

Ideas that change lives eye Tata Awards

National Entrepreneurship Network (NEN) in association with Tata Services Representations has instituted these awards to encourage new entrepreneurs & ventures

Nilanjana Ghosh Chowdhury

As many as 40 young firms from Pune have been selected as part of the 580 nominations from across the country which have applied for the prestigious TATA NEN Hottest Startups Awards 2008.

The nomination process closed on October 22, but Pune was ahead of Ahmedabad, Kolkata and Chandigarh and followed Chennai, Delhi, Mumbai and Bangalore which had the highest number of nominations at 147.

On Wednesday, DNA featured five firms 'Young Puneites vying for hottest startup awards.' Here's the next lot:

SadakMap:

In a few words - SadakMap.com allows anyone to 'Blog on a Map'.



Unmesh

"We have developed a framework that allows one to plot anything on a map — be it a restaurant, a business, a panipuri-walla or a trekking spot," said Unmesh Mayekar, founder of SadakMap. SadakMap has secured an expert rating of 8.3/10 which puts them at number 5 out of over 580 nominees at the Tata NEN hottest startup awards. Once a mark is made on the map, one can post comments and reviews. The company also provide with a dedicated webpage for the mark which can be shared with other users. This user generated content can be searched for and found on Google and other search engines. "We provide small businesses and consultants a way to advertise their service and be found by the wider internet community. All these fall under SadakMap Local," he said.

There is also SadakMap Groups which gives enthusiasts a way to create a social network around specific topics (e.g. Forts in Maharashtra, Green



One of the Indian in a Box outlets in the city —Vilas Avachat. DNA

Technologies in India, track classmates across the world, etc). "SadakMap Enterprise is our offering for nationalised chains such as banks, auto centres, hotels, travel operators to use our mapping framework to create customised applications," Mayekar explained. The company is also in the process of tying up with chief information officer's office at Pune Municipal Corporation for the much talked about Design for Pune contest. Plans are also afoot to introduce more customised services for location tracking in overseas location.

Podbharti: Podbharti is India's first pure Hindi podzine targeted towards Hindi audience in India and abroad, and providing a comprehensive coverage of news and views about Indian language blogging, tools and technology, current affairs



Debashish

"Although there are some personal pod casts, there were none in Hindi that could compete with radio quality," said Debashish who also publishes a Hindi webzine called Nirantar (www.nirantar.org) "Podbharti may be considered an audio extension to the theme of Nirantar. We intent to cater to Hindi audience in India and abroad who spend time on the net or listen to online audio, providing a comprehensive coverage of news and views about Indian language blogging.

The target audience for Podbharti is however the NRI population.

"We have got encouraging comments and suggestions even from listeners who can't write or read in the language, so even illiterate people or people who can understand the spoken language (we have listeners from down south) can listen to pod casts," said Chakravarty.

Pringoo.com:

Pringoo.com is a unique e-commerce portal that allows users to customize the designs, to be printed on various merchandise like t-shirts, coffee mugs, calendars, teddy bears, greeting cards on the internet.

"We use a new cutting-edge digital printing method that eliminates the restriction over minimum quantity. And anyone can get even a single piece of merchandise customised for printing (for example a single t-shirt with a cus-



Jai Kumar

tom design), whenever they require," said Jai Kumar. Started by Kumar and his wife Arpana Priyadarshini, Pringoo today has over 2,500 designers who design the articles as per demand placed on the portal. The value-added services Pringoo provides are creating custom designed product.

Those registered with Pringoo can create a design to be printed upon merchandise and buy it. Pringoo also provides an online interactive and user-friendly tool 'design lab' to customize such design. "They can create any designed products using "Design Lab" tool," Kumar said. And can put those designed products up for sale at Pringoo

marketplace or at an online dedicated shop offered exclusively free of cost to them. Designers get commission on each sale. And they have been given freedom to set their commission on each sale.

Lords of Odds

Lords of Odds is a user powered media and entertainment company. That means that users drive the content on the site through their trading activity on the prediction markets and by sharing their thoughts and opinions. "The concept of prediction market is quite popular in the US with lots of universities and companies working in the sphere therefore we decided to introduce this for the Indian market as well," said Hariharan Krishnamoorthy, founder and managing director of Lords of Odd. A mechanical engineer and a alumnus from IIM Calcutta, Krishnamoorthy was a investment banker before he and Asutosh Upadhyay formed Lords of Odds early this year. The ideas and opinions posted on the portal can form a good source of data. Today the portal has over 3,000 registered users. Visitors can win virtual money for every correct prediction. "Currently we are starting with only sports predictions. We'll be adding entertainment and current affairs very soon," said Krishnamoorthy. There is also a SMS-based option for Lords of Odds.



Hariharan

"We will be expanding on pan-India basis in a phased manner. Franchise inquiries have started coming in from Pune and from other cities in India and also from US," said Ashish Sondhi, owner of India in a Box.



Ashish

Indian in a Box Indian in a Box, a trademark and a freestanding company in Pune started by CEO Ashish Sondhi with an idea of providing an array of cuisines in boxes and delivered right at the doorstep. Indian in a Box launched in March 2008 has a centralised kitchen for home as well office deliveries, recently launched a quick service plateless restaurant aiming for a value for money dining experience. "We will be expanding on pan-India basis in a phased manner. Franchise inquiries have started coming in from Pune and from other cities in India and also from US," said Ashish Sondhi, owner of India in a Box.

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

EXHIBITION

A Ganesh painting on display at art Fest 2008.
Abstract paintings by artist Vijay Ghayal will be on display.
When: November 1 to 15
Where: Malaka Spice, Vrindavan Apt, Lane No. 6, North Main Road, Koregaon Park
Contact: Malaka Spice art gallery on 26151088 or 26156293

Art Fest 2008
Art Fest 2008 is a Diwali special group show where interesting Rangavali dry fresco paintings, wooden sculptures and artefacts from Nagaland and an array of colourful paintings from various artists will be exhibited and sold.
When: Till Nov 9, 11 am to 5 pm
Where: Art2day gallery, Tilak Road
Contact: 24452706, 32519463

Yoga course
Nature Cure Faculty is organising a yoga

WORKSHOP

Yoga course
Nature Cure Faculty is organising a yoga

T · R · A · V · E · L

FLIGHT DOMESTIC

Delhi
Kingfisher : 06:15 AM
Jetli: 03:20 PM
Jet Airways: 06:30 AM, 11:05 AM, 7 PM
Air Deccan : 12:30 PM
Jetli: 12:10 PM, 4 PM
Spicejet: 7 AM, 1:15 PM
Indian: 6:45 PM

Mumbai
Jet Airways : 11:10 AM, 5:50 PM
Kingfisher : 7:50 AM, 5:55 PM
Air Deccan : 3:10 PM
Jet Airways : 1:40 PM
Spice Jet : 3:45 PM

Chennai
Jet Airways : 6:25 PM
Air Deccan : 5:15 PM
Spicejet : 11 PM
Ahmedabad
Kingfisher : 5:55 PM
Hyderabad

Goa: Indian : 1:35 PM
Nagpur: Indigo : 4:00 PM

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ALMANAC
01-11-2008 (Saturday) Shri Vikram Sarvpaty 2065, Sake Era 1930, Sun Dakshinayan, Dakshin Gole, Sharad Ritu, Kartik Shukla Paksha Tritiya till 10.38 am, Nakshatra Jyestha till 04.31 am, Yoga Shobhan till 11.15 am, Karan Gar till 10.38 am, and after that Varj till 11.56 pm, and Bhadra Starts. **Ratu Kala time** — 09.00 am, to 10.30 am, Yam Ganda time, 01.30 pm, to 03.00 pm. **Best Period** — 07.30 am, to 09.00 am, & 04.30 pm, to 08.30 pm.

—Pantid 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.		12:00 - 19:00 hrs.		19:00 - 00:00 hrs.	
AXN 07:00 The Amazing Race 08:00 2007 LG Action Sports 09:00 Ultimate Guinness World Records 09:30 E Buzz 10:00 Infomercial /30 Min 11:00 Magic Asia : India	CAPTAIN PLANET 08:00 Meet Strawberry 10:00 Tom & Jerry Show 11:00 Ramayana : The Legend Of Prince Rama 11:00 Magic 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	SET MAX 08:30 Jo Jeeta Wohi Sikandar	DISNEY 07:00 Mickey Mouse Clubhouse 10:00 Mickey Mouse Clubhouse 07:35 Raja Ki Ayeegi 07:00 Mahima Shani Dev Ki 08:00 Kunki Saas 08:30 Chacha Chaudhary 10:00 Doli Saja Ke	PIX 07:00 I Still Know What You Did Last Summer	STAR GOLD 09:45 Balle Balle 10:15 Ishwarya Amritsar To La
AXN 12:00 Numb3rs 13:00 House 14:00 Cashmere Mafia 15:00 Movie - Are We There Yet? 17:00 Terminator : The Sarah Connor Chronicles 18:00 Afterworld 18:30 Ultimate Guinness World Records 12:00 Dragon Ball Z : The Dead Zone 13:00 Samsher Sikandar Chuddee Buddie 13:30 Courage The Cowardly Dog	DISCOVERY 14:00 Balika Vadhu 16:30 Movie 12:00 Dirty Jobs 13:00 Beauty Of Snakes 14:00 Discovery's Biggest Shows 16:00 Wild Africa 17:00 A Haunting 18:00 Man Vs. Wild 12:00 Zabadast Hits 13:53 Lola Gk 14:00 Zabadast Hits 14:53 Next Big Thing 15:00 Zabadast Hits 15:53 Pakao 16:30 FDFES 16:30 Tony B Marathon	DISNEY 12:30 Sharrat 15:00 Karatika	MTV 19:00 Roadies Rear View 20:00 Daily Download 22:00 Wassy 22:10 Eat This 22:20 Alert + Sc 22:30 Mtv U 23:00 Roadies Rear View 20:00 Boogie Woogie 21:00 Indian Idol - 4 23:00 Kaante Ki Takkar 19:00 Kasti 20:00 Nach Baliye 4 21:00 Prithviraj	STAR GOLD 12:00 Dweepave 14:25 Taxi No 9211 17:30 Showbiz 23:00 The War 14:45 Taxi No 9211 17:30 For Keeps	STAR MOVIES 12:10 Dhamaal 16:25 Sunbites 19:00 America's Next Top Model 22:30 Metro News 23:00 News Top 10 23:30 Crime Reporter 19:00 The Winning Post 19:30 World Superbike Superpole Vallelunga, Italy - Live 20:30 ICL Big Guns 21:00 Test at Its Best 22:00 Motorsport : World Indoor Trial 23:00 The Winning Post 23:30 Motorsports