







## Bayer to scale up its 'Sahbhaagi' program to build an evolving ecosystem for micro-entrepreneurs while transforming Indian agriculture

Chennai, Sep 01 2022: Bayer, a global enterprise with core competencies in the life science fields of healthcare and agriculture, announced its plan to scale up its Sahbhaagi program to empower rural women and youth with an aim to develop a comprehensive agricultural ecosystem. The 'Bayer Sahbhaagi Program' was launched in 2019 and today the program has more than 4000 Sahbhaagis across India. This initiative creates unique opportunities for rural entrepreneurs to partner with Bayer, explore alternate demand generation routes and enhance Bayer's reach to farmers.

Sahbhaagi is a rural micro-entrepreneurship development model which empowers farmers, women and rural youth to become an advisor and recommend right solutions to smallholder growers. The scale-up of the Sahbhaagi program will include adding more Sahbhaagi



partners to create a strong network of outreach and engagement with farmers across India, and anyone above the age of 18 with knowledge of agriculture and access to a smartphone is eligible to become a Sahbhaagi. In addition to enrolling young Agri-entrepreneurs, Bayer understands the major role women play in shaping their families and the agriculture value chain. Their role as influencers in buying decisions makes them the perfect partners to scale up the program.

The program will be further fueled by the adoption of smartphones and evolving digital technologies that have created new touchpoints

with farmers. The aim to provide opportunities to micro-entrepreneurs to encourage sustainable and responsible farming and support rural productivity. Bayer will continue to work closely with these Sahbhaagis to create a sustainable ecosystem in their villages, adopting the latest agricultural and farming practices, learning the technical know-how of Bayer products and offering customized crop and product advisory to farmers."

Bayer has also set up a toll-free number 18001204049 to provide more details to the rural population and facilitate enrollment in the Sahbhaagi program.

Speaking about the program, Simon-Thorsten Wiebusch, Country Divisional Head - Crop Science Division of Bayer for India, Bangladesh & Sri Lanka said, "In our broad effort to transform agricultural practices for the benefit of local communities, we

choosing excellent bold. Samantha can be a perfect fit to play the role of Titania, who is a narcissist and in the delusion that she's the strongest woman in the latest Marvel Studios' series She-Hulk: Attorney at Law

**Kamal Haasan as Blonsky (Tim Roth)**

Veteran Kamal Haasan has long been admired for his acting prowess across the film industry. From his latest Vikram to classic Chachi 420, Haasan has fascinated many with his ace acting, and for him to do the role of Blonsky, who was injected with a super serum that turned him into this monster, the Abomination, will be another feather in his cap.

**Sai Pallavi as Nikki Ramos (Ginger Gonzaga)**

Nikki Ramos is Jennifer Walters' closest confidante and paralegal, providing unending support and most sage advice in personal and professional matters. Jen can always rely on her fun, sarcastic and always fashion-forward friend who's not afraid to colour outside the lines. Dancer and actor Sai Pallavi is no different. She has carved a niche in Mollywood and Tollywood by taking up diverse and challenging roles. She's also known for being a style statement in the industry, and Sai would perfectly fit into the role of a friend in the Indi-version of the Marvel series.

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resilient characters in movies like Baahubali and Singam 3. Anushka Shetty would make for a perfect She-Hulk in her role as the quintessential heroine.

**Prabhas as Hulk (Mark Ruffalo)**

National heartthrob Prabhas has proven his acting prowess with films like the Baahubali franchise, Mirchi and so many others and who

better than he can do the role of Incredible Hulk in the Indian version of She-Hulk She-Hulk: Attorney at Law

**Samantha Prabhu as Titania (Jameela Jamil)**

After carving a niche for herself in the Tamil and Telugu film industries with her acting chops, Samantha Prabhu rose to global popularity for

## Dr. Agarwal's Eye Hospital inaugurates State-of-the-art eye care hospital at Chromepet Actor RJ Balaji donates his eyes to mark the occasion The free consultation will be available till September 30

Chennai, Sep 01 2022: Dr. Agarwal's Eye Hospital, the globally renowned pioneers in eyecare since 1957, has opened a state-of-the-art eyecare hospital at Chromepet in Chennai. Actor RJ Balaji, was the Chief Guest at the inaugural event, supported the noble cause of eye donation. Mr.I.Karunanthi, MLA of Pallavaram, Mr. Joseph Annadurai, Chairman, Pallavaram Zone, Dr Srinivasan G Rao, Senior Ophthalmologist & Regional Head – Clinical Services, Dr Agarwal's Group of Eye Hospitals and Dr. S. Venkatesh, Head - Clinic Services, Dr Agarwal's Eye Hospital, Chromepet were also present on the occasion.

Chromepet facility is spread across 9000 sq. feet and located at No 201, 1st Floor, GST Road, behind Chromepet Bus Stop. To mark the inauguration, Dr Agarwal's Eye Hospital announced that the free eye consultation will be available till September 30, 2022 at Chromepet facility.

On the occasion Actor RJ Balaji said, "It gives me immense pleasure to inaugurate the new facility



of Dr. Agarwal's Eye Hospital at Chromepet and to donate my eyes. The eyes are your body's most highly developed sensory organs. But many people lose their opportunity to see this beautiful world because they are blind. However, it is possible to bring back their sight by donating our eyes after death. I will encourage each one to pledge their eyes as well which will help in creating a positive change in someone's life.

Dr Srinivasan G Rao, Senior Ophthalmologist & Regional Head – Clinical Services, Dr Agarwal's Group of Eye Hospitals said, "It is with great pride that we have opened our state-of-the-art hospital in Chromepet. Currently we have 18 centers in Chennai. With the inauguration of this

center, Dr. Agarwals Eye Hospitals now has a total network presence of 119 hospitals spread across India and Africa. We are committed to expand our network and operations to better meet the growing demands of eye care. Our plan is to take the number of hospitals in the network to 150 by 2022-23."

"The national eye donation fortnight is being observed from August 25 to September 8 to spread awareness about donation and motivate people to pledge their eyes after death. One-third of the world's visually challenged population is from India accounting for 12 million individuals with visual impairment. Corneal diseases are the major causes of blindness after

cataracts and glaucoma.

Lack of awareness prevents people from donating their eyes. Any person can pledge their eye which can be donated after their death irrespective of gender, age or blood group," added Dr Srinivasan G Rao.

Dr. S. Venkatesh, Head-Clinic Services, Dr Agarwal's Eye Hospital - Chromepet said, "The new hospital has latest operations facilities such as modular OT, precision cataract, and retina OT to provide best surgical treatments. The hospital also has labs, pharmacy and an optical wing to offer a wide range of frames and lenses of high quality and leading brands. We are well equipped to treat cornea conditions including corneal ulcers, keratitis (inflammation of the cornea) and keratoconus (thinning of the cornea) apart from the allergies. Our retina specialists offer expert evaluation and treatment of vitreoretinal and macular diseases, including macular degeneration, retinitis pigmentosa, retinal detachment, and diabetic retinopathy."

## Fortis Hospital Vadapalani organizes Heart Health Check-up Camp in association with Chennai Corporation at Zone 11, Valasaravakkam to create awareness on heart related ailments

Chennai, Sep 01 2022: Fortis Hospital, Vadapalani in association with Chennai Corporation Zone organized a heart health check-up camp at 11, Valasaravakkam, Chennai. The camp was inaugurated by Thiru Ganapathi, MLA, Maduravoyal. Other senior dignitaries present on the occasion were Thiru V Rajan, Chairman, Valasaravakkam & Nolambur Corporate Zone 11, Mrs. Dhanalakshmi, Medical Officer, Cinna Porur and Mr. Boobesh AHO in the presence of senior dignitaries from Fortis Vadapalani. More than 170 people benefited from the health camp.

This objective behind organizing the camp was to create awareness on heart health amongst



people. Post- Covid there has been a significant upsurge in cardiac deaths at young age due to poor lifestyle mostly owing to improper diet, lifestyle choices such as alcohol consumption, smoking, sedentary lifestyle etc. This camp encouraged general public and Chennai Corporation workers to undergo blood pressure, random blood sugar, BMI check and ECG along with a doctor consultation. All camp

visitors were provided with Free Sanitizers, Face Masks along with a free Doctor Consultation Coupon for further follow-ups at the Fortis Vadapalani.

Mr. Venkat Phanidhar Nelluri, Zonal Director, Fortis Hospitals, Vadapalani said, "It is shocking to see the deaths associated with cardiac ailments in famous young personalities. Although a person might externally appear healthy, it is

imperative to undergo preventive heart health check-ups at frequent intervals after the age of 30 years. As a part of our ongoing social welfare initiative, Fortis Vadapalani has initiated the heart health camp to create awareness and encourage preventive heart health checkups."

For enquiry on more such camps, people can contact Fortis Hospital, Vadapalani on 98840 02086/9677063130.

## AFCOM BETS BIG ON ASEAN REGION Takes delivery of its first Boeing 737 Freighter Aircraft Plans to add two more Aircrafts to its fleet by year end

Chennai, Sep 01 2022: Afcom Holdings Private Limited, a professionally managed international cargo airline headquartered in Chennai, today reiterated its commitment to the ASEAN region by taking delivery of its first Aircraft - Boeing 737 Freighter.

After carving a niche for herself in the Tamil and Telugu film industries with her acting chops, Samantha Prabhu rose to global popularity for

Afcom's current capacity with its airfreight partners, thus enabling a faster and more reliable delivery service. The company plans to add two more Freighters to its fleet by the end of this year.

Commenting on the developments, Deepak Parasuraman, Chairman, Afcom Holdings Private Limited said, "Afcom is committed to provide efficient, secure, and

quality services to our customers. We strongly believe in working closely with our customers by providing them tailor-made logistic solutions. We see ourselves not just as a cargo airline but an end-to-end cargo solutions provider. Air cargo is today a key enabler of flexibility and speed in global supply chains. We foresee good and rising demand for air cargo going forward, and we are fully geared up to infuse the required

capacity in the market."

Afcom presently serves between India, Singapore, Indonesia, and Brunei. In addition, it will commence services to Hanoi (Vietnam) and Bangkok (Thailand) sectors in its endeavour to service destinations across ASEAN countries. More new services are also in the pipeline, with the aim of providing faster delivery options to support the industry requirements.