

Bhupender Yadav attends BRICS Labour and Employment Ministers' Meeting 2022

Chennai, July 15 2022: The Union Minister for Labour & Employment, Shri Bhupender Yadav attended the BRICS Labour and Employment Ministers' Meeting today held under the Chinese Presidency. The Ministers of the member countries viz. Brazil, Russia, India, China and South Africa participated in the meeting. Discussions were held on three priority issues, namely, Promoting Green Jobs for Sustainable Development; Developing

Skills for Resilient Recovery; and Protecting Workers' Right in New Forms of Employment.

During the session on discussion among BRICS Ministers, Shri Bhupender Yadav elucidated the steps taken by India to provide relief to workers during the pandemic. Shri Yadav highlighted various initiatives taken towards providing free ration, enhancing the number of days of assured employment under MNREGA, collateral free

loans provided to 2.9 million street vendors to help them resume their businesses under PMSVANidhi Yojana during the pandemic.

As regards the priority issues discussed in the meeting, the Minister said that Climate change is necessitating a shift towards more sustainable development and green jobs. He further informed that a Sector Council for Green Jobs has been set up in India to develop strategy and implement programs



for Skill development in green sector. The variety of Decentralized Renewable Energy livelihood opportunities which are being developed in India, including myriad solutions like solar dryer,

biomass powered cold storage/chiller, were also enunciated. In addition, the Minister also stressed upon the measures taken to harness the potential of Blue Economy and Agro-Forestry in India.

Various skill development initiatives undertaken by the Government were also highlighted by the Minister during the meeting. Further, various steps such as e-Shram Portal, conducting of All India Surveys of Migrant

Workers and Domestic Workers taken by the Government of India towards welfare of informal sector workers were also highlighted.

The Minister also informed about the legislative initiatives taken by India such as the Code on Social Security, 2020, which defines the new forms of workers i.e. gig and platform workers and the steps taken to provide social security benefits to such workers were also emphasized.

One of the significant outcomes of the aforesaid meeting was the adoption of the BRICS Labour & Employment Ministers' Declaration. The Declaration recognized the need for promoting green jobs for sustainable development, strengthening of cooperation in skills development and; protection of workers' rights in new forms of employment.

Anil Sahasrabudhe interacts with students from Madhya Pradesh at New Delhi en-route their 5-day visit to Nagaland under AKAM-EBSB. This student exchange between paired partner states will see about 750 students all over India visiting the other state under the Ek Bharat Shreshtha Bharat initiative

Chennai, July 15 2022: As part of the ongoing nationwide Azadi Ka Amrit Mahotsav-Ek Bharat Shreshtha Bharat (AKAM-EBSB) Student Exchange Program, 50 students from Madhya Pradesh interacted with Chairman AICTE, Shri Anil Sahasrabudhe before starting their five-day visit to Nagaland on Thursday.

The interaction was facilitated by the Union

Ministry of Education and the All India Council for Technical Education (AICTE), New Delhi, and saw the presence of their senior functionaries on occasion.

Notably, Madhya Pradesh and Nagaland are paired states under this program that aims to enhance interaction and promote mutual understanding between people of different

States/Union Territories through the concept of State/Union Territory pairing.

Speaking on the occasion Shri Sahasrabudhe said that this interactive program for students of Higher Education Institutes (HEIs) and Schools from Madhya Pradesh is part of the pan-India student exchange between paired partner states. We were



delighted to see the enthusiasm of students from Madhya Pradesh who will be immersed in the culture of Nagaland for five days during their tour. Ms. Riya Lohia, Ms. Anika Rai, Mr. Justin and Mr. Devyansh Srivastava said that this interaction

organized by AICTE during our short stay in New Delhi made our short stay at the National Capital one of the many pleasant and memorable events of our AKAM-EBSB Student Tour Program. We are thrilled to be part of the program and look forward to a meaningful tour and knowing more about Nagaland and its people.

Dr. Ravindra Kumar Soni (Adviser), Dr. Nikhil



Kant (Dy. Dir.), Mr. Manoj Singh (Asst. Dir.) were also present and interacted with students.

National School of Drama to organize the festival "Azadi Ka Amrit Mahotsav - 22nd Bharat Rang Mahotsav, 2022 (Azadi Segment)" from 16th July to 14th August. 30 plays would be showcased in different cities of India

Chennai, July 15 2022: Ministry of Culture, Government of India is celebrating India's 75 years of Independence as Azadi Ka Amrit Mahotsav. On this occasion, National School of Drama (NSD), New Delhi is organizing a festival "Azadi Ka Amrit Mahotsav - 22nd Bharat

Rang Mahotsav, 2022 (Azadi Segment)" to remember and pay tribute to our freedom fighters, under "Azadi Ka Amrit Mahotsav 2022"

Prof. (Dr.) Ramesh Chandra Gaur, Director, NSD while addressing the media informed that under

this series, 30 plays would be showcased in different cities of India. The festival will be inaugurated on 16th July 2022 at Kamani auditorium, New Delhi and subsequently it will be organized in 5 other cities of the country namely Bhubaneswar, Varanasi, Amritsar, Bengaluru and



Mumbai. A special show for the culmination of this festival will be organized in Jawaharlal Nehru Stadium, New Delhi on 14th August 2022

He specially mentioned that under the Azadi segment, NSD will hold a special play on the eve of

Kargil Vijay Diwas, Kargil Ek Natya Katha at the premises of National War Memorial on 25th July where Minister of Defence and Chief of Army Staff have been invited. On 14th August, a special play would be organised at Jawaharlal Outdoor Stadium.

Shri Gaur also informed about the online booking systems for entry into all places where the plays would be organised. Entry will be Free after registration through the www.nsd.gov.in website, on First come first served basis.

SAMARTH in collaboration with NTPC organizes Workshop on Biomass use in thermal power plants Workshop aims to promote and facilitate ex-situ utilization of agri-residue

Chennai, July 15 2022: National Mission on the use of Biomass in Thermal Power Plants (SAMARTH) collaborated with NTPC and organized a one-day workshop today in Chandigarh, on ex-Situ utilization of agricultural residue for co-firing in thermal power plants.

The Government, Ministries, CAQM, MoEFCC, Ministry of Agriculture & farmer welfare, MNRE, Department of Environment & Climate Change-Punjab, Department of Power-Punjab, Department of Agriculture-Punjab, Department of Science & Technology-Punjab, Department of Environment & Climate Change-Haryana, Department of Agriculture-Haryana, Department of Energy-Haryana, SAMARTH Mission, NTPC Ltd, all GENCOs from NCR region, Financial Institutions, Pellet manufacturers, Entrepreneurs, Industries associations, OEMs,

Agriculture Universities, KVKs, FPOs, CBBOs and Farmer organizations participated in the workshop.

The one-day workshop aimed to promote and facilitate ex-situ utilization of agri-residue in various applications, with a focus on developing an eco-system for aggregation, transportation, manufacturing, supply, and co-firing of biomass in thermal power plants. The workshop has been organized in an area where a lot of potentials is there and to discuss with concerned stakeholders to resolve the issues towards expanding Biomass aggregation & Pellet manufacturing.

The Workshop started with a welcome note by Shri Sudip Nag (Mission Director, National Mission on Use of Biomass in Thermal Power Plants & Executive Director, NTPC Ltd) describing the importance of Biomass in attaining India's fuel energy security. Shri Ramesh Babu, Director(Operations), NTPC

Ltd. highlighted the potential of Biomass as an untapped resource, additional source of income, high scale of demand & favorable government policies. He also informed about various initiatives taken by NTPC for Biomass utilization in TPPs & mentioned that 14 Plants of NTPC have already started co-firing & approximately 77000 Tons of Biomass have been co-fired to date.

Dr. M.M. Kutty, Chairperson, CAQM addressed the burning issue of air pollution, particularly in the NCR region & challenges. He explained about different possible uses of Biomass, the National policy for management of crop residue, the Central Scheme for agricultural mechanization, the policy for Biomass utilization for power generation through co-firing in Thermal power plants & also guided how the agricultural sector can come forward & contribute to control the pollution by converting Stubble waste to



wealth applying Scientific & Technological solutions. 09 exhibition stalls were also installed in the workshop venue to demonstrate different technical and financial aspects by Entrepreneurs, Financial Institutions, OEMs, and SAMARTH Mission. The exhibition stalls were well appreciated by all the senior officials present in the workshop.

With more than 250 registered participants coming from Government, Ministries, CAQM, MoEFCC, MoA&FW, MNRE, senior government officials from Punjab and

manufacturers, Entrepreneurs, Industries associations, OEMs, Agriculture Universities, KVKs, FPOs, CBBOs and Farmer organizations the Workshop on Ex-situ utilization of agricultural residue in Thermal Power Plants was one of the biggest bioenergy gatherings ever. Many Companies/budding entrepreneurs/Farmers came to the Workshop to understand & explore new business opportunities.

The workshop not only addressed the issue of stubble burning but also provided an ideal platform for all the stakeholders to share their knowledge and experience for the purposeful use of agri-residue and earning potential.

Dr. M.M. Kutty, Chairperson, Commission for Air Quality Management inaugurated the workshop along with Shri Ramesh Babu, Director(Operations),

NTPC Ltd., Sh Arvind Nautiyal, Member-Secretary(CAQM), Sh. S. Narayanan, Member Secretary(Haryana State Pollution Control Board), Sh. Krunesh Garg, Member Secretary(Punjab Pollution Control Board), Shri Sudip Nag (Mission Director, National Mission on Use of Biomass in Thermal Power Plants & Executive Director, NTPC Ltd), and senior Government officials from Punjab and Haryana.

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இந்தியாவின் கடன் ரூ.139 லட்சம் கோடி, 67 ஆண்டுகளில் ரூ.56 லட்சம் கோடி 8 ஆண்டில் ரூ. 83 லட்சம் கோடி உயர்ந்துள்ளது - ராகுல்காந்தி கண்டனம்

இசை மூலம் சிகிச்சை: வலியைக் குறைக்கும் வரம் டாக்டர் மதன் குமார், வலி தணிப்பு முத்த ஆலோசகர், ஃபோர்டிஸ் மருத்துவமனை, வடபழனி

சென்னை, ஜூலை 15 2022: இந்தியாவின் பொருளாதாரம் கடுமையாக பாதிக்கப்பட்டுள்ளதாகவும், நாட்டின் கடன் 139 லட்சம் கோடியாக அதிகரித்துள்ளதாகவும் ராகுல்காந்தி எம்.பி. குற்றம் சாட்டியுள்ளார்.



தற்போது ரூ.139 லட்சம் கோடியாக இந்திய அதிகரித்துள்ளதாகவும் குறிப்பிட்டுள்ளார். இதனால் நாட்டின் ஒவ்வொரு குடும்பங்களுக்கும் மீதான கடன் 2014-ம் ஆண்டு 44,348 ரூபாயாக இருந்ததாகவும், தற்போது அது ரூ.1,01,048 (ஒரு லட்சத்து ஆயிரத்து நூறுபத்து எட்டு) ரூபாயாக உயர்ந்துள்ளதாகவும் 2014-ம் ஆண்டு இருந்ததாகவும், ஆனால்

சென்னை, ஜூலை 15 2022: மனித பரிணாம வளர்ச்சி தொடங்கிய காலத்திலிருந்து இசை ஒரு முக்கிய பங்கை வகித்துவருகிறது. சமூகத்தின் வளர்ச்சிக்கு இசை பெரும் பங்கை அளித்துள்ளது. குழந்தையை முதல் வைப்பதற்கு இசை பயன்படுகிறது. ஒருவர் இறந்த பிறகு இறுதிச் சடங்குகளின் போதும் இசை முக்கியப் பங்கை வகிக்கிறது. இந்த இரண்டு சந்தர்ப்பங்களிலும், ராகுல்காந்தி அறிவுடன் சமுதாய இசையை மீட்டுகிறார். இறந்தவரின் இடையேயான வர்த்தக பற்றாக்குறை, தற்போது 190 பில்லியன் டாலராக உயர்ந்துள்ளதாக ராகுல்காந்தி தெரிவித்துள்ளார். இந்த பொருளாதார வளர்ச்சியின் பெரும் பின்னடைவுக்கு ஆட்சியாளர்களின் கர்வமே காரணம் என அவர் குற்றம் சாட்டியுள்ளார்.

சென்னை, ஜூலை 15 2022: இயற்கையாகவே உங்கள் உடலில் பரவி வலியைக் குறைக்க உதவுகிறது. எண்டார்பின்சுகளின் வெளியீடு அல்லது கேட்கோலமைன் அளவுகளில் ஏற்படும் மாற்றங்களாலும் வலி நிவாரணம் ஏற்படலாம். இது வலி சார்ந்த எண்ணங்களிலிருந்து நோயாளிகளை திசைநிப்புகிறது. நாள்பட்ட வலி கொண்ட நோயாளிகளின் வாழ்க்கைத் தரம் மிக மேலாக மாற்றம் அடிக் கப்பட்டுள்ளது. அவர்களின் தன்னம்பிக்கை, சுதந்திர உணர்வு, வாழ்க்கைத் தரத்தை மேம்படுத்த இசை அவர்களுக்கு மிகவும் உதவுகிறது. இப்படி பல்வேறு வழிகளில் இருந்து நமக்குக் கிடைக்கும் தகவல்கள் ஒரு குறிப்பிட்ட அளவிற்கு மட்டுமே உதவியாக இருக்கும். இருந்தாலும், வலியைக் குறைக்கும் மருந்தில்லாத ஒரு முறை நம்மிடம் இருந்தால், வலியைக் குறைப்பதற்கு ஏன் அதைப் பயன்படுத்தக் கூடாது?

சென்னை, ஜூலை 15 2022: வரம் டாக்டர் மதன் குமார், வலி தணிப்பு முத்த ஆலோசகர், ஃபோர்டிஸ் மருத்துவமனை, வடபழனி. இசை மூலம் சிகிச்சை: வலியைக் குறைக்கும் வரம் டாக்டர் மதன் குமார், வலி தணிப்பு முத்த ஆலோசகர், ஃபோர்டிஸ் மருத்துவமனை, வடபழனி.



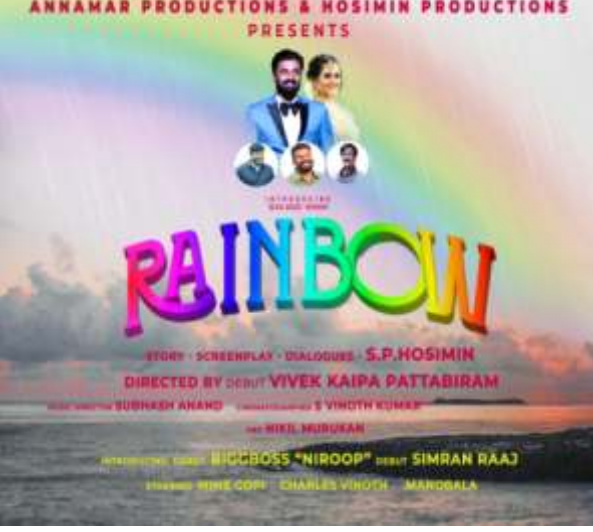
பெரியவர்களுக்குக் கிடைக்கும் ஆரோக்கியப் பலன்கள் பொருத்தமான இசை உடல் சுறுசுறுப்பாக இருப்பதை ஊக்குவிக்கிறது. அத்துடன் உடல் இயக்கத்தில் ஈடுபடும்போது மேம்பட்ட தசை வலிமை, எலும்பு அடர்த்தி, நெகிழ்வுத்தன்மை, சமநிலை, ஒருங்கிணைப்பு கிடைக்க வழிவகுக்கிறது. இசையை வாசிப்பது அல்லது கேட்பது தாள லயத்திலான சுவாச முறைக்கு உதவுகிறது. இதனால் மட்டுமே இசை நமக்கு ஆரோக்கிய நலம் மற்றும் நேர்மறை உணர்வையும் வழங்குகிறது. பெரியவர்கள் தனிமையில் இருப்பது பொதுவானதுதான். இந்தப் பின்னணியில் குழு இசை சிகிச்சையானது மற்றவர்களுடன் தொடர்பு அடைய வழிவகுக்கிறது. ஆரோக்கியமான வழியை ஏற்படுத்திக் கொடுக்கிறது. இசையைப் பயன்படுத்தலாம். இதனால் உடலில் உள்ள ஆரோக்கியமான வழியை ஏற்படுத்திக் கொடுக்கிறது. இசையைப் பயன்படுத்தலாம். இதனால் உடலில் உள்ள ஆரோக்கியமான வழியை ஏற்படுத்திக் கொடுக்கிறது.

“ரெயின்போ” திரைப்படத்தின் படப்பிடிப்பு பூஜை சென்னையில் ஆரம்பம்

சென்னை, ஜூலை 15 2022: வசுந்தரம் ராமசாமியின் ‘ரெயின்போ’ என்ற மலர் மற்றும் இயக்குனர் எஸ். பி. ஹோசினின் ‘ஹோசினின் புரொடக்ஷன்ஸ்’ இணைந்து தயாரிக்கும் “ரெயின்போ” திரைப்படத்தின் படப்பிடிப்பு பூஜை சென்னையில் ஆரம்பமானது. இயக்குனர் வங்கரிடம் உதவி இயக்குனராக இருந்தவர் எஸ். பி. ஹோசினின். பரந்த நடிகை பிரவரி 14, சாந்தனு பாக்கிராஜ், சத்யராஜ் நடிகை ஆமிரம் விளக்கு நிரைப்படங்களை இயக்கியவர்.



முன்னணி நடிகர்கள் இடம் பெறுகிறார்கள்.



பிரமாண்ட் பொருட்செலவில் பரபரப்பான திரைக்கதையில் பேண்டி காடெடி படமாக உருவாகி வருகிறது. இப்படத்தின் பூஜை சென்னையில் நடைபெற்றது. இந்த விழாவில் இயக்குனர் மற்றும் ஒளிப்பதிவாளர் ரவி வர்மன், அயலான் இயக்குனர் ஆர். ரவிக்குமார், இயக்குனர் ஆர். மாதேஷ், ஜப்பான் தொழிலதிபர் குறிஞ்சி செல்வன், நடிகர் பிப்பால் புகழ் அபிஷப், சுரேஷ் சக்கரவர்த்தி உள்ளிட்ட பலர் கலந்து கொண்டனர். இயக்குனர் எஸ். பி. ஹோசினின் அவர்களிடம் என்ஓசு கருத்து வலுவடைந்து வருகிறது. எல்லா பின்னணியில் உள்ளவர்களுக்கும் இசை நன்றாக பலனளிக்கும். மன அழுத்தத்தைக் குறைத்தல், மனநிலையை மேம்படுத்தல் மற்றும் சுய வெளிப்பாடு ஆகியவற்றில் மருத்துவப் பயன்பாட்டை இசை கொண்டுள்ளது. நோயாளியின் வலியைக் குறைக்க இசை பயன்படுகிறது. ஒருவர்

கத்திப்பாரா நகர்ப்புற சதுக்கத்தில் ஜூனியர் குப்பண்ணாவின் 24 மணி நேர உணவகம் திறக்கப்பட்டுள்ளது.

சென்னை, ஜூலை 15 2022: பாரத் மேட்ரிமோனியின் நிறுவனர் முருகுவேல் ஜானகிராமன், கத்திப்பாரா அப்டவுனில் உள்ள கத்திப்பாரா நகர்ப்புற சதுக்கத்தில் ஜூனியர் குப்பண்ணா 24 மணி நேர உணவகத்தை நிறுவனரின் குடும்ப பாரம்பரியத்தை முன் எடுத்துச் செல்லும் மூர்த்தி. கே மற்றும் ஆறுமுகம்.பி ஆகியோர் முன்னிலையில் ஜூலை 9 ஆம் தேதியன்று திறப்பு வைத்தார். இந்த தனிச்சிறப்பு மிக்க உணவகம், ஜூலை 11 ஆம் தேதி முதல் பொது

மக்கள் பயன்பெற தமிழுக்கு ஒரு புகழ்ச்சி ஏதுவாக இயங்கும். 2000 ஆம் ஆண்டு கால ஜூனியர் குப்பண்ணா தமிழுக்கு பெருமை உணவகத்தின் சேர்க்கும் வகையில் தனிச்சிறப்புகள் தமிழ் ஜூனியர் 2000 என்கிற குப்பண்ணாவின் இந்த கருத்தாக்கத்துடன் உணவகம் உருவாக்கப்பட்டுள்ளது. இந்த கருத்தாக்கத்தின் அடிப்படையில் நாங்கள் ரெஸ்ட்டாரன்ட் இதுவே தமிழ்ப் பண்பாட்டின் பல்வேறு கூறுகளை இந்த மக்களின் நீண்ட நாள் உணவகத்தில் இணைக்க விருப்பமான நல்ல 24 முயற்சித்துள்ளோம். மணி நேரம் உணவக தமிழ்ப் பண்பாடு, கலை, தேவையை இது நிறைவு இசை மற்றும் செய்யும். இங்கு மக்கள் திரைப்படம் சார்ந்த தங்கள் பொழுதுபோக்கு குடும்பத்தினருடன் அம்சங்களைக் கொண்ட தங்கள் நேரத்தை நிகழ்த்திகளும் இங்கு செவ்வழித்து உண்டு நடைபெறும். இந்த மகிழலாம். 2000 ஆண்டு முன்முயற்சியின் ஒரு



பகுதியாக, இன்று, உள்ளடக்கிய மதிய சுவைக்கலாம். இங்கு பரத நாட்டியக் கலைஞர் உணவு. அது மட்டுமா? மட்டும் அல்ல ஜூனியர் கதாஸ்வரண லட்சுமி மாலை மற்றும் இரவு குப்பண்ணா அவர்களையும் மற்றும் வேளைகளுக்கான கவிஞர், எழுத்தாளர், ஸ்நாக்ஸ். மேலும் ஆவணப்பட இயக்குநர் நள்ளிரவைத் தாண்டிய நூங்கம்பாக்கம், மற்றும் பிரதேச சேவை, வேளச்சேரி, அண்ணா இசையமைப்பாளர் திரு நேயர்கள் விரும்பும் நேராட்டா பிரியாணி ரவி சுப்ரமணியன் ஆகியவை உடன்துரைப்பாக்கம், அவர்கள் ஆற்றிய கிடைக்கும். ஆழ்வார்ப்பேட்டை அளப்பரிய எங்களுடைய பங்களிப்புக்காக பிராண்டிஸ் பெருமையைப் பகுதிகளில் உள்ள பறைசாற்றும் உணவு மலும்பு வழங்குகிறது. உணவின் தனித்தன்மை செளகரியமாக தங்கள் காரிலிருந்தபடியே சுவைக்கலாம். அல்லது சிறுநாடி தொடங்கி 50 இருக்கைகளைக் கொண்ட எங்கள் பரிமாணங்களையும் உணவகத்தில் அமர்ந்து

Union Agriculture Minister Tomar launches Platform of Platforms (POP) under eNAM, over Rs 37 crore equity grant released to 1018 FPOs e-NAM Coffee Table Book released

Chennai, July 15 2022: The Union Minister of Agriculture and Farmers Welfare, Shri Narendra Singh Tomar, launched the Platform of Platforms (POP) under the National Agriculture Market (e-NAM) on the sidelines of the State Agriculture and Horticulture Ministers' Conference in Bengaluru, Karnataka today. Equity grant of over Rs 37 crore was also released to 1,018 Farmer Producer Organizations (FPOs) that will benefit about 3.5 lakh farmers.

Besides Shri Tomar, the dignitaries present included the Chief Minister of Karnataka, Shri Basavaraj Bommai, Union Minister of

Chemicals & Fertilizers and Health & Family Welfare, Dr. Mansukh Mandaviya, Union Ministers of State for Agriculture and Farmers Welfare, Ms. Shobha Karandlaje and Shri Kailash Choudhary, Agriculture Minister of Karnataka, Shri BC Patil, State Ministers, Union Agriculture Secretary, Shri Manoj Ahuja and other senior officers.

With the introduction of POP, farmers will be facilitated to sell the produce outside their state borders. This will increase farmers' digital access to multiple markets, buyers and service providers and bring transparency in business transactions

with the aim of improving price search mechanism and quality commensurate price realisation. 41 service providers from different platforms are covered under POP facilitating various value chain services like trading, quality checks, warehousing, fintech, market information, transportation etc. The PoP will create a digital ecosystem, which will benefit from the expertise of different platforms in different segments of the agricultural value chain.

e-NAM integrates the platform of Service Providers as "Platform of Platforms" which includes Composite Service Providers



(Service Providers who provide holistic services for trading of agricultural produce including quality analysis, trading, payment systems and logistics), Logistics Service Provider, Quality Assurance Service Provider, Cleaning, Grading, Sorting & Packaging Service Provider, Warehousing Facility Service Provider, Agricultural Input Service Provider,

Technology Enabled Finance & Insurance Service Provider, Information Dissemination Portal (Advisory Services, crop forecasting, weather updates, capacity building for farmers etc.) and other platforms (e-commerce, international agri-business platforms, barter, private market platforms etc.).

The inclusion of

various service providers not only adds to the value of the e-NAM platform, but also gives the users of the platform options to avail services from different service providers. It enables farmers, FPOs, traders and other stakeholders to access a wide variety of goods and services across the agricultural value chain through a single window, thereby giving more options to the stakeholders. Moreover, while selecting a good quality Goods/Service Provider, it saves the time and labour of the stakeholders. The POP can be accessed through e-NAM mobile app which can be downloaded from Google Play Store.

On the occasion, Shri Tomar released an equity grant of more than Rs 37 crore to 1,018 FPOs under the CSS which will benefit about 3.5 lakh farmers leading to the goal of setting up of 10 thousand FPOs. The Producer Members' equity, supplemented by a similar equity grant from the Central Government, would strengthen the financial base of the FPOs and help them to avail loans from financial institutions for their projects and working capital requirements for business development. Under the scheme, upto Rs. 18 lakh financial aid per FPO will be provided for a period of 3 years. In addition, a loan of Rs. 2,000 for each farmer

member of the FPO within a limit of Rs.15 lakh per FPO will be available. There is also a provision of project loan or equivalent grant from any eligible lending institution of up to Rs.2 crore per FPO.

The Coffee Table Book released by the Agriculture Minister showcases the endeavour and journey of e-NAM in bringing transparency and efficiency in the trade of agricultural products in the country through innovation and technology. Coffee Table Book on e-NAM focuses on showcasing the benefits and success of farmers and stakeholders by facilitating digitization of APMC mandis.

Giriraj Singh inaugurates National Watershed Conference

Chennai, July 15 2022: Keeping the importance of sustainable development of rainfed/degraded land in view, Department of Land Resources organized a National Watershed Conference in New Delhi on 14th July, 2022. The Inaugural session was presided over by Shri Giriraj Singh, Union Minister for Rural Development and Panchayati Raj. Minister of State for Rural Development and Steel, Shri Faggan Singh Kulaste, and Sadhvi Niranjani Jyoti, Minister of State for Rural Development and Consumer Affairs, Food and Public Distribution and Minister of State for Panchayati Raj, Shri Kapil Moreshwar Patil graced the occasion. Secretaries and other Senior officers of Central Government Ministries/ Department like Jal Shakti, Rural Development, NITI Aayog, Environment, Forest and Climate Change, Animal Husbandry, National Rainfed Area Authority (NRAA) and others attended the Conference. CEO, NARA and other Senior Officials were also in attendance. Almost 600-700 representatives from all over country were also present.

The Conference comes in the backdrop of the Prime Minister Shri Narendra Modi raising the commitment of the country

to restore degraded land from 21 million hectares to 26 million ha, while receiving the Presidency of COP-14, UNCCD in 2019.

The Conference focused basically on three themes:

(i) Production Systems (Plantation and Horticulture)

(ii) Springshed development

(iii) Amrit Sarovar in Watershed project areas

On this occasion, the Minister also launched e-Book on Achievements of Department of Land Resources and MIS 2.0 for Watershed Development Component of Pradhan Mantri Krishi Sinchayee Yojana (WDC-PMKSY). Addressing the State Ministers and Senior officials of the various States, Shri Giriraj Singh called upon the States to learn and adopt the best practices of other States to facilitate cross learning, disseminating Best Practices under WDC-PMKSY 2.0 and strengthening the focus on doubling of Farmer's Income through Production System and rejuvenating water bodies through Amrit Sarovars.

Shri Giriraj Singh said that while working on degraded land by implementing watershed projects in States/UTs, the efforts should be made to

substantially contribute towards doubling of farmers' income. He impressed upon the role of Afforestation, Horticulture, and Integrated Farming Systems etc. in watershed project areas so that these activities could prove to be supportive towards raising farmers' incomes to a large extent. He emphasized that States/UTs should make efforts, while implementing the projects in fields to support beneficiaries so that they could be taking best care of their landholdings.

For bringing about the desired impact in implementation of watershed projects, DoLR had invited Padma Shri Awardees like Shri Popatrao Pawar (Hiware Bazar model) and Shri Jadav Payeng (Forest man of India) and for covering the role of springshed development, experts like Shri B M S Rathore (former Chief Policy Advisor, ICIMOD) and Shri D S Meena, Adl. Secretary, Govt. of Uttarakhand were invited.

Shri Ajay Tirkey, Secretary, DoLR, in his address mentioned that WDC-PMKSY has the potential to restore rainfed/degraded land and become all the more indispensable in view of growing population and reduction of per capita availability of agricultural



land. He observed that almost 67% of rural population is heavily dependent on agriculture and restoration of rainfed/degraded land could prove a boon for them. He mentioned that activities under the scheme would help arresting degradation of land, restoring productivity, enhancing biodiversity, ecological services and many other benefits. WDC-PMKSY 2.0 would more importantly be dissuading farmers to leave their farmlands and thus help reducing migration which cause mushrooming of forced/unplanned urbanization and lead to other related avoidable implications.

The clarion call of Mission Amrit Sarovar has been given by Prime Minister Modi. WDC-PMKSY 2.0 has got immense potential to create

Amrit Sarovars in WDC-PMKSY 2.0 project areas and therefore States/UTs were urged to take suitable initiative.

Watershed Development Component of Pradhan Mantri Krishi Sinchayee Yojana (WDC-PMKSY) Department of Land Resources (DoLR) has been mandated by Government of India to implement a Centrally Sponsored Scheme namely, Watershed Development Component of Pradhan Mantri Krishi Sinchayee Yojana (WDC-PMKSY).

DoLR has financially supported 6382 watershed projects in States/UTs with a target of 29.57 million ha under WDC-PMKSY 1.0 which has successfully been concluded in March 2022. Completion reports and End-line reports of

projects are being received in DoLR and the outcomes reported are incredible:

- increase in ground water table upto 3m,
- increase in cultivated area upto 30%,
- increase in farmer's annual income upto 70.13%,
- increase in milk production upto 40% and
- increase in the cropping intensity upto 18.3%.

So far 5693 projects have been reported as completed by States/UTs covering an area of 27.10 million ha. Meanwhile DoLR has, during December, 2021, also rolled out WDC-PMKSY 2.0 with a Central allocation of Rs.8134 crore and physical target of 4.95 million ha. A total of 1099 projects have already been sanctioned under WDC 2.0. As it was imperative on

the part of the Department, with the help of National Rainfed Area Authority (NRAA), DoLR revised the existing Guidelines to make it more inclusive, scientific and explicitly production systems oriented.

Springshed development under WDC-PMKSY 2.0

Under WDC-PMKSY 2.0, Springshed development has been incorporated as a new activity within the project areas of watershed. It was on the basis of recommendation of NITI Aayog which in collaboration with ICIMOD published a report in 2017-18 showing almost 50% of 4-5 million springs in India are either dried up or are on the verge of drying up. The development of springshed in mountainous regions would help address the issues of ecological, economic and biodiversity security of the country.

WDC-PMKSY 2.0 is also important because the Springshed development has been incorporated as one of the new activities. This could be of paramount importance especially for the Himalayan States/UTs and other mountainous regions of the country which are strategically, ecologically, economically socio-politically are of high significance. Ironically, the Himalayan

States/UTs receive plenty of rains during the monsoon season but during lean period they face stark problem of paucity of drinking water. Conversely, the fragile Himalayan landscape also encounters ecological degradation and landslide problems very frequently. By rejuvenating springs in mountainous regions under the project areas of WDC-PMKSY 2.0, all States/UTs could immensely be benefitted. DoLR has taken a lead to capitalize on the potential of WDC-PMKSY 2.0 and contribute substantially towards doubling of farmers' income, Nationally Determined Contributions, Land Degradation Neutrality and Sustainable Development Goals etc.—thus transforming India.

Government of India's national Integrated Watershed Management Program (presently WDC-PMKSY) is the second largest watershed program in the world after China (World Bank Report, July 2014).

Shri Nagendra Nath Sinha, Secretary, Ministry of Rural Development, Additional Chief Secretary / Principal Secretary/ Secretary of watershed project implementing Department of State Governments/UTs attended the workshop.

Monitoring visit by Central Teams to State of Telangana

Chennai, July 15 2022: A Central team of the Ministry of Rural Development, Govt. of India was deputed to conduct a monitoring visit in connection with implementation of Mahatma Gandhi NREGS in the State of Telangana from 9th June 2022 to 12th June 2022. The team has found several issues with the implementation of Mahatma Gandhi NREGS in the state of Telangana.

The inspection by Central team has highlighted the issues such as taking of non-permissible work

(Construction of food grain drying platform), non-compliance of Guidelines related to Desilting of Minor Irrigation-Tank works, taking staggered trenches work in plain areas, whereas, such works are useful mainly in hilly regions, splitting of works to avoid approval of the superior technical authority and other procedural violation of guidelines.

Keeping in view such implementation issues and lapses, Central Government felt need to deploy more central teams



to conduct a thorough scrutiny of implementation of Mahatma Gandhi NREGS so that necessary course correction in

process of implementation of scheme in the state of Telangana may be carried out by the State Government on the basis of

all such reports, which will cover 15 more districts of the State.

The team will visit

Nizamabad, Peddapalli, Medak, Siddipet, Suryapet, Karimnagar, Nagarkurnool, Nirmal, Jayashankar Bhopalappally, Mahabubabad, Sangareddy, Rangareddy, Adilabad, Ranjanna Sirsila and Mulugu. The team will comprise 3 members led by a Director/Dy. Secretary rank officer and include one Engineer.

Each team will visit 4-6 Gram Panchayat in 2 Blocks of the District covering the works related to Desilting of MI-Tanks, Staggered trenches, Road

side Plantation works and other works under Mahatma Gandhi NREGS. The central focus of the team visit is to ensure transparency and accountability in the implementation of the Scheme.

Monitoring of implementation of Mahatma Gandhi NREGS is one of the regular activities of the Ministry of Rural Development. The purpose of this exercise is to test check the actual implementation of the Scheme on the ground for course correction, if any,

ensuring faithful adherence to the Scheme Guidelines & philosophy and transparency in execution.

The primary responsibility for ensuring adherence to the scheme protocols and guidelines rests with the State. The States have been encouraged to set up various monitoring mechanisms, viz. inspection by the State HQ and programme official, social audit, Ombudspersons etc. The failure of these mechanisms is worrisome.

LEAD at Krea University releases coffee table book celebrating over 15 years of research, innovation, impact

Chennai, July 15 2022: Former ICICI Bank Limited chairman and the Chancellor of Krea University Narayana Vaghul and Ashok Jhunjhunwala, President, IIT Madras Research Park & Incubation Cell launched 'LEAD the Journey - Catalysing Change, Enabling Transformative Solutions' - a coffee table book that chronicles nearly two decades of impact research undertaken by IFMR Society and Krea University's research centre LEAD.

LEAD's roots can be traced to an initial seed funding from the ICICI Bank's Social Initiative Group in 2005, which laid the foundation for an innovative research platform. A pioneer of action research in the



country, and one of the first research centres incubated by the IFMR-Krea ecosystem, LEAD provides a unique opportunity for academics of various disciplines, practitioners, researchers and students to learn together through real-world experiences, thus strengthening local capacity for rigorous field-based research in India.

Today, LEAD

leverages research and innovation to address complex challenges such as enhancing access to social protection and financial well-being for vulnerable segments, testing and evaluating solutions to catalyse small business growth, and creating sustainable livelihood pathways for female workers and entrepreneurs, among other areas.

Speaking at the launch, LEAD's Executive Director Sharon Buteau said that "Knowledge creation is a powerful tool for positive impact, provided it can be shared and ultimately used. From some of the earliest product innovations in microfinance to unpacking the growth dynamics of small businesses, we have seen first-hand the immense potential of testing powerful, innovative ideas on the ground. Through this book, we are telling the story of our own journey before charting our next chapter. We are also upbeat about LEAD's next phase - LEAD X - which will focus on disruptive solutions for critical development problems that remain intractable."

Health, Wellness and Fitness — Flipkart Observes Latest Trends in the Country

Chennai, July 15 2022: Over the past year, there has been a steady rise in conscious choices in health and fitness across the country. With a greater awareness of physical and mental wellness, people of all ages are increasingly prioritizing self-care. As people begin to step out now, albeit with caution, Flipkart, India's homegrown e-commerce marketplace, shares some interesting trends, and reports a surge in traction across wellness, fitness and superfoods, suggesting a drastic change in the average Indian shopper.

As people across the country continue their health and fitness journey,

Flipkart's health foods category is growing by 2X Y-o-Y. The category has seen a steady rise in the purchase of healthy food and supplements, specifically in dry fruits, green tea and immunity boosting superfoods including oats, honey, muesli, corn flakes and peanut butter. More recently, the platform has observed a high demand in product lines including health drinks, dry fruits and nuts green tea & coffee, edible seeds, and olive oil. With an increased awareness of healthy snacking and mindful eating in the past year, fruit preserves witnessed an uptick by over 4X. Flipkart continues to further widen its offerings in the segment

with the launch of brands such as Raw Pressery, Yoga Bar and Sleepy Owl Coffee.

Flipkart's wellness category has also grown by 2X Y-o-Y. This comprises of fitness related products such as health-drink mixes, protein shakes, energy drinks, health supplements including multi-vitamins, fish oil, vitamin E, collagen, and biotin, as well as holistic products such as Chyawanprash and ayurvedic juices gaining popularity. The biggest growth contributors are protein supplements, vitamin supplements and energy drinks which are growing M-o-M at 1.3X, 1.1X and 1.2X. Brands including Oziva, Big

Muscles Nutrition, Kapiva, HealthKart, PediaSure, Baidyanath, MuscleBlaze, XLR8 and Better Nutrition are among those that are witnessing highest traction. Customers from metros and Tier 1 cities account for majority demand in the health and fitness categories.

With the pandemic-prompted active culture becoming a way of life for most, health, wellness, and fitness continue to remain focus areas for the majority of consumers. Flipkart is wholly committed to bringing in the widest range from some of the best brands, for its rapidly growing customer-base.

Review of the movie My Dear Bootham: Prabhudeva and Ashwath salvage this children's dream

Chennai, July 15 2022: The protagonist in N Ragavan's My Dear Bootham frees a genie imprisoned in an artefact, and the genie then uses his magical abilities to solve the protagonist's problems. This is yet another adaptation of the Aladdin story. In this instance, Thirunavukkrasu (Master Ashwath, the Super Deluxe child), trips over a statue and frees Karkimuki (Prabhudeva), a genie imprisoned inside of it. Thiru's stammer gets him into all kinds of difficulty, including taunting peers, insensitive teachers (like Samyuktha), and an excessively protective mother (Ramya Nambesan). After turning things around at school with the help of Karki, who calls him his "deivam," will he fulfil the genie's one desire, especially with his speech disorder getting in the way?

My Dear Bootham's aesthetics are identical to those of the children's television programme Jee Boom Baa, which used to air in the early 2000s, in terms of both text and



visuals. The writing is all superficial, opting for an over-the-top tone, which only gets more evident with the tacky visuals. The visual effects resemble that of a Rama Narayanan film. The makers clearly want to deliver a children's film, but then, they also seem to have decided that it'd be enough to appeal to only

their target audience. So, adults will find antics like Prabhudeva imitating cartoon characters and appearing alongside Tom and Jerry, too childish, which kids, especially those under 10, might find the film amusing.

The sad part is that there are some themes that could have helped the

movie appeal to adults as well, such as how the boy and the genie end up being each other's proxy father and son, the lesson about facing one's problems head-on (the saving grace is a clever allusion to Saraswathi Sabatham), and the advice to let your children explore their interests without being overly protective. Unfortunately, these themes are crammed into the script with little nuance and are delivered in an overtly Another problem is the badly worded mother-son connection.

The two stars have a major role in why the movie works to the extent that it does. While Ashwath excels in the moving scenes, particularly his monologue in the climax, Prabhudeva, who has frequently displayed a flare for humour, tries to elevate the subject by giving it everything he has. The theatrical treatment and the bland filmmaking are somewhat overlooked thanks to the performances of these two actors.

PFA Sirohi & PFCI are saving Camels from the jaws of death !!

Chennai, July 15 2022: Though camel slaughtering was banned in Tamil Nadu, ahead of Bakrid this weekend, at least 18 camels were illegally transported from Rajasthan to Tamil Nadu and all of them were rescued just in time.

Following a complaint by activists the animals were rescued. The NGO claimed

However, until 2016 it was spotted that camels were brought all the way from Rajasthan to Tamil Nadu for Bakrid," said G Arun Prasanna, Founder, People for Cattle in India, (PFCI).

In 2015, PFCI approached the Madras High Court asking for a ban on camel slaughter. And the ban was implemented from



tipped them off.

The team urged the SP of Krishnagiri and ASP of Hosur for immediate action along with order copy. After almost 10 days, the FIR was filed and 18 camels were rescued from that place. And all of them were transported back to Rajasthan on July 7.

"The owners of the camels fled the place when police went. It is evident the animals were brought only for Bakrid this time of the year. And camels are otherwise not used for any other purpose. The camels were kept without any food and care indicating that their owners really did not care as long as they were alive," explained Arun. In Rajasthan, camels are used for rides especially in deserts. They should be put in their natural habitat and the food we feed will not be appropriate, he added. Bangalore based activist Ritika Goel coordinated the

transportation of camels back to Rajasthan. She along with her team took care of these camels by providing food and medical care when these animals were kept in hosur.

They are now kept in a shelter in the care of People for Animals Sirohi (PFA Sirohi). PFA Sirohi is one of its kind Camel Shelter in India. They have been tirelessly working for the welfare of Camels since the 1990s. Amit Deol, the Secretary of this organisation and his team has sheltered several Camels. Majority of the Camels are rescued from illegal trafficking and slaughtering. PFA Sirohi is need of contributions towards the medicines, food and water for these rescued Camels. PFA Sirohi is India's only Camel rescue shelter & hospital. Amit Deol can be contacted @ +91 94142 75479.



that this was one of the biggest rescue operations in South India. In the past maximum of 5 camels were rescued in one operation.

"Usually, camels are slaughtered for Bakrid and that has been happening for a long time. From 2014 we have been fighting to stop this as it is illegal to consume the camel meat. The Food Safety and Standards Authority of India has regulated what meat can be consumed by people.

2017, and it has been completely stopped in Tamil Nadu. And regarding the same petition, the court passed another order that the police should file FIR when the camels are brought inside the state. Meanwhile the NGO got information that there are few camels spotted in Hosur. As the organisation has been fighting against slaughter of camels for over nine years they are known to people and the volunteers, who

Indian Navy Helicopters Conduct Rescue & Relief Operations in Marooned Villages in Eluru

Chennai, July 15 2022: In response to a request received from the Eluru District Administration for Rescue and Relief Operations due to massive flooding of the Godavari River, the Indian Navy launched two medium-lift UH3H helicopters from INS Dega at Visakhapatnam on 14 Jul 22 for providing humanitarian



assistance to the water-locked areas of Koida (7 habitations and Katkur (9 habitations) in

Velairpadu Mandal.

The helicopters airdropped relief material including essential food items, medicines, milk, bread, etc to the marooned villagers. So far over 2000 kg of relief material has been delivered by the helicopters operating from Rajahmundry airport. The relief operation would continue on Friday.

Tech-Enabled Homebuilder BuildNext raises \$3.5 million in funding round led by Pidilite

Chennai, July 15 2022: BuildNext, a Kochi based tech-enabled homebuilder has raised \$ 3.5 million in a 'pre-series A' funding led by Pidilite Industries' wholly owned subsidiary - Madhumala Ventures. BuildNext has also secured funding from existing investors Konglo Ventures, Vineet Kumar (CEO, Native) and Deep Gupta (FatEngine) among others.

BuildNext will use the capital from the latest round of funding to further expand its R&D capabilities and upgrade its Virtual Reality technology experience centres. It will also expand into new markets Bengaluru, Chennai and Coimbatore while strengthening its foothold in its existing markets.

"We are excited to have Pidilite as one of our key investors. Our aim is to use our custom technology platform to drive transparency and overcome inefficiencies in the entire process of constructing and designing a house. We

have made significant progress in research about designing and building better homes. We have developed objective parameters to decide how good a home design is and these are put to test again and again every day for continuous improvement. With decades of leadership in the space, Pidilite's guidance on this journey will be a huge asset for us and will enable us to move ahead with confidence." emphasizes Gopi Krishnan, Co-founder and CEO, BuildNext.

"Pidilite's faith in us is a strong reinforcement of our vision and plans. These funds will help us establish a strong presence in South India, and help us achieve our goal of adding 1000+ homes to our current portfolio." informed Finaz Naha, Co-founder and COO, BuildNext.

Apurva Parekh, Executive Director, Pidilite Industries said, "We are happy to back BuildNext and be a part of their growth story.

BuildNext's a vision to use technology to improve customer experience has the potential to transform the home construction market."

BuildNext's IT - Enabled construction and interior service leverages a breadth of in-house tools and technologies for visualization, estimation, product selection, procurement, budget control, project tracking. It runs an inventory-less, Virtual Reality enabled chain of Experience Centers across Kerala and Telangana. This helps customers visualize exactly what they are going to build and eliminates inefficiencies. The company also has a patent for linking real time material prices to VR, that enables customers to make quick and informed decisions. BuildNext has also built its own project management application which is available for customers to track the construction from anywhere in the world via

a mobile app. The customers also get daily summaries of activities at their work site.

BuildNext identifies its target market as 1-5 floor single or multi-family residential projects starting at 1500 sqft in area per home. BuildNext offers premium building experience to customers right from design to handover, including complete customization, VR walkthroughs, and ergonomic and aesthetic designs for day-to-day activities

While there are a lot of advantages that technology and data have brought about for every other industry, construction of homes is still technologically uncoordinated, employing inefficient-process based and anecdotal evidences, especially in the low-rise segment. This leads to cost and time escalations and quality concerns for customers. BuildNext believes they can build better homes by merging data and technology.