

Environment conscious

It's not everyday that one finds a successful bureaucrat becoming a successful environment activist. But **Madhav Mehra**, a former director in the Ministry of Railways, appears to have made the transition effortlessly. Having quit the government job a decade back, Mehra is now the president of UK-based World Environment Foundation and chairman of the World Quality Council, a body constituted by 52 national and international quality associations to promote, oversee and coordinate quality activities across national boundaries. Internationally renowned for his innovative ideas for marrying quality and environment issues in business and industry, Mehra was recently in India, at his birthplace Palampur in Himachal Pradesh to organise and address the fifth World Environment Congress on Environment Management Committee where Golden Peacock Awards on Environment Management were presented by Sri Sri Ravi Shankar to companies which showed best environmental performance. Though Mehra is a strong votary of changing lifestyle and innovative environment-friendly technology, he is also a pragmatist. Take this, for example – the benefits of felling trees to develop high-class roads, which would provide employment opportunities to people, would far outweigh the damage done in environmental terms. If there is no development, poor people will anyway cut the trees for fire, he points out. Well, it does make sense.



but also as an effective advertisement medium. The idea of the video Jukebox actually came incidentally to **Pradeep Anand** (of Toshiba Anand fame), managing director and **Sameer Kachru**, director (sales & marketing), Innovative Interactive Infotainment, the company they formed to develop and market this product. While the two were hanging out at a London pub, coincidentally, the audio played the same song as television synchronising the effect. It immediately caught their attention. A search for such a system, which could play both the audio and video proved futile. So the idea to create such a device was born. The device can play up to 10,000 video numbers. And though the idea may look simple, it took two years of serious research by a dedicated IT team which jelled 15 software applications and as many hardware to make the video Jukebox a reality. The system, which cost upward of Rs15 lakh, is already installed in over a dozen places and Anand and Kachru plans to take it to 35 locations by the year end. With orders pouring even from Singapore and Thailand, it must be sweet music to Anand and Kachru.

SHEKHAR GHOSH



avatar. And mind you, the new device is not just a digitalised audio system, but it also has a video element and is being projected not only for its entertainment value

have seen his work is *Jhankar Beats*). "Everything will change from the lighting to the music in the evening," says Salil. And who knows, soon Provogue the lounge may become a chain like Provogue the store. "We will not be making any of our existing stores into lounge bars, but if we open a store located at a spot which may also work for entertaining, then we may decide to repeat this concept," says Salil.

SANJAY BORADE

