

## VICE PRESIDENT INAUGURATES 'EK BHARAT SHRESHTHA BHARAT' EXHIBITION; EXHORTS PEOPLE TO LEARN ABOUT ART AND CULTURE OF THE PAIRED STATES

Chennai, December 13 2021: Vice President Shri M. Venkaiah Naidu inaugurated an exhibition on 'Ek Bharat Shreshtha Bharat' (EBSB) at Potti Sreeramulu Telugu University in the city today. Organised by the Regional Outreach Bureau, Ministry of Information and Broadcasting, this exhibition highlights the various interesting aspects of the paired states of Haryana and Telangana like art forms, cuisine, festivals, monuments, tourism spots etc. The exhibition will be open for viewing from 12th to 14th December, 2021 at Potti Sreeramulu Telugu University Campus, Nampally, Hyderabad. Noteworthy books brought out on the themes of art and culture have been put up



on display by the Publications Division at the exhibition.

Sharing his thoughts on the occasion, Shri Naidu said that such initiatives will go a long way in propagating the rich cultural heritage of the paired states and promoting people-to-people contacts. He complimented the Ministry

of Information & Broadcasting for this initiative that brings people from the both States together and creates awareness about our rich & diverse cultural heritage.

Telangana State Home Minister, Shri Mohammed Mahmood Ali, Vice Chairman, Telangana State Planning Board, Shri B. Vinod Kumar, attended the

event. The senior officers of Ministry of I&B from ROB, PIB, DPD and AIR were present on the occasion.

The Ek Bharat Shreshtha Bharat programme is a unique initiative by the Government to promote the spirit of national integration and to strengthen the fabric of emotional bonds between the people of our country. The Ek Bharat Shreshtha Bharat (EBSB) programme was launched by the Hon'ble Prime Minister on 31st October, 2015 on the occasion of the 140th birth anniversary of Sardar Vallabhbhai Patel, who played a significant part in the unification of the country post-independence.

## VANDE BHARATAM NORTH ZONAL COMPETITION FOR 26TH JANUARY 'AZADI KA AMRIT MAHOTSAV' CELEBRATION HELD IN DELHI

Chennai, December 13 2021: In an initiative to commemorate the 75th year of India's Independence as Azadi Ka Amrit Mahotsav, the Ministry of Defence and the Ministry of Culture have organised the All India Vande Bharatam Dance competition to select the cultural performances from across the different states of the nation.

During the fourth round of zonal level event held in New Delhi, on 12th December at Shah Auditorium, Rajniwas Marg, Civil Lines, the rich dance forms, music, songs of India in classical, folk, tribal and contemporary forms were presented in the presence of Smt Meenakshi Lekhi, Minister of State for External Affairs and Culture. The first Zonal level event was held in Kolkata (9th December 2021) and the second & third level events were held in Mumbai and Bengaluru on 10th and 11th December 2021, respectively.

The event witnessed an amalgamation of dance forms from various parts of the Northern Zone on one



platform. A total of 27 qualified groups, with approximately 400 dancers, from the State Level Competitions participated in the event from various States and UTs of the Western Zone like Jammu & Kashmir, Himachal Pradesh, Punjab, Chandigarh, Uttarakhand, Uttar Pradesh, Haryana, Rajasthan & Delhi. Participating groups performed specially choreographed acts in various dance categories like classical, folk, tribal, and fusion. Rich display talent across north India was seen here. There was enthusiastic

participation from across north India as performers gave mesmerizing performances. The event was judged by renowned performing arts personalities, namely Smt Dhanarani Devi, Smt Nalini Asthana, Smt Kamalini Asthana and Smt Kavita Dwivedi.

The Vande Bharatam competition began at the district level on Nov 17 and saw the participation of more than 3,870 contestants in 323 groups. Those who cleared the screening at the district level took part in the state-level competition from Nov 30, 2021. More than 20 virtual

events were conducted for the state-level competition over a span of 5 days till 4th December 2021.

Over 300 groups were selected for the state-level comprising over 3,000 dancers/participants. Thus, for one month, the event allowed all aspirants to showcase their talent to win a slot at the National level.

Over 2,400 participants from 200 plus teams were short-listed for the zonal level competition. Selected teams from this round will progress to the Grand Finale scheduled to be held in New Delhi on Sunday, 19th December. Top 480 dancers declared as winners from the grand finale will perform on the Republic Day Parade held at Rajpath, New Delhi on 26th January 2022.

The Zonal Level competition was seen LIVE on the official Facebook page & YouTube channel of Vande Bharatam along with the website (vande Bharatamritmahotsav.in) and mobile application.

## CENTRE TO ORGANIZE THE FIRST OF ITS KIND INNOVATION WEEK TO ENCOURAGE STARTUP ECOSYSTEM IN INDIA

Chennai, December 13 2021: As a part of Azadi Ka Amrit Mahotsav, a week-long event, "Celebrating Innovation Ecosystem", to be hosted by Department for Promotion of Industry and Internal Trade (DPIIT), is proposed to be held in January 2022. Secretary, DPIIT Shri Anurag Jain reviewed the project in a high-level meeting. The event will mark the 6th anniversary of the launch of the Startup India initiative.

The key objectives of the Innovation Week will be to bring together the country's key Startups, entrepreneurs, investors, policy makers and other national/ international stakeholders for a specially curated event on innovation and entrepreneurship and to exchange knowledge on best practices on nurturing Startup ecosystems.

The initiative aspires to encourage and inspire the youth for innovation and entrepreneurship and develop capacities of entrepreneurial ecosystem. Innovation week would help provide market access opportunities to Startups and aid in the mobilization of global and domestic capital for investments into Startups. The event is also set to showcase high-quality, high technology and frugal innovations from India.

Apart from deliberating on good practices from best of the ecosystems across the world, the sessions will be designed to showcase the spread and depth of entrepreneurship based on innovation in India.

The proposed week-long event will comprise of activities organised with specific themes. The tentative

themes are International Engagements, market access and incubation support, funding support to Start-ups etc and will cover the different areas of the innovation lifecycle.

The week-long event will be attended by Startups, Incubators, Accelerators, Mentors, Venture Capital (VC) Funds, Investors, Government e-Market place (GeM), Corporates, Students, Entrepreneurs, Ecosystem enablers, Government Officials etc.

The event will feature a dedicated exhibition area for select Startups (including DPIIT-recognised Startups, National Startup Awards Finalists, Startups supported by Fund of Funds for Startups, beneficiary Startups of Government of India Ministries/ States). Mentoring and incubation

support at the event will also be provided in collaboration with partnering agencies such as AIM NITI Aayog, DST, DBT, MeitY, DPIIT, Invest India and more.

Multiple pitching sessions will be organised for Startups (NSA Finalists and select Startups from the Startup India Showcase) across various sectors and stages, providing them an opportunity to present their innovations to some of the key investors and corporates.

As part of the innovation week, various sessions are proposed to enable further international engagement and market access. Presentations will be made to highlight best practices undertaken by international ecosystems to globalize their Startup landscapes. Additionally, workshops with leaders within

the investment and acceleration ecosystems will feature discussions on their global journeys, key learnings and insights on the international market. A fireside chat will also be held highlighting strategies and methods to enter the global market.

Corporates would be invited to set innovation labs at the exhibition area. It is proposed to have working-models of a few technologies displayed for attendees to

experience the same. Areas/sessions will be allocated for attendees to experience innovative technologies like augmented reality, virtual reality, 3D printing, drones, artificial intelligence etc.

Various sessions such as workshops, presentations, pitching and reverse pitching, panel discussion, fireside chat, experience sharing etc will be organized. These events will be based on the identified themes and will be conducted

by one or more marquee speakers. The sessions will be conducted in virtual and/or physical mode and will be livestreamed through Startup India social media handles.

The corporate connect program will be held with an aim to provide an opportunity to the Startups to work with 5 leading corporates on providing innovative solutions to the specific problem statements. A panel comprising of high-level domain experts, incubator,

and investor network etc will shortlist the most promising set of Startups through a robust process.

A regulatory roundtable will also be conducted under the chairmanship of Hon'ble Minister of Commerce and Industry, inviting key officials from various Ministries & Government Departments, funds, other regulators and ecosystem players to discuss important regulatory issues which are extremely critical for the Startup ecosystem.

## PARABOLIC SOLAR CONCENTRATOR INSTALLED AT GOC WORKSHOP FOR SUPPLY OF HOT WATER FOR CLEANING PURPOSE

Chennai, December 13 2021: Goldenrock Workshop, Southern Railway has been taking various initiatives in consistently improving the environment and reducing the carbon footprint during the course of maintenance of various Rolling stocks. In one such unique initiative, Goldenrock workshop has installed a Parabolic Solar Concentrator based water heating system in place of existing electrical heaters for soaking and cleaning of various components like Bogie frames, brake rigging components, engine blocks, axle boxes of various rolling stock.

The Parabolic Solar Concentrator was commissioned by Shri John Thomas, General Manager, Southern Railway online through videoconferencing on 09.12.2021 during the Annual Inspection of Trichy Division, in the

presence of Shri Shyamadar Ram, Chief Workshop Manager, Golden Rock Workshop, Principal Heads of Departments, Officers, Supervisors and Staff of GOC workshop.

The Solar concentrator consists of 6 nos. of parabolic mirror reflectors of 16 m<sup>2</sup> area, called Scheffler concentrator, which focuses the Sun's radiation on 6 separate receivers placed in front of them at a fixed height. Receivers are interconnected with pipelines for circulation of water from a storage tank based on Thermosyphon principle.

In order to use the solar energy efficiently throughout the day, the axis of the reflector dishes are aligned with the axis of the sun rays throughout the day through an automatic tracking system. Once in 20 seconds one electronic timer sends signal for the

operation of DC motor which in turn pulls the rope mechanism by which all the 6 dishes are tilted to a certain degree on the North South Axis. In this manner the dishes rotate regularly upto sun set thereby tracking the sun's movement from morning (east) to evening (west).

The system is capable of heating the water upto 82°C required for various processes. A Water temperature Indicator provided in the Collection tank/outlet pipe connection shows outlet water temperature. Proper insulation covering the storage tank and pipeline has been made to avoid heat loss from the hot water. The unit is capable of supplying 10,000 litres of hot water per day using only solar energy in peak period. Backup electric heater is also provided in the system as a "standby" to supply hot water during rainy/cloudy days.



With the installation of the solar concentrator system in lieu of conventional electric heater, the shop is expected to save around 1.9 lakh units of electric energy and an amount of Rs.15.27 lakhs per year with this innovation using Solar Energy. Also, this will enable the workshop to achieve a reduction in carbon footprint to the tune of 1,58,410 kg of CO<sub>2</sub> per year. The indigenous initiative to tap Solar Energy for water heating for industrial use is unique and also first of its kind in Indian Railways, and is in alignment with the (Atma Nirbhar) Make in India policy of the Govt.

Chennai, December 13 2021: Shri John Thomas, General Manager, Southern Railway conducted annual inspection in Mayiladuturai - Tiruchchirappalli Section today, 09.12.2021. Shri Manish Agarwal, Divisional Railway Manager of Tiruchchirappalli Division, Principal Heads of Departments, other officers and staff accompanied the General Manager.

In Mayiladuturai Station, Shri John Thomas, inspected various facilities such as Running Rooms, Crew Lobby and OHE Depot. The General Manager opened the renovated Traffic Inspector Office, and commissioned the Body Mass Index Kiosk Machine at the station, as well as the Miyawaki Garden and planted Tree Saplings. A quarterly magazine 'Rail Leaf' containing Various Initiatives of operating Department and a hand book for Railway Guards working in Tiruchchirappalli Division was also released by the General Manager during his inspection.

Later during the day, he inspected two Level Crossing gates, Curves, Bridges in Mayiladuturai - Thanjavur Section. He also inspected Titte station and interacted with Gangmen. A New Gang



Advt in rolling stock is an effort to boost non fare revenue in Railways. GM'S Rly Shri John Thomas flagging off the Advt in a locomotive at Mayiladuturai today

Rest Room was also opened at Titte. At Thanjavur, General Manager inspected various passenger amenities, newly converted RPF Barrack, New SSE/Signal Office, Solid Waste Management plant, SSE/Electrical Office and other station facilities. A speed trial was conducted between Thanjavur and Ponmalai

Stations as part of the inspection

On arrival at Tiruchchirappalli, General Manager reviewed various passenger amenities at Tiruchchirappalli Station. He commissioned New IRCTC Facilitation Center, E-Bike Rental facility and inspected the ongoing works for the new

IRCTC food plaza at the station. A Selfie Point named 'I Love Trichy' was also inspected by GM during the inspection.

The General Manager interacted with Passenger Associations and commuters at various railway stations enroute and received their representations. Shri John Thomas also addressed the Press and Media at Mayiladuturai and Thanjavur and detailed them about the developments taking place in Tiruchchirappalli division of Southern Railway. During the course of inspection, the General Manager declared awards to outstanding employees and distributed merit certificates on-the-spot.

**இ-சேவை மையம்**  
**ஸ்டார் ரெயின்போ சர்வீஸ்**  
**11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.**  
**8148231942 / 8144337349**  
**வாது இ-சேவை மையம்**  
**ALL ONLINE SERVICES**

## ISRO & OPPO India Collaborates To Provide NavIC Application, Paving Way For Atmanirbhar Bharat

Chennai, December 13, 2021: Indian Space Research Organisation, Department of Space, Government of India signs an MoU with OPPO India to strengthen the research and development of the NavIC messaging service to provide a convenient and user-friendly platform. This MoU will pave the way for future collaborations between ISRO and OPPO India to develop indigenous solutions by incorporating the NavIC short messaging feature in the smartphones released by OPPO India.

This MoU will enable ISRO and OPPO India to exchange technical information of NavIC

messaging services so as to build rapid, ready to use, end to end application-specific solutions by integrating NavIC messaging service with the mobile handset platform keeping in mind the need of Indian users. This MoU further reiterates OPPO India's commitment towards India and its vision towards Atmanirbhar Bharat.

Commenting on this collaboration, Mr Tasleem Arif, Vice President, India R&D Head, OPPO India, said, "We're excited to collaborate with ISRO to strengthen the NavIC application. Under our latest MoU, we will support ISRO with our

industry-leading R&D capabilities to provide a seamless experience to the users of NavIC application. In line with our vision towards Make In India, OPPO will invest in further scaling the product with its competitive and experienced R&D team. To benefit our users and the government, OPPO will continue to create a positive impact in the society through our innovation and technology expertise."

Dr. K Sivan, Secretary, DOS / Chairman, ISRO appreciated the efforts of OPPO, India in scaling NavIC application through

their innovative R&D initiatives. He also urged OPPO, India to include NavIC in all their upcoming products.

NavIC system provides regional navigation services covering the Indian mainland and an area up to 1500 km beyond the Indian mainland. In addition to its primary function of providing PNT services, NavIC is also capable of broadcasting short messages. This messaging service is mainly used for broadcasting safety-of-life alerts in areas with poor or no communication, particularly in the oceans.

## "Today's new India strives for solving problems, today's India does not avoid problems" - PM

Chennai, December 13, 2021: Prime Minister Shri Narendra Modi addressed a function on "Depositors First: Guaranteed Time-bound Deposit Insurance Payment up to Rs. 5 Lakh" in New Delhi today. Union Finance Minister MoS Finance and RBI Governor were among those present on the occasion. The Prime Minister also handed over cheques to some of the depositors.

Addressing the gathering, the Prime Minister said today is a very important day for the banking sector and crores of bank account holders of the country as this day is witnessing how a big problem which was going on for decades has been solved. He stressed that the spirit of 'Depositors First' is very meaningful. In the last few days, more than one lakh depositors have got their money back that was stuck for years. This amount is more than Rs 1300 crore, Shri Modi said.

The Prime Minister said any country can save the problems from getting worse only by timely



resolution of them. However, he said, for years there was a tendency to avoid problems. Today's new India strives for solving problems, today India does not avoid problems.

The Prime Minister informed that in India, the system of insurance for bank depositors came into being in the 60s. Earlier, out of the amount deposited in the bank, only the amount up to 50 thousand rupees was guaranteed. Then it was raised to one lakh rupees. That is, if the bank sank, then the depositors had a provision to get only up to one lakh rupees. There was no time limit on when this money would be paid. "Understanding the concern of the poor, understanding the concern of the middle class, we increased this amount to Rs 5 lakh", The

Prime Minister said. Another problem was tackled by amending the law. "Earlier where there was no time limit for refund, now our government has made it mandatory within 90 days i.e. 3 months. That is, even in the event of a bank sinking, the depositors will get their money back within 90 days", he said.

The Prime Minister remarked that banks play a major role in the prosperity of the country. And for the prosperity of the banks, it is equally important for the depositors' money to be safe. If we want to save the bank, then depositors have to be protected.

The Prime Minister noted that over the years, by merging many small public sector banks with large banks, their capacity,

capability and transparency have been strengthened in every way. When RBI monitors co-operative banks, it increases the confidence of the common depositor in them. He said.

The Prime Minister said the problem was not only about the bank account, but also about the delivery of banking services to the remotest villages. Today, in almost every village of the country, the facility of a bank branch or a banking correspondent has reached within a radius of 5 km. He added that today, the common citizen of India is able to do even the smallest transactions digitally anytime, anywhere, 24 hours a day. The Prime Minister remarked that there are many such reforms that have helped India's banking system run smoothly even in the biggest calamity in 100 years. "When even the developed countries of the world were struggling to provide help to their citizens, India provided direct help to almost every section of the country at a fast pace", he added.

## YES BANK's integrated campaign, Saath Mein Baat Hai, inspires customers to celebrate family togetherness

Chennai, December 13, 2021: YES BANK has launched an integrated campaign, Saath Mein Baat Hai, to drive mass awareness of its family banking proposition: YES Family.

The high-visibility, pan-India campaign, which celebrates togetherness and family solidarity, is being publicized across the country through a combination of outdoor, radio, and digital media, in order to reach a broader, yet more localized audience. It highlights the financial and other gains families stand to make

through the YES Family initiative.

Commenting on the launch, Jasneet Bachal, Chief Marketing Officer, YES BANK, said, "The campaign's messaging around family harmony is curated to echo across mass media. Through the use of carefully selected media platforms, Saath Mein Baat Hai is designed to get consumers, adults as well as those coming of age, talking about what families can achieve when they come together and work as one. While radio will help localize this message, influencers on social media will drive

family-centric conversations, taking the message to a wider section of the audience, who get to participate in a social media contest, generating excitement and engagement with the brand. The winners will be gratified with outdoor display of their family photos, as a reinforcement of the message."

As an integrated campaign, Saath Mein Baat Hai is visible in outdoor locations across 17 key markets. It is also being amplified on more than 40 radio stations in major cities - the

amplification has been layered with content integration across radio channels under YES Family and YES BANK umbrella.

On social media, it is leveraging influencers such as actress Bhumi Pednekar; actor Siddhant Chaturvedi; and actress & content creator, Barkha Singh along with 50 micro-influencers to augment promotion of the product, YES Family, as well as drive participation in a user generated content based social media contest for consumers.

## With COVID-19 causing respiratory issues, stop using illegal mosquito repellent incense sticks to reduce risk in Tamilnadu, urges Home Insect Control Association

Chennai, December 13, 2021: The COVID-19 pandemic has increased respiratory issues leading to partially or in some cases, fully damaged lungs. Health professionals across the globe are already engaged in controlling the on-going health crisis.

Home Insect Control Association (HICA), a non-profit making industry body promoting safe use of household insecticides in India, has demanded stop on buying or selling of mosquito repellent incense sticks (agarbattis) in Tamilnadu as majority of them are illegal and do not have necessary certification/licenses.

As per recent government data, 1,16,991 cases of dengue have been reported across the country in the last one month. States like Maharashtra, Haryana, Kerala, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand and New Delhi have seen a sharp increase in the cases.

People are protecting themselves from mosquitoes and are buying mosquito repellent incense sticks/ agarbatti available across chemists, pan shops and kirana stores. These incense sticks /agarbattis are sold at cheap price and have a visible drop-down impact on mosquitoes yet are illegally made and sold without proper licenses and permissions from the relevant Government



Department. Illegal & spurious incense sticks/agarbattis available in the market are laced with unapproved harmful chemicals (insecticides/pesticides). This can cause health issues such as asthma, bronchitis, reactive airways disease and other respiratory ailments. Basic checks on safety parameters which is mandatory for all home insecticide products are not carried out by these manufacturers producing the illegal agarbattis.

The mosquito repellent agarbattis are sold in market under names like Relax, Comfort, Sleepwell, Just Relax, Relief, Natural Relax, among others. These incense sticks/agarbattis do not go through the regulated manufacturing and licensing processes. As per the provisions of the Insecticide Act 1968, all household insecticide products need to be approved by Central Insecticide board (CIB) and registration committee. Household Insecticide products are approved by

the CIB after evaluating the products toxicity and safety to the consumers and animals before granting permissions.

Mr. Jayant Deshpande, Honorary Secretary, HICA, said, "At a time when respiratory issues are occurring frequently, we strongly urge people to stop or avoid using mosquito repellent incense sticks. Most of them available in the market are illegal and have potential to damage consumer health. Usage of illegal mosquito repellent agarbattis or incense with unknown combustible material can trigger asthma, bronchitis, reactive airways disease and other respiratory ailments. These incense sticks/agarbattis do not go through regulatory checks and have chemicals exceeding prescribed levels. They are likely to contain banned or unapproved chemicals as well. While these incense sticks seems to be effective on mosquitoes, they will be equally harmful to people's health."

He further added, "In the last 3 years, we have conducted more than 50 raids across the country along with local authorities. While we are committed to protect the interest of consumers, we recommend people to use only branded mosquito repellents and solutions which are approved by the licensing authorities. The licensing number start with CIR No and mfg license no that are issued by Central Insecticide Board and Registration Committee (CIB-RC) and State Dept and mandatorily required to be displayed on packages. People buy mosquito incense sticks more because of their affordable cost. Today, the organized industry has innovated and introduced safe alternatives to incense sticks like paper-based mosquito repellent cards which are approved, effective and cost as low as just INR 1 per usage."

In India, close to 50% of mosquito repellents are in the burning format out of which, almost 30% are using unapproved and illegal mosquito repellent incense sticks. HICA has been working with the authorities for initiating strict action against manufacturers violating the licensing protocol of following certain safety parameters before the product is introduced in the market to consumers.

## Johnson's® Baby introduces New Milk + Rice lotion that is enriched with pure milk proteins plus rice extracts

Chennai, December 13, 2021: Johnson's® Baby announced the introduction of its New Milk + Rice lotion that seeks to support mums of growing babies who are entering a phase of milestones and exploration. As babies grow, mums want to be sure that their developing skin is equipped for all that their natural inquisitiveness will have them do during the day. Milkier and creamier\*[1], Johnson's® New Milk+Rice lotion enriched with pure milk proteins plus rice extracts, does just that with its 24-hour moisture lock to help keep the baby's skin nourished, moisturised and 'baby soft' all day.

A baby's skin develops rapidly and needs the right nourishment to be healthy and develop right. A growing child is bound to do new things like crawling and walking and moisturisers



need to deliver that extra nourishment to help equip their skin with the care it needs. The TVC conceptualized by DDB Mudra, brings alive these unique moments in the day and life of a mum and her baby, as they go about the home, exploring something new at each step.

The TVC seeks to assure mums that Johnson's® Baby with the new Milk + Rice lotion will continue to nourish and celebrate their baby's growing years. It brings out the richness of the lotion formulation, enriched with goodness pure milk

proteins and rice extracts. It has 5x Vitamin E and Vitamin B5 to help keep skin nourished and moisturised.

According to Manoj Gadgil, Vice President Marketing, Johnson & Johnson Consumer Health, India, "Johnson's® Baby believes that 'every baby must have a thriving start'. The new Johnson's® Baby Milk + Rice lotion is a reiteration of this commitment to provide the best baby skincare products backed by science for every mum's baby skincare requirement. We are dedicated to working with

mums and dads, healthcare experts and scientists to ensure our products have the highest standard of care for babies at every age and stage of their growing years. The new Milk + Rice lotion with its purposeful ingredients seeks to reassure mums that their child's developing skin will get the right nourishment, for that baby soft skin."

Commenting on the TVC, Godwin Dmello, Executive Creative Director, DDB Mudra said, "We found the insight of growing babies seeing and feeling everything for the first time, to be a very powerful one. So, we told the story of this curious baby who's enjoying her newfound freedom to move and explore. It sets up the need for the product to come in while being relatable and delightful for mothers."

## Mahindra Manulife Mutual Fund Launches 'Mahindra Manulife Balanced Advantage Yojana', for Investors Looking at Generating Income Through a Dynamic Mix of Equity and Debt

Chennai, December 13, 2021: Mahindra Manulife Investment Management Private Limited - MMIMPL (formerly known as Mahindra Asset Management Company Private Limited), has launched 'Mahindra Manulife Balanced Advantage Yojana,' an open ended dynamic asset allocation fund. The scheme is suitable for investors who are seeking capital appreciation while generating income over medium to long term by investing in a dynamically managed portfolio of equity and equity related instruments and debt and money market instruments. The fund will aim to optimize the potential of equity and debt over short to medium term period.

Mahindra Manulife Balanced Advantage Yojana ('Scheme') aims to follow the dynamic asset

allocation using the multi variate approach. The fund will have flexibility to invest a mix between equity and debt across market cycles). The fund will optimize the potential of equity and debt over short to medium term period. For equity investments the portfolio construction to be based on top down approach and bottom up stock selection. The fund aims to construct the equity portfolio using GCMV investment framework. For debt investments, the fund will invest in liquid, debt and money market securities by balancing the maturity and credit profile, while following a duration strategy which looks to optimize yields.

Mr. Ashutosh Bishnoi, MD and CEO, Mahindra Manulife Investment Management Private Limited, said "The equity markets have witnessed

bouts of volatility in the recent past owing to various macro-economic factors. The balanced advantage funds can help investors mitigate market volatility. Mahindra Manulife Balanced Advantage Yojana aims to provide risk-adjusted return for long term investors, and are appropriate for retail investors as they do not have to constantly monitor their asset allocation, as the fund manager does this dynamically and maintains the right asset mix in any prevailing market conditions."

The New Fund Offer opens on December 9th, 2021 and closes on December 23rd, 2021. The scheme will reopen for continuous sale and repurchase from 3rd January, 2021. Mahindra Manulife Balanced Advantage Yojana will have a maximum 100%

investment in either equity and equity related instruments or debt and money market securities (including TREPS (Tri-Party Repo), reverse repo).

Mr. Krishna Sanghavi, Chief Investment Officer - Equity, Mahindra Manulife Investment Management Private Limited said "Mahindra Manulife balanced advantage yojana is ideal for all category of investors be it, first timers, market timers or long term investors. The fund will aim to capture the optimum mix between equity and debt across market cycles, with flexibility to invest upto 100% in equity & debt, the scheme may be suitable for volatile market conditions. The fund will have robust GCMV process & Risk Guard Process, for determining fair valuation of stocks & to assess predict and manage risks better."

## Allu Arjun gifts gold coins and Rs 10 lakh to PUSHPA team

Chennai, December 13, 2021: Impressed with the entire team's hard work for his upcoming film Pushpa, Allu Arjun has gifted one tulam (11.66 grams) worth gold coin to each of the core 35-40 members in the team. Not just that, he has given Rs 10 lakh to the entire production staff. This gesture of the actor, hailed as Stylish Star, has won the admiration and praise of not just the cast and crew of Pushpa and his fans, but also general audience and public. Allu Arjun was so touched with the dedication and efforts of each and every member of the team of



Pushpa. Hence, he wanted to honour them with gold and cash gifts. And, he wasted no time in converting his thought into action, say circles close to him. Pushpa: The Rise, the first part of the Pushpa franchise, is all set to hit the screens on 17

December 2021 in Telugu, Tamil, Malayalam, Kannada and Hindi. The multilingual film is being released by Sri Lakshmi Creations in Tamil Nadu. The action thriller is written and directed by Sukumar. Produced by Mythri Movie Makers in

association with Muttamsetty Media, the film stars Allu Arjun as the titular character alongside Fahadh Faasil and Rashmika Mandanna. The plot is based on the red sanders smuggling in the Seshachalam Hills of the Rayalaseema region of Andhra Pradesh. The film's music is composed by Devi Sri Prasad, with cinematography and editing performed by Miroslaw Kuba Brozek and Karthika Srinivas respectively. Madhan Karky has penned the Tamil dialogues. The recently released trailer of the movie has gone viral on social media platforms.

## Pushpa: The Rise Fetches Rs 250 Crores

Chennai, December 13, 2021: Icon Star Allu Arjun's maiden pan-India film Pushpa: The Rise is hitting the silver screens on 17th December. Pushpa is by far the costliest project in Allu Arjun's career. Mythri Movie Makers are spending a whopping budget on the Pushpa duology. Now, Pushpa: The Rise alone is said to have fetched a whopping Rs 250 crores through the theatrical and non theatrical rights. The theatrical, satellite, digital, and the audio rights of Pushpa: The Rise all combinedly fetched a reported amount of Rs 250 crores. Both Allu Arjun and Sukumar are coming off industry hits - Ala Vaikunthapurramulo and Rangaasthala respectively. Allu Arjun's fame and popularity were further elevated after Ala Vaikunthapurramulo's



success. So, the stakes are high on Pushpa:

The Rise which is being promoted as a proper

action thriller. The digital streaming rights were also sold for a fancy price. A top OTT portal reportedly paid top money for the film's rights. The all-language satellite rights added to the tally. Given the hype surrounding the project, Pushpa: The Rise could register excellent pre-release business. Now, the film faces the big challenge of setting the global box office on fire as it gets a humongous release in the domestic and as well as international markets. Pushpa: The Rise is Telugu cinema's biggest project of 2021 and that adds to the hype. The recently released trailer of Pushpa: The Rise turned out to be super successful. With whirlwind promotions that are to follow, Pushpa is expected to get off to a flying start at the box office.

## RRR (Raththam Ranam Rowthiram) is the next magnum opus of director S S Rajamouli after Baahubali

Chennai, December 13, 2021: RRR (Raththam Ranam Rowthiram) is the next magnum opus of director S S Rajamouli after Baahubali franchise and fans are eagerly waiting to celebrate this pan-Indian grandeur. Mr Subaskaran Allirajah of Lyca Productions and Mr Danayya of DVV Entertainment are presenting this big-budget venture which is being admired by Indian cinema. Beyond language and State borders, fans from all sections are waiting for the release of RRR. Telugu superstars NTR Junior and Ramcharan have played the lead roles in RRR, while Alia Bhatt, Ajay Devgn, Shriya Saran and Samuthirakani have played key characters. All works related to the movie are over and promotions have started ahead of the grand release of RRR across the world on January 7, 2022 in Telugu, Tamil, Kannada, Malayalam and Hindi. A pre-release event for the Tamil version of RRR was held in Chennai on December 10 in which Director S S Rajamouli, Tamilkumaran of Lyca Productions, Producer N V Prasad, Producer Danayya of DVV Entertainment, Actors Ramcharan, NTR Junior and Alia Bhatt took part. Speaking on behalf of Lyca Productions, Tamilkumaran said, "Subaskaran of Lyca Productions is on the forefront when it comes to bankrolling grand movies. We are happy to associate with director S S Rajamouli, who is known for his grand



ventures. I am happy to welcome here actors Ramcharan, NTR Junior and Alia Bhatt. "Actress Alia Bhatt said, "I started my cinema journey in Tamil. Now I am happy to be here once again. I am very eager to watch RRR. Acting in this film was like a dream for me. This film will make you happy." She added: "I don't want to restrict myself only to Bollywood movies. Only a director has to decide about my role in a film. Director's vision is important. I am ready to act. It was a nice experience acting in RRR and the film's team took good care of me. I was touched to see the love of fans. I would like to act in more south Indian movies." Actor Ramcharan said, "I am very happy to be here and to meet Tamil fans. It is always challenging to work with Rajamouli. He sketches each and every character in a clear manner and he knows well how it should appear on screen. He has recreated historic heroes in this film. We have given our best to get our act right. While I was shooting for my scenes, NTR would be free on the sets and I used to envy at him. I was born in

Chennai. Tamil is my second mother tongue. It was a great experience to speak Tamil for RRR. I am very happy about it. Tamil fans will celebrate this movie." NTR Junior said, "I feel very happy to interact with you all. Rajamouli trusted us a lot. That gave me fear. When a director trusts an actor, it becomes very challenging for the actor. But we have given our best. Like Ramcharan, I too used to envy at him whenever he leaves the sets at a time when I was working hard on my scenes. Working on the film as a whole was a very new experience. Baahubali united the whole of India. Any actor can act in any language. Vijay sir's Master was a huge hit in Telugu. One day a great movie will be made in India, in which we can all act. South Indian cinema was born in Chennai. Chiranjeevi sir was born here.

The connection between Tamil and cinema is undeniable. In this film, Karki and Vijay taught us Tamil very well. I have spoken Tamil correctly with difficulty. Tamil fans will definitely enjoy it." Director S S Rajamouli said, "No

matter how big we are, it will always be scary to go back to the school where we studied. Chennai is like that for me. Chennai taught me cinema. I have that fear. No one can determine when a great film is being made. We put our full efforts into creating the film and in the end the fans have to say whether it is big or not. This film will definitely appeal to fans. Like you suggest, I too have the desire to make a film with Rajini sir. But my humble opinion is that story should determine the protagonist. The reason why Baahubali is liked by everyone is its emotion. RRR will be emotional than Baahubali. It was challenging for me to give equal screen space to Ramcharan, NTR and Alia Bhatt. But my story has done it. The moment I completed writing the story, I decided to cast Ramcharan and NTR for their respective roles. It was so surprising to learn that two people had led same kind of life. Those historic personalities did not meet in real. How would it be had they met each other. That's the basic idea of this film. We have post-production alone for 1.5 years. I made this film in two languages - Tamil and Telugu. My thinking is in Telugu and I cannot change it. But when directing a Tamil story, I will definitely come here and direct. Baahubali can't be erased from the minds and hearts of the fans. All those things that were there in Baahubali might not find place in RRR. But the same emotion will be here. Fans will celebrate this movie."

## Murungakkai Chips Movie Review Murungakkai Chips, a flaccid adult comedy

Chennai, December 13, 2021: Murungakkai Chips Movie Synopsis: On their first night, a newly-wedded couple are forced to act with an agenda - while the guy has to remain celibate, the girl has to ensure that they consummate the marriage. Who wins in the end?

Murungakkai Chips Movie Review: Credit where it's due... Srijar, the director of Murungakkai Chips, comes up with a fertile idea for a film revolving around the first night of a couple. The groom (Shanthnu) is told by his grandfather (Shanthnu's real-life father K Bhagyaraj, with a wig and beard don't even hide how fake they are) that he has to remain celibate the entire night as a test of his self-control, failing which their ₹300 crore wealth would be donated to an ashram. Meanwhile, the bride (Athulya Ravi) is urged by her aunt (Urvashi, who goes missing after a couple of scenes) to consummate the marriage the same night as she believes the women in her family who have failed to do so did not bear children. Sounds enticing as a premise, right?

**C A S T : 1 .**  
**Shanthnu Bhagyaraj - Arjuna Navalar**  
**2. Athulya Ravi - Vijaya Sankar**  
**3. K. Bhagyaraj - films**  
**Sundhareshwara Navalar 4. Saravana**

**Urvashi -**  
**Lakshmi 5. Yogi Babu - S S S**  
**Saravanan 6. V. C Ravindharan -**  
**Ulaganathan 7. Mano bala -**  
**Lingusamy 8. Madhumitha -**  
**Geetha 9.**



**Producer: Varun Chandran**  
**Production Controllers: Manohar R.K, Srikanth. K,**  
**Production Manager: Maharajan Project**  
**Executive Managers: Kamalakannan.S, Pradeep R**  
**Chinna Makeup Artist: Rachele Smith**  
**Publicity Design: Chandru Ranganathan (Thandora)**  
**Stills: Raja**  
**DI: Accel Media**  
**Colourist: Muthu G. S**  
**Customer: Kathir**  
**PRO: Nikil Murukan**  
**Mastered by Donal whelan -**  
**Mastering world Musician fixer: Rajeev Anand Music**  
**Label - Sony Music Entertainment India Pvt. Ltd**

## Lava launches featherweight neckband-Probuds N2 at Rs 1199

Chennai, December 13, 2021: Lava International Ltd - a leading Indian mobile phone company today announced the launch of its latest neckband - Probuds N2. Weighing just 25 grams, Probuds N2 is the lightest neckband in its segment. Made with silicon for durability and flexibility, Lava's trendy new accessory gives customers the luxury of enjoying up to 12 hours of musical mania in a single charge. Introduced in two striking colours - black and teal, the neckband offers an impeccable blend of style and functionality.

Probuds N2 is competitively priced at Rs 1199 and can be currently purchased from Lava e-store, Amazon, Flipkart, and the company's 100K+ PAN India stores.

Probuds N2 is loaded with top-notch features such as call alert, dual device connectivity, king-size battery capacity of



110mAh, and a quick charge time of 20 minutes that gives a playback time of 4 hours and standby time of 120 hours. Designed with an ergonomic shape for long-term use and a seamless experience, the Probuds N2 comes with 10mm dynamic drivers for superior bass. It balances sound over a phone call with the latest Bluetooth v5.0, offering seamless instant connectivity. The lightweight neckband also

to deliver high-quality audio and an immersive listening experience to users. It is stylish, lightweight, flexible yet sturdy and a perfect audio accessory for buyers on a budget."

Probuds N2 comes with magnetic locks, allowing users to forget folds and stretches as it sits comfortably around their neck. Moreover, users can experience the freedom of not worrying about any product damage due to sweat or water, even during intense workouts, as it is IPX 4 certified water and sweat resistant. Users can control entertainment and office calls with the help of inbuilt panel key control so that their entertainment and work never stop. To ensure user comfort, N2 has been diligently designed and tested to fit every ear contour. N2's earplugs provide a secure fit and ensure the product can be worn comfortably for long durations.

Commenting on the new launch, Tejinder Singh, Head - Product, Lava International said, "We are thrilled to add another powerful yet affordable product to our accessories portfolio. Probuds N2 is engineered

## Tamilnadu Hockey Players selected for 11th Hockey India Senior men Nationals to be held at pune were given One lakh worth kit by Minister Siva.V.Meyyanathan & Sekar J Manoharan

Chennai, December 13, 2021: J.SATHISH of Chennai will lead the Tamilnadu state Senior men Hockey team for the forthcoming 11th Hockey India Senior men Nationals to be held at Pune, Maharashtra State from 11th to 22nd of December 2021.

Minister for Environment and Pollution Control, Youth welfare and Sports Development SIVA V



MEYYANATHAN Tamilnadu Hockey Players, Manager, Coach and Physiotherapist at Sports kit to the 18 S D A T M a y o r

Radhakrishnan Hockey Stadium, Egmore, Chennai.

The above said Programme organized and headed by the President of Hockey Unit of Tamilnadu Sekar J Manoharan along with K. Rajarajan, Treasurer / HUT S. Thirumalvalavan, Olympian, Jt. Secretary / HUT, D Clement Lurduraj, Jt. Secretary / HUT.

