

**India well set to become the global hub of content creation and post production: I&B Minister Anurag Thakur**  
**The size of Media & Entertainment Industry to touch Rs 4 lakh crores by 2025 Minister calls for strengthening start-up culture in the M & E sector**

Chennai, June 26 2022: Union Minister for Information & Broadcasting Shri Anurag Singh Thakur has said that the rapidly expanding digital infrastructure in the country and ongoing advancements taking place in the AVGC (Animation, Visual Effects, Gaming and Comics) sector have the potential to make India the preferred Post-Production hub of the media and entertainment industry.

Delivering the keynote address at the National Conference on 'Changing Landscape of Media & Entertainment 2022' organized by the Symbiosis Skill & Professional University in

Pune, Shri Thakur said "a solid digital foundation for the AVGC sector is emerging across the country and the Government has established a Task Force for the AVGC sector in order to develop world class creative talent to meet domestic and global demand".

The Minister said the Media & Entertainment ecosystem is a sunrise sector expected to generate Rs 4 lakh crores annually by 2025 and reach \$100 billion or Rs 7.5 lakh crore industry by 2030. He further said that Government of India has designated audio-visual services as one of the 12 Champion Service Sectors

and announced key policy measures aimed at nurturing sustained growth.

The Minister said the radio, film and entertainment industry has a huge employment opportunity as we leapfrog into the digital era of quality content creation. "Many job roles have emerged in the field - video editing, colour grading, Visual Effects (VFX), sound design, rotoscoping, 3D modeling etc. "Each job role in this sector requires a specific set of skills and competencies. It is imperative for industry and academia to come together and design programs relevant to the needs of this sector" he



said. Shri Thakur said the government is also exploring new partnerships with the private sector to ensure Indian students are in tune with the upcoming technology trends in the sector.

Shri Thakur said Prime Minister Narendra Modi's enthusiasm for technology has provided an oasis of opportunities to give wings

of India 2021, Shri Thakur said several of those talents have been creatively contributing to the media and entertainment sector and some have established successful start-ups.

Speaking about the growing start-up ecosystem in India, Shri Thakur said, even during the Covid pandemic period India added as many as 50 Unicorn start-ups, which speaks volumes about India's entrepreneurial spirit. The Minister said he hopes to see more and more start-ups emerging from the talent pool produced by leading film schools like FTII and SRFTI too.

Speaking about the '75 Creative Minds of Tomorrow' project undertaken during International Film Festival

creation industry in India has undergone a massive uplift with 'Digital India', Shri Thakur said "with quality content, easy access and an eager audience, India is ready to narrate its own success story and become a content creation hub". Shri Thakur further said that efforts of technical people behind the scene should be adequately recognized and rewarded, moving beyond our current focus on lead characters.

Oscar and BAFTA Awards winning sound designer Resul Pookutty was the Guest of Honour at the National Conference. He said the educational institutions should revive the ancient Indian tradition of imparting wisdom to the

India as a Global Content hub

Stating that the content

students to face the outside world, besides developing skill sets.

Emerging fields of opportunities in Animation, VFX, Gaming and Comics, Opportunities in OTT, TV and Film Production, Augmented Reality / Virtual Reality Immersive media skills etc were the main topics of the National Conference. Who's who of the Media and Entertainment industry, Dr. S B Majumdar, Chancellor of Symbiosis Skills and Professional University, Pro-Chancellor Dr. Swati Majumdar, Vice Chancellor Dr Gauri Shiurkar were among those present.

of imparting wisdom to the

**"MSMEs form the backbone of any economy, contributing significantly to the GDP growth and creating employment for a large segment of the population. In India, Sridhar Vembu, CEO and Co-founder, Zoho Corp.**

Chennai, June 26 2022: On the occasion of World MSME Day, Sridhar Vembu, CEO and Co-founder, Zoho Corp. said: "MSMEs form the backbone of any economy, contributing significantly to the GDP growth and creating employment for a large segment of the population. In India, MSMEs are well positioned to revive industries like textile and help create manufacturing hubs for everyday items that we consume. Various initiatives from the government under schemes like Digital India and Make in India, have pushed digital adoption in MSMEs. This can help in improving efficiency and productivity, while creating room for investing in research and innovation. As more MSMEs emerge across the country in

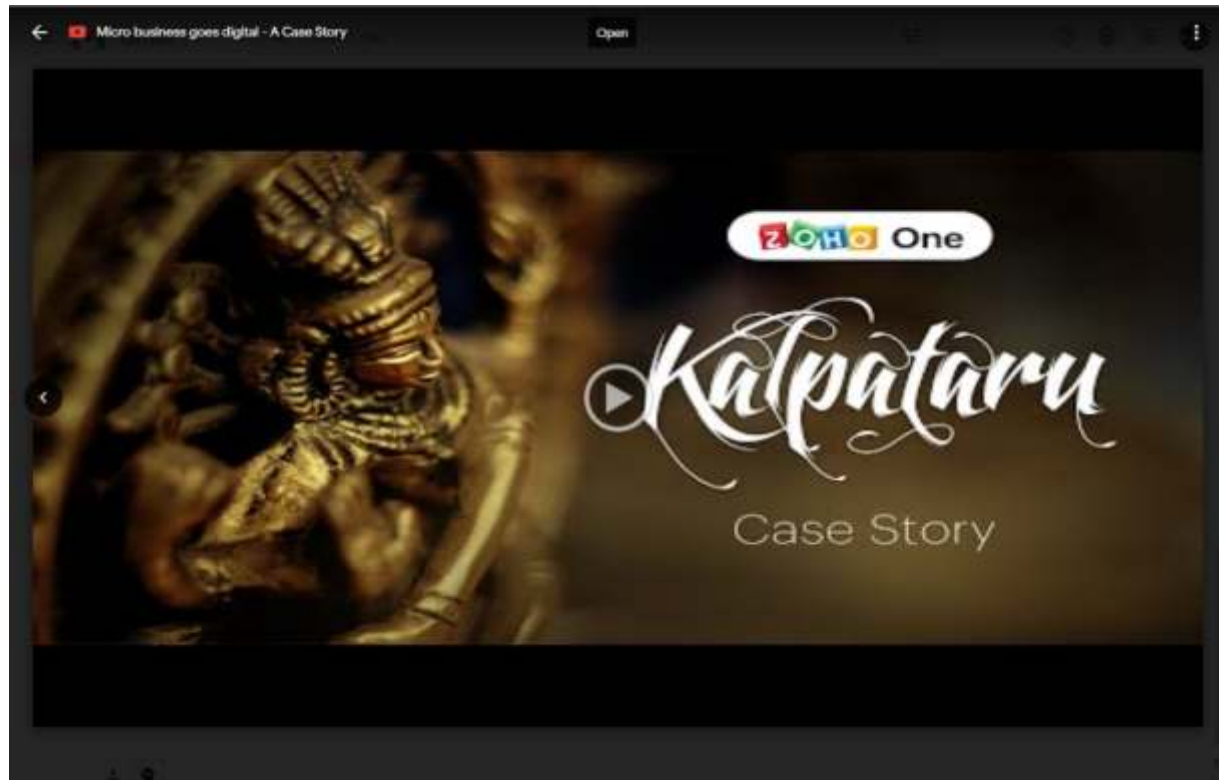
diverse locations, they can help in revitalising rural areas and turn them into economic powerhouses."

Zoho works closely with MSMEs to create digital literacy, help them overcome resistance to technology and digitally transform, while also providing skill development and technology counselling. Zoho has a dedicated programme—Zoho Empower—that works with MSME clusters.

**Customer success**

One of the small businesses that leveraged Zoho's technology to digitise its operations, and pivot during the pandemic is Kalpataru, a small retail shop selling pooja (ritual) items in Guduvancheri, near Chennai.

Bhavani Sai Venkat, a



former nursery school teacher, started Kalpataru

in 2020. After exploring multiple e-commerce

platforms that charged hefty fees, she discovered

Zoho Commerce, and set up her store

kalpatarutrading.com in a matter of weeks on her own. "When I started exploring ways to manage and engage with the website traffic, I discovered SalesIQ and PageSense that allowed me to study visitor behaviour and engage with them through chatbots," said Bhavani. She started mapping visitors who showed interest to Zoho CRM using rules and workflows, and started engaging with them through email newsletters, informing them about new products and offering exclusive discounts.

Bhavani switched to Zoho One that provided her access to 45+ apps at a better price. She tracked orders through Zoho Mail, conducted interactive online sessions—such as singing contest for children

during festivals like Navratri—on Zoho Meeting, and used Zoho Survey to gather feedback. "I had access to all the apps I needed to increase customer satisfaction and optimise customer touchpoints. When I first set up the online store we had about 600 visitors. We started promoting the store using Zoho tools during festivals and received around 27,000 visitors. Even without having a tech background, I could easily learn to use these apps. The seamless experience with Zoho One made our business process much simpler and easier to handle," she adds. Over time, all these measures have helped Bhavani convert small orders into bulk orders and establish herself as a successful small business owner.

**Union Minister of Youth Affairs and Sports calls for enrollment of more youth volunteers in nation building; digitisation drive to ensure connectivity of all volunteers**

Chennai, June 26 2022: Kevadia: The Union Minister of Youth Affairs and Sports Shri Anurag Singh Thakur called upon states to increase enrollment of youth volunteers in the Nehru Yuva Kendra Sangathan (NYKS) and National Social Service (NSS) programmes as a way to increase the involvement of youth in nation building. The second day saw the presence of Honourable Chief Minister of Gujarat Shri. Bhupendra Patel.

of Youth Affairs and Sports at Kevadia in Gujarat, Shri Thakur pointed to the key role that youth volunteers had played in serving civil society during the Covid pandemic and said that states must tap into the huge youth potential of India and engage them in a range of nation-building projects. He stressed on the need to use technology to bring the youth of the nation together and create a mobile App that would ensure last mile connectivity of youth volunteers across the nation.

The two-day



conference that saw representatives from 33 states and Union territories including 15 ministers of Youth Affairs and Sports from various states was a national platform of discussions and deliberations on the way to make India a sporting nation. During the discussions Shri. Thakur

said that there is a need to develop a common information bank of all states which could reflect existing infrastructure in different regions and sporting disciplines, number of coaches, equipment facilities so that future planning can be done easily. "We need to take a scientific

approach towards our forward planning. There are states who are good at certain games, they have better coaches and

better infrastructure that could be used by athletes from other states as well.

Coordination will be the key to achieve the

vision of Honourable Prime Minister Shri. Narendra Modi ji to see India among the Top 10 sporting nations in the world. We always have

to keep the athlete at the centre and look at their ease of living even while planning our policies," he said.

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## “சீனு ராமசாமி என் மகன்” மாமனிதன் படம் பார்த்து இயக்குனர் பாரதிராஜா நெகிழ்ச்சி யதார்த்தத்தை பேசும் விஜய் சேதுபதியின் ‘மாமனிதன்’

சென்னை, ஜூன் 26 2022: சீனு ராமசாமி மற்றும் விஜய் சேதுபதி கூட்டணியில் உருவாகி வரும் திரைப்படங்களுக்கு ரசிகர்களிடையே நல்ல வரவேற்பு இருந்து வருகிறது. அந்த வகையில் இந்த கூட்டணியில் உருவாகியுள்ள திரைப்படம் ‘மாமனிதன்’. இந்த படத்தை யுவனின் ஓம்.எஸ்.ஆர் நிறுவனம் தயாரித்துள்ளது.

இந்த படத்தில் விஜய் சேதுபதி கதாநாயகனாகவும், காயத்ரி கதாநாயகியாக நடித்துள்ளனர். முதல் முறையாக இப்படத்திற்காக இசைஞானி இளையராஜாவும், யுவன் ஷங்கர் ராஜாவும் இணைந்து இசையமைத்துள்ளனர். குடும்ப உறவுகளை பற்றி பேசும் இப்படத்தின் கதை நல்ல வரவேற்பு இருக்கும்.

மனசாட்சிக்கு பயந்து ஒரு மனிதனாக வாழ முயற்சிக்கும் ஒவ்வொரு மனிதனும் மாமனிதன் தான் என்கிற ஒன் லைனை அழகாக படமாகவும் பாடமாகவும் கொடுத்திருக்கிறார் இயக்குனர் சீனு ராமசாமி.

தென்மேற்கு பருவக் காற்று, தர்மதுரை, இடம் பொருள் ஏவல் படங்களை தொடர்ந்து 4வது முறையாக விஜய் சேதுபதி - சீனு ராமசாமி கூட்டணி அமைந்துள்ளது.

‘அப்பன் தோத்த ஊர்... புள்ளைங்க ஜெயிக்கிறது கஷ்டம்’ என்கிற ஆழமான அழுத்தமான வசனத்தை விஜய்சேதுபதி சொல்லும் இடத்தில் தான் படத்தின் கதையே புரிகிறது. அப்படியொரு சூழலில் தனது பிள்ளையை ஜெயிக்க வைக்க தலை நிமிர்ந்து வாழ வைக்க தலை மறைவு வாழ்க்கையை வாழ்ந்து கொண்டு ராதாசுக்ஷணக் கதாபாத்திரத்தில் விஜய்சேதுபதி செய்யும் வேலைகள் தான் படத்தின் மையக் கரு. அதிகம் படிக்காத விஜய்சேதுபதி அந்த ஊரிலேயே முதல் முறையாக ஆட்டோ

ஒட்டுநராக ஆகிறார். ஊரில் நல்ல மனிதன் என்கிற பெயரை எடுக்கும் விஜய்சேதுபதிக்கு தீராத களங்கம் ஒன்று ஏற்பட அதிலிருந்து தன்னையும் தனது குடும்பத்தையும் எப்படி காப்பாற்றுகிறார் என்பது தான் மாமனிதன் படத்தின் கதை.

நல்லவன்னு பெயர் எடுக்க நாளாகும்

ஒரு குடும்பத்தில் ஒரு துளி விஷம் கலந்தாலும் அந்த பால் குடமே எப்படி விஷமாக மாறிவிடுகிறது என்பதை கதையின் போக்கிலேயே சொல்லி இருக்கிறார் இயக்குனர் சீனு ராமசாமி. கத்தி, துப்பாக்கி, அடிதடி என சாமானிய மக்களின் வாழ்வில் அன்றாடம் நிகழாத ஏதார்த்தத்தை மிஞ்சிய சினிமாக்களே நம்மை பிரமிக்க வைக்கும் நிலையில், வாழ்வியலாக வந்து ரசிக்க வைத்துள்ளது விஜய் சேதுபதியின் மாமனிதன். நல்லவன்னு பெயர் எடுக்க நாளாகும் என சொல்வார்கள். இந்த படத்தில் விஜய்சேதுபதி எப்படி மக்களின் நம்பிக்கை பெறுகிறார் என்பதை கடைசியாக காட்ட அவரது ஆட்டோவில் பயணம் செய்யும் ஒருவரின் நகை ஆட்டோவிலேயே மில் ஆகிவிடுகிறது. அதை தனது இல்லாமிய நண்பராக வரும் ஜோக்கர் குரு சோமசுந்தரத்துடன் சேர்ந்து கண்டு பிடித்து கொடுக்க ஹீரோயின் காயத்திரியின் கல்யாணத்திற்காக அவங்க அப்பா சேர்த்து வைத்த நகை தான் காணாமல் போனது என்பது தெரிய வருகிறது. ஆட்டோக்காரர்கள் நகையை திருப்பிக் கொடுத்தார்கள், பணத்தை திருப்பிக் கொடுத்தார்கள் என நான்கோறும் செய்திகள் வந்த வண்ணம் உள்ளன.

காயத்திரிக்கு அவங்க அப்பா மாப்பிள்ளை பார்ப்பதை அறிந்து கொள்ளும் விஜய்சேதுபதி காத்துவாக்குவ ரெண்டு காதல் படத்தில் வருவது



**விமர்சன ரீதியாக அனைவரது பாராட்டுகளையும் பெற்று வரும் மாமனிதன் திரைப்படத்தை கண்டு ரசித்த இயக்குனர் பாரதிராஜா இயக்குனர் சீனுராமசாமி தேரில் அழைத்து பாராட்டியுள்ளார். சிறந்த படத்தை இயக்கியுள்ள சீனு ராமசாமி அவர்களை தேரில் அழைத்து பாராட்டிய இயக்குனர் பாரதிராஜா, இயக்குனர் சீனுராமசாமி “என் மகன்” என புகழாரம் சூட்டியுள்ளார் என்பது குறிப்பிடத்தக்கது.**

போல அவரும் அதற்கு உதவி செய்வது போல, தனது ஜாதகத்தையும் உள்ளே வைக்கிறார். காயத்திரியை ஒரு தலையாக காதுவிக்க பின்னர் இருவரும் காதுவித்து திருமணம் செய்து கொள்கின்றனர். குழந்தை குட்டி என சந்தோஷமாக செல்லும் குடும்பத்தில் திடீரென ஒரு கனாமியாக ஒரு பிரச்சனை கிளம்புவதில் தான் மாமனிதன் படமே ஆரம்பிக்கிறது. வஞ்சகர் என தெரியாமல் தொழிலதிபர் ஒருவரது வலையில் சிக்கி தன்னுடைய பெயரையே கெடுத்துக் கொள்ளும் விஜய்சேதுபதி அந்த ஊர விட்டுத் தனது குடும்பத்தையும் விட்டு ஒடி ஓடிய வேண்டிய சூழ்நிலை உருவாகி விடுகிறது.

தொலைத்த இடத்தில் தானே இழந்த பொருளை தேட முடியும் என தன்னையும் ஊரையும் ஏமாற்றும் அந்த நபரை தேடி அலையும் ஹீரோ குடும்பத்தை காப்பாற்ற சம்பாதித்து தனது இல்லாமிய நண்பரான குரு சோமசுந்தரத்தின் மூலம் பணம் அனுப்பி வைக்கிறார்.

காண்பித்துள்ளார்.

## சூப்பர் ஸ்டார் ரஜினிகாந்த், உதயநிதி ஸ்டாலின் என அனைவரது பாராட்டையும் பெரும் ‘777 சார்லி’

சென்னை, ஜூன் 26 2022 : ரசுலித் ஷேட்டி முக்கிய கதாபாத்திரத்தில் நடித்து திரையரங்குகளில் வெற்றிகரமாக ஓடிக்கொண்டிருக்கும் ‘777 சார்லி’ திரைப்படம் சூப்பர் ஸ்டார் ரஜினிகாந்த் மற்றும் உதயநிதி ஸ்டாலின் உட்பட பல பிரபலங்கள், விமர்சகர்கள் மற்றும் பார்வையாளர்களால் பாராட்டப்பட்டு வருகிறது.



படத்தைப் பார்த்த ரஜினிகாந்த், ரசுலித் ஷேட்டியை தொலைபேசியில் அழைத்து, ஒட்டுமொத்த குழுவின்களின் உழைப்பைப் பாராட்டினார்.

இது குறித்து தனது ட்விட்டர் பக்கத்தில் பகிர்த்த நடிகர் ரசுலித் ஷேட்டி, “இந்த நாளின் தொடக்கமே மிக அற்புதமாக இருக்கிறது. ரஜினிகாந்த் சாரிடம் இருந்து தொலைபேசி அழைப்பு வந்தது. நேற்று இரவு அவர் ‘777 சார்லி’ படம் பார்த்து, அதுகுறித்து பாராட்டியுள்ளார். படம் உருவாக்கப்பட்ட விதம், அதன் வடிவமைப்பு முதலானவற்றைப் பாராட்டிய அவர் படத்தின் கன்னமாகல் காட்சி குறித்து

மிகவும் வியந்து பாராட்டினார்,” எனக் குறிப்பிட்டுள்ளார். தொடர்ந்து மற்றொரு பதிவில் நடிகர் ரசுலித் ஷேட்டி, ‘சூப்பர் ஸ்டாரிடம் இருந்தே நேரடியாக இந்த தகையை வார்த்தைகளைக் கேட்பது மகிழ்ச்சி தருகிறது. மிக்க நன்றி ரஜினிகாந்த் சார்!’ என்று கூறி நடிகர் ரஜினியையும் தனது பதிவில் டேக் செய்துள்ளார்.

இதே போல நடிகர், தயாரிப்பாளர், சட்டமன்ற உறுப்பினர் உதயநிதி ஸ்டாலின் ‘777 சார்லி’ படத்தை பாராட்டியுள்ளார். பரம்வாஹ்

எஸ் காஷ்யப் ஒளிப்பதிவை கையாள, பிரதீக் ஷேட்டி படத்தொகுப்புக்கு பணி களை மேற்கொண்டுள்ளார்.

### படக்குழுவினர்:

நடிப்பு: சார்லி, ரசுலித் ஷேட்டி, சங்கீதா சிருங்கேரி, ராஜ் பி ஷேட்டி, டேனிஷ் சைட், பாபி சிம்ஹா மற்றும் பலர். தயாரிப்பு: ஜி எஸ் குப்தா மற்றும் ரசுலித் ஷேட்டி வெளியீடு: கார்த்திக் சுப்பராஜின் ஸ்டோன்ஹெட்சர் பிலிம்ஸ் எழுத்து & இயக்கம்: கிரண்ராஜ் கே இசை மற்றும் பின்னணி இசை: நோபின் பால் ஒளிப்பதிவு: அரவிந்த் எஸ் காஷ்யப் படத்தொகுப்பு: பிரதீக் ஷேட்டி தயாரிப்பு வடிவமைப்பு: உல்லாஸ் ஹைட்ரோ ஒளிப்பதிவு: எம் ஆர் ராஜ்கிருஷ்ணன் கலரிஸ்ட்: ரமேஷ் சிபி ஆடை வடிவமைப்பாளர்: பிரகதி ரிஷப் ஷேட்டி சண்டைக்காட்சிகள்: விக்ரம் மோர் நாய் பயிற்சியாளர்: பிரமோத் பி.சி வசனம்: கே என் விஜய்குமார் (தமிழ்) பாடல்கள்: மோகன் ராஜா, மதுரகவி, முத்தமிழ் (தமிழ்) மக்கள் தொடர்பு: நிகில் முருகன் (தமிழ்)

## தென்னிந்திய திரைப்பட மற்றும் தொலைக்காட்சி கலைஞர்கள் மற்றும் டப்பிங் கலைஞர்களின் நலனுக்காக நடிகர் ராதாரவி ஏற்பாட்டில் சிறப்பு மருத்துவ முகாம்

சென்னை, ஜூன் 26 2022: அல்லும் பசுலும் அயராது உழைத்து வரும் கலைஞர்கள் தங்களது உடல் நலன் குறித்து அவ்வளவாக கவலைப்படுவதில்லை. இதை கருத்தில் கொண்டு, தென்னிந்திய திரைப்பட மற்றும் தொலைக்காட்சி கலைஞர்கள் மற்றும் டப்பிங் கலைஞர்கள் சங்க உறுப்பினர்களின் நலனுக்காக மூத்த நடிகரும் டப்பிங் சங்கத் தலைவருமான ராதாரவி சிறப்பு மருத்துவ முகாம் ஒன்றுக்கு ஏற்பாடு செய்தார். காலை 10 மணிக்கு சங்க வளரிக்காட்சித் தொங்கிய இந்த சிறப்பு மருத்துவ முகாம் மாலை 5 மணி வரை தொடர்ந்து நடைபெற்றது. தென்னிந்திய திரைப்பட மற்றும் தொலைக்காட்சி கலைஞர்கள் மற்றும் டப்பிங் கலைஞர்கள் சங்க உறுப்பினர்கள் மற்றும் இதில் கலந்து கொண்டு பயனடைந்தனர். பிரபல உடல்நல நிபுணரும் பேராசிரியருமான டாக்டர் சர்க்கரை நோய், உரத்த அழுத்தம் மற்றும் அனைத்து பஞ்ச சூத்த நோய்களுக்கும் சிறந்த



மருத்துவ முறையினால் மருந்தில்லாத அளிக்கப்பட்டது. இந்த சிறப்பு மருத்துவ முகாமில், தென்னிந்திய திரைப்பட மற்றும் தொலைக்காட்சி கலைஞர்கள் மற்றும் டப்பிங் கலைஞர்கள் சங்க உறுப்பினர்கள் அவர்களுக்கு குடும்பத்தினரும் இந்த முன்னெடுப்புக்காக நடிகர் ராதாரவியையும், எளிய முறையில் சிறந்த சிகிச்சை அளித்ததாக டாக்டர் ஆதிஜோதிபாபுவையும் பாராட்டியுள்ளார். சிறப்பு முகாமில் தெரிவித்தனர்.

முறையில் சிகிச்சை அளிக்கப்பட்டது. இந்த சிறப்பு மருத்துவ முகாமில், தென்னிந்திய திரைப்பட மற்றும் தொலைக்காட்சி கலைஞர்கள் மற்றும் டப்பிங் கலைஞர்கள் சங்க உறுப்பினர்கள் அவர்களுக்கு குடும்பத்தினரும் இந்த முன்னெடுப்புக்காக நடிகர் ராதாரவியையும், எளிய முறையில் சிறந்த சிகிச்சை அளித்ததாக டாக்டர் ஆதிஜோதிபாபுவையும் பாராட்டியுள்ளார். சிறப்பு முகாமில் தெரிவித்தனர்.

உறுப்பினர்களும் அவர்களுக்கு குடும்பத்தினரும் இந்த முன்னெடுப்புக்காக நடிகர் ராதாரவியையும், எளிய முறையில் சிறந்த சிகிச்சை அளித்ததாக டாக்டர் ஆதிஜோதிபாபுவையும் பாராட்டியுள்ளார். சிறப்பு முகாமில் தெரிவித்தனர்.



உலக இளம் மருத்துவர்கள் தினம் உலகம் முழுவதும் இன்றைய தினம் கொண்டாடப்படும் நிலையில், சென்னை எம்ஆர்சி நகரில் உள்ள லீலா பேலஸில் இந்திய மருத்துவ சங்கம், ஜூனியர் டாக்டர் நெட்வொர்க் மற்றும் மருத்துவ மாணவர்கள் நெட்வொர்க் இணைந்து உலக இளம் மருத்துவர்கள் தினம் மாநாட்டை ஏற்பாடு செய்திருந்தனர்.

இந்த மாநாட்டை தமிழக சுகாதாரத்துறை அமைச்சர் மா சுப்பிரமணியன் மற்றும் தமிழக பால்வளத்துறை அமைச்சர் நாசர் ஆகியோர் கலந்து கொண்டு தொடங்கி வைத்தனர். தற்போதைய தொற்று காலத்தில் இளம் மருத்துவர்கள் எப்படி செயல்பட வேண்டும் என்பது குறித்தும், மருத்துவ உலகில் இளம் மருத்துவர்களின் அவசியம் குறித்து இந்த மாநாட்டில் விவாதிக்கப்பட்டது.

இந்திய மருத்துவ சங்க தமிழக நிர்வாகிகள், தலைவர் டாக்டர் ஆர் பழனிசாமி, கௌரவ செயலாளர் டாக்டர் என் ஆர் டி ஆர் தியாகராஜன், கௌரவ நிதி செயலாளர் டாக்டர் என் அழக வெங்கடேசன், 2023 தலைவர் டாக்டர் கே எம் அபுல்ஹசன், தேசிய கவுன்சில் உறுப்பினர் டாக்டர் எம் அருண் குமார் ஆகியோர் விழாவினை சிறப்பாக ஏற்பாடு செய்திருந்தனர்.



பிரைட் மாதம் மற்றும் உலகம் முழுவதும் உள்ள மாற்றுப் பாலினத்தவர் என்றியப்படும் எல்ஜிபிடிக்கூட்டம் நபர்களின் உரிமைகளை குறிக்கும் வகையில் சென்னையில் ஞாயிறு (ஜூன் 26) அன்று தமிழ்நாடு வானவில் கூட்டமைப்பு ஏற்பாடு செய்த சென்னை ரெயின்போ பிரைட் நடைபயணம் 2022-ல் அமெரிக்க துணைத் தூதர் ஜூலியட் ரேவின், சென்னையில் உள்ள அமெரிக்க துணைத் தூதரகத்தின் அலுவலர்களுடன் கலந்து கொண்டார்.



## Nasha Mukh Bharat Abhiyaan Run on the occasion of International Day against Drug Abuse

Chennai, June 26 2022: The Department of Social Justice & Empowerment is organized Nasha Mukh Bharat Abhiyaan Run - 19th Run Against Drug Abuse today at Jawaharlar Nehru Stadium, Bhisma Pitamah Marg, Pragati Vihar, New Delhi. The Run is being organized in association with Health Fitness Trust, New Delhi. To wean away youth and others from drugs and to make our country drugs free, a Pledge will also be administered to the participants.



through various activities actually carried out so far. So far, the results of Nasha Mukh Bharat Abhiyaan have been very encouraging and this Ministry is also working vigorously to declare 100 districts drug free by the end of the year 2022 within defined parameters.

This year's theme is "Share Facts on Drugs, Save Lives". The motive is to combat misinformation by sharing real facts on drugs — from health risks and solutions for the world drug problem to evidence-based prevention, treatment, and care.

The Mass Event "Nasha Mukh Bharat Abhiyaan Run - Run against Drug Abuse" initiative is being taken and 1 km, 5 km, 10 km run, jumba classes, aerobics are being organized.

Illicit Trafficking is marked on 26 June every year to strengthen action and cooperation in achieving a world free of drug abuse. This run is organized to create awareness for the same and to present a united front against Drug Abuse.

Nasha Mukh Bharat Abhiyaan is going on in 272 identified districts of the Country. There are more than 8000 master volunteers for campaign activities in these 272 districts, reaching out to more than 3.10 crore people including more than 1.20 crore youth and over 31 lakh women

A nationwide drug-free India campaign namely

The Pledge will be followed by the Run to be flagged off by Dr. Virendra Kumar, Minister for Social Justice & Empowerment for spreading mass awareness against the drug abuse.

The International Day against Drug Abuse and

## NFDC holds meeting with Tamil film fraternity on "Status and Potential of Tamil Film Industry"

Chennai, June 26 2022: Leading producers and members of the Tamil film fraternity actively participated in the face-to-face session on the 'Status and Potential of Tamil Film Industry' organised in Chennai by OracleMovies. National Film Development Corporation (NFDC) Director Rajesh Khanna and Producers Guild of South India President 'Jaguar' Thangam presided over the event. Actor Jiiva, directors Thalpathy, Chamanthraj and Amutheswar were among the around 50 functionaries who were present during the event. The meet was held as a preview for the study to be conducted by NFDC to research and analyse the "Status and Potential of Tamil Film Industry" through NFT Creator Economy Pvt. Ltd. Feedbacks received from the film fraternity



during the meeting will be collated, interpreted, and a report prepared for NFDC. #OracleMovies, India's first NFT market place, is carrying out the survey on behalf of its holding company NFT Creator Economy Pvt Ltd. This report will be used:\*

To assert the current health and the inherent potential of the Tamil Film Industry.\* To build up a database of films which are under production and yet-

to-be released movies.\* Identify quality unfinished movies. Director at National Film Development Corporation, Rajesh Khanna said that producers should support this initiative. "Producers are the backbone of a strong film industry and with this initiate and the support of the Producers, Tamil cinema would become stronger," he added. Jaguar Thangam expressed his gratitude to Oracle Movies for

bringing together producers for this initiative of the NFDC and also for addressing the business related problems of the producers. He also appreciated the efforts of NFDC. It may be recalled Oracle Movies organised a meet with Kerala film producers recently, during which many of them expressed their support to Oracle Movies and came forward to join hands with it.

## A Series on "Know Your Railway" Custodians of Railway Assets: TRD Staff of Indian Railways Technically skilled TRD Staff ensure efficient and safe operations & preventive maintenance of OHE, RC Equipment and Power Installations

Chennai, June 26 2022: Southern Railway covers a vast expanse of 5087 route kms of which 4204 route Kms (83%) have been electrified. The Traction department maintains the Overhead Equipment (OHE) that ensures that the requisite power is supplied for running of trains. This department is directly responsible for maintenance of Over Head equipment including the 25 kv feeders from traction substation to the feeding posts. Overhead Equipment (OHE) refers to the electrical conductors and all other associated fittings over the track that ensures supply of power for working of electric locomotive hauled trains.



vigilantly as the material that the birds carry to the nest and the bird itself pose the risk of causing short circuit which would hamper the power supply for train operations and thus affecting train movement and causing detention.

Tower Car/OHE Inspection Car:

various types of TRD components. They are tutored and mentored regularly to keep up with modernization.

The TRD staff at field can be categorized as Engineers (Senior Section Engineer (SSE) & Junior Engineer (JE)) and Open line Staff/maintenance gang (Artizans). The Engineers adorn various roles as In-charge of OHE Depot, Traction Substation, Remote Control Centre, Break Down Vehicle Maintenance and Traction Power Controllers while the Open line staff work as Technical assistants. They are also engaged in the maintenance of Tower wagons, Break Down Vehicles, First aid equipment, spares, etc. They work in teams to ensure the maintenance, repair and certification work. They are imparted the requisite technical and working knowledge of the traction installations as a whole and all its individual components.

controlled centrally from this location. This facility helps in failure identification, isolation of affected section from non-affected section, etc. This Remote Control Centre is located in the Traction control of the Centralized control office and is manned by Traction Power Controller. SCADA (Supervisory Control and Data Acquisition System) by which real time monitoring takes place, is being used at the Remote Control Centre.

Tower car or OHE inspection is placed under the control of Senior Section Engineer (OHE). Tower car plays a key role in the preventive maintenance of OHE equipment and also for restoration of failure during break down. There are various types of tower cars. It carries necessary tools such as clamps, ropes insulators, contact wire, catenary wire and other approved list of tools required for maintenance of OHE and attending to breakdown.

TRD or Traction Distribution in an important wing of Indian Railways responsible for efficient maintenance of all the power installations, Over Head Equipment (OHE) and Remote Control (RC) Equipment which play a pivotal role in safe and punctual train operations. The dedicated staff of this department contribute immensely to the safe running of trains.

Foot-patrolling by Linesman/Technician:

Foot patrolling by linesman, an open line staff of TRD wing is an important component in the Safety of train operations. It involves visual inspection of every part of overhead equipment so that any defects/abnormalities noticed are recorded and reported to the maintenance gang for attention. He carries with himself signal flags, emergency telephone and essential tools for spot attention of defects wherever possible.

During accidents and natural calamities, the TRD staff showcase utmost vigilance. They remain alert on duty round the clock and respond to accidents/derailment promptly. In the shortest possible time, they reach the accident spot and restore OHE installations so as to resume rail traffic at the earliest. As part of crisis management, failure analysis and investigation is carried out to prevent the occurrences in future.

Southern Railway accords top priority to safety and punctuality of train operations. And, the yeoman contribution of our TRD staff in ensuring safe and efficient operation of train services is highly commendable.

Safety is a way of life for the personnel of TRD unit. Acting as custodians of railway Overhead equipment/installations such as Substation, Masts, Portals, Contact and catenary wire, etc., the TRD staff work round the clock barring the vagaries of nature and difficult work environment. The staff possess multifaceted skills and up-to-date technical knowledge on

Remote Control Centre:

Various switching stations and circuit breakers at traction substation are remotely controlled at Remote Control Centre i.e., supply of power can be

One of the challenging task that they face in their day-to-day working is the removal of bird's nest from the electric masts/pole. Removal of birds' nests has to be carried out

performance. The entries were reviewed and a total of 75 performances were selected after considering the recommendations of eminent musicians and several institutions of repute.

## '777 Charlie' receives praise from all corners including Superstar Rajinikanth and Udhayanidhi Stalin

Chennai, June 26 2022: '777 Charlie', starring Rakshit Shetty in the lead role is running successfully in theaters all over and is being appreciated by many celebrities, critics, and audience including Superstar Rajinikanth and Udhayanidhi Stalin. After watching the film, Rajinikanth called Rakshit Shetty over the phone and appreciated the entire team for their hard work. Rakshit wrote, "What an amazing start to the day! Received a call from Rajinikanth sir. He watched #777Charlie last night and has been in awe of the film. He spoke highly of the making quality, the deeper designs of the film, and especially expressed his admiration for the climax and how it concludes on a spiritual note. To hear such words from the superstar himself is beyond wonderful. Thank you so much @rajinikanth sir (sic)." Similarly, Udhayanidhi Stalin also praised the movie. "#Charlie 777 is definitely a MUST watch film for pet lovers! Go see it in theatres and encourage a gud film! Congrats @karthiksubbaraj @rakshitshetty and @charlie team!"



The adventurous comedy '777 Charlie' is a story revolving around a puppy named Charlie and its 'friend' Dharma. Nabin Paul has composed the music for '777 Charlie' starring Sangeetha Sringeri, Raj P Shetty,

Danish Sait, Bobby Simha and others. Arvind S Kashyap has handled the cinematography and Pratheek Shetty is in charge of the editing. Written and directed by Kiranraj K and produced by GS Gupta and Rakshit Shetty under the banner of Paramvah Studios, '777 Charlie' was released by Karthik Subbaraj's Stonebench Films in Tamil Nadu.

Shetty Presented By: Karthik Subbaraj's Stonebench Films Written & Directed By: Kiranraj K Music and Background Score: Nabin Paul DOP: Arvind S Kashyap Editor: Pratheek Shetty Production Designer: Ullas Hydoor Audiography: M R Rajakrishnan Colorist: Remesh CPC Costume Designer: Pragathi Rishab Shetty Stunts: Vikram Mor Canine Trainer: Pramod B C Dialogues: K N Vijay Kumar (Tamil) Lyrics: Mohan Raja, Madhurakavi, Muthamil (Tamil) PRO: Nikil Murukan (Tamil).

## Jyotirgamaya- a festival showcasing the talents of unsung performers concludes

Chennai, June 26 2022: Jyotirgamaya, a unique festival to showcase the talent of rare musical instruments from across the country, including street performers, train entertainers, performers attached to temples, etc, concluded today at Kamani Auditorium New Delhi.



Smt Meenakashi Lekhi, Minister of State for Culture and External Affairs, Shri Arjun Ram Meghwal, Minister of State for Culture and Parliamentary Affairs, and Shri Govind Mohan, Secretary, Ministry of Culture were present.

understand Indian Culture.

In her address, Smt. Meenakashi Lekhi said that it is the responsibility the youth to take forward our rich cultural history. She added that the rare instruments played during the festival have given voice to the people even at times when the words failed to get them heard in society.

followed by presentations of artistes on various rare musical instruments. Secretary, Sangeet Natak Akademi extended his heartfelt gratitude to everyone for making the event a success.

A live exhibition was organised in Lalit Kala Gallery displaying the making of musical instruments like the Kamaicha, Ravanhatha, Rabab, Pung, Sarangi, Jodiya Pava, Khol which hail from various parts of our country.

On the occasion Shri Arjun Ram Meghwal, Minister of State for Culture, presented a special performance of Kabir Gayan. Shri Meghwal explained the importance of Kabir tradition saying that we need to understand Sant Kabirdasji's vision to

Smt. Meenakashi Lekhi felicitated the senior most artiste of Brahm Veena, Shri Ananda Bag. This was

The 5 day festival showcased the talent of unsung performers from all corners of the country. Each day 15 performers displayed their artistry. This was achieved through a social media campaign whereby entrants were asked to send a small clip of their

Simultaneously, there were workshops conducted on the making of rare musical instruments such as the Maddlam, Rudra Veena, Dukkad, Shehnai and Nadaswaram, which was visited daily by artists, scholars, researchers, students, etc. with enthusiasm. An exhibit of 20 rare musical instruments was also curated.



## Textile industry has huge potential to generate jobs in coming years: Piyush Goyal



Chennai, June 26 2022: Textile industry has huge potential to generate jobs in coming years, said Union Minister of Textiles, Commerce & Industry and Consumer Affairs, Food & Public Distribution, Shri Piyush Goyal at an event in Coimbatore today.

While inaugurating SIMA Textfair 2022, 13th edition in its series, an international textile machinery, spares, accessories & services exhibition conducted by The Southern India Mills' Association (SIMA) at CODISSIA Trade Fair Complex, Coimbatore on 25th June, 2022, Shri Goyal emphasised that the Centre is promoting both cotton and man-made textile sector so that it gets larger share of world market thereby increasing jobs opportunities as well as investment.

"In all sectors, we want to become a global industry. We want to capture the world market" he said adding on that under the guidance of PM, the Centre is working actively with different countries to finalise free trade agreement which will give zero duty access to textile sector in world market. It's because of the good relations of PM with world leaders, India is getting global respect today.

In his inaugural address, Shri Piyush Goyal appreciated the invention capabilities and entrepreneurial skills of Tamil Nadu especially the twin cities viz., Coimbatore and Tirupur. He stated that Tamil Nadu would become the largest hub for textiles, pumps, wet grinders, critical components manufacturing etc., in the world and boost the economic growth of the Nation.

Shri Goyal highlighted the various policy initiatives taken by the Government and the hard work put in by the industry to achieve 440 billion US dollars exports. He stated that the country would reach 30 trillion economy from the level of 3 trillion economy and the government has been aggressively addressing all the structural issues including the tariff barriers, issues in taxation, global competitiveness, etc. He advised all the stakeholders in the value chain to strive hard, stand united and thereby become the largest manufacturing country in the world. He invited all the young and women entrepreneurs to come forward to make investments and contribute for the growth of the Nation.

He highlighted from Farm to Fabric, Fabric to

Finished Products, Finished Products to Fashion products and then finally to Foreign Products, India has a major share in the entire value chain. He said that he admires the entrepreneurial skills of people of Coimbatore. The city has many MSMEs & large scale industries for textiles, Kovai Cora cotton Saree is GI tagged and is world famous.

He said that the city is fast emerging as a major supplier for Defence sector as well. "We have decided to support SITRA so that they can produce more defence related products which will help our jawans at the border. The uniforms are to be manufactured in India instead of importing them. Some clinical trials are required for some products. I have agreed to support this under National Technical Textile Mission. They will soon put in proposal," he said.

Shri Goyal mentioned that when he visited SITRA, he saw a manufacturing facility for sanitary napkin. He said that it's the priority of Modi government to provide affordable sanitary napkins to women. He said that plans are in place to provide affordable sanitary napkins to the women folk of Tamil Nadu under PM Jan Aushadhi Yojana.

He said that under Samarth scheme 2 lakh beneficiaries have been trained in the state, out of which 1.7 lakh candidates have been provided placement opportunities.

Shri Goyal reiterated the capability of India to become the second largest manufacturer of PPE kits that not only protected the people of the Nation, frontline workers, but also helped several countries through exports. He stated that India could manufacture PPE kits with highest quality at an affordable price. He appreciated the contribution made by the South India Textile Research Association in various R&D activities and also the lead role played in manufacturing, testing and certifying PPE kits. He assured extending necessary support to strengthen the R & D activities of SITRA.

Shri Piyush Goyal has highly appreciated the efforts taken by SIMA in organizing the Textfair event with world-class standards and providing opportunities for several hundreds of MSME manufacturers to develop import substitution and enhance the competitiveness of the Indian textile industry. He advised the textile machinery and spares

manufacturers to achieve 100% self-sufficiency by manufacturing all the machinery from ginning to garmenting indigenously. He also appreciated the efforts taken by CITI, SIMA and export promotion council for guiding the industry and government in resolving various issues and also enhancing the global competitiveness.

He said that India has already finalized two FTAs-Australia & UAE and negotiating with UK, Canada & EU. The FTAs will benefit business hubs like Coimbatore and Tirupur.

In his address, Dr.L.Murugan, Union Minister of State for Information & Broadcasting, portrayed numerous policy initiatives taken by the NDA Government led by Hon'ble Prime Minister, Shri Narendra Modi. He stated when the entire world was reeling under grave recession due to the ill-effects of COVID pandemic, the unique policy measures taken by the Union Government could not only make the country to fight the war against Corona, but also to achieve a record export 440 billion USD. He also reiterated the initiatives taken by the Government to stabilize the cotton prices by removing 11% import duty on cotton and also allocation of one Textile Park for Tamil Nadu.

Shri R.Gandhi, Minister for Handlooms & Textiles, in his address appreciated the support extended by the Union Government, especially Hon'ble Minister of Textiles for the growth of the handlooms and textile industry in Tamil Nadu, especially the removal of 11% import duty on cotton. He requested to allocate more funds for the growth of the industry in Tamil Nadu. He highlighted the various policy initiatives taken by the Hon'ble Chief Minister, Shri M.K.Stalin for the growth of textile industry and retain Tamil Nadu as the numero one State in the country. Shri Gandhi also thanked the Union Government for allocating one PM MITRA park for Tamil Nadu.

In his address, Shri R.Sakkapani, Minister Food & Civil Supplies highlighted the contribution made by Tamil Nadu in terms of GDP, industrial production, exports especially by MSME clusters in Coimbatore, Tirupur, Erode and Dindigul. He requested Union Textile Minister to resolve the cotton crisis, provide necessary funding

support for cotton development across the country.

Shri T.Rajkumar, Chairman, Confederation of Indian Textile Industry, briefed about the continuous efforts made by Shri Goyal for making Indian textiles & clothing industry to achieve 44.2 billion dollars exports during the year 2021-22 despite unprecedented challenges, a record growth in the history of textile industry. He stated that under the leadership of Shri Goyal, the industry would be in a position to grow leaps and bounds. He pointed out the formation of Textile Advisory Group under the Chairmanship of Shri Suresh Kotak, a senior most expert and veteran in cotton, who has already formed two Sub-Committees to augment cotton production and improve seed technology in the country.

Shri Ravi Sam, Chairman, SIMA appreciated and thanked the Hon'ble Prime Minister and Hon'ble Union Minister of Textiles for taking several path breaking policy initiatives and enhancing the global competitiveness, foster the growth of the textiles and clothing industry and made the industry to create a record of achieving 44.2 billion US dollars during the year 2021-22 despite unforeseen challenges posed by COVID pandemic. He stated that certain policies like removal of anti-dumping duty on MMF and its raw materials, refund of embedded taxes through RoSCTL / RoDTEP, unique policy measures announced for MSMEs including the relaxation of eligibility criteria, production linked incentive scheme, PM MITRA scheme etc., fueled the growth of the industry.

Shri Ravi Sam has also thanked the Hon'ble Chief Minister & Hon'ble Minister for Handlooms & Textiles, Shri R.Gandhi and the Government of Tamil Nadu for removing the Agricultural Market Committee Fee on cotton and cotton waste that prevailed since 1959, creating a separate Textile Department with dedicated Commissionerate to fuel the growth of textile industry in Tamil Nadu and also announcing a Scheme for sustainable cotton mission in Tamil Nadu.

Dr.S.K.Sundaraman, Deputy Chairman, SIMA while proposing the vote of thanks, highlighted unique policy measures and time-bound actions taken by Shri Goyal for the textile industry.

## NTC Group launches two New Businesses with Boxory Logistics and Cargonix Xpress

Chennai, June 26 2022: NTC Group commenced its journey in 1997 as a General Transportation provider with its flagship company NTC Logistics. Since then, it has been constant progress for the NTC Group as it expanded and crossed every benchmark it set. Crossing many significant milestones and having numerous entrusting clients across various sectors, today, the group has emerged as a conglomerate with diversified businesses and a family of nearly 5000 people. NTC Group has completed nearly 24 years of trusted partnerships in building Indian industrial establishments. Today, it contributes to vital economy-strengthening sectors such as Logistics, Engineering, Infrastructure, Renewable Energy, Manufacturing, Technology, and Agriculture.

The Partners in Progress meeting organized by NTC Group on 24th June in Chennai turned the limelight on the launch of two new business verticals titled Boxory Logistics Pvt Ltd and Cargonix Xpress Pvt Ltd, where they exhibited their offerings and potential. Boxory Logistics is a freight consolidation service provider with services such as LCL, FCL, NVOCC, Air Freight, Multi-city consolidation, Warehousing and more.

Speaking at NTC Group event, Thangam Thennarasu, (Minister for Industries, Tamil Official Language & Tamil Culture Archeology, Tamil Nadu) announced the launch of two New Businesses - Boxory Logistics and Cargonix Xpress Thiru. He praised Dr. K Chandramohan, Founder & Chairman, NTC Group



of his vision and appreciated investment of NTC Group made in Tamil Nadu, which is the strongest economy in India. Such investments offer both employment and business opportunities. He added that growth of the NTC Group is because of Dr. Chandramohan's friends across the globe that has helped in diversifying and expanding his business globally.

NTC Group is also completely stepping into the express logistics vertical with Cargonix Xpress. Cargonix has the express cargo capabilities to meet the dynamic market requirements for businesses of diverse nature with its services such as Same Day Delivery, Committed Delivery, Deferred Delivery, COD / FOD, Milk Run, as well as a spectrum of industrial solutions and more.

Besides the offerings in the consolidation services, NTC Group also has a presence in the Warehousing and 3PL spheres. SCINNTC Supply Chain Solutions is the NTC Group's tech-enabled supply chain service provider with warehouses in 22 locations in India. With over 5 Million sq. feet of Warehouse Space and 4.5 Million sq. ft of 'Site Storage' facility, the company is offering the best in class warehouse facilities at all consumption centres in the country. SCINNTC is also

listed among the world's Top 10 Inbound to Manufacturing (I2M) service providers.

During the Partners in Progress meeting, the NTC Group launched a 70 m Truck Trailer for the first time in India, for transporting windmill blades. The trailer is manufactured by MAHA Auto Components, an NTC Group company, which can customize trailers to suit diverse requirements, especially in the renewable energy logistics space. This trailer which is 70m in length when fully extended, is the largest of its kind to be made in India. Equipped with advanced accessories like ABS, EBS, Load Sensing Valves and more, the trailer is custom-made to ensure safety & reliability giving more thrust to the logistics of windmill blades

Today, there is a growing need in the world to focus on renewable power because of the drastically changing climate. However, the renewable energy supply chain is complex, time-sensitive and needs experience, perfection, and safety at every stage of the supply chain. Having foreseen the necessity in the early 2000s, NTC Logistics was the first in India to foray into wind logistics with the movement of long wind blades and other large wind turbine components. Through innovation and technology, NTC has

successfully handled the 83m wind blade and has been the frontrunner in introducing technology through extendible trailers, blades and tower adapters. These achievements have given the company a remarkable value in the market, making it the number one renewable logistics player in the country today.

Further, to enhance its green-energy mission, NTC Group has been executing renewable energy projects through its group company, Everrenew Energy. Everrenew offers a complete concept for commissioning renewable energy solutions under one roof, starting from logistics to site construction activities for wind and solar projects, as a packaged solution. To commit more towards increasing the green covers and contribute to its carbon offset measures, NTC Group has been planting trees on over 5000 acres of land in association with the Vanam India Foundation.

Recognizing the fusion in the group's potential and the emphasis on customers seeking a broader set of logistic services, NTC Group is offering an entire gamut of services, well equipped under its roof to cater to their every need. With extensive presence across India, the group is outlining its expansion and is potentiating its strategic reach to where the demand is. It has now embarked on creating footprints across the globe, and the recently opened office in Malaysia is a step in that direction. Today, the NTC Group has overseas offices in Hong Kong, Singapore and Malaysia, with partnerships in Asia, Australia, the Americas, the Middle East, and the Far East.

## National Health Authority to host Hackathon Series under Ayushman Bharat Digital Mission (ABDM)

Chennai, June 26 2022: The National Health Authority (NHA) will be hosting its first ever open-to-all hackathon series to drive ideation and innovations around the different building blocks in the Ayushman Bharat Digital Mission (ABDM) ecosystem. The series will begin with a hackathon - 'Round 1: Kickstarting Unified Health Interface (UHI)' slated for 14th to 17th July 2022. The hackathon shall be focussed on the Unified Health Interface (UHI) and would aim at mobilising the health start-up ecosystem in India and bringing together individuals and organisations to develop solutions through UHI.

The hackathon will provide an excellent opportunity for innovators, data experts and developers from all over the world to collaborate and build innovative solutions for providing access to digital health services through UHI.

UHI is designed as an open network to enable the interoperable transaction

of digital health services such as teleconsultation. Through UHI, patients can discover, book, conduct and pay for services offered by a variety of participating providers from any application of their choosing. This stands in contrast to the current mode of digital health service delivery, where patients and doctors must transact using a common application or platform.

Announcing the Hackathon Series, Dr. R.S. Sharma, CEO, NHA said "India has enabled creation of some of the most efficient public delivery systems in the world, as has been witnessed through JAM and UPI, by breaking silos and unlocking network effects. ABDM and UHI will enable the same for the healthcare ecosystem and this Hackathon Series will enable players to collaborate and build solutions which define the future of healthcare. All are invited to participate in creating a better health ecosystem for every Indian"

'ABDM Hackathon

Series - Round 1: Kickstarting UHI' will focus on two major themes:

Innovation Track: Challenge for innovative solutions to power digital health in an open network around various use cases such as teleconsultation, ambulance booking, lab tests, physical consultation booking, lab tests booking.

Integration Track: Challenge to accelerate development of applications that are compatible with UHI and integrate these applications with the applications of other such participants to enable digital health transactions on the UHI network.

The tentative prize pool for 'Round 1 - Kickstarting UHI' is Rs. 60,00,000\*. This shall be awarded to the top performers on each challenge track on the above-mentioned themes. The solutions shall be assessed by an independent jury. Interested participants are requested to register here <https://abdm.gov.in/register>

\*The prizes are tentative; the jury might decide to award fewer or more prizes.

Further, as part of the UHI hackathon, NHA shall be organising masterclasses to further the participants' understanding of the ABDM ecosystem. The details about upcoming masterclasses, challenge statements, prizes under each category and other updates shall be posted on ABDM website - <https://abdm.gov.in> and UHI portal - <https://uhi.abdm.gov.in>.

The first round of ABDM Hackathon Series will be followed by a Health Claims Exchange (HCX) Hackathon; the details will be shared on the ABDM and UHI website.

For further details on UHI, the full text of the UHI Consultation Paper, as well as the recording of the UHI Public Webinar may be referred to. They are available for download on the ABDM website at <https://abdm.gov.in/publications>.