

Need to link Weavers and Artisans through E-Commerce platforms and leveraging of technology - Piyush Goyal

Chennai, January 09, 2022: Piyush Goyal, Minister for Commerce & Industry, Textiles, Consumer Affairs and Food & Public Distribution reviewed the functioning of Ministry of Textiles, its autonomous bodies and PSU under its administrative control. Speaking on the occasion Shri Goyal said that there was an urgent need to link Weavers and Artisans through E-Commerce platforms and leveraging of technology. He said that no stone is to be left unturned for the growth of Livelihoods in handlooms and handicrafts sector. The meeting was also attended by Ms Darshana Jardosh, MoS Railway & Textiles, senior officials of Ministry of Textiles.



Goyal directed for simplification of process and for an effective online dashboard based monitoring system for transparency. He also advised all officials to maintain good communication with State Government functionaries to improve the outcome and impact of the Central Government schemes. In this regard he asked the officers to organize a virtual conference with the State Government Secretaries responsible for this sector. The progress of Craft Villages was reviewed and the Minister directed for completion of all these projects in next 6 months.

Textiles being very diversified sector, wide ranging issues and activities were discussed in the meeting.

There was special focus on livelihood sector of handlooms and handicrafts. Implementation of schemes in these sectors were discussed in details. Shri

should be assisted in marketing their produce through all platforms of e.g. Delhi Haat, Urban Haats and Handloom Haat. He also advised for leveraging technology by linking these weavers and artisans through e-commerce platforms available.

The Minister also asked the officers to work with motto to increase the share of weavers/artisans in the consumer spending as done by dairy cooperative Amul for milk producers. The Minister advised the officials to properly implement SAMARTH the skill development initiatives of Ministry. He emphasized on the use technology for

effective monitoring for better outcome. He also reviewed the work of Production Linked Incentive Scheme for Textiles. He directed for finalization of scheme guidelines for PM MITRA scheme quickly so that proposals can be invited from state governments.

Shri Goyal advised the officials to focus on sustainability in textiles sector. He said that there is a need for improvement in Effluent Treatment Infrastructure for the processing segment and at the same time there is need for promoting less water and water less printing technology.

Ms Darshana Jardosh MoS Textiles also guided the officers to work in field along with state government officials for better outcome. Shri Goyal asked the officials to quickly seize the opportunity to increase the textiles exports which will not only bring foreign exchange but will also create huge employment opportunities for millions.

24th National Conference on e-Governance 2021 successfully concludes at Hyderabad

Chennai, January 09, 2022: The Department of Administrative Reforms & Public Grievances (DARPG) and Ministry of Electronics & Information Technology (MeitY), Government of India, in association with the State Government of Telangana organized the 24th Conference on e-Governance (NCeG) 2021 on 7th - 8th February 2022 at Hyderabad, Telangana. The theme of this Conference is "India's Techade: Digital Governance in a Post Pandemic World". At the Valedictory Session today, 'Hyderabad Declaration' on e-Governance was adopted after intensive deliberations during the sessions held over two days.

The Conference was inaugurated by the Chief Guest, Dr. Jitendra Singh, Union Minister of State (Independent Charge), Ministry of Science and Technology, Ministry of Earth Sciences, Minister of State in the Prime Minister's Office, Minister of State of Personnel, Public Grievances & Pensions, Department of Atomic Energy and Department of Space, Government of India and presided by Shri K. T. Rama Rao, Cabinet Minister for Municipal Administration and Urban Development, Industries, Information Technology, Electronics and Communications, Government of Telangana.

The 24th NCeG represented a platform for constructive exchange of ideas on some of the latest technologies for promoting e-Governance. The Distinguished speakers invited for the Conference shared their knowledge and insights on the themes identified for the Conference. The 24th NCeG 2021 provided all participating State and UT Government teams with a detailed view of the latest concepts and technologies to promote e-Governance and enable them to go back with useful takeaways for being implemented in their respective States and UTs.

Over the two days, discussions were held on six sub-themes in Plenary sessions- AatmaNirbhar Bharat: Universalization of Public Services; Innovation - Platformization, Emerging Technologies; Ease of living through Technology Interventions for Good Governance; Government Process Re-engineering and Citizen's participation in Government Processes; India's Techade - Digital Economy (Digital Payments - Building Citizen's Confidence). There were also parallel breakout sessions where the awardees of National



e-Governance Awards 2021 from Centre, State and District showcased their award winning entries. These sessions were on the themes : Unicorns of 2021: Demonstrating Power of Innovation, Digital Excellence at District level; Seamless, Creating a technology Innovation Ecosystem, End to End service delivery without human interference through technological interventions; Replicability and sustainability in e-Governance-Best Practices. An Exhibition including a Wall of Fame was also organized during the event to showcase India's achievements in the field of e-Governance.

Over 50 speakers presented their papers in semi-virtual mode. The Conference was attended by over 2000 delegates in semi-virtual mode.

To recognise the implementation of e-Governance initiatives, the National e-Governance Awards 2021 were presented during the Inaugural Session. 26 awards were presented under the 6 categories of the Award Scheme to Central Ministries/Departments, State/UT Governments, Districts, Local Bodies, Public Sector Undertakings and Academic & Research Institutions. This include 12 Gold, 13 Silver and 1 Jury Award.

The 24th NCeG provided a platform for the delegates, including senior Government officers from across the country, industry stalwarts and researchers, to share best practices, latest technology developments, thus leveraging them for achieving effective governance and public service delivery. The focus of all the sessions was on learning by experience sharing effective e-governance tools for benefits of the citizen and achieve Prime Minister, Shri Narendra Modi's vision of 'Minimum Government, Maximum Governance'.

Hyderabad Declaration

The Department of Administrative Reforms & Public Grievances (DARPG), Ministry of Personnel, Public Grievances & Pensions and Ministry of Electronics &

Information Technology (MeitY), Government of India in collaboration with the Government of Telangana organized the 24th National Conference on e-Governance at Hyderabad during 7-8 January 2022.

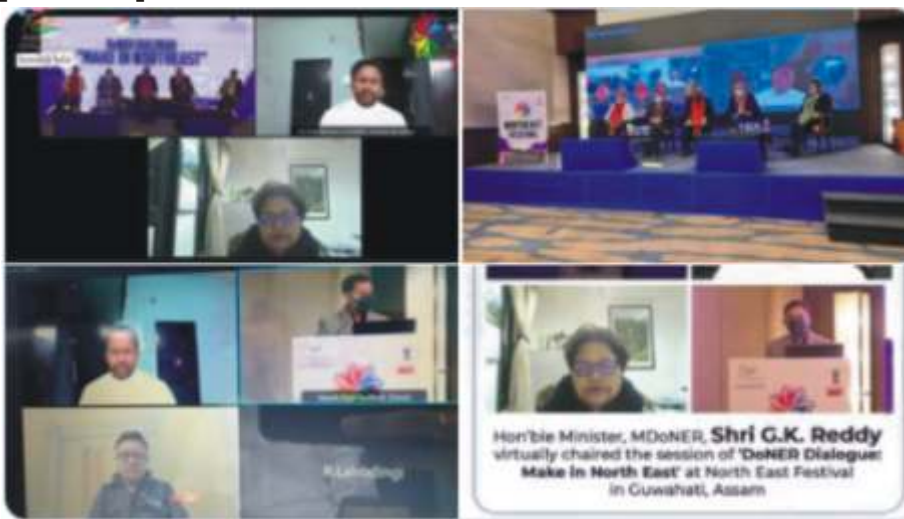
Under the visionary leadership of the Prime Minister, the e-Governance landscape of India has radically changed in scale, scope and learning paradigms. As India celebrates 75th year of Independence as Azaadi Ka Amrit Mahotsav, the Prime Minister's clarion call for adoption of Next Generation Administrative Reforms for bringing citizens and government closer was the focus of the Conference deliberations. Secretariat Reforms, Swachhta Campaign, Redressal of Public Grievances and Improving Service Delivery which form the core of India's good governance model were deliberated. During the pandemic, the widespread adoption of e-Office helped create paperless offices in the central secretariat and enabled smooth governance functioning. CPGRAMS helped redress 20 lac public grievances in 2021. The National e-Governance Awards were conferred in the Inaugural Session. The Two-day Conference held exchanges of views between the Award winners and Unicorns.

The Conference has unanimously adopted the Hyderabad declaration outlined below after intensive deliberations during the sessions held over two days. The Conference resolved that Government of India and State Governments shall collaborate to: To bring citizens and government closer through digital platforms. Transform citizen services through use of technology by leveraging the artifacts of India Stack that include Aadhaar, UPI, DigiLocker, UMANG, e Sign and consent framework. Fast track the implementation of the national level public digital platforms in key social sectors viz. Health, Education, Agriculture, etc by adopting open interoperable architecture for joined up connected

services. Operationalize the data governance framework to facilitate data sharing within Government entities as also make available all data on data.gov.in except for a negative list. Enable protocols for data collection, data harvesting, data privacy, data anonymization, data security, and data preservation that can help build a data economy. Foster responsible use of emerging technology such as Artificial Intelligence, Machine Learning, Blockchain, 5G, Augmented Reality, Virtual Reality, etc for Social Empowerment. Make India the global hub for emerging technology through creation of large pool of skilled resources on futuristic technologies. Ensure resilient Government Infrastructure with robust technological solutions to withstand pandemic like disruptions. Foster a spirit of research and development and process reengineering in ongoing government services. Uplift good governance to higher level through healthy competition among States and UTs and among Central Ministries by benchmarking services. NeSDA 2021 to be adopted in collaboration with MeitY for improving e-Governance landscape. Integration of all State/District portals with CPGRAMS for seamless Redressal of Public Grievances. Replication of awarded projects under National Awards for e-Governance 2020 - 21 and their nomination for dissemination of best practices through Regional conferences. Adoption of e-office version 7.0 in all ministries and departments. Use technology for propagating end to end service delivery without human interference to the citizen at the grass root level. Make "digital" the primary aspect of government service design and delivery and provide requisite infrastructure to achieve that.

Union Minister for Culture, Tourism and Development of Northeastern Region (DoNER) Shri G. Kishan Reddy virtually participates in the North East Festival

Chennai, January 09, 2022: Kishan Reddy, Union Minister for Culture, Tourism and Development of Northeastern Region (DoNER) participated as the chief guest of the North East Festival virtually and interacted with entrepreneurs and potential startups. The North East Festival is one such programme that is being organized as a part of the DoNER Dialogues - a series of events that interact with various stakeholders such as the youth, and entrepreneurs of the North eastern region.



observed that the region is a rich reservoir of natural resources, minerals and forest wealth, flora and fauna, fertile land, exotic fruits and vegetables and unparalleled scenic beauty. Along with this, the geographical proximity to South east Asia, the region has immense trade potential as well. With the required infrastructure and market linkages, the North East can become a trade hub to South east Asia. For this, large scale efforts are being undertaken to improve connectivity both within the nation and with other states.

While addressing them, he said that the Hon'ble Prime Minister Shri Narendra Modi rightly said, the North East Region is fast becoming the 'gateway of national growth'. 'Vocal for local' or Atmanirbhar Bharat has empowered people with the needed support at every step. The Hon'ble Prime Minister has placed development of NER as a foremost priority through the 'Act East' initiative. The Minister felt that the Northeastern region now has the opportunity to lead the development journey of New India. Over the last seven years, the Northeastern region has seen consistent progress in connectivity of roads, railways, airways, internet and logistics.

He said that as India is celebrating 75 years of Independence, the country has achieved tremendous growth in every sector. The entrepreneurs have contributed throughout the journey of economic progress and building brand India. The Minister

The Minister stated that the capital connectivity project is set to open a new chapter in the growth story of the region. He felt that the pace of development is visible and that road and highway projects worth over 85,000 crores are in progress across the region. Even in the case of air connectivity, the scenario has improved by leaps and bounds as 4G mobile connectivity and Wi-Fi Connectivity for Village Panchayats is being enhanced. This growth in connectivity should soon turn into economic prosperity for the eight states and the

people. The Union Minister highlighted the role of an enabler, that the government was playing by tapping into the inherent potential of the region by creating a conducive business environment. He said that the Government aims to tap this potential across the tourism sector, organic farming, agriculture, horticulture, IT sector, services industry, textiles among others. In all these sectors there is immense opportunity for entrepreneurship and investment. Ever since Hon'ble Prime Minister Narendra Modi started the Startup India initiative, the entrepreneurial spirit has swept the nation. Along with several initiatives such as Start Up India, Stand Up India, MUDRA yojana, Start-Up North East movement is gaining huge momentum through the North East Venture fund scheme. The scheme is helping the youth explore the untapped potential of the States and also make a good living for themselves.

The Minister Sri Kishan Reddy also spoke about the celebrations of Azadi ka Amrit Mahotsav

and the initiative being taken up by the government in documenting the inspirational journey of 75 young entrepreneurs from NER who are under 40 years of age and felicitate them for their achievement. The Minister said that a book will be compiled and these young performers will also be given institutional support from IIM Shillong to help them scale up their business. He said that there will be a ripple effect and inspire others to start their own journey. He urged the startup owners to mentor budding entrepreneurs to help them further chart a future of growth and development. With the visible and rapid development in the last 7 years, The Hon'ble Minister has urged the business community to confidently carry the message of 'investment ready North East' across the country and beyond. The Hon'ble Minister thanked Mr. Shyamkanu Mahanta and the organizing Team of North East Festival for bringing the various entrepreneurial stakeholders of North East on a common platform.

Tamil Nadu Ministers Palanivel Thiagarajan and Gingee K.S. Masthan have appointed Dr. Vishnu Prabhu as Papua New Guinea's Trade Commissioner for India in the presence of Papua New Guinea High Commissioner to India HE Paulias Korni

Chennai, January 09, 2022: The meeting of the Indian Pacific Islands Trade Council was held at the Star Hotel in Alwarpet.

State Finance Minister Palanivel Thiagarajan, Minister of State for NRI Affairs and Minority Welfare Gingee K.S. Masthan, DMK Dr. Vishnu Prabhu, Indian Trade Commissioner of Papua New Guinea, HE Mr. Paulias Korni, Papua New Guinea High Commissioner to India, Dr. Venkatasalam Murugan, Secretary to the Ministry of External Affairs, Dr. Asif Iqbal, Mr. Sujoy Maitra, Dr. R.L. Kannan were also present on the occasion.

Minister of State for NRI Affairs and Minority Welfare Gingee K.S. Masthan,



speaking during the event: Tamil Nadu living abroad should come to Tamil Nadu to start a business. The Chief Minister of Tamil Nadu is taking special steps in this regard. He said the role of expatriate Tamils was essential for the economic development of Tamil Nadu.

Speaking on the occasion,

State Finance Minister Palanivel Thiagarajan said that global trade relations are essential in the present times. At present it is gratifying to see the development of trade relations between India and Papua New Guinea.

Speaking to reporters, Papua New Guinea Indian

Trade Commissioner, DMK Dr. Vishnu Prabhu thanked Papua New Guinea Ambassador Paulias Korni for appointing him as Papua New Guinea's Trade Commissioner and said that India-Papua New Guinea relationship. I will do my best to improve Papua New Guinea's country has abundant gold and natural resources I will try to trade them in India. He said he would try to popularize Indian products in Papua New Guinea.

The Papua New Guinea signed a Memorandum of Understanding (MOU) that ADZGURU is hereby authorized to Market, Distribute & sell the products of GD CAFE PVT.LTD in Papua New Guinea & Australia.

"SEMINAR ON NATURAL STONE" CONCLUDES WITH MANY POSITIVE NOTES

Chennai, January 09, 2022: "Seminar on Natural Stone", India's most acclaimed event concluded today with many positive notes in Chennai. The seminar brought together over 300 participants but was restricted to 100 in line with the covid protocols, representing the entire natural stone industry, Hon'ble ministers of Government of Tamil Nadu, policy makers to deliberate on the natural stone industry scenario in the country and explore various investment potential in the sector.

The seminar was inaugurated by the Chief Guest, Thiru. Durai Murugan, Hon'ble Minister for Water Resources, Minerals and Mines, Government of Tamil Nadu in the august presence of:

Thiru Thangam Thennarasu, Hon'ble Minister for Industries, Government of Tamil Nadu

The event was hosted by Shri. Ishwinder Singh, President, FIGSI, Shri. N. Ashoken, Vice President, FIGSI in association with Shri. M. Ramasamy, President, IMMA and Shri. N. Mahesh, President TNGQOEA.

Commenting on the occasion, Shri. Ishwinder Singh, President, FIGSI said, "We are glad to host this event in Tamil Nadu which would be an apt platform for the entire natural stone industry.



Seminar on Natural Stone aims to provide an in-depth analytical view of the industry. Also, hearing the leaders from the sector voicing their opinions and concerns have opened many eyes today".

He added, "There was a shortage of raw materials like rough granite blocks, materials were being transported from other States".

Shri. N. Ashoken, Vice President, FIGSI said, "The support provided by our Hon'ble Ministers and the Government of Tamil Nadu is the strong source behind the success of our discussion. This seminar has fulfilled the purpose of bringing together the players of the industry under one roof to encourage investment in the sector".

Addressing the Seminar Thiru. Durai Murugan, Hon'ble Minister for Water Resources, Minerals and Mines said, "The State Government will consider the demands of the granite industry which has been severely hit over the past

exports

¥ Analyse and iron out the obstacles and create conducive environment for the future growth

¥ Currently, building slab industry is working with only 50% capacity utilisation, even though there is a huge market to be tapped

¥ Discussion on the most pressing issues, various potential and scope, challenges surrounding the development and implementation of skilled manpower and availability of rough granite blocks

¥ FIGSI is poised on export front, keen to create a skill development centre in Krishnagiri, for which they are seeking support and guidance from the Government of Tamil Nadu

¥ Networking with the policy-makers & industry veterans aims at furthering and developing new guidelines to simplify procedures and take natural stone industry growth in India to the next orbit

The seminar brought together incredible connections from across industry. FIGSI being a professional body strives to boost up the export, attract new investment, skill development, rural employment and many more.... for which, we would require the entire natural stone fraternity to come forward and work closely with the association to take the natural stone industry ahead in India.

Tata Capital unveils 'Flexi Plus Loans' across product categories

Chennai, January 09, 2022: Tata Capital, the flagship financial services company of the Tata Group, unveils 'Flexi Plus Loans' - an exclusive range of new offerings that can be availed across product categories. This latest category of loans aims to give Tata Capital's customers the freedom and convenience to suit their financial requirements.

Flexi Plus Loans can be availed across a wide range of Tata Capital's product categories which include - 1)

Personal Loans 2) Business Loans 3) Loan Against Property 4) Two Wheeler Loans 5) Used Car Loans 6) Home Loans. Each product comes with enhanced flexibility through a number of new features and gives customers an increased ability to personalize the loan as per their needs.

The key features offered under Flexi Plus Loans are:

1. Longer Tenure
2. Overdraft Facility and
3. Step Up Plan

*The features will differ for each product.

On the launch of Flexi Plus Loans, Sarosh Amaria, MD, Tata Capital Financial Services, said, "We at Tata Capital constantly strive to empower our customers with financial solutions that are easy to access, affordable and where we can provide immense convenience. Our latest Flexi Plus Loans is one such offering which is designed to give our customers the options to customize with added flexible

benefits to meet their needs. Further, one can avail our products instantly and seamlessly across all our digital channels. We look forward to serving our customers and bringing value with Flexi Plus Loans".

Flexi Plus Loans will be promoted by an exclusive Integrated Marketing Campaign - 'India Apne Mann Ki Karo'. This campaign comprises 3 - humorous short films which highlights the salient features of the new product offering.

SBI enhances the limit on IMPS transactions from Rs. 2 lac upto Rs. 5 lac with nil charges on transactions through Digital Channels

Chennai, January 09, 2022: In an aim to encourage customers to adopt digital banking, SBI has not levied any Service Charges on IMPS transactions upto Rs. 5

lacs, done through Internet banking/Mobile Banking including YONO. In case of Branch Channels, there has been no change in the service charges for IMPS done

through the Branch Channel in the existing slabs. However, a new slab for ₹ 2,00,000 to ₹ 5,00,000 has been added and the proposed service charges for this slab is

₹ 20 + GST w.e.f 01.02.2022. The service charges on IMPS are in line with the Service Charges on NEFT/RTGS transactions.

Vicks India Ropes in Superstar Ranveer Singh as Brand Ambassador to Encourage Youth to speak 'Khich Khich' free

Chennai, January 09, 2022: World's #1 selling Cough and Cold brand*, Vicks announced today that it has roped in Bollywood Superstar Ranveer Singh as its new brand ambassador in India to build a deeper youth connect and inspire youngsters to speak confidently 'khich khich' free.



Today's youth actively seek newer ways to express themselves in a way that is true to them without any khich khich or irritation. Go-getter Ranveer, with his mass appeal and strong youth connect, is admired for his quirky style, infectious energy, and his unwavering zeal to achieve what he sets his mind to. Leveraging on Ranveer's outspoken

personality and cool quotient, the brand aims to reinforce its message of urging the younger generation to bid farewell to khich khich and face the world with confidence, resonating its ethos to a wider audience.

Sharing his thoughts on the new collaboration, Ranveer Singh shared, "Vicks has always been a part

of my home and growing up, I have often turned to Vicks Cough Drops to get relief from a sore throat. I'm excited to associate with a brand that has been a part of my childhood and continues to be my go-to till date. I hope together we can encourage the youth to speak khich khich free, and to face the world in their best form."

Sahil Sethi, Senior

Director and Category Head, Personal Healthcare, Procter and Gamble added, "Vicks ki Goli is beloved for its timeless and iconic communication, recognizable across the country for relieving khich khich and enabling one to speak with confidence without any throat irritation. Signing Ranveer Singh as our ambassador complements this ethos as he is an inspiration to many for his exuberance and eminence. Ranveer has the natural ability to connect with a wide audience and through this partnership, we aim to establish a stronger connect with consumers around Vicks Cough Drops and its benefit of alleviating sore throat irritation."

Pongal- Tamil Nadu - Meesho

Chennai, January 09, 2022: Pongal marks new beginnings. It is the starting of the auspicious Tamil month called 'Thai'. It is fondly enjoyed with the preparation of a sweet dish made with boiled rice called Pongal. The families come together to enjoy the four days by cleaning homes, decorating, whorshipping the cattle (Maatu) with colorful beads, flowers, bells and gathering together for traditional Indian folk dances. People look forward to purchasing new clothes, cooking delicious sweets and enjoying the festivities.

With the ongoing situation, Meesho is making it possible for users to celebrate from the comfort of their homes. From Home Decor, Kitchen & Dining and Apparel, there are a wide range of products available at affordable prices. Click here to shop now.

Here are some more interesting home décor options:

This traditional flower toran is ideal to deck up your entrance area. Marigold flowers are the perfect choice, they're bright and symbolic of new beginnings. These

Rangoli stickers are easy to apply and stress-free. Opt for an embellished rangoli to add a fancy touch to your home. The tradition of using banana leaf plates is sustainable and the food tastes much better than when its served on a normal plate!

Here are some gifting options:

You can opt for healthy snacking options with this pretty dry fruit hamper. Dry fruits are considered a symbol of good health and are also a great gifting option!

A plant pot is a great gift

for those who love green. It's a thoughtful and refreshing gift option which will surely win hearts.

What to wear this festive season:

The traditional Kanjeevaram saree is both traditional and sophisticated. Choose lively colors to bask in the limelight. Pick a traditional jhumka as statement jewelry to enhance your festive look. A classic white lungi is the staple, add a modern twist to the outfit with a crisp white shirt this year.

INDIAN TELECOM USERS TO ENJOY AUTOPAY VIA UPI FOR THE FIRST TIME WITH JIO

Chennai, January 09, 2022: National Payments Corporation of India (NPCI) and Jio have announced that UPI AUTOPAY has now been introduced for the telecom industry with Jio. Hundreds of millions of Jio customers can now set standing instructions on the MyJio App using UPI AUTOPAY for their favorite tariff plans and enjoy hassle-free recharging experience. Jio's integration with UPI AUTOPAY has made it the first player in the telecom industry to go live with the unique e-mandate feature that was launched by NPCI.

WHAT THIS MEANS FOR JIO USERS:

- Jio users will no longer need to remember their date of recharge once the validity ends.
- The Jio plan opted by the users would be auto renewed on the set date.
- For recharge amounts up to INR 5000, customers do not even have to enter the UPI PIN on the execution of the recharge.
- Users can also create, modify as well as remove the e-mandate for the tariff plans as per their requirements through UPI

AUTOPAY.

Kunal Kalawatia, Chief of Products, NPCI said, "We are glad to associate with Jio and witness UPI AUTOPAY venturing into the ever-evolving telecom sector. We believe our collaboration will change the way Jio customers experience renewal of their mobile tariff plans. With UPI AUTOPAY, it's our constant endeavor at NPCI to provide an extra layer of comfort and convenience to all the customers for their recurring spends and payments. We believe that this integration will drive a

favorable customer sentiment about seamless and automated recurring payments."

Mr. Kiran Thomas, Director, Jio said, "The combination of Jio's superior prepaid and UPI AUTOPAY will now be available to every Jio user. Jio users will no longer need to remember their recharge renewal date or bill payment date and perform manual payments. This will enable an ALWAYS-ON service experience for every Jio prepaid user."

Axis Mutual Fund launches 'Axis Nifty Next 50 Index Fund'

Chennai, January 09, 2022: Axis Mutual Fund, one of the leading asset management companies in India announced the launch of Axis Nifty Next 50 Index Fund (An Open Ended Index Fund tracking the NIFTY NEXT 50 Index), today. The NFO will be open for subscription on January 7, 2022 and close on January 21, 2022. The new fund will be managed by Jinesh Gopani, Head-Equity. The minimum application amount is INR 5,000 and investors can invest in multiples of INR 1, thereafter. The new fund will allow investors to participate in the growth story of companies that come after the top 50.

The Nifty Next 50 index is designed to measure the performance of 50

companies from the constituents of Nifty 100 Index after excluding the constituents of Nifty 50 Index (essentially 51-100), spread across 13 distinct industries. Based on free-float market capitalisation, the Nifty Next 50 index is structured in a manner to leverage the potential of the companies that will form the next generation of market leaders. In the wake of recent circumstances, several companies have remodelled themselves and showcased growth capabilities on the back of strong funding, management pedigree, revamped or new business models etc. Furthermore, the index is re-balanced on a semi-annual basis, thereby ensuring exposure to new

businesses within the respective broad sector. Thus, the fund will prove to be an ideal option for investors looking for long term wealth creation solutions.

In addition to market-linked returns, the passive nature of the fund allows investors the benefit of diversification and quality investments in the upcoming bluechip companies. Benchmark returns, ease of investment, and transparency in stock selection make index funds an ideal option for investors as they remove the risk of security selection and rely on broader market wisdom. Furthermore, given the mutual fund structure, investors can look to invest through various systematic options like SIPs, STP's &

lumpsum investments.

Chandresh Nigam, MD & CEO, Axis AMC said, "At Axis AMC, we have continually upheld our philosophy of 'Responsible Investing' through the introduction of robust products designed to deliver consistent performance, to the best of our capabilities. The Axis Nifty Next 50 Index Fund comes at a time when investors have understood the importance of passive strategies to leverage the growth of the next generation of leaders, while ensuring market benchmark returns. We are confident that this fund will be a notable add-on that will yield long term wealth creation opportunities for our investors."

