cakes, and even pickled in salt barrels for a distinct flavour. In Indian culinary culture, roses and banana blossoms have been culinary staples for centuries across regions like Bengal, Kerala, Tamil Nadu, and Andhra Pradesh.

Despite their deep-rooted history in culinary traditions worldwide, some edible flowers experienced a resurgence in popularity that captured the digital realm. A notable case is the blue pea flower, which took the internet by storm a few years ago. Although these flowers have been cherished for their vibrant hue and subtle earthy notes in Asian cuisines for centuries, their sudden viral fame can be attributed to a renewed interest in traditional and exotic ingredients. Social media platforms played a pivotal role in catapulting blue pea flowers into the global culinary spotlight, with chefs and food enthusiasts showcasing their captivating use in dishes, drinks, and even desserts. This digital renaissance serves as a testament to the dynamic nature of culinary trends and the ability of social media to breathe new life into age-old ingredients.

A CONTEMPORARY CULINARY CANVAS

Edible flowers are a must-have in modern culinary creations. Chefs worldwide employ innovative techniques to extract the unique flavours, aromas, and colours of these blooms to enhance the complexity of their dishes. Syrups, oils, and ice cubes infused with edible flowers are popular ingredients in the culinary world. They add a subtle floral flavour and enhance the appearance of various dishes and beverages. For instance, Hibiscus syrup is a great choice for adding a tangy taste and vibrant colour to drinks or desserts. Chefs often infuse oils like olive oil or grapeseed oil with the aroma and flavour of edible flowers, using them in various ways, such as drizzling over salads, finishing dishes, or as a base for sauces. Additionally, frozen edible flowers can be made into ice cubes and added to beverages, especially cocktails and cold summer drinks, to give them an elegant touch. Flowers like elderflowers, lavender, or violet are integrated into batters, creams, and frostings, creating desserts with unique floral undertones. These innovations showcase the versatility of edible flowers in both savoury and sweet dishes, highlighting the dynamic nature of contemporary cuisine and the exploration of new possibilities.

Visual Symphony with Edible Petals

Edible flowers enhance dishes aesthetically, making them visually stunning and social media-worthy. Chefs use their vibrant colours, unique shapes, and delicate textures to elevate the presentation of their culinary creations. Food comes in a range of colours, from bold reds and purples to soft yellows and whites. Edible flowers are used as natural garnishes to enhance the presentation of a dish, adding elegance to even the simplest of meals. Chefs often use individual flower petals as artistic elements, delicately placing them on dishes to create intricate patterns or visually pleasing arrangements. The petals serve as edible embellishments that contribute to the overall aesthetics of the plate. Edible flowers enhance dessert presentations, adding natural beauty and elegance. Chefs source locally grown and organic flowers, leveraging their cultural symbolism to enhance the narrative of a dish. Sometimes, chefs collaborate with florists to create visually stunning arrangements that are both delicious and aesthetically pleasing.

flowers has become a trend among culinary influencers and trendsetting chefs, setting new standards for what is considered visually appealing and shareable on social media platforms. Chefs understand this importance of aesthetics on social media, and the inclusion of visually striking blossoms makes their creations more shareable and popular. Chefs often incorporate edible flowers that hold seasonal or cultural significance, using them to convey a story or theme on the plate. This adds layers of meaning to the visual presentation, engaging diners in a multisensory experience.

Beyond Petals and Plates

As the culinary world continues to explore and embrace global flavours, we are likely to see an increase in the variety of edible flowers used in different cuisines. Edible flowers are gaining popularity in cuisine and are expected to continue to grow in the future. Emerging trends and potential innovations include consumer education, edible flower-based products, diversity in floral selection, functional flowers, sustainability and foraging, innovative culinary techniques, cross-cultural fusion, and edible flower cocktails and beverages. Chefs may experiment with flowers from various cultures and regions, introducing consumers to new and unique flavour profiles.

Some flowers are gaining attention for their potential health benefits. Future culinary trends may incorporate flowers with medicinal or functional properties, such as antioxidants or anti-inflammatory agents, which could appeal to health-conscious consumers. Chefs are adopting molecular gastronomy to create unique flower-based foams, powders, and textures, enhancing the presentation and dining experience. The trend of cross-cultural fusion in the culinary world is increasing and may influence the use of edible flowers, inspiring chefs to experiment with traditional and exotic flowers in innovative ways.

A Timeless Journey into Culinary Innovation

In the dynamic realm of gastronomy, edible flowers remain timeless contributors to culinary innovation. From historical roots to modern social media trends, their appeal extends beyond taste, captivating us visually. Looking forward, as culinary exploration evolves, edible flowers promise a future rich in diversity, sustainability, and innovative cross-cultural fusion. Chefs and enthusiasts alike are set to continue pushing the boundaries, creating a blooming tapestry of flavours that engage both the palate and the imagination. The journey into the world of floral flavours is poised for an exciting and promising continuation.

CHEF VH SURESH

Corporate Executive chef at Platform 65

Cultural Connect

Connecting Minds, Bridging Hearts, One Culture at a Time.

CONTACT US

Office Address

10, Tapodham Rd
10, Tapodham Rd, Warje,
Pune, Maharashtra
411052

📞 9665088197   ✉ www.culturalconnect.in

INSIDER VIEW