

DSEU PUSA WINS GOLD MEDAL AT THE INAUGURAL CHETAK JAI KRISHNA YOUTH LOGISTICS AWARDS 2022

DSEU AND CHETAK FOUNDATION ROLL OUT JAI KRISHNA YOUTH LOGISTICS AWARDS 2022

STUDENTS FROM 32 INSTITUTIONS VIE FOR GOLD, SILVER AND BRONZE MEDALS IN THE CASE-STUDY-BASED COMPETITION

ROAD TRANSPORTATION & E-COMMERCE STUDENTS PROPOSE INNOVATIVE SOLUTIONS TO REAL-LIFE PROBLEMS IN LOGISTICS

New Delhi, December 15, 2022: Enthused by the announcement of the National Logistics Policy by Prime Minister Narendra Modi, Delhi Skill and Entrepreneur University (DSEU) and Chetak Foundation have rolled out First of its kind, 'Jai Krishna Youth Logistics Awards 2022' for the students pursuing Logistics, Road Transportation and e-commerce at various institutions in Delhi NCR. Over 180 200 students from 32 institutions participated in the competition to offer innovative solutions to pre-identified problems faced by the Logistics (Road Transportation) and e-commerce sectors.

In a fierce competition, the students from DSEU Pusa Campus won the Gold medals and trophies for their institution, having offered the best solution for the identified problem in Road Transportation and E-commerce.

Speaking on occasion, Dr Amita Dev, the Vice Chancellor of the University, thanked the Chetak foundation and spoke about the awards' aim. "Jai Krishna Logistics Youth Award-2022 is an ambitious project under which we wish to felicitate the young mind and develop a solution-oriented mindset among the students. I thank the esteemed panel of the jury for their valuable time. I'd also like to thank Chetak Foundation for their constant support and initiative. I am also happy to see how Mrs Krishna Sharma, Mr Sachin and his brothers are carrying forward the legacy of the late Shri Jai Karan Sharma and setting up Chetak Foundation. They are working towards manifesting his dreams of supporting girl students and helping the underprivileged section of society come to the mainstream. I am thankful to companies like Chetak Group, which will join hands with an academic institution to encourage and help build the career of Logistics students."



A Chetak Group Initiative

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This competition is designed to give real-life exposure to the Logistics and e-commerce students who participated in the contest starting from November 15, 2022, in groups of two to three. A panel of experts assessed the students' entries, and the short-listed groups made an in-person presentation to the eminent jury on December 14, 2022, at DSEU's Drawka Campus.

The distinguished jury headed by Prof. G Raghuram, Former Director of IIM (Bangalore), comprised Prof. G. Ganesan (Head of Education Initiatives, Logistics Skill Council of India), Dr Radha Mohan Gupta, Sr. Vice President, Devyani International, Ms Sindhu Bhattacharya, Senior Journalist and Vandana Laddha, Founder Shivani Carriers.

Mr Sachin JKS Haritash, Director Chetak Group, said, "We are happy to associate again with DSEU for Jai Krishna Logistics Award. Chetak Foundation was set up as a tribute to my father, Late Shri Jai Karan Sharma, Founder Chetak Group. The award makes his vision come true, as he always stood for supporting students and underprivileged communities. On behalf of my mother, Smt. Krishna Sharma, Patron, Chetak Foundation I would like to convey our thanks to Dr Amita Dev, VC, DSEU and Pro VC Shri Suri, Dr Neeta and Prof Aman and their entire team for joining hands with us for the award event. Our gratitude to the eminent jury led by Shri G Raghuram. We hope the awards will help provide practical exposure to students pursuing Logistics and prepare them to be employment ready in the job market."

The jury selected the Groups ranking first, second and third who received the Gold, Silver and Bronze medals, respectively. A corresponding trophy was also presented to the winning team's education Institutions by the Chief Guest, VC, DSEU, Pro VC DSEU and Directors Chetak Foundation.

Chetak Foundation is the Corporate Social Responsibility (CSR) arm of Chetak Group, a leading player in logistics in India. Chetak Group had signed an MoU with DESU to jointly develop a course curriculum for Logistics and Transportation Courses and to offer Scholarships to girl students pursuing Road Transport and e-commerce courses.

The Government of Delhi established DSEU in August 2020 for the Skill development of students seeking employment and inculcating an entrepreneurial mindset. DSEU aims to fill the existing vacancy of skill training in the industry and provide great opportunities to the youth. The university will offer people from all sections of society to study here so that



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World class education can be available to the underprivileged sections of society. The courses offered by DSEU will be driven by the needs of the industry and will prepare the graduates for a career.

Chetak Foundation is working on improving the quality of life for underprivileged communities in the logistic space, conceiving specific interventions to enhance beneficiaries' experience. Some of these include Oxygen Plus (an environment initiative), Swasthya Plus (a Health & Fitness initiative), Shikha Se Rozgaar (an Education to-employment initiative) and Zindagi Plus (a Road Safety Initiative).

Recently the Chetak Foundation was bestowed with the CSR India Award for Skill Development and CST Times Award for its Health Initiatives during Covid.

Besides DSEU, Chetak Foundation has also tied up with Vision Spring for its Vision and Road Safety initiatives. The Foundation has also associated with credible organizations like Sir Ganga Ram Hospital, Delhi Metro, IoCL, Haryana Government, CRPF, Fortis Healthcare Max Healthcare and CRPF for its health, nutrition, environmental and road safety projects.

About Chetak Group

Established in 1979, Chetak Group takes pride in its long-range strategy of providing comprehensive logistics solutions to its customers. Equipped with over 1.5 million sqft of modern warehousing facilities across India, the Group offers Total Supply Chain Solutions, including Transportation Services through all modes, Warehousing & Distribution, International Freight Forwarding, Customs Clearance & Logistics Services. The Group, located in Delhi, the national capital, has 60 offices and branches spread across India at major industrial hubs to provide effective solutions to its customers. Chetak Group is known for its 'On-time performance and Quality Service. Equipped with over 2400 customized vehicles, Chetak has enjoyed an impressive clientele of industry leaders in automobiles since its inception. These include all major national and global automobile brands such as Maruti Suzuki, Tata, Hyundai, JCV, Kia, and Honda, among many others.

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