

Curtain raiser ceremony and website launch of two-day National Conference organised in New Delhi today on the occasion of 65th anniversary of adoption of the National Calendar of India

Chennai, March 23 2022: As part of Azadi Ka Amrit Mahotsav Curtain raiser ceremony and website launch of two-day National Conference on the occasion of 65th anniversary of adoption of the National Calendar of India was held today in New Delhi. Dr. Srivari Chandrasekhar, Secretary, Department of Science and Technology; Dr. R. Ravichandran, Secretary, Ministry of Earth Sciences; Dr. Shekhar C. Mande, Director General, CSIR and Secretary, DSIR; Prof. Venu Gopal Achanta, Director, CSIR-NPL were among the dignitaries present on the occasion. 'Indian National Calendar', is a scientific expression of India's identity and was adopted constitutionally by our parliament in 1957.



Ujjain, IIT Indore, etc., and social scientific organisations like Rashtriya Dindarshika Prachar Manch, etc. have organised the conference at National level.

Dr. Srivari Chandrasekhar, Secretary, Department of Science and Technology today said "I am delighted that the Ministry of Science and Technology and Ministry of Culture and many other labs have joined today to reconnect ourselves with what we have lost in our past." And hopefully this is a new beginning for all of us which we should take seriously, he also added.

While addressing at the occasion, Dr. Ranjana Aggarwal, Director, CSIR-

NISCAIR highlighted about the importance of chaitya 1944 for the Indians. She mentioned that we are organising two days event in Ujjain and Dongla in collaboration with various ministries, organisations in order to promote national calendar.

Prof. Venu Gopal Achanta, Director, CSIR-NPL said the calendar is scientifically established and it is significant that we are organising this event and promoting our own calendar which is in existence for a quiet long time but it needs to be pushed, accepted and brought into our daily life.

A Two-Day Conference and Exhibition on the National Calendar

of India have been scheduled on April 22-23, 2022 at Ujjain and Dongla (a place on the tropic of Cancer).

To promote and popularise the conference six curtain-raisers of this event have been scheduled on 22 March 2022 at CSIR-NPL, New Delhi; 29 March 2022 at Indian Institute of Astrophysics, Bengaluru; 05 April 2022 at S. N. Bose National Centre for Basic Sciences, Kolkata; 06 April 2022 at Guwahati; 10 April 2022 at Central University of Jammu, Jammu and on 11 April 2022 at University of Mumbai, Mumbai.

These curtain raisers will make the youth aware about the Indian National Calendar. Online registrations have been opened for participation in this event on the website created for this event on <http://bharatacalendar.in>. Selected participants will be given an opportunity to join the conference at Ujjain. An Expo related to the same, lectures, panel discussion and observation sessions will be the part of this conference.

Central Consumer Protection Authority passes order against advertisements of Sensodyne products

Chennai, March 23 2022: The Central Consumer Protection Authority (CCPA) headed by Nidhi Khare recently passed order against misleading advertisements of Sensodyne products which make the claims "Recommended by dentists worldwide" and "World's No.1 sensitivity toothpaste".



Further, to safeguard consumer interest against misleading advertisements and unfair trade practices, CCPA has also issued two advisories. The first advisory was issued on 20.01.2021 calling industry stakeholders to cease making misleading claims that take advantage of the Covid-19 pandemic situation and are not supported by any competent and reliable scientific evidence. The second Advisory was issued on 01.10.2021 highlighting compliance of the provisions of Consumer Protection (e-commerce) Rules, 2020 which require every marketplace e-commerce entity to prominently display all information provided to it by seller under Rule (6) including name, designation and contact information of the grievance officer of the seller.

It may be mentioned that, previously, on 09.02.2022, CCPA had passed order directing discontinuation of advertisement of Sensodyne products which show endorsement by foreign dentists.

It may be mentioned that CCPA had initiated suo-moto action against advertisement of Sensodyne products on various platforms including Television, Youtube, Facebook and Twitter showing dentists practicing outside India (practicing in the United Kingdom) endorsing the use of Sensodyne products namely Sensodyne Rapid Relief and Sensodyne Fresh Gel for protection against teeth sensitivity and making claims that Sensodyne is "Recommended by dentists worldwide", "World's No. 1 sensitivity toothpaste" and "clinically proven relief, works in 60 seconds".

After examination of the response submitted by the company, CCPA observed that the two market surveys submitted by the company in support of its claims "Recommended by dentists worldwide" and "World's

No.1 sensitivity toothpaste" made in the advertisements were conducted only with dentists in India. No cogent study or material were submitted by the company to substantiate the claims made in the advertisements or indicate any worldwide prominence of Sensodyne products. Thus, the claims were observed to be bereft of any reason or justification.

With respect to the claim of "clinically proven relief, works in 60 seconds", CCPA had written to the Drugs Controller General of India, Central Drugs Standard Control Organization (CDSCO) to furnish its comments on the correctness of the claims made by the company. CDSCO has directed The Assistant Drug Controller, Licensing Authority, Silvassa to investigate the claims made by the company since the product in question is manufactured under cosmetic license granted by State Licensing Authority, Silvassa. The Assisting Drug Controller has written to CCPA stating that the claims made by the company are under investigation and further action will be initiated after the hearing process. In view of the communication received from CDSCO and Assistant Drug Controller, Licensing Authority, Silvassa as regards the claim of "clinically proven relief, works in 60 seconds", the matter now rests with Assistant Drug Controller, State Licensing Authority, Silvassa.

Therefore, CCPA has ordered discontinuation of advertisements of Sensodyne products which make the claims "Recommended by dentists worldwide" and "World's No.1 sensitivity toothpaste" within seven days and directed payment of penalty of ₹10,00,000. Also, advertisements which show endorsements by foreign dentists have been ordered to be discontinued as per the earlier order passed by CCPA.

In the wake of consumer sensitivity around Covid-19 pandemic, CCPA took stringent action against misleading advertisements whereby 13 companies withdrew their advertisements and 3 companies made corrective advertisements.

Ministry of Civil Aviation organizing 'WINGS INDIA 2022' from 24th - 27th March 2022 in Hyderabad

Chennai, March 23 2022: Ministry of Civil Aviation(MOCA) and FICCI are jointly organizing WINGS INDIA 2022 - Asia's largest event on Civil Aviation (Commercial, General and Business Aviation), providing a congenial forum catering to the rapidly changing dynamics of the sector. It focuses on new business acquisition, investments, policy formation and regional connectivity. It will provide a much-desired fillip to the aviation, and restructured focused forums shall be instrumental in attaining the objective of connecting the Buyers, Sellers, Investors, and other stakeholders at a common vantage forum 'WINGS INDIA 2022' from 24th - 27th March 2022, Begumpet Airport, Hyderabad, India. Hyderabad being the hub of Aviation, remains the natural host of the event. MOCA is delighted to announce the launch of the next edition of "WINGS INDIA AWARDS 2022" for Excellence in the Civil Aviation Sector. As part of the country's Azadi Ka Amrit Mahotsav (AKAM), the theme of the event is "India@75: New Horizon for Aviation Industry".



created benchmarks and made notable contributions in the area of Civil Aviation in India. The prestigious Award Ceremony will be organized on Thursday, 25th March 2022, on the side-lines of WINGS INDIA 2022.

Shri Jyotiraditya M Scindia, Minister of Civil Aviation will be formally inaugurating the event on 25th March, 2022. Several foreign dignitaries, ambassadors, representatives from various sectors of Aviation like Airlines, Airport Operators, Airports Agencies, Civil Aviation Authorities, Consultant, Engineering, Flight/Simulator Training, Flight Operations / Transportation / Maintenance/Repair & Overhaul Agencies, Pilot / Instructor, Sales, Service or Support etc. will be taking part in the event.

In his message for the event, Shri Scindia said "Wings India 2022 epitomizes the Government of India's commitment to transform India into the world's top civil aviation hub. I am confident that the forum that Wings India provides,

will serve to synchronize policy formation, with concerns of the stakeholders in the civil aviation sector. Hence, it will consequentially bring unprecedented investment and business acquisition opportunities, thereby creating millions of jobs for those looking to enter this industry. Our new Helicopter Policy, Drone Policy, MRO Policy and Flying Training Organization Policy stand as testimony towards our commitment to streamline and promote the entry of Indian industry into opportunities that the Civil Aviation sector has to offer. I look forward to seeing all the stakeholders at Wings India 2022 and celebrating this incredible growth story of the Indian Civil Aviation Sector."

Gen Dr. V.K. Singh (Retd.), Minister of State for Ministry of Civil Aviation has expressed his wishes for the event, "As India continues to emerge towards playing a dominant role globally, its aviation sector cannot be overlooked. This sector acts as a growth multiplier including economic output, jobs and trade enabled

through better connectivity and has proved to be one of the largest contributors to the 'Make in India' initiative. WINGS INDIA 2022 is Asia's largest event on Civil Aviation, providing a congenial forum catering to the rapidly changing dynamics of the sector, focusing on new business acquisition, investments, policy formation and regional connectivity. With all measures taken, for India Aviation, "the sky is the limit". I wish Wings 2022 will be a huge success."

First two days i.e. 24th and 25th March will have different exhibition, discussions, demonstration like Exhibition & Flying Display by SARANG Team (Indian Air Force), roundtable/panel discussion on Helicopter Industry, Business Aviation, Krishi UDAN, Golden Age of Drones, India - US Roundtable with AMCHAM, Drone Demonstration, Inaugural Session: India@75: New Horizon for Aviation Industry, Global CEOs Forum, Wings India Awards 2022 ceremony etc. On 26th and 27th March, 2022, Exhibition & mesmerising Flying Display by SARANG Team (Indian Air Force) will be witnessed and will be open for general public.

For other information about event, website <https://www.wings-india.co.in> can be visited.

Pralhad Joshi Urges Coal Ministry and Coal India Ltd to Deliberate Upon Steps To Enhance Coal Production

Chennai, March 23 2022: Union Minister of Coal, Mines and Parliamentary Affairs Shri Pralhad Joshi said that the Coal Ministry is likely to approach the Ministry of Environment, Forest and Climate Change for certain relaxation in norms so that overall coal production can be further increased. Addressing a virtual function for foundation stone laying of four projects of Northern Coalfields Ltd (NCL), Minister Shri Joshi urged Coal India Ltd and its subsidiaries to further enhance production to attain the set targets in coal production. He pointed out that with steep hike in international prices domestic demand for coal has gone up considerably.



The Minister underscored that sustained supply of coal to the power sector is of paramount importance. He urged CIL and the Ministry of Coal officials to deliberate upon immediate measures

required to enhance coal production. The Minister asked Coal India to complete 35 First Mile Connectivity projects as per the set deadlines. Shri Joshi complimented Northern Coal Field Ltd (NCL) for surpassing coal production target.

The foundation stone has been laid for the projects of Nigahi Coal Handling Plant (10 million ton per annum), Bina-Kakri Coal Handling Plant (9.5 million ton per annum), five lane concrete road of 3.1 Km from Jayant to Singrauli and road of 49.6 Km for coal transportation in NCL projects.

important, the Minister added.

Addressing the function, Secretary Ministry of Coal Dr. Anil Kumar Jain said that investments need to be utilized properly within stipulated time to give more momentum to mechanised transportation of coal. Indian Railways will be requested to increase rake availability as per requirement, he said.

The launch of E-book titled "Redefining Green" under the Sustainable Development Cell (SDC) was another highlight of the function attended by Coal India Ltd CMD Shri Pramod Agrawal, senior functionaries of the Coal Ministry, CIL and NCL.

Earlier, after the welcome address by Shri Bhola Singh, CMD, NCL a presentation on First Mile Connectivity (FMC) projects and road development projects in NCL was made by Director, (Tech/P&P).

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Defence Acquisition Council clears procurement of 14 items worth over Rs 380 crore from iDEX startups/MSMEs for Armed Forces

Chennai, March 23 2022: In a path-breaking initiative, Defence Acquisition Council (DAC), chaired by Raksha Mantri Shri Rajnath Singh, on March 22, 2022, cleared the procurement of 14 items worth Rs 380.43 crore from the Innovations for Defence Excellence (iDEX) startups/MSMEs. These items will be procured by the Indian Army, Navy and Air Force.

The DAC also approved the new simplified procedure for procurement from iDEX startups/MSMEs. This would fast-track the procurement from the startups/MSMEs. The procurement cycle from the AON to contract signing will be around 22 weeks as per the new procedure. Suitable incorporation will be made in the Defence Acquisition Procedure 2022. The DAC also approved the simplified



procedure for Make-II initiative in 2018, has now gathered momentum, and it is expected that around 25-40 items after the successful prototyping by the iDEX startups/MSMEs, will be ready for procurement by this year end.

The iDEX, a game changer in the Defence eco-system, was launched by Prime Minister Shri Narendra Modi in 2018 with the objective of fostering innovation and incorporating cutting-edge and disruptive technologies in the Armed Forces in a quick time-frame. The iDEX scheme, since its

experts from the Services, DPSUs, Industry, Academia, iDEX officials and the startups/MSMEs are involved in the process of co-creation and co-innovation. The aim is to provide at least 50 world class solutions to the Armed Forces and the defence industry in the near future.

The five editions of DISC and the various Open Challenges have been a huge success and have witnessed tremendous interest and participation from the startups/MSMEs. The iDEX is scaling up at a breakneck pace to support more and more innovators and startups. The iDEX startups/MSMEs are now entering the next phase, i.e., productionisation and commercialisation. This will indeed lead to the broad-basing of the defence industrial base.

The iDEX scheme has been instituted under the over-arching mission of the MoD to achieve self-reliance and indigenisation. The iDEX is catalysing the vibrant energy of our startup eco-system and is today steering transdisciplinary innovations/projects. An enterprising network of

NEW TECHNOLOGY IN AGRICULTURAL RESEARCH

Chennai, March 23 2022: The Government promotes use of new technology in Agricultural Research. The Research by ICAR focuses genetic enhancement crops/livestock/fish for high yield, quality and climate resilience, conservation of resources and, development of intelligent IT enabled platform for technology transfer among farmers and stakeholders. ICAR during 2021-22 developed and released 309 varieties/hybrids of field crops including 35 varieties with special traits and 94 varieties of Horticultural crops for cultivation by ICAR.



towards reducing transaction costs, promotion of FPOs to improve their bargaining power. Development of infrastructure have also been given due attention to ensure better connectivity of farmers to national and international market.

High-yielding, cost-saving, disease/pest resistant and climate-resilient varieties and technologies in crops, horticulture, animal and fisheries science developed besides precision farm equipment for production and post production agriculture developed by ICAR have played important role in increasing production and productivity, reducing cost of production and enhancing income of the farmers. Adoption of Farming Systems Models developed by ICAR have also enabled farmers to enhance their income and strengthen their economic condition. Besides, State specific strategies for increasing farmers

income, provided to States by ICAR, are also helping farmers to increase their incomes.

National Agricultural Research System comprising of a total of 102 Research Institutions, 63 State Agricultural Universities, 3 Central Agricultural Universities and 4 Universities having agriculture faculty besides 82 All India Coordinated Research Projects/Network Projects, each having a large number of coordinating centres across the nation, is amongst the largest and strongest research systems of the World. As adequate number of research centres are existing in the country, no new research centres was established during the last three years by the Government.

Due emphasis is given by ICAR to shift research from a commodity-based to farming systems based approach. ICAR has created multidisciplinary research complexes in different regions of the

country to address this. A dedicated Institute "ICAR-Indian Institute of Farming Systems Research (IIFSR), Modipuram" is working on characterizing, creating, studying and refining the farming system models in all the agro-climatic regions. Another institute, ICAR - Mahatma Gandhi Integrated Farming Research Institute has been established to facilitate and promote coordination and dissemination of the technology for integrated farming through network/consortia approach. Sixty-three Region Specific Integrated Farming System models developed by ICAR are demonstrated through the network of research Institutes and Krishi Vigyan Kendras all over the country.

This information was given by the Union Minister of Agriculture and Farmers Welfare Shri Narendra Singh Tomar in a written reply in Lok Sabha today.

In a first, Padma awardees 2022 visit National War Memorial, New Delhi; Pay floral tributes to the bravehearts who have laid down their lives in the service of the Nation

Chennai, March 23 2022: In a new initiative taken by the Government, led by Prime Minister Shri Narendra Modi, Padma award winners for the year 2022 visited the National War Memorial (NWM), New Delhi for the first time, on March 22, 2022. President Shri Ram Nath Kovind had conferred two Padma Vibhushan, eight Padma Bhushan and 54 Padma Shri Awards for the year 2022 at the Civil Investiture Ceremony-I held at Rashtrapati Bhavan on March 21, 2022. The Civil Investiture Ceremony-II is scheduled to be held on March 28, 2022. Those who visited NWM include Padma Bhushan winners Shri Devendra Jhajharia & Shri Sachchidanand Swami and Padma Shri winners Sardar Jagjit Singh Dardi, Shri Kaajee Singh and Pandit Ram Dayal Sharma.

The awardees went around the memorial, paying floral tributes to the Armed Forces personnel



who, since Independence, have made supreme sacrifice to protect the nation's borders. The awardees appreciated the Government's initiative of organising the visit to NWM and its efforts to popularise the monument as a place for people, especially the youth, to visit. The awardees were of the view that the visit to the memorial helps in inculcating the values of patriotism, devotion to duty, courage & sacrifice and instils the feeling of nationalism.

"The NWM is an important monument as it will be a source of inspiration for generations to come. It has gained

wider popularity because youth can now pay their respects and know more about their role models with just a click of a button from anywhere through the Virtual Museum. The digital kiosks set up within the NWM premises is another good initiative," said Padma Shri award winner (Trade & Industry) Sardar Jagjit Singh Dardi.

Another Padma Shri recipient (Art) Shri Kaajee Singh appreciated the distinct design and architecture of NWM and thanked both the President and the Prime Minister for providing such a unique opportunity for them to closely experience the

gallant deeds of the Armed Forces.

The NWM was dedicated to the Nation by Prime Minister Shri Narendra Modi on February 25, 2019. It stands testimony to the sacrifices made by the gallant soldiers since Independence. The monument houses the eternal flame which exemplifies the supreme sacrifice made by a soldier in the line of duty thus making him immortal. Since its inauguration, all homage ceremonies are conducted only at the NWM, including those on National Days. Every evening, Next-of-Kin (NoK) ceremony is held during which NoK of a fallen hero lays wreath at the Memorial, remembering the supreme sacrifice made by the soldier. Dignitaries from home and abroad visit the NWM as part of their schedule and pay homage to the country's brave hearts.

Commission for Air Quality Management reviews progress of Biomass Co-firing /Tendering in TPPs

Chennai, March 23 2022: The Commission for Air Quality Management in NCR & Adjoining Areas (CAQM) convened a meeting with in-charges/representatives of 11 Coal-based TPPs located within 300 km radius of Delhi to review compliance of the Commission's Statutory Direction No. 42 issued last year and take stock of the progress of Biomass Co-firing / Tendering in Thermal Power Plants (TPPs). A summary of biomass usage and tender status in the TPPs, National Mission on Use of Biomass in Thermal Power Plants were presented before the Commission. During the review, the Commission noted that the progress towards co-firing and tendering by the TPPs is not up to the desired levels.

Further, the plants in-charges/representatives of the identified 11 TPPs were advised by the Commission to strictly comply with the Statutory Directions and achieve the targeted quantity of biomass to be co-fired, failing which they shall be liable for suitable penal actions. The 11 Thermal Power Plants are:

02 TPPs of National Thermal Power Corporation (including

National Capital Dabri Thermal Power Plant, Dabri; and Indira Gandhi Super Thermal Power Project, Jhajjar)

03 TPPs of Haryana Government [including Rajiv Gandhi TPS, Hissar Yamuna Nagar TPS (DCRTPP); and Panipat Thermal Power Station (PTPS)]

02 TPPs of Punjab Government (including Guru Gobind Singh Super Thermal Plant, Ropar; and Guru Hargobind Thermal Plant, Lehra Mohabbat)

01 TPP of U.P. Government (Harduaganj TPS) and

03 Private TPPs (including Mahatma Gandhi TPS, Jhajjar; Talwandi Sabo Power Limited, Mansa; and Nabha Power Limited (NPL), Rajpura)

Out of the 11 TPPs, 4 plants including Panipat Thermal Power Station; Talwandi Sabo Power Limited, Mansa; Guru Gobind Singh Super Thermal Power Plant, Ropar and Guru Hargobind Thermal Power Plant, Lehra Mohabbat have still not started the co-firing of biomass as mandated. Short term tenders have been processed by 5 TPPs and long-term tendering has

been initiated only by 2 NTPC TPPs.

As on 15.03.2022, total biomass used in co-firing is 20,843 MT, the total tender awarded is 4.38 LMT and tendering is in process for 38.34 LMT of biomass by 11 NCR TPPs.

Progress reviewed in the Commission with in-charges/representatives of 11 Coal-based TPPs located within 300 km radius of Delhi. Though some progress has been made towards co-firing, the CAQM finds the progress not up to the desired levels. Out of 11 TPPs, co-firing has begun only in 07; 04 TPPs are yet to start co-firing of biomass. Long term tendering process has been initiated only by NTPC. Others are yet to start the same. As on 15.03.2022, total biomass used in co-firing is 20,843 MT, total tender awarded is 4.38 LMT and tendering is in process for 38.34 LMT of biomass by 11 NCR TPPs. Plants in-charges of the identified 11 TPPs advised to strictly comply with the Statutory Directions regarding co-firing failing which they shall be liable for suitable penal actions

The National Mission on Use of Biomass in Thermal Power Plants have taken various steps to

enhance Biomass Co-firing in TPPs of NCR namely:

Issuance of Long-Term Model contract for procurement of Biomass.

Model SOP for all GENCOs.

Preparation of pellet manufacturer vendor database

Farmers' Awareness Programs and Online Capacity Building Programs

On-site programs for farmers

Development of website as an interactive common platform for all the stakeholders.

Procurement of Biomass pellets through GeM portal.

Ex-situ utilization of paddy straw, being an important strategy to control stubble burning, the Commission in September, 2021 had directed all coal-based TPPs within the 300 km radius of Delhi to initiate immediate steps to co-fire biomass-based Pellets, Torrefied Pellets/Briquettes (including paddy straw) up to 5% - 10% of the coal requirement in the power plants. The progress of co-firing will be reviewed on a regular basis.

More than 95% MSMEs benefitted under ECLGS

Chennai, March 23 2022: As informed by the National Credit Guarantee Trustee Company Limited, the agency which operates the Emergency Credit Line Guarantee Scheme (ECLGS), as on 11.3.2022, a total of 117.87 lakh businesses have been supported with 100% guaranteed collateral free loans under ECLGS of which about 95.21% were MSMEs. This was stated by Union Minister of State for Finance Dr Bhagwat Kisanrao Karad in a written reply to a question in Rajya Sabha today.

The Minister stated that the ECLGS was launched in May 2020 as part of the

Aatmanirbhar Bharat Abhiyaan to support eligible Micro, Small and Medium Enterprises (MSMEs) and other eligible business enterprises in meeting their operational liabilities and restarting their businesses in the context of the disruption caused by the COVID-19 pandemic. It covered all the sectors of the economy. 100% guarantee is provided to Member Lending Institutions (MLIs) in respect of the credit facility extended by them under the scheme to eligible borrowers, the Minister added.

The Minister also stated that pursuant to an

announcement made by the Finance Minister in her speech on the Union Budget 2022-23 that ECLGS will be extended till March 2023, Government has extended the scheme by one year, till 31.3.2023.

Giving more details, the Minister stated that the structure of scheme allows easy access to credit as the lenders offer pre-approved loans based on borrower's existing credit outstanding and there is no fresh appraisal undertaken by lenders since additional credit is sanctioned over and above the credit facilities already assessed. Further, the interest rate is

also capped with a view to lower the cost of credit and loans are sanctioned without any processing charges, pre-payment charges and guarantee fee.

On a question on RBI's views on the MSME sector, the Minister stated that RBI has observed in its Financial Stability Report, December 2021 that MSMEs are reflecting signs of stress. In this connection, RBI has informed that the MSME portfolios of Commercial banks indicate accumulation in the non-performing asset and special mention account - 2 categories in September 2021, relative to March 2021.

Muthoot Finance launches Snehasammanam initiative in Chennai offering financial assistance to distinguished artists

Chennai, March 23 2022: Muthoot Finance, India's largest gold loan NBFC Company launched the Muthoot Snehasammanam initiative in Chennai providing financial assistance in the form of a monthly pension scheme to selected distinguished artists, writers, their widows and other dependents who may be facing indigent circumstances for sustaining their lives. This is a part of their ongoing CSR initiatives on the account of Remembrance Day of Shri. M. G. George Muthoot. An event was held at Hotel Gokulam Park in Ashok Nagar, Chennai. It was inaugurated by Chief Guest - Mr. A. M. V. Prabhakar Raja, MLA, Virugambakkam and further presided over by Mr. Sareesh R - Zonal Manager, Tamil Nadu North Zone, Muthoot Finance and the artists were provided with the first disbursement amount.

Muthoot Snehasammanam is a CSR initiative by Muthoot Finance that was launched in 2015 to uplift and provide much needed support to senior artists and performers who are unable to continue performing in their respective fields because of various factors. As often



artists struggle financially or face many battles because of factors like age and illness, their aim is to provide the financial support they seek and reward them for their contribution to the field.

During the period from 2015 to 2021, Muthoot Finance has allocated and disbursed a cumulative spend of Rs. 70, 31,000/- towards the scheme. Several artists from various fields have been benefitted as part of the initiative over the span of six years. In the upcoming years, the company plans to revise the annual outlays higher considering the social impact of the noble cause and enlist more beneficiaries under the scheme.

Speaking about the CSR initiative, Mr. Sareesh R - Zonal Manager, Tamil Nadu, North Zone, Muthoot Finance, said- "Art contributes to the culture of our nation in a major

industry leaves working artists and performers particularly vulnerable. With the continuous lockdowns and a slow recovery rate, artists have faced many challenges wherein a vast majority of them have likely lost some or all of their income, not to mention losing the institutions on which they depend to earn their living. I commend Muthoot Finance to provide them the much needed support they require through their Snehasammanam initiative."

Muthoot Finance had initiated a month-long thread of CSR initiatives all across India, aimed at addressing the needs of the underprivileged, on the account of the Remembrance Day of Shri. M. G. George Muthoot. Aiming to impact the lives of 10,000 people, these initiatives include housing for the underprivileged (under the flagship Muthoot Aashiyana Housing Project), support for differently-abled people (under the patronage of Snehasancharini Project), providing healthcare facilities, scholarships to deprived and deserving students, sustainable livelihood support to migrant labourers and contributing towards the Swachh Bharat Mission.

way. Often the contribution made by artists is undervalued which adds up to the financial struggle that they end up facing in their journey, besides other barriers. At Muthoot Finance, we aim to uplift the artists, while also shedding light on the importance of art in our lives. This is in continuation to our ongoing CSR initiatives on the account of Remembrance Day of Shri. M. G. George Muthoot. A visionary in the industry, he always recognized the importance of art and believed in supporting the artists."

Speaking on initiative, Mr. A. M. V. Prabhakar Raja, MLA, Virugambakkam, the Chief Guest at the event said, "The pandemic has affected the lives of everyone in some way or the other. During such catastrophes, the structure of the arts and cultural

TTK Prestige launches first-of-its-kind Swish induction cook-top with innovative space saving and cord winding features

Chennai, March 23 2022: TTK Prestige's newly launched and first-of-its-kind Swish induction cooktop is a must-have for every urban Indian kitchen where space is a major constraint. Packed with a host of innovative and unique features, Swish is the only induction cooktop to save space with its compact, sleek and elegant form.

Home cooks across the country will be wowed by the cooktop's advanced functionality coupled with stylish aesthetics, which makes the Swish a must-have for every Indian kitchen. Meticulously crafted keeping convenience at the forefront, the Swish is easy to store with a unique design.

Premium glass and soft-touch buttons add to the visual appeal of the cook-top. A slot behind the induction allows the user to hang it on any hook on the wall after use. The easy to store feature makes it a perfect choice for urban kitchens as it saves space and creates a stunning visual impact. After use, the power cord can be



wound around the slot available in the back of the body and the induction can be neatly hung on a wall.

The innovative Swish cook-top comes ready with Indian menu options that help you prepare authentic Indian food like chapati, idli and dosa with a single touch button. It also offers tech features such as an automatic power and temperature adjustment for different food items. TTK Prestige Swish induction cook-tops come with unique dual heat sensors to ensure that the appliance heats up within the permissible safety band. The anti-magnetic wall

effectively blocks surplus magnetic energy dissipated to reduce magnetic radiation's influence on the surrounding, making it more efficient. The automatic keep warm function ensures that food is always hot. Whilst the in-built automatic voltage regulator not only takes care of voltage variance but also ensures that the load is taken by the appliances gradually for durability and better performance. The 2000W Swish ensures faster cooking, so that the home cook can reduce the time spent in the kitchen.

Over the last 66 years, TTK Prestige has emerged into the go-to innovative kitchen appliances brand for home-cooks across the country. In fact, it is estimated that there exists a TTK Prestige product in nearly every Indian kitchen. The brand operates on the pillars of trust, safety and health, which forms the basis of every TTK Prestige product. Right from inception, the brand has addressed the pain points of home-cooks across the country. With the launch of the Swish induction cook-top, TTK Prestige is driving innovation to ease the busy lives of Indian home-cooks.

The Swish comes with a one-year warranty and the Design is Registered (Design registration No. 345831-001). Available at an introductory price of INR 5245, the Swish induction cook-top can be purchased at Prestige Xclusive stores, select dealers and the brand's exclusive e-store www.prestigexclusive.in and other leading e-commerce sites.

Cholesterol and Heart Attacks the Myths and the Truth

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Chennai, March 23 2022: With so many young people getting heart attacks and some succumbing (the most recent one being cricketer, Shane Warne), it is imperative for us to have a deeper understanding as to why we are seeing this alarming trend. The general impression is that heart attacks are simply due to cholesterol block (plaque) in the blood vessels (coronary arteries) supplying blood to the heart muscle, leading to damage to the muscle. Of course, the damage to the heart muscle is due to loss of blood supply, but why the plaque causes sudden block is a little more complex than it appears. Because, some degree of cholesterol plaques in our arteries will be there in all of us as we grow older. It can be considered as a part of aging. In fact, the precursor of the plaque, what is medically called the Fatty Streak, may be present in our coronaries even when we are in our mother's womb. Then why do few people get heart attacks, and few do not, why do some people get it at an early age and some at an extremely late stage in life, why do some succumb to the attack, and some survive? There-in lies the story.

The last few decades have seen the vilification of cholesterol (a fat like substance found in your blood) as being the main culprit for heart attacks and the glorification of statins (cholesterol lowering drugs) as the panacea for all the evils of cholesterol. Then there was a backlash and sensationalist propaganda in social

media and the popular press that cholesterol is good for us and is a vital element of our nutritional needs and that the general population was being taken for a ride by the pharma companies. The actual truth lies somewhere in between.

Yes, cholesterol is needed by our body. It is a responsible for the elasticity and integrity of cell membranes, for signal transmission through nerves, and for production of certain hormones etc. But here is the catch. Your recommended daily need is only 300mg of cholesterol. Anything more than that is poison. Yes, only about 20% of the cholesterol comes from our diet and more than 80% of cholesterol is produced by our liver. Yes, dietary cholesterol comes only from animal products. Fruits, vegetables, grains and all other plant foods do not have any cholesterol at all. But your liver converts saturated fat and trans fats from vegetable source to cholesterol. It also converts some of the excess of carbohydrates, fats and proteins that you consume into cholesterol. So, even if you are a vegetarian/vegan, you can have high cholesterol levels if you consume excess of any category of food. Another very important factor is your genes which determine how much cholesterol your liver produces. The importance of your genetic profile cannot be understated.

Approximate cholesterol content of some common food items-

-one cup curd has 30 mgs, one teaspoon of butter has 10 mgs, one egg has 200 mgs, 100 gm of mutton has 110 mgs, one cup whole milk has 35 mgs, 100 gm of animal liver has 600 mgs of cholesterol. So, you can roughly calculate the amount of cholesterol that you consume directly every day. Add to this the 80% of cholesterol manufactured by the liver from vegetable oils and excess carbs, fats, and proteins that you consume. And this is not possible to measure.

Now, coming to heart attacks, high cholesterol is not the only cause of this problem. Therefore, you may get an attack even if your cholesterol levels are normal. There are many other factors that come into play leading to a heart attack. But the plaque that ruptures in your coronary artery causing the heart attack, is made of cholesterol. Hence the importance of cholesterol as a culprit for heart attacks

The real reason for heart attacks lies in the Endothelium, the inner lining of the blood vessels. All the risk factors for coronary artery disease (CAD), like diabetes, hypertension, smoking, stress, hyperlipidemia (and there is a big list), cause damage to this inner lining by INFLAMMATION (something akin to the graze that you get on your skin when you fall down). Stress is a major factor in today's world and often overlooked. Once the endothelium is inflamed, it lays the foundation for rupture of the cholesterol plaque and consequent

clotting of blood in the coronary artery, leading to a heart attack. The earlier in life a person develops cardiac risk factors, the earlier will he get a heart attack. The greater number of risk factors he has, the greater chances of heart attack. The bigger the blood vessel blocked, the higher risk that he may lose his life due to the heart attack. The more stress he has, the greater chance he will get a heart attack. Extreme exercise is another cause for endothelial inflammation leading to heart attack. The recent Covid 19 pandemic is a classic example of diseases that can cause endothelial inflammation leading to heart attack.

What can we do to lower the inflammation? First and foremost, control your risk factors. If you are a diabetic, meticulously keep your sugar under control. If you are hypertensive, keep your BP under control etc. Second, practice a healthy lifestyle, regular walking/exercise, healthy diet, avoid smoking, reduce stress etc. Practicing yoga, meditation and other forms of relaxation methods help reduce inflammation in the body.

The age-old idiom that prevention is better than cure, is very, very relevant today.

Cabinet approves extension of applicability of New Investment Policy-2012 for three units of Hindustan Urvarak and Rasayan Limited

Chennai, March 23 2022: The Cabinet Committee on Economic Affairs chaired by Prime Minister Shri Narendra Modi, has given approval for the proposal of the Department of Fertilizers for extension of applicability of New Investment Policy (NIP)-2012 for the three units of Hindustan Urvarak & Rasayan Limited (HURL) viz. Gorakhpur, Sindri and Barauni.

HURL, incorporated on 15th June, 2016 is a Joint Venture Company by Coal India Limited (CIL), NTPC Limited (NTPC) and Indian Oil Corporation (IOCL). HURL is reviving the erstwhile Gorakhpur and

Sindri Units of FCIL and Barauni Unit of GFCL by setting up new gas based Urea Plants with the installed capacity of 12.7 Lakh Metric Ton Per Annum each (ILMTPA). The cost of three HURL Urea projects is Rs. 25,120 crore. GAIL is supplying Natural Gas to these three units of HURL.

The state-of-the-art based HURL Plants are a part of the initiative taken by the Government to revive the closed urea units of SCIL/HFCL in order to achieve self-sufficiency in urea sector. The commissioning of the three units will add 38.1 LMTPA indigenous urea production in the country and help to

realize the vision of the Hon'ble Prime Minister to make India 'Atmanirbhar' (self-reliant) in the urea production. The Project will not only improve the availability of fertilizer to farmers but will also give a boost to the economy in the region including development of infrastructure like roads, railways, ancillary industry etc. besides ensuring food security to the nation.

All three HURL units have various unique features like state of the art blast proof control room equipped with DCS (Distributed Control System), ESD (Emergency Shutdown System) and

environment Monitoring Systems. There is no offsite waste water disposal in these plants. The systems are operated by the highly motivated, dedicated, well trained operators. HURL-Gorakhpur unit has India's first Air Operated Bulled Proof Rubber Dam of 65 mtrs length and 2 mtrs height.

These three facilities integrate the world's best technologies aiming to meet the demand for urea in Seven States of India, namely Uttar Pradesh, Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, West Bengal and Odisha.

Cabinet approves Minimum Support Price of Raw Jute for 2022 -23 season

Chennai, March 23 2022: The Cabinet Committee on Economic Affairs, chaired by the Prime Minister, Shri Narendra Modi, today approved the Minimum Support Price (MSP) for Raw Jute for 2022-23 season. The approval is based on recommendations of the Commission for Agricultural Costs and

Prices. The MSP of Raw Jute (TDN3 equivalent to TD5 grade) has been fixed at Rs.4750/- per quintal for 2022-23 season with an increase of Rs.250/- over the previous year. This would ensure a return of 60.53 percent over all India weighted average cost of production. The announced MSP of raw jute for 2022-

23 season is in line with the principle of fixing the MSP at a level of at least 1.5 times all India weighted average cost of production as announced by the Government in the Budget 2018-19.

It assures a minimum of 50 percent as margin of profit. It is one of the important and progressive steps towards ensuring

better remunerative returns to the jute growers and to incentivize quality jute fibre.

The Jute Corporation of India (JCI) will continue as Central Government Nodal Agency to undertake Price Support Operations and the losses incurred, if any, in such operations, will be fully reimbursed by the Central Government.

PM to inaugurate Biplobi Bharat Gallery at Victoria Memorial Hall, Kolkata on Shaheed Diwas

Chennai, March 23 2022: On the occasion of Shaheed Diwas, Prime Minister Shri Narendra Modi will inaugurate Biplobi Bharat Gallery at Victoria Memorial Hall, Kolkata on 23rd March at 6 PM via video conferencing. Prime Minister will also address the gathering

during the event. The Gallery displays the contribution of the Revolutionaries in the freedom struggle and their armed resistance to British colonial rule. This aspect has often not been given its due place in the mainstream

narrative of the freedom movement. The purpose of this new gallery is to provide a holistic view of the events that led up to 1947 and highlight the important role played by the Revolutionaries.

Biplobi Bharat Gallery depicts the political and intellectual backdrop that

triggered the Revolutionary movement. It showcases the birth of the revolutionary movement, formation of significant associations by revolutionary leaders, spread of the movement, formation of Indian National Army, contribution of Naval Mutiny, among others.