



13 SEP 2022

Business News Update

"Challenges & Problems are the fuel of Success."

DETECTING COMMENTS: Software that filters toxic reactions on social media

The software works on a machine learning model. In this, the software checks the comments through the machine learning process. The machine after going through the comment will score the comment, if the score is negative, the comment will be deleted automatically and if the comment is positive, the comment will remain posted on the wall. The software had its data based on which the software guessed the toxicity of the comment.

Source: [Financial Express, Sept 13, 2022](#)

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GOING GREEN: How sustainable tech is powering HP's growth

According to HP officials, carbon emissions, forests, and circularity all fall under the sustainability banner. James McCall, chief sustainability officer, HP Inc. provided data-points, including achieving net zero emissions by 2040 with the target of a 50% reduction in greenhouse gas emissions through the value chain by 2030. In 2021, HP's carbon footprint was 9% less than in 2019, primarily due to energy efficiency improvements across its product range.

Source: [Financial Express, Sept 13, 2022](#)

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States may have NITI Aayog-like bodies soon

The NITI Aayog — the think-tank at the Central level — will handhold each state to set up similar bodies, replacing their planning boards for faster and inclusive economic growth, in tandem with the vision of becoming a developed nation by 2047. The move is in recognition of the fact that except for sectors like defence, railways and highways, the national GDP growth is an aggregation of states' rates of growth.

Source: [Indian Express, Sept 13, 2022](#)

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Future Generali emphasises on everyday use of health insurance in new ad

Future Generali India Insurance Company (FGII) has launched a new campaign title 'Once in a Blue Moon'. It challenges Indian consumers' belief on the usage of health insurance as a one-off activity. Conceptualised by Mullen Lintas, the film asks the pertinent question - Why do people use their health insurance only once in a blue moon. The TVC narrates how things like your cat taking your name or traffic police stopping you to thank you are once in a blue moon events but your health insurance need not be.

Source: [ET Brand Equity, Sept 13, 2022](#)

Mahindra pushes Maruti Suzuki to third spot in UV race

Maruti Suzuki had been the leader of the UV space since FY18, largely because of the compact SUV Brezza. Prior to that, M&M was the leader in this space, but its market share slumped to a 10-year low in FY17. With a renewed portfolio, both M&M and Maruti Suzuki are keen to boost production in the coming weeks. While M&M will announce its production enhancement plans in November, Maruti Suzuki is banking on incremental demand coming from its two recent launches.

Source: [Financial Express, Sept 13, 2022](#)

Exporters shouldn't rely on Rupee fall to be competitive: Piyush Goyal

There is no comfortable or uncomfortable level of the rupee, which finds its own place. The currency movement of a country against the dollar is driven by a number of factors—deficit, capital flows, inflation and risk-reward ratio in each country. I'm happy that the Indian rupee has shown more resilience than most of the currencies in recent years.

Source: [Financial Express, Sept 13, 2022](#)
