

ATHARVA ROBOTICS CENTER

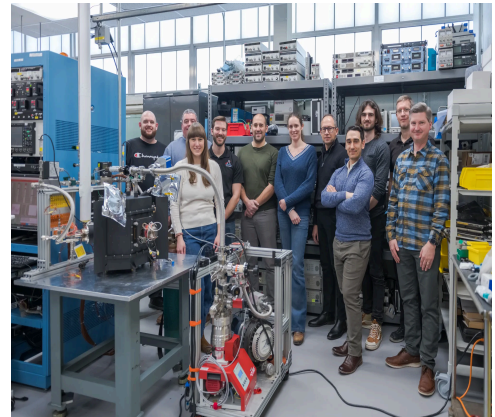
Daily News on Innovation & Technology

23rd July, 2025

NASA Tests New Heat Source Fuel for Deep Space Exploration

By Shauntina Lilly, July 22, 2025

To explore the unknown in deep space, millions of miles away from Earth, it's crucial for spacecraft to have ample power. NASA's radioisotope power systems (RPS) are a viable option for these missions and have been used for over 60 years, including for the agency's Voyager spacecraft and Perseverance Mars rover.



SpaceX launching NASA's TRACERS mission to protect Earth from space weather July 23 after delay

By Keith Cooper, July 22, 2025

NASA's TRACERS mission is set to blast off from California's Vandenberg Space Force Base on Wednesday (July 23), after a 24-hour delay caused by an airspace closure.



Alibaba launches open-source AI coding model, touted as its most advanced to date

By Reuters, July 23, 2025

Alibaba Group announced on Wednesday the launch of Qwen3-Coder, an open-source artificial intelligence model for software development that the Chinese e-commerce giant described as its most advanced coding tool to date.



[Google and OpenAI models outscore top teens in world's toughest math showdown](#)

By Atharva Gosavi, July 22, 2025

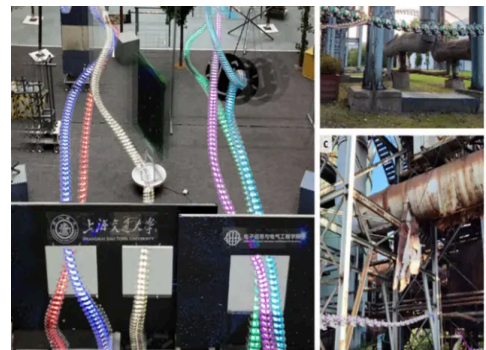
Artificial intelligence models developed by Google's DeepMind team and OpenAI soaked themselves in a new form of glory recently.



[Fruit fly-inspired drone swarms race through clutter using just physics and code](#)

By Christopher McFadden, July 22, 2025

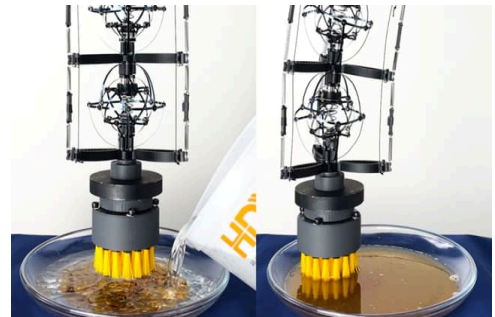
Researchers at Shanghai Jiao Tong University have developed a lightweight, artificial intelligence (AI) based system that enables drone swarms to navigate complex environments at high speeds without relying on expensive hardware or human control.



[World's safest scrubbing robot arm destroys stubborn filth using drill-like power](#)

By Aamir Kholam, July 22, 2025

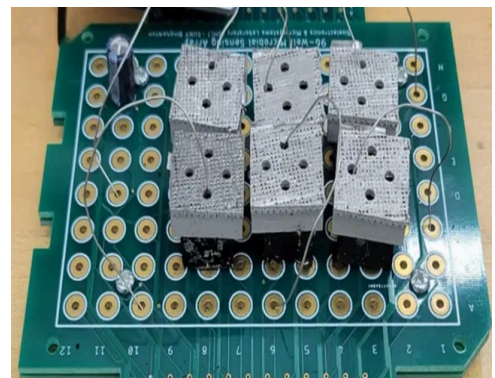
As much as I love the independence of living by myself, it comes with a heavy price of cleaning. No one warns you how much time you'll spend scrubbing burnt pans, greasy counters, or mystery stains you didn't even know existed.



[US team sets record with 3D-printed stainless steel biobattery powered by bacteria](#)

By Aamir Kholam, July 22, 2025

Sometimes the answer isn't in a lab across the world, it's just one floor down. At Binghamton University, Professor Seokheun "Sean" Choi has been developing bacteria-powered biobatteries for over a decade. But a major leap forward came when he teamed up with a fellow researcher just downstairs.



News Articles

IS AI RESHAPING THE WORLD

EMPOWER TEAMS BY PUTTING AI TOOLS IN THEIR HANDS

In investment management, AI is augmenting human intelligence by helping teams analyse vast amounts of data, identify new opportunities and act with greater precision and efficiency. The rapid evolution of this space means that the future has yet to be defined. To stay ahead in this environment, I believe the leading companies of



tomorrow will be those who empower their teams by putting AI tools in their hands and giving them the license to innovate, even if it means rewriting the playbook altogether. For individuals looking to advance in their role or pursue their next career opportunity, this means having an entrepreneurial mindset and the flexibility to adapt to changes in this space. Firms like ours are seeking talent who have demonstrated adaptability in their work and who have taken the time to incorporate AI in their roles.

Pranat Pathak | CIO, EMEA, AND GLOBAL HEAD, FIXED INCOME, COMMODITIES AND RISK TECHNOLOGY, MILLENNIUM

Source: The Times of India Newspaper, 23-07-2025
Page No 25

Link: <https://drive.google.com/file/d/1CQWNzCsL13c3rTxKP87TP8QZFhjmNGYv/view>

HOW AI IS REWIRING THE BPO INDUSTRY

The transformation from staff-intensive to agentic AI-led business processes has big implications for India

Shelley Singh

Capgemini's recent \$1.3-billion acquisition of business process outsourcing (BPO) company WNS had AI written all over it. AI is rewiring BPO in fundamental ways, and the two companies came together so that they could offer AI-powered business process transformation to enterprises, combining WNS' understanding of business processes, and Capgemini's AI expertise.

There's a big message in this for India, and for others in the country. The BPO industry has traditionally been a big timer - as many as 12 million work in this industry today. But the people-intensive BPO model is flipping - to a platform-led one. The future, so many see it, is what is being called service-as-software, or agentic AI services, where AI-powered agents are deployed to perform tasks that were previously done by humans. These agents can be customised to specific workflows and adapt to changing needs, and customer would be charged based on the tasks or services completed, rather than a flat fee for software usage, or for the human agent. So, a company might pay based on the number of data points cleaned, issues resolved, or cases completed. It will dramatically change the economics of BPO services.

AI, says Rishi Kapoor, chairman & CEO of BPO company NCL, is already transforming how they tackle problems that were previously constrained by time, budget and complex resources. "Certain processes that used to take 10-12 weeks can now be processed in days or even hours," he says.

Gagan Arora, president & founder of Vertex Global Services, a BPO with operations in Gurgaon and New York, says AI is reducing in three-fold faster task completion and a 5% drop in errors.

Hasit Trivedi, chief digital & AI officer at BPO firm FinSource Solutions, says the future won't be built by "scaling monolithic roles", but by designing "intelligent networks of human and AI micro-specialists working in harmony." It's the company's "Hyper-Intelligence Hubs

PEOPLE CENTRES TO INTELLIGENCE HUBS

Geeta, among the early movers in the business services space, has deployed over 1,000 AI models in active specific business problems. Their AI Agents handle routine tasks and deploy agentic AI - autonomous systems that interpret context, resolve excep-



The agentic nature of processes is the number one use case for AI in enterprises. You create those agents that can do a process for you. Instead of having people to do it, a labour-intensive BPO may be valued at 2-3 times revenue. But when you move into agents, which are subscription based, the valuation may go up to 10x revenue. You'll be valued like a software company...and is undertaking digital/tech process across verticals extremely well. All the companies building agents are also in India. So I expect India to dominate the agent layer of AI.

Pari Natarajan
CEO & CO-FOUNDER, NCL

Our payment integrity solution with 8,000 AI algorithms has reimaged workflow from pre-payment to post-payment audit - identifying misuse and errors, and helping reduce a deductible and medical insurance leakage costs as soon as a claim is created. We have generated \$2.2 billion in annual savings for our clients using this solution.

Dilip Kapoor
CHIEF MAN & CEO, NCL

tions, and deliver faster, smarter decisions.

Take accounts payable. Say, a food processor places a purchase order (PO) for 1,000 kg of tomatoes. Due to moisture loss, spillage and transit damage, only 80 kg are received and recorded in the goods receipt note (GRN). But the supplier invoices for the full 1,000 kg. In a three-way match of invoice, GRN and PO, the accounts payable system detects a discrepancy. "Traditionally, this gets escalated to a human reviewer, delaying processing by

We built an AI-powered diagnostic tool for service engineers of a \$2-billion global medical technology firm. It helps complete repairs seven times faster than via the previous process. Instead of manually sifting through multiple stand and operating procedures and past histories, the AI-led tool matches instantly surface the most relevant resolution paths - whether it's replacing a part, installing a patch, or triggering remote diagnostics.

Amok Das | CHIEF CUSTOMER EXPERIENCE & SERVICE DEVELOPMENT & OPERATIONS, GE

in enterprises will be complemented by agentic AI - not just to stay relevant, but to attract and retain next-gen talent.

Hasit Trivedi | CHIEF CUSTOMER EXPERIENCE, VERTEX GLOBAL SERVICES

AI is enabling in three-fold faster task completion and a 5% drop in errors.

Gagan Arora | PRESIDENT & FOUNDER, VERTEX GLOBAL SERVICES

days, sometimes weeks. With an agentic AI solution for accounts payable, the AI recognises invoices as payable, pulls historical data showing a typical 5% variance, and adjusts the threshold. The result? The invoice is processed automatically - in seconds, not days," says Dilip. That, chief strategy, corporate development & agentic AI officer at Geopact. Geopact has around 145,000 employees, 75% of them in India, and majority of them in Delhi NCR.

NCL's Kapoor says business verticals that use structured data (raw text, images, and social media posts, etc) are seeing tremendous benefits from AI.

"For instance, our insurance agent automatically tags relevant data points, generates summaries from unstructured medical records, and provides Q&A capabilities that assist claim adjusters in answering critical questions," he says.

FinSource's Trivedi says that while some AI use cases - like information systems, customer experience transformation - are becoming visible, the company is seeing emerging value for AI in areas like cyber defence, diagnostics and even molecular discovery.

Vertex has embedded AI in nearly every facet of its operations. Their V Assist is an AI tool that provides real-time communication cues. When a call begins, it's initially handled by an AI bot, but the bot is equipped with embedded trigger points - specific cues programmed to detect moments that warrant human intervention. Like when a customer sounds dissatisfied. On identifying such cues, the system seamlessly hands over to a live agent. "We call it a dynamic AI-SS (Human Intervention) hybrid model," Arora says.

What youngsters should do

Soon there may be no BPOs as they have been known in the past. It will be AI driven. And no looks like research, knowledge extraction, analytics and report generation are already being done. The days when communication skills and basic domain train were enough to land a job at a BPO company are fading fast. Today's workforce needs expertise in Artificial intelligence, computer vision, agentic AI, data engineering, and more to stay relevant. Top keywms must know how to use various AI solutions in coding, chatGPT, data, research, design, data lakes, data privacy, data, analytics, AI and so on, and be ready to step up in these. And don't wait for someone to train you.

Shravan Chakrabarti | FOUNDER, NCL



Source: The Times of India Newspaper, 23-07-2025
Page No 25

Link: <https://drive.google.com/file/d/1CQWNzCsL13c3rTxKP87TP8QZFhjmNGYv/view>

THE ECONOMIC TIMES JULY 23, 2025

AI, Aye Captain!

Ashwin Moorthy, CMO, India, Godrej Consumer Products

"AI's impact on marketing will be seismic, disrupting the entire value chain - from consumer research to pricing decisions. Sophisticated pattern recognition and data analysis capabilities will transform everything. CMOs need to understand AI applications and work with partners who build solutions, not necessarily LLM technicalities. Critical concerns include data security with ring-fenced ecosystems and preventing data hallucinations. My biggest worry: Junior marketers becoming AI-dependent - they may not develop the intuition needed for senior-level decisions."

Sidharth Shakher, CMO, Pw/ITM

"The CMO's role is becoming highly tech-oriented, evolving from traditional marketing to autonomous AI-driven systems. Unlike previous digital marketing phases, AI represents technology that thinks and acts independently. Modern CMOs must control and harness these autonomous AI agents across different marketing channels and functions. The challenge is building systems to monitor, measure and control this autonomous thinking while maintaining oversight of AI-driven marketing tasks."

Pawandip Singh, Vice-president, marketing, Rapido

"Today's CMOs must balance technology with storytelling. I'm equipping all teams - brand copy, design video - with AI capabilities that unlock creativity and streamline production. AI helps tailor messaging, enhance visual identity and produce engaging video at scale. Through accessibility and continuous upskilling, our teams remain agile. My goal is to merge human creativity with AI-driven insights for more relevant, memorable brand experiences."

Raj Rishi Singh, CMO, MakeMyTrip

"The CMO's role is undeniably evolving in the age of AI. Consumer journeys are evolving and we have to constantly reimagine and reshape our engagement strategy, both on and off our apps. Today, we have the power to hyper-personalise creatives and be contextually relevant across platforms and moments, in ways that were unimaginable a few years ago. Marketing today is both an art and a science. While creativity and storytelling remain as important as ever, understanding data, leveraging technology and orchestrating real-time experiences have become equally essential. We're actively preparing for this shift by investing in tech capabilities within our marketing teams, fostering closer collaboration with product and data science, continuously reworking our playbook to stay ahead of the curve."

Jan Bures, EVP, sales, marketing and digital, Skoda Volkswagen

"AI is crucial for our messaging strategy across Skoda, Volkswagen, Audi, Lamborghini, Porsche and Bentley. We use AI for analytics, trend analysis and content creation. It helps us reach broader audiences and connect with people in areas we wouldn't normally access. When you integrate AI-relevant content into messaging, you achieve higher reach and engagement. We recognise that everything digital leaves traces, so we must work with AI rather than ignore it."

Zubin Kutar, Head of digital marketing, Mahindra Holidays & Resorts

"AI tools are becoming primary information touchpoints, not just search alternatives. Traditional content structures won't work - we need AI-readable, concise and context-rich inputs. Modern CMOs must understand AI tool stacks, prompt engineering and automation flows, blending creative and systems thinking. This requires AI upskilling across teams, running prompt labs and closer collaboration with product and data teams. AI is both a challenge and an opportunity."

Maneesh Krishnamurthy, Head of marketing, eyewear division, Titan Company

"New-age consumers increasingly use AI platforms for news and research. We measure our share of voice in AI environments and adjust content accordingly. We built Gen AI capabilities in-house a year ago - now over 50% of our advertising and content is AI-generated. Generative AI has multiplied possibilities for consumer engagement, bringing speed and flexibility to our teams while maintaining competitive advantage."

Sai Narayan, CMO, PolicyBazaar.com

"Technology is our growth accelerator. The CMO's role is intertwining with product, tech and data functions, as AI reshapes consumer engagement. Modern CMOs must think like technologists. Marketing now involves real-time experience delivery and automation alongside storytelling."

Deepika Deepti, Head of marketing, Tata India

"CMO roles are evolving into hybrid tech-oriented leaders, as AI transforms brand communication efficiency. We're upskilling in-house and extended teams, making careful martech tool choices and collaborating closely with tech and data teams. We've established governance for ethical, brand-safe AI use. The shift enhances creativity through smarter, faster, more precise marketing. We're not preparing for this shift - we're already implementing it successfully."

Gaurav Agarwal, Co-founder, Tata 1mg

"Healthcare content is shifting from keyword-based to Q&A approaches, requiring more referenced, up-to-date data. We've always followed Q&A-based content with deep FAQs on medicines and healthcare topics. Our content has been living and breathing rather than static. AI acceleration means going deeper, refreshing faster and making questions more conversational. The CMO role has been transitioning to tech-oriented for years, and AI is accelerating this evolution."

Prashant Sharma, CMO, TMRW

"As AI becomes central to Indian information consumption, CMO roles are evolving from creative-focused to tech and data-led. We must design adaptive, real-time brand experiences that AI platforms understand and amplify. We're investing in AI literacy across teams, building agile content frameworks and partnering with tech. Tomorrow's CMO blends creativity with technological expertise, using AI to predict needs, personalise at scale and drive precise growth."

Sakshi Dhingra, sakshi.dhingra@timesintertv.in

The old playbook is toast. As Indians increasingly lean on AI-related news, marketing chiefs tell Sakshi Dhingra how their roles are pivoting to more tech-accelerated environments.

The irony is delicious. The world may be treating AI like an awkward dinner guest, but 44% of Indians have already invited it to move in permanently. According to the Reuters Institute's Digital News Report 2025, Indians are the biggest consumers of AI-related news. This means that hybrid teams and prompt engineering are turning AI from competitor to collaborator. The transformation is already here. For CMOs, this is the new Monday morning reality. As Indians increasingly use these platforms for news consumption and AI becomes more embedded in brand communication, we asked leading marketing executives two questions: Are you rethinking your content and messaging strategies to be more relevant in AI-driven environments? Do you see the CMO role evolving into a more tech-oriented one?

Source: The Economic Times Newspaper, 23-07-2025
Brand Equity Page

Link: <https://drive.google.com/file/d/1yphc0JzqgSTWY5Y-PjYNYhNR2OemiUh2/view>

AI do: Tech is transforming wedding planning

Wedding planning has long been time-consuming and stressful, filled with meticulous details and endless decisionmaking. Artificial intelligence (AI) is transforming the process by providing couples and event planners with many useful tools. Among them: Real-time cost analyses and budget tracking; virtual styling assistants; algorithms for seating; automated RSVP reminders; and augmented reality, or AR, which can allow couples to tour venues remotely.

For instance, the AI tool on Bridesmaid for Hire, a wedding service platform, can simplify and optimise the planning for a bachelorette party to say Ibiza, Spain. Just put in some basic information and you get an itinerary that will factor in all your needs, including a night of clubbing.

Personalised planning

US-based Julia Lynch, 31, and Alex Eckstein, 30, used the same site to create a seating chart for their 300 guests, who are attending their wedding on August in New York, US.

"The complexities of who to seat people next to is overwhelming," said Lynch, a personal brand strategist. After inputting the names and details about their guests, the programme created two seating charts, for two meals that will be served on different nights, taking into account guests' commonalities and family dynamics.

Last year, Jen Glantz, a professional vows writer who started Bridesmaid for Hire in 2014, added an AI speechwriting component to her human-driven offerings. Since introducing the tool, around 1,300 people have opted for a \$35 AI speech, versus 20 people who each hired Glantz to write them for \$375.



Now 10 different AI tools, including a 24-hour hotline that people call for advice, are available, and account for 70 per cent of her business.

In demand

Popular platforms such as the Knot, Minted and Canva are also incorporating AI into their sites.

Zola, the wedding website, added two AI programmes last year: Split the Decisions, which helps couples divide wedding planning responsibilities, and a thank-you note generator tool available as a mobile app. It is also planning to add a wedding vendor budget assistant in August.

Other AI platforms have been recently built out of first-hand wedding experiences, like Guestlist and Nupt.ai.

When Michelle Nemirovsky, 35, and Federico Polacov, 34, of Texas, US, were married in Buenos Aires, Argentina, on December 17, 2023, the couple wished they had a better way to track RSVPs and connect instantly with guests.

"People have a wedding website, but no one looks at it, and it doesn't give updates in real time," said Nemirovsky, who, with Polacov, started Guestlist in 2024.

Nemirovsky described the site as a social network that organises RSVPs and offers real-time updates. More than 7,300 people have downloaded the app since its launch. Some services are free, and others require a \$10 monthly subscription that gives unlimited photo and video uploads, and texting to guests.

— The New York Times

Source: The Economic Times Newspaper, 23-07-2025

ET Panache Page No 03

Link: <https://drive.google.com/file/d/1yphc0JzqkSTWY5Y-PjYNYhNR2OemiUh2/view>

The handshake in orbit that transformed the space race

Five decades ago, the Apollo-Soyuz test project proved that even feuding superpowers could keep their differences aside and work together

In the summer of 1975, at the height of both the Cold War and the space race, two men found themselves face to face, 140 miles above the planet.

"Glad to see you," said Alexei Leonov, a Soviet cosmonaut, in heavily accented English. "Ah, hello, very glad to see you," responded Thomas Stafford of NASA, in his own accented Russian. The two men then shook hands.

Today, Russian and American astronauts routinely share rides to the International Space Station (ISS), no matter the geopolitical conflict that divides their nations. But 50 years ago, this greeting in orbit across a bridge between their docked spacecraft was an unprecedented gesture witnessed by millions on their spinning world below.

The Leonov-Stafford handshake defined the Apollo-Soyuz Test Project, the first international human spaceflight, and remains an enduring legacy of the mission. "It's amazing to think that two countries with different systems and cultures, ready to destroy each other, can somehow cooperate and do this highly technical, complicated mission," said Asif Siddiqi, a professor of history at Fordham University, US.

Today, the ISS's days are numbered and there are no immediate plans for Russia and the US to sustain their cooperation, but experts like Siddiqi see reasons for hope. "Whenever people tell me that this would never happen today, I always think, 'Well, that's what people said in the '60s,'" Siddiqi said.

History lesson

In 1972, after the Apollo 17 mission, public



▲ The handshake in space between Thomas P Stafford of the American crew (right) and USSR's Aleksei A Leonov

▲ The joint Apollo-Soyuz mission crew: (seated) Donald K Slayton, Vance D Brand and Valeriy Kubasov; and (standing) Thomas P Stafford and Aleksey Leonov

support for space missions fell and the US space programme was left without an immediate objective. Meanwhile, Russia's invasion of Czechoslovakia and America's continued involvement in Vietnam meant that their reputations were tarnished internationally.

And so, they had an opportunity for

mutual prestige and cooperation, though it faced diplomatic, technical and cultural obstacles. For instance, both sides remained suspicious of each other. Snipes about the superiority of one side's spacecraft over the other rankled mission insiders.

While American astronauts were used

to a more hands-on approach and pure oxygen atmosphere, the Soviet Soyuz was automatic and controlled from the ground and simulated the familiar conditions of Earth with a nitrogen-oxygen air mixture.

Friends in new places

As the mission planners navigated these headaches, a deep and abiding friendship flourished between the astronauts and cosmonauts. The Apollo side, headed by Stafford, also included Donald "Deke" Slayton and Vance Brand; Leonov flew on the Soyuz side with Valery Kubasov.

The crews learnt each others' languages; they trained together in Houston, US, and Moscow, Russia; they drank and partied together; and even shared steam baths and got into snowball fights.

They remained close even after the mission — Leonov helped Stafford adopt two children from Russia, while Stafford gave a eulogy in Russian at Leonov's funeral in 2019.

After the handshake

A second Apollo-Soyuz mission was planned, but it never panned out. US-Soviet tensions rose again in the late '70s. The countries did not directly team up again for years, but they found new allies. NASA crews included Canadian, European and Japanese astronauts, while cosmonauts came from Cuba, Poland, Vietnam, Afghanistan and other countries.

In the early '90s, after the collapse of the USSR, the countries joined forces again in space, first aboard the Mir space station, while today, the US-Russia partnership is the backbone of the ISS. Siddiqi views the 1975 mission as a forerunner for these complex partnerships. "It was a bit messy, but the road leads back to Apollo-Soyuz," he said.

Brian C Odom, NASA's chief historian, said the mission's legacy has repercussions for how their citizens viewed each other back on Earth. "If we can cooperate with the Soviet Union in this way, we can cooperate with anyone," he said, quoting the prevailing sentiment of the time. "The thing that they come away with is that 'ah, you're human beings just like us'".

— The New York Times

Source: The Economic Times Newspaper, 23-07-2025
ET Panache Page No 04

Link: <https://drive.google.com/file/d/1yphc0JzqkSTWY5Y-PjYNYhNR2OemiUh2/view>

Crucial space mission launch next week

On July 30, India's Isro in collaboration with America's Nasa will launch Nisar — a unique radar satellite that could transform how we study earthquakes, track the climate crisis, and respond to disasters. A quick look at the landmark mission. By Snehal Fernandes



The launch

The Nasa-Isro Synthetic Aperture Radar satellite launches at 5.40pm from Sriharikota. It's the first joint Earth observation mission between the US and India, worth \$1.2 billion split equally between both agencies. The 2,392-kilogram satellite will orbit 743 kilometre above Earth, scanning the entire planet every 12 days with centimetre-level precision

\$1.2bn

Cost of the mission, split roughly equally between Nasa and Isro

2,392kg

Weight of the satellite

12 days

Time the satellite will take to scan the earth with extreme precision

Why this changes everything

Nisar can detect surface changes as small as one centimetre—ground deformation before earthquakes, melting ice sheets, soil moisture that predicts flooding.

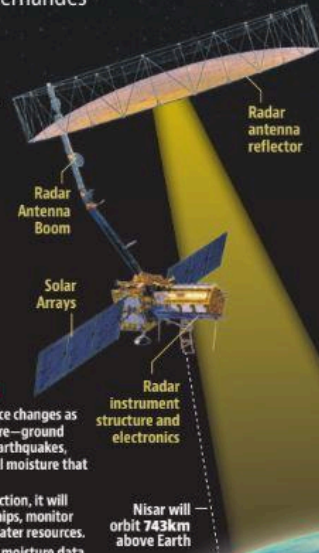
Beyond disaster prediction, it will track sea ice, detect ships, monitor coastlines, and map water resources.

Farmers could use soil moisture data to plan crops. Emergency responders will get near real-time warnings. Climate scientists will track ice sheet collapse with unprecedented precision.

What happens next?

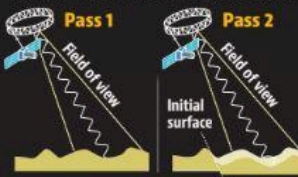
After a 90-day commissioning period, NISAR will begin full operations. First science images arrive by day 65. All data will be freely available—Nasa's through Alaska Satellite Facility, Isro's via India's Bhoonidhi platform.

If successful, this model could reshape space cooperation, potentially extending to lunar and Mars missions. The launch marks not just a technological milestone, but a new template for how nations can share the massive costs and benefits of space exploration.



Revolutionary technology

Two radar frequencies work together: Nasa's L-band penetrates vegetation to monitor ecosystems, while Isro's S-band provides detailed surface measurements. Both use a massive 12-metre mesh antenna—the largest ever deployed in space.



The satellite employs Sweep-SAR technology for the first time, covering a 242-km-wide area while seeing through clouds and darkness.

How an unlikely partnership was formed

After a 2007 US survey identified gaps in Earth observation, Nasa searched for global partners. Talks with Germany, Canada, and Argentina went nowhere. In 2011, Nasa approached Isro with the concept. "India said this is exactly the kind of thing we would like to do," Paul Rosen, Nisar project scientist at JPL said at a press meet. The deal was sealed when Modi and Obama met in 2014.



Source: The Hindustan Times Newspaper, 23-07-2025
Page No 02

Link: <https://drive.google.com/file/d/1b41caRpaBCG4sY4fmmRYA-MNhh2cydnC/view>



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