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# News & Views

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## Stunning progress of **Hinjewadi**

Hinjewadi is the best example of an inclusive growth. The development that has happened in the last five years has definitely helped Pune's progress. It is shaping into a self sufficient place. Present day Hinjewadi is a culmination of past progress and rapid urbanisation

**H**injewadi, once a sleepy village is technology hub of Pune city today. For growth of IT sector in Pune, there was a need of creating an exclusive IT park. Hinjewadi was advantageous due to its close proximity to Mumbai and industrial belt-Pimpri and Chinchwad. In the span of 10-15 years Hinjewadi adopted this change. And it has had some brilliant outcomes:

- The internationally known Rajiv Gandhi InfoTech Park.
- Hinjewadi contributes around 60 per cent of Maharashtra's total IT exports.
- Generates revenue above ₹30000 crores.
- As per recent NASSCOM report the information technology and IT-enabled services sectors are expected to grow 12-14 per cent. Considering this, one can easily expect Hinjewadi to grow around 15 per cent.
- Over 7 lakh people work at Hinjewadi today.
- Around 90 companies work in 2 phases of Hinjewadi.
- Recently, exports from the IT Park were valued at \$4 billion, which was nearly 7% of

India's total IT exports. There are three reasons which can explain us why Hinjewadi is and will be a preferred location for foreign investments. Firstly, the Rajiv Gandhi IT Park has tremendous scope for expansion. Renowned companies already have

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### Major companies operational in Hinjewadi:

Infosys, Tata Motors, TCS, Tata Johnson, Wipro, Tech Mahindra, Accenture, KPIT Cummins Info Systems Limited, Cognizant Technology Solutions.

### Major hotels in Hinjewadi:

Courtyard by Marriott, VITS, Holiday Inn, Lemon Tree, Le Royale, Rio Grande, Sayaji

Hi friends,



Recently we had yet another celebration for completion of 25 years of Paranjape Schemes. Many employees, who have been associated with us for more than two decades, spoke wholeheartedly about the growth of the company. The occasion made me nostalgic! Coming up with a grand project like Blue Ridge was a turning point for Paranjape Schemes. My brother, me and our core team were taking a huge step of launching a township at a distant place like Hinjewadi, which was flourishing due to Information Technology and not due to real estate. I am talking about the year 2006-07.

We saw this as an opportunity to take a big leap. As we were set to launch Blue Ridge, recession hit upon us. Everyone was apprehensive about the response the project would get. They weren't wrong in saying that we are investing in a place which is almost 15 kms. away from central Pune. We would have to start by providing infrastructure. We weren't building an apartment, it was a township. And a township can be called a success only when it provides amenities other than residential living. But I believed in the project and intuitions, they supported me and we went ahead.

The result is there in front of you. You are the people who made our dream come true by trusting in us and making our first township a success. Hinjewadi has developed a lot in last 5-7 years and the development will continue in all its phases. And I am happy that we have a fair share in the development of this area.

By now, even you must have rekindled your memories of booking your house or office in Blue Ridge, seeing it shaping up, entering it for the first time, designing it according to your tastes etc. And I am sure, as you are reading this piece, sitting in the favourite corner of your house, you must be proud of your decision!

**- Shashank Paranjape,  
MD**

# Culture rejoiced by residents of **Athashri**

**Anandghan 2013-** A gathering for seniors of Athashri was a fun-filled event which saw everyone enjoying the different facets of Maharashtrian culture.



Glimpses of 'Anandghan 2013'

When joy and excitement join hands, the bond transpires into 'Anandghan'. Anandghan 2013 was a fulfilled event for senior citizens. This was the second year of Anandghan. The response was two-fold this time. The event was held on April 14, 2013. All the seniors of Athashri were ready to enjoy a ride into the Maharashtrian culture.

Anandghan was special because right from the conceptualisation to final performance, everything was done by our enthusiastic, young -at- heart seniors. Every element of art was effectively displayed by them. The evening began in a traditional way, by lighting a lamp. Shrikant Paranjape, Shashank Paranjape, Amit Paranjape, Sudesh Khatawkar

and presidents of all the Athashri projects, were present on the occasion. Awards ceremony was conducted first to reward the Athashri Baner residents. 'Jai Jai Maharashtra Maaza', a song was presented by Baner residents followed by an instrumental song 'Kshan ala Bhagyachya' by Pashan residents. The traditional style of 'Mangala Gaur' was performed

by Baner residents. Vote of thanks by Sudesh Khatawkar marked the end of the first part. A Qawali by Pashan and Gondhal by Bavdhan residents showcased two entirely different cultures. Waltz was the last performance of the evening wherein all the Athashrians came together.

## Recipe



**Shraddha Agarwalla**, resident of Blue Ridge, is the founder and owner of 'The Dessert Cart'. She will be sharing with us some of her simplified and easy to make recipes.

[www.facebook.com/thedessertcart1](http://www.facebook.com/thedessertcart1)

M: +91 99303 98884 E: [thedessertcart@gmail.com](mailto:thedessertcart@gmail.com)



## Chocolate-Chip Muffins

(Makes 12 muffins)

### Ingredients:

- 125 gm butter
- 110 gm castor sugar
- 40 gm powdered dark
- Brown sugar
- 2 eggs
- 1 tsp vanilla extract
- 200 gm flour
- 1 1/2 tsp baking powder
- 15 gm cocoa powder
- 1/2 tsp salt
- 150 ml milk
- 90 gm chocolate chips (Used here are 53.8% Callebaut chips)



### Method:

1. Preheat the oven to 190°C.
2. Sift flour, baking powder, cocoa and salt.
3. Cream the butter, and add both sugars, till light and fluffy. Add eggs one by one, and beat till just incorporated.
4. Add vanilla extract and beat. Now, add 1/3 flour and 1/2 the milk, alternating in 3 additions, starting and ending with flour.
5. Fill the batter 1/2 way into the liners or muffin tray. Add few chocolate chips, and add the remaining batter. Sprinkle with the rest of the chocolate chips, and bake for 20 minutes.

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[newsandviews@blueridge.in](mailto:newsandviews@blueridge.in)  
and send us what you have to say.



SEZ at Blue Ridge speaks about the contribution of IT sector in urbanisation

# Stunning progress of **Hinjewadi**

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their presence here but there are many others who want to be a part of the park's success story. Secondly, there are a lot of good educational institutes in Hinjewadi and at places like Wakad, Balewadi, Aundh etc. which will produce the bright minds needed by the companies situated in Hinjewadi and thirdly, the residents in and around Hinjewadi will do the remaining job of developing Hinjewadi and making it a better place.

Hinjewadi will be developed in four phases of which 2 are complete and third is being developed presently. Marunji, Mhalunge, Gawarwadi and Devad are the villages which are merged into Hinjewadi. As IT developed here, lot of other amenities blossomed to give Hinjewadi a completely new Avtaar.

An area buzzing with lakhs of employees and sprawling amenities is incomplete without proper residential facilities. And a township like Blue Ridge is the icing on the cake! There is a speedy development of an area if people reside there. Any developing or developed place is incomplete without proper residential amenities. Residents act as oxygen in making the place

lively. Five years ago, when we launched Blue Ridge, it was with the same thought. Ours is a township blessed with all the facilities of the global lifestyle to suite the contemporary standard of living.

Strategically located at the posh area of Hinjewadi- Pune, Blue Ridge has a good connectivity with the major places. Built on 138 acres of land, Blue Ridge has some of the best world class amenities. Be it golf course, Marina Bay or Blue Ridge Public School; everything is meticulously planned keeping in mind the free minded, independent resident of today.

Another feather in the cap is our SEZ. Not only were we the first to launch a township in Hinjewadi but we were also the only ones to have a functional SEZ within the limits of the township. We believe we are the pioneers of inclusive growth in the Pune city. We have made Blue Ridge a self-sufficient township with school, mall, cafeterias, restaurants, parks and above all, a comprehensive working environment by way of SEZ.

Aditi Watwe, COO of Flagship Infrastructure Pvt. Ltd. (FIPL) tells us how the company bounced back after the recessionary phase. She says, "Recession affected everyone.

It was more of a psychological effect. Everyone knew that there was light at the end of the tunnel but during the period, no one knew when they would see it. For home buyers it was a sentiment crisis, but even we were tensed as we had launched SEZ. It was a completely new domain for us and we didn't know how the market and how people would react to it. Any builder would have thought of bearing the loss and stopping there. But Shrikant and Shashank Paranjape and some other core team members were head strong. They sensed the need of the small IT companies and ITES. They knew that SEZ will provide a platform for these companies. That is why they made heavy purchases in the recessionary phase. So when the phase receded, we were ready to welcome the companies."

As mentioned above, Hinjewadi is the best example of rapid urbanization. Given below are some of the advantages of urbanization (as mentioned in the McKinsey report on urban development)

India has a young and rapidly growing population which is definitely a potential demographic dividend. But India needs thriving cities if that dividend is to pay out.

- Urbanisation will result in Urban India driving a near four-fold increase in average national income.
- Urbanisation offers a promise of a higher quality of life for a larger number of citizens because the scale of benefits provided by the cities offer an opportunity to significantly lower the cost of delivering services such as water and sanitation.
- Cities are vital for the funding of development because they generate the lion's share of India's tax revenue (between 80-85 per cent.)
- Cities have benefits beyond their boundaries. Some 200 million people who live close to cities will benefit because they will enjoy improved access to jobs, markets and other urban infrastructure.
- Cities are more than just economic growth and higher incomes. They perhaps offer the best promise of a higher quality of life by providing an efficient vehicle for delivery of basic services, generating the majority of taxes and by benefiting rural areas in their proximity. Cities play a vital role in expanding the fruits of India's economic growth.



## IT scene in Pune

IT and ITES are rapidly growing in Pune city. Last decade has seen the spurt of IT clusters operating in different parts of the city.

India's Information Technology and Information Technology Enabled Services are aligned in such a way that the growth in one segment has effects on another. Apart from the growth of the economy, there is employment, revenue generation, improvement in standard of living and development of the place. Pune is a city which has embraced IT and ITES with open arms.

Pune always had a preferred industrial set up. But since late 90s, the Information Technology sector saw a steady increase in Pune. The biggest contributor to this scenario was the Rajiv Gandhi Info Tech Park (RGITP) at Hinjewadi. The

### Rajiv Gandhi Info Tech Park at a glance

- Established at Hinjewadi in 1998
- Located 1.5 km from the Mumbai-Pune Expressway
- Total area of the RGITP is 4646 acres

Park is divided in to four phases.

According to the Comprehensive Mobility Plan for Pune city prepared by Wilbur Smith Associates and IL&FS, the Pune Municipal Corporation (PMC) is emerging as a major IT centre, with software parks mushrooming all over the city. According to Software Technology Parks of India (STPI), software exports from Pune have increased 48 per cent, even

surpassing Mumbai's exports.

Today, Pune Metropolitan Region (PMR) houses more than 100 IT industries, one fourth of which are multinationals, who are involved in research and development, engineering services and embedded technology-related work. The biggest IT Park in PMR is MIDC promoted Rajiv Gandhi InfoTech Park (Phase I and II) at Hinjewadi, which has witnessed a spectacular growth. Followed by Hinjewadi, Kharadi and Talawde IT Parks are also rapidly developing. In addition to IT Parks developed by MIDC, and since GoM as permitted several private developers to establish IT Parks, a series of IT parks are coming up in residential areas such as Kharadi, Magarpatta, and Kalyani Nagar etc.



### IT clusters in Pune

Industrial Area	Completion status (2011)	Area (Acres)	Distance from Pune (Km.)	Sector
Pimpri Chinchwad MIDC	100%	3027	18	Auto, Auto components
Rajiv Gandhi Info Tech Park Hinjewadi Phase I	100 %	215	15	IT, ITES
Rajiv Gandhi Info Tech Park Hinjewadi Phase II	80 %	539	16	BT
Rajiv Gandhi Info Tech Park Hinjewadi Phase III (SEZ)	Land acquisition in process	865	16	IT, ITES
Rajiv Gandhi Info Tech Park Hinjewadi Phase IV	Proposed	988	16	IT, ITES
Kharadi Knowledge Park	100 %	67	PMC	Software
Talawade Info Tech Park	60%	185	18	IT
Talegaon Floriculture Park	NA	-	37	Floriculture
Ranjangaon Industrial Area	40 %	2286	55	White woods
Chakan Industrial Area	40 %	637	30	Auto, Auto components
Jejuri	NA	291	48	Mixed Profile
Bharat Forge SEZ	Proposed	4448	40	Auto, Auto components

Source: Maharashtra Industrial Development Corporation

# Faithful **faith!**

To have good spiritual health, read this article. Learn to glorify God for all He will do and has done in your life. Avoid sabotaging your relationship with people and God by using faith in all areas of your life...



Faith helps in tackling the distressing events and incidences. Faith in any form is welcome. Given below are a few ideas which, if practised, can lead to a healthy spiritual health.

- Have a good relationship with yourself. The only person who knows the best way to develop a close self-relationship is you. Some ways that often work are; keeping a journal and writing your feelings, writing poetry or short stories, take personality quizzes, and talking to yourself in a positive way.
- Pray and talk to the Lord or whoever you worship. Before you go to bed each night, take a few minutes to send a few effective prayers up to heaven. contact with and be sure you have accepted the Lord Jesus
- Read a lot. Try to study new topics and try new things, this is not only to exercise your mind but also to improve your intelligence.
- Meditate. Meditating is an important way to maintain good spiritual health. Most people prefer to meditate in the morning after they wake up, before bed, and/or after getting home from work or school.
- Deep breathing sessions. Have a time of day where you turn off all the TVs, iPods, and computers and just breath deeply. It's a good time to come in contact with your inner thoughts and feelings.
- Listen to your inner voice and follow your gut. What is your inner voice telling you? It's usually the right decision. Stick with your gut, don't do something you may regret.
- Laugh a lot and sing aloud your favorite song. These simple

things can really improve the way you feel towards yourself and life in general.

- Don't take anything for granted. Pretend like you are seeing the world for the first time, explore nature. Try doing things with a blindfold such as: watching a movie, talking to a friend, or playing with a pet. It helps you to realize how well you have it.
- Do something for someone else everyday. Whether its paying someone a compliment, giving money to charity, or helping someone carry their books, it will make you feel good with the added bonus of making someone else feel good too!
- Watch or read something uplifting. Watch an uplifting movie or read an inspirational story!

## Project Blue Ridge: Status Report

Given below is the progress chart of each individual complex.

- HA 1 ..... 25<sup>th</sup> floor completed - **Possession Done**
- HA 2 ..... 25<sup>th</sup> floor completed - **Possession Done**
- HA 3 ..... 25<sup>th</sup> floor completed - **Possession Done**
- HA 4 ..... 25<sup>th</sup> floor completed - **Possession Done**
- HA 5 ..... 25<sup>th</sup> floor completed - **Possession Started**
- HA 6 ..... 25<sup>th</sup> floor completed - **Possession Started**
- HA 7 ..... 25<sup>th</sup> floor completed
- HA 8 ..... 25<sup>th</sup> floor completed
- HA 9 ..... 21<sup>st</sup> floor - 50% completed
- HA 10 ..... 25<sup>th</sup> floor completed
- HA 11 ..... 21<sup>st</sup> floor - 50% completed
- HA 12 ..... 25<sup>th</sup> floor completed - **Possession Done**
- HA 13 ..... 25<sup>th</sup> floor completed - **Possession Started**
- HA 14 ..... 25<sup>th</sup> floor completed - **Possession Started**
- Slim Fit B1 ..... 24<sup>th</sup> floor completed
- Slim Fit B2 ..... 24<sup>th</sup> floor completed
- Slim Fit B3 ..... 24<sup>th</sup> floor completed
- Slim Fit B4 ..... 2<sup>nd</sup> slab - 30% completed
- Compact B7 ..... 11<sup>th</sup> floor - 25% completed
- Compact B8 ..... 14<sup>th</sup> floor - 25% completed

## Healthy Bite



### Turmeric

Reduces inflammation and improves blood circulation. It is also a natural painkiller.

## Word of the month

### Social sharing

noun  
[mass noun]

the practice of sharing content from a website on a social media site or application

*mobile technology and social sharing have reshaped the media industry in recent years*  
[as modifier]

## Five flicks to watch in holidays

### It is a Wonderful Life (1946)



It's a Wonderful Life is an American Christmas drama film produced and directed by Frank Capra. The film is considered one of the most loved films in American cinema. Released in 1946, the film stars James Stewart as George Bailey, a man who has given up his dreams in order to help others, and whose imminent suicide on Christmas Eve brings about the intervention of his guardian angel, Clarence Odbody (Henry Travers). Clarence shows George all the lives he has touched and how different life in his community would be had he never been born.

### Roman Holiday (1953)



Roman Holiday is a romantic comedy directed and produced by William Wyler. It stars Gregory Peck as a reporter and Audrey Hepburn as a royal princess out to see Rome on her own. Audrey Hepburn played Princess Anne, weary of protocol and anxious to have some fun before she is mummified by "affairs of state." On a diplomatic visit to Rome, Anne escapes her royal retainers and scampers incognito through the Eternal City. She happens to meet American journalist Joe Bradley who acts as if he doesn't know her. Hepburn won an Academy Award for Best Actress for her performance.

### Home Alone (1990)



Home Alone is a 1990 American family comedy film written and produced by John Hughes and directed by Chris Columbus. The film stars Macaulay Culkin as Kevin McCallister, an eight-year-old boy, who is mistakenly left behind when his family flies to Paris for their Christmas vacation. While initially relishing time by himself, he is later greeted by two would-be burglars played by Daniel Stern and Joe Pesci.

### Jurassic Park (1993)



Jurassic Park is an American science fiction adventure film directed by Steven Spielberg. It stars Sam Neill, Laura Dern, Jeff Goldblum, Richard Attenborough, Ariana Richards among others. The film centers on the fictional Isla Nublar near Costa Rica's Pacific Coast, where a billionaire philanthropist and a small team of genetic scientists have created a park of cloned dinosaurs.

### The Hobbit: An Unexpected Journey (2012)



The Hobbit: An Unexpected Journey is an epic fantasy adventure film directed by Peter Jackson. A younger and more reluctant Hobbit, Bilbo Baggins, sets out on an "unexpected journey" to the Lonely Mountain with a spirited group of Dwarves to reclaim their stolen mountain home from a dragon named Smaug. The film was nominated for the Academy Awards.

## Joke of the month

Mr. Bean failed medical college entrance exam for the following answers

**Antibody:** One who hates his body

**Artery:** Study of fine paintings

**Bacteria:** Back door of cafeteria

**Coma:** Punctuation mark

