



News & Views

January 2010
For Private
Circulation Only



First time guide
to Kayaking!
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Are you a friend of Planet Earth? If yes you have to give serious thought to treatment of sewage. Do you know how?

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Marina to launch on Republic Day

The New Year is a time for new beginnings and a promise to posterity

New Year's here and with it comes good news from our end. Let's begin with the best news- as promised in the earlier issue, Boat Club and Marina is all set to open its doors this month. As the sun rises on January 26th 2010, we give you double reasons to celebrate. Firstly being Republic Day we salute our Indian Constitution and so shall we have a gala celebration to launch the Boat Club and Marina. You shall receive the invites as well as the detailed itinerary soon by mail and we are sure that you will make it for the celebrations.

The Boat Club, as you, might be aware, will also be offering Kayaking delights, a first-of-its-kind experience specially for Blue Ridge residents. For all of you uninitiated enthusiasts we have a first timer's guide on page 2 in this

issue. This should give you an idea on the treat that awaits you.

The sample flat shall also be ready to be unveiled by January 20 and you can have a *dekho* at it during your visit for the Marina celebrations.

Our school admission process has also commenced last month and we have received an overwhelming response not just from Blue Ridge residents but also from families in the vicinity, thereby reiterating our claims on providing cream education. So far 40 admissions have been finalized for the Pre Primary section and a huge response has been received for the Primary section. The entrance exams for the same are lined up for January 9 and January 16. For all of you who are still to avail of the school admissions, you may contact the school office for the same. As our family members,

your wards will have the first preference. That's it from Blue Ridge this month. Here's wishing you all a Happy and Prosperous New Year. We look forward to seeing you at the Gala on January 26.

Given below is the progress chart of each individual complex.

• HA 1	Completed upto 16 th Floor
• HA 2	Completed upto 10 th Floor
• HA 3	Completed upto 6 th Floor
• HA 4	Completed upto 4 th Floor
• HA 5-6	1 st Basement Slab Shuttering in Progress
• HA 7-8	Footing work in Progress
• HA 9	Completed upto Footing
• HA 10-11	Footing work in Progress
• HA 12	1 st Slab Partially Completed
• HA 13	Completed upto 1 st Floor
• HA 14	Completed upto Stilt

Hi Friends!



Ring out the old; ring in the new, said Alfred Lord Tennyson. Indeed with every New Year we should look ahead with renewed confidence and give up the affectations of the past. Allow me to express my gratitude to you all for the deluge of responses that we have received from you. Thank you for accepting our humble effort at building a bond with you all. Your suggestions and comments prove to be a ready reckoner for us in our path ahead.

This New Year, we at Blue Ridge have decided to reinforce our original resolution- that of adhering strictly to our commitment to environment issues. As you may have noticed, our first issue had a dedicated story on Water Purification. This issue too we have dedicated our main space to Sewage water treatment. Our persistence to the cause of water may seem repetitive but is not unjustified, I am sure, you will agree. With global warming becoming the talk of the world community and with water becoming more and more precious, it becomes our moral, social and most importantly, our humanitarian responsibility. Therefore, as our New Year Resolution, let us all take a collective vow to save every drop of water and give serious consideration to conservation of this life source.

It gives me great pleasure to announce the launch of the Boat Club and Marina. You shall soon receive the personal invite of the same. I take this opportunity to invite you all for the grand opening. I look forward to meeting you all in person.

- Shashank Paranjape, MD

Letters to the Editor

Dear Sir,
I received News & Views Dec 09 issue. Fantastic! Attitude! Professionalism! Only one tip; avoid hard copy. Every one of us is online/email savvy. That will save valuable trees on earth. Save paper, save trees.

-Mr. Shedbale

After receiving the December issue was very happy to read the water story. It was very enlightening. I am also happy to be able to have a forum wherein we can voice our concerns. The paramount issue that's topmost on my mind is the issue of security. I would really appreciate if you let us know the arrangements made to ensure the security factor in the township.

-Prajakta Borse, Pune

The latest copy of News & Views is a great read as it has a perfect mix of light reading material as well as a storehouse of information. The page 3 story on Water Purification was very enlightening and also reassuring that Blue Ridge is committed to giving pure water to us. Also the status report ensures that we are aware of what's happening. What was very endearing

was the frankness with which you have accepted even the flaws. Truly, I must congratulate you on this very truthful project. Keep up the good work.

-Manjiri Joshi, London

That the township is of an excellent standard is unquestionable. However, with both my children studying in prominent schools in Pune city and with a lot of my social circle being present in Pune, my main worry is the connectivity with the main city. With public transport in the region leaving much to be desired and in the absence of a private transport, can we hope for some help in this quarter? Do we have some arrangements made by the township for special vehicles that will ply between Blue Ridge and the city?

-Avinash Mali, Pune

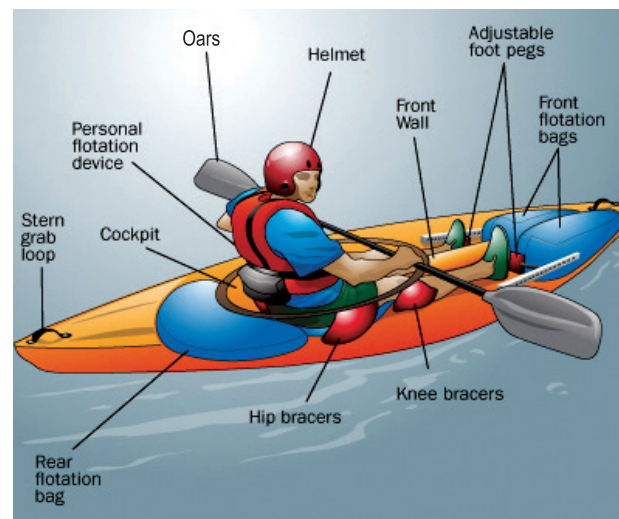
I have just received a copy of the News & Views. I am pleased that the idea I floated in June at the Ambassador Hotel meeting has come to fruition. There are some more ideas and I will use the opportunity of writing to the newsletter directly.

-Mahendra Rathod

Leisure at Blue Ridge

Kayaking Tips

Kayaking combines physical activity with tranquility. To start, there are a few things you need to know...



The Kayaking facility at Blue Ridge is a unique endeavour. It would therefore be prudent to know a few do's and don'ts in order to appear a pro on the waves.

Tip 1 - Choose the Right Kayak

Choosing the right kayak is the first step. You can always rent kayaks first to get the feel for the different types that are available and then plan to buy your own.

Tip 2 - Get the Right Gear

One of the most important pieces of safety equipment that every person in a kayak needs is a PFD, or Personal Flotation Device. These are high-tech life vests that will keep you above water if the boat should capsize. Kayaking requires a Type II or Type V PFD.

Tip 3 - Get in and out of the Kayak

If you are in shallow water, dip your paddle into the water and brace it against the side of the kayak to keep it steady. Once the boat is steady, sit on the edge of the dock with your legs hanging over the side.

Tip 4 - Paddle Correctly

Oars does involve exercise, but it should not be exhausting. Lean back in your seat and relax. Hold the paddle in both hands using an over-handed hold. Pull

with the arm that is making the downward stroke and push the shaft away with the arm that is making the upward stroke.

Tip 5 - Be Prepared

Before you leave, check the weather and water conditions. A repair kit and first aid kit are also important. Finally, pack a flashlight, even if you do not intend to be on the water at night.

With these tips, you should be as prepared as possible to start kayaking.

Friendly Neighbourhood

Fit for 2010

For all health afficianados here's reason to cheer. The New Year has arrived with the promise for better health. Now your fitness mantra is right in your vicinity...

Le Royale – a luxury lifestyle hotel located at Hinjewadi presents O2 – The Fitness Studio with latest fitness equipments and qualified trainers to provide its patrons healthy and safe workout. O2 offers the ROC-IT line strength equipments from the world leader in commercial strength equipment. Dynamic adjustment is the essence behind the new ROC-IT line. Using ROX technology, the user becomes an integral part of the exercise by continuously adjusting the position of the user with the movement of the exercise arm. As a result, the ROC-IT line embodies a unique training experience that achieves the unrestricted joint movement and core activating benefits of functional training coupled with the stabilising benefits of machine-based equipment. Try it out for yourself and experience the ride of the ROC-IT line. Ride Oriented Exercise provides a rocking movement that constantly adjusts the user to achieve optimal biomechanical positioning throughout the exercise. Integrated head support helps maintain a neutral cervical spine on rearward rocking machines.

Le Royale offers complete ROC-IT range of strength equipments which includes biceps curl, lat pulldown, seated mid row, chest press, leg extension, leg press, abdominals etc.

The cardio section at O2 offers the latest cardio equipments from a leader in fitness equipments. The cardio equipments include the commercial series treadmill, elliptical, upright bike, recumbent bike etc. In addition, the personal trainers are always available in case you need any advice. Now here are given below some reasons why you should think of an exercise regime:

- Reduces the risk of premature death.
- Reduces the risk of developing and/or dying from

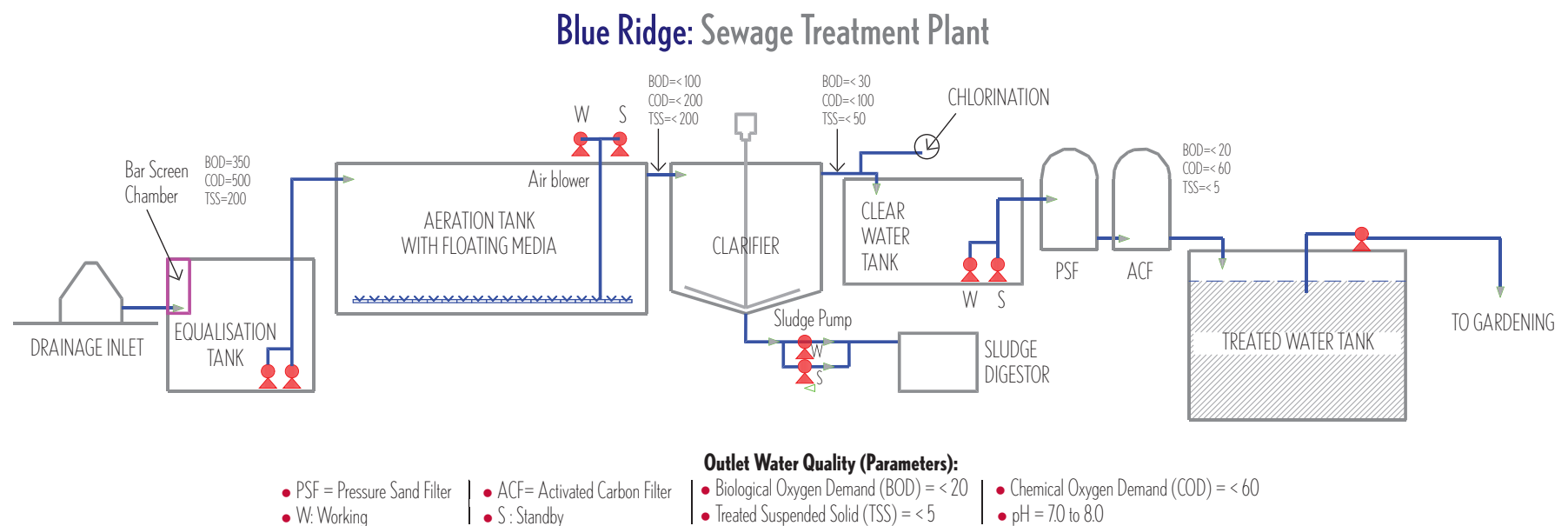


- heart disease.
 - Reduces high blood pressure or the risk of developing high blood pressure.
 - Reduces high cholesterol or the risk of developing high cholesterol.
 - Reduces the risk of developing colon cancer and breast cancer.
 - Reduces the risk of developing diabetes.
 - Reduces or maintain body weight or body fat.
 - Builds and maintains healthy muscles, bones, and joints.
 - Reduces depression and anxiety.
 - Improves psychological well-being, enhanced work, recreation, and sport performance
- So, just walk in and enrol for a healthier you in the year ahead!

Please feel free to email us at: info@blueridge.in and send us what you have to say.

New Age Sewage

It's the era of sophisticated Sewage treatment processes. The objective of sewage treatment is to produce a disposable effluent without causing harm or trouble to the communities and prevent pollution. Read on to know more...



Over the last several hundred years, we have begun living in higher and higher densities, leading to high volumes of sewage output in small geographic areas. This high density of sewage has led to the need to treat the wastewater we produce in order to protect human and ecosystem health. An assortment of technologies including septic systems in rural areas and sewage treatment plants in urban ones has been developed to deal with this problem. The purpose of these systems is to remove pathogens, solid waste and organic carbon from the water. If not treated, sewage water can prove extremely hazardous to the human population living in a particular area as well as to the entire ecosystem. Therefore, we, at Blue Ridge, are constructing a highly efficient Sewage Treatment Plant (STP) in order to reduce the hazards and to make effective use of water that we will be lifting from Mula River. Before getting into details of STP at Blue Ridge, let us understand the process of sewage treatment.

Sources of Sewage Water

Sewage is created by residences, institutions, and commercial and industrial establishments living in a particular area or township. Raw effluent includes household waste liquid from toilets, baths, showers, kitchens, sinks, etc. that is disposed of via sewers. In many areas, sewage also includes liquid waste from industries and commercial establishments. A lot of sewage also includes some surface water from roofs or hard-standing areas.

Sewage water contains large floating, suspended solids & smaller suspended solids. It is considered as extremely hazardous in some cases, mainly because of number of disease-causing organisms.

Why Treat Sewage?

Sewage should be treated before its ultimate disposal in a receiving water course in order to:

- Reduce the spread of communicable diseases
- Prevent the pollution
- Re-claim & re-use treated water



Design Concept of STP

Fluidized Aerobic Bed (FAB) based sewage treatment plants are often used to treat domestic wastewater with a special focus on reduction of E-Coli.

The basic idea behind the Fluid Bed Reactor development is to have a continuous operating non-clogging bio film reactor which requires:

- No back-washing
- Has low head loss and
- High specific bio film surface area.

This is achieved by having the biomass to grow on small carrier elements that move along with the water in the reactor. The movement within the reactor is generated by aeration in the aerobic reactor. These bio-film carriers are made of special grade plastic.

E-coli (coliform) removal

The bio-reactor system adopted in STPs is provided with removal of disease causing E-coli bacteria. The outlet BOD of the bio-reactor system being very low (in other words, hardly any food is available to the E-coli), most of the coliform are killed in the reactor itself. Further disinfection is done through Ultra Violet (UV) system installed at the outlet of Pressure Sand Filters (PSF) and/or Activated Carbon Filters (ACF) to ensure outlet coliform count will conform to World Health Organisation (WHO) standards.

Sludge handling

The sludge generated in the bio-reactors is totally digested. The excess sludge separated in the secondary clarifier is then collected in

a sludge sump and then pumped through the centrifuge (mechanical dewatering), the dewatered sludge coming out of the centrifuge will be disposed of suitably or used as soil conditioner/manure.

Disinfection

The purpose of disinfection in the treatment of wastewater is to substantially reduce the number of microorganisms in the water to be discharged back into the environment. Common methods of disinfection include ozone, chlorine, or ultraviolet light.

STP at Blue Ridge

At Blue Ridge, we are aiming to recover almost 95 per cent of water after sewage treatment. This water will then be used for secondary purposes like heating, ventilating and air-conditioning (HVAC), flushing, irrigation etc. The sewage water coming out of SEZ, residential towers and commercial establishments like Hotel and Mall will be treated and recycled for above-mentioned purposes.

The typical process of STP at Blue Ridge can be explained as: (Please refer to Blue Ridge Sewage Treatment Plant Diagram)

- The sewage coming out of drainage will be passed through a bar screen.
- Then it will be passed through oil/grease traps to remove superfluous matter.
- The sewage would then be collected in a Receiving Sump or Equalisation Tank. Here the sewage is kept in mixed condition by means of coarse air bubble diffusion.
- The equalised sewage is then pumped

to the FAB Tank, where BOD/COD reduction is achieved by virtue of aerobic microbial activities. The FAB reactors would be running in series. The oxygen required will be supplied through coarse air bubble diffusers. The excess bio-solids formed in the biological process are separated in the downstream Tube Settler Tank. The clear supernatant is sent to the tertiary treatment section.

- The tertiary treatment would include passing the sewage water through Pressure Sand Filter (PSF) and Activated Carbon Filter (ACF) to remove traces of BOD / COD and excess chlorine.

- The tertiary treated water would then be passed through UV System and stored in treated water tank that can be safely used for secondary purposes.

The biological sludge generated from the FAB, settled in the Tube Settler, is collected in a sludge holding tank and the sludge pumped through the centrifuge (mechanical dewatering), the dewatered sludge coming out of the centrifuge, will be disposed off suitably or used as soil conditioner or manure.

At Blue ridge, we have decided to construct Sewage Treatment Plant (STP) for residential area in three phases. Our aim is to try and achieve ultimate capacity of treating 2.25 MLD (million litres per day) sewage as per following chart:

Phase	Capacity	Commencement of operation
I	750 KLD	September 2010
II	750 KLD	June 2011
III	750 KLD	To be decided at later stage

In broad perspective, sewage treatment is considered as only one of the many factors in the fullest utilisation of water by mankind. We, at Blue Ridge, understand the responsibility of utilising the most precious reserve on earth - the water, to its fullest.

We welcome your comments and suggestions as we look to make further enhancements. You can email your suggestions and thoughts to us at info@blueridge.in

Ring in the new

Tradition dictates that every 365 days, you should try to kick bad habits and start your life anew. So sit down with a cup of coffee, a paper and a pen, and reflect: What New Year's Resolutions will you make for yourself this year?



Here we go again, another year and another stack of resolutions down the proverbial drain. No, not this year, all excuses have expired. This time will be different. Now, you have a plan that works.

Step 1

Start with the principle that one and only one resolution at a time is required. Trying to quit drinking, lose weight and stop smoking at the same time would be ridiculously aggressive. Take the one thing that is most critical to your health and well being and tackle it first.

Step 2

Break the change down into small manageable steps. Use a graph, chart or other visual mani-

festation of the tasks you will need to accomplish to reach your goal. And be realistic about it. Twenty kilos in fifty days will land you in the hospital if you are foolish enough to starve yourself to succeed. If you have a large weight loss, think of your success as a three-stage process. In the first quarter of the New Year, you will achieve one third of the loss (i.e. 5 kgs.), the second quarter will be the next 5 and by the end of September, you will achieve the total loss. Or, you can focus on the number of hours of exercise instead.

Step 3

Visualize the end result. There is no big "secret" relative to the attraction theory that you can achieve what you want by focusing on it, visualizing the goal

and as a result, motivating your actions to achieve it. Put pictures of yourself - at your healthiest weight - everywhere. Think about it all the time. Use motivational audiotapes to repeat the message. "I will achieve my goal". Whatever your goal may be!

Step 4

Tell other people and ask for their help in accomplishing your objective. Ask her not to tempt you if you are trying to lose weight and see if she will agree to work out with you at the gym 2-3 night per week if possible. You can renew an old friendship or find a new buddy to help motivate you to change your habits.

Step 5

If you don't feel like working

out, or you want you eat that donut, don't allow yourself to make those old, familiar rationalizations. As soon as you hear those excuse tapes playing in your head, shut them down and throw them out with the trash.

Step 6

If you do have a moment of weakness and slip up a bit, that's okay, you are human. Forgive yourself, and the very next day, work twice as hard on your goal, strengthening your resolve even more.

Step 7

Have faith in yourself. You can do anything if you set your mind on that goal. Remember that it is never too late to become what you might have been.

Pune's Pride: The Sawai Gandharva Sangeet Mahotsav

The Sawai Gandharva Sangeet Mahotsav is one of the most prominent and sought-after Indian classical music festivals in India held in Pune. This festival was founded by the Arya Sangeet Prasarak Mandal and is led and organized each year by Pt. Bhimsen Joshi. This festival commemorates the life and achievements of Pt. Sawai Gandharva.

The festival celebrated its Golden Jubilee in December 2002. This festival is a unique phenomenon in the annals of Hindustani classical music. Over the last 50 years, generations of Pune's connoisseurs have grown up savouring the unforgettable performances at the festival by great Hindustani masters.

The Sawai Gandharva Music Festival played a key role in the history of Hindustani classical music. Before India gained independence, the court musicianship system of Indian musicians in the earlier days helped Hindustani Music thrive. After



Pt. Bhimsen Joshi

independence, not only did the political division of India and Pakistan separate Hindustani music culturally, but both India and Pakistan lost many skilled and talented musicians. What this festival did was create a platform, a stronghold, and a home for musicians to come and perform.

Not only did the festival become an annual event for music connoisseurs worldwide, but it re-introduced Hindustani and Carnatic music as modern music and kept it 'in rhythm' with Indian pop culture.

The Sawai Gandharva Music Festival is conducted every year in the first two weeks of December over three days. Traditionally, each festival is inaugurated with a tribute honoring Pt. Sawai Gandharva, with a Shehnai musician performing first, in the early morning.

During the first two days, programs begin in the late-afternoon and are supposed to officially end by 10 p.m. On the third and final day (previously a Saturday, now usually a Sunday), the programme is conducted in two sessions, the first beginning in the early-morning continuing until the early-afternoon, the second session begins in the early-evening and ends at 10 p.m.

It has been tradition that the last, finale performance is presented by Pt. Bhimsen Joshi, a nearly two-hour-long scheduled performance.

The festival then officially concludes with the entire audience and remaining performers listening to the Thumri in Raag Bhairavi recording "Jamuna Ke Teer" by Pt. Sawai Gandharva, the popular, specialty tune made famous by his guru, Utd. Abdul Karim Khan.

The festival which was postponed because of H1N1 scare in Pune is now scheduled to be held between January 7 and 10.

Trends to watch out for in 2010

The small buzz-generators of 2009 will be the real heroes in coming years. Let's see some of the major trends that are going to dominate our lives in 2010

2009 can be said to be a year which gave some clear indications about where the world is headed as far as Internet is concerned. As Web 2.0 was the buzzword in 2007, the debates about how this is going to affect a common person like you and me continued in 2008. The real game changers in these years were Facebook, Twitter and Apple's iPhone which also exposed companies to a totally new set of possibilities.

1. Real-time Interaction

Sparked by Friendfeed, and later led by Facebook and Twitter, 'Real-time' is the real buzzword now. Gone are the days when you had to hit 'refresh' button in browser to see what your pals are talking about. The 'river' of updates now



Google Wave to create a ripple in coming years

flows automatically. You can upload photos, write reviews, and even collaborate (Google's 'Wave') not sometime later - but now, real-time!

2. Location

Your updates, photos, or any sharing will be tagged automatically with your location. Facebook and Twitter will hopefully add this feature to their capabilities soon.

3. Internet Entertainment

With everybody on move, who has got time to go to a movie-theatre? How if movie comes to your house not even via DVD but via Internet? This has already a reality for lacs of users of Hulu.com which streams popular TV shows via Internet. One can actually choose what to watch and what to pay for instead of getting a one-size-suits-

all schedule. Expect more services like Hulu to create buzz in new year.

4. Uber-device!

From 2010, you will see a gradual but definite march towards an uber-device! A device which combines laptop, cell-phone, e-book reader, iPod, camera and more! iPhone has already started this trend. With Google's Nexus One already creating a buzz, expect this trend to get intensify in coming years.

5. Mobile Payments

The number of people using mobile phones is galloping day after day. Combine this number with the X-factor of 'payment convenience' and you will see logic behind many companies jumping into the field of online and mobile payments.