

Entrepreneurs fight for best start-ups

Hacking, agri-tourism, creative arts, software solutions and many more innovative business ideas are competing for the Tata Nen Hottest Start-up awards

Daksha Warty

The ethical hacker

Among the young entrepreneurs getting the Tata National Entrepreneurship Network (NEN) nominations is 22-year-old Neeket Pokharna, who has founded Web Defenders. Neeket is a certified ethical hacker, a person who maintains computer security. Neeket stood first while pursuing a diploma in cyber law at the Asian School of Cyber Crime. Even before he had officially completed his course, he was offered an assignment with the army at Jammu and Kashmir for a month-and-a-half.

"That was a lifetime experience as I moved from Jammu to Srinagar and then Udhampur, but I returned as I was homesick and had to complete my studies," he said, adding that computer security was also known as ethical hacking. "After taking permission in writing from clients, we proceed with checking the computer system. This means that we have access to all the sensitive data and information. We try and find the problem or the loophole and rectify it," Neeket said. Sometimes even friends or enemies hack your ID and send abusive or offending messages and these mails need to be investigated and tracked, he added. "We can easily trace the mail, and find its origin and the time and location from where it originated," he said. Web Defenders is nominated as a hot start-up company as it is a one-stop company offering all solutions in detecting and preventing cyber crime, be it forensics, investigations, network and personal security, data back-up, recovery and configurations.

Art is in her blood

Living by the motto, 'Earn while you learn', and realising her dreams besides competing with herself, young Pallavi Mane (27) started Pallavi Arts in 2003 to provide services related to designing and printing. The company caters to industrial and commercial designer needs and quality printing with all production facilities under one roof in Pune. She has also



1. Pallavi Mane (circled) with her team. 2. Neeket Pokharna, founder of Web Defenders. 3. Foreigners at a farm in Baramati under the Agri Tourism Development Corporation - Ravindra Joshi/DNA

started web and software development. Her aim is to provide the best designing and printing services in time so as to be a partner in customers' success.

Pallavi has completed a three-year diploma in printing technology (BTE board) from Maharashtra Institute of Printing Technology in 1998. She joined Sawkar Art Service (SAS) — a commercial designing and printing press as a designer while pursuing her education and got a Bachelors' in Computer Applications (BCA) certificate. She was still studying when her live project on online system of admission got her clients. While working in SAS, she came in contact with India's largest and top automotive companies.

She also did a short course in animation and web development, and started her venture, Pallavi Arts with her younger brother Vikas Mane.

She completed her Masters in Computer Applications (MCM) from Smt Hiraben Nanavati Institute of Management and Research for Women, and was encouraged by her faculty to participate in the Tata NEN Hottest Startups Contest. Her office ranked 92nd out of 600 companies in one week with a turnover of over Rs10 lakh. Pallavi is now aiming to generate business in crores. Moving in that direction, her company is now a major supplier to India's largest and top automotive companies Maruti Suzuki, including Pune dealers—Chowgule Industries, My Car Pvt



NEN Startup Awards

- Tata Consultancy Services (TCS) has joined as a special partner in this initiative and the TCS Small and Medium Business (SMB) unit focuses on providing holistic IT solution to new and emerging enterprises. The TCS-SMB unit will provide common office applications and vertical specific applications for free as part of its IT-as-a-service concept, to the winning startup in the areas of manufacturing, retail, healthcare and education.
- Business training, mentoring and incubation support of up to Rs50 lakh by the Indian Institute of Management-Ahmedabad and the Confederation of Indian Industry.
- Incubation opportunity will be offered to a befitting venture by IIM-Bangalore and NS Raghavan Centre for Entrepreneurial Learning, which is a part of IIM-Bangalore.
- Admission to Microsoft's Startup Accelerator Programme for at least one winner.
- All short-listed startups will receive direct admission to pitch to Angels courtesy Indian Angel Network and Mumbai Angels and admission to The Indus Entrepreneur's (TiE) nurturing programme.
- In addition, all nominated companies stand a chance to be invited for the Seed Fund Funding Challenge, where the winner could receive Rs2-3 crore of investment capital subject to evaluation from Seed fund.

population by bridging the divide between the people in India and people living in Bharat.

In the past four years, since the pilot project started, the company has had over 28,000 people, mostly from Pune and Mumbai, visit Baramati farms generating a business of Rs1 crore. "The intention is to give people a hands-on experience of farm life by making them do some chores on the farms. The package varies from day tours to weekends or a few days at cost of Rs 550 a day, which includes breakfast, lunch, snacks and dinner. Several foreigners have also been visiting the farms and taking part in activities. The Indian Institute of Public Management (IIPM) has been also marketing the concept of agri-tourism and has invited students from Singapore to visit the project farms," Taware said, adding that they were working at increasing the turnover by 25% annually.

The latest is the Maval Agri Tourism Development Corporation covering farmers in Lonavala and Khandala started by Taware with the help of 70 farmers. "We do the marketing for the farmers and get them customers charging a fee of 30% of their annual revenue. Our aim is to encourage them to generate income through agri-tourism and prevent them from selling the farm lands." The project has been nominated for the Tata NEN awards through agri-tourism.

Pooling the talented

Nitin Shimpi (45) and Manjusha Madabushi, both IIT Mumbai graduates, started the company in September 1997 to provide off-shore software development services to clients based in the US. It has now focused on the Indian market and Nitin Shimpi has made products for the small mid-size companies and IT companies, especially in the field of recruitment. "Having worked in IT, I realised the need to streamline procedures in the recruitment process, identify needs of the company and have a large database of people to find appropriate talent. So far, 50 companies have used the product talent pool, considering that there are 10,000 IT companies, of which less than 5% companies have the software to deal with the recruitments," Nitin said, adding that there is a variant to the product talent scout. Nitin returned to India in 1987 after doing a masters in the US at a time when it was not fashionable to return. "The company has specialised in client server solutions, e-commerce solutions, software development and consultancy. The company has been nominated for the Tata NEN awards as less than one per cent of mid & large-sized Indian businesses have automated their recruitment processes."



Nitin Shimpi

A boost for agri-tourism

The brainchild of Pandurang Taware, Agri Tourism Development Corporation was started by farmers to create innovative ways to supplement their income source through agri-tourism while also to change the perception of urban people towards the rural

Ltd, Toyota, including Pune dealer DSK Toyota, and in other sectors Hindustan Petroleum Government of Maharashtra (agriculture department), Ramlex Pvt Ltd, National Indosonic, Smt Hiraben Nanavati Institute of Management & Research for Women to name a few.

E · N · G · A · G · E · M · E · N · T · S

WORKSHOP

programme, positively pregnant. There will be sessions on prenatal exercises, painless labour, nutrition, breastfeeding and postnatal care.

When: Till Dec 31

Where: Jehangir Hospital

Contact: 26055050

Art and craft

Drawing, painting and craft workshop is being organised.

When: Till Nov 10, 10 am to 5 pm

Where: Mukund Nagar, near Swargate

Learn carpentry

Special carpentry workshop for 8-year-old children and above is being held. They will learn to make wooden articles like tissue paper holder, aeroplane, bird, bookstand, tray etc. It helps to develop concentration.

When: From Nov 3

Where: C3, 1st floor, flat no.4, Kubera Park, Lulla Nagar, Kondhwa

Contact: 98601 80427

Turn artists

Learn to make different types of paintings in medias like acrylic, mix media and oil

When: Till Nov 25

Where: DSK, Mukund Nagar

Contact: 9325644751

Yoga course

Nature Cure faculty is organising a yoga course for 10 days.

When: Till Nov 10, 9 am to 10 am

Where: Yoga Ashram, behind Cummins Factory, Gandhibhavan, Kothrud

Prenatal programme

Expectant couples can attend a prenatal

LECTURE

Health talk

Noble Hospital will organise lecture on obesity and metabolic surgery

When: Till November 9, 8 am to 6 pm

Where: Noble hospital, Hadapsar

PUBLIC PROGRAMME

Discussion

AD Bhosale Samyavadi Shikshan Sanstha will hold a lecture on reinstatement of capitalism in Soviet Union as well as future of present capitalism and socialism

When: Nov 8, 5.30 pm

Where: Shramik, Shivajinagar

Literary meet

Maharashtra Sahitya Parishad will hold a seminar on World Marathi literary meet. DB Kulkarni will speak on the occasion.

When: Nov 8, 6 pm

Where: Madhavrao Patwardhan Sabhagruha, Maharashtra Sahitya Parishad

Camp

Dr Vishwas Dake will hold an eye check-up camp on squint, cataract, diabetes

When: Nov 8, 9.30 am

Where: Dake's Institute for sight, myopia and laser center, 2077, Vijaynagar colony, Sadashiv Peth

Pulostav

Aashay Sanskritik club will organise 6th Pulostav. Note writer Vijaya Mehta will be given the Po. La award.

When: Nov 8, 10.30 am

Where: Yashwantrao Chavan Natyagruha, Kothrud

Centenary function

Maharashtra State Press will hold valedictory function of birth centenary of Narubhahu Limaye.

When: Nov 8, 10.30 am

Where: Maharashtra State Press, Aryabhushan Bhavan, FC road

Jashn

Quick Heal will organise Jashn 2009 for launching of Quick heal, 2009

When: Nov 8, 6.30 pm

Where: Siddhi Gardens Near Mhatre Bridge, Pune

Diwali treat

Anil Shirole Friends' circle will hold a programme of Diwali pharal

When: Nov 8, 6 pm to 9 pm

Where: New English School, Ramanbaugh, Shaniwar Peth

Inauguration

Dalai Lama will inaugurate 'Gita Mandir'

When: Nov 8, 2 pm

Where: Sadhu Vaswani Mission

Health camp

Bharati hospital will hold free medical check-up camp for cough, cold, blood pressure, chronic coughing, asthma, TB, heart diseases and diabetes

When: Till Nov 15, 10 am onwards

Where: Bharati hospital, Katraj-Dhankawdi

Vision GenX

Kothrud Cultural Committee and Shardiya lecture series will hold talks by Deepak Shikrapurkar on '21st century and computers'

When: Till Nov 10, 5 pm to 7.30 pm

Where: Punaji Sabhagruha, Paud Road

EXHIBITION

Coal Art

An exhibition of charcoal sketches and paintings by Aarti Bagade will be held.

When: Till Nov 12, 11 to 6 pm

Where: Aperture India, Mukund nagar

Picture scope display

Art connoisseur Priyamvada Pawar and Neena Shahani has organised an exclusive art exhibition by 35 eminent artists

When: Till Nov 12

Where: Art2day, M.G road

Contact: 24452706 or 9325499599

Abstract paintings

Abstract paintings by artist Vijay Ghayal will be on display.

When: Till Nov 15

Where: Malaka Spice, Vrindavan Apt, Lane No 6, North Main Road, Koregaon Park

Contact: Malaka Spice art gallery on 26151088 or 26156293

Symphony of colour

Symphony of colour, an exhibition of painting by Navathi Kshirsagar, Vishal Faste and Sanjay Tikkal is on display.

When: Till Nov 9, 11 am to 7 pm

T · R · A · V · E · L

FLIGHT DOMESTIC

Delhi Kingfisher : 06:15 AM Jetliette : 03:20 PM Air Deccan : 12:30 PM Indigo : 12:10 PM, 4 PM Spicejet : 7 AM, 1:15 PM Indian : 6:45 PM	Mumbai Jet Airways : 11:10 AM, 5:50 PM	Bangalore Kingfisher : 7:50 AM, 5:55 PM Air Deccan : 3:15 PM Jet Airways : 1:40 PM Spice Jet : 3:45 PM Chennai Jet Airways : 6:55 PM Air Deccan : 3:15 PM Spicejet : 11 PM	Almedabad Kingfisher : 5:55 PM	Hyderabad Jet Airways : 11:10 AM, 5:50 PM
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CONTACT

Jet Airways	26137181/2616	8153/2617524
Spicejet	1800 180 3333	
Indigo	1800 300 3000	
Jetliette	1800 22 3020/3030/2020	
Indian	29888433/1800 180 1407	
Air Deccan	3900888/9890477008	
Kingfisher	020 27293030/ 1800 1800 101	

ALMANAC

08-11-2008 (Saturday) Shri Vikram Samvat 2065, Sake Era 1930, Sun Dakshinayan, Dakshin Gole, Sharad Ritu, Kartik Shukla Paksha Dashmi till 11.15 pm, Nakshatra Shatbhisha till 06.18 pm, Yoga Dhruva till 02.02 pm, Karan Tail till 11.21 am, and after that Gar till 11.15 pm, and Vanji Starts. **Rahu Kala time** — 09.00 am to 10.30 am, **Yam Kala time** — 01.30 pm to 03.00 pm. **Best Period** — 07.30 am to 09.00 am, & 04.30 pm to 06.30 pm — Pandit Vijay Tripathi

ANNOUNCEMENT

If you want to be featured in the engagements column send the information with photographs to puneeventsdna@gmail.com

T E L E V I S I O N

7:00 - 12:00 hrs.	AXN 07:00 The Amazing Race 08:00 2007 LG Action Sports Championships 09:00 David Blaine : Frozen in Time 10:00 Infomercial/30 Min 11:00 Ripley's Believe It Or Not!	CHANNEL V 07:00 Good Morning 07:50 Fresh (V) Deo 08:00 Good Morning 09:50 Fresh (V) Deo 10:00 Good Morning 11:00 Zabadast Hits 11:50 Fresh (V) Deo	DISNEY 07:00 Mickey Mouse Clubhouse 09:30 Track In The Box 10:00 George Of The Jungle	MTV 07:00 Kick Ass Mornings	SAHARA ONE 08:00 Bhavishyavani 08:05 Teleshopping 08:30 Draupadi 09:30 Chacha Chaudhary 10:00 Doli Saja Ke	STAR PLUS 07:35 Raja Ki Ayeegi Baraat 08:00 Kyunki Saas Bhi Kabhi Bahu Thi 08:30 Baa, Bahoo Aur Baby 09:00 Shararat 09:30 Movie - Dragon Tiger Gate 11:30 Bidaai	STAR WORLD 07:35 Raja Ki Ayeegi Baraat 08:00 Kyunki Saas Bhi Kabhi Bahu Thi 08:30 Baa, Bahoo Aur Baby 09:00 Shararat 09:30 Movie - Dragon Tiger Gate 11:30 Bidaai	STAR GOLD 08:30 Maa Vandevi 12:15 Dulhe Raja	STAR MOVIES 08:30 Spy Kids 10:40 Fx II 12:50 Romance & Sizzle	STAR CINEMA 08:30 Naag Devi	STAR STUDIO 08:30 Charlie Chaplin 08:00 Under	Suspicion 10:30 Rushmore
12:00 - 19:00 hrs.	AXN 12:00 Numb3rs 13:00 House 14:00 Cashmere Mafia 15:00 Movie - Suspect Zero 17:00 Terminator : The Sarah Connor Chronicles 18:00 Afterworld 18:30 Ultimate Guinness World Records	CHANNEL V 12:00 G Spot 12:10 Zabadast Hits 12:53 Pakao 13:00 Zabadast Hits 13:53 Full On 14:00 Zabadast Hits 14:53 Lola Gk 15:00 FDFS 16:30 G Spot 16:40 Zabadast Hits 16:53 Movie No.1 17:00 Zabadast Hits 17:53 Full On 18:00 Zabadast Hits	DISNEY 12:30 Shararat 15:00 Kartika 17:30 Magical Do Re Mi 18:00 Monster Buster Club 18:30 Phiness And Ferb	MTV 12:00 Roadies Rear View 13:00 Daily 14:00 Download 15:00 Beat Box 18:00 OT 18:30 MTV U 18:30 Meet Mila De Rabba 19:00 MTV U	STAR PLUS 12:30 Bidaai 15:30 Movie - Mr & Mrs Khiladi 18:30 Kish Desh Mein Hai Meraa Dil 19:00 Kasturi 20:00 Nach Balye 4 21:00 Prithviraj Chouhan 21:30 Baa, Bahoo Aur Baby 22:00 Amul Star 23:00 Sex And The City	STAR WORLD 12:00 Blood Ties 13:00 The Unit 14:00 Beauty And The Geek 15:00 Last Comic Standing 16:00 Who Wants To Be A Superhero? 17:00 Most Daring 18:00 Jimmy Kimmel 19:00 History's Classroom - Assembly Line 11:00 Friday Film - Marilyn & Me	STAR GOLD 12:50 Romance & Sizzle	STAR MOVIES 12:50 Romance & Sizzle	STAR CINEMA 12:00 Viewers	STAR STUDIO 12:30 Legend Of The Red Dragon 14:20 Air Force One	2009 Fashion Milan /Paris A/W'08	ZOOM 19:00 Zabar 10 19:30 Bollywood Club 20:00 Ek Se Badkar Ek. Chota Packet Bada Dhamaka 21:00 Naagin 21:30 Aladin 22:00 Sa Re Ga Ma Pa Challenge Desi Top 20
19:00 - 00:00 hrs.	AXN 19:00 The Amazing Race 20:00 Movie - The Marksman 22:00 AXN Xtreme : India Vs Pakistan 23:00 24	CHANNEL V 19:00 Full On 19:30 Lola Tv 19:43 Fresh (V)Deo 19:53 Pakao 20:00 G Spot 21:00 Zabadast Hits 20:53 Next Big Thing 19:00 Tom And Jerry : Cat & Mouse 19:30 Cowardly Dog 20:00 Ben 10 : Secret Of The Omnitrix 21:30 Tom & Jerry Show 22:00 Dragon Ball Z : The World's	DISNEY 19:00 Wild Africa 20:00 Wild India 21:00 Discover India 22:00 Man Vs. Wild 23:00 Man Made 23:00 Marvels	MTV 19:00 Roadies Rear View 20:00 Daily 20:00 Download 22:00 Wussup	STAR PLUS 22:10 Eat This 22:20 Alert + Sc 23:00 Kaante Ki Takkar 19:00 Kasturi 20:00 Nach Balye 4 21:00 Prithviraj Chouhan 21:30 Baa, Bahoo Aur Baby 22:00 Amul Star 23:00 Sex And The City	STAR WORLD 19:00 Desh Duniya 19:30 Kahiye Janab 20:00 Special Report 20:30 Bulletin 21:00 Khabar Yahi Hai 21:30 The Inside Story 22:00 Badi Khabar 22:30 Metro News 23:00 News Top 10 22:00 Couture Carnival Runway HDL Couture Week'08 22:30 Twisted Heroes v 23:30 Full Frontal	STAR GOLD 22:00 Maa Vandevi 22:20 My Lucky Star	STAR MOVIES 19:05 Miss Potter 21:00 Scoop 22:55 Ladder 49	STAR CINEMA 20:00 Vivah	STAR STUDIO 20:00 Linds Of Dogtown 22:30 Howards End	2009 Fashion Milan /Paris A/W'08	ZOOM 19:00 Zabar 10 19:30 Bollywood Club 20:00 Ek Se Badkar Ek. Chota Packet Bada Dhamaka 21:00 Naagin 21:30 Aladin 22:00 Sa Re Ga Ma Pa Challenge Desi Top 20

tonight's best...

'Ek Se Badkar Ek'
Zee TV, 20:00

Watch out how Chinky's mother reveals some extraordinary facts about Chinky that she is Mata Vaishnodevi ka Roop.