Ideas that change lives eye Tata Awards

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

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:

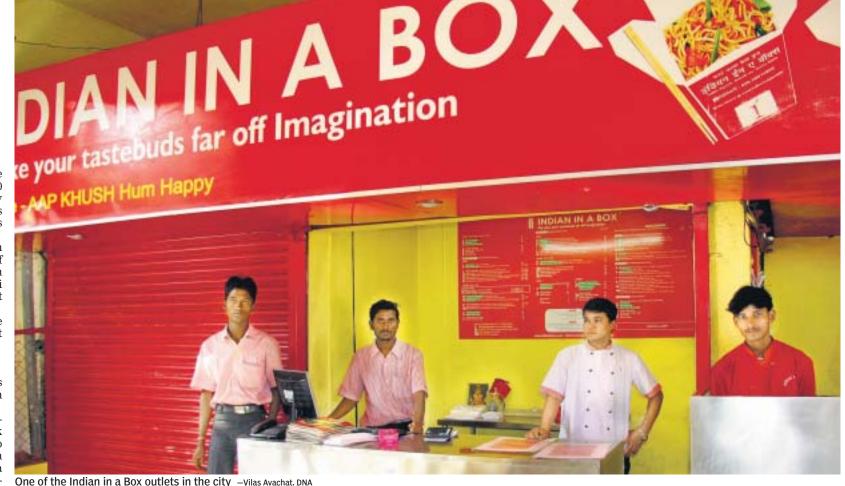
SadakMap:

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

'We have developed a framework that allows one to plot anything on a map — be it a restaurant, a business, a panipuriwalla or a trekking said Un-

spot," mesh 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 cre-



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:

When: November 1 to 10, 9 am to 10 am

Where: Yoga Ashram, behind Cummins

Podbharti is India's first pure Hindi podzine targeted towards Hindi audience in India and abroad, and providing a comprehensive coverage of news and ate a social network around specific top-views about Indian language blogging, ics (e.g. Forts in Maharashtra, Green tools and technology, current affairs and the entertainindustry. Formed Debashish

Chakravarty and Shashi Singh, the portal is indeed a result to blogging "Although there

are some personal

could compete with radio quality," said Debashish who also publishes a Hindi webzine called Nirantar (www.niran-"Podbharti may be considered an au-

pod casts, there were none in Hindi that

dio 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.

07:00 The Amazine

08:00 2007 LG Action

09:30 E Buzz

CARTOON

07:00 New

FILMY

10:00 Ab Tak

13:00 House

14:00 Cashmere

15:00 Movie - Δre

7:00 Terminator

Connor

18:00 Afterworld

18:30 Ultimate

NETWORK

13:00 Samsher

0

The Sarah

We There Yet?

World Records

12:00 Dragon Ball Z:

Sikander

Chuddie

Buddie

13:30 Courage The

Nihaal

19:00 The Amazin

20:00 Movie - Do

22:30 E Buzz

23:00 24

CARTOON

NETWORK

19:00 Tom And Jerry

Cat & Mouse

Cowardly Dog

Full House

19:30 Courage The

20:30 Ben 10

22:00 Naruto

21:00 Tom & Jerry

Show

22:30 Johnny Brayo

23:00 The Jetsons

23:30 Tom & Jerry

Show

20:00 Aur Pyaar Ho

FILMY

/30 Min

Adventures Of

11:00 Magic Asia:

2

8

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:

07:00 Aatma

08:00 Jeevan Saath

08:00 Wild Africa

09:00 Baby Story

09:30 Amazing Baby

Videos

10:00 Fight Ouest

11:00 A Haunting

15:00 Jo Bol

SET MAX

Nihaal on FILMY

Sikandar

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-

07:00 Mickey Mouse

10:00 Mickey Mouse

07:00 Mahima Shani

Dev Ki

07:30 Meter Down

08:00 Chhutti Time

08:00 Bhavishyavan

08:05 Teleshopping

Chaudhar

What You Did

17:30 Magical Do Re

Buster Club

18:00 Monste

Ferb

12:00 Roadies Rea

View

17:00 Beat Box

18:10 Eat This

18:20 Alert + Sc

12:30 Nachle Ve

With Saroj

Kar Dikhaane

14:30 Junoon Kuchh

Dev Ki

21:00 Raju Haazir Ho

22:00 Movie - Vaada

SET MAX

Download

13:00 Daily

10:00 Doli Saia Ke

08:30 Draupadi

09:30 Chacha

Clubhouse

07:00 Telebrands

07:30 Teleshopping

07:35 Raia Ki Avegi

Baraat

08:00 Kyunki Saas

Bhi Kabhi

Bahu Thi

08:30 Baa, Bahoo

Kaho on MAX

Tiger

Ka

17:00 Meter Down

Betiyaan Kuch

Kar Dokhayengi

12:30 Mata Ki Chowki

15:00 Kaisi Lagi Lagan

17:30 Ghar Ek Sapna

14:30 Movie - Lage

Munnabhai

Raho

MAX

15:30 The Last

Chouhan

Aur Baby

23:00 Nach Baliye 4

Voice Of India 2

21:30 Baa, Baho

22:00 Amul Sta

23:30 Shararat

STAR WORLD

19:00 Smallville

21:00 Bones

20:00 Prison Break

22:00 Criminal Minds

17:30 Radhaa Ki

09:00 Sindahad And

The Eye Of The



tom design), when-

ever they require,'

wife

Jai Kumar

articles as per demand placed on the portal. The valueadded 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 userfriendly 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

08:00 Creative Vision

09:00 History

07:00 Progressive

07:30 Full On

08:00 Battlestar

17:15 Dark

STUDIO

Water on ZEE

15:00 Human Weapon

17:00 Biography

ZEE CAFÉ

18:00 A Dangerous

13:00 Ally Mcheal

14:00 The Best Of

16:30 Comedy Inc

12:30 Ek Ke Baad Ek

STAR MOVIES

STAR MOVIES

16:25 Flyboys

21:30 The Inside Story

22:00 Badi Khabar

22:30 Metro News

23:00 News Top 10

19:00 The Winning

Superbike

Superpole

Vallelunga.

19:30 World

17:00 The Gig

09:00 Shararat

09:30 Jai Maa

07:00 Last Comic

08:00 Beauty And

Standing

The Geek

09:00 How I Met Your

09:30 Samantha Who?

10:00 Jimmy Kimmel

11:00 The Simpsons

Amritsar To La

STAR GOLD

10:15 Ishwary

18:00 Khushi Ki

12:30 Bidaai

15:30 Movie

12:00 Blood Ties

14.00 Reauty And

15:00 Last Comic

The Geek

Standing

16:00 Who Wants To

Superhero?

17:00 Most Daring

THE HISTORY

13:00 Biography

STAR GOLD

17:30 Showbiz

ZEE CAFÉ

14:00 Great Leaders

14:45 Taxi No 9211

19:00 America's Nex

20:00 Survivor: Gabo

21:00 I Wanna Be A

Soapstar

22:00 Gilmore Girls

23:00 Sex And The City

19:30 Ek Ke Baad Ek

23:30 Sa Re Ga Ma

Pa Spotlight

19:00 B News

20:00 Movie

ZEE NEWS

Top Model

18:30 Boogie Woogie

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 is a user powered media and entertainment company. That means that users drive the content on the site through their trading activity on the pre-

diction markets and

by sharing their thoughts and opin-

ions. "The concept

of prediction mar-

ket is quite popular

in the US with lots

of universities and companies working

in the sphere there-



Hariharan

fore 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.

09:00 Who's The Boss?

10:00 The Wonder

Years

07:00 Ek Ke Baad Ek

10:30 Hip Shakers

07:00 Zee Prabhat

08:00 Criket / Spl.

Report

08:30 News Top 10

09:30 Prime Time

STAR MOVIES

10:15 Scoon

10:30 Crime Reporter

17:30 Hip Shakers

18:30 Rock Baby Rock

12:30 Zee Multiple:

13:30 House Arrest

Hamara

17:30 Zee Multiple:

18:00 Action Replay

18:30 Special Report

12:00 ICL HL

13:00 The Talking

13:30 Fight Sports

15:30 English Footba

16:00 Powerplay

World Cup

18:00 ICL Jugalbandi

Choice Movies

17:00 Triathlon

ZEE CINEMA

16:00 Chandaal

ZEE TRENDZ

19:00 Catwalk

19:30 The Gold

20:00 Fame

Collections

Collection

20:30 Planet Luxury

21:00 Trendzsetter

21:30 Pain Rehind

The Fame

22:00 Courture Carnival

Couture

Week'08

22:30 Twisted

23:00 Smart Idea

Runway HDIL

Willow of ICL

Champ. Goals

17:00 Hindostan

11:00 Ek Ke Baad Ek

freestanding company in Pune started by CEO Ashish Sondhi with an idea of providing array of cuisines in boxes and delivered right

10:00 Sunny Side Up

Fashion Milan/

Paris A/W'08

08:30 Jai Jai Tridev

10:30 Ek Se Badhka

07:00 Garama Garam

11:00 Just Chill

ZEE STUDIO

10:00 Cold Creek

18:00 Music Retro

12:30 Movie - Ishq

16:00 Movie - Phir

12:45 Red Carpet

13:00 Superstar

14:00 Starz Ke

14:30 Red Hot

15:00 Bid 2 Win

15:36 Chakachak

17:00 Garama Garam

17:45 Red Carpet

17:15 Dark Water

Planet

22:00 Weekend My

Bollywood

18:00 Garama Garan

Super Life

Sitaare

Countdown

Paris A/W'08

09:00 Saat Phere

10:30 Replay

11:00 Style Q

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 dinning 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.

07:00 Fight Sports

08:30 My Planet

08:00 Sports Planet

07:00 Sunny Side Up

07:30 Sizzle

08:00 Style O

08:30 Sizzle

16:00 Phir H

P on ZEE TV

Panchami

18:30 Motorsport:

12:00 Model Tv

14:00 Rocksta

15:00 Blingz

15:30 Sizzle

16:30 Blingz

17:00 Limelight

20:00 Dhar

ZEE STUDIO

15:00 The Bone

on ZEE CINEMA

13:30 World Exclusive

12:30 Fame

ZEE CINEMA

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



display at art Fest 2008.

■ Abstract paintings Abstract paintings by artist Vijay Ghaval

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

Contact: Malaka Spice art gallery on

■ Art Fest 2008

Art Fest 2008 is a Diwali special group

show where interesting Rangavalli 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 2

Where: Bingk Art Boutique, office no. 02,

■ Symphony of colour

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

Where: Art2day gallery, Tilak Road Contact: 24452706, 32519463 WORKSHOP

FLIGHT

DOMESTIC

Jet Airways: : 06:30 AM, 11.05 AM, 7 PM

et : 7 AM . 1.15 PM Indian : 6:45 PM

Jet Airways : 11:10 AM, 5.50 PM

Bangalore Kingfisher: 7:50 AM, 5.55 PM

Air Deccan: 3:10 PM

Jet Airways: 1:40 PM

Jet Airways : 6:55 PM

Ahmedabad Kingfisher: 5:55 PM

Spice Jet: 3:45 PM

Jetlite: 03:20 PM

Air Deccan: 12:30 PM

Indigo: 12:10 PM, 4 PM

■ Yoga course

Nature Cure Faculty is organising a yoga

Jet Airways
Spicejet
Indigo
Jetlite
Indian

mation with photographs to puneeventsdna@ gmail.com

uguration of agri tourism festival which is being organised by Maval Agri Tourism

Swami Smarath Pratishtan will organise a

Where: Swami Smarath Math. Rameshwar

Ajit Pawar will inaugurate the Krishi Dindi

occasion of Tripurari poornima

When: November 1 to 12, 8 am

chowk, Mandai

■ Krishi Dindi

college, Shivajinagar

When: 5 pm to 9 pm

■ Diwali with orphans

■ Club inauguration

When: 4 pm to 6.30 pm

Milind Kachi Mitra Parivar is celebrating

Where: Shukhwar Peth. Alang aali, Jain

Inauguration of Toastmasters club of

Where: Sumant Moolgaonkar auditorium,

International Convention Centre, Senapati

■ Dhamchakra Pavartan Day

Buddhist Academy of India will celebrate

orium, near Maldhaka chowl

Where: Dr Babasaheh Ambedkar

Expectant couples can attend a prenatal programme, positively pregnant. There will

The birth anniversary of Sothida Mar less labour, nutrition, breastfeeding and Jyotish Martand KS Krishnmurti will be celebrated. When: November 1 to December 31 When: 9.30 am to 6 pm

Where: Jehangir Hospital Where: Udyaan Prasad Mangal Karalaya Contact: 26050550 extn 4005 or email ■ Procession

posprea@niloufer.net Art and craft

Drawing, painting and craft workshop is

When: Till Nov 10, 10 am to 5 pm

Where: Mukund Nagar, near Swargate PUBLIC PROGRAMME

■ De-clutter your space

A book collection drive is being launched to support the libraries at Manuski Center

Harshvardhan Patil will attend the proand Urban Ashram. Books in good condi-When: 11.30 am tion will be accepted. Where: Shirname Sabhagruha, Agriculture

When: Till November 7, 11 am to 9 pm Where: Urban Ashram

34 Mukundnagar, Santok Bungalow ■ Corporate cricket

The ABIL Group is organizing a two-day ABIL Corporate Cricket Champions Cup '08. The jury members will be Sunandan Lele and Shantanu Sugvekar along with Vikram Sathaye. Infosys, Sakaal, Cybage, HDFC, Bajaj Auto, Cognizant, Tata Motors and IBM will participate in the

When: November 1 and 2, 9,30 am to 1

Where: Deccan Gymkhana Ground Salute the soldier

CONTACT

Trishakti Foundation, Pune, will organise "Salute the Soldier" programme to pay trib-ute to all the soldiers, sailors and airmen of the country. The programme will be

presided over by mayor of Pune Rajalaxmi Bhosle. This will be followed by a musical night and dinner at Pancard Clubs. When: November 1, 7.30 pm Where: Pancard Clubs, Baner

HEALTH Contact: Leena Giri on 9860094212 or

■ Medical camp

Usha Karnani on 9823140200 DMH is organising a free check-up camp on voice disorders When: November 1 to 15, 10 am to 2 pm

When: 5 pm

BOOK EXHIBITION

Where: Deenanath Mangeshkar Hospital

26137181/2616 8153/ 26167524



-Pandit Vijay Tripath Book exhibition by sales emporium, publications division. Navi Mumba ANNOUNCEMENT When: November 1 to 10, 10 am to 8 pm If you want to be featured in the engagements column send the infor-Where: Kaladalan, Balgandharva

Strawberry Shortcake

The Legend Of

Prince Rama

Guinness World Records 10:00 Infomercia

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 Zabardast Hits 11:50 Fresh [V]Deo

10:15 Max Knight:

Show

Tales

18:00 Richie Rich

12:53 [V] Movie

No.1

14:00 Zabardast Hits

15:00 Zabardast Hits

Marathon

12:00 The Dukes Of

Hazzard: The

Beginning

13:53 Lola Gk

15:53 Pakao

16:00 FDFS

16:30 Tony B

CHANNEL V

19:00 Full On

19:30 Lola TV

20:53 Pakao

22:20 Lola Tv

22:30 Full On

23:00 Night Shift

19:30 Rahe Tera

20:00 Sajid's Supe

21:00 Ek Khiladi Ek

Hasina

23:00 Ek Khiladi Ek

Hasina

21:00 Hollow Man 2

22:45 Little Man

22:00 Bigg Boss

Star

Aashirwaad

20:00 Zabardast Hits

21:00 Zabardast Hits

21:53 Next Big Thing

22:00 Zabardast Hits

17:30 Ben 10

Cowardly Dog COLORS 15:00 Tom & Jerry 16:30 Movie

16:30 Courage The 12:00 Dirty Jobs Cowardly Dog 13:00 Beauty Of 14:00 Discovery's

> 17:00 A Haunting 18:00 Man Vs. Wild

Biggest Shows

12:30 Shararat

20:00 Aur Pya

Ho Gava on 14:00 The Last 16:00 Last Holiday

16:00 Kuch Naa Kaho 18:45 Hollow Mar NDTV IMAGINI DISCOVERY 19:00 Wild Africa 19:30 Sai Baha 20:00 Wild India 20:30 Mahima Shani 21:00 Discover India

22:00 Man Vs. Wild

Marvels

23:00 Roadies Rea

View

23:00 Man Made

SAHARA ONE 20:00 Movie -19:00 Wizards Of Malamaal Waverly Place Weekly 23:30 Comedy MTV Champions

19:00 Roadies Rea View 20:00 Boogie Woogie 20:00 Daily Download 22:00 Wassup 22:10 Eat This 22:20 Alert + Sc STAR PLUS 22:30 Mtv U

21:00 Indian Idol - 4 23:00 Kaante Ki Takkar 19:00 Kasturi 20:00 Nach Balive 4 21:00 Prithvirai

20:00 Lucky Number

23:00 Most Daring 20:00 Hitler

20:00 The

23:00 Man Moment Machine

22:30 Bollywood Bosses

19:30 Kahiye Janab 20:00 Special Report 21:00 Khabar Yahi Hai

19:00 The Mighty

21:00 Ne

19:00 Desh Duniva

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

20:00 Dhamaa

20:00 Ek Se Badkar Ek... 21:00 Naagin 21:30 Alladin

20:00 The

Hitchhiker's

19:00 Zahar 10 19:30 Bollywood Club 20:30 Starz Ke tonight's best<mark>。</mark>

22:00 Sa Re Ga Ma Pa 21:00 Weekend

Challenge 2009



22:30 The

ALMANAC 01-11-2008 [Saturday] Shri Vikram Samvat 2065, Sake Era 1930, Sun Dakshinayan, Dakshin Gole, Sharad Ritu Kartik Shukla Paksha Tritiva 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 Vanii till 11.56 pm., and Yam Ganda time_ 01.30 pm. to 03.00 pm. Best Period — 07.30 am. to 09.00 am., & 04.30 pm. to 06.30 pm Book expo

26689433/1800 180 1407 39008888/ 9890477009

020 27293030/ 1800 1800 101