

**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, July 03 2022: Time has come for the Indian pharmaceuticals industry to move from 'volume' to 'value' leadership to capture global market and the government is committed to supporting companies with industry-friendly policies, Union minister Mansukh Mandaviya said on Saturday.

Addressing an interactive session with Indian Pharmaceutical Alliance, the Minister for Chemicals & Fertilizers and Health & Family

Welfare also asked the homegrown firms to learn from global best practices and develop own models to meet domestic demand while increasing international footprint.

"Let us move from 'Volume' to 'Value' leadership to capture global pharmaceutical market," an official statement said, quoting Mandaviya.

He further said, "It is time to accumulate knowledge from global best practices in research, manufacturing and

innovation and develop our own models focused on accelerating production to meet the domestic demand while increasing our global footprint."

The minister also pushed for making the pharmaceutical sector leapfrog in its growth trajectory in the upcoming years.

"We already have the required 'man power and brand power' and Indian companies today are at an inflexion point to capture top global positions," he said.



Stating that India has been acknowledged as "pharmacy of the world" based on its generic medicines production and the volume share in global market, Mandaviya said it is time to move ahead and capture the top global positions based on the

value too. "Let us learn from global best practices, and develop our own models for meeting domestic demand while increasing global footprint," he added.

Reiterating the importance of long-term policies which provide stability to the industry, the minister also emphasised that the government is committed to supporting the pharma companies with industry-friendly policies and investor promoting ecosystem.

"This government believes in taking a holistic approach. Our policies are based on extensive and comprehensive stakeholder consultation which provide the basis for comprehensive, long-term and vibrant policy ecosystem, he asserted.

At the same time, he said, "We need to move ahead with the pharma industry being at the forefront in taking lead and proposing their own models and initiatives in expanding manufacturing capacity, invest in

innovative technologies and focus on research and development.

Mandaviya further said, "The government will strengthen the sector through streamlining policies and effective schemes such as the PLI which support cutting edge research."

The objective of the meeting with the leaders of the industry was to discuss India's Pharma Vision 2047 and roadmap for the Indian pharmaceutical sector, the statement said.

**India EU FTA: First Round of Negotiations concludes in Delhi**

Chennai, July 03 2022: India and the 27-nation Bloc, European Union concluded the first round of negotiations for India-EU Trade and Investment Agreements, including the Geographical Indicators (GI), which started on 27 June and concluded in New Delhi on July 1, with a deadline of 2024, thus finally bringing down duties on wines imported from the EU hopefully by 2025. Subhash Arora who has been following the Talks since 2007 and had even predicted their failure in 2012, reports

The week-long negotiations were held in a

hybrid fashion – with some of the teams meeting in Delhi while the majority joined in a virtually hybrid fashion. During this round, 52 technical Sessions covering 18 policy areas of FTA and 7 Sessions on Investment Protection and GIs were held.

India's FTA negotiations were led by Chief Negotiator Nidhi Mani Tripathi, Joint Secretary, Department of Commerce whereas the EU was represented by its Chief Negotiator, Christophe Kiener. The next round of negotiations is scheduled to take place in Brussels in September

2022 in two months.

The negotiations had been launched earlier by Piyush Goyal, Minister for Commerce & Industry and European Commission's Executive Vice President Valdis Dombrovskis in Brussels last month.

Despite global disruptions like Covid Pandemic and Russian-Ukraine war, bilateral trade grew at an impressive annual growth of 43.5% in 2021-22. India exported goods and services worth \$65 billion out of its total export of \$400 billion, according to Bharat Joshi of CII, and imported goods



worth \$51.4 billion, leaving India with a surplus of trade of \$13.6 billion. At \$116.4 billion, the EU is India's second-largest trading partner after the US and also the second-largest destination for Indian exports. The trade agreement with the would help India in further expanding and diversifying its exports of

goods and services, including securing the value chains. Both sides are aiming for the trade negotiations to be broad-based, balanced, and comprehensive, based on the principles of fairness and reciprocity, according to a report in Times Now News.

Fifteen years after the talks began in 2007 and were abruptly cancelled due to several contentious issues in 2013, with the Modi Government not in the mood to restart after coming to power in 2014, this time around there seems to be a feeling in

trade circles that there is a different political context on both sides. India is reportedly willing to relent on the issue of reduction of duties on automobiles and wine.

The EU is the biggest promoter of Geographic Indicators (GI) especially in the agricultural sector and the number of GIs in India has been growing at a rapid pace, making it an increasingly important component of the talks. A GI is basically an agricultural, natural or manufactured product originating from a definite geographic territory. Such

a recognition typically conveys an assurance of quality and distinctiveness which is traceable to the origin essentially. Prosecco, Champagne, Basmati Rice and Darjeeling Tea are a few of the examples of GI.

India recently signed an FTA with Australia when the talks appeared to fail but with a sudden turn around making an early harvest possible with the full agreement to be signed hopefully by the end of 2022/ Similarly, the FTA was signed in March this year with perhaps the fastest speed in the world.

**Union Home And Cooperation Minister Amit Shah Greets The People On The 100th International Day Of Cooperatives**

Chennai, July 03 2022: The Union Home and Cooperation Minister Amit Shah has greeted the people on the 100th International Day of Cooperatives. In his tweets, Shri Amit Shah said that on the occasion of 100th International Day of Cooperatives, I pay my respects to all the great men who worked tirelessly to strengthen the idea of

cooperatives in India. Along with this, I congratulate all those who have engaged in raising the standard of living of the poorest of the poor through the cooperative sector.

The Union Home and Cooperation Minister said that the idea of cooperatives is the best medium to realize the

vision of all-inclusive development. Under the leadership of Prime Minister Shri Narendra Modi, the Ministry of Cooperation is determined to make this sector more powerful, modern and transparent by taking many important steps.

On 29 June 2022, Cabinet Committee on Economic Affairs has



approved the computerization of primary agricultural credit societies (PACS) with the

aim of increasing efficiency, transparency and accountability in their operations; enabling PACS to diversify their business and offer multiple services/activities. Over five years, this project proposes to computerize about 63,000 functional PACS with a total budget of Rs. 2516 crore, with the government contributing Rs. 1528 crore.

The Primary Agricultural Cooperative credit societies (PACS) constitute the lowest tier of the three-tier Short-term cooperative credit (STCC) in the country comprising of approx. 13 Cr. farmers as its members, which is crucial for the development of the rural economy. PACS account for 41 % (3.01 Cr. farmers) of the KCC loans given by all

entities in the Country and 95 % of these KCC loans (2.95 Cr. farmers) through PACS are to the Small and Marginal farmers. The other two tiers viz. State Cooperative Banks (StCBs) and District Central Cooperative Banks (DCCBs) have already been automated by the NABARD and brought on Common Banking Software (CBS).

**Udhayanidhi Stalin appreciates Director N Ragavan after watching Prabhudeva, Ramya Nambeesan starrer 'My Dear Bootham', a kids fantasy movie**

Chennai, July 03 2022: Prabhudeva's upcoming flick 'My Dear Bootham', an out and out kids fantasy flick produced by Ramesh P Pillai under Abhishek Films banner and directed by N Ragavan of Manja Pai and Kadamban fame is all complete and ready for release. With the film slated to hit theaters across the world in July, an official announcement on its release date will be made in a few days. Popular actor-producer, DMK youth wing secretary and MLA Udhayanidhi Stalin, who recently watched 'My Dear Bootham' at a special screening, reached out to N Ragavan over phone

and praised him a lot. Udhayanidhi told the director that he had liked the film very much and added it struck an emotional chord. He said people from all walks of life would enjoy 'My Dear Bootham' and the movie would become a blockbuster. N Ragavan has expressed its heartfelt gratitude to Udhayanidhi for his motivating gesture. Meanwhile, the movie's team said that in a prelude to the film's box-office success, the satellite rights and OTT rights of 'My Dear Bootham' have been bagged for a hefty price by Zee Tamil and Zee5, respectively. Prabhudeva plays the

role of a Genie in the



flick. The star cast also includes Ramya Nambeesan, NAswanth, Aliya, Suresh Menon, Samyuktha, Imman Annachi and Lollu Sabha Swaminathan. Child artistes Param Guhanesh, Saathvik, Sakthi and Kaesitha are also part of the cast. N Ragavan said that the bonding and journey of

the Genie and a ten-year-

old kid is the main theme of the story. "The movie belongs to the kids fantasy genre, and it can be thoroughly enjoyed by the family audience," he said. N Ragavan further said that the kids fantasy genre movie will have CG for almost 1.30 hours and state-of-the-art technology is being used. Every filmmaker

will have the desire to make a movie for kids, mine is getting fulfilled with this, he added. "The flick will have comedy and emotions in the right mixture. Prabhudeva has done his homework for

the character and evokes laughter even with his body language", he added. D Imman has composed songs for the movie in five genres which includes a dance number apt for

Prabhudeva. The technical crew comprises cinematographer U K Senthil Kumar, editor San Lokesh, art director A R Mohan and lyricist Yuga Barathi. Deva has

penned the dialogues. Prabhudeva-starrer 'My Dear Bootham' is produced by Ramesh P Pillai's Abhishek Films and directed by N Ragavan.

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## Bumble brings back 'Stand For Safety' initiative in India

Chennai, July 03 2022: Bumble, the women-first social networking app, returns with 'Stand for Safety', after a successful launch of its first edition last year. The campaign is a part of the app's continued global effort to help to create a safer, kinder and more respectful internet.



In response to growing digital safety concerns in India, this year, Bumble is partnering with the Centre for Social Research (CSR), a non-profit organisation dedicated to creating a violence-free, gender-just society in India, to release a one-of-a-kind safety handbook to help drive awareness around digital safety and empower its community to recognise and combat online hate, bullying and discrimination.

The handbook, created in association with Nyaaya, an independent open access digital resource, provides simple, actionable information to educate people about their legal rights and ways to exercise them when faced with online hate and discrimination.

"We are delighted to partner with the Centre for Social Research and Nyaaya to create this one-of-a-kind safety handbook to support our community and equip them with crucial information to recognise and combat online abuse, discrimination and harassment. Bumble is built on the core values of kindness, respect, inclusivity and equality, and safety has been central to

Bumble's mission from day one. Our 'Stand for Safety' initiative further demonstrates our deeper commitment to creating a world where all relationships are healthy and equitable," commented Mahima Kaul, Head of Public Policy APAC at Bumble.

Bumble's recent nationwide study revealed how online harassment is affecting people across the country. Some of the most notable findings include:

- 1 in 2 (50%) people have encountered hateful content online\* and 1 in 4 women have witnessed negative comments about their physical appearance and abuse against women at least once a week.

- 40% of people surveyed say that they have faced online hate-driven speech and bullying with regards to discrimination against a particular group or community and their physical appearance.

- More than half (52%) of people surveyed said they have felt angry after facing online hate and bullying.

- 48% of people say that facing online hate and bullying has made it hard for them to trust other people. Out of this, more than half respondents surveyed were women.

Jyoti Vadehra, Head, Media and Communications at Centre for Social Research, commented, "Equal, equitable and inclusive online spaces can become a reality when we all work together. We are happy to have partnered with Bumble in India in their efforts to make the Internet a safer and kinder space especially for women and other marginalised communities. Creation of Bumble's Safety Handbook is a vital step in the right direction, and the purpose is to give agency to the users, and to empower them with the right tools to fortify their well-being, while navigating the online space."

Considering India's sociocultural and multi-linguistic diversities, Bumble will be working towards updating its guidelines by adding more stop words in multiple Indian regional languages in

continuation of its commitment to fostering a safe and inclusive space online.

Bumble also offers a full suite of product features with a focus on safety. The app provides the option for users to block and report any person who goes against our Community Guidelines. People can easily access the Safety + Wellbeing Centre resource hub within the app built to help our community have a safe and healthy dating experience. As a geographic-specific feature for the Bumble community in India, a woman can choose to use only the first initial of her name to create her Bumble Date profile, and can share her full name with connections when she feels ready and comfortable.

In 2019, the company introduced Private Detector, a feature that uses artificial intelligence (AI) to automatically detect and blur unsolicited nude images. The feature then alerts the recipient who can choose to view, delete, or report the image.

Bumble also updated its terms and conditions to explicitly ban any unsolicited and derogatory comments made about someone's appearance, body shape, size or health, and became one of the first social networking apps to ban body shaming.

Bumble encourages their community to report bad behaviour through their in-app reporting to enforce this specific set of guidelines.

## Heavy backpacks strain children spine Dr. Dilip Chand Raja, Consultant, Ortho and spine surgery, Fortis Hospital, Vadapalani

Chennai, July 03 2022: Summer holidays are over, and this time around after the pandemic, school children are heading back to school nearly after a 2-year break. They have lost the hang of packing their school bags and added to it the lack of physical activity and excess screen time has led to poor posture in children. Usually, back pain during childhood may be associated with a greater risk for back pain in adulthood. Studies show that the load of the bag if heavier than 10% of the child's overall weight may create an exaggerated forward curvature of the spine. The constant weight of the school bag may cause spinal column to compress and result in significant back pain.



of the spinal column.

Common concerns after carrying schoolbags include:

**Muscle strains**  
 Carrying a heavy bag, placing it on the shoulders and being with it for a particular duration itself can lead to strain in the back and shoulders. Children may often complain of pain in the muscles surrounding the neck, shoulders or back which can cause impaired mobility.

**Postural Imbalance**  
 If a child is used to carry the bag on only one shoulder, it can cause them to develop a postural imbalance. This condition is called 'drop shoulder', where one shoulder becomes lower than the other. This can cause a series of problems in the

middle back, ribs, and lower back more on one side than the other. This type of muscle imbalance can cause muscle strain, muscle spasm, and back pain in the short term and speed the development of back problems later in life if not corrected early. Forward head posture, forward lean posture, rounding of shoulders, reduction in balance, developing an unusual pattern in walking are also some of the common problems that occur because of carrying heavy backpacks.

**Steps to protect your Child's back**

The most important step is to choose a backpack of appropriate size which when worn should be accommodated between the shoulder & hips. Padded shoulder strap bags

can help provide some relief. They are usually wide, and this helps in distribution of the backpack weight evenly. Always make children use both shoulder straps and wear the backpack on the back rather than over one shoulder. Packing of heavy objects first helps in the weight being gradually lowered. Also try to evenly distribute the compartments in the bag and the items should not shift during movement. Backpack should stay close to the child's body; for this you need to adjust the bag straps that stay close to the child's body frame. Avoid leaning forward while walking. Both parents and teachers should restrict the backpack weight to less than 10% of child's body weight according to NCERT guideline.

Dr. Dilip recommends children to develop good postural habits from young age, good exercise and eating habits can greatly improve in leading a healthy and a fun-filled life. Doctor also warns parents to frequently check on the weight of the backpack and avoid making children carry unwanted notebooks all day. He requests parents to constantly enquire children on back and shoulder aches, as seeing a healthcare provider at an early stage can avoid problems related to spine. Also explain to your child that ignoring the pain in their back or shoulders could lead to injury. Tell them to let parents know about the discomfort right away as this could save many problems in the long run.

## Zoho (ManageEngine) Named a Leader in the IDC MarketScape for Unified Endpoint Management Company Recognized for Capabilities, Strategy and Market Presence

Chennai, July 03 2022: ManageEngine, the enterprise IT management division of Zoho Corporation, today announced that Endpoint Central, its Unified Endpoint Management (UEM) offering, has been recognized as a Leader in the IDC MarketScape: Worldwide Unified Endpoint Management Software 2022 Vendor Assessment (doc #US48325122, May 2022), the IDC MarketScape: Worldwide Unified Endpoint Management Software for Apple Devices 2022 Vendor Assessment (doc #US48325222, May 2022) and the IDC MarketScape: Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses 2022 Vendor Assessment

(doc #US48325522, May 2022).

It has also been positioned as a Major Player in the IDC MarketScape: Worldwide UEM Software for Ruggedized/Internet of Things Device Deployments 2022 Vendor Assessment (doc #US48325322, May 2022).

The IDC MarketScape: Worldwide UEM Software 2022 Vendor Assessment report notes, "Patch management is one of the main capabilities across Windows and Mac platforms, as well as extensive patch and vulnerability management support for third-party apps and software on both platforms. It also supports broader automation of PCLM routines such as

patches, deploying software and OS imaging (in addition to mobile device management) and application management".

"In today's increasingly digitized workforce, enterprises have to ensure a positive employee experience while battling a rapidly evolving cyber threat landscape. Organizations need contextual insights to identify and investigate incidents in addition to implementing preventive mechanisms without hampering employee experience," said Mathivanan Venkatachalam, vice president of ManageEngine. "This recognition from the IDC MarketScape validates our vision, which has been to consistently add security

capabilities to our UEM portfolio to give enterprises the endpoint management and protection and incident detection, analysis and response capabilities they need."

Stating that Endpoint Central has enabled his organization to gain visibility into the cybersecurity health of their endpoints and servers, Yogesh Kumar, head of IT and business applications and CISO, at Tata Advanced Systems Ltd., said, "We have SOC alerts scheduled. So, whenever we receive an alert, we have knowledge on that endpoint's health and patch status, helping us identify the cause of the SOC alert [and], in turn, optimizing the time taken for troubleshooting."

## Godrej Interio strengthens omnichannel retail presence in Southern India and eyes 60% growth by FY25

Chennai, July 03 2022: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Interio, India's leading furniture and interior solutions brand plans to grow their on ground presence by adding 20 Channel partners in the southern states of Kerala, Andhra Pradesh, Telangana, Tamil Nadu and Karnataka. Godrej Interio is targeting doubling its D2C platform sales run-rate by the end of FY22 by increasing its reach through channel partners and its holistic omni-channel

initiative. It is further targeting 25% through offline stores by F.Y.23.

Godrej Interio has been investing heavily in key digital technologies, automations, processes and people to build a robust, truly Omni-channel, omnipresent furniture brand with the largest footprint across the country.

Speaking on the importance of southern market, Subodh Mehta, Senior Vice President (B2C), Godrej Interio, said, "Godrej Interio has a strong foothold in Southern India

owing to its huge brand recall and significant customer base in the region. In the recent years, this region has attracted leading interior brands from around the world. We are confident that the region will certainly provide more to our revenue basket in the near future. We plan to onboard 20 Channel partners in the region by the end of F.Y.23 and plan to grow by 60% in the next 3 years. This will further strengthen our omnichannel presence in the south.

On an average, we

generate a business of around INR 200 crores from Southern India market as we are present across all furniture segments. Godrej Interio has interior designers who work with customers in helping them visualize the home layout once they purchase furniture and provide design consultancy too. Pan India, we have a growth rate of close to 18% for B2C products and overall, Godrej Interio has a growth rate accruing up to 20%. In the next fiscal we plan to grow over 25% in all product categories."

## Union Govt committed to fostering innovation and start-ups, including gaming: Rajeev Chandrasekhar

Chennai, July 03 2022: Amid the clamour for a blanket ban on online gaming in Tamil Nadu, the Union Government has unequivocally reiterated its commitment to fostering innovation and support start-ups in every part of the digital economy, including gaming.

"The government and the Prime Minister Shri Narendra Modi are committed to ensuring that India's economy utilises the energy, passion, determination and hard work of every young India", Rajeev Chandrasekhar, union minister of state for electronics and information technology said while speaking about the future of emerging technology opportunities such as AVGC (Animation, Visual Effects, Gaming and Comics).

The statement of the union minister assumes significance in the backdrop of recent development in Tamil Nadu with the state government setting up a four-member panel headed by justice K Chandru (retired) to give recommendations for the promulgation of an ordinance to regulate online gaming.

Alluding to an inter-ministerial panel being appointed by the union

government, Chandrasekhar without giving more details on impending legislation or regulation merely stated "our government is committed to innovation and start-ups in every aspect of digital economy, including everything and not only gaming".

However, his statement that "gaming innovators should not feel they are being restricted in any way" must be reassuring for the start-up online skill gaming ecosystem of the country.

Allaying the fears of misuse of online gaming, Chandrasekhar went on to say "things like gambling, which are forbidden under the criminal penal code and are not permitted in the physical world, would also be prohibited in cyberspace".

The minister said user safety, online trust are key issues and the centre's proposed regulation will look at the instances of dealing with online criminality or illegality.

The central

government has already set up an inter-ministerial taskforce to identify a nodal ministry, understand international best practices and recommend a uniform regulatory mechanism for the online skill gaming industry.

After setting up the task force, Chandrasekhar along with various other government representatives held a consultative meeting with stakeholders from the online skill gaming industry on June 7, 2022 to understand ways in which the Central government can facilitate the industry and enable a regulatory framework.

Earlier this year, the Hon'ble Prime Minister, Shri Narendra Modi, made his vision clear for the Online Gaming industry. He firmly stated that "the gaming market is huge internationally and the number of youth connected to this market globally is increasing. That is why in this year's budget (2022-23) we have focused on Animation Visual Effects Gaming and Comic (AVGC)." It is quite certain that the Online Gaming industry will be a critical component of the AVGC policy, especially if given a stable regulatory environment.

Online skill gaming is becoming a sunrise sector

over the last few years, which is expected to become a US\$ 5 billion market in India by FY2025 and generate 2 lakh new jobs in the process.

The online skill gaming industry is still at a nascent stage. If every state has different regulations for online skill gaming, it can become a daunting prospect for operators as well as investors, which can lead to drying up of FDI as well as raise a question mark regarding policy stability in the country. The constant uncertainty also acts as a serious hindrance to the growth of this high potential industry.

Online gaming experts are favouring a uniform national regulatory framework that can enable the industry to grow by leaps and bounds, adding substantially to the economy. Checks and balances would be needed, especially those that help in creating a safer playing environment for all gamers. The protection of the consumer & incorporation of responsible gaming policies also needs to be ensured. Data privacy and protection, KYC of every customer, and a grievance redressal system will go a long way in establishing the industry as a compliant and growing part of the economy.