

# Panasonic

Coverage Dossier

**“Panasonic Life Solutions**

**MSL**  
Influence. Impact.

Total Impressions Garnered

Medium	Number of Clips
Print	9
Online	3
Total	12

S.NO	Article Date	Headline / Summary	Publication	Edition	Page No.	Journalist	AVE
<b>Regional</b>							
1	2 Dec 2023	Growth in income of tribals due to comprehensive rural development activities	Chaufer Sangharsh (Marathi)	Palghar	5	Bureau	
2	12 Dec 2023	Growth in income of tribals due to comprehensive rural development activities	Dainik Bhaskar (Hindi)	Mumbai	5	Bureau	
3	14 Dec 2023	Growth in income of tribals due to comprehensive rural development activities	Divya Bhaskar (Gujarati)	Mumbai	6	Bureau	
4	2 Dec 2023	Growth in income of tribals due to comprehensive rural development activities	Mumbai Lakshadeep (Marathi)	Mumbai	4	Bureau	
5	12 Dec 2023	Farmers of tribal community are getting empowered	Navbharat (Hindi)	Mumbai	3	Bureau	
6	12 Dec 2023	The venture was started in the year 2016, has expanded to 17 villages; Farmers of tribal community are getting empowered	Navbharat (Hindi)	Palghar	3	Bureau	
7	2 Dec 2023	Growth in income of tribals due to comprehensive rural development activities	Pudhari (Marathi)	Palghar	5	Bureau	
8	13 Dec 2023	Panasonic Life Solutions a boon for tribals	Punjab Kesri (Hindi)	New Delhi	8	Bureau	

9	2 Dec 2023	Growth in income of tribals due to comprehensive rural development activities	Vasai Vikas (Marathi)	Vasai	8	Bureau	
	Online						
10	16 Dec 2023	2023 Year in Review: India was vocal for local manufacturing, Telecom News, ET Telecom	ET Telecom	Online Web	NA	Vaibhavi Khanwalkar	
11	27 Dec 2023	Top 10 best modular kitchen brands in India to help you with your dream kitchen	The Times of India	Online Web	NA	Neha R Khandelwal	
12	29 Dec 2023	A&M's Most Read Stories In 2023	Bw Marketing World	Online Web	NA	Bureau	

**Regional**

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## सर्वांगीण ग्रामविकास उपक्रमामुळे आदिवासींच्या उत्पन्नात वाढ

**मुरबाड:** पॅनासोनिक लाइफ सोल्युशन्स इंडियाने नुकताच सर्वांगीण ग्रामविकास उपक्रमाच्या प्रभावाबाबतचा अहवाल प्रसिद्ध केला. या उपक्रमाद्वारे ग्रामीण भागातील लोकांचा विकास, शाश्वतता आणि समुदायाच्या सक्षमीकरणावर लक्ष केंद्रित करणाऱ्या उपाययोजना राबविल्या जातात. या अहवालात जलस्रोत विकास, शाश्वत शेती आणि महिला सक्षमीकरण कार्यक्रमांद्वारे ग्रामीण भागातील लोकांचे जीवनमान सुधारण्यासाठी कंपनीची वचनबद्धता अधोरेखित करण्यात आली आहे. कंपनीतर्फे राबविण्यात येणाऱ्या सर्वांगीण ग्रामविकास उपक्रमाची सुरुवात २०१६ मध्ये करण्यात आली, आतापर्यंत पालघर जिल्ह्यातील १७ गावांमध्ये याचा विस्तार झाला आहे.

ग्रामीण भागातील लोकांच्या विकासासाठी चालना देण्यासाठी पॅनासोनिकच्या सातत्यपूर्ण प्रयत्नांमुळे अनेक बदल घडून आले आहेत. शेतीचे प्रमाण वाढले असून, त्यातून प्रत्येक कुटुंबाच्या आर्थिक उत्पन्नात चांगली वाढ झाली आहे. शेतमाल विक्रीतून प्रति कुटुंब ३० हजार ते १.३ लाख रुपये अतिरिक्त उत्पन्न मिळू लागले आहे. शेतीसाठी पाण्याची उपलब्धता वाढल्यामुळे लोकांचे हंगामी स्थलांतर कमी झाले आहे. पिण्याचे पाणी लोकांना घराजवळ

किंवा सहजपणे उपलब्ध करून देण्यात आल्याने महिलांना दूरवर जाऊन पाणी आणण्याचे कष्ट आणि वेळ वाचला आहे. त्यामुळे त्या हा वेळ शेतात कामावर जाण्यासाठी देऊ शकत आहेत. महिलांना स्वयं-सहायता बचतगटही सुरू केले असून, त्याद्वारे त्यांनी आर्थिक उत्पन्नाचा नवा स्रोत तयार केला आहे. शुद्ध, स्वच्छ पाण्याच्या उपलब्धतेमुळे लोकांचे आरोग्यही सुधारले आहे. त्यामुळे त्यांना इतर कामांवर लक्ष केंद्रित करणे आणि आपल्या जबाबदाऱ्या अधिक कुशलतेने पार पाडणे शक्य झाले आहे. या उपक्रमाबाबत बोलताना, पॅनासोनिक लाइफ सोल्युशन्स इंडियाचे संयुक्त व्यवस्थापकीय संचालक तोशिनोबू कावासाकी म्हणाले की, 'अशा प्रकारच्या विकास प्रकल्पांचा आदिवासी गावांमधील लोकांच्या आरोग्यावर आणि एकूणच जीवनमानावर सकारात्मक प्रभाव पाडण्यासाठी कंपनी अशा समुदायांना दत्तक घेणे आणि उपजीविकेसाठी शाश्वत मार्ग निर्माण करण्यासाठी मदत करण्याचे काम सुरूच ठेवेल. यासाठी कंपनीची सामाजिक जबाबदारी अर्थात सीएसआर हा महत्वाचा आधारस्तंभ असला, तरी लोकांचे जीवनमान सुधारणे हे आमचे प्राथमिक ध्येय आहे.' असे ते म्हणाले.

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## संगठनों की मदद से आदिवासी किसानों की आय बढ़ी

• मौसमी फसलों और मोगरे के फूल की कर रहे खेती • 2016 में हुई थी शुरुआत • 17 गांवों तक हुआ विस्तार

भास्कर संवाददाता | पालघर

30 हजार से 1.3 लाख रुपए की अतिरिक्त आय

पालघर जिले आदिवासी बाहुल्य गांवों में पैनासोनिक लाइफ सॉल्यूशंस इंडिया की मदद से आदिवासी समाज के किसानों की आय में वृद्धि हुई है। इस क्षेत्र में रहने वाले अधिकतर लोग केवल धान की खेती करते थे और जिले के विभिन्न क्षेत्रों तथा आस-पास के दूसरे जिले में मजदूरी करके अपना जीवन यापन करते थे। पैनासोनिक लाइफ सॉल्यूशंस इंडिया जैसे तमाम संगठन इनके उत्थान के लिए इन्हें हर संभव मदद करने लगे। संगठनों की मदद से आदिवासी समाज के अधिकतर लोग मजदूरी छोड़कर मौसमी फसलों और मोगरे के फूल की खेती करने लगे हैं और



तोशिनोबू कावासाकी ने बताया कि खेती बढ़ने से हर परिवार की आर्थिक आय बढ़ी है। अब प्रति परिवार को 30 हजार से 1.3 लाख रुपए की अतिरिक्त आय होने लगी है। लोगों को पीने का पानी घर के नजदीक या आसानी से उपलब्ध कराया गया है, जिससे महिलाओं को पानी लाने के लिए दूर जाने की परेशानी और समय से राहत मिली है। महिलाओं ने स्वयं सहायता बचत समूह भी शुरू किए हैं, जिससे वित्तीय आय का एक नया स्रोत तैयार हो रहा है।

इनके आय में तेजी से वृद्धि हो रही है।

पीपुलएसआई संस्थान के प्रबंध निदेशक तोशिनोबू कावासाकी ने कहा कि आदिवासी समाज के सर्वांगीण ग्रामीण विकास पहल के माध्यम से जिले के ग्रामीण

लोगों के विकास, स्थिरता और सामुदायिक सशक्तिकरण पर ध्यान केंद्रित किया गया है। जल संसाधन विकास, टिकाऊ कृषि और महिला सशक्तिकरण कार्यक्रमों के माध्यम से ग्रामीण क्षेत्रों में लोगों के जीवन की गुणवत्ता में सुधार लाने के लिए

यह संगठन काम कर रहा है। ग्रामीण क्षेत्रों में लोगों के विकास को बढ़ावा देने के लिए पैनासोनिक के लगातार प्रयासों से कई बदलाव आए हैं। 2016 में इसकी शुरु की गई थी, अब तक इसका विस्तार पालघर जिले के 17 गांवों तक हो चुका है।

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## ભાસ્કર વિશેષ | સરકાર અને સામાજિક સંગઠનના સહયોગથી ઉપક્રમ લાગુ કરવામાં આવ્યો પાલઘર ખાતે સર્વાંગીણ ગ્રામીણ વિકાસ પહેલથી આદિવાસીઓની આવકમાં મોટી વૃદ્ધિ નોંધાઈ

ભાસ્કર ન્યૂઝ મુંબઈ

સરકાર અને સામાજિક સંગઠનોના સહયોગથી પાલઘર જિલ્લામાં લાગુ કરાયેલી સર્વાંગીણ ગ્રામીણ વિકાસ પહેલનો પ્રભાવ પર એક અહેવાલ પેનાસોનિક લાર્ડફ સોલ્યુશન્સ દ્વારા જારી કરાયો છે અને તેમાં એવું તારણ નીકળ્યું છે કે આ પહેલથી પાલઘર જિલ્લાના ગ્રામીણ લોકોનો વિકાસ, સ્થિરતા અને સામુદાયિક સશક્તિકરણ પર ધ્યાન કેન્દ્રિત કરાયું છે. રિપોર્ટ જળ સંસાધન વિકાસ, ટકાઉ કૃષિ અને મહિલા સશક્તિકરણ કાર્યક્રમ થકી



ગ્રામીણ ક્ષેત્રોમાં લોકોના જીવનની કટિબદ્ધતા પર પ્રકાશ પાડે છે. ગુણવત્તામાં સુધારણા લાવવાની લાગુ વ્યાપક ગ્રામ વિકાસ પહેલ

2016માં શરૂ કરાઈ હતી. હમણાં સુધી તેનો વિસ્તાર પાલઘરના 17 ગામમાં કરાયો છે. ગ્રામીણ ક્ષેત્રોમાં લોકોના વિકાસને ગતિ આપવા એકધાર્યા પ્રયાસોથી અનેક બદલાવ આવ્યા છે. કૃષિની માત્રા વધી છે અને દરેક પરિવારની આર્થિક આવક સારી રીતે વધી છે. કૃષિ ઉપજના વેચાણથી પરિવારની આવક રૂ. 30,000થી રૂ. 1.3 લાખ સુધી પહોંચી છે. કૃષિ માટે પાણીની ઉપલબ્ધતા વધારવાથી લોકોનો મોસમી પ્રવાસ ઓછો થયો છે. લોકોને પીવાનું પાણી ઘરની નજીક અથવા આસપાસની ઉપલબ્ધ

કરાવવામાં આવ્યું છે, જેનાથી મહિલાઓને પાણી લાવવા માટે દૂર જવાની પરેશાનીથી રાહત મળી છે. સમય બચી રહ્યો છે. આથી તેઓ આ સમયમાં ખેતરમાં કામ કરે છે. મહિલાઓએ સ્વયં સહાયતા બચત સમૂહ પણ શરૂ કર્યાં છે, જેનાથી નાણાકીય આવકનો એક નવો સ્રોત તૈયાર થઈ રહ્યો છે. શુદ્ધ સાફ પાણી સુધી પહોંચી લોકોના સ્વાસ્થ્યમાં સુધારણા થઈ છે. તેનાથી તેઓ અન્ય કાર્યો પર ધ્યાન કેન્દ્રિત કરવા અને પોતાની જવાબદારીઓને વધુ કુશળતાથી નિભાવવામાં સક્ષમ બનાવે છે.



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## सर्वांगीण ग्रामविकास उपक्रमामुळे आदिवासींच्या उत्पन्नात वाढ

पालघर, दि.२६ : देशासाठी पॅनासोमिकच्या सातत्यापूर्ण प्रयत्नांमुळे अनेक बदल घडून आले आहेत. शेतीचे प्रमाण वाढले असून, त्यातून प्रत्येक कुटुंबाच्या आर्थिक उत्पन्नात वाढली पाहिली आहे. शेतातून मिळीतून प्रति कुटुंब १० हजार ते १.२ लाख रुपये आर्थिक उत्पन्न मिळू लागले आहे. शेतीसाठी पॅनासोमिक उपजव्हात वाढण्यामुळे लोकांचे इंधनाची खर्चात कमी झाले आहे. पिकांचे पाणी लोकांना पसलवक किंवा वाढवणे उपजव्हात करून देशात उपजव्हात मिळाल्या दुरंदर पाऊन पाणी आपल्याचे काढू आणि वेळ वाचला आहे. त्यामुळे त्या हा वेळ शेतात कामावर लागल्यासाठी देऊ शकत आहेत. महिलांचा रकम-सहायता कचतमट्टी मुक केले असून, त्याद्वारे त्यांनी आर्थिक उत्पन्नाचा नवा शेत तयार केला आहे. शुद्ध, स्वच्छ पाण्याच्या उपजव्हातमुळे लोकांचे आरोग्यही सुधारले आहे. त्यामुळे त्यांना इतर कामांवर लक्ष केंद्रित करणे आणि आपल्या व्यवसायात अधिक कुशलतेने पाहू शकणे शक्य झाले आहे. या उपजव्हातवाढत बौद्धता, पॅनासोमिक लाइट सोल्युशन्स इटिव्हिटी संयुक्त व्यवसायापलीकडे शेततक तोडिलेबू कामासाठी भुषाले की, अशा प्रकारच्या विकसन प्रकल्पाचा आदिवासी मार्गामधील लोकांना आरोग्यवाढ आणि एकुलत जीवनसमानावर सकाशातक प्रभाव पाहण्यासाठी कंपनी अशा समुदायांना इतर येने आणि उपशीकितेसाठी शक्यत मार्ग निर्माण करण्यासाठी मदत करण्याचे काम सुरूच ठेवेल. वातावाती कंपनीची सामाजिक जबाबदारी अर्थात सीएसआर हा मूल्यका आभासज्यम असला, तरी लोकांचे जीवनमान सुधारणे हे आम्हारे प्राथमिक ध्येय आहे, असे ते भुषाले.

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## वर्ष 2016 में शुरू हुआ था उपक्रम, 17 गांवों तक हो चुका है विस्तार सशक्त हो रहे आदिवासी समाज के किसान

### खेती से किसानों की बढ़ रही है आय

■ पालघर, नवभारत न्यूज नेटवर्क. पालघर एक आदिवासी बहुल जिला है, इस जिले के ग्रामीण क्षेत्रों में अब आदिवासी समाज के किसान किसानों के ऊपर जोर देते हुए आगे बढ़ रहे हैं और सशक्त हो रहे हैं. जिले के ग्रामीण क्षेत्रों में पैनासोनिक लाइफ सॉल्यूशंस इंडिया कंपनी यहां के किसानों की सहायता कर रही है, जिसके चलते आदिवासी समाज के किसानों की आय में वृद्धि हुई है. इस क्षेत्र में रहने वाले अधिकतर लोग केवल धान



की खेती करते हैं और धान की फसल के बाद वह लोग जिले के विभिन्न क्षेत्रों व आस-पास के दूसरे जिले में मजदूरी करके अपना जीवन यापन करते हैं, लेकिन पैनासोनिक लाइफ सॉल्यूशंस इंडिया जैसी तमाम संगठन इनके उत्थान के लिए इन्हें हर संभव मदद कर रहे हैं.

### कर रहे कई प्रकार की खेती

आदिवासी समाज के अधिकतर लोग मजदूरी छोड़कर अपनी खेती में मौसमी खेती और मोगरे के फुल की खेती के साथ-साथ विभिन्न प्रकार की खेती कर रहे हैं, जिसके चले इनके आय में तेजी से वृद्धि हो रही है. प्रबंध निदेशक तोशिनोबू कावासाकी ने कहा कि आदिवासी समाज के सर्वांगीण ग्रामीण विकास पहल के माध्यम से जिले के ग्रामीण लोगों के विकास, स्थिरता और सामुदायिक सशक्तिकरण पर ध्यान केंद्रित किया गया है. ग्रामीण क्षेत्रों में लोगों के विकास को बढ़ावा देने के लिए पैनासोनिक के लगातार प्रयासों से कई बदलाव आए हैं.

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Edition	Palghar	Page No	3
Circulation	85,000		

## वर्ष 2016 में शुरू हुआ था उपक्रम, 17 गांवों तक हो चुका है विस्तार सशक्त हो रहे आदिवासी समाज के किसान

### खेती से किसानों की बढ़ रही है आय

■ पालघर, नवभारत न्यूज नेटवर्क. पालघर एक आदिवासी बहुल जिला है, इस जिले के ग्रामीण क्षेत्रों में अब आदिवासी समाज के किसान किसानों के ऊपर जोर देते हुए आगे बढ़ रहे हैं और सशक्त हो रहे हैं. जिले के ग्रामीण क्षेत्रों में पैनासोनिक लाइफ सॉल्यूशंस इंडिया कंपनी यहां के किसानों की सहायता कर रही है, जिसके चलते आदिवासी समाज के किसानों की आय में वृद्धि हुई है. इस क्षेत्र में रहने वाले अधिकतर लोग केवल धान



की खेती करते हैं और धान की फसल के बाद वह लोग जिले के विभिन्न क्षेत्रों व आस-पास के दूसरे जिले में मजदूरी करके अपना जीवन यापन करते हैं. लेकिन पैनासोनिक लाइफ सॉल्यूशंस इंडिया जैसी तमाम संगठन इनके उत्थान के लिए इन्हें हर संभव मदद कर रहे हैं.

### कर रहे कई प्रकार की खेती

आदिवासी समाज के अधिकतर लोग मजदूरी छोड़कर अपनी खेती में मौसमी खेती और मोगरे के फूल की खेती के साथ-साथ विभिन्न प्रकार की खेती कर रहे हैं, जिसके चले इनके आय में तेजी से वृद्धि हो रही है. प्रबंध निदेशक तोशिनोबु कावासाकी ने कहा कि आदिवासी समाज के सर्वांगीण ग्रामीण विकास पहल के माध्यम से जिले के ग्रामीण लोगों के विकास, स्थिरता और सामुदायिक सशक्तिकरण पर ध्यान केंद्रित किया गया है. ग्रामीण क्षेत्रों में लोगों के विकास को बढ़ावा देने के लिए पैनासोनिक के लगातार प्रयासों से कई बदलाव आए हैं.

Published Date	2 Dec 2023	Publication	Pudhari (Marathi)
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## सर्वांगीण ग्रामविकास उपक्रमामुळे आदिवासींच्या उत्पन्नात वाढ

ठाणे : सर्वांगीण ग्रामविकास उपक्रमाच्या प्रभावाबाबतचा अहवाल नुकताच पॅनासोनिक या संस्थेने प्रसिद्ध केला असून या उपक्रमाद्वारे ग्रामीण भागातील लोकांचा विकास, शाश्वतता आणि समुदायाच्या सक्षमीकरणावर लक्ष केंद्रित करण्याची उपाययोजना राबविल्या जात असल्याचे निष्पन्न झाले आहे. या अहवालात जलस्रोत विकास, शाश्वत शेती आणि महिला सक्षमीकरण

कार्यक्रमांद्वारे ग्रामीण भागातील लोकांचे जीवनमान सुधारण्यासाठी कंपनीची वचनबद्धता अधोरेखित करण्यात आली आहे. संस्थेतर्फे राबविण्यात येणाऱ्या सर्वांगीण ग्रामविकास उपक्रमाची सुरुवात २०१६ मध्ये करण्यात आली, आतापर्यंत मुरबाडसह पालघर जिल्ह्यातील १७ गावांमध्ये याचा विस्तार झाला आहे. अशा प्रकारच्या ग्रामीण भागात विकासाची वृद्धी होणार आहे.

Published Date	13 Dec 2023	Publication	Punjab Kesri (Hindi)
Edition	New Delhi	Page No	8
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## पैनासोनिक लाइफ सॉल्यूशंस आदिवासियों के लिए वरदान

**मुम्बई, (पंजाब केसरी):** पैनासोनिक लाइफ सॉल्यूशंस इंडिया की व्यापक ग्रामीण विकास पहल से आदिवासियों की आय में वृद्धि हुई है। इस पहल से 17 गांवों के लोगों को आय में सुधार, महिला सशक्तिकरण, स्वच्छ जल, जीवन प्रत्याशा में वृद्धि जैसे लाभ हुए हैं।

ग्रामीण क्षेत्रों में लोगों के विकास को बढ़ावा देने के पैनासोनिक के लगातार प्रयासों से कई बदलाव आए हैं। कृषि की मात्रा बढ़ी है और

हर परिवार की आर्थिक आय बढ़ी है। कृषि उपज की बिक्री से प्रति परिवार 30 हजार से 1.3 लाख रुपये की अतिरिक्त आय होने लगी है। कृषि के लिए पानी की उपलब्धता बढ़ने से लोगों का मौसमी प्रवास कम हो गया है। लोगों को पीने का पानी घर के नजदीक या आसानी से उपलब्ध कराया गया है, जिससे महिलाओं को पानी लाने के लिए दूर जाने की परेशानी और समय से राहत मिली है।



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Edition	Vasai	Page No	8
Circulation	12,500		

## सर्वांगीण ग्रामविकास उपक्रमामुळे आदिवासींच्या उत्पन्नात वाढ

ठाणे: पॅनासोनिक लाइफ सोल्युशन्स इंडियाने नुकताच सर्वांगीण ग्रामविकास उपक्रमाच्या प्रभावाबाबतचा अहवाल प्रसिद्ध केला. या उपक्रमाद्वारे ग्रामीण भागातील लोकांचा विकास, शाश्वतता आणि समुदायाच्या सक्षमीकरणावर लक्ष केंद्रित करणाऱ्या उपाययोजना राबविल्या जातात. या अहवालात जलस्रोत विकास, शाश्वत शेती आणि महिला सक्षमीकरण कार्यक्रमांद्वारे ग्रामीण भागातील लोकांचे जीवनमान सुधारण्यासाठी कंपनीची वचनबद्धता अधोरेखित करण्यात आली आहे. कंपनीतर्फे राबविण्यात येणाऱ्या सर्वांगीण ग्रामविकास उपक्रमाची सुरुवात २०१६ मध्ये करण्यात आली, आतापर्यंत पालघर जिल्ह्यातील १७ गावांमध्ये याचा विस्तार झाला आहे.

ग्रामीण भागातील लोकांच्या विकासाला चालना देण्यासाठी पॅनासोनिकच्या सातत्यपूर्ण प्रयत्नांमुळे अनेक बदल घडून आले

आहेत. शेतीचे प्रमाण वाढले असून, त्यातून प्रत्येक कुटुंबाच्या आर्थिक उत्पन्नात चांगली वाढ झाली आहे. शेतमाल विक्रीतून प्रति कुटुंब ३० हजार ते १.३ लाख रुपये अतिरिक्त

पॅनासोनिक लाइफ  
सोल्युशन्स इंडियाचे  
सहकार्य

उत्पन्न मिळू लागले आहे. शेतीसाठी पाण्याची उपलब्धता वाढल्यामुळे लोकांचे हंगामी स्थलांतर कमी झाले आहे. पिण्याचे पाणी लोकांना घराजवळ किंवा सहजपणे उपलब्ध करून देण्यात आल्याने महिलांना दूरवर जाऊन पाणी आणण्याचे कष्ट आणि वेळ वाचला आहे. त्यामुळे त्या हा वेळ शेतात कामावर जाण्यासाठी देऊ शकत आहेत. महिलांना स्वयं-सहायता बचतगटही सुरू केले असून, त्याद्वारे त्यांनी आर्थिक उत्पन्नाचा नवा स्रोत तयार

केला आहे. शुद्ध, स्वच्छ पाण्याच्या उपलब्धतेमुळे लोकांचे आरोग्यही सुधारले आहे. त्यामुळे त्यांना इतर कामांवर लक्ष केंद्रित करणे आणि आपल्या जबाबदाऱ्या अधिक कुशलतेने पार पाडणे शक्य झाले आहे. या उपक्रमाबाबत बोलताना, पॅनासोनिक लाइफ सोल्युशन्स इंडियाचे संयुक्त व्यवस्थापकीय संचालक तोशिनोबू कावासाकी म्हणाले की, 'अशा प्रकारच्या विकास प्रकल्पाचा आदिवासी गावांमधील लोकांच्या आरोग्यावर आणि एकूणच जीवनमानावर सकारात्मक प्रभाव पाडण्यासाठी कंपनी अशा समुदायांना दत्तक घेणे आणि उपजीविकेसाठी शाश्वत मार्ग निर्माण करण्यासाठी मदत करण्याचे काम सुरूच ठेवेल. यासाठी कंपनीची सामाजिक जबाबदारी अर्थात सीएसआर हा महत्वाचा आधारस्तंभ असला, तरी लोकांचे जीवनमान सुधारणे हे आमचे प्राथमिक ध्येय आहे.' असे ते म्हणाले.

**Online**

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Published Date	16 Dec 2023	Journalist:	Vaibhavi Khanwalkar

## 2023 Year in Review: India was vocal for local manufacturing, Telecom News, ET Telecom

<https://telecom.economictimes.indiatimes.com/news/industry/2023-year-in-review-india-was-vocal-for-local-manufacturing/106036046>

The year 2023 was a pivotal one in Indias journey towards becoming a global manufacturing powerhouse, with a concerted effort being made by the government to this end. With a new production-linked incentive (PLI) scheme, the country witnessed a surge in investments and production across crucial sectors.

Ahead of a key election year, the government promoted its schemes, including the Make in India initiative and the Indian Semiconductor Mission (ISM).

Major geopolitical affairs also helped India in attracting companies looking for a safe haven. The worsening US-China trade war pushed Apple to diversify away from China and redraw its manufacturing strategy with India at the centre. The Russia-Ukraine war wreaked havoc on supply chains of key materials, including semiconductors, which incentivised countries to consider India as a more stable alternative to set up shop.

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By ,

ETtech

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Whether it was the revival of the ISM, Apples increasing dependence on India or Teslas relentless pursuit of manufacturing locally, the year saw India eyeing the goal of economic growth through self-sufficiency.As the year comes to a close, we take a look at some of the biggest investments announced this year in key sectors.If 2023 were to be defined in a few bullet points, semiconductors would



be among the top three. Not only for electronic devices such as mobile phones and computers, but semiconductor chips powering the viral technology of generative artificial intelligence (AI), which came to the fore thanks to OpenAIs ChatGPT and Googles Bard. Nvidia, which supplies high-powered graphic chips to AI companies, rocketed past \$1 trillion in market capitalisation this year, joining an elite club with tech giants Apple and Microsoft. India also invited bids under the ISM to lure companies in peripheral industries for semiconductor manufacturing to set up shop in the country. This includes ultra-pure copper, aluminium, water and gases, and others. Let's look at major semiconductor companies eyeing India as a manufacturing location: The Idaho-headquartered company announced a \$2.75 billion chip packaging plant in Gujarat in June, becoming the first overseas company to commence construction under ISM. Global technology giant Foxconn also expressed interest in setting up at least four to five semiconductor fabrication lines in India. ET reported in July that the Taiwan Semiconductor Manufacturing Company (TSMC) is in talks with Foxconn and Japans TMH Group for technology and joint venture partnerships to start semiconductor fabrication units in India. Chipmaker AMD in November unveiled a 500,000-square-foot campus in Bengaluru, focused on the design and development of semiconductor technology, including 3D stacking, artificial intelligence (AI), machine learning (ML) and more. Israels Tower Semiconductor has also sought guidance from the government on the best possible way to establish a fabrication facility in the country by the end of fiscal year 2024. Kaynes SemiCon, a 100% subsidiary of Kaynes Technology, also announced an investment of Rs 2,850 crore in a facility in Hyderabad for outsourced semiconductor assembly and testing (OSAT), with automatic test equipment (ATE) and a reliability testing line. The Shiv Nadar-founded HCL Group, which began decades ago as a maker of computer hardware and peripherals before establishing its software credentials globally, is also planning an ambitious nearly \$300 million entry into Indias fast-evolving semiconductor ecosystem. It is close to submitting a proposal to the Centre to set up an assembly, testing, marking, and packaging (ATMP) unit for semiconductors, they added. Right from the Budget announcement in February this year, the government has been attempting to make hardware and electronic manufacturing in India a tempting proposition for global companies. It lowered customs duties on several components, while increasing it on the finished product. The Budget has also extended the concessional customs duty on several input parts by one more year to boost local manufacturing investment. In May, the government had notified the second phase of the PLI scheme for IT hardware with a budgetary outlay of Rs 17,000 crore, double that of the first phase. The government has approved proposals by Dell, HP India, Flextronics India, VVDN Technologies, Netweb Technologies, Lenovo, and 21 others under the scheme, for a total commitment of over Rs 3,000 crore to be invested in India over the next five years. Here are some of the major announcements this year: ET reported that Foxconn, which makes Apple phones and tablets and other products in India, has plans to invest up to \$500 million to set up a new unit in Bengaluru to make smartphone accessories. This is part of its expansion plans in India, where its total investment in Karnataka adds up to \$2.7 billion, after the state approved an additional investment in December. Japanese electronic parts maker TDK Corp said it will manufacture lithium ion (li-ion) battery cells for Apple iPhones in India. Panasonic Electric Works India (PEWIN) announced a Rs 300 crore additional investment to increase capacity at its unit in Sri City, Andhra Pradesh, in September. California-based chipmaker Intel has partnered with Bhagwati Products, Dixon Technologies India, Kaynes Technology India, Optimus Electronics, Panache Digilife, Smile Electronics, Syrma SGS Technology, and VVDN Technologies Private to accelerate laptop manufacturing in India, the company said in a release. Electronics and information technology minister Ashwini Vaishnaw said earlier this month mobile phone manufacturing in India has gone up from a miniscule number to \$44 billion, out of which \$11 billion worth of handsets are exported. The industry also told the government recently that it is eyeing \$50 billion in exports in the coming years, as the domestic market saturates and exports continue to rise. Major phone companies started making in India this year, while others committed to do so. Here's a look at some other key investments. Apple is significantly increasing its production capacity in India, with plans to invest approximately \$40 billion over the next four to five years. This represents a fivefold increase from its current production levels in the country. In a boost to Make in India, Apple started making its latest offering, the iPhone 15, in India. The premium phone was available in the country on launch day. ET also reported recently that Apple is scouting for new suppliers Indian, Japanese and South Korean which can provide crucial components to its contract manufacturers in India. The latest supplier of Apple to enter India is gorilla glass maker Corning, which announced a Rs 1,000 crore facility in Tamil Nadu. Following suit, tech giant Google announced that it would start manufacturing the Pixel 8 in India soon. The first set of India-made Google Pixel 8 devices will debut in 2024. Google also announced local production of Chromebooks to enhance accessibility to affordable and secure computing for Indian students in partnership with HP. The government is closing in on an agreement with Tesla that would enable the electric vehicle maker to ship its cars to the country from next year and set up a factory within two years. Vietnamese electric vehicle (EV) maker VinFast Auto, deemed Teslas rival, is also shopping for land for its planned manufacturing facility, and has already reviewed two locations in Tamil Nadu. As

the calendar turns on 2024, India's semiconductor and local manufacturing landscape stands at a pivotal juncture. While 2023 witnessed significant strides, the seeds sown now hold the potential for a transformative yet challenging road ahead.

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## Top 10 best modular kitchen brands in India to help you with your dream kitchen

<https://timesofindia.indiatimes.com/most-searched-products/home-decor-and-garden/kitchen-decor/top-10-best-modular-kitchen-brands-in-india-to-help-you-with-your-dream-kitchen/articleshow/106323494.cms>

Modular kitchen brands in India are carefully curated to help you find the perfect brand to design your dream kitchen [Read More](#)

A home's heart lies in its kitchen. Over time the kitchen space has evolved like no other becoming unparalleled in design and technology. As an interior designer practising in the field and having taught advanced kitchen and design at prestigious interior design colleges, I always found that hiring an expert in modular kitchen designs was the way to go for perfect execution, quality and support in creating and designing perfect homes. From small kitchens to big, you cannot do it justice unless you plan it out properly and know exactly what you want. The only right solution to have clarity and vision while planning your dream kitchen is to hire a design expert; but not everyone can afford to do so. That is where modular kitchen companies are the dream solution. They come with their own sets of experts and a multitude of options in a variety of budgets where you can work out the best solution for your design and budget needs. Doesn't this sound much better, streamlined and less stressful than hiring say only a carpenter with a reference photo in your hand? The answer is yes. This is the perfect solution to your design problems and before we dive into how and who these magical elves are that design dream kitchens? here is an insight into why you need to switch to a modular kitchen expert for your next kitchen design project:

High storage capacity:

Having a kitchen design expert enter and optimise your kitchen space will ensure you get a lot of kitchen space and multiple storage units to use. The high amount of storage capacity achieved comes with a detailed understanding of how to construct kitchens to maximise space utility which a non-technical person might not be able to do. So you just make your list of needs and let the experts handle the design.

Colour blocking and design:

Sometimes while we imagine our ideas to be exceptional, bringing them to life can be a daunting task. What colour to use? Will a particular design truly work? Here's where a modular kitchen expert comes in, they will guide you through the process of choosing the right colours and design with 3D visualisations, sample material blocks and many more tools which will ensure you achieve a truly stylish kitchen design.

Value for your money:

If there is one thing being in the field with a client has taught me it is this, even a little money is a lot for the client' and truly needs to be respected because someone has saved, earned, worked hard and now wants to bring their dream kitchen to life. So when you want to make the most of your investment, why not go directly to the design bankers? A modular kitchen expert will help you make the most of your money to bring the best possible solutions in design and decor to your kitchen.

So now, that you know why you need to pick a modular kitchen brand for your next kitchen; here are some of the top modular kitchen brands in India to help you find your genie:

This is my top pick for modular kitchen brands in India. Established in 2003 the brand not only offers modular kitchen solutions but a complete kitchen solution experience altogether. The brand started as a brand that made chimneys for modular kitchens and soon over the decade branched out into various appliances and eventually modular kitchen solutions as well.

They are a complete kitchen solutions brand so from fixtures to appliances to all fitting solutions are available with them.

A grown-in-India brand, it has matched international standards but works with Indian values which truly facilitates Indian consumers. They work with a variety of budgets and price points and tailor-make modular kitchens to the user's needs. This allows buyers to achieve what they need in specific budget brackets making it a great value-for-money brand.

They are available through multiple platforms which offers great customer service.

Image source: <https://www.kutchina.com/partner/modular-kitchens/>

#### Sleek by Asian Paints

A subsidiary of Asian Paints, Sleek Modular Kitchens boasts of the reliability and quality that come along with the Asian paints brand. The brand offers a multitude of designs and layouts to pick from and ensures you a quality approach in every single step of the process. They offer the best of products and materials and have a very strong customer support base and ground team that users love. From kitchen fittings to wall finishes this brand has a lot to offer and you can walk in with your budget and requirements for a truly tailor-made experience.

Image source: <https://www.sleekworld.com/modular-kitchens-campaign.html?>

#### Nolte Kuchen(Kitchen)

Back when India was getting familiar with modular kitchens and what these brands have to offer. In walked Nolte Kuchen with its luxurious designs and interactive stores to steal hearts and create waves in the design industry. With all their fittings and fixtures produced in Germany, this brand offers unparalleled quality. The only thing to consider is the budget variations as the made-in-Germany aspect and top-quality product line comes at a slightly higher price point than many other brands in the market.

Image source: <https://www.nolte-kuechen.com/en-gb/>

#### Godrej Interio Modular Kitchens

A brand that advertises its focus to be a modular kitchen brand specifically designed for Indian cooking needs. From oily cooking to haldi stains, this brand has a solution and breakthrough idea to combat them all. This makes this one of the top 10 best modular kitchen brands in India and this list would be incomplete without talking about the quality on offer at Godrej Interio. Worth a visit and talk to a consultant the minute you decide to explore modular kitchen brands.

Image source: <https://www.godrejinterio.com/modular-kitchen-enquiries-east?>

#### Modular Kitchens by Liv Space

Liv space has a 45-day move-in guarantee that is very attractive and reassuring. This makes the customers very excited as everyone wants a new kitchen but nobody wants to wait for too long to move into one. With an additional flat 10-year warranty on offer, taking a visit or consultation from a kitchen expert at Liv Space seems like the smartest choice to make. Liv Space is a growing brand and has some stellar projects in its portfolio making it a top pick for the best modular kitchen brand in India.

Image source: <https://www.livspace.com/in/landing-page/home-interiors/modular-kitchen-new-pe-gl?>

#### Anchor by Panasonic modular kitchens

A true revolution of technology and style is what brings this brand to the forefront. Anchor by Panasonic modular kitchens are designed tastefully with all the latest technology and fixture detailing. These kitchens are like art brought to life and the brand delivers quality without doubt. Just like their passion in other product lines, the brand's passion simply screams out the countertops in the modular kitchens. This brand is one to watch out for as it slowly takes over the market.

Image source: <https://lsin.panasonic.com/modular-kitchen.html>

#### Pepperfry modular kitchens

A truly revolutionising brand, Pepperfry has brought the modular kitchen to your fingertips. This brand not only gives you the kitchen of your dreams but helps you design, connect, and create a masterpiece which you can use every single day. The brand offers what most other modular kitchen brands do but the catch is that Pepperfry also offers an online experience in this field and provides budget options along with easy EMI options to help you financially plan and own what you want for your home.

Image source: <https://www.pepperfry.com/form/modular-furniture.html>

#### REHAU kitchen solutions

A homegrown brand. REHAU was established in India in 1997. While the brand is truly Indian, it hosts its head office in Germany making it a truly global brand. The brand is very consumer friendly which is very important while building a new home and the consumer can feel overwhelmed and confused on what they need to do. The brand experts will help you design the kitchen with ease and make the right choices so you can use your space as effectively as possible.

Image source: <https://www.rehau.com/in-en/kitchenbyrehau>

#### Veneta Cucine

A truly Italian brand, Veneta Cucine brought modular kitchens to the map and attention of Indians. The Indian market was very new to modular kitchens and the concept of designer furniture for kitchens. This is where Veneta Cucine put the whole modular kitchen concept on the map. Venet Cucine offers great quality and service making it a top brand to work with for your dream kitchen.

Image source: <https://www.venetacucine.com/en>

#### Hacker Modular Kitchen

The company has been operational in India for over 19 years making it a top runner for the best modular kitchen brands in India. The brand uses the best of German technology to devise and construct beautiful designs in modular kitchens. The brand also offers a variety of services and support which make owning a modular kitchen that you love very easy and accessible. Although the German make and design tips the budget to the pricier side with this brand the result and beauty and utility achieved make this a no-brainer.

Image source: <https://haecker-india.com/>

In the end, all I have to say is that no matter which brands you choose, owning a dream kitchen is everyone's dreams. So explore the best brands available, interact with their staff and understand your budget and who can achieve the most in it. This will help you narrow down to your dream kitchen designing team and your modular kitchen design will be right around the corner.

#### Best modular kitchen brands in India: FAQs

What do you need to know about modular kitchens?

Modular kitchens are designed as a combination of style and utility with a mix of cabinets, drawers and other unique storage spaces exclusively made to operate in the kitchen. The material finishes are also kitchen-specific.

How long will a modular kitchen last?

The normal life of a well-made modular kitchen will be anything between 10 to 15 years. It's about maintenance and ensuring that there is no water or smoke damage to affect the material finishes of the kitchen.

Why is a modular kitchen costly?

The main reason for the cost generated is the fact that the materials used are very good quality and also modular kitchen companies provide expert designers and construction crew who are highly trained increasing the overhead cost.

DISCLAIMER: The Times of India's journalists were not involved in the production of this article.

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<https://bwmarketingworld.businessworld.in/article/A-M-s-Most-Read-Stories-In-2023/29-12-2023-503986>

A quick look at headlines that demonstrated bold moves and attracted readers' attention

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The Heads of Marketing of Tech Mahindra, Amazon miniTV, Vivo India, Akamai Technologies and the like are a part of BW Marketing World 40 Under 40, 2023 list

**Apple's Tor Myhren On Making Agency-Client Relationships Work**

The vice president of marketing communications at Apple shares his thoughts on what matters the most in making great creative work  
**Creator Economy 2023: A Symphony Of Brands & Influencers**

The year 2022 has been a catalyst for the creators and the brands who invested in them. With the increase in the social media traffic, the creators gained a strong foothold in the market

**Combination Of Online & Offline Strategies Resulted In 2x Increase: Sunil Gadgil**

**Nivea's Soft Fresh Batch empowers Gen-Z influencers, blending digital and on-ground success**

**Aiming To Touch The \$100 Million Mark: Nitin Chhabra**

Nitin Chhabra, CEO, ace turtle discusses the journey and evolution of the company, its aim to reach the \$100 million mark in revenue, the advertising and marketing strategy for the various brands under its umbrella, the rising implementation of technological innovations, and more

**Is Meta's Threads A Potential Competition To Twitter?**

Threads takes the social media landscape by storm with 30 million downloads in less than 20 hours of its launch

**SRK: The Evergreen Baadshah Of Brands**

King Khan turned 58 on 2 November 2023, but he seems to be aging like fine wine

**Diageo's Shweta Jain On 'What It Takes To Be A Walker'**

In an exclusive interview with BW Marketing World, Shweta Jain, CBO, Diageo India, shares insights on the participation of Alcobev brand at the Cannes Film Festival, marketing themes, sustainability principles and more

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Sunil Narula, Senior VP Sales & Marketing, Panasonic Life Solutions India shares insights into the world of marketing, the importance of sustainability, the transformative role of AI, the importance of purpose-driven marketing and more in our series 'Marketing Maestros'

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Kapuswala, India Marketing Head, Ferrero shares its approach to their marketing mix, leveraging digitisation for the brands, the health-conscious audience for the brand, and their campaigns

**It's The Best Time To Be In Creative Business: Dheeraj Sinha**

Dheeraj Sinha, CEO, Leo Burnett India discusses factors behind the agency's success, collaborative culture, creativity evolution, SDG commitment, tech advancements, and advertising's future

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The rise of conversational commerce is driven by the increasing use of mobile devices and the preference for messaging as a form of communication

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In contrast to typical celebrity endorsements, influencers, and comedians are considered normal people, which fosters trust and relatability among their audiences

### Are Strategic Partnerships The Future Of Indian Business?

With recent strategic partnerships between Salesforce and Google Cloud; NBCUniversal and JioCinema; Roposo and Shopify, we set the stage for further alliances and the transformation of the Indian market

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Deepika Deepti, Head of Marketing at Metro Brands Limited, delves into her journey in the marketing landscape and shares her insights on sustainability, generative AI, and more in our series 'Marketing Maestros'

### 5G Is About Infinite Possibilities: Amit Marwah, Nokia

During the launch of Nokia's MBiT report, Amit Marwah, CMO discusses how the emergence of 5G would impact the current trends

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Let's have a look at the conversation with the CEO of Bagzone on the brand strategy and plan for 2023

<https://bwmarketingworld.businessworld.in/article/Lavie-Is-In-Its-Exploring-Research-Stage-To-Achieve-Metaverse-Ayush-Tainwala-Lavie/11-02-2023-465338/>

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