

Ministry of Tribal Affairs and CBSE jointly launched an online certificate course on Experiential Learning for the 21st Century for EMRS and CBSE teachers

Chennai, November 21, 2021: As part of celebrations of Azadi Ka Amrit Mahotsav, today on 20th November the Secretary, Ministry of Tribal Affairs, Shri Anil Kumar Jha and Chairman, CBSE, Shri Manoj Ahuja today, jointly launched a certificate course on Experiential Learning for the 21st Century for educators from CBSE and Eklavya Model Residential Schools (EMRS) in collaboration with Tata Trusts, CETE, TISS (Centre of Excellence in Teacher Education, Tata Institute of Social Sciences), Mumbai and MGIS (Mahatma Gandhi International School), Ahmedabad.



The program will be deployed for 350 educators in 6 States. The event was attended by Sh. Asit Gopal, Commissioner, National Education Society for Tribal Students (NESTS), an autonomous organization under Ministry of Tribal Affairs. Dr. Navaljit Kapoor, Joint Secretary, Ministry of Tribal Affairs and Mr. R. Pavithra Kumar of Tata Trusts were among those present on the occasion.

While addressing the participants, Sh. Anil Kumar Jha, Secretary, Ministry of Tribal Affairs said that experiential learning envisions to help teachers establish tribal students' connect with their own contexts and real-life experiences. He further added, "The tribal students studying in EMRS though are first generation learners, however, creativity is inherent amongst them. Creativity, enterprise, risk-taking are some of the attributes that naturally get unleashed during their life-cycle." He said that the program will do a great service for the cause of tribal education development having exponential impact on the way EMRS schools emerge as model schools in the times to come.

The Experiential Learning for 21st Century

Programme has been conceptualized as an online certificate course for educators - teachers, school heads and principals to help them adapt classroom learning to real life experiences. Out of 650 educators, who applied for this, 350 have been selected based on the criteria of digital literacy, comfort with English, and their motivation to learn new pedagogies. The program will be offered free of cost to all the selected teachers and principals from 20th November 2021 onwards. Select teachers will be recognized as "Teacher Leaders" by MoTA and will espouse the Experiential Learning Pedagogy to the EMRS teaching fraternity in a phased manner. The course will capacitate the teachers to equip the students with 21st century skills and learning processes.

communication, and collaboration skills among their students.

While appreciating the uniqueness of the program, Sh Manoj Ahuja, Chairman, CBSE highlighted the imperative need of making students' experiences count as learning is integral to human beings. He asserted, "Children are naturally curious and human learning is always forward moving. The objective is to re-orient education to children's experiences by focusing on their livelihoods, environment and day to day living". He also emphasized on the need to build an ecosystem, where children's curiosities and experiences find way leading towards a movement or revolution.

Sh. Asit Gopal Commissioner NESTS, in his welcome address said that said that it is providential that national apex bodies such as CBSE, Tata Trusts, MGIS have joined hands together with NESTS to enliven the spirit of National Education Policy-2020 to provide continuous professional development to our teachers. He added, that the Ministry has taken a resolve of establishing 740 EMRSs in the tribal hinterlands, reaching out to the last child in the remotest tribal-dominated parts of the country. The experiential learning program will provide tribal students an occasion to bloom their own experiences and learnings through their own contextual understanding.

Applauding the joint venture, Dr. Navaljit Kapoor,

Joint Secretary, Ministry of Tribal Affairs, said that that the Ministry has been continuously forming alliances with top education bodies as NCERT, NIEPA, IITs, Microsoft to empower EMRS teachers and support their continuous up-skilling. This partnership will strengthen the edifice of education structure which is made up of not only school building but teachers who inculcate qualities of passion and dedication amongst students."

The Experiential Learning for 21st Century Programme aims to:

Sensitize teachers towards multi-sensory pedagogical experiences with a special focus on the physical, emotional, and mental well-being of students.

Enable teachers to construct alternative strategies to develop 21st-century skills and competencies in their students.

Guide teachers to map learning experiences to concepts and competencies.

Transform teachers as active members, contributing to a community of educators.

Support upskilling of teachers as teacher-leaders. "Tata Trusts' work in education is committed to addressing issues of quality and equity by convening Government partners to address systemic issues. Our interventions focus on innovative, scalable solutions, deployed in government schools that serve the bottom of the pyramid. Teachers are an integral part of our program / intervention and this course aims to enhance their practice. Collaborating with the Government for the professional development of teachers is therefore central to the Trust's work in education.", said R Pavithra Kumar, Chief Program Director- Tata Trusts.

Saregama Originals to release Magizhini, a music video supporting LGBT with Gouri Kishan & Anagha as leads

Chennai, November 21, 2021: Gouri G K of 96 fame (popularly known as Gouri Kishan) and Anagha of Dikkiloona fame have joined forces for a music video titled Magizhini. Written and directed by V G Balasubramanian and produced by Trending Entertainment and Kaustubha Media Works, Magizhini, which bats for the cause of LGBT, will be released by Saregama Originals on 22 November. Gouri and Anagha play lesbians in Magizhini. How they succeed in their attempts in making their families understand them and their relationship is the crux of the music video, which has been made in six days. Says director Balasubramanian, who is currently working



as co-director in Vikram-starrer Cobra helmed by Ajay Gnanamuthu, "the idea behind Magizhini is to make the society understand LGBTs. For the first time, we have used anamorphic lens for this project. The music video has taken shape really well thanks to the involvement and support from the whole team." Throwing light on the subject, he adds: "Malar (Gouri) is a girl from Chennai and Indhuja (Anagha) has

come to the city to study, leaving her family back in Delhi. The two meet through their love for dance in a Bharatanatyam class. As the teacher pairs them off for a performance during a rehearsal, this sparks the beginning of a delicate intimacy." Music for Magizhini is by Govind Vasantha, lyrics are by Madhan Karky and Keerthana Vaidyanathan is the singer. Dance choreography is by Vishwakiran. "When we

approached Gauri and Anagha for their respective roles, they understood the concept and immediately gave their consent. And their performance was top notch. Govind Vasantha's music, Madhan Karky's lyrics and Keerthana Vaidyanathan's rendition have elevated to the music video to a new level, besides conveying the message aptly. Vishwakiran's choreography will be another highlight. Cinematography Arun Krishna has done a visual magic. I sincerely thank Trending Entertainment and Kaustubha Media Works for bankrolling this. I am so happy that Magizhini is being released by Saregama Originals," concludes Balasubramanian.

Union Ayush Minister Sarbananda Sonowal announces major initiatives to push AYUSH in Northeast

Chennai, November 21, 2021: The Union Minister of Ayush and Ports, Shipping & Waterways Shri Sarbananda Sonowal, announced a slew of major initiatives for promotion of AYUSH in Arunachal Pradesh here today. This is in continuation of the focused approach to develop the AYUSH sector in the entire northeast.



Speaking at the North Eastern Institute of Ayurveda and Folk Medicine Research (NEIAFMR) at Pasighat in Arunachal Pradesh today, the minister announced an investment of Rs 53.72 crores to develop new infrastructure within the campus. A new Ayurveda College with a student intake of 30 as well as a 60 bedded Ayurveda hospital will be set up inside the NEIAFMR campus at Pasighat bringing a direct employment of 86 posts in addition to the existing capacity. An academic block, a boys hostel, a girls hostel, sports complex are

also being planned to be constructed in the near future.

Addressing the gathering Shri Sonowal said, "Folk medicine is the mixture of traditional healing practices and beliefs. In Northeast, we have a strong culture of folk medicine which have not been preserved in a scientific way. We are now striving towards preserving as well as enriching this wonderful gift of medicine from Vedic era that mother nature has bestowed upon us. I am happy to announce the establishment of new Ayurveda college along with a hospital here. This is going to further strengthen our effort through NEIAFMR to preserve and further the rich

traditional knowledge."

Elucidating about the future plans for propagation of AYUSH sector in the Northeast region, Sonowal further added, "Apart from strengthening our Ayurveda colleges in the region, a few other important institutes like Regional Raw Drug Repository (RRDR) & Museum, Sophisticated Analytical Instrument Facility (SAIF), State of Art Panchakarma Treatment & Research Centre, and Paramedical Teaching Centre are planned to be set up in the region in due course."

The North Eastern Institute of Folk Medicine (NEIFM), Pasighat, which is renamed as North Eastern Institute of Ayurveda & Folk

Medicine Research is an autonomous National Institute under the Ministry of AYUSH, Government of India. The establishment of the Institute, spread over an area of 40 acres, was approved by the Union Cabinet on 21st February, 2008. NEIAFMR has been established with the goal to strengthen and develop traditional healthcare practices and for the benefit of the nation, with special focus on North Eastern region. The Institute intends to introduce Ayurveda system of medicine in North Eastern Region in general and in Arunachal Pradesh in particular, document and assess Local Health traditions, Healing Knowledge, Drugs Therapeutic product development based on Traditional knowledge, protection of Traditional Knowledge through IPR regime, support conservation and sustainable use of Traditional Practices, Biodiversity, etc.

Ministry of Tribal Affairs organizes a series of workshops on sickle cell disease among tribals as part of Azadi ka Amrit Mahotsav

Chennai, November 21, 2021: The Ministry of Tribal Affairs is working to prevent and eliminate sickle cell disease among tribal people. The Prime Minister Shri Narendra Modi, during celebrations of Azadi Ka Amrit Mahotsav, Bhagwan Birsu Munda Birth Anniversary and Janjatiya Gaurav Divas launched Sickle Cell Mission for the state of Madhya Pradesh Government from Bhopal.

There is no central database for sickle cell carriers and diseased. He stressed on need of data based management and elimination plans for the disease. He also informed that Ministry would support initiative of IGIB on research on CRISPER - technology involving gene editing after consultation with Department of Science and Technology, ICMR and Ministry of Health and Family Welfare.

innovate and improve health care delivery for people living with sickle cell disease through engagement of different stakeholders and provide financial help wherever required for screening and advance research.

The 2nd workshop organized by AIIMS Malkangiri was inaugurated by Dr Mukesh Tripathi, Director and CEO AIIMS and Dr Navaljit Kapoor, Joint Secretary Ministry of Tribal Affairs on 20 th November 2021.

Dr Kameshwar Prasad, Director RIMS and Dr Tripathi, Director AIIMS speaking on the occasion said that all premier Institutes working in Sickle endemic areas have to work together in mission mode and support efforts of Ministry of Tribal Affairs in creating awareness about the disease and providing training to medical and paramedical staff at PHC and CHC level. They also highlighted need of creating Infrastructure for early detection of Sickle Cell gene in pregnant mothers through mandatory screening.

The key speakers included Haematologists, Paediatricians, Gynaecologists, Policy Makers and leaders from patients groups. The faculty belongs to AIIMS Delhi, CMC Vellore, Gangaram Hospital, Fortis Hospital, AIIMS Jodhpur, AIIMS Manglagiri,

NIH, IRCS, RIMS Ranchi, SCB Cuttack, PGI Chandigarh Nagpur Medical college along many other prestigious institutes.

The other workshops planned are in collaboration with Surat medical college Gujarat-22 November 2021, which can be connected through following link.

<https://us02web.zoom.us/j/84855963056>

and with AIIMS Jodhpur Rajasthan - 23 November 2021 (<https://us02web.zoom.us/j/86292109287>)

Since awareness and counseling is considered to be one of the hallmarks for preventing and managing sickle cell conditions, these workshops will help in making people aware about causes of sickle cell disease, manner in which it can be prevented, diagnosis and early treatment. Ministry plans to undertake regular IEC activities to sensitize the young tribal population, doctors and para medical staff.

These workshops will serve as a valuable resource in encouraging the stakeholders to increase awareness about SCD, build partnerships, and catalyze the implementation of solutions. It will also provide a platform to identify meaningful actions that must be taken towards advancing care for individuals with SCD.

Satyajit Ray's movies opened a whole new world to me: Martin Scorsese

Chennai, November 21, 2021: In recognition of his legendary work on celluloid, the 52nd International Film Festival of India has conferred the Satyajit Ray Lifetime Achievement award on Hollywood filmmaker Martin Scorsese, at the opening ceremony held in Goa today, November 20, 2021.

Conveying his acceptance through a video message, the icon of international cinema said, "I am honored to receive such an award named after one of the truly great filmmakers of all time and my inspiration, Satyajit Ray. I have returned to Ray's work over and over again and every time I watch his movies, it becomes a whole new experience. Watching Pather Panchali was a revelatory experience for me and it opened a whole new world for me."

Remembering how intimacy, immediacy,

tenderness and sensuality played crucial roles in Ray's films, the filmmaker revealed that the music of Ray's films inspired him in the making of the music of his own films. "I showed Pather Panchali to my daughter at a young age, it has made a great impact on how she perceives the world and other cultures around the world."

Expressing the joy of receiving the award, the filmmaker thanked the Indian Film industry for the honor bestowed upon him.

Regarded by many as one of the best cinematic minds of the 21st Century, Martin Scorsese is a Hollywood filmmaker. Cinematically stylish, his name is regarded as an institution in itself. He has created masterpieces like Goodfellas, Taxi Driver, Raging Bull, The Departed, Shutter Island and The World of the Wall Street, among many other films which have captured the global imagination.

Martin Scorsese was born in Queens, New York City and he forayed into the world of films with short films like The Big Shave and It's Not Just You, Murray.

Scorsese has founded the nonprofit organization The Film Foundation in 1990, the World Cinema Foundation in 2007 and the African Film Heritage Project in 2017.

He has won numerous awards including the Golden Globe, BAFTA and Academy Awards for his films. In a career spanning more than five decades, Scorsese has directed & produced many feature films, documentary films, shorts films, television shows and music videos.

Hungarian filmmaker Istevan Szabo has also been conferred the Satyajit Ray Lifetime Achievement Award at IFFI 52 Opening Ceremony today.

Satyajit Ray is considered as one of the pioneers of the modern



cinema and he is revered by cine-buffs across the world. His works like The Apu Trilogy, The Music Room etc. cemented his footing in the history of Indian cinema and remain classics till date.

Satyajit Ray was ray in the world of cinema which lights up a million minds and a billion cinematic ideas even today. As we celebrate 75 years of India's independence and 100 years of the legendary filmmaker, it has been decided that IFFI's Lifetime Achievement Award will henceforth be called the Satyajit Ray Lifetime Achievement Award.

Samco Mutual Fund introduces "Stress Tested Investing" and proposes to launch truly Active Funds with high active share

Chennai, November 21, 2021: Samco Mutual Fund introduces "Stress Tested Investing". Stress Tested investing is a strategy to put to work money with businesses that can endure and survive in a variety of stressful situations and generate long term risk adjusted returns. Each business is put through a series of six rigorous tests defined by SAMCO's proprietary HexaShield Framework and only businesses that pass the framework shall form a part of the investable universe.

The premise of Stress Tested Investing lies in 2 core beliefs. Firstly, lives of businesses have gotten shorter over the years due to constant disruptions and businesses need to be truly resilient to survive in the marketplace and create shareholder value. Second, the best businesses are the ones that over an extended period can employ large amounts of incremental capital at very high rates of return. Simply put, can they be true compounding machines generating high RoCE and reinvesting at an incrementally high RoCE.

SAMCO's HexaShield Framework is designed to stress test whether a

business can survive across a variety of macro and micro economic pressures and truly be compounding machine.

Most listed companies end up failing the stress test. In fact, only 15 out of NIFTY 50 index constituents pass SAMCO's stress test framework. Only a limited number of companies that pass the stress test certified via the HexaShield Framework will find place in the SAMCO Mutual Fund's scheme portfolio. These stress tested business have demonstrated capabilities to generate much superior risk adjusted returns.

For the first time in India, SAMCO AMC to disclose daily Active Share of its schemes.

One of the primary reasons that active funds underperform their index is that the average equity fund manager owns far too many stocks and in effect tracks the index. So, the result is that investors are getting in fact an index fund less the manager's fees. This structure makes underperformance against the index inevitable. This phenomenon is referred to as Closet Indexing or Index Hugging.

A scheme that has an active share less than 60% is in effect an Index Hugging. Most active funds in the world have ended up being closet indexers.

For the first time in India, SAMCO Mutual Fund will transparently disclose daily Active Share to Indian Investors, so they know that when they are paying an active fee, it's certainly for buying something widely different from the Index.

SAMCO's stress test framework results in very few companies truly passing the stress test with 70% of the index components failing it. So, we will embrace divergence from the Index and disclose Active Share. In fact, SAMCO's endeavor will be to launch only truly active funds with high active share.

Umeshkumar Mehta, CEO of Samco Asset Management Pvt Ltd said, "SAMCO Mutual Fund promise to investors is to be a truly Active Stress Tested Fund. The world of asset management is going through transformation and SAMCO aims to be at the forefront of leading innovations on the Active segment. We will build funds with high active share



so that cost conscious investors get a truly active fund and not a closet index fund when they pay for an active TER and our stress tested investing framework gives the new age investor an authentic and not merely a generic reason to invest with us. Our endeavor would be to generate the highest risk adjusted returns for investors in the long term."

Anantharaman S, Zonal Head, South, Samco Group said "We are excited to expand our business in Chennai and will hire and depute the best teams for catering to the state. The distributors in Chennai will have an exciting product for their investors."

democracy. "The India story is being written and defined by Indians. Our message to all film makers is this - come be a part of India's 'Cinematic Kaleidoscope' of 'Collaborative diversity', that is set to take new strides as the voice of a rising, aspirational billion, gears up to lead and take centre-stage in this decade and beyond".

The Minister congratulated Hollywood filmmaker Martin Scorsese and Hungarian filmmaker Istevan Szabo, who have been conferred the Satyajit Ray Lifetime Achievement Award at the opening ceremony today.

Shri Thakur appreciated "Dream Girl" Hema Malini, who has been presented the Indian Film Personality of the Year Award for 2021 today. He said the actor has enthralled generations of film lovers.

Praising the stalwart, Union Minister said: "Everyone has seen Hema Malini on screen, but the way she plays the role of a Member of Parliament and the way she brings forth to Parliament the issues of her Constituency Mathura, everyone should learn from that."

Union Minister of State for Information & Broadcasting Dr. L Murugan said that IFFI allows the understanding of various social and cultural ethos and appreciation of world cinema. "Our actors bring alive legendary heroes and great events in the past."

The Minister said that under the dynamic leadership of Prime Minister Shri Narendra Modi, India aims to become the attractive destination for filmmaking. "We have opened Film Facilitation Office, as a single point of contact to facilitate filmmakers."

#IFFI allows the understanding of various social and cultural ethos, and appreciation of world #cinema

That's why, with the initiative of @ianuragthakur ji, #IFFI has invited 75 young creative minds in the field of movies

St. Judes and Star Health to Provide Health and Accident Cover to Children Who Beat Cancer

Chennai, November 21, 2021: In an important initiative, children supported by St Jude India ChildCare Centres (St. Judes) during their cancer treatment and who are now cancer free for 5 years, will be provided health and accident coverage by Chennai-based Star Health and Allied Insurance Company Limited. The initiative, launched on November 4th 2021 covers 596 children in its first year [270 children under Health and 326 children under Accident]. Each year at least 500 children are currently expected to be added to this group as part of a new St. Judes programme called St. Judes for Life (Founded in Memory of Mrs Rani Vicaji).

St. Judes for Life ensures that the children who have won the battle against cancer can fulfil their potential by offering them continued support. Providing them with health insurance and accident cover is one such vital step in that direction. This is an important milestone by Star Health, and focuses on a much-overlooked gap in health insurance coverage. Dr Prakash, Managing Director, Star Health and Allied Insurance, has been involved in designing innovative new covers in India. He said "We at Star, designed this cover to enable children who were diagnosed, treated and are



cancer free for 5 years fulfil their aspirations without worrying about the cost of meeting medical emergencies." Cancer survivors who are otherwise healthy are generally not given cover by Health Insurance and in case of a medical emergency or accident it becomes very difficult for them to handle the expenses of hospitalisation.

The Rotary club of Temple City Chennai Coordinated with Star Health insurance to implement this special coverage. "This is an important development in the coverage for children surviving cancer and It has been a privilege working with St Judes in Chennai", said Dr Rekha Shetty, Charter President of the Rotary club of Madras Temple City. Dr Bhuvana Rajendran and Rotarian J. Jagannathan have been closely involved in the

project to provide support for children undergoing treatment for cancer in India.

Mr. V. Jagannathan, Chairman and CEO, Star Health and Allied Insurance said, 'Children deserve the best always irrespective of their health conditions. We at Star Health are proud to provide insurance cover to children who have survived cancer. This is crucial as these children can live a normal life and have a right to insurance cover just like anybody else. We will continue to endeavor to provide health insurance cover to every section of society through innovative products designed to meet specific needs.'

"Survivors can lead a full life even after treatment and recovery. St. Judes for Life (Founded in Memory of Mrs Rani Vicaji) was set up to

support our survivor kids from St. Judes India and enable them to achieve their aspirations after they have been cured of childhood cancer. A major concern for Cancer-survivors as they progress in life is providing for medical emergencies by way of health insurance. Unfortunately, Insurers do not normally cover them. Hence, it is indeed a matter of great pride and happiness to partner with Star Health and Allied Insurance Company Limited, who viewed our proposal with compassion and empathy." said Ms Usha Banerji, Team Leader, St. Judes for Life (Founded in Memory of Mrs Rani Vicaji)

"It is a privilege to have helped build the bridge between St Judes and Star Health Insurance" said Ms. Shanta Narayanan, President Rotary club of Madras Temple City

Come and Be a part of India's 'Cinematic Kaleidoscope' of 'Collaborative diversity': Union I&B Minister at IFFI 52 Opening Ceremony

Chennai, November 21, 2021: With many firsts to its credit, the 52nd edition of the International Film Festival of India has gotten off with a grand opening ceremony at the Dr. Shyama Prasad Mukherjee Indoor Stadium, in Panaji, Goa today, November 20, 2021.

Welcoming film lovers to Goa which he recalled is celebrating its 60th year of independence, while the nation celebrates the 75th year of independence, the Union Minister for Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur said that Azadi Ka Amrit Mahotsav is an opportunity for us to take a collective resolve to take the nation to new heights when we celebrate 100 years of our freedom. "This presents a unique opportunity for Indian cinema and incredible possibilities in content creation and dissemination at all levels on all platforms, in all regional languages, domestically as well as globally."

The Minister informed that with this perspective in mind, IFFI 52 has brought together a diverse bouquet of films and filmmakers from around the world. "There are many firsts at IFFI. For the first time ever, IFFI has allowed OTT platforms to come and showcase and present what they have produced in the past few years."

The Minister informed that IFFI is embracing new technology and giving a platform to artists and industry to engage with each other, keeping up with the pace of change.

For the first time ever, films from five BRICS nations, namely Brazil, Russia, China, South Africa and of course India will be showcased through the BRICS Film Festival alongside IFFI. There are more than 300 films being showcased at IFFI. 148 international films from nearly 75 nations will be screened at the festival, informed the Minister.

IFFI Announces and Felicitates 75 Budding "Creative Young Minds of Tomorrow"



As the country celebrates the 75th year of our hard-earned freedom, with Azadi Ka Amrit Mahotsav flags swaying in every state of the country, 75 young aspiring film makers have been handpicked from across the country to attend IFFI as special guests. The names of the winners have been announced at the opening ceremony today.

Speaking about the novel initiative, the Minister said: "For the first time ever, we are recognizing and mentoring promising 75 young minds, as we celebrate 75 years of India's independence. They have been chosen by the grand jury and selection jury after a meticulous selection process."

The Minister informed that the youngest candidate is just sixteen years old, and that the list of 75 budding artists includes many who have been selected from various small towns and cities of India.

The Minister also outlined the government's progressive and ambitious vision for IFFI. "Our government's vision for IFFI is not limited to one event, but what IFFI should be when India celebrates its 100th year of Independence."

The I&B Minister expressed the government's steadfast commitment to make India a content creation powerhouse and the post-production hub of the world. "We aim to make India a powerhouse of content creation, especially regional by scaling up regional festivals. We are also steadfast in our efforts to make India the post production hub of the world, by leveraging the immense tech talent amongst our skilled youth. We aim to make India the hub for world

cinema - a destination for films and festivals and the most favoured place for film makers and lovers!"

"Today, the world wants to hear the story of India"

The Minister said that India can captivate the world by narrating the India story - the story of rising, powerful and vibrant billion ready to lead the world the India way.

The Union Minister also highlighted the enormous employment potential of the sector. "The film and entertainment industry offers a huge employment opportunity as we leapfrog into the digital era of content and filmmaking, not to forget film archiving for future generations of film lovers."

Noting that so many in filmmaking are young, the Minister said that the youth are the powerhouse for fresh content. "The media and entertainment sector builds on three unique propositions India offers - abundant and competent labour, ever-growing consumption expenditure and a diverse culture and linguistic heritage. Where else in the world do you have these powered by the extensive footprint of mobile, internet and digitalization?"

The Minister said that with this unique combination of connectivity, culture and commerce, India is poised to be at the epicentre of the cinematic ecosystem. "Today the India story is being written and defined by Indians."

Addressing film lovers, Union Minister extended a passionate invitation to all film makers in India and across the world, to come and be a part of the cinematic kaleidoscope of collaborative diversity of the world's largest

Ashwini Kumar Choubey inaugurated Food Corporation of India's first state of art laboratory in Gurugram

Chennai, November 21, 2021: Food Corporation of India (FCI) under Department of Food and Public Distribution (DFPD) has developed its first state-of-art laboratory for in house testing of food grain samples. Shri Ashwini Kumar Choubey, Honourable Minister of State for Consumer Affairs, Food and Public Distribution and Environment, Forest and Climate Change inaugurated the 'Quality Control Laboratory' at Institute of Food Security (IFS), FCI, Gurugram (Haryana) today.

He also launched a short film on 'Fortification of Rice' and launched 'short films on bursting myth, Radio Jingles, & Social Media collaterals on rice fortification'. The DFPD is celebrating the iconic week Azadi Ka Amrit Mahotsav which started on November 15, 2021, and will conclude on November 21, 2021. Meanwhile, several other programmes are being organised by DFPD in all parts of the country.

While addressing the staff and officers of FCI at the Institute, Shri Choubey said that the Modi government is committed to providing safe and healthy food grain to the consumers. He applauded the efforts of DFPD and all the organizations under it, such as FCI, CWC, IGMRI, WDRA, National Sugar Institute and others which have planned to organize special events for the Iconic week of Azadi Ka Amrit Mahotsav.

He also said that these events shall be effective in



reaching out to people and taking the vision and good work of the Centre Government to them. He emphasized the Centre's commitment towards the importance of eating safe and healthy food and appreciated FCI all-inclusive approach to working towards a healthier nation. He also stressed the need to provide sufficient, safe and nutritious food grain to all people which is one of the major global concerns, and said that PM is making every effort to safeguard the Food Security of every citizen of the country.

He further emphasized that in view of large-scale malnutrition, anaemia among children and women, the Centre is working towards increasing the nutritious content of rice through

fortification. Fortified rice distribution is being taken up under different government schemes including Public Distribution System, Mid-Day Meal among others and will be completed by 2024.

"Not only through Public Distribution System, but Centre is making efforts to make Fortified Rice available in open markets soon," he said.

He said that the in the phase bound manner during first phase, till March 22m 35 LMT fortified rice is targeted to be distributed through ICDS and MDM schemes. In the second phase, till March 2023, 175LMT Fortified Rice will be distributed and in third phase till March 2024, 350 LMT Fortified Rice will be distributed.

He appreciated FCI for developing its first state-of-art laboratory for in house testing of food grain samples for chemical parameters which will lead to improved satisfaction levels for the consumers. The laboratory has been set up under the able guidance of the Central Food Technological Institute, Mysuru in Karnataka.

He happily pointed out that now food grains to be issued from FCI depots under various welfare schemes of the Government of India will be checked in-house for pesticide residues, Mycotoxin, Uric acid and fortification level of vitamins to ensure the food grain safety and nutritional security of the consumers. He wished FCI will work in a transparent manner with a pro-active approach as a bridge between the farmers and consumers in the country and FCI would be ready for adopting technological advancement of International standards.

These transformational reforms will go a long way in making the simpler process for ensuring the timely supply of safe food grain to the consumer. He congratulated CMD, FCI Shri Atish Chandra for the event celebrated under Azadi Ka Amrit Mahotsav and thanked all the staff and officers of the corporation for showing the team spirit to make the Honourable Prime Minister Narendra Modi's vision a success.

Director of the Institute, Ms. Moitreyi Mohanty elaborated about the efforts behind setting up of the lab.

