

SPMCIL celebrates 17th Foundation Day Union Finance Minister Smt. Nirmala Sitharaman launches first colour souvenir coin on "Panchtantra"

Chennai, February 12, 2022: Security Printing and Minting Corporation of India Limited (SPMCIL) celebrated its 17th Foundation Day programme today through the digital mode.

Union Finance Minister, Smt. Nirmala Sitharaman chaired the programme via virtual mode in the presence of Secretary, Department of Economic Affairs (DEA), Ministry of Finance (MoF), Senior Economic Advisor, DEA, MoF and other senior officials from Ministry and Director (HR) & Director (Finance)



of SPMCIL.

Union Finance Minister Smt. Nirmala Sitharaman also launched the first colour souvenir coin on "Panchtantra" during the occasion.

Ms. Tripti Patra Ghosh, CMD, SPMCIL, in her welcome address highlighted the achievements and the innovative initiatives of the Company.

During the occasion, the Chief General Managers of the respective 09 Units awarded the meritorious employees for their outstanding achievements.

The Finance Minister in her address laid stress on upskilling and acquiring new skills, and upgradation to meet the technology driven economy. Further she emphasized on ramping up of quality of products and to brand SPMCIL as lead producers of currency and other sovereign products.

Gap in Price of Branded and Janaushadhi Medicine

Chennai, February 12, 2022: Under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) being implemented by the Department of Pharmaceuticals, a medicine is priced on the principle of maximum of 50% of average price of the top three brands of the said medicine. Thus, the prices of Jan Aushadhi Medicines are cheaper at least by 50% and in some cases, by 80% to 90% of the market price of the branded medicines.

Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of the Scheme has presently its warehouses situated at Gurugram, Chennai and Guwahati. In addition, there are 39 number of distributors spread all across the country. A total of six warehouses are envisaged by March 2025.

As on 31.01.2022, about 8,675 PMBJP Kendras have been opened in all the districts of the country so as to ensure accessibility of quality affordable generic medicines. In order to ensure availability of medicines, an Information Technology (IT) enabled End-to-End supply chain system with Point-of-Sale (POS) application for value added services has been implemented by PMBI to monitor end to end supply chain management system. All warehouses have SAP based inventory management system and the demand forecasting is done through the said system so as to place orders as per the desired inventory levels.

National Pharmaceutical Pricing Authority (NPPA) under the Department of

Pharmaceuticals regulates the prices of all drugs - whether branded or generic. While it fixes the ceiling price of scheduled medicines specified in the first schedule of the Drugs (Prices Control) Order, 2013, in case of non-scheduled medicines, the manufacturers are free to fix Maximum Retail Price (MRP) of the drug. However, DPCO provides that the same do not increase by more than 10% of their MRP during the preceding twelve months. The details of retail/ceiling prices fixed/revised by NPPA are available on NPPA's website, viz., www.nppaindia.nic.in.

PMBI spreads awareness about generic medicines through various types of advertisements such as TV, FM Radio, Auto wrapping, Cinema, Bus Brandings, State

Transport Bus Stands, Digital Screen Advertisement at Railway Stations, etc. In addition, PMBI also educates the public regularly about usages of Jan Aushadhi generic medicines through various social media platforms like Facebook, Twitter, Instagram, YouTube, etc. The Bureau also organizes seminars and workshops to spread awareness about the scheme. Further, to propagate achievements of the scheme and create awareness about its benefits Jan Aushadhi Diwas is celebrated every year on 7th March.

The information was given by the Union Minister of Chemicals and Fertilizers, Shri Mansukh Mandaviya in a written reply in the Lok Sabha today.

Now generate your Ayushman Bharat Health Account (ABHA) number from your Aarogya Setu App

Chennai, February 12, 2022: The National Health Authority (NHA) under its flagship scheme of Ayushman Bharat Digital Mission (ABDM) announced integration with Aarogya Setu, the hugely popular health app by Government of India. This integration takes the benefits of 14-digit unique ABHA (Ayushman Bharat Health Account) number to the Aarogya Setu user base and beyond.



Under the ABDM, a user can generate their unique ABHA number. They can use the ABHA number to link their existing and new medical records including doctor prescriptions, lab reports, hospital records etc. and also share these records with registered health professionals and health service providers and also access other digital health services whilst maintaining a common pool of medical history.

Elaborating on the integration, Dr R S Sharma, CEO, National Health Authority (NHA)

amidst the COVID-19 pandemic. This has resulted in a wide usage of the mobile application. As vaccination helps us fight this pandemic, it was essential to repurpose this widely used digital public good. With the integration of Aarogya Setu with ABDM, we will now be able to make the benefits of ABDM available to the users of Aarogya Setu and enable them to join the digital health ecosystem, with their due consent. Creation of ABHA is the start, and we would soon roll out the functionality to view your digital health

huge active user base and is already being used for COVID-19 related contact tracing to check risk factor, ICMR-guidelines based self-assessment, COVID-19 vaccine booking, certificate download and status check, generating e-Pass, search for ICMR-approved labs providing COVID-19 testing facilities, helpline contacts and other COVID-19 statistics & updates. This integration with ABDM will add another feature of generating ABHA number for the app users.

Regarding the integration, Shri. Ajay

Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology said: "With ABHA, Aarogya Setu has enabled an important consent based option for the citizens which will help them access their personal health record and useful services from the national digital health system."

Generating ABHA number is fairly simple. The user can generate their ABHA number using their Aadhaar number and some basic demographic details like Name, Year of Birth (or Date of Birth), Gender and address (auto-populated once the user authenticates via Aadhaar OTP). If the user does not wish to use their Aadhaar, they can use their Driving License or Mobile Number to generate the ABHA number. Users can generate their ABHA number from: <https://abdm.gov.in/> or the **ABHA App** (<https://play.google.com/store/apps/details?id=in.ndhm.phr>) or from other apps

India and Australia plan to finalize the Interim Trade Agreement in next 30 days- Shri Piyush Goyal

Chennai, February 12, 2022: Shri Piyush Goyal, India's Minister of Commerce and Industry, Consumer Affairs, Food, and Public Distribution and Textiles and The Hon Dan Tehan MP, Minister for Trade, Tourism and Investment, Government of Australia have announced reaching an understanding on the Interim agreement and finalizing it in the next 30 days. The India-Australia Comprehensive Economic Cooperation Agreement (CECA) is expected to be concluded in 12 months thereafter. Shri Goyal and Mr. Tehan were addressing a joint press conference after conclusion of the 3-day talks in New Delhi today.

Speaking on the occasion Shri Goyal recalled watching the classic movie 'Dil Chahta Hai', which was partially shot in Australia, and portrayed a strong bond of friendship among friends. He said expanding India-Australia relationship also exhibits a similar strong bond.

CECA FTA is like a 'Dil Chahta Hai FTA', which represents the hope, aspiration & ambition of the people of our two great

nations. The two nations are expected to sign the Interim Agreement in March 2022. The areas covered under the interim agreement should include goods, services, rules of origin, sanitary and phytosanitary measures, Customs procedure, and Legal and Institutional issues.

Speaking on the occasion, Shri Piyush Goyal said that he had very fruitful discussions with his Australian counterpart and significant progress has been made in advancing the FTA between the two nations. Shri Goyal said that India and Australia were natural partners and complemented each other in a variety of ways. The Minister said that discussions between the two nations happened with openness and concern and sensitivity for the issues on both sides.

Terming the negotiations as a watershed moment in India-Australia bilateral relationship, Shri Goyal expressed his gratitude to the Prime Ministers of both nations, Shri Narendra Modi and The Hon Scott Morrison for their

leadership, guidance and support. He also complimented officers from both sides who worked proactively to build a comprehensive economic partnership which will be a win-win for both, opening up huge opportunities for people of India and Australia.

The Minister exhorted that India and Australia are linked by the great Indian Ocean; connected by history, shared inheritances and deeply interlinked destinies.

The CECA would be a substantial opportunity for both of economies and a significant moment in the India-Australia bilateral relationship.

Both Ministers agreed on the need for a balanced trade agreement that encourages expanded trade and investment flows to the benefit of both of the economies, and reflects a shared commitment to the rules-based international trading system. Ministers also agreed to expeditiously resolve tax-related issues faced by Indian software firms in Australia.

Responding to a question, Shri Goyal said that Quad has brought the four countries, viz. USA,

India, Australia and Japan closer and this had also enabled India and Australia to come closer to each other in economic relations as well.

Mr. Dan Tehan also announced that on 21st February, Australia would be open to travelers from all over the world and extended his invitation to Indians to visit Australia. The Minister opined that as a result of MoU, the tourism flows between the two countries will continue to grow and that the education relationship between the two nations would also flourish. We are looking at mutual recognition of qualifications in Australia so that students can now study in both nations, he said.

Mr. Tehan expressed confidence that the interim agreement would be a significant milestone in relationship between our two countries. He said that the warmth of the relationship between the two nations and the honesty and transparency with which the negotiations happened would certainly help build a very strong and robust economic ties.

Fit India Quiz, a step towards strengthening the Fit India Movement: Sports Secretary

Chennai, February 12, 2022: Key Highlights: Fit India Quiz is part of Azadi Ka Amrit Mahotsav and aims to provide a national platform for students to showcase their knowledge about fitness and sports

The Quiz has prize money of Rs 3.25 crores which will be given out to winning schools and students at various phases of the quiz

A total of 36,299 students from 13,502 schools participated in the Prelims of the Quiz

The Fit India Quiz - India's first school fitness and sports quiz, was launched in September 2021, in line with the vision of Prime Minister of India Shri Narendra Modi to make fitness and sports a way of life among youngsters and to create awareness about India's rich sporting history. Launched by Union Minister for Youth Affairs & Sports Shri Anurag Singh Thakur, the nationwide quiz is now into the State Rounds. The first of its kind quiz on fitness and sports saw a total participation of 36,299 students from 13,502 schools across the country in the preliminary rounds that ended on January 25th. Secretary Department of Sports, M/o YAS, Smt. Sujata Chaturvedi briefed media today in New Delhi. DG of Sports Authority of India Shri Sandip Pradhan, Joint Secretary of Department of Sports Shri Atul Singh and other senior officials of the Ministry were also present



on this occasion.

Speaking about the quiz Smt. Chaturvedi said, "Fit India Quiz is a step towards strengthening the Fit India Movement. The Key Objective of the first-ever Fit India quiz is to propagate the message of Fit India Movement among the school children and to create awareness among students about India's rich sporting history." "The Fit India Quiz is part of the central government's 'Azadi Ka Amrit Mahotsav' initiative to celebrate 75 years of India's Independence and aims to provide a national platform for students to showcase their knowledge about fitness and sports. It is the first ever and largest initiative of its kind by the Government", Smt. Chaturvedi added.

Union Minister of Youth Affairs and Sports Shri Anurag Thakur, along with Minister of Education, Shri Dharmendra Pradhan and Minister of State of Youth Affairs and Sports, Shri Nisith Pramanik, launched



India's first Fit India Quiz from Delhi's iconic Dyan Chand Stadium where they were virtually connected with Tokyo Olympics medallists Neeraj Chopra and PV Sindhu along with few school students who took part in an impromptu Quiz to launch the initiative.

The Quiz has prize money of Rs 3.25 crores which will be given out to winning schools and students at various phases of the quiz. A total of 36,299 students from 13,502 schools participated in the Prelims of the Quiz and it saw an equal participation from boys as well as girls. The main aim of the quiz is to

create awareness among students about India's rich sporting history and to also tell them more about India's centuries-old indigenous sports and our national and regional sporting heroes.

"I am happy to learn about the massive participation in the Quiz from so many students across the country and this only gives us more hope to get closer to the Prime Minister's vision of seeing India as a big sporting nation. The National Round of the Fit India Quiz will also be telecast on Star Sports and thus can be watched by everyone in the country," Smt. Sujata Chaturvedi added.

Advanced Grohair Clinic inaugurated by Actress Anjena Kirti, Saranvel, C.K.Kumaravel, Kavitha, Ravikumar & Veena at Velachery

Chennai, February 12, 2022: Advanced Gro Hair clinic announces the launch of a New Location in velachery, chennai.

Advanced gro hair, has come up with their 3rd branch in velachery to support the acceleration in consumer demand.

The company is a leading hair regrowth brand, placing a strong impetus on high quality service, technological innovation and affordable wellness hair regrowth by treatments. They offer a complete patented and advanced solution for hair loss with treatments like Per-Cutaneous FUE Hair



Transplant, PRP Pro+, LASER Hair Therapy, Advanced Gro-Hair Cosmetic System and much more. The clinic is well equipped with High End Machineries administered by world class experts in the field of

Aesthetic Medicine.

The branch office was inaugurated by Actress Anjena Kirti on 10.02.2022, preceded by the brand owner Mr.Saranvel Jayaraman in presence of the franchise owner Kavitha &

Ravikumar along with C.K.Kumaravel, Veena Kumaravel and other staff members of the Clinic at Velachery.

Advanced gro hair clinic also offers some premium aesthetic treatments like micro blading, lip pigmentation, eye lash extension, lash lift / lamination, LASER therapies and much more to suit the modern day needs.

Located at:-Plot No.31, Second Floor, Block No.20, Pandian Street, Sankaran Avenue, Velachery, Chennai - 42.(Landmark Above Just BuyCycles)

"Over 25% Increase in Thyroid Eye Disease in Chennai Post Pandemic": Dr Agarwal's Eye Hospital

Chennai, February 12, 2022: "The rate of incidence of Thyroid Eye Disease (TED), a complex, orbital inflammatory disease with sight-threatening complications, has increased by about 25% in Chennai, after the pandemic outbreak. Uncontrolled thyroid levels due to delayed diagnosis and treatment, and increased levels of stress during the pandemic can explain the alarming rise of TED," said Dr Ashvin Agarwal, Executive Director & Head of Clinical Services, Dr Agarwal's Eye Hospital.

Addressing a press conference in Chennai, Dr Ashvin Agarwal said that TED can be sight-threatening and debilitating. It is a disfiguring condition: the tissues behind the eyeball and around the eye become swollen, making the eye look bulgy. It gives the patient a staring appearance. The cosmetic disfigurement may lead to emotional and psychological problems. Thyroid eye disease is seen in patients with hyperthyroidism (also known as Graves' disease) or hypothyroidism, which results chiefly from iodine deficiency. 10% of TED patients have normal thyroid levels in the body.

In her comments, Dr Priti Udhay, Head - Oculoplasty & Aesthetic Services, Dr Agarwal's Eye Hospital, said, "During the pandemic, we have seen a rise in patients with thyroid eye disease. This could be because the Covid-19 virus can invade the thyroid gland and can trigger immune mechanisms. There is also the possibility of antiviral drugs affecting the gland.



An indirect reason is the lapses in monitoring the thyroid levels during the pandemic, as the test labs and hospitals were out of bounds and patients avoided hospital visits due to fear of contracting Covid-19. Hence, the number of patients with uncontrolled thyroid levels have increased."

TED is a complex autoimmune disease, and stress often triggers autoimmunity. "Stress can aggravate the disease and activation of eye disease is seen when patients experience traumatic life events like a divorce, loss of dear ones or loss of job." Besides, rising awareness about the disease means that more patients with this condition are being diagnosed.

Dr Priti elaborated on the symptoms and warning signs of TED. "Common symptoms of TED are swelling of eyelids in mornings and sunlight; redness, discomfort and watering; double vision especially on prolonged reading; inability to completely close the eyes; decrease or blurring of vision noticed especially when one eye is closed. The cosmetic problems caused

by TED are prominence and bulging of the eyes, staring appearance, squinting and puffiness of eyelids. The puffy eyelids in the inactive stage of thyroid eye disease is due to the prolapse of fat pads and not fluid collection. This will not get corrected on its own. Cosmetic surgery in the form of blepharoplasty can bring back the rested and rejuvenated appearance of the eyes."

Dr. Priti also noted that the patients with uncontrolled thyroid disease, men, older individuals, diabetics, and smokers have a higher risk of developing a severe form of thyroid eye disease. Smoking and diabetes have detrimental effects on thyroid eye disease. Quitting smoking and diabetes control can go a long way in controlling eye disease.

Speaking on the treatment for the condition, Dr. Priti added that curing or stabilizing thyroid levels in the body may not cure the eye condition but it helps in better control. Hence, treatment for thyroid eye disease is necessary. The treatment for this condition has evolved greatly in recent times. The majority of patients in the active phase

have only mild symptoms. Most of the symptoms in the active phase can be treated with medications like lubricants, steroids, radiotherapy, immunosuppressants, etc. In the inactive phase, most of the patients require surgery. However, the treatment varies based on the individual, the stage of disease, and symptoms.

Dr S. Soundari, Head of Medical Services, Dr Agarwal Eye Hospital, urged the at-risk population to opt for active screening for thyroid eye disease. "The only way to prevent severe disease is to keep thyroid hormone levels under control and get a regular examination with an oculoplastic doctor, specialised in ophthalmic surgery."

She emphasized that early diagnosis is important because if left untreated the disease can be sight-threatening as it affects the cornea, optic nerve and can also raise the eye pressure and cause glaucoma. "Most of the signs of thyroid eye disease are reversible if diagnosed early and treated. We can now restore most patients to their normal appearance and function with timely intervention," she pointed out.

The Doctor also added that Thyroid Eye Disease still does not get the attention it deserves among healthcare professionals. The array of treatments that oculoplastic surgeons provide is less known to the public. In addition to apathy, there is also a lack of standardized management protocols, as a result, there is no consistency in managing the patients.

CAG Audit of National Dairy Plan and NDDDB

Chennai, February 12, 2022: The CAG team has communicated a draft Para on wasteful expenditure of Rs.2.74 Crore in Pilot Doorstep Artificial Insemination Delivery Services (PAIDS) sub project of Shreeja Mahila Milk Producer Company and requested point-wise clarification.

In cognizance to reply of NDDDB, this Department vide letter dated 25 November 2021 has sent point-wise clarification to the Indian Audit & Accounts Department. A brief account of the point-wise reply sent is given below:

On CAGs point on sanctioning of project without clearly defining the area of operation between Shreeja MMPC and Andhra Pradesh Livestock Development Agency (APLDA) leading to duplication of activities, it was replied that under NDP

only a pilot doorstep Artificial insemination (AI) programme was taken up in Chittoor district by Shreeja Milk producer Company (SMPC). As per scientific norms, on an average 2-3 times AI is required per breedable bovine for one conception; accordingly, the actual coverage by APLDA was estimated at 45% only instead of 90% claimed. The SMPC was to cover additional 24% of breedable population only on scientific basis to ensure greater conception rate and reduce dependence on Government subsidy. The pilot model which was proposed to be set up by SMPC was aimed at recovering the full charge of the AI delivery service by the end of 6 years unlike other AI Sponsored Programmes under various Government schemes and hence it did not overlap with schemes that offer subsidised AI delivery

services requiring grant on a continuing basis.

On continuation of project implementation activities by SMPC till March 2017 despite recommendation of Regional Review (RR) meeting held in July 2016 raised by CAG, it was replied that Central Government did not request NDDDB to close the project implementation. However, till the RR meeting held, out of total sanctioned amount of Rs 8.07 Cr to be utilized during 2015-16 & 2016-17, only Rs 2.74 Cr was utilised to complete the already ongoing activities in consideration of the decision made by the RR.

In case of CAG comments that achievement with regard to conception rate was neither holistic nor representative as other parameters like total AI done, coverage of villages and MAIT deployed did not achieve the targeted performance; it was replied

that the World Bank in its evaluation report had acknowledged that a higher conception rate was achieved. The report confirms that the quality of AI can be significantly improved and is testimony to holistic and representative conception rate.

CAG commented that the audit comments is not on the project as a whole and is on sub-project and World Bank report does not justify improper planning and execution of an individual project. In this regard, it was replied that for success of project, it is important to achieve Project Development Objectives (PDOs) and under NDP all the PDO level indicators were achieved.

This information was given by Union Minister for Fisheries, Animal Husbandry & Dairying, Shri Parshottam Rupala in a written reply in Rajya Sabha today.

Union Agriculture Minister addresses 60th Convocation of ICAR-IARI, New Delhi

Chennai, February 12, 2022: Union Minister for Agriculture and Farmers' Welfare Shri Narendra Singh Tomar today handed over awards and degrees to the 284 students, which includes 8 foreign students, of the Post Graduate School of ICAR-Indian Agriculture Research Institute, New Delhi. On the occasion, Shri Tomar also dedicated 6 varieties of fruits and vegetables to the nation viz., two varieties of mango Pusa Lalima, Pusa Shresth, brinjal variety Pusa Vaibhav, palak variety Pusa Vilayati palak, cucumber variety Pusa Gynococious Cucumber Hybrid-18 and Pusa Alpina variety of rose. The bio-fertilizer 'PUSA Sampoom' developed by the division of Microbiology was also released.

Addressing the gathering, Shri Narendra Singh Tomar appealed to all agriculture institutes to focus on producing good farmers. He said Institutes are producing very talented teachers and scientists which is commendable. Because of this knowledge and technology remain limited to the institutes only. If institutes produce farmers then they can bring this knowledge to the grassroots level. He also exhorted the students for entrepreneurship development and appealed for taking up farming as a profession.

Highlighting the

government priorities in the field of agricultural research, Shri Tomar said that under the leadership of Prime Minister Shri Narendra Modi, India is placed among the top 10 Agri products exporting countries. "We aim to put India among the top 5 countries and I am sure that with the efforts and research of our agriculture institutes, India will achieve it very soon", the Minister added.

Speaking on implementing the use of drone technology for the benefit of farmers and employment generation for various stakeholders, the Agriculture Minister said that the government is giving 100% as a grant for the purchase of drones to agriculture institutes so that the technology can be taught in the institutes. He also said that Agriculture graduates are also eligible to receive grant support for drone purchases. The Minister advised the new graduates to see this as a huge opportunity in the field of drone technology.

The Agriculture Minister appreciated the significant contributions made by the institute for ensuring food and nutritional security through the development of superior varieties and technologies in the field of Agriculture. Shri Tomar congratulated all the awardees and appealed to them to contribute to the growth story of

Aatmanirbhar Bharat by making Atmanirbhar Krishi.

Earlier, the Director of the institute, Dr A.K. Singh presented the significant achievements of the institute and informed that wheat varieties developed by this institute contribute nearly 60 million tons of wheat to the nation's granary worth Rs. 80,000 crores annually. Similarly, the Basmati varieties developed by the institute predominate basmati cultivation in India accounting for 90% of the total foreign exchange (Rs. 29524 crores) earned through the export of Basmati rice amounting to Rs. 32,804 crores. About 48% of the mustard grown area in the country is cultivated with IARI varieties. The total economic surplus generated from Pusa Mustard 25 is estimated at Rs 14323 crores (at 2018 prices) during the last 9 years.

On this occasion, NABARD-Professor VL Chopra Gold Medal & Best Student of the Year award for MSc and PhD were presented to Ms Debarati Mondal and Dr Siddharood Maragal, respectively. Prof. R.B.Singh; Former Director, IARI, New Delhi was conferred upon D.Sc honoris causa. Vith Dr A.B. Joshi Memorial award was presented to Dr D.K. Yadava, ADG (Seeds), ICAR, New Delhi. The 2nd Best Agricultural Extension

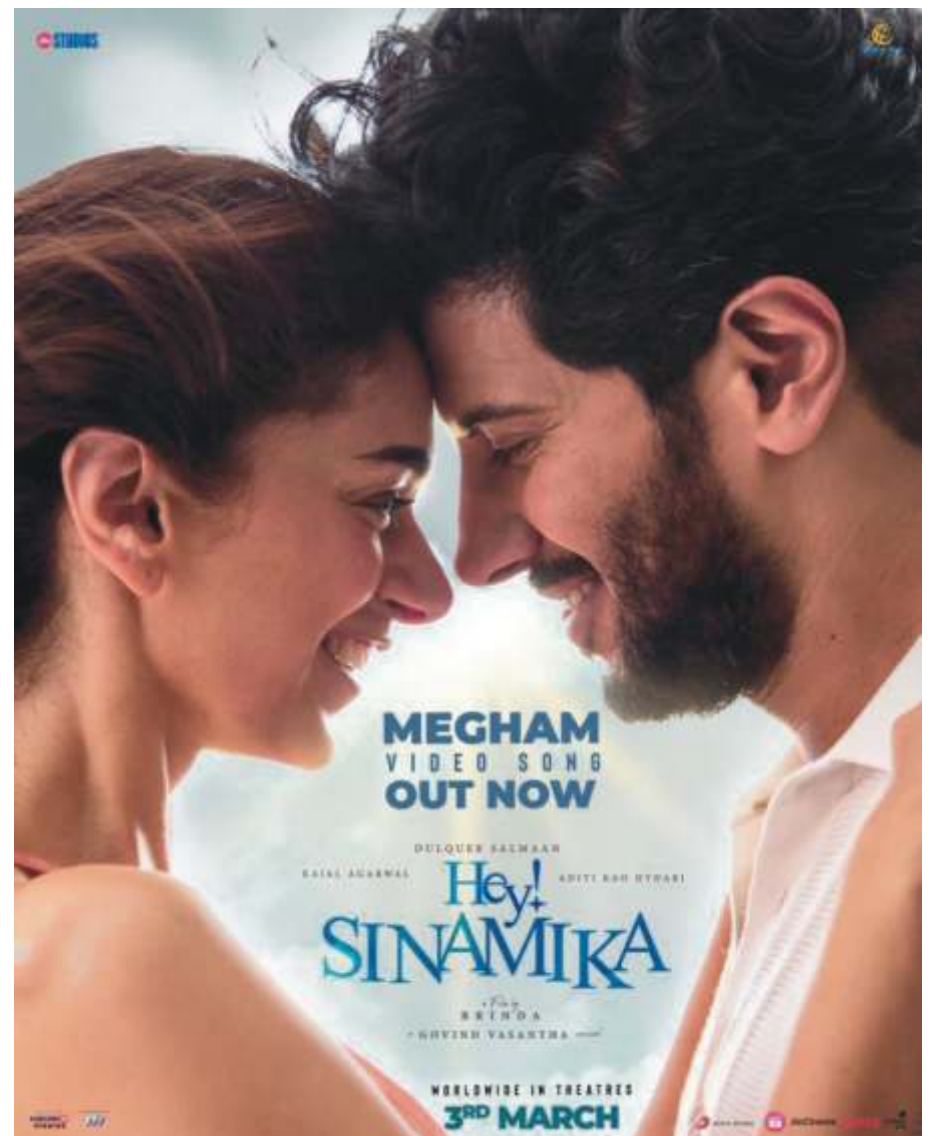
Scientist Award was presented to Dr R.N. Padaria, Head & Professor, Division of Agricultural Extension, IARI, New Delhi. XXII Shri Hari Krishna Shastri Memorial Award was given to Dr A.D. Munshi, Principal Scientist, Division of Vegetable Science, IARI, New Delhi. XXII Sukumar Basu Memorial Award was presented to Dr Rajan Sharma, Principal Scientist, Dairy Chemistry Division, ICAR-NDRI, Karnal and IARI Best Teacher award was given to Dr C.M.Parihar, Division of Agronomy, IARI, New Delhi.

Sh. Kailash Choudhary, Minister of State, Ministry of Agriculture and Farmers Welfare was the guest of Honour during the event. Dr Trilochan Mohapatra, Secretary DARE and Director General, ICAR and Dr Rashmi Aggarwal, Dean and Joint Director (Education) also graced the occasion.

The event was also attended by the other dignitaries including Deputy Director Generals and Additional Director Generals of the Council, former Directors and Deans of the Institute, Project Director (WTC), Head of Divisions and Professors. A large number of Faculty members, Students and staff of the Institute watched the event through virtual mode.

Here's presenting the romantic song Megham featuring Dulquer Salmaan and Aditi Rao Hydari from Hey Sinamika

Chennai, February 12, 2022: If you are a fan of romantic songs, your surely can't give Megham a miss! The first song which features in romantic comedy Hey Sinamika is sung and composed by Govind Vasantha and written by Madhan Karky. While you listen to this upbeat number, here's what director Brinda master has to say about getting Govind on board as the composer. "We knew him as the lead vocalist and mentor of Thaikudam Bridge band. We also loved the Malayalam Fish rock song of Thaikudam Bridge which he had performed on stage umpteen times and wanted to make a song on that tune and use the same energy of the song. Then overnight Govind became a sensation in Tamil film industry with the film '96. Our decision to go with Govind became all the more convincing after the release of the film '96. And we went ahead and used the Fish rock song - which is the first song in the film Megham", she shares. Talking about the song Dulquer says, "Megham has a very upbeat and fresh vibe to it. It's a high energy number and Aditi and I had a blast dancing on this song to Brinda Master's choreography." Aditi adds, "Megham is a peppy number and promises to instantly boost your mood. The music by Govind Vasantha is just phenomenal. Dulquer and I had a great time shooting for this 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 3rd March 2022 in Tamil, Telugu, Malayalam and Kannada.



Director Sathyasiva's next is "Common Man" Starring SASIKUMAR and Haripriya in the lead. Every Story has a Villan but we have a Satan and the Glimpse of Satan has been unveiled. Vikranth plays the role of the Antagonist. Though his looks are like a common herd all his ventures reminds of the Satan (The king of Hell). Gibran Scores the Music of the Movie and bankrolled by T.D.Rajha of Chendur films International.

