



## Secretary, MoHUA, chairs 57th meeting of CSMC under PMAY(U) Project proposals for 1.07 lakh houses approved for construction in 5 States

Chennai, December 24, 2021: Secretary, Ministry of Housing and Urban Affairs (MoHUA), Shri Durga Shanker Mishra chaired the 57th meeting of Central Sanctioning and Monitoring Committee (CSMC) under Pradhan Mantri Awas Yojana (Urban) held on 23rd December 2021 in New Delhi. Project proposals for 1.07 lakh houses were approved for construction from Andhra Pradesh, Madhya Pradesh, Maharashtra, Puducherry and Uttarakhand under various verticals of PMAY(U). Secretary, MoHUA, also reviewed the progress of implementation of PMAY(U) in other States.



directed the State officials to encourage students, professionals and other stakeholders to enrol as Technograhis so that more people could learn the use of these technologies. He requested all States/UTs to visit the LHP sites and study about it. Engineers, urban planners should be trained through the Technograhi module.

Presiding over the meeting, Secretary, MoHUA, discussed the issues pertaining to grounding and construction of houses in the States/UTs. He directed the State/UT officials to expedite construction of houses in their respective areas. He said that grounding should be the first responsibility of the States/UTs, followed by focus on 100% completion of grounded houses. States/UTs should also declare saturation of demand city by city.

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Secretary, MoHUA also urged the LHP States to promote LHP technologies for their further replication in Indian context. He also

Total number of sanctioned houses under the Mission is now 1.14 crore; of which around 91 lakh have been grounded for construction and more than 53 lakh have been completed and delivered to the beneficiaries. The total investment under the Mission is ₹ 7.52 lakh crore, with Central Assistance of ₹ 1.85 lakh crore. So far, Central Assistance amounting to ₹ 1.14 lakh crore has already been released.

At the CSMC meeting, approval for construction of Demonstration Housing Projects (DHPs) at Dimapur in Nagaland and Kot Bhalwal

in Jammu was also accorded. Both the projects will be built using new/alternate technologies under Technology Sub-Mission component of PMAY(U). DHPs are model housing projects that showcase field level application of the technology and are also used as a platform to impart on-site orientation, training to practitioners and students in the housing sector. So far, six DHPs have been completed and four are being constructed in different parts of the country.

The upcoming DHP in Dimapur will be used as working women's hostel while the one in Kot Bhalwal will serve as a sports hostel on rental basis with other infrastructure facilities and provisions.

The CSMC also approved a proposal for incubation support under ASHA-India for low cost Bamboo Housing Project submitted by IIT Kharagpur.

On this occasion, a Compendium on Indigenous Innovative Building Materials and Construction Technologies was also released by Secretary, MoHUA. It provides details about 84 technologies showcased during Indian Housing Technology Mela (IHTM) in Lucknow from 5th to 7th October 2021. It will serve as useful resource for dissemination of technologies for field level application, replication across the country. The compendium will help policymakers, public/private construction agencies, other stakeholders to select and adopt materials, technologies in future housing projects.

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While releasing the Compendium, Secretary, MoHUA, asked the States/UTs to share it widely with construction agencies, engineers, architects for utilising these technologies for construction for the benefit of the housing sector.

Secretary, MoHUA, also reviewed the progress of Light House Projects (LHPs) in Chennai (Tamil Nadu), Indore (Madhya Pradesh), Rajkot (Gujarat), Ranchi (Jharkhand), Agartala (Tripura) and Lucknow (Uttar Pradesh). He directed the officials to complete the construction work within the stipulated time period.

## Havells Strengthens 'Make in India' Vision Showcases India's most-advanced robotic and Industry 4.0 standard manufacturing plant

Chennai, December 24, 2021: Havells India Ltd, the leading 'Fast Moving Electrical Goods (FMEG)' company in the country, today announced its vision to bolster its 'Make in India' strategy by showcasing its industry-first 'Industry 4.0' manufacturing plant for Lloyd ACSin Ghiloth, Rajasthan. Diversifying its manufacturing prowess further, the Company has now also entered Washing Machine (WM) production at the same location in Ghiloth where the AC plant is located. The Washing Machine plant was inaugurated today by Mr. Amitabh Kant, Chief Executive Officer, NITI Aayog. Spread over 50 acres at Ghiloth, the greenfield WM unit will significantly strengthen Lloyd's WM production capacity with a targeted output of 3 lakh units annually.



With the enhanced manufacturing capacity, Lloyd is poised to have ~20 models of WMs and 50 SKUs of ACs in 2022, aiming to bolster its presence in the domestic consumer durables segment. Currently manufacturing washing machines, the facility is equipped to expand to over 5 lakh units annually. The manufacturing plant consists of best-in-class machinery from Japan, Korea and Italy and is equipped with cutting-edge technologically advanced 10 Robotic machines and AGV's (Automated Guided Vehicle) and a fully integrated material management system. The plant also has

Washing Machine Execution System - MES from Dassault, France which helps in real time monitoring of processes thereby improving productivity and reducing loss-time & wastage.

On his visit at the most advanced robotic and Industry 4.0 compliant consumer durable manufacturing plant, Mr. Amitabh Kant, CEO, NITI Aayog said, "The state-of-the-art facility for manufacturing Lloyd AC & Washing Machines at Ghiloth is a testimony of Havells' commitment towards Government's aim to

build an Atmanirbhar Bharat. Their Industry 4.0 standard manufacturing facility, with real-time monitoring system (MES), showcases Havells' ability to manufacture world-class products at globally competitive prices".

Addressing the media, Mr. Anil Rai Gupta, CMD, Havells India Limited said, "I am very happy to showcase this first-of-its-kind most-advanced robotic AC plant in the country to you. With a capex of Rs.500 cr, this plant symbolises our vision for the future where we are committed to produce world-class, innovative products using globally-benchmarked manufacturing systems & practices. This 'Industry 4.0 plant' complements Government of India's 'Make in India vision' and helps us make world-class ACs that are being exported to over 25 countries across the globe."

## All Schools & Anganwadi Centres In Uttarakhand Now Have Tap Water Supply

Chennai, December 24, 2021: Drinking water supply schemes of Rs. 164.03 Crore were approved under Jal Jeevan Mission by Uttarakhand in the State-level scheme sanctioning committee (SLSSC) meeting held on 23rd December, 2021. Of the eight water supply schemes sanctioned, all are multi-village schemes. It will provide tap water connection to more than 9,200 rural homes.



These eight schemes will benefit 140 villages in Almor, Bageshwar, Dehradun, Nainital and Uttarkashi districts. Masi, Mangurkhal and Jhimar multi-village tap water supply schemes in Almor district will benefit about 20 thousand people living in 68 villages. Shama and Baidamajhera multi-village tap water supply schemes in Bageshwar district will benefit about 18 thousand people living in 38 villages. Basgaon Loshgani multi-village tap water supply scheme will provide clean tap water to more than 3 thousand people living in 9 villages of Nainital district. Similarly, Kandari multi-village scheme in Uttarkashi and Motidhar Paniyala scheme in Dehradun will benefit more than 7 thousand people living in 25 villages of these two districts.

All these villages face serious drinking water problem during summer months. It is expected that by December, 2022 when these schemes will be complete, more than 48 thousand people living in these 140 villages will get adequate clean tap water supply for next 30-40 years on regular basis.

In last two months, drinking water supply schemes worth Rs. 714 Crore for 58.5 thousand homes in 846 villages spread across 11 districts of Uttarakhand benefiting more than 3 lakh people have been approved by the

SLSSC. This will immensely reduce the drudgery faced by women and children who spent many hours every day in fetching water from distant water sources.

On 15th August 2019, at the time of launch of Jal Jeevan Mission, only 1.30 lakh (8.58%) rural homes had tap water supply. In 28 months, despite Covid-19 pandemic and lockdown disruptions, the State has provided tap water connection to 6.22 lakh (41.02%) households. Thus, as on date, out of 15.18 lakh rural household in the State, 7.53 lakh (49.60%) are getting tap water supply in their homes. In 2021-22, the State plans to provide tap water connections to 2.64 lakh household. Uttarakhand Government is aiming to provide clean tap water supply to all rural homes by December, 2022.

Under Jal Jeevan Mission (JJM), there is provision for constitution of State Level Scheme Sanctioning Committee (SLSSC) for consideration and approval of schemes to be taken up for making provision of tap water supply to rural households. The SLSSC acts as a State level Committee to consider water supply schemes/ projects, and a nominee of the National Jal Jeevan Mission (NJJM), Government of India is a

member of the committee.

To translate Prime Minister Shri Narendra Modi's vision of ensuring clean tap water in every household and freeing women and girls from drudgery of fetching water from a distance, the Mission, has released Rs. 360.95 Crore grant-in-aid to Uttarakhand during 2021-22. This year, the Union Minister Shri Gajendra Singh Shekhawat allocated Rs. 1,443.80 Crore which is four-fold increase from last year's allocation. Union Minister, Jal Shakti, while approving the four-fold increase assured full assistance to the State for making provision of tap water supply in every rural home by December, 2022.

In the meeting NJJM team emphasized the need for effective community contribution and advised the State to include the provision of greywater management through convergence in the water supply schemes as it's a very important component of Jal Jeevan Mission.

To ensure safe tap water to children in schools, ashramshalas and anganwadi centres in the country, Prime Minister Shri Narendra Modi announced 100-days campaign, which was launched by the Union Minister Shri Gajendra

Singh Shekhawat on 2nd October 2020. Tap water provided in learning centres is used by children and teachers for drinking, cooking mid-day meal, hand washing and in toilets. All schools and anganwadi centres in Uttarakhand have been provided tap water supply in their premises.

Working in line with 'Sabka Sath, Sabka Vikas, Sabka Vishwas and Sabka Prayas', Jal Jeevan Mission's motto is 'no one is left out' and it aims at universal access to the potable tap water supply. At the start of the mission in 2019, out of a total of 19.20 Crore rural households in the country, only 3.23 Crore (17%) had tap water supply. During the last 28 months, despite Covid-19 pandemic and lockdowns disruptions, Jal Jeevan Mission has been implemented with speed and today, 5.45 Crore rural households have been provided with tap water connections. Presently, 8.69 Crore (45.20%) rural household across the country have tap water supply. States of Goa, Telangana, Haryana and UTs of Andaman & Nicobar Islands and Puducherry, D&NH and D&D have ensured 100% household tap connection in rural areas. At present, every household in 83 districts and more than 1.28 lakh villages are receiving tap water supply.

## R Parthiepan becomes the first Tamil actor to receive Golden Visa from UAE

Chennai, December 24, 2021: Actor-filmmaker R Parthiepan has become the first Tamil actor to receive Golden Visa from the United Arab Emirates. The coveted recognition has been accorded to him for his contribution to the field of cinema. The National Award winning film personality was handed the visa by officials from the Federal Authority for Identity and Citizenship (ICA). Parthiepan has expressed gratitude to the Dubai government for awarding him the Golden Visa. Speaking from Dubai, he said, "I am so happy that I have been given the Golden Visa. My sincere



gratitude to the government of Dubai. I am deeply honoured and I thank the authorities for considering me worthy of the

privilege." The UAE Golden Visa is a long-term residence visa system, extending from five to 10 years, and is automatically renewed. It is granted to achievers from various fields, professionals, investors and those with promising abilities. Parthiepan, who recently received the Special Jury Award for his film Oththa Seruppu Size 7 in the National Film Awards, is currently busy with the Hindi remake of the movie. He also has a Tamil film called Iravin Nizhal in the pipeline. The first single shot movie, Iravin Nizhal has music score by Oscar-Grammy winner AR Rahman.

## 19th CHENNAI INTERNATIONAL FILM FESTIVAL

Chennai, December 24, 2021: Organized by Indo Cine Appreciation Foundation in association with PVR and OneMercuri supported by Government of Tamil Nadu

Dates of the Festival: 30th December 2021 to 6th January 2022

Venues: PVR Multiplex (formerly Sathyam Cinemas Santham, Seasons, Six Degrees, Serene screens) & SDC Anna Cinemas

Inaugural Function: Venue will be informed later Closing Function: PVR Multiplex Sathyam Screen (Jan 6, 2022 at 6:00pm)

For Tamil films competition category, ICAF informed through Press, our website and our social media about the submission process and the last date for receipt of entries was fixed on 10th November 2021. 11 films have been selected by the Preview Committee.

HIGHLIGHTS OF 19TH CIFF

Number of Countries: 53 Number of Films: 121

Guests: Diplomats and Indian Film Directors from various Foreign Missions across India

Opening Film: THREE FLOORS by Nanni Moretti (Cannes Festival 2021, Palme d'Or nominee)

Closing Film: VORTEX by Gaspar Noé (San Sebastián International Film Festival 2021 winner)



Other Award and Fantasy, Japan  
Winning Films: Oscar Nominations and Selections

1. A Hero - Iranian entry for the Best International Feature Film at the 94th Academy Awards  
2. When Pomegranates Howl - Australian entry for the Best International Feature Film at the 94th Academy Awards  
3. Yuni - Indonesian entry for the Best International Feature Film at the 94th Academy Awards  
4. A Taxi Driver - South Korea's submission to the Foreign Language Film Award of the 90th Annual Academy Awards

CANNES Film Festival Winners  
1. A Hero, Iran  
2. Lamb, Iceland  
3. Memoria, Thailand  
4. Feathers, Greece

Retrospective of Director Caroline Link (German): 3 films (courtesy Goethe-Institut, Chennai)  
Coming of Age (French Cinema): 6 films (courtesy Alliance Française of

Madras) Indian Panorama: 10 films (list enclosed)

Malayalam Cinema: 4 films (list enclosed)

Tamil Feature Competition: 11 films (list enclosed) Special Screening: Dikkatra Parvathi by Singeetam Srinivasa Rao

FIRST TIME IN CIFF: Films from:

1. Kazakhstan - 18 Kiloertz  
2. Cambodia, Qatar White Building  
3. Ghana Queen of Glory  
4. Dominican Republic Bantu Mama  
5. Latvia, Hungary Natural Light  
6. Uruguay The Employer and the Employee  
7. Haiti France Zombie Child  
8. Afghanistan Australia When the Pomegranates Howl  
A Dimasa language film named 'Semkhor'.

MASTERCLASS:

We are having 6 sessions conducted by South Indian Film Chamber of Commerce with eminent personalities from the film industry. Delegate Registration at SDC Anna Cinemas, #21, Anna Salai, Mount Road, Anna Salai, Triplicane, Chennai 600014 Daily from 10:30 am to 6:00 pm (from 27 Dec 2021). Online Registration: www.icaf.in / https://insider.in/19th-chennai-international-film-festival-2021-22/event

## Amaze Becomes an Official Sponsor of UP Yoddhas in the Pro Kabaddi League Season 8

~ Vivo Pro Kabaddi League Season 8 is set to begin from 22nd December 2021

Chennai, December 24, 2021: Amaze, one of India's youngest and fastest-growing inverter and inverter battery brands, has signed a deal to become the official sponsor of UP Yoddha for the 2021-22 season of the Pro Kabaddi League. As a part of this association, the 'Amaze' logo will feature prominently on the UP Yoddha players' uniforms, allowing the brand to build brand recognition amongst younger audiences and sports fans across the country.

Speaking on the announcement, Mr. Amit Shukla, Country Head, Power Solution Business, Luminous Power Technologies Pvt. Ltd. said, "We are incredibly excited to be supporting UP Yoddha, one of the most promising



teams in the Pro Kabaddi League, this season. Kabaddi, as a sport, has grown significantly over the years. The Pro Kabaddi league has popularized the Indian-origin sport even more and has created a strong connection with sports lovers and younger audiences. Alongside UP Yoddha, we hope to make this season an incredibly engaging, memorable, and entertaining spectacle."

Speaking about the

common goals of lighting up lives and households in our own ways. Kabaddi as a sport represents virtues such as power, versatility and trust and Amaze as a brand also possess these virtues and that's what makes this partnership stronger. We look forward to a fruitful partnership with the brand and a successful season ahead."

Vivo Pro Kabaddi League is a ground-breaking initiative by Mashal Sports Pvt. Ltd. and Star India Pvt. Ltd. Backed by the Amateur Kabaddi Federation of India (AKFI) and supported by participating members of the International Kabaddi Federation (IKF) and the Asian Kabaddi Federation (AKF), the League has witnessed tremendous growth over the past seasons.

## Catamaran and Amazon joint media statement

Chennai, December 24, 2021: "Prione Business Services Pvt. Ltd., the joint venture between Catamaran and Amazon, will be acquired by Amazon subject to requisite regulatory

approvals. On August 09, 2021, the Partners had announced their decision to not continue the JV beyond the end of its current term of May 2022. Amazon will acquire Catamaran's shareholding

in Prione in compliance with applicable laws including all assets and liabilities.

The businesses of the Joint Venture shall continue under the

leadership of the current management and on receipt of regulatory approvals, the board of Prione & Cloudtail will take steps to complete the transaction in compliance with applicable laws."

## Fifth Siddha Day - National Conference - 23rd December 2021

Chennai, December 24, 2021: Siddha system of medicine is one of the oldest codified traditions of healthcare originated in the Indian sub-continent with many intricate, novel therapeutic interventions and treatment modalities. The fundamentals and principles largely rely upon Panchabootham, taste and three humours. It enjoys state patronage as part of the officially recognized Ayush systems and caters to considerable proportion of population through public and private health care facilities

Ministry of Ayush observes Siddha Day on eve of Agathiyar's birthday every year, which falls during the Ayilyam star of Margazhi Month. This year, the Fifth Siddha Day celebration on "Strength of Siddha Medicine for Communicable Diseases" has been jointly organized by Central Council for Research in Siddha, National Institute of Siddha and Directorate of Indian Medicine & Homeopathy, Government of Tamil Nadu on 23rd December 2021. Prior to this major event, many other Pre-Siddha Day activities have been organized at several other Peripheral Institutes since the last two months. The Participants of the event included esteemed dignitaries, Siddha Doctors, Faculty members and Students from various colleges including Siddha Medical Colleges.

(Venue: Chennai Trade Center, Nandambakkam, 23rd December, 2021)

The auspicious occasion was graced by the Chief Guest, Shri Sarbananda Sonowal, Honourable Cabinet Minister, Ministry of Ports, Shipping and Waterways, Guests of Honour, Dr. Munjpara Mahendrabhai Kalubhai, Honourable Minister of State, Ministry of Ayush and Ministry of Women and Child Development, Shri. Maa. Subramanian, Honourable Minister of Health & Family Welfare Development, Government of Tamil Nadu, with their



esteemed presence. The event was presided over by Dr. Manoj Nesari, Advisor Ayurveda, Shri Pramod Kumar Pathak, Special Secretary, Ministry of Ayush, Dr. J. Radhakrishnan, Principal Secretary, Health & Family Welfare Development, Government of Tamil Nadu, Shri. S. Ganesh, Director and Shri. P. Parthibhan, Joint Director, Directorate of Indian Medicine & Homeopathy, Government of Tamil Nadu as special invitees.

Prof. Dr. K. Kanakavalli, Director General, Central Council for Research in Siddha welcomed the august gathering of about 1100 delegates.

Ayushminister in his message mentioned, "I am confident that this Siddha Day will pave the way for the resurgence of the age-old tradition of Siddha in the mitigation of diseases and safeguarding the health of people. The Ministry of Ayush is glad to note that all the stakeholders including CCRS, NIS, Directorate of Indian Medicine and Homeopathy, Govt. of Tamil Nadu, educational institutions and NGO's have joined hands in combating the pandemic in an effective manner. It is worth mentioning that during the year 2020 itself the Govt. of India, under the able leadership of our Hon'ble Prime Minister, had sprung into timely action to confront the ensuing danger. The Ministry of Ayush has further implemented a scheme for distribution of Ayush prophylactic medicines all over the country, free of cost, through various nodal institutions

with a view to enhance the immunity of the public at large. I am glad to observe that CCRS and NIS have conducted more than 10 Studies including 3 RCTS and 2 observational studies involving reputed medical colleges of India and have published nearly 30 papers in international peer reviewed Journals. CCRS have filed 2 Patents during the Pandemic for Covid-19. I am also happy to learn that the Directorate of Indian Medicine and Homeopathy, Government of Tamil Nadu is taking excellent initiatives in the growth and development of this indigenous system of Medicine of the State by providing healthcare through 1079 Siddha Units across the State".

During his message to the gathering, Ayushminister of state mentioned, "The concepts of Siddha system, which focuses on spiritual, mental and physical well-being, closely resemble the definition of health by the WHO. Integration of the Ayush system with public health systems will improve the public healthcare delivery by providing extended avenues to reach the public at large. I am glad to observe that CCRS has filed ten patents in the last six years and successfully developed the THERAN software which has been implemented for Electronic Data Capturing System for OPD and up scaled as Ayush Hospital Management Information System (A-HMIS) by the Ministry of Ayush. It is also understood that methods for management of chronic diseases such as Cancer, Diabetes, Nephrological disorders, Neurological and

Psychiatric disorders are available in Siddha system, that would complement to the modern medical systems by following an integrated approach. I am very glad to know that both NIS and CCRS have provided complementary Siddha treatment to a large number of Covid patients in an integrated manner and the same has been proved highly efficacious".

Speaking on the occasion, the Special Secretary stated, "The Ministry formed an Interdisciplinary Ayush R&D Task Force having representation from scientists including ICMR, DBT, CSIR, AIIIMS, and Ayush Institutions and launched interdisciplinary studies involving Ayush interventions for COVID-19 based on Task force recommendations. Total 184 new ASU & H colleges have been permitted to conduct under graduate and post graduate courses during 2015-20 which includes Siddha medical colleges in Tamil Nadu. The effort has resulted in additional 16824 under-graduate seats and 2258 post graduate seats. I am very happy to learn that Central Council for Research in Siddha (CCRS), the apex organization for Siddha research and National Institute of Siddha (NIS), the premier academic Institute of Siddha are functioning in an excellent manner in propagating and validating the Siddha Medicine across the world".

Prof. Dr. R. Meenakumari, Director, National Institute of Siddha proposed the Vote of thanks.

Scientific events for encouraging students' caliber included plenary sessions highlighting on the Strength of Siddha system for Communicable diseases, Integrated Approach in combating COVID-19 pandemic and Integration of Siddha & Biomedicine in Communicable Diseases. Few cultural programs by students ensued and prizes were distributed to the best performers.

## Niva Bupa strengthens its presence in Southern India To bring more than 10 lakh people under health insurance ambit by FY 23-24

Chennai, December 24, 2021: Niva Bupa Health Insurance (formerly known as Max Bupa Health Insurance) one of India's leading standalone health insurance players, today announced its growth and business targets for the Southern markets for FY 23-24, as part of its next phase of growth. The brand has consolidated its position in the Southern market with steady growth of 84% in retail business in the last two years. Niva Bupa aims to achieve Gross Written Premium of INR 800 crore in the next two years and plans to provide health coverage to over 10 lakh people in the Southern region by FY 23-24. The company has consolidated its position with expansion to 37 cities with 45 offices across Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, and Kerala.

In Tamil Nadu, Niva Bupa has aggressive expansion plans and targets to provide health insurance to 2,20,000 people by FY 23-24. The company will bring business opportunities for people in the state as it plans to onboard around 7,500 agents by FY 23-24. In the next five years, the company is eyeing around INR 175 Crore gross written premium and 11 times increase in policy purchase in Tamil Nadu. Customers can avail cashless hospitalization across 400 network hospitals in the state. Currently, Niva Bupa has 15 offices in Tamil Nadu including Chennai, Coimbatore, Madurai, Pondicherry, Salem, Trichy, Vellore, Erode, Tirunelveli, Thanjavur, Hosur, Kanchipuram and Tiruvallur.

Niva Bupa has been increasing its reach and presence steadily across the South market. The company has 10 offices in Karnataka including Bangalore, Mangalore,



Mysore, Shimoga, Tumkur, Belgaum, and Hubli; 8 offices in Andhra Pradesh including Nellore, Rajahmundry, Visakhapatnam, Vijayawada, Tirupati, Cuddapah, Guntur, and Anantapur; 9 offices in Telangana including Dilsukh Nagar, Nizamabad, Secunderabad, Warangal, Hyderabad, Karimnagar, and Nalgonda and 3 offices in Kerala including Kochi, Kozhikode, and Trivandrum. Niva Bupa also aims to increase policy purchase by 6 times in the next two years across these states. The Company has close to 2,500 network hospitals in South India and close to 8000 hospitals across the country. During the Covid-19 pandemic, the company paid Covid related claims worth INR 95 crore to 6,500 customers in the South market, helping them during the toughest hours.

Nationally, the brand is on a strong growth curve and has been aggressively expanding its presence across Tier II, III and IV cities, opening one new office in every 3.5 days in the current year. Currently, Niva Bupa has presence in 350 cities across the country which will further increase to over 600 cities by FY 23-24. The company

aims to achieve INR 5,000 crore Gross Written Premium by FY 23-24. According to a recent survey conducted amongst the insurance agents across Southern market, there is a substantial increase in the demand for health insurance post the outbreak of Covid-19. The survey highlights that low awareness and clarity on health insurance is limiting the purchase of health insurance products in the region. Niva Bupa plans to onboard 30,000 agents in the southern region by FY 23-24 who would support the company in its endeavour to raise awareness about health insurance and increase its penetration in the region. The company will provide adequate training programs and encourage women and housewives living in the Southern market to become insurance agents, thereby helping them to become financially independent.

Talking about its expansion plans in South, Mr. Krishnan Ramachandran, MD & CEO, Niva Bupa Health Insurance said, "At Niva Bupa, our purpose is to build an intimate brand and simplify health insurance to drive massive adoption across customer segments. The expansion is in line

with Niva Bupa's vision of making quality healthcare services accessible to all and enabling people to lead a fulfilling life. We are excited to increase footprint in the Southern market as it's a step closer to our goal of bringing 10 lakh people under the ambit of health insurance by FY 24. Apart from expanding our presence in the Tier III & IV markets, we are also investing heavily in growing our product portfolio. We plan to continue on our growth journey by introducing more innovative products to serve the evolving and diversified needs of our customers."

Mr. Ankur Kharbanda, Director Retail Sales, Niva Bupa Health Insurance said, "The Southern market is an important region for Niva Bupa, and our aim is to increase health insurance penetration in the nearby areas. Post the Covid-19 pandemic, the health insurance industry witnessed significant increase in awareness of health insurance and our endeavour is to both raise awareness and provide quality healthcare access through our network hospitals."

Niva Bupa aims to democratize health insurance by positioning it as an enabler for living a carefree life. To bring its new philosophy to life, Niva Bupa has recently launched a brand campaign 'Zindagi Ko Claim Kar Le' that aims to change the narrative around health insurance while eliminating the fear element often associated with it. With this new campaign, the company has gone deeper in bringing spotlight on the role of health insurance in the life of consumers, partners, advisors, while redefining and recalibrating its purpose, in line with its growth aspirations.

## Dr Prathap C. Reddy conferred ICSI Lifetime Achievement Award for Translating Excellence in Corporate Governance into Reality

Chennai, December 24, 2021: Dr Prathap C. Reddy, the visionary Founder-Chairman of the Apollo Hospitals Group, was conferred the 'ICSI Lifetime Achievement Award for Translating Excellence in Corporate Governance into Reality' at the 21st edition of the ICSI National Awards for Excellence in Corporate Governance, 2021, held in Mumbai on 18th December 2021. The Chief Guest for the function was Shri Amit Shah, Hon'ble Home Minister and Minister for Cooperation, while Hon'ble Justice, P Sathasivam, Jury Chairman and Former Chief Justice of India, was the Guest of Honor.

The "ICSI Lifetime Achievement Award for Translating Excellence in Corporate Governance into Reality" recognizes the lifetime commitment and lasting contribution of Dr Prathap C. Reddy to the advancement of Corporate Governance and acknowledges his leadership in promoting



best Corporate Governance principles. The ICSI Awards for Excellence in Corporate Governance aims to create an all-pervasive awareness for good governance in Indian businesses by awakening, promoting and recognizing the exemplary performance of businesses and professionals in the field of corporate governance.

Dr Prathap C. Reddy, Chairman, Apollo Hospitals Group expressed his thanks, describing the award as an honor from the foremost premier national corporate secretarial body. He said, "It is indeed a matter of pride to be

conferred the Lifetime Achievement Award by the ICSI. The vision of ICSI for 2022 highlights how people may come and go, but Institutions go on forever. This is a thought that has resonated with me throughout my life as I dreamt of, aspired to, conceived of, and worked relentlessly to build Apollo Hospitals."

Stressing on the importance of good corporate governance, he added, "From the very beginning, I realized the critical importance of building an institution that was accountable, transparent, fair and

responsible. It was standing by these principles that empowered the institution to grow from a single hospital in Chennai to 71 hospitals across the country. While the terms corporate governance and social responsibility have entered the business lexicon in the new millennium, these have been integral to the business model of Apollo Hospitals from the very beginning. It is good corporate governance that has helped us to build trust among our patients, earning us the trust of over 100 million individuals from over 140 countries. Having this trust is critical today as we are facing a tsunami of non-communicable diseases (NCDs) such as diabetes, CVD, stroke and cancer that can debilitate the Indian economy. I urge all of us to inculcate the principles of corporate governance in our lives and in our approach to health. We must ensure that the health of every citizen is paramount!

