

செவ்வாய்க்கிழமை,

ஆகஸ்ட் 31, 2021



விக்கிரவாண்டி அடுத்த பேரணி கிராமத்தில் வயல்வெளிசாலையில் பணவிதை நடும் விழா

Union Home Minister, Amit Shah launches nutritious 'Laddu Distribution Scheme' for pregnant women in his Parliamentary constituency Gandhinagar

New Delhi, August 31 2021: Union Home Minister, Amit Shah launched nutritious a 'Laddu Distribution Scheme' for pregnant women in his Parliamentary constituency Gandhinagar today. On this occasion, Shri Amit Shah said that today is the festival of Janmashtami and on this day, 5,100 years ago, Lord Krishna was born. He said that Lord Krishna was born at a time when the country needed someone who could show it the way to tread the path of Dharma. Lord Krishna was a thinker with a multi-dimensional personality, who created the "Geeta" and established Dharma. It is a matter of pride for the people of Gujarat that Gujarat was his Karmabhoomi. Shri Amit Shah greeted all countrymen and people from across the world on the occasion of Krishna Janmashtami.

Union Home Minister congratulated Indian medal winners at the Tokyo Paralympics. Shah said that child form of Lord Krishna is considered a model for a healthy child and it is a pleasant feeling that from today, around 7,000 expecting women in Gandhinagar will be provided 15 nutritious laddus each, free of cost, every month through NGOs till the birth of their child. He said that there will be no

expenditure by the Government, as the responsibility for this will be borne by the NGOs. Amit Shah said that 'Azadi Ka Amrit Mahotsav' is in progress and in August, 2022, when the 75 years of Independence will take place, Prime Minister, Shri Narendra Modi has set a target of keeping mothers and children healthy. The Prime Minister has said 'Sahi Poshan, Desh Roshan', no country can become bright and glorious without its mothers and children being fed a nutritious diet. He said that no country can move forward if its children and their mothers are not healthy.

The Prime Minister launched Poshan Abhiyan on 8th March, 2018 from Jhunjhnu in Rajasthan to spread awareness about issues related to malnutrition. The work started by the Prime Minister against malnutrition has become a huge movement today. He said that the campaign started by Prime Minister for nutrition of mothers and children will not stop. Amit Shah said that it is his responsibility to ensure that there should not be a single mother and child who remain with malnutrition. He said that women need nutritious diet most when pregnant and a laddu contains protein, ghee, vitamins and it



can be eaten throughout in a month.

Union Home Minister said that the Centre and the State Government have started a number of nutrition-related programmes. In three years, around 7.5 crore pregnant women and three crore lactating mothers have been given 180 doses of folic acid supplement, to keep them healthy. He said that under the Pradhan Mantri Surakshit Matritva Abhiyan, started in 2016, around three crore women undergo pre-natal tests. He said that the Government of India has launched many schemes.

Around 8.6 lakh smart phones have been given to Anganwadi and ASHA workers. 18 Ministries have joined hands under a collective campaign to deal with issues related to malnutrition and spreading awareness about the Poshan

Abhiyan.

Amit Shah requested heads of Gram Panchayats that no eligible person is deprived of any benefit of any government scheme and it is the responsibility of all elected representatives to ensure this. He said infrastructure development will continue, however empowerment of the weak, poor, backward, women and providing children their rights is most important in a democracy, and if we are able to do these then only can we fulfil our responsibility as elected representatives.

Union Home Minister said that the implementation of all schemes is necessary but there is no meaning if these benefits if the beneficiaries remain weak, undernourished and poor, as in a democracy, an individual is the first and smallest unit.

Vice President of India to Launch Khadi India Quiz Contest tomorrow

New Delhi, August 31 2021: Vice President of India Shri M Venkaiah Naidu will launch the digital quiz contest called Amrit Mahotsav With Khadi in New Delhi tomorrow. The Quiz has been designed by Khadi and Village Industries Commission (KVIC), to celebrate Azadi ka Amrit Mahotsav.

The Quiz Contest seeks to connect the public with the Indian Freedom Struggle, the sacrifices of freedom fighters and the legacy of Khadi since the Pre-Independence era. It comprises questions pertaining to Indian freedom

struggle, Khadi's role in the Swadeshi Movement and Indian polity.

The Quiz contest will run for 15 days, i.e., from 31st August 2021 till 14th September 2021, with 5 questions to be placed across all digital platforms of KVIC every day. To participate in the quiz, one needs to visit <https://www.kviconline.gov.in/kvicquiz/>. The participants will be required to answer all five questions within 100 seconds. The quiz will start at 11 AM every day and will be accessible for the next 12 hours, i.e., till 11 PM.

Participants giving



maximum correct answers in minimum time frame will be declared winner for the day. A total of 21 winners (1 first prize, 10 second prize & 10 third prize) will be announced every day. In total, Rs 80,000

worth of Khadi India e-coupons will be given to winners each day that can be redeemed at KVIC's online portal www.khadiindia.gov.in.

India's Avani Lekhara becomes the first Indian woman in history to win a Paralympic Gold medal in shooting for the country

New Delhi, August 31 2021: Avani Lekhara, 19-year-old para shooter, made history on Monday by winning the elusive Tokyo Paralympic Games gold. Competing in her maiden Paralympics, Avani shot 249.6 points in the R2 women's 10m air rifle SH1 category for a Paralympic Record and equal the World Record.

Earlier, Avani who works as an Assistant Conservator of Forests in Rajasthan and trains at the JDA Shooting Range in Jaipur, shot 621.7 points to finish seventh in qualification and secure a place in the final. She has been wheelchair-bound since a road accident in 2012. The school topper believes life is not about holding good cards but playing well with those one holds.

"Phenomenal performance Avani! Congratulations on winning a hard-earned and well-deserved Gold, made possible due to your industrious nature and passion towards shooting. This is truly a special moment for Indian sports. Best wishes for your future endeavours," Prime Minister Narendra Modi tweeted.

Sports Minister Shri Anurag Thakur also wished para shooter Lekhara on her achievement. "Amazing Avani wins First place medal. A historic achievement as she becomes the only woman in Olympics & Paralympics to win a gold! Shooting in 10m AR Standing SH1 Final. Score of 249.6 creating Paralympic Record. Equaling the World Record," Shri Thakur wrote in his tweet.

Avani has won many World Cup medals since 2017 including a Silver with a Junior World Record in R2 at the WSPS World Cup 2017, bronze at the WSPS World Cup Bangkok 2017, silver in the WSPS World Cup in Osijek, Croatia 2019 and silver in the WSPS World Cup Al-Ain 2021. She won the Tokyo Paralympics quota in February 2019 in the UAE.

Since 2017, Government has supported Avani by including her in the Target Olympic Podium Scheme (TOPS) besides funding her training through the Annual Calendar for Training and Competition (ACTC). Thanks to such support, she has competed in 12 international competitions, attended National Coaching Camps with sports science support along with sports kit. She also

got financial assistance to install a computerised digital target at home, Air Rifle, ammunition and accessories.

Avani will be in action again in the R3 Mixed 10m Air Rifle Prone SH1 event, along with Siddhartha Babu and Deepak, on September 1. She will also take part in the R8 Women's 50m Rifle 3 Positions SH1 on September 3 as well as the R6 Mixed 50m Air Rifle prone SH1 event, alongside Siddhartha and Deepak, on September 5.



and their application for bringing "Ease of Living" for common man.

Centre, with a full-fledged campus of its own, is designated as headquarters for all other eight centres.

Keeping with the latest development and trends in Earth sciences and priorities of the organization, GSITI imparts various types of technical, administrative, and management training not only to the geoscientists of GSI but also participants from state Department of Geology and Mines (DGMs), Central Organizations (like AMD, MECL, IBM, NMDC, CMPDI), Research Institutes (NGRI, WIHG, BSIP, JNARDDC, NHPC), IITs, NITs and other Central and State Universities as well as other Earth Science organizations of the country.

International geoscientists are also being trained regularly by the Institute under the aegis of Indian Technical and Economic Cooperation (ITEC) / Special Commonwealth Assistance for African Countries (SCAAP) programmes sponsored by the Ministry of External Affairs, Govt. of India. GSITI also conducts repeated programmes of ISRO and ONGC.

Training and capacity building that enhances skill and efficiency is considered as the basic tenet for the growth of an organization. With the intent of providing induction-level orientation training to the new incumbents of GSI, the Training Institute was established in 1976. Over the last 45 years, GSITI has expanded to nine (09) training sites of GSITI located at Hyderabad, Nagpur, Lucknow, Kolkata, Shillong, Raipur, Zawar (Rajasthan), Chitradurga (Karnataka), and Kuju (Jharkhand). Hyderabad

the virtual medium led to participation of 14274 trainees of 504 academic institutions; 1637 from different state DGMs and other Central Organizations like AMD, MECL, IBM, 551 participants were from different State DGMs. Similarly, 790 from IIT-ISM, 531 from other IITs, 778 from BHU, 168 from NITs, and 12017 from other Central and State Universities were benefited from the programmes of GSITI in 2020-21. The remaining 5201 participants were from different offices of GSI. In 2021-22, GSITI has completed 134 training programmes benefiting over 12500 participants, mostly by imparting online training.

Besides, bringing the training courses of GSITI to the general public, the purpose of this website is to draw attention of the student community towards the subject of Geosciences and its importance in nation-building. As a part of the Commemoration of 75 years of Indian Independence (Azadi ka Amrit Mahotsav), GSITI has carried out over 22 e-lecture/training sessions for UG/PG students benefitting over 6000 participants. Similarly, under the BHUVISAMVAD, the flagship programme of the Ministry of Mines, facilitating interaction among GSI

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Union Minister Dr Jitendra Singh says, mapping groundwater sources by CSIR will help utilise groundwater for drinking purposes and supplement Prime Minister Modi's "Har Ghar Nal Se Jal" Mission

New Delhi, August 31 2021: Union Minister of State (Independent Charge) Science & Technology; Minister of State (Independent Charge) Earth Sciences; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh

today said, latest state-of-the-art technology is being employed by Council of Scientific & Industrial Research (CSIR) for mapping ground water sources in arid regions and thus help utilise ground water for drinking to supplement Prime Minister

Narendra Modi's ambitious "Har Ghar Nal Se Jal" scheme.

The Minister disclosed that CSIR, along with National Geophysical Research Institute NGRI, have undertaken High Resolution Aquifer Mapping & Management in Arid Regions of North Western India to augment the groundwater

resources. He said that the Heli-borne geophysical mapping technique of CSIR-NGRI provides a high resolution 3D image of the sub-surface up to a depth of 500 meters below the ground. At a meeting of the CSIR attended by Prof K.VijayRaghavan, Principal Scientific Advisor, Dr.Shekhar Mande DG, CSIR and other Chief Scientists, Dr Jitendra Singh said that the Ministry of Jal Shakti, Govt. of India has entrusted the responsibility to CSIR-NGRI for mapping ground water sources in arid regions.

Referring to Prime Minister's 75th Independence Day speech, where he said that in just two years of the Jal Jeevan Mission, more than four and a half crore families have started getting water from taps, Dr Jitendra Singh said that Government is promoting Science and Technology (S&T) with emphasis on emerging areas

and their application for bringing "Ease of Living" for common man. Dr Jitendra Singh informed that this technique is cost-effective, precise and is useful to map large areas (districts/states) within a short time to map the vast extent of groundwater resources in arid regions of our country. The entire work will be completed by 2025 with more than 1.5 lakh square kilometers of area with an estimated cost of Rs. 141 Crores. He said, the ultimate aim of this project is to map the potential sites for groundwater withdrawal and conservation and results will be used to meet the broader objectives of aquifer mapping, rejuvenation and management of groundwater resources in the arid areas.



Uma Eye Clinic raises the bar in ophthalmic testing. The ZEISS ARTEVO 3D Digital Microscope. First in Tamil Nadu.

Chennai, August 31, 2021: Uma Eye Clinic, Anna Nagar, has acquired the latest in ophthalmic visualization. The ZEISS ARTEVO 3D Digital Microscope. This revolutionary new equipment was formally inaugurated by Actor Arya today. This allows a 3 dimensional visualization of the eye which is projected to the surgeon from a high definition screen. The surgeon will be able to perform surgical procedures while remaining ergonomically comfortable. The surgeon will no longer have to look downwards facing the binoculars of the microscope, enhancing comfort and convenience which allows them to perform surgery for longer duration and greater safety profile. According to Dr Arulmozhir Varman Chief Surgeon of Uma Eye Clinic, The enhanced depth perception stereopsis and high definition imaging allows the surgeon to perform surgery with an unparalleled level of precision and safety assuring our patients of premium results consistently. The level of detail and depth perception offered to the surgeon allows them to perform even routine cataract surgery with unbelievable accuracy, which ultimately improves patient outcomes. This will be especially useful when performing vitreous and retina surgeries. Surgeries such as vitrectomy, membrane peeling, retinal reattachment and endolaser will be considerably easier to perform with the better visualization Ms Uma Varman, Director says. "Ever since its inception in 1984, Uma Eye Clinic has striven to offer the latest in ophthalmic innovation to its patients. We are no strangers to staying on the cutting edge of ophthalmic technology. And innovation. We were one of the first centers in India, to move from conventional cataract extraction and start



phacoemulsification cataract surgery with Intra - Ocular Lens implantation. One of the first to offer Multifocal IOLs to patients after cataract surgery, giving them true spectacle independence lifelong. Dr Aadithrey Varman, Director, added we are also the first in Chennai to offer Robotic Cataract Surgery and among the earliest to offer treatment of glaucoma with the use of lasers. Uma Eye Clinic have been pioneers in terms of refractive correction with the advent of LASIK. We were the first in Tamilnadu to offer Small Incision Lenticule Extraction (SMILE) laser refractive correction. Being the frontrunners of ophthalmic technology has been our motto for the 37 years of our existence."

Godrej Interio boosts its digital drive to drive richer consumer experience

Chennai, August 31, 2021: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Interio, India's leading furniture brand in home and institutional segments has revealed that 'home storage' has been the highest selling category through online sales since the Covid-19 pandemic hit India. The company also announced that their Interio division is targeting 40% growth through online sales via its own D2C platform, by F.Y.22 and further eyes 30% growth over the next two years.

In line with the global trend in the furniture retail industry, Godrej Interio has been investing heavily in key digital technologies, automation, and processes to build a robust, truly omnichannel, omnipresent furniture brand with the largest footprint across the country.

At the backend Godrej Interio introduced 'Robotic Process Automation' to automate the processes resulting in speeding up the communication as many team members were working from

home. It also implemented technology to reduce the cost of being connected to all stakeholders along with reducing the cost of the supply chain. Whereas on the front end, the company introduced innovative digital tools like visual search on its website to help customers choose the perfect product for their living spaces. Godrej Interio also brought in artificial intelligence (AI) which scans designs, materials, geometries and recommends products based on the configuration of the home that people have. The 360-degree walkthrough of the store lets consumers zoom in on products and also interact with the store personnel. In addition to this, the company has also brought in a 3D configurator wherein a customer along with the sales team can customize products and visualize how the room looks before finalizing the purchase.

Subodh Mehta, Senior Vice President (B2C), Godrej Interio said "The pandemic has pushed brands to improve their online shopping experience for consumers with a renewed thrust to seamlessly integrate



technology. Taking cognizance of this change in consumer behaviour, we at Godrej Interio have blended our digital and retail stores to deliver a complete Omni-channel experience to our customers by increasing our penetration through online channels. Our retail strategy has taken a little diversion of bringing in more digital tools at the point of sale to make consumer's decision-making journey easier. We are also increasing the delivery points from 2,000 pin codes to 5,000 pin codes. We have interior designers who work with customers in helping them visualize the looks once they purchase our furniture and provide design consultancy too. Our user friendly, e-commerce enabled website

provides consumers with a great opportunity to discover and purchase our range online."

Godrej Interio plans to bring all of its dealers onto the e-commerce portal so that the customer can directly book orders and it can be delivered to any part of the country from its dealers to customers. It also plans to introduce 'Consumer Internet of Things' (CIOT) in products, moving ahead. Earlier last month, Godrej Interio was also conferred the title of India's Most Desirable Brand Award 2021 by Trust Research Advisory under the 'Furniture Retail' category. The brand has taken a giant leap from 186 in 2020 to 38th position this year.

Mahindra launches new heavy-duty Rotavator - the Mahindra Mahavator, after its highly successful light soils special, Mahindra Gyrovator in Tamil Nadu

Chennai, August 31, 2021: Mahindra & Mahindra's Farm Equipment Sector, part of the USD 19.4 billion Mahindra Group and the world's largest tractor manufacturer by volumes, has introduced a new heavy-duty rotavator, the Mahindra Mahavator in Tamil Nadu.

While the new Mahindra Mahavator can be used in all kinds of soil conditions, it is specially designed for hard soils and to deal with hard crop residue like that of sugarcane and cotton. It can efficiently crush soil clods and finely pulverize soil for healthy plant growth. Designed and developed with best-in-class technology from Mahindra's R&D centres in India & Europe, Mahindra's rotavators are tested across the country in different field conditions, to ensure suitability and reliability.

To ease cash flow issues for farmers who wish to buy both a tractor and rotavator at the same time, Mahindra has joined hands with Mahindra Finance to bring convenient



and orchards. These rotavators are compatible with a range of tractors from 15 Hp to 70 Hp.

The new Mahindra Mahavator will be retailed through our network of 34 Mahindra Tractor dealers in Tamil Nadu who for decades have delivered on reliable after sales service and won the trust and respect of farmers.

Besides Mahavator and Gyrovator, Mahindra has a full range of rotavators for wetland, dryland, vineyards

Mahindra's stringent quality standards. This focus on quality continues with suppliers and even with logistics to ensure that farmers receive a defect free product.

For the farmers' peace of mind, an added assurance from Mahindra is its best-in-class Manufacturing Warranty of one to two years, depending on the rotavator, compared to a 6-month warranty from other manufacturers.

General Manager inaugurates Pediatric COVID ward at Perambur Railway Hospital PSA Oxygen Generation Plant commissioned

Chennai, August 31, 2021: John Thomas, General Manager, Southern Railway visited Southern Railway Headquarters hospital at Perambur, both old and the new blocks on 28th August 2021 and dedicated new facilities recently developed at the hospital.

John Thomas inaugurated a Pediatric COVID Ward at the new premises of Perambur Railway Hospital. Located in the fourth floor of the new Railway hospital 60-bedded, the pediatric COVID ward houses an 8-bedded pediatric ICU and another 8-bedded neonatal ICU Units. In preparation for a possible third wave, the ward is provided with neonatal and

pediatric ventilators and other medical equipment required for the treatment of children. The wards are spacious and well ventilated sporting a pleasing ambience with eye-catching wall paintings, LED TV, play gadgets and other facilities to make in-patient children comfortable and feel at home. Additional normal adult beds for mothers to stay with their children and a separate room for nursing mothers has also been provided.

General Manager also inaugurated a PSA Oxygen Generation Plant at the Old Perambur Railway Hospital premises and witnessed the demonstration of Mannequin models developed by

nursing Staff.

He appreciated the efforts of Doctors, nurses and para-medical staff of Perambur Railway Hospital for their yeomen service in combating the first and the second waves of the pandemic and successfully treating COVID affected employees and their dependents. Subsequently, a presentation was made to highlight the advances in neurosurgery and medical Gastroenterology specialities at the Railway Hospital.

"MCKINGSTOWN" Men's Grooming First Branch launched by Actor ROBO SHANKAR at East Tambaram

Chennai, August 31, 2021: "A brand is no longer what we tell a customer it is; it is what customers tell each other it is."

The Maker of McKingstown-Darren Rodrigues along with the Franchise Partner, Mr. Vishwanathan.G, Chief Guest for the event Actor Robo Shankar launched new McKingstown branch at East Tambaram.

McKingstown contemporary salon designed only for men, reinvents Chennai Men's grooming scene to best in class service, artistry and innovative trend mixed with modern full-service European retro barber shop.

"MCKINGSTOWN" Men's Grooming Salon is a beautiful amalgamation that will raise quality and men pampering European standards.

Whether for business or relaxation come experience. Our doors are open to men who desire to look their best at all times. Here men Whether need a haircut, shave or facial, "MCKINGSTOWN" offers Hygiene, professionalism and personal attention in addition offering a wide range of bespoke male grooming services tailored to their needs.

McKingstown conveniently located in East Tambaram, with highly skilled staff elevates the traditional barbershop experience to suit the sophistication of the modern man, moving beyond basic grooming strives to offer premium quality and experience at a reasonable price that can be afforded by

the every day man.

"MCKINGSTOWN" located at 149, Velachery main road, East Tambaram, Chennai 600059, Opposite MCC college, next to Balaji Bhavan, contact phone number 9150835556.

Axis Mutual Fund launches 'Axis Consumption ETF'

Mumbai, August 31, 2021: Axis Mutual Fund, one of the fastest-growing fund houses in India, today announced the launch of their new fund 'Axis Consumption ETF'. The new fund offers (NFO), which will open on Monday, August 30, will allow exposure to the consumption theme in a neatly packed bite sized exchange traded fund.

The new fund offers long-term wealth creation solutions and targets to achieve returns by investing in a basket of NIFTY India Consumption Index stocks.

India's economy already had strong growth prospects for the next ten years. The trend line in India's annual GDP growth has been accelerating from 5.8% in the 1990s to 6.9% in the first 2 decades of the new millennium (source: Morgan Stanley). We believe this trend will likely continue for the next decade given the following structural factors:

Favourable demographics: Over the next 10 years, 122 million individuals are likely to enter the work force, which is equivalent to about 20% of India's current work force. (source: Morgan Stanley)

Globalization: This provides the enabling factors of external demand and financing that can be used to boost growth.

Reforms: The government is continuing the reforms that India started in the early 1990s, which relate to the ease of doing business, FDI, government finances, taxation, infrastructure and greater autonomy for states.

Digitization adds an incremental fillip to this growth in our view. Digitization is integral to two changes: a) policy initiatives that are boosting financial inclusion and b) technology changes that are reducing the cost of delivering financial services to the masses and small enterprises. These, along with the government's focus on employment for all, will make growth more inclusive, which in turn makes us more confident about India's growth outlook.

A key beneficiary in this growth is consumption. As an aspirational populous India, today, stands next only to China as the largest growth prospect in consumption ecosystem. As median incomes rise, the expenditure pie for Indian families are likely to increasingly pivot to discretionary spends which include entertainment, travel, consumer appliances and even property.

Apart from being cost effective, ETFs let investors invest at real-time prices as opposed to end of day prices by sector funds. It protects their investments from the inflows and outflows of short-term investors. Furthermore, ETFs are best suited to earn asset class linked performance and is touted to be one of the most flexible tools for gaining instant exposure to the markets, thereby equitizing cash.

Disclaimer: This press release represents the views of Axis Asset Management Co. Ltd. and must not be taken as the basis for an investment decision. Neither Axis Mutual Fund, Axis Mutual Fund Trustee Limited nor Axis Asset Management Company Limited, its Directors or associates shall be liable for any damages including lost revenue or lost profits that may arise from the use of the information contained herein. Investors are requested to consult their financial, tax and other advisors before taking any investment decision(s). Statutory Details: Axis

Mutual Fund has been established as a Trust under the Indian Trusts Act, 1882, sponsored by Axis Bank Ltd. (liability restricted to Rs. 1 Lakh). Trustee: Axis Mutual Fund Trustee Ltd. Investment Manager: Axis Asset Management Co. Ltd. (the AMC). Risk Factors: Axis Bank Limited is not liable or responsible for any loss or shortfall resulting from the operation of the scheme. No representation or warranty is made as to the accuracy, completeness or fairness of the information and opinions contained herein. The AMC reserves the right to make modifications and alterations to this statement as may be required from time to time.

On the launch of the NFO, Mr. Chandresh Nigam, MD & CEO, Axis AMC, said "We at Axis AMC, strongly stand by being responsible fund house. We strive to provide our consumers with a basket of products that are potently driven by quality and are relevant in the current context giving long term returns. Through the launch of Axis Consumption ETF, we aim to provide our consumers with an investment option that has proof of growth & strong returns. The consumption market has remained strong, gained traction and grown consistently over the last few decades. Our investors are smart and are completely driven by data, it is important that we distinctly show the surge in passive investing. I believe Axis Consumption ETF is a good opportunity for investors to gain exposure as well as a steady and continued long-term growth in the market."