







## KVIC & BSF Launch Project BOLD in Jaisalmer to Prevent Desertification and Support Rural Economy

New Delhi: 29 July 2021: In the first of its kind efforts to develop green cover in the Indian deserts of Rajasthan, Khadi and Village Industries Commission (KVIC) on Tuesday planted 1000 bamboo saplings at Tanot village in Jaisalmer, in collaboration with the Border Security Force (BSF). KVIC Chairman Shri Vinai Kumar Saxena launched the plantation program in presence of Shri Surendra Panwar, Special DG (Western Command), BSF. Bamboo plantation, as part of KVIC's Project BOLD (Bamboo Oasis on Lands in Drought) aims at serving the combined national goals of reducing desertification and providing livelihood and multi-disciplinary rural industry support to the local population.



green patch in Tanot as a tourist attraction. BSF will be responsible for maintaining the plants.

Project BOLD was launched on 4th July from a tribal village Nichla Mandwa in Udaipur district in Rajasthan with plantation of 5000 saplings of special bamboo species over 25 bigha of arid land. It is aligned with Prime Minister Shri Narendra Modi's call for reducing land degradation and preventing desertification in the country. The initiative has been launched as part of KVIC's "Khadi Bamboo Festival" to celebrate 75 years of independence "Azadi ka Amrit Mahotsav".

KVIC Chairman said the

bamboo plantation in the deserts of Jaisalmer will serve multiple objectives, i.e. preventing desertification, environment protection and creating sustainable model of development by supporting rural and bamboo-based industries.

"In the next three years, these bamboos will be ready for harvest. While this will generate recurring income for the local villagers; KVIC will also develop this green patch into a tourist spot considering the large footfall of tourists visiting Longewala post and the Tanot Mata Temple," Shri Saxena said. He lauded the support of BSF in implementing the project in a very short time.

In the next 3 years, 1000 bamboo plants will multiply and produce at least 4,000 bamboo logs weighing about 100 MT of bamboo. At the current market rate of Rs 5000 per ton, this bamboo produce will generate an income of nearly Rs 5 lakh after three years and later on every year, thus supporting the local economy.

Bamboo can be used for making agarbatti sticks, furniture, handicraft, musical instruments and paper pulp while the bamboo waste is widely used in making charcoal and fuel briquette. Bamboos are also known for conserving water and hence useful in arid and drought-prone regions.

The Bamboo saplings have been planted over 2.50 lakh sq feet of Gram Panchayat land near the famous Tanot Mata Temple which is located close to Longewala Post on the Indo-Pak Border. Situated nearly 120 Kms from the Jaisalmer city, Tanot has become one of most visited tourist spots in Rajasthan. KVIC plans to develop the bamboo-based

facilities.

Chennai, July 29 2021: Emcure Pharmaceuticals Ltd., one of India's leading pharma players continues to strengthen its leadership with appointment of distinguished professionals to its board of directors. The company has recently added four independent directors with a wealth of knowledge and experience in various fields.

The new additions include Dr. Shailesh Ayyangar, Mr. Vijay Gokhale, Mr. Hitesh Jain

and Dr. Vidya Yeravdekar. Earlier this year, Mr. Berjis Desai had taken over the chairman of Emcure Board. The company has had a long standing tradition of appointing a Chairman from amongst its independent directors since 1997.

Emcure aims to further augment its strengths as one of the fastest growing pharmaceutical companies in India with a global reach of over 70 countries across the world. These additions to the leadership team for

Commenting on the appointments, Mr. Satish Mehta, Managing Director & CEO, Emcure Pharmaceuticals said, "We

are delighted to have highly accomplished industry stalwarts as part of our board. New members' combined experience and wider perspective from their respective fields, will play an instrumental role in strengthening our strategic operations to grow in domestic and international markets. It is an exciting time for the organization, and we look forward to achieving newer heights with our new members on board."

## Emcure Pharma strengthens its board; adding Independent Directors with illustrious background

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Chennai, 29 July, 2021: Titan Eyeplus India's largest optical retail chain from Titan Company Limited announced the launch of their brand new store in Iyyapanthalangal, Chennai, Tamil Nadu. The store was inaugurated today at 12.30 PM by Mr. Sharad R, Regional Business Head, Titan Eyeplus. As a part of the grand inauguration, Titan Eyeplus is extending a flat 10% discount on Titan and Fastrack frames, lenses and sunglasses, from 22nd July till 31st July, 2021. With this new outlet, Titan opened its 31st Titan Eyeplus outlet in the city, adding yet another address for brand new styles.

Spread over 650 sq ft,

the Titan Eyeplus store is

located at #2/585, Trunk

Road, Iyyapanthalangal, Opp

Bus Depot, Chennai -

600056, Tamil Nadu,

offering a wide range of

stylish frames and

sunglasses with modern

and contemporary designs for all

kinds of consumers. The

new store offers an

enhanced shopping

experience to its es-

timated customers and

is personalized to suit

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personalities of different

kinds of customers. With

designs to choose from,

widest range of Titan

Fastrack, and Interna-

tional brands there is

something for everyone

among the newest trends

in eyewear at Titan Eyeplus,

including kids, teenagers,

men and women. The brand offers a

range of innovative prod-

ucts that are relevant for

customers in the Post

Pandemic Era including the

Anti-Viral Frames and the

Anti-fog lenses.

Commenting on the inau-

guration, Mr. Sharad R

Regional Business Head -

South, Titan Eyeplus said,

"We are delighted to launch

our 31st store in the historic



city of Chennai. With passing time, eyewear has evolved from a piece of utility to a means to showcase one's style statement. In the present circumstances, proper eye care and eye health has become all the more crucial due to extended exposure to screens and work from home, and we wish to welcome citizens of

Chennai to browse through our wide range of collections that offer the best for their eyes. As Chennai is one of our key markets, we will continue to reach to more and more consumers and provide them with the best of eye care services and offer greater choice to our customers in the city in terms of newest trends in eyewear and outlets."

With the show slated for launch on 7th of August 2021 and will be aired on Saturday and Sunday between 9:30 PM to 10:30 PM on Sun TV, the makers in the conference also shared insights about the tremendous support offered by the sponsors to bring the 500th episode to life in true-blue Tamil style. Commenting on the occasion, Mr. Saravanan Prasad, Founder Innovative Film Academy, said "We are thrilled to be launching MasterChef Tamil and it is indeed an honor to roll out a milestone episode in Tamil. This international property has carved itself a niche in the GEC space and we

are proud to be producing the regional adaptation. We would like to take this opportunity to thank our sponsors who have been a pillar of support in this journey of launching MasterChef Tamil and it gives us immense joy to be celebrating this occasion with them."

Adding to this, Mr. Abhishek Rego from Endemol Shine India said, "MasterChef has set unprecedented benchmarks globally and I can confidently say that the regional adaptation has surpassed the benchmark in terms of production quality, content and the contestants. It has been an absolute pleasure to work with IFA to bring MasterChef in not just one but four regional languages. We are confident that this show will be an instant hit amongst millions of households."

On these lines, Dr. Ishari K

Ganesh from VELS University,

said, "Today's marks an

important milestone for

MasterChef and the makers,

we are truly happy to be

a part of this celebration.

We are confident that this

association will scale new

heights and bring to