

day. Unstructured means the data has to be understood from its content, not as a result of it being organized in a database.

"We have identified over 85 million individual behavioural patterns that are engaged in by the people in Singapore," Scream says in its video. This includes everything from food, vanity and travel preferences to deeper, more personal questions such as their aspirations and outlook on life.

to match results with its own data on clients. "So at no point in time are we involved in identifying individual clients," the company said.

UBS has "clear and strict data security standards and policies that are regularly reviewed," the bank said. "Data security and confidentiality have high priority at UBS."

Other banks are also spending on data analytics. Goldman Sachs Group in November led an investment of \$15 million in Kensho Technologies, an analytics plat-

number of technology-driven firms are challenging the established banks and offering their relatively loyal customers attractive financial products and services."

Credit Suisse Group is expanding services to include a digital platform for its private bank clients that will also leverage big data, starting in Asia.

UBS plans to roll out a digital service in Asia next April. It will let clients access any market relevant to their investments. *Bloomberg*

## ing to catch up with TV by 2019

Expenditures in reach \$163 30% of total ing, g to Magna media group

view. "Especially in the home, for casual users and for entertainment purposes, tablets and smartphones are making great progress."

TV ad spending is projected to rise 3% next year and 6% in 2016, New York-based Magna Global said. While TV has been the top medium for ad spending since 1999, when it replaced newspapers, smartphones and tablets have provided features that keep consumers hooked to the devices, Magna Global said. As a result, mobile ad spending has surged.

ZenithOptimedia, a London-based media research group, projects mobile ad spending will increase by an average of 38 percent each year from 2014 to 2017.

Challenging companies is the small screen space on smartphones. Ads can feel intrusive to users, according to a report from ZenithOptimedia. Additionally, mobile phones don't accept cookies, making it difficult for companies to determine whether an ad led to a purchase.

That may change as digital wallets, in which people can make purchases using their smartphones, help companies track spending. Social media websites may also serve as a model to companies learning how to advertise on phones. *Bloomberg*

### ICVL CHEMICALS LIMITED

CIN: L24233MH2011PLC214264  
Registered Office: 63, 7th Floor,  
Rajgir Chambers, Shahid Bhagat  
Singh Marg, Opp. Old Custom  
House, Fort, Mumbai - 400 001  
Office No. - (022) 22626301

#### CORRIGENDUM TO THE NOTICE

This Corrigendum should be read in conjunction to the Notice of Extra-Ordinary General Meeting ("EGM Notice") published in this newspaper on 04/12/2014. The venue & time of EGM should be 22, J B House, Fort, Mumbai-400 001 at 9:00 am instead of 63, 7th Floor, Rajgir Chambers, Shahid Bhagat Singh Marg, Opp. Old Custom House, Fort, Mumbai - 400 001 at 11:00 am.

By Order of the Board  
of Directors  
For ICVL Chemicals Limited  
Sd/-

Vinay Kumar  
(Director)

Place: Mumbai  
Date: 06-12-2014 DIN: 06779770



### IRCON INTERNATIONAL LIMITED

(A Govt. of India Undertaking)

Website: www.ircon.org. CIN-U45203DL1976GOI008171

NOTICE INVITING TENDER

महामुखांनी भेटाव, जात घेत  
संपविण्यासाठी पुढाकार घेतला.  
परंतु आज आपण त्यांचे जयंती  
उत्सव जातीपातीच्या माध्यमातून  
साजरे करतो, हे चित्र आहे.  
आपला वारसा व इतिहास  
समजून घेतला तरच आपण

पुराणांचे पारायण करण्यापेक्षा  
देशाचे संविधान घराघरात वाचले  
गेले पाहिजे, असे प्रतिपादन प्रा.  
डॉ. आनंद इंजेगावकर यांनी  
केले. कळंब शहरातील पंडित  
जवाहरलाल नेहरु बालोद्याना  
येथे आयोजित बहुजनांचे

होते. भारतरत्न डॉ. बाबासाहेब  
आंबेडकर यांच्या महापरिनिर्वाण  
दिनानिमित्त कळंब तालुका  
विकास कृती समितीच्या वतीने  
या कार्यक्रमाचे आयोजन  
करण्यात आले होते. प्रा.  
इंजेगावकर म्हणाले की, जाती-

माध्यमातून जेडण्याचे काम डॉ.  
बाबासाहेबांनी केले आहे.  
सूत्रसंचलन विलास मिटकरी तर  
आभार विलास करंजकर यांनी  
मानले. सदरील कार्यक्रमास  
शहरासह परिसरातील ग्रामस्थ  
मोठ्या संख्येने उपस्थित होते.

## लातूर येथे शिक्षक बदलण्यासाठी मोर्चा

▲ लातूर / प्रतिनिधी  
हाडोळी येथील जिल्हा  
परिषद शाळेतील तीनपैकी  
दोन शिक्षक शाळेस वारंवार  
दांड्या मारण्याबरोबरच शेती  
करीत नोकरीला प्राधान्य देत  
नसल्याने विद्यार्थ्यांचे भविष्य  
अंधकारमय होत आहे.  
परिणामी, गावातील  
विद्यार्थ्यांना ४० किमी  
अंतरावरील अहमदपूरला  
प्राथमिक शिक्षणासाठी जावे  
लागत असल्याचा आरोप  
गावकर्यांनी केला आहे.  
त्यामुळे शाळेतील दोन

शिक्षकांची तात्काळ बदली  
करण्यात यावी, या  
मागणीसाठी माजी  
विद्यार्थ्यांबरोबरच गावकर्यांनी  
एल्गारच पुकारला आहे.  
चाकूर तालुक्यातील  
हाडोळी हे छोटेसे गाव आहे.  
हे गाव सैनिकांचे म्हणून  
ओळखले जाते. कारण  
गावातील ४० ते ५० जण सैन्य  
दलात कार्यरत आहेत.  
गावात जिल्हा परिषदेची  
शाळा असून तिथे इयत्ता  
पहिले ते पाचवीपर्यंतचे वर्ग  
भरतात. या शाळेत शिकलेल्या

खेळाडूंनी राज्याच्या कबडी  
संघात चमकदार कामगिरी  
केली होती.  
त्याचबरोबर राज्याच्या  
खो- खोच्या संघाचे  
कप्तानपदही भूषविले होते.  
त्यामुळे गावातील शाळेत  
दजेदार शिक्षण दिले जात  
असल्याचा गौरव होत होता.  
परंतु, गेल्या चार वर्षांपासून  
हाडोळी गावातील शाळेस  
ओहोटी लागली आहे. दजेदार  
शिक्षण मिळत नसल्याने  
विद्यार्थी संख्येत दरवर्षी मोठी  
घट होऊ लागली.

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