

## **ATHARVA ROBOTICS CENTER**

### **Daily News on Innovation & Technology**

3<sup>rd</sup> December, 2025

#### **Nvidia, Japan's Fanuc team up for major 'physical AI' leap in robotics**

By Rimjhim Singh, December 2, 2025

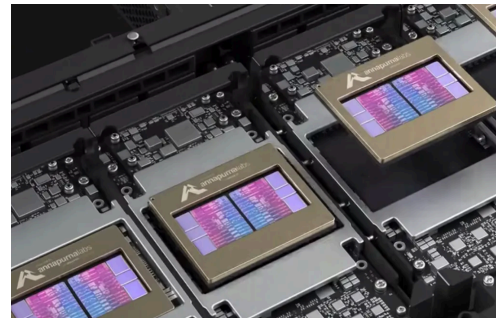
Japanese industrial robot maker Fanuc announced on Monday that it is teaming up with Nvidia to develop AI-powered factory robots capable of responding to spoken commands, Nikkei Asia reported. The move marks a major shift for Fanuc as it enters the field of “physical AI”, where machines analyse real-time data and adjust their actions instantly.



#### **Amazon's new Trainium3 chip delivers 4x faster AI training with more memory and scale**

By Aamir Kholam, December 2, 2025

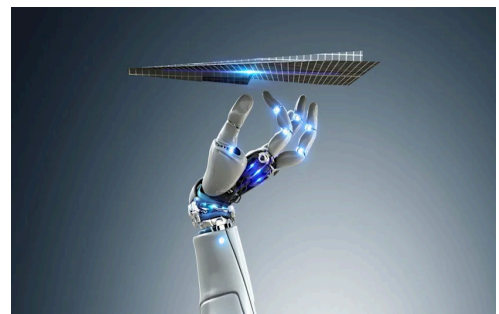
Amazon Web Services is doubling down on its custom silicon strategy as demand for AI compute continues to surge. Invented on Tuesday, the company announced its newest training chip, Trainium3, along with the large-scale Trainium3 UltraServer system. AWS also revealed that its next-generation processor, Trainium4, is already in development



#### **Human-Centered Robotics and the Future of Work**

By MATTHEW CHANG, December 1, 2025

In 1980, the first industrial robot arm could move six axes with brute strength, but it couldn't pick up a strawberry without crushing it. Four decades later, robotic arms are faster, safer, and cheaper, yet until now their hands have remained primitive. They still struggle with the simple, profoundly human act of touch.



### [Tutor Intelligence raises \\$34M to scale fleet of AI-powered warehouse robots](#)

By Kyt Dotson, December 1, 2025

A provider of artificial intelligence-powered warehouse robot workers, said today it has raised \$34 million in early funding to accelerate the commercialization of its state-of-the-art intelligent robot fleet. The Series A capital round was led by Union Square Ventures, with the additional participation of Fundomo and Neo. Today's funding brings the total raised by the company to \$42 million.



### [Humanoid robots will take over factory jobs within 5 years, Xiaomi CEO says](#)

By Sujita Sinha December 2, 2025

He said this change will not be gradual but rapid, with humanoid robots soon becoming central to how factories operate. These remarks coincide with China's broader push for smarter, more advanced production systems as companies race to modernize aging industrial models. He said this change will not be gradual but rapid, with humanoid robots soon becoming central to how factories operate.



### [Tamil Nadu government and iVP Semi launch 'TN 100 Chip Varsity' project to build semiconductor talent network](#)

By Sangeetha Kandavel, December 1, 2025

In a major step towards strengthening Tamil Nadu's semiconductor ecosystem, Guidance Tamil Nadu, in partnership with iVP Semi has launched the 'TN 100 Chip Varsity' programme. Under this programme, Guidance Tamil Nadu and iVP Semi will jointly support the creation of a Statewide network of chip design facilities embedded within engineering colleges. The project has a dual mandate: enabling the development of 100 new chip designs and training 5,000 students in advanced semiconductor design skills annually.



### [NASA Tests Drones in Death Valley, Preps for Martian Sands and Skies](#)

By Jet Propulsion Laboratory December 2, 2025

That's why a team from NASA's Jet Propulsion Laboratory in Southern California took three research drones to California's Death Valley National Park and the Mojave Desert earlier this year. They needed barren, featureless desert dunes to hone navigation software.



### [Why Indian armed forces are looking to procure more Heron Mk-II drones from Israel?](#)

By The Week News Desk December 2, 2025

While additional orders have been placed by the Army and Air Force, which already operate the drones, the Navy is acquiring them for the first time. The induction of these drones will enhance the capabilities of the three services to undertake ISR missions beyond the line of sight ranges at higher altitudes of operations.



## News Articles

BY INVITATION

How the DPDP Act is transforming marketing fundamentals in India, explains Rajiv Dingra

**THE DIGITAL** Personal Data Protection (DPDP) Act is resetting the marketing game. It is no longer just a compliance requirement for marketers and advertisers; it represents a fundamental shift in how data, consent, targeting and personalisation must operate. The Act pushes the industry from "how much data can I capture?" to "what data do I truly need, with what consent and for what purpose?" Here is an analysis of the framework—and what brands need to do to stay compliant as well as competitive.

**Implicit Tracking to Explicit, Auditable Consent**

For years, Indian digital advertising has relied on vague consent, hidden policies and pre-ticked checkboxes. The DPDP Act changes that by requiring clear, specific, informed consent and enabling users to easily withdraw it. Every data capture point—lead forms, loyalty programs, websites, CRM systems, offline events and WhatsApp bots—must now clearly display what data is being collected and why.

This compels marketers to redesign data collection with consent at the centre. It also means removing unnecessary fields, non-essential tracking and over-collection. Brands that thrive will treat consent as a value exchange—offering superior experiences or rewards in return for data trust.

**First-party Data Becomes a Core Competitive Advantage**  
The Act elevates the importance of

# From Data Hoarding to Data Discipline

first-party data. Third-party lists, unverified data sources and bought audiences create legal exposure. Personal data can now only be used if collected properly with consent, used for the intended purpose and protected with safeguards.

Marketers must therefore focus on building robust owned data assets. Loyalty ecosystems, membership programs, community-led content, logged-in experiences and offline-to-online integrations become critical. On the technology front: Customer data platforms (CDPs), clean rooms and unified data warehouses will form the backbone of compliant data activation.

Data governance is no longer a marketing checkbox—it's a boardroom priority.

**Marketers Must Own Their Ad Accounts**  
A major practical implication of DPDP is ownership of ad accounts.

How the DPDP Act Has Reset Marketing Dynamics	
Before DPDP	After DPDP
Implicit tracking	Explicit, informed consent
Vague privacy disclosures	Clear, specific, documented notices
Third-party data reliance	First-party data as core asset
Agency-owned ad accounts	Brand-owned accounts; agencies get access
Over-collection & data hoarding	Data minimisation and strict retention limits
Opaque targeting practices	Audit trails, logs and accountability
Personalisation powered by any data	Personalisation only with consented data
One-size-fits-all user journeys	Separate journeys for consented/non-consented users
Loose governance across teams	Privacy and governance as board-level priorities

Many brands still allow agencies to create and run Google Ads, Meta Ads Manager and other platform accounts in the agency's name. These accounts often host custom audiences, CRM uploads and first-party lists.

Under the Act, this creates serious risk. First-party data, collected under the brand's privacy notice, must stay within the brand's infrastructure. When CRM uploads go into agency-owned accounts, brands lose control over where data is stored, who accesses it and how long it is retained.

Going forward, brands must own their Google, Meta and other platform accounts while granting agencies partner access. This ensures first-party data remains within the marketer's ecosystem, reduces compliance risk and strengthens long-term data strategy.

**Personalisation, AI and Creative Optimisation**  
AI-driven personalisation, dynamic creative optimisation and predictive modelling can continue, but must be built on consented data. Marketers must ensure that any data used for personalisation has been lawfully collected and clearly explained to users.

This means separating users into consented and non-consented cohorts, with different journeys for each. It also accelerates the shift toward contextual advertising, which relies on content signals, intent cues and real-time behaviour instead of personal identifiers. Marketers and agencies must also ensure AI models and martech tools maintain logs, access controls and audit trails to withstand regulatory scrutiny.

**Stricter Retention, Cleaner Exit and Stronger Governance**  
DPDP enforces retention limits. Brands can no longer hoard personal data indefinitely. Every dataset must have an expiry tied to purpose, after which it must be deleted or anonymised. This impacts campaign-level data, CRM hygiene and agency offboarding. When engagements end, agencies must delete all personal data from their systems—not just lose access.

Marketers will need formal data governance practices, with policies for retention, deletion, access and purpose limitation documented across marketing, IT, product and legal teams.

**Children's Data and Crackdown on Dark Patterns**  
The law imposes stricter obligations when handling children's data and bans manipulative UI patterns that nudge users into giving consent. This affects targeting, UX flows and creative messaging across edtech,

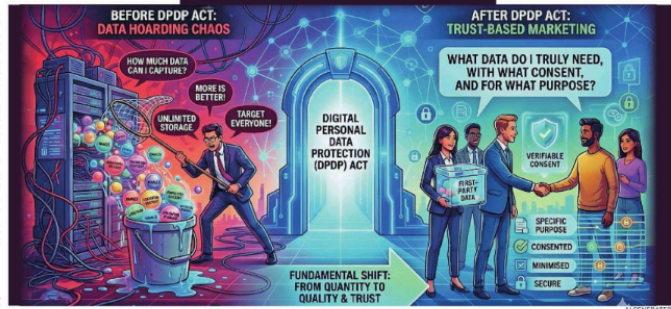
gaming, OTT and youth-focused categories. Brands must ensure they are not inadvertently targeting minors with personalised ads and must build simple, fair consent flows with no hidden catches.

**From "Performance at any Cost" to "Accountability"**  
The DPDP Act forces marketers to expand their worldview beyond performance. Marketing teams now need working understanding of privacy, compliance, cross-border data flows and data processing. They must ask platforms, agencies and martech vendors tougher questions: Where is the data stored? Who can access it? How long is it retained? What logs exist?

This shift creates long-term advantages. Brands that adapt early will reduce regulatory risk, strengthen customer trust and build high-quality data pools that sustain performance in a cookieless, restricted-targeting future.

**The Bottom Line**  
DPDP is not a roadblock to digital marketing—it's a reset. Brands that embrace privacy-by-design, own their data infrastructure, control their ad accounts and build strong first-party ecosystems will gain a sustainable competitive edge. The future belongs to advertisers who combine compliant data, clear consent and meaningful value—not those dependent on opaque tracking and shortcuts.

The author is founder and CEO of RedBird. Views expressed are personal.



Source: Economic Times 3-12-2025

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## PCB industry needs ₹15,000-cr fresh investments: Syrma MD

**NARAYANAN V**  
Chennai, December 2

**INDIA WILL REQUIRE** ₹10,000–15,000 crore in fresh investments in printed circuit board (PCB) manufacturing over the next 2-3 years to bring its import dependence below 50%, JS Gujral, managing director at Syrma SGS said.

"India currently produces only about ₹5,000 crore worth of PCBs. Three years from now, we expect domestic PCB production to rise to around

₹20,000 crore, while demand will be around ₹70,000 crore," Gujral said.

Domestic PCB demand is currently estimated at ₹50,000 crore, but only about 10% of this is met locally. The remaining 90% — close to ₹40,000 crore — is imported, mainly from China, Taiwan, Hong Kong and Japan.

Syrma's PCB division, Syrma Strategic Electronics, is among

the first seven projects approved under the Centre's Electronics Component Manufacturing

Scheme, designed to deepen India's electronics value chain and expand its component ecosystem.

Other approved companies include Amber Enterprises and Kaynes, with combined investments of around ₹12,000 crore planned



Source: Financial Express Newspaper, 3-12-2025

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Link: <https://drive.google.com/file/d/144xQmuKKAA1ukR1R7cV9ecRznT7mzZxX/view>

## Tariffs, AI boom could test resilience: OECD

GLOBAL GROWTH IS holding up better than expected as an artificial intelligence investment boom helps offset some of the shock from US tariff hikes, the OECD said on Tuesday, nudging up its outlook for some major economies.

The Paris-based organisation warned, however, that global growth was vulnerable to any new outbreak of trade tensions while investor optimism about AI could trigger a stock market correction if expectations are not met.

In its Economic Outlook, the Organisation for Economic Cooperation and Development forecast global growth would slow modestly from 3.2% in 2025 to 2.9% in 2026, leaving its forecasts untouched from its last estimates in September. It predicted a rebound to 3.1% in 2027.



OECD head Mathias Cormann said the trade shocks triggered by US President Donald Trump's tariff hikes had so far proved relatively mild, but added their costs were likely to rise. "The full effects of those higher tariffs since the start of the year will become clearer as firms run down the inventories that they built up," he told a press conference. The US economy is forecast to grow 2% in 2025, revised up from 1.8% in September.

REUTERS

Source: Financial Express Newspaper, 3-12-2025

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