

“FinTech has the potential of becoming one of the major employment generators in the state over the next few years besides promoting ‘ease of living’ among citizens”: Pooja Kulkarni IAS, Managing Director & Chief Executive Officer, Guidance Tamil Nadu

Chennai, October 31, 2021: Attending the Chennai Micro Experience of FinTech Festival India 2021-22, Tmt. Pooja Kulkarni IAS, Managing Director & Chief Executive Officer, Guidance Tamil Nadu, said, “We are focusing highly on FinTechs as we believe it has the potential of becoming one of the major employment generators in the state over the next few years besides promoting ‘ease of living’ among citizens.”

Talking about the potential of Tamil Nadu she further said, “Tamil Nadu has been a pioneer in the financial sector with Chennai being at the forefront of several financial innovations and initiatives. With four well-established pillars for the FinTech ecosystem - Domain Knowledge in Finance, Data Analytics & Information Technology, Infrastructure, and Diversified & Inclusive Markets, Tamil Nadu is poised to evolve into a Global FinTech hub. Right from creating a single-window channel to facilitate domestic and foreign investments, to promoting an enabling environment for FinTechs and startups to flourish in the state, we are committed to extend all possible support.”

FinTech Festival India is organised by Constellar Exhibitions (a subsidiary of TEMASEK and Singapore Press Holdings which organizes Singapore FinTech Festival) and

supported by Niti Aayog and six central government ministries.

The daylong conference in Chennai was also attended by some well-known stalwarts such as Karan Mehta, Co-Founder & Chief Technology Officer, Kissht, Himanshu Gupta, Chief Operating Officer, Kristal.AI, Irfan Mohammed, Chief Business Officer - Financial Services, CredAvenue, Sharan Nair, Chief Business Officer, CoinSwitch, Prabhu Rangarajan, Co-Founder, M2P Fintech and Anil Pinapala, Founder & Chief Executive Officer, Vivifi India Finance among others.

Among the notable industry speakers who attended the conference, Srikanth Meenakshi, Co-Founder, PrimeInvestor.in said, “India has among the most advanced FinTech industry in the world. And this FinTech festival is an opportunity - both to celebrate the domestic ecosystem as well as to shape its future with dialogues between the pathbreakers in its various subsectors. It's a privilege to be part of this event, to contribute and to learn.”

“It was fascinating to moderate the session on Cryptocurrency and its impact on the Future of Indian Economy at FinTech Festival India - Chennai Micro Experience. Cryptocurrency such as Bitcoin has grown in popularity in India, with the

volume of Indian rupees traded in cryptocurrency at an all-time high. I had interesting discussions on the views on Crypto as an asset class in 2021 and beyond - the opportunities, challenges, reliability, and security with Mr. Sharan Nair, CBO of CoinSwitch and Mr. Arjun Vijay, COO of Giotuss, two of the renowned experts in this area.” said, Mahesh Ramachandran, Partner & Fund Manager of Pontaq Cross Border Innovation Fund.

A white paper on ‘Chennai: A hub for Saas Startups’, published by PFI's Knowledge Partner - Ernst & Young (EY), was also unveiled today in front of the august gathering. The white paper deep-dives into the evolving start-up ecosystem in Chennai and takes a detailed overview on how the city is fast emerging as a hub for SaaS based startups.

FinTech Festival India is the country's largest FinTech confluence to be held till March 2022. It will witness participation from over 500 Indian and global leaders and 12,000+ delegates. FFI will see participation from Brazil, Israel, UK, Russia, Canada, Finland, Japan, Singapore among others.

The conferences are being supported by Government of India's Ministry of Finance, Ministry of Electronics & Information Technology

(MeitY), Ministry of Small & Medium Enterprise (MSME), The Agricultural and Processed Food Products Export Development Authority (Ministry of Commerce and Industry), Broadcast Engineering Consultants India Limited (A Government of India Enterprise - Under Ministry of Information & Broadcasting) and Startup India (Department for promotion of Industry and Internal Trade & Invest India). It has also received support from the Government of Tamil Nadu, Government of Karnataka and Electronics Corporation of Tamil Nadu Limited (ELCOT).

FinTech Festival India is being conducted in physical and digital format through 10 Micro Experience Conferences in Hyderabad, Bengaluru, Delhi, Guwahati, Chennai, Mumbai, Gift City (Ahmedabad) and Pune. The festival will end with a 3-day mega event in New Delhi from March 9-11, 2022.

The next Micro Experience will be held in Mumbai on 26th November 2021.

In addition to the government, FFI which aims to unleash the power of FinTech across the country, has also drawn interest from industry including Indian insurance behemoth Life Insurance Corporation (LIC) and World Trade Centre Mumbai among others.

Amaze Inverters and Batteries appoints new distributor in Chennai Area; strengthens its distribution channel in Tamil Nadu

Chennai, October 31, 2021: Amaze, one of the youngest and the fastest growing inverter and inverter battery brand in India, today announced its partnership with Jay Kay Enterprises to further strengthen its distribution channel in Chennai.

Subsequent to the inauguration, Amaze also conducted a dealers' meet at Hotel JP CMBT Chennai, addressing 50 dealers from the region on the brand's journey in the last 3 years, its tremendous growth, and the roadmap for the next 3 years.



Commenting on the partnership, Mr. Amit Shukla, Senior Vice President, Power Solution Business said, “Tamil Nadu is an important

market for Amaze. It has been a great journey for the brand in Tamil Nadu and our aim is to further maximise our growth potential in the region

through a strong distribution channel and service stations. We are also exploring avenues for growth and expand our presence across India.”

Amaze is providing a range of inverters, batteries and solar products that perform amazingly well in Indian conditions. These are state-of-the-art inverters and batteries that charge at a high rate and are suitable for areas with high power failures. The brand has also recently extended its endorsement deal with the Indian cricketer, Virat Kohli, for another 3 years.

Goodknight Gold Flash and Kareena Kapoor Khan partners for a digital film, urges people to be protected against malaria and dengue

Chennai, October 31, 2021: Goodknight, India's leading household insecticide brand, has partnered with actress Kareena Kapoor Khan for a new digital film to create awareness around mosquito-borne diseases. The film was showcased for the first time on Kareena's Instagram account. Through this initiative, Goodknight and Kareena wants people to be cautious against malaria and dengue. The film features Goodknight Gold Flash which is India's most powerful liquid vapouriser that protects against mosquitoes, hidden in the corners of homes, threatening the health of families.



humble effort along with Goodknight Gold Flash to ensure that people stay safe. I urge people to adopt basic precautions that can go a long way to make the country free of mosquito-borne diseases.”

Commenting on the film concept, Steve Priya, VPs & Executive Creative Directors, Wunderman Thompson Mumbai, said, “We're all constantly aware of the invisible threat outside. And we will take every single precaution to stay protected for quite some time to come. But we forget that inside our homes too there's a threat that's constantly hiding. The dengue causing mosquito. And we may not even be able to spot it. We collaborated with one of India's most loved and famous mom to create awareness and share our message of protection. To make sure that every home stays truly safe by switching on Goodknight every day.”

With upgraded heating technology and visible efficacy, Goodknight Gold Flash is a game changer in the liquid vapouriser category in India. The product comes with normal and flash mode, backed by a unique chip-based technology that switches between these modes automatically. Goodknight Gold Flash releases vapours for the first 30 minutes and then, automatically switches back to normal. The powerful yet simple repellent guarantees protection against mosquitoes, hidden in secret corners of homes, threatening the health of families.

Kareena Kapoor Khan is one of the most followed superstar in India. A protective mother and wife, the actress is extremely cautious about the health and wellbeing of her entire family. Kareena herself is a regular user of mosquito repellent solutions for her family. Thus, the partnership between Kareena and Goodknight works well as the brand itself is committed to ensure families are protected against mosquitoes.

Conceptualized by Wunderman Thompson Mumbai, the digital film features Kareena in her original avatar- being concerned about her kids. She talks about how stepping out without a mask is dangerous as we are still fighting against the COVID-19 pandemic. But it's equally important to stay protected indoors from a hidden enemy- mosquitoes. Even though you can't see them, they are hidden in corners of

your house and their one bite is enough to cause diseases like dengue and malaria. However, the actress reveals her solution to keep her home protected. She relies on India's most powerful liquid vapouriser - Goodknight Gold Flash, which ensures the elimination of mosquitoes through its unique technology which automatically releases flash vapours to knock down mosquitoes.

Commenting on this collaboration, Sunil Kataria CEO - India and SAARC, Godrej Consumer Products Limited, said, “We are pleased to collaborate with Kareena Kapoor Khan for this awareness driven piece of communication which is credible and effective. Mosquito-borne diseases are currently surging across the country and what people don't realise is that even one mosquito can be a threat to the family's health.

Through this film, our intent is to reach out the masses across target groups and create awareness. Simultaneously highlight how Goodknight Gold Flash can help and empower households against mosquitoes. Apart from being one of India's most followed and revered celebrity, Kareena symbolizes a commitment to ensure her family is healthy and protected. As a brand, we too share similar vision to ensure happy moments of families are protected uninterrupted.”

Sharing her perspective on the association, Kareena Kapoor Khan, said, “The pandemic has taught all of us to put family and health first above everything else. Seeing any family suffering from dengue and malaria pains me the most. I wouldn't want my family or anyone else to go through the illness. Creating awareness and cautioning people is my

YES BANK launches co-branded credit card ‘FinBooster’ in partnership with BankBazaar

Chennai, October 31, 2021: YES BANK announced the launch of co-branded credit card FinBooster in partnership with BankBazaar.com. Built around a unique proposition of credit fitness tracker, it aims to empower customers to not only keep a track of their credit worthiness but also improve their score basis review of factors impacting their credit score through an intuitive CreditStrong app subscription (credit fitness report), complimentary for the Cardholder for the first year.

Packed with features, the card offers never expiring rewards points with no capping on accrual. Customers can earn accelerated rewards points

on online dining, grocery and apparel purchases which can be easily redeemed for over 250+ catalogue products. A lifetime complimentary card, it also allows customers to share reward points with their family and friends, thereby passing on the benefit to their near and dear ones.

Launching the card, Rajanish Prabhu, Head - Credit Cards and Merchant Acquisition, YES BANK, said, “We believe in constantly delighting customers with innovative offerings and rewarding experiences. Finbooster in partnership with BankBazaar is another step in our endeavour to enhance customer experience while strengthening our Credit

Cards portfolio. Designed to promote credit health, the card empowers customers to boost their credit worthiness while continuing to earn rewards points through everyday spends across brands and merchants.”

Adhil Shetty, CEO - BankBazaar.com, said, “The most recent edition of the BankBazaar Aspiration Index revealed that while close to 90% people knew what credit score was, less than 70% could accurately point out the impact of their financial habits on their credit scores. This was the gap we saw among 22-45-year-old salaried professionals. If we consider the wider population that uses cards, the misconception around credit score is much higher. With



the YES BANK-BankBazaar FinBooster card, we are trying to bridge that gap by arming users with a card that doubles-up as an advisor on credit health and management. We are very pleased to have YES BANK as our partner in this journey to help customers handle credit with confidence.”

Ola Cars Announces India's Biggest Pre-owned Car Festival

Chennai, October 31, 2021: Ola, India's largest mobility platform announced the India's biggest pre-owned car festival with best deals and offers on 2000+ 000Ola Cars platform. Customers can avail discounts of upto ₹1 lakh, as well as several industry first offers like free servicing for upto 2 years, a 12 month warranty, and a 7-day easy return policy.

Arun Sirdeshmukh, CEO, Ola Cars said, “Powered by our digital platform, Ola is committed to reimagining the 100-plus-year-old model of archaic dealership based vehicle commerce. This Diwali, the exciting, unprecedented deals and



offers from Ola Cars will enable many more customers to have a vehicle ownership experience that is better than buying a new vehicle- right from the comfort of their homes.”

Ola Cars enables customers to purchase both new and pre-owned vehicles through the Ola App. It offers a bouquet of services to customers, beginning with purchase, vehicle finance and

insurance, registration, OEM level quality standards for maintenance during ownership including vehicle health diagnostics and service, accessories; and finally resale of the vehicle back to Ola Cars. It will be a one stop shop for customers looking at hassle-free buying, selling and managing their cars.

Ola Cars has already sold 5,000 vehicles in the first month of its operations; and recently announced its plans to expand to 100 cities with 300 centers. It is also hiring over 10,000 people across areas like vehicle diagnostics, service, support and sales.

Shipping Minister Sonowal inaugurates Valiyazhikkal Lighthouse in Kerala

Chennai, October 31, 2021: Union Minister for Ports, Shipping & Waterways and AYUSH Shri Sarbananda Sonowal inaugurated a new Lighthouse at Valiyazhikkal in Alappuzha district of Kerala in the presence of Alappuzha MP, Haripad MLA and senior officers today.

After obtaining the Coastal Regulatory Zone (CRZ) clearance and other statutory clearance, the 41.26 metre height pentagonal RCC tower



with elevator and allied buildings have been constructed and the lighthouse is currently on trial run since 03.06.2021.

Shri Sonowal stated in his address that the Govt has approved development

of 75 lighthouses for tourism as a part of the 75th Azaadi Ka Amrit Mahotsav and Valiyazhikkal lighthouse is one of them. 11 other Lighthouses in Kerala have been earmarked for

development of Tourism.

Construction of the lighthouse will immensely benefit the mariners plying in this Kerala region and the local fishermen will benefit for Day mark in day time and Safe return in Night time from the sea.

The location at Valiyazhikkal beach shall be a tourist destination and endorse the tourism activity in the area by providing scenic view of the sea to the tourists and thereby generate job and economical benefits for the locals.

Farmers' welfare inextricably linked with economic progress: Vice President

Chennai, October 31, 2021: The Vice President, Shri M Venkaiah Naidu today underlined the important role of rural economy in the progress of the country and said that it is inextricably linked with the well-being of the farmers.

Praising farmers for standing shoulder-to-shoulder with other frontline warriors during the pandemic and ensuring a record food grain production in the country, he said the selfless service rendered by them is unforgettable.

Presenting awards to farmers, extension officials and journalists for their contribution to the field of agriculture at a function organised by Muppavarapu Foundation and Rythu Nestham at Swarna Bharath Trust here, he said that recognizing and rewarding meritorious people is part of the Indian culture. It not only spurs the recipients of the awards to do better but also inspires others.

Describing agriculture as a 'Yagna', he lauded the Indian farmers for trying to adopt modern practices and for their remarkable achievement in feeding



millions of people.

Shri Naidu urged the farming community to bestow special attention on environmental protection. In this regard, he advised every farmer to accord importance to tree plantation and conservation of water.

He said that at a time when science and technology are driving the progress of the world, agriculture cannot lag behind and has to adopt modern scientific practices. It is not the sole responsibility of the government to make

agriculture profitable. Every stakeholder must come forward to enable the farmer to reap the benefits of modernization.

The Vice President also urged educated youth to develop an interest in agriculture and provide technical help to farmers.

He also appealed to the private sector to come forward and invest in modernizing agriculture. Stressing the need for a wider debate on modernization of agriculture, he said that

scientists, policymakers and media should take the lead in this matter.

On this occasion, the Vice President also released books relating to agriculture. Earlier, he went around an exhibition of modern agricultural implements.

The Vice President lauded Shri Yadlapati Venkateswara Rao for not only bringing out Rythu Nestham monthly magazine to educate the farmers for the last 17 years, but also for instituting awards.

Tata Motors unveils 21 new commercial vehicles across all segments

Salem, October 31 2021: Tata Motors, India's largest commercial vehicle manufacturer, today accentuated its commitment to support India's economic growth by unveiling an extensive and comprehensive range of 21 new products and variants. Designed and engineered to cater to the evolving needs of cargo and people transport across segments and applications, these state-of-the-art vehicles further enhance Tata Motors' established 'Power of 6' benefit proposition to address specific usage and applications while delivering higher productivity and lower total cost of ownership (TCO).

Unveiling the 21 vehicles, Mr. Girish Wagh, Executive Director, Tata Motors said, "The engines of infrastructure development,



consumer consumption and e-commerce powering the Indian economy require continued transportation support to run seamlessly. Being the leader in the commercial vehicles, we continue to deliver superior value proposition to customers by introducing smarter, future-ready products and services. The 21 feature rich vehicles that we are introducing today are designed to fulfil the

evolving needs of India's economy and its growing demand for efficient transportation. Every aspect of these vehicles has been purposefully augmented to cater to both varied duty cycles as well as special applications. Incorporating the latest advances in technology, refined powertrains and upgrades in comfort and convenience, our vehicles are ideal to fulfil the customer need of high vehicle

utilisation for more revenue with lower costs for more profits."

The Tata Motors Advantage

Tata Motors has been at the forefront of technology and product innovations that have contributed significantly in facilitating the nation's growth. Pioneers in product innovations as well as in segment introductions with a universe of value-added services for comprehensive vehicle maintenance to access through SampurnaSeva 2.0 initiative, optimal fleet management via Fleet Edge and 24x7 support from India's widest service network, Tata Motors continues to set new benchmarks with holistic transportation solutions that offer customers more benefits and lower total cost of ownership.

Croma announces Diwali Sale with a promise of 100% cashback for 500 customers

Chennai, October 31, 2021: With work from home trends continuing in 2021, this festive season Croma expects an increase in demand for 'smart' devices among consumers. There is a pent up demand in gadgets and home appliances as consumers are looking to add greater convenience and productivity to their homes. Croma aims to provide consumers with a safe and comfortable shopping environment. To avoid the traditional rush on the festive days, it is all set to kick-start its Diwali sale in advance, from October 29th this year.

The Croma Diwali sale is offering a 100% cashback to 500 lucky customers at its retail stores, upto INR 15,000. As an additional benefit, Croma is also offering an additional 10% instant cashback on debit and credit cards with select banking partners. Croma is further offering an additional 5% instant cashback on TVs, home appliances & audio products on www.croma.com

Alongside, smartphones, TVs have



been a consistent bestseller during the festive season for over a decade, underscoring the rapid technology advances in both these categories that have led to continuous demand as consumers look to take advantage of new technologies like LED screens and better software integration to watch web-based content. To cater to this demand, Croma has also launched the Croma Fire TV which allows you to search across platforms using voice.

Laptops have been steady performers as a best-selling category since 2011, but the pandemic and increased demand for better WFH and Learn from Home solutions are expected to lead to a resurgence in laptop sales in 2021. Adding to this, with people largely seeking for entertainment options at home, gaming consoles are also finding a sweet spot with customers

Similarly, convenience-driven appliances like washing machines are reporting strong growth. We

have also seen growth in consumers adopting the latest 5G smartphones. While the demand-supply mismatch globally continues to affect availability, consumers have enough options to choose from across categories and price range at Croma.

Commenting on this, Avijit Mitra - MD & CEO, Croma Infiti-Retail Ltd. said, "In the last 18 months, our homes have become the focus for our lifestyles. As a result, we see strong demand from consumers wanting to celebrate their living spaces and upgrade them with smarter entertainment gadgets and intelligent home appliances that drive convenience and productivity in the household. Diwali shopping is usually planned way in advance, but the actual shopping is clustered in a short period leading to unnecessary rush. To facilitate a safe and comfortable environment for all our customers we have decided to advance the Diwali offers & promotions this year starting 29th October."

60-Year old undergoes 13-Hour ENT surgery for advanced skull base vascular tumour resection successfully at MGM healthcare Chennai

Chennai, October 31, 2021: The doctors from the Institute of ENT, Head & Neck Surgery, MGM Healthcare, a multi-specialty quaternary care hospital, Chennai, today announced the successful outcome of a marathon ENT surgery which lasted for 13 hours for advanced skull base vascular Tumour resection in a 60-year old patient from Dubai.

The patient Shankar, a 60-year-old expatriate from Dubai was diagnosed with rapidly growing, infiltrative, highly vascular skull base tumour of the right side. The painful enlargement of the tumour mass was associated with hearing loss, persistent headache, pulsatile tinnitus and unprovoked bleeding from the right ear. He also had progressively worsening difficulty in phonation, acts of swallowing and breathing difficulty too. Shankar had already visited many specialists in UAE and India too. He decided to have the remedial treatment at a centre of excellence. However, after a thorough discussion with his friends and professional colleagues, he chose MGM as the preferred destination under Prof Dr Sanjeev Mohanty, Head, Institute of ENT, Head & Neck Surgery.

A thorough clinical examination at MGM Healthcare revealed a reddish mass popping out of the right external auditory canal which bled on touch and was pulsatile in nature. Corroborative radiology findings confirmed the presence of a large highly vascular skull base tumour



occupying the region of the right jugular foramen compressing the important cranial nerves which aid in the physiology of speech, swallowing and breathing. A diagnosis of Fisch type D 1 Glomus Jugulare was arrived at based on the clinical and radiological findings. Dr Mohanty concluded that a surgical treatment was the only available option for a complete cure, but was fraught with imminent complications, especially neurological deficits post-operatively. The tumour was adherent to the posterior fossa dura, abutting the cerebellum and other intracranial vital structures nearby.

Dr Sanjeev Mohanty further explained the case and said, "A multi-disciplinary team approach was adopted and the patient was subjected to pre-operative tumour embolization by the skilful neuro intervention radiology team at MGM. Histopathology further confirmed the nature of this aggressive vascular tumour. Thereafter, a thorough surgical planning was done to

avoid intra-operative complications associated with the surgical access to the huge skull base tumour. The important neurovascular structures in the vicinity of the relatively inaccessible anatomical areas were a surgical challenge during the operation. This highly vascular tumour in an advanced stage had close adherence to vital nerves and vessels, connecting the brain through the numerous foramen in the base of skull, which had already begun to show symptoms like bleeding, headache, hearing loss, compromised speech, breathing difficulty and issues in day to day living."

He further added, "After a thorough surgical planning, a modified Trans temporal-trans mastoid surgical approach with facial nerve transposition and blind sac closure was adopted and the entire tumour mass was excised in toto. The approach required establishing state-of-the-art operating rooms with nerve monitoring strategy and deft surgical approaches, the patient's skull base tumour

was completely removed which was confirmed in the post-operative radiology scans too. Intra-operative bleeding was within controllable limits and all the important cranial nerves were identified and physiological functions preserved after the tumour excision."

Dr Ananth Mohan Pai Director - Medical Services, MGM Healthcare shared his views and said "Our experienced team at Institute of ENT, Head & Neck Surgery are here to help the patients manage and treat any disease or condition of the head, neck and ENT. We would like to applaud Shankar and his family to have courage in this tough times and placing their faith in Dr Sanjeev and his team. Our aim is to deliver the best of healthcare globally and this will further strengthen people's trust in our hospital and experts. We wish Shankar a hale and hearty future."

The hospital is happy to report that the patient's stay in hospital was uneventful and was discharged after a week of observation following the marathon surgery. The team of anaesthesiologists ensured a smooth intra-operative period. The surgical outcomes were excellent and post-operative period for the patient was without any complications whatsoever.

Shankar has got a new lease of life after a satisfying stint at MGM. The painful annoying symptoms experienced by the patient have been alleviated post-surgery and he is back on his feet doing his normal activities again.

ICICI Bank renews MoU with the Indian Army to offer special benefits to the Army personnel

Chennai, October 31, 2021: ICICI Bank renewed its Memorandum of Understanding (MoU) with the Indian Army, to offer a range of specially curated enhanced benefits and new features through its 'Defence Salary Account', to all serving as well as retired Army personnel. The MoU was signed in Delhi by Lt. Gen R.P. Kalita, UYSM, AVSM, SM, VSM, Director General-Manpower Planning and Personnel Services, Indian Army and Mr. Vishal Batra, Regional Business Head & Head of Defence Ecosystem, ICICI Bank.

As part of the MoU, the Bank offers a comprehensive bouquet of benefits like a zero balance account, preferential allotment of lockers and unlimited free transactions on ICICI Bank as well as Non-ICICI Bank ATMs in India, thereby providing exceptional flexibility to the Army personnel. As part of the renewed benefits, the Bank is offering an array of insurance benefits to the Army personnel. The account



holders get a personal accident insurance cover of Rs. 50 lakh along with insurance of Rs. 10 lakh in case of death in terrorist action, which is the highest among all banks offering 'Defence Salary Account'. As part of the insurance cover, the Bank is offering Rs. 5 lakh for education of children and additional Rs. 5 lakh for the girl child of the deceased Army personnel. These benefits are available to the personnel across all ranks.

Speaking about the new offering, Mr. Vishal Batra, Regional Business Head & Head of Defence Ecosystem, ICICI Bank said, "We are honoured to renew MoU with the Indian Army and extend a bouquet of banking services and benefits that are specially curated to provide comfort and convenience to the Army personnel in daily transactions, easy access to banking through our large network of branches, ATMs and digital banking channels. Additionally, to provide

increased protection to the personnel and their families, we are offering enhanced insurance covers as well as financial assistance for the higher education of the children of the personnel. We believe that this renewed proposition will benefit a large section of the serving and retired Army personnel."

As part of the Bank's commitment to the Defence Forces, ICICI Bank will automatically extend all benefits of the renewed MoU to the Army personnel who are existing customers of the 'Defence Salary Account'. There will be no requirement for the existing account holders to visit a branch or complete paperwork to upgrade to the benefits of the renewed MoU.

Benefits of 'Defence Salary Account' are also extended by the Bank to regular employees of Military Engineering Services (MES), Border Roads Organisation (BRO) and other Defence Civilians.

Aditya Birla Education Academy collaborates with Aditya Birla Public Schools to upskill 500 teachers across 54 schools

Chennai, October 31, 2021: Aditya Birla Education Academy, India's leading professional development institute for teachers, announced a collaboration with prestigious Aditya Birla Public Schools. The objective of this capacity building program is to upskill 500 secondary and senior secondary school teachers across 54 schools for the Academic Year 2021-22. Aditya Birla Education Academy has been at the vanguard of supporting the teaching community by providing them with the relevant skills they need to stay abreast with new developments in the education sector and enhance their students' learning.

To bridge the lacunae caused by the pandemic, educational institutions embraced virtual teaching and training methods. Since many educators were initially unfamiliar with the requisite digital tools and pedagogical approaches, this scenario served as an eye-opener with

an increased need for upskilling and digital training among teachers. To encourage their educators, and to augment their skillsets, Aditya Birla Public Schools have chosen to collaborate with Aditya Birla Education Academy. The purpose of this collaboration is to enhance their skills and develop their core competencies in subjects such as English, Maths, Science, Social Science, Hindi for Secondary teachers and English, Maths, Physics, Chemistry, Biology, Accountancy and Economics for Senior Secondary teachers.

Commenting on the tie-up, Mrs. Neerja Birla, Founder, and Chairperson, Aditya Birla Education Trust said, "Today, there exist multiple opportunities for educators across the country to enhance their knowledge, skills and teaching capabilities. But it is important to pick up the right one. We are extremely pleased to join hands with Aditya Birla Public Schools, as it

fulfills the primary goal of Aditya Birla Education Academy to assist teachers through upskilling and training so that they are better equipped in this digital age. It is a remarkable step for us to be able to provide this platform to the teaching community and serve them with practical teachings that impart new-age skill sets required to stay relevant in the current times."

Talking about the collaboration, Dr. Sanrupt Misra, Group Director, Carbon Black; Director, Chemicals and Director, Group Human Resources, Aditya Birla Group said, "Academicians quickly responded to the switch to provide continuous learning to their pupils as the education sector underwent an overnight transformation this past year and a half. Upskilling will become all the more important for the success of the teaching profession as we navigate our way through the new normal. The tie-up with Aditya Birla

Education Academy will immensely help our educators to imbibe new skillsets and support communities. I take this opportunity to express my gratitude to Mrs. Neerja Birla and Aditya Birla Education Academy for providing us the much-needed support."

The 7-month long program structure consists of 20 hours of learning per teacher. The educators who undergo this program will be able to bring more engagement among students in the classroom. It will also help the educators to increase involvement with the students through collaborative teaching methods, and focus on the process of learning rather than just the final product. The new methods of teaching such as inquiry-based learning and use of technology will further boost their teaching proficiencies. Additionally, this program will help educators move away from the concept of rote learning and bring more critical thinking in classrooms.

