

Union Minister for Social Justice & Empowerment e-launched the E-Newsletter today

Chennai, January 19 2022: Union Minister for Social Justice & Empowerment Dr. Virendra Kumar launched Department's first bi-monthly E-news letter during the e-inauguration of main building of Composite Regional Centre for Skill Development, Rehabilitation & Empowerment of Persons with Disabilities (CRC), Kozhikode today.

He said "The launch of E-newsletter by the Department of Empowerment of Persons with Disabilities is a meaningful initiative. It will provide information to the people about the policies, schemes and programmes being implemented by the Government for the overall development of divyangians and they can take benefits from the same.

The basic mantra of our Government is Sabka Saath, Sabka Vikas, Sabka Vishwas and Sabka Prayas. We hope that this e-newsletter will play an important role in this direction. I hope the department will do everything possible to make this e-newsletter more useful." said by Dr. Virendra Kumar during the launch of Department's



first bi-monthly e-Newsletter.

He also e-inaugurated the administrative building of THE CRCSRE, Kozhikode which has been constructed in an area of about 48,000 sq ft at a cost of about Rs 20 crore with the object of providing various services to Divyangian staying in Kerala. Various services will be provided under one roof for divyangians in the newly constructed building of CRC, Kozhikode clinical and rehabilitation services etc will be provided under one roof.

"Our country is committed to empowering persons with disabilities and we will implement Prime Minister's vision and create a barrier free environment for Divyangjan as well as deliver rehabilitative services to Divyangjan for the upliftment of Divyangjan in particular and humanity in general.

Minister of State for Social Justice and Empowerment, Shri A. Narayanaswamy, Sushree Pratima Bhaumik & Shri Ramdas Athawal, Minister of State, Ministry of Skill

Development and Entrepreneurship, Shri Rajeev Chandrasekhar, Minister of State, Ministry of External Affairs and Parliamentary Affairs, Shri V. Muralidharan, Minister of Higher Education and Social Justice, Government of Kerala, Prof. R. Bindu, Member of Parliament Shri M.K. Raghavan, Secretary, Department of Empowerment of Persons with Disabilities, Ms. Anjali Bhavda, Director, NIEPMD, Chennai, Shri Nachiketa Raut were also present during the function.

MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP SIGNS AN MOU WITH IGNOU TO LINK VOCATIONAL EDUCATION AND TRAINING WITH HIGHER EDUCATION

Chennai, January 19 2022: To further strengthen the vocational and technical training framework, the Ministry of Skill Development & Entrepreneurship signed a Memorandum of Understanding (MoU) with Indira Gandhi Open University (IGNOU), today. The partnership aims to link vocational education and training with higher education, making India's youth employable by creating avenues for them to access better work opportunities. The trainees attached to National Skill Training Institutes (NSTI), Industrial Training Institutes (ITI), Pradhan Mantri Kaushal Kendras (PMKK) and Jan Shikshan Sansthan (JSS) will benefit from the programme, aimed at creating upward mobility of these students to be able to attain higher education for better livelihood opportunities.

Under the partnership, 32 NSTIs, more than 3,000 Government ITIs, 500 PMKKs and nearly 300 JSS will be associated with IGNOU as Registration Centres, Examination Centres and Work Centres for hands on training. Through the collaboration, students will now get an



opportunity to join the three-year degree programme of IGNOU. There shall be a Project Steering Committee with representatives from both MSDE and IGNOU to monitor and review the progress of the programme. The MoU is initially for a period of 10 years subject to renewal on mutual agreement. This MoU is in alignment with the Sustainable Development Goal 4.4 and the National Education Policy (NEP) 2020 for increasing Gross Enrolment Ratio (GER) in higher education including vocational education to 50% by 2035.

Shri Rajesh Aggarwal, Secretary, Ministry of Skill Development & Entrepreneurship lauded the initiative and expressed that India's young demographic dividend is the engine of its

economic progress and needs access to meaningful pathways to receive quality education as well as skill, and vocational training. The initiative is aimed in this direction as it provides higher social and economic mobility to our youth, with requisite qualifications, he added. He further said that our Prime Minister's vision is to fulfill the aspirations of India's youth and prepare them for the future world of work and this initiative is aligned with it.

Shri Aggarwal stressed that IGNOU as an establishment has continuously striven to build an inclusive knowledge environment and he hoped that this collaboration will provide an opportunity to India's youth population to build their capacities and shape their future. In its

initial stage, the joint initiative shall be implemented at the earliest with 32 NSTIs declared as IGNOU centres including courses on foreign language training, skill-based healthcare education, fashion designing and more, he added.

The MoU was signed by Dr. B.K. Ray, Director (CBC), MSDE and Dr. V.B. Negi, Registrar, IGNOU. Prof. Nageshwar Rao, Vice Chancellor, IGNOU stated that IGNOU shall provide all necessary support through its 21 Schools of Studies and 56 Regional Centres for successful implementation of this scheme. IGNOU will develop standards for quality assurance, develop counselling and trainer training programmes to facilitate students' enrolments, train the staff of the identified centres to handle the enrolments and counselling, and mentor the management of NSTIs, ITIs, PMKKs and JSSs. It will also provide self-learning material (SLM) in digital form, undertake the comprehensive evaluation and conduct term end examinations for its own components, and issue certificates to successful learners.

UNION MINISTER FOR TOURISM & CULTURE G. KISHAN REDDY ATTENDS THE RETREAT CEREMONY AT NATIONAL WAR MEMORIAL AND PAYS TRIBUTE TO THE MARTYRS

Chennai, January 19 2022: Union Minister for Tourism, Culture and DONER Shri G. Kishan Reddy attended the Retreat Ceremony at the National War Memorial and paid tribute to the martyrs who have sacrificed their lives for the Nation and displayed distinguished acts of valour during wartime, in New Delhi today. Shri Reddy also observed the Next of Kin ceremony at the Memorial which is held every evening

youth to visit National War Memorial built in the memory of martyrs who died in the line of duty. And as we celebrate Azadi ka Amrit Mahotsav, Shri Reddy urged that the students of all the States and Universities must come and visit the National War Memorial, which imbues every one with a patriotic zeal.

The National War Museum represents the gratitude of a nation to its Armed Forces. The Memorial



The National War Memorial was inaugurated and dedicated to the nation by the Prime Minister on 25th Feb 2019. Apart from the main Memorial, there is dedicated area for Busts of 21 soldiers who have been conferred with 'Param Vir Chakra', the Nation's highest gallantry award in war. The memorial complex is in harmony with the existing layout and symmetry of the majestic Rajpath and Central Vista. Solemnity of the ambience is maintained with an emphasis on landscaping and simplicity of architecture. The design of the main memorial exemplifies that supreme sacrifice made by a soldier in the line of duty not only makes him immortal, but also depicts that the spirit of a soldier remains eternal.

To augment the reach of the National War Memorial to a younger and wider audience, the digital appeal of the Memorial has been enhanced with creation of National War Memorial Website, Mobile App and placement of Interactive Screens.

NWM Website / Mobile App showcase the Memorial history, significance, concept and details of the Battle Casualties. The features incorporated in the website / app include multilingual interaction in 21 regional languages to facilitate easier comprehension for visitors from all over the country.

A Daily Retreat Ceremony and a Daily NoK (Next of Kin) Ceremony by Next of Kin of a martyr are held before sunset at the National War Memorial. The Memorial sees a daily footfall of around 6000-8000 visitors on weekdays and 15000-20000 on weekends.

Training programme on "Bamboo Shoot Processing and Preservation" conducted by the NECBDC from 13th to 17th, December 2021

Chennai, January 19 2021: NECBDC sponsored a training programme on "Bamboo Shoot Processing and Preservation" which was conducted by the NECBDC empanelled cluster M/s Delicacies food processing Center, Meghalaya the same venue from 13th to 17th, December 2021.



Training on "Bamboo Shoot Processing and Preservation", M/s Delicacies food processing

Center, Meghalaya. The primary goal for such trainings is to empower the women and

other rural folks to have means to a decent livelihood. Training on "Bamboo

Shoot Processing and Preservation", M/s Delicacies food processing Center, Meghalaya.



before sunset.

Shri G. Kishan Reddy took a round of the Memorial and saw the murals depicting epic battles and Operations of the Indian Armed Forces to protect the country. Shri Reddy also paid virtual homage to the martyrs.

In his media interaction after the ceremony, the Union Minister appealed to everybody especially the

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Ambit Asset Management announces launch of TenX Portfolio Ambit expects India's GDP to grow 3X to touch US\$10 tn mark over next decade

Chennai, January 19, 2022: Ambit Asset Management, the asset management arm of the Ambit Group, has announced the launch of the 'Ambit TenX Portfolio', the first true Long term Investment Opportunity in Listed Space to multiply Wealth. Ambit will leverage India's GDP growth, which is expected to multiply three-times to touch the US\$10 trillion mark over the next decade, on the back of structural growth drivers, providing abundant opportunities to Indian businesses to expand manifold over the same period.

Ambit TenX Portfolio will endeavor to invest in forward-looking

companies that have the potential for ten times earnings growth over the decade - this includes those businesses that have low penetration to market, have strong leadership within the niche sector, and have strong balance sheets to expand and seize growth opportunities. Ambit believes that India presently is at an inflection point, and there is immense growth potential in the economy, which is driven by factors such as low interest regime, swift formalization of businesses, strong capex pipeline, and Government reforms.

Ambit's TenX Portfolio will invest in companies that are present in an underpenetrated

market with lower per capita consumption, and have net debt to equity ratio below 1.0. The portfolio selection of companies will be based on Ambit's proprietary Good and Clean framework approach, derived under three strong pillars - clean accounting, conservative capital allocation, and good governance. Ambit TenX Portfolio is a Flexicap Portfolio that will primarily comprise 15-20 high-quality mid-and-small-cap companies with an option of picking up Fast-tracked large caps as well. The Portfolio can include new-age businesses, mid & small-sized that have the potential to become the large-caps of tomorrow.

Sushant Bhansali, CEO, Ambit Asset Management said, "As Indians are increasingly moving to financial savings, there is a strong realization to shift from traditional saving options to equity funds for higher investment returns. We are thrilled to launch this distinctive proposition for our investors, which will empower them to grow exponentially, as India embarks on the next phase of its exciting journey towards becoming the third country in the world, to reach the distinctive US\$10 trillion economy mark over the next decade. Ambit's TenX Portfolio will aim to create sustainable wealth for investors through long-term and patient capital".

Top stars to play lead roles in film based on Ponniyin Selvan, to be directed by Ajay Pratheeb MGR's dream to be fulfilled by his heroine's son

Chennai, January 19, 2022: MGR's dream project Ponniyin Selvan is all set to be made as a movie and web series in a massive scale by Ajay Pratheeb. Ajay Pratheeb, a graduate from the Film Institute, is the son of Omana who acted as heroine for MGR in the movie 'Genova'. His father is Krishnan, one of the most celebrated photographers in these parts. A former associate of legendary cinematographer K S Prasad, Ajay Pratheeb has directed numerous ad films and many documentary films for the government and other sectors. The movie produced by Srinidhi Ajaiy will be presented by Eternitee Motion Krafte Hub Pvt Ltd and Eternity Star. Leading actors from different languages will be playing prominent roles in the movie and web series. This pan Indian project will be released in five languages. He said that the webseries will have 153-episodes in 12 seasons.



The film will be released in three parts in a span of two years. It will be dubbed in foreign languages too.

Music for the movie will be by maestro Ilayaraja, art direction and production design are by Sabu Cyril and editing by Antony. Baahubali fame Viswanath Sundaram and Shanmugavel are Visual Development Directors. Official announcement about the project is being made today (17 January) on MGR's birthday. As a tribute to the former Chief Minister, three posters are also released. In a bid to fulfil MGR's wish, they feature MGR in the two roles- Arulmozhi Varman and Vanthiyathevan- that he wanted to do in his dream project Ponniyin Selvan. The project is also being dedicated to Dr Kalaignar M Karunanidhi, the master script writer of Tamil cinema, since the director considers the two legends- MGR and Karunanidhi- as his mentors. More updates and details about the big budget project will be announced soon. Attached with this press release is a photo of director Ajay Pratheeb with MGR.

Dulquer Salmaan records a rap song for Hey Sinamika in just One and Half Hours

Chennai, January 19, 2022: Dulquer Salmaan is undoubtedly a multi-faced personality who dons many hats as an entertainer. For his upcoming Tamil film Hey Sinamika, the actor has not only sung a song for the first time in Tamil but also showcased his eclectic dance moves in a never seen before avatar. So as a treat to all DQ fans, the makers have now released the lyrical video of the song while the high energy number featuring the actor will be releasing soon! Dulquer who has sung the song for the first time in Tamil heard the song Achammillai a couple of times and recorded it in just one and a half hours! Before singing the song, Dulquer clarified his Tamil pronunciations with lyricist Madhan Karky, post which



he was ready for the recording. Talking about the same, debutant director Brinda Master says, "I was clear from the beginning that I wanted Dulquer to sing this song. But our music composer Govind Vasantha and I were also a bit apprehensive because Dulquer, though he is a good singer, has never sung in Tamil before and the lyrics

are a bit tough and the pace of the song is very fast. But when we suggested to Dulquer that he should sing this song, he agreed readily. ... The song required a swag and attitude which only professional rappers can do, but Dulquer managed to do that with ease. Dulquer has sung the song with gusto and has put his full energy and soul into the song. "Hey

Sinamika marks the directorial debut of ace-choreographer Brinda Master and stars Dulquer Salmaan, Aditi Rao Hydari and Kajal Aggarwal in lead roles. Produced and Presented by Jio Studios, associate producer Global One Studios, Hey Sinamika is slated to release in cinemas on 25th February 2022.

Honda 2Wheeler India's brand Shine celebrates 1 Crore customer milestone Becomes the first 125cc motorcycle brand to achieve the prestigious landmark

Chennai, January 19, 2022: Celebrating its leadership in the 125cc segment, Honda Motorcycle and Scooter India Pvt Ltd. today announced that Honda's Shine has achieved the prestigious milestone of 1 Crore customers in India.

Catering to its ever-growing demand, brand Shine holds the top position with more than 50% market share. Undisputedly, the No. 1 choice of customers in 125cc segment with a strong 29% year-on-year growth (YTD data as per SIAM), brand Shine is now also the first 125cc motorcycle brand to reach 1 crore customers mark.

Speaking on this achievement, Mr. Atsushi



Ogata, Managing Director, President and CEO, Honda Motorcycle and Scooter India Pvt Ltd. said, "We are humbled by the tremendous response that Shine has received over the years. As India rides into 2022 with the amazing Shine, we remain committed to taking on new challenges and

delighting our loyal customers with best products. On behalf of HMSI family, I would like to thank our customers for putting their valuable trust in brand Shine."

Sharing his comments on this remarkable feat, Mr. Yadvinder Singh Guleria, Director - Sales & Marketing, Honda

Motorcycle & Scooter India Pvt Ltd. said "We are honoured and thankful for the love and trust received from millions of Shine users. Spanning over one & a half decades, brand Shine has been a true companion for many generations of riders, making it one of the most popular motorcycle brands in the Indian household across all regions. It has proudly upheld the true benchmark of reliability & remarkable quality standards in the 125cc segment. We firmly believe that customer loyalty is a result of an amazing product as well as unmatched after sales service. Keeping this in mind, we will continue to serve our customers with excellence."

PNB Housing's Unnati brings pragati to India's housing sector

Chennai, January 19, 2022: While the real estate sector is showing signs of revival, the affordable housing segment in particular is showing robust growth trajectory. Industry reports indicate that home sales in India's eight largest markets have improved significantly. Government initiatives, including additional interest deduction of Rs. 1.5 lakh on loans sanctioned between April 1, 2021, and March 31, 2022, are encouraging first-time home buyers to opt for home loans. For many Indians owing a home is an aspiration purchase and with tax sops available this is the opportune moment to fulfil it.

Housing Finance Companies (HFC) currently offer home loans with many attractive features, such as customised loan eligibility, doorstep services as well as fast and easy disbursals. PNB Housing already has a pan-India presence with 94 branches and 17 outreaches centres across 64 cities and it continues to expand its reach across the country and recently made inroads in Tier II and III

towns in 8 states through 13 dedicated Unnati branches. The company is planning to open additional Unnati branches during this financial year with the intent to reach out to underserved communities in Tier II and III towns, enriching local economies and community life.

Unnati Home Loans have become a popular product that, like the other products, are backed by the company's differentiated distribution network, underwriting capability and strong customer service. Whether one is a salaried individual or local business entity or a self-employed person such as a kirana or garment shop owner or owner of any other business set up with sufficient income to service obligations, PNB Housing Finance's Unnati Home Loan is the right product to meet such varied needs. Individuals or enterprises can avail easy loan facilities with minimal documentation. These loans can be used for the purchase of a home, self-construction, home improvement or simply a home extension.

The company offers affordable and customer friendly Unnati Home Loans up to Rs. 35 lakh or up to 90% of a property's market value for salaried individuals and up to 80% of its market value for self-employed individuals with certain terms and conditions. Unnati ensures quick and simple documentation, doorstep assistance to facilitate fast approvals and disbursals. Applicants are eligible for a subsidy of up to Rs. 2.67 lakh under the Pradhan Mantri Awas Yojana (PMAY) subject to conditions. Additionally, the extended 30-year repayment plan under Unnati reduces the EMI burden on the borrowers. These and other features make Unnati Home Loans a smart investment choice for a large class of potential home buyers.

PNB Housing Finance Managing Director and CEO Hardayal Prasad said, "As incomes rise, so do aspirations to own a home or renovate an existing residence. Consequently, the affordable and middle-income housing segment is witnessing significant growth that will accelerate

in the coming years. The measures taken by the government are stimulating demand for housing across categories. The company is scaling up its affordable housing Unnati business by focusing on Tier II and III cities. Therefore, PNB Housing Finance is widening its retail base to reach out to potential homebuyers across India. We believe our initiative will help strengthen the nation's ambitious Housing for All mission."

Spread across 64 cities, PNB Housing Finance has formed strategic alliances with multiple affordable housing builders for timely loan disbursals. In addition, PNB Housing conducts awareness campaigns and consultations on various loan products and their credit worthiness. The underlying aim of these activities is to educate and help new home buyers realise their dream. As always PNB Housing remains steadfast in its approach towards providing lending solutions to prospective home buyers.

Legendary screen writer K V Vijayendra Prasad to do story and screenplay for Sri Vaari Film's third production venture

Chennai, January 19, 2022: Legendary screen writer of Indian cinema K V Vijayendra Prasad, who is the father of ace director S S Rajamouli, has been roped in for the third production venture of P Ranganathan's Sri Vaari Film. Producer P Ranganathan said that Vijayendra Prasad will be doing the story and screenplay of the production house's third venture, which is set to commence soon. It is to be noted that Vijayendra Prasad has written the screenplay for more than 25 superhit pan Indian



films in Telugu, Tamil and Hindi, including 'Baahubali 1 & 2', 'Bajrangi Bhaijaan', 'Manikarnika' and the highly anticipated upcoming flick 'RRR' directed by

Rajamouli. Ranganathan said leading actors will be part of the project and the official announcement about the cast and crew will be made in the coming days. Sri Vaari Film has

already bankrolled two successful films - 'Dharmaprabhu' and 'Anandham Vilayadum Veedu'. 'Dharmaprabhu' is a fantasy flick which has Yogi Babu in the lead role. 'Anandham Vilayadum Veedu' is an emotional family drama featuring Cheran and Gautham Karthik in prominent roles. Ranganathan started his career in the film industry as a distributor and has now become a producer. He has distributed and marketed many films in various areas in Tamil Nadu and overseas.

Telly queen KS Suchitra prefers to follow tried and tested skincare remedies during festivals OR Telly actor KS Suchitra believes Pongal is all about family time

Chennai, January 19, 2022: One of the most successful and popular names in the Tamil television industry, KS Suchitra shared how she plans on celebrating Pongal this year and why is it so close to her heart.

Speaking about the festival, Suchitra said, "This time around I'm going to be celebrating Pongal with my family and if I have to pick one reason why I like this festival then I would say that it is because we celebrate it to honour our farmers."

She also added how her family follows rituals passed down from generations during this time. "I prefer tried and tested home remedies that



have been followed since generations, similar to how our grandmothers would advocate the use of ingredients like chickpea flour and neem. This gives a wonderful glow to the skin."

On the work front, Suchitra has recently partnered with popular skin care soap brand Cinthol

Original for a TV commercial campaign. She along with Baakiyalakshmi co-star Divya Ganesh are featured in a TVC together for Cinthol Original's special Pongal soap. In the TVC, the actors are seen sharing candid moments while preparing for the festivities. It encapsulates the essence of Pongal and

highlights how Cinthol has become a part of the Pongal ritual with families using it since generations.

The film concludes with the on-screen mother-daughter duo placing their trust in Cinthol for their protection while going about Pongal preparations fearlessly. Over the years, Cinthol Original has been an integral part of every Pongal celebration in every Tamil household, as it helps protect the skin from heat, dust and pollution.

On her association with the brand Cinthol Original, Suchitra mentioned how it is such a well-known family-centric brand in the country.

First Closed Loop Artificial Pancreas Insulin pump installed for a child with type 1 diabetes in India

Chennai, January 19, 2022: India's first automatically adjustable, "The MiniMed™ 780G system" which is the world's first Advanced Hybrid Closed Loop (AHCL) system, was successfully delivered and fixed on a 7-year-old boy with type 1 diabetes at Dr. Mohan's Diabetes Specialities Centre, one of the largest healthcare groups in Asia devoted to the treatment of diabetes and its complications. The patient recently diagnosed with type 1 diabetes is the first one to get the advanced and automated insulin pump fixed in India. Medtronic's MiniMed™ 780G made its first ever launch in India, at the hands of Dr. V. Mohan, Chairman & Consultant Diabetologist, Dr. Mohan's Diabetes Specialities Centre.

Commenting on the first successful delivery of the device, Dr. V. Mohan said,

"It's extremely difficult to manage blood sugar levels in children and teenagers with Type 1 diabetes because of their high activity levels, constantly fluctuating hormones and ongoing growth and development. The 7-year-old boy who was recently diagnosed with type 1 diabetes, was also struggling with blood sugar control with several high sugar and low sugar episodes. It was then Medtronic's MiniMed 780G insulin pump made their initial launch in India with us at Dr. Mohan's. We are happy to deliver and successfully get it fixed to the boy, setting him free from the fear of low and high sugar level episodes. The device automatically adjusts and corrects insulin levels 24/7, every 5 minutes, as needed. It also anticipates insulin needs and adjusts insulin delivery, while also correcting highs automatically while helping

to protect from lows."

"While struggling with the blood sugar control, we had to stay up through the night to check his blood sugar and adjust his insulin dosage or force feed him if his sugars were dipping. Now with the automatically adjustable insulin pump, we are relieved that we don't have to prick him repeatedly through the day for injections or for sugar tests. The sugar level is shown in our phones" said the boy's parents.

The MiniMed 780G insulin pump is a small electronic device, about the size of a smartphone, that can be easily carried on a belt or inside the pocket. The device is attached to the body via a thin tube called an infusion set, through which insulin is delivered. This makes insulin pump therapy very discreet. It also comes with a CGM (continuous glucose monitor)

that allows one to monitor sensor glucose levels in real time. An insulin pump replaces the need for multiple injections by delivering rapid acting insulin continuously...24 hours a day. This most advanced insulin pump system automatically adjusts and corrects insulin levels, thus easily stabilising one's glucose levels.

"Designed to act like the pancreas, taking the signals from the continuous glucose monitoring device, it adjusts the insulin dosage delivery painlessly. The algorithm in the MiniMed 780G system adjusts basal and correction insulin doses in near-real-time every five minutes, thereby providing near real time course correction, it helps make up for underestimated carbohydrate counting and occasional late or missed meal doses," adds Dr. Mohan.

Mahindra announces, "Get Highest Mileage or Give Truck Back" Guarantee on its Entire HCV, ICV & LCV Truck

Chennai, January 19, 2022: Mahindra's Truck and Bus Division (MTB), a part of the Mahindra Group, today announced their unique and disruptive customer value proposition "Get More Mileage or Give Truck Back" Guarantee for their entire BS6 range of BLAZO X Heavy, FURIO Intermediate, and Light Commercial trucks including FURIO7 and JAYO.

The new range features the proven 7.2L mPower Engine (HCVs) and mDi Tech Engine (LCV) with FuelSmart Technology, Mild EGR with proven Bosch After Treatment System that leads to lower Ad Blue Consumption and many other technological advancements, besides the cutting-edge iMAXX Telematics solution, all of which together, ensure guaranteed higher mileage. Given the fact that fuel is a major component of a transporter's operating cost (over 60%), Mahindra BS6

truck range, with this competitive advantage will provide them an edge, complete peace of mind and scale up their transport business, delivering higher prosperity.

Speaking on the occasion, Veejay Nakra, Chief Executive Officer, Automotive Sector, Mahindra & Mahindra Limited, said, "The 'Get More Mileage or Give Back Truck' Guarantee across the range of trucks is a landmark move for the light, intermediate and heavy commercial vehicle industry. Given the spiraling fuel prices, there wasn't a better time to introduce this Customer Value Proposition. I firmly believe that it will reaffirm our customers' faith in Mahindra's ability to create technologically advanced, class-leading products and set higher standards for the Indian CV industry, while reflecting our commitment to the segment."

Jalaj Gupta, Business

Head, Commercial Vehicles Business Unit, Mahindra & Mahindra Limited, added, "The Mileage Guarantee, 'Get More Mileage or Give Back Truck' was first offered on our HCV truck BLAZO in 2016 and not a single truck has come back. All our new introductions ever since i.e., BLAZO X, FURIO ICV range and FURIO 7 have delivered higher fuel efficiency, which is the outcome of Mahindra's superior technological prowess rooted into a deep understanding of the Indian customer. Additionally, MTB is offering Service guarantee to ensure higher uptime for our customers through guaranteed speedier turnaround of the truck, be it on the highway or at the dealership workshop. The state-of-the-art iMAXX Telematics technology is further helping lower the Cost of Ownership by providing a firm control to the transporter over his trucks, remotely. All this and the guaranteed higher



mileage would eventually translate into higher prosperity of our customers."

The Company believes that this disruptive customer value proposition will help in its journey of becoming a formidable player in the large CV Segment. The mileage guarantee is governed by Terms and Conditions which are readily available on the company's website, www.mahindratruckandbus.com.

Axis Mutual Fund launches 'Axis CPSE Plus SDL 2025 70:30 Debt Index Fund'

Chennai, January 19, 2022: Axis Mutual Fund, one of the fastest growing fund houses in India, announced the launch of their new fund offer - 'Axis CPSE Plus SDL 2025 70:30 Debt Index Fund'. It is a target maturity Index Fund whose benchmark maturity date is April 30, 2025. The new fund will track the CRISIL IBX 70:30 CPSE Plus SDL - April 2025 benchmark and the portfolio is specifically designed to invest predominantly in AAA rated Central Public Sector Undertakings and SOV-rated SDL securities.

The scheme seeks to provide returns that closely correspond to the total returns of the securities as represented by the underlying index. The CRISIL IBX 70:30 CPSE Plus SDL - April 2025 index contains 2 components

as on the base date of index that are rebalanced every quarter

AAA rated CPSE's component (70%): Top 7 CPSE issuers shall be selected, at the time of inception of the index, based on liquidity score of the securities maturing in the eligible period for CPSE

SDL component (30%): Top 6 SDLs with a minimum O/s of INR 1,000 Cr selected basis liquidity

The launch will facilitate passive investing for debt investors by offering them a fund that has defined tenure of close to three years, allowing them to take advantage of low duration strategies. Target maturity index funds are an ideal solution for investors with a set investment horizon. By aiming to negate any

duration risk for investors who remain invested through the life of the fund, they are best suited for building core fixed income portfolios. This launch is another step towards building this segment into an attractive proposition for a broad range of investors.

On the launch of the NFO, Chandresh Nigam, MD & CEO, Axis AMC said, "As a fund house that is deeply entrenched in its philosophy of 'responsible investing' in quality assets, we aim at facilitating well-rounded solutions for investors. The launch of Axis CPSE Plus SDL 2025 70:30 Debt Index Fund' aligns with our endeavor to strengthen our passive product suite over time. By offering investors an attractive debt strategy within the passive space, we want to introduce robust products that

are relevant in the current context."

Top features of the fund include:

The Opportunity: The three-year space has seen yields rise by over 100 bps

Core Allocation: Ideal solution for investors looking to invest with a three-year investment horizon

Portfolio mechanics: Low cost hassle-free solution for investors looking to build their core fixed income portfolio

Simple and Easy: Target maturity and high quality portfolio coupled with the benefit of indexation

The new fund offers (NFO) opens for subscription from January 10 to January 20, 2022.

Sharp introduces new Multifunctional Printer series for simply better experience

~ Network ready MFP series offers faster results, better connectivity, and greater ease of operation
 ~ Suitable for new age work environments with expandability options for growing businesses

Chennai, January 19, 2022: SHARP Business Systems (India) Pvt. Ltd, a wholly owned Indian subsidiary of SHARP Corporation Japan, announced the launch of a new line-up of Monochrome Multifunctional Printers today. The four new models, which include the BP-20M31T, BP-20M28T, BP-20M24T, and BP-20M22T, offer a host of improved productivity functions, security enhancements, powerful workflow features and unified user interface all of which contribute to higher productivity and lower operating costs. These new models, which are designed to be energy efficient, are ideal for SMEs, BFSI, Government Institutes, Healthcare, Education, Logistics, E-Commerce, Modern Retail, and other workplaces that demand compact MFP with versatile copy, print and scan solutions.

Commenting on the launch, Shinji Minatogawa, Managing Director, SHARP Business Systems (India) Pvt. Ltd said, "Businesses today are increasingly relying on hybrid working models, shared workspaces and agile solutions, to ensure minimum disruptions to workflow, in an ever-evolving pandemic situation. With a vision to further streamline the workflow, both inside and outside the office, we are strengthening our Multifunctional Printer (MFP) line up by offering the best-in-class products that combine functionality and security, addressing the document needs of the new age work environments.

The new compact stylish models offer enhanced productivity features, delivering copy and print speed of 31/28/24 and 22



PPM, and color scan speed of 37 OPM. The MFP works efficiently with standard 1GB RAM and PCL printing, quick warm-up periods, and an enlarged paper capacity of up to 2100 sheets for even longer continuous copying/ printing jobs. Furthermore, with the unique built-in feature of Rotation Sort for Copy and Duplex, the MFP can sort multi-page documents into sets and rotates before outputting them into Horizontal and Vertical schemes. For a wider variety of professionally finished

corporate documents, the MFP supports various paper sizes maximum up to A3 and paper thicknesses up to 200 gsm from the Front-loading Trays.

This speedy network-ready MFP generates speedier output, offers unique functionality and a slew of productivity features, making it suitable for all your printing, copying and color scanning requirements. The highlights include ID card copying, multiple scan destinations to

email, FTP, network folder, Desktop and USB drive. High-speed scanning with 100 Sheets Reverse Single Pass Feeder, convenient bypass tray and quick status indicator to notify print jobs. The new monochrome MFP series also offers the highest security with configuration restrictions that limit access to the MFP by requiring user authentication via password, and data security with job retention features. The document system allows admin to register up to 30 users.

Furthermore, the new series offers options to connect with Sharpdesk mobile smart phone application for print & scan from mobile, QR Code printing, USB direct print with popup command to directly choose the print/scan jobs, from the MFP panel. In addition, the optional wireless connectivity features enables convenient access to the MFP even from locations where connecting a LAN cable is difficult.

Sharp has used innovative technologies across its MFP to reduce power consumption with Energy-saving features including a 0.5 W power consumption in network standby mode. Besides, Sharp emphasises the need for privacy and security, allowing IT Managers and System Administrators to remove all data from MFPs when replacing or disposing of the MFP.

Sharp's new MFP series, which includes the BP-20M31T, BP-20M28T, BP-20M24T, and BP-20M22T, is priced starting INR 132500*. The new MFP series will be available for purchase across Sharp offices as well as authorised dealerships across India.

Sresta Natural Bio products Limited files DRHP with SEBI

Chennai, January 19, 2022: Sresta Natural Bioproducts Limited, which owns the largest brand in the packaged organic food segment, '24 Mantra', has filed draft red herring prospectus (DRHP) with capital markets regulator, SEBI to raise funds through an initial public offering (IPO).

The Initial Public Offering of the Hyderabad-based organic food company comprises fresh

issue of equity shares aggregating up to ₹50 crore and an offer sale of up to 70.3 lakh equity shares by the selling shareholders.

The company proposes to utilise the net proceeds from the fresh issue towards Funding the working capital requirements of the Company; Repayment or pre-payment in full or part, of certain outstanding unsecured / secured borrowings availed by the Company; and General

Corporate purposes.

Incorporated in 2004 by one of its promoters and MD, Rajashekar Reddy Seelam, Sresta Natural Bioproducts is engaged in the business of procuring, processing, manufacturing, marketing and research and development of organic food products. As of September 30, 2021, company has a presence in a total of 34 countries.

According to a

Technopak report, Sresta is also one of the leading Indian organic food brands in the USA with presence in 39 states across Indian Ethnic Stores and Mainstream Stores.

The Book Running Lead Managers to the offer are JM Financial Limited and Axis Capital Limited.

The equity shares are proposed to be listed on BSE and NSE.

Shriram Transport Finance Company Raises USD 475 Million Through Social Bonds From International Bond Markets

Chennai, January 19, 2022: India's largest asset financing company Shriram Transport Finance Company (STFC) a part of the Shriram Group, has successfully raised USD 475 million Fixed Rate Senior Secured 144A/Reg S Bond (available ECB limit for FY 22) for a 3.5-year tenor at an interest rate of 4.15%. This marks the 7th successful USD bond issuance by the Company since the relaxation in the ECB guidelines. The proceeds from the STFC social bond would be used for employment generation, including through micro, small, and medium-sized enterprise (MSME) financing.

STFC's Social Bond issuance is guided by STFC's Social Finance Framework, which is aligned to the ICMA Social

Bond Principles. STFC has obtained a second party opinion from Sustainalytics describing the social bond framework as "credible and impactful" and an Independent Limited Assurance Report from KPMG.

The Company engaged with investors with appetite for social bonds across the globe, namely in Hong Kong, Singapore, London and US. On the back of strong investor interest, the transaction was launched with an initial price guidance of around 4.45%. Following a strong book building, supported by high quality long only investors, the Company was able to tighten pricing by 30bps to 4.15%.

The bond received an overwhelming response

from investors, with the final order book over-subscribed 2.5 times. The transaction witnessed global investor participation with 66% from Asia, 18% from EMEA and 16% from US, with 93% investment from asset managers including Insurance Company, 4% from banks and 3% from private banks and others.

Citigroup, Deutsche Bank, HSBC, J.P. Morgan and Standard Chartered Bank acted as Joint Global Coordinators and Joint Bookrunners.

Axis Bank, Barclays, BNP Paribas, Credit Suisse, DBS Bank Ltd, Emirates NBD Capital, MUFG and SMBC Nikko acted as Joint Bookrunners for this transaction.

Commenting on the successful social bond issuance, Mr. Umesh

Revankar, Vice Chairman and MD of Shriram Transport Finance Company said: "STFC is committed to advancing and improving the communities we serve and building an equitable and inclusive future for our ecosystem. The pandemic has magnified the underlying social issues and the need to build back better, which social bonds can address. We are seeing rising demand from investors for impact investing and STFC is delighted to see such strong investor appetite for our social bonds from the global investor community. The social impact is similar to our priority sector with some strict exclusions and we are committed to financing towards socioeconomic necessities with large multiplier effects."

Union Minister Dr. Jitendra Singh addresses India-UK meet on “Sustaining Food Production under Environmental Stress”

Chennai, January 19, 2022: Addressing the joint India-UK meet on “Sustaining Food Production under Environmental Stress”, through virtual mode today, Union Minister of State (Independent Charge) Science & Technology; Minister of State (Independent Charge) Earth Sciences; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh called for collaboration between the two nations on issues of mutual concern like achieving the goals of food security and zero hunger.

Dr Jitendra Singh said, India and UK must invite global collaborations in various dimensions of science like agriculture, medicine, food, pharma, engineering or defense. The Workshop is being organized jointly by National Agri-Food Biotechnology Institute (NABI), Mohali, an institute under Department of Biotechnology, Government of India and University of Birmingham, UK and supported by Newton Bhabha Fund and British Council.

Under Prime Minister Narendra Modi, Dr Jitendra Singh said, the aim of the Indian Government has been to enable farmers to feed India and the world. He said, India's efforts to safeguard the Food Security needs of every



citizen in the country have been unprecedented as Prime Minister Modi even ensured that no person goes hungry during pandemic time. Moreover, policies have been framed to protect interests of small and marginal farmers, and conserve local food cultures which in turn will significantly contribute to food security, the Minister added.

Dr Jitendra Singh said, India - UK joint collaboration may include programmes like students exchange, basic research, technology development, product development as well as product/process demonstration and their implementation in joint collaboration. The Minister said, COVID demonstrated that Science is the only major key tool to find solutions and to give solutions for tough times to be faced by the mankind. He pointed out that Indian science has proved the capability to produce vaccines for such a high risk/ devastating disease in a very limited

time and at the same time added that we should not restrict our ideas to Indian perspectives, rather there should have a global horizon.

Dwelling on the issue of Sustainable Food Production, Dr Jitendra Singh said, the South Asian region is facing the shrinking arable land, besides the problem of global climate change that needs to be addressed. Quoting World Bank data, the Minister pointed out that the Arable land in South Asia was reported at 43.18% in 2018 which has been stagnant since the early 1970s and recently declining. He said, growth in yields and more intensive use of land will account for all of the growth in crop production and will also compensate for losses in the arable land area.

Underlining that the global pattern of food production and distribution may need to shift significantly as climate change progresses, Dr Jitendra Singh called

for joint funding to develop a coherent and stakeholder-relevant R&D program that will address this challenge. He said, the initiative by the British Council to support such interactive meet among the researchers with a common goal will seek attention from the stakeholders and nurture the young investigators to provide them with an excellent platform to share and rear the ideas.

Dr Jitendra Singh noted with satisfaction that this workshop is meant to bring the scientists across the two countries including 22 outstanding experts in the theme areas from both UK and India, that is, 20 young investigators from both the countries working on a range of important crops in relation to climate change. The Minister suggested evolving important key areas in agriculture, food and nutrition to be taken by the two countries for joint research plans. We know that NABI was established a decade back with the primary focus of improving nutritional quality of foods that reaches to our people across the country. NABI is a premier institute that works at the interface of Agri-Food and Nutrition Biotechnology. The institute could provide an impetus to the nations need for addressing nutritional security even under the climatic changes happening around the world.

Sasikumar's Kombu Vatcha Singamda by Director SR Prabhakaran

Chennai, January 19, 2022: Kombu Vatcha Singamda Movie Synopsis: Six friends, who follow Periyar's ideologies, fall prey to the local caste politics that happens in their hometown. Who is the reason behind this and what happens after?



Kombu Vatcha Singamda Movie Review: Actor-director Sasikumar's previous collaboration with director SR Prabhakaran, Sundarapandian was a success and the duo have managed to deliver a rural action drama in Kombu Vatcha Singamda again which is fairly engaging.

However, the writing could have been much better as there was scope for adequate emotions in the script. From friendship, caste politics to betrayal, the movie dabbles with everything that you would expect in a Sasikumar film. But the romantic sequences and song placements in the second half slows down the pace and the storyline gets predictable as a film progresses.

In the very first scene, we are introduced to six friends who get inspired by the life of a militant (Samuthirakani), who pitches camp in their hometown. Their first lesson from him is to treat every human equally, without any religious or caste discrimination. This very thought gets entrenched in their hearts

and they grow up to be reformists of sorts. Sasikumar and his five friends follow Periyarist principles and stand up against social evils in Krishnarayapuram, a village in Karur.

Sasikumar, son of Deivendran (Mahendran), falls in love with Thamizhselvi (Madonna Sebastian), daughter of Vellappan (Hareesh Peradi), another big shot in the town. Though Sasikumar and Vellappan belong to the same sect, they don't get along well as Vellappan is established a castiest with a discriminatory attitude. This irks Sasikumar and his friends who often end up locking horns with him. Within a few minutes, we witness a local body election eventually affecting everyone's lives. Sasikumar and his friends themselves decide to split into two groups to support two parties in local body elections for personal reasons. However, little do they know that this decision of theirs would cause a crack in their friendship. Two of their

friends lose their lives in this war.

Did caste politics play spoil-sport in their friendship? Who is the mastermind behind their miseries?

SR Prabhakaran has inarguably given us a good revenge drama with the right mix of action and emotions. Though the romantic sequences between Madonna and Sasikumar disturb the flow of the film, the director makes sure that the screenplay is engaging enough. However, the only flipside is that the storyline has nothing new to offer except for the intention which is good. It talks about what discrimination leads to and how lives are turned upside down because of caste politics.

Sasikumar and Soori's combination scenes have worked well this time and is definitely something to watch out for. The scenes where Sasikumar expresses his regret over the older generation who still practice untouchability and oppressive ideologies is

good. But if this film would have been released a couple of years ago as planned, it would have really worked with the audience. As Tamil cinema has been talking about caste politics for quite some time now, this film has become just another one dealing with the same subject. SR Prabhakaran's intention is good but he could have concentrated more on the writing in post interval scenes. Though Madonna doesn't have much scope for performance, she fits the bill for the role of Thamizhselvi, who is innocent and charming.

Dhibu Ninan Thomas' background score has helped the audience to connect with some of the emotional sequences in the film. It elevates some of the sequences and has helped to bring the audience into the director's world.

Mahendran as Deivendran has done a commendable job. The twist in the climax sequence and the veteran director's performance is one of the highlights of this movie.

Actors like Raghav Vijay, Abi Saravanan, Santhosh Krishnan, Logu and others have contributed well to the storyline. Overall, Kombu Vatcha Singamda is a fairly engaging revenge drama, which will be received well by commercial cinema lovers.

ICAAP and NCDC Jointly Release a Handbook on Global Good Practices for Cooperatives

Chennai, January 19, 2022: ICAAP President Dr Chandra Pal Singh Yadav and NCUI President Dileep Sanghani jointly released a policy recommendation handbook on SAHAKAR PRAGYA Good Practices for Cooperatives based on a 'Brain Storming Session on International Good Practices Platform for Cooperatives' conducted earlier by Laxmanrao Inamdar National Academy for Cooperative Research and Development (LINAC) of NCDC. It is expected to help cooperatives in India and abroad to innovate and adopt best models not only to stay competitive, but also distinguish themselves as successful commercial entities. MD NCDC Sundeep Nayak and National President Sahakar Bharati DN Thakur were also present in the function held at NCDC headquarters.

Speaking on the occasion, Yadav pointed out that “The cooperatives have inherent advantages in tackling the problems of poverty alleviation, food security, and employment generation—a path to self-reliance. This has also been reflected during the Covid-19 times.

“I am certain, that this handbook will be a beacon of light for many cooperatives looking to



contribute to Atmanirbhar Bharati self-reliant India.”

A compendium of guidelines, resources, methodologies, key learning, case studies of the best performing cooperatives in India and abroad and the outcome and impact, the handbook would serve as an action plan that can help these entities to achieve the goal of self-reliance.

Dileep Sanghani said, “It is heartening to note that, taking a cue from Cooperation Minister Shri Amit Shah, NCDC-LINAC and International Cooperative Alliance Asia and Pacific (ICAAP) have come together to set up a platform to share their wide experience and ideas for transmitting Indian good practices of cooperatives abroad and vice versa.”

In this regard, NCDC-LINAC and ICAAP signed an agreement intending to assimilate and develop

further on the core strengths, experience and institutional objectives of the respective parties in the interest of advancement of research, study, documentation and training for development of the cooperative sector. On behalf of LINAC, Lt Col Dr Baljit Singh, Chief Director, LINAC, Gurugram signed the pact while Balasubramanian Iyer, Regional Director, ICA AP represented the other party.

“The handbook has been developed by LINAC-NCDC in consultation with eminent experts and leading organizations in the domain of cooperatives. The consultation process for the Handbook was initiated in November 2021 inspired by the ideas of Home and Cooperation Minister,” recalled NCDC MD Sundeep Nayak.

International experts and other participants from across the country had deliberated on the difficulties in operating

cooperatives and possible solutions to those challenges.

The final format also included focused group discussions covering best practices adopted by several cooperatives in the country as in abroad which helped them deftly sail through the economic gloom posed by Covid-19 pandemic.

Some of the best practices were from milk, credit and banking co-operatives in the handbook, details which are aligned with the Government's vision of Atmanirbhar Bharat.

India has more than 8 lakh registered cooperative societies, especially in the agricultural and agri-allied sector, banking and housing sectors. The cooperative movement in the country has regained focus after the Union Government recently created the Ministry of Cooperation to provide a separate administrative legal and policy framework for streamlining the cooperatives.

The Government is also in the process of framing a new cooperative policy and proposes to work in tandem with states to strengthen the cooperative movement which are now being considered as an important plank of development.

Activities of 2022 discussed at BRICS STI Steering Committee: India to host 5 events

Chennai, January 19, 2022: India will host five events in 2022, namely BRICS Startups Forum meeting, Working Groups meetings on Energy; Biotechnology & Biomedicine; ICT & High-Performance Computing; STIEP (Science, Technology, Innovation and Entrepreneurship Partnership) Working Group Meeting and the launching of BRICS innovation Launchpad as a microsite (Knowledge Hub), as per discussions at the 15th meeting of the BRICS Science Technology Innovation (STI) Steering Committee on 17th January 2022.

The Calendar of BRICS STI activities and expected deliverables were discussed at the meeting organized

virtually. India has successfully handed over the BRICS Chairmanship to China from January 2022. The theme for BRICS 2022 is “Foster High-Quality BRICS Partnership Usher in a New Era for Global Development”. A series of sectoral events and meetings, including Minister level and BRICS Summit, will be organized during the year.

The BRICS STI Steering Committee meeting was attended by representatives from BRICS scientific ministries, foreign Missions. From the Indian side, meeting was led by Shri Sanjeev Kumar Varshney, Advisor & Head International Cooperation, Department of Science and Technology.

During the meeting organized virtually, the

Chinese side presented broad outline of activities to be carried out during the whole year. It mainly includes thematic meetings, BRICS Young Scientist Conclave, Senior official, and Ministerial level meetings. A total of 25 events have been planned, of which India will host a total of five. DPIIT is the main executing agency for BRICS startups Forum and creation of innovation Knowledge Hub. The BRICS Young Scientist Conclave will be held in September 2022 in a virtual format, and thematic focus may be Carbon peak neutralization; Biomedicine, Artificial Intelligence, Material Science; Modern Agriculture.

China has proposed to host the 10th BRICS S&T Ministerial meeting and

Senior Official Meeting in September 2022. The meeting theme would promote Open, Inclusive, and Shared Science, Technology, and Innovation. At the sideline of the Ministerial meeting, an exhibition will be organized showcasing outcomes of successful projects supported under the BRICS Framework Programme (2015-2022).

The meeting also discussed the finalization of BRICS Calendar of scientific events and programs. It was agreed that by the end of this month, all countries will notify the specific dates, venue, and format of meeting. India tentatively indicated willingness to host the STIEP working group meeting on 23rd - 24th March 2022 and BRICS Startups Forum Meeting in May/June 2022.

Actor Sathish's Naai Sekar by director Kishore Rajkumar

Chennai, January 19, 2022: Imagine a man being bitten by a dog that is being experimented on by a scientist, and then ending up behaving like the dog. That is what Sathish's Naai Sekar is all about. Protagonist Sekar (Sathish) is an IT employee who is in love with his colleague Pooja (Pavithra Lakshmi). Sekar is someone who hates dogs but unfortunately, he gets bitten by a dog that Rajarajan, a scientist was working on. Sekar starts behaving like a dog and the dog starts showing the traits of a human. Well, that is when there is appraisal underway at work, and a meeting with Pooja's father too. Now, can Sekar become normal again? Will he manage before it is too late?

Kishore Rajkumar, the director, of the film didn't have to work hard to make this comedy entertainer. With actors like Sathish, who gets into the skin of the character, things become easy. We know the actor as a comedian, so some of the antics that he has to do after being bitten by the dog (like biting a character below his hip) doesn't feel like image-damaging stuff. At the same



time, he is also acceptable as a regular guy with a romantic interest. Be it even hanging his tongue out or showing eyes like a puppy does, Sathish has nailed his performance on the whole. Pavithra is a debutant and definitely doesn't look so. She made a confident debut and has done every part of her character well. T-shirts with some crazy lines written over, showing Korean restaurants and pop cultures is shown in this film.

Also, on the other hand, this one is not an out and out entertainer. It is more of a time pass comedy, while there was a chance that it could have been a lot better. Also, the fact is that audiences are fed up watching Manobala and Swaminathan playing the same managers again and again. What a dog can do, it has been shown very well. But it has to be done in the best possible way.

Kishore should have worked on the screenplay a little more, and rewritten a few scenes from it. On the whole, this film is more appealing and enjoyable for kids than adults.

