

3rd Regional Workshop on Cloud Computing for Digital Transformation Leaders conducted by NeGD, MeitY

Chennai, Sep 22 2022: The National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY) organized the 3rd batch of capacity building programme in Cloud Computing for government officers of Central Line Ministries, State/UT Departments, Mission Mode Project officers, e-Governance Project heads and State e-Mission teams. These workshops are in continuation of the series of trainings on Cloud Computing - a major emerging technology in the digital world. The workshops were held from September 15-16, 2022 at the Gujarat Institute of Disaster Management, Gandhinagar, Gujarat.

Twenty-two officers from eight States / UTs, across the Central Line Ministries and Governments of Delhi, Gujarat, Manipur, Kerala, Maharashtra, Goa, West Bengal and Bihar participated in the 2-day residential programme. Setting the tone of the programme, Ms. Shobha Ramesh, Course Director, NISG, asserted that the need to ensure security of data, management of environment for scaling of data, technology, reach and the standardizations to be followed thereof could not be ignored anymore in a world that is increasingly getting digitized. Shri Sanjay Gaden, Head SeMT, Gujarat, highlighted the interoperability of the system and cloud computing's role in scaling up e-governance. He also highlighted other advantages of this emerging technology, in the disaster management plans, data protection and during pandemics etc.



The workshop brought together an array of subject matter experts from the industry, academia and the government to speak on key subject matters - cloud architecture, basic building blocks of cloud computing, data explosion, potential risks and challenges pertaining to cloud deployment, cloud's role in digitally transforming e-governance and how it can provide scalable and elastic infrastructure, assess data requirements, and help manage bid data through distributed computing. The workshop duly highlighted the challenges in service delivery and various factors which affect the

delivery of service like infrastructure, capability, scalability, etc. Live demonstration on auto scaling of cloud usage and benefits of auto scaling were given as well. Day 2 of the workshop focused on common issues and challenges encountered while coordinating with government departments and strategies to overcome them by the executioners, introducing the participants to MeghRaj -

GI Cloud, empanelment of cloud service offerings of CSPs and cloud provider selection, MeitY's guidelines for cloud and key questions while procuring cloud services and cloud services procurement through GeM. Through use of case studies on CoWIN, Poshan Tracker and Digilocker, presentations on components of the projects, how the platforms were scaled, precautions taken and

how business continuity was planned for all the applications was discussed.

The workshop was the third in the series of Cloud Computing trainings

conducted for government officers. Under its Capacity Building scheme, NeGD is executing thematic trainings in order to build capacities of government officers, at both the

Central and State levels, to ensure the availability of adequate knowledge, appropriate competencies and skill-set to optimally utilise the huge benefits of cloud computing in e-Governance practices.



Former Justice Mr Valli nayakam and Mr Vijay Anand (Member of Parliament Kanyakumari), Actor Mr Ajay Rathnam jointly together inaugurated "WEMAAA SUMMIT - 2022, THE LAUNCH" program in the presence of SANGAMAAS International Foundation Chairman, Mr Suresh S. Devan, IOFA President Dr Marugesan, SANGAMAAS Senior Process Co-ordinator Mr Alagarsamy, at Kalavattur Aranganam in Chennai on Saturday.

General Manager of Southern Railway conducts annual Inspection of Jolarpettai - Erode section in Salem Division

Chennai, Sep 22 2022: Shri B. G. Mallya, General Manager, Southern Railway conducted the statutory annual inspection of Jolarpettai - Erode Section in Salem Division today, 21st September, 2022. Shri A.G. Srinivas, Divisional Railway Manager of Salem Division, Principal Heads of Departments, Officers and Senior Supervisors from HQRS and Salem Division accompanied the General Manager

during the annual inspection. The inspection started from Tirupattur station where General Manager inspected station working and surrounding area. At Tirupattur Railway Station, a new advertisement branding of Locomotive was unveiled as part of product promotion in the division. Loco Branding has become a popular mode of Advertisement in Indian Railways in recent

times. During the inspection, a speed trial was conducted between Tirupattur - Morappur stations (48 km stretch). The inspection special clocked a speed of 121 kmph which was a testimony to the good condition of track, signaling and other parameters.

On the way to Salem Shri B. G. Mallya inspected Morappur, Bommi, Lokkur stations. He inspected a lift, the newly developed garden Junior Engineer/Permanent Way offices, Gang Rest Rooms, newly erected Solar Panels, Inspection of Level crossing gates, Traction substations, Rain water harvesting etc. He inspected the various engineering works undertaken in the section for strengthening of tracks and appreciated the efforts of the various departments especially the technical staffs for their meritorious work. Moving further, General Manager and Officers team inspected a major bridge No.206 at Km 308/30-32 and minor bridges, curves and points in the section. He also interacted with the Gang Staffs and enquired about their welfare and solicited their cooperation in safe running of trains.

On reaching Salem Station, a thorough inspection of various passenger amenities, Crew lobby, running



Shri B.G.Mallya, General Manager, Southern Railway, at the unveiling of BRANDING OF LOCOMOTIVE Non Fare Revenue initiative of Salem Division during the 50th Annual Inspection of Salem Division (Jolarpettai - Erode Section) on 21st September 2022 accompanied by Shri A.G.Srinivas, Principal Chief Electrical Engineer, Shri AG Srinivas, Divisional Railway Manager, Salem, and other Principal heads of Departments.



Shri B.G.Mallya, General Manager, Southern Railway, commissioning the Gangman Rest Room at Bommi Railway Station during the 50th Annual Inspection of Salem Division (Jolarpettai - Erode Section) on 21st September 2022. Seen here with Shri Deeb Ratan Gupta, Principal Chief Engineer, and Shri AG Srinivas, Divisional Railway Manager, Salem.

released Booklets on Operating, Accounts, Personnel and Safety posters.

Later during the day, Shri B. G. Mallya along with the team of officers conducted a speed trial from Salem to Sankaridurg (38 km stretch) and on his way to Erode inspected the major ongoing track renewal works in the section. He inspected the major bridge No.322 at Km 376/22-24 and minor bridges, LC gates, in the Anangur- Kaveri - Erode Stretch.

After reaching Erode station General Manager inspected the Railway Hospital, dedicated/inaugurated new facilities and interacted with the Doctors and Paramedical staffs. A working model of Centre Buffer



50th Annual Inspection - Shri B.G.Mallya, General Manager, Southern Railway, Commissioning Solar Panels at Bommi Railway Station on 21st September 2022 during the 50th Annual Inspection of Salem Division (Jolarpettai - Erode Section) - seen along with DMR/Salem Shri A.G.Srinivas and PCMO and PCOM and CCM/PS

Coupling and Failure Indication and Brake Application system and its application in LHB coaches were commissioned at Multi Disciplinary Divisional Training Institute, Erode. He visited Diesel loco shed, electric loco shed at Erode and its various capabilities and commissioned newly inducted machineries in the shed.

Shri B. G. Mallya also interacted with Elected



Shri B.G.Mallya, General Manager, Southern Railway, appreciating Railway Staff with Cash Awards and a certificate for meritorious work during the 50th Annual Inspection of Salem Division (Jolarpettai - Erode Section) on 21st September 2022



Shri B.G.Mallya, General Manager, Southern Railway, inspecting the track during the 50th Annual Inspection of Salem Division (Jolarpettai - Erode Section) on 21st September 2022 accompanied by Shri AG Srinivas, Divisional Railway Manager, Salem, and other Principal heads of Departments.

rooms, inauguration of Automatic Ticket Vending Machine (ATVM) and Electronic Leak Detection testing/training centre. Various Utilities such as BMI Kiosk, Station App, and Gang rest room, New Senior Sectional Engineer/Permanent Way office etc were commissioned during the inspection.

He also visited the Salem Railway colony and Annex building at Salem Divisional office and inspected the works review module developed by the Accounts department. Later General Manager also

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ALL ONLINE SERVICES

realme unveils a brand new stylish entry-level all-rounder smartphone, realme narzo 50i Prime, priced at INR 7,999

Chennai, Sep 22 2022: realme, the world's fastest-growing smartphone brand, today introduced a new addition to its narzo family - realme narzo 50i Prime, the most stylish entry-level all-rounder. The smartphone comes with numerous features and will take forward the narzo legacy of stylish design, strong performance, and powerful processor and will provide a holistic user experience.



Commenting on the launch, Mr. Madhav Sheth, CEO, realme India, VP, realme, and President, realme International Business Group said, "We are thrilled to unveil the newest member of our narzo series, realme narzo 50i Prime. The narzo series is highly well-received by users in India, and this gave us the confidence and motivation to step further and cover the wider demand of our users. narzo 50i Prime, the most stylish

entry-level smartphone, comes with an amazing Stage Light Design and will deliver the best performance in the segment with its Unisoc T612 Powerful Processor. realme, as a brand, always aims to feature the newest features in all of its smartphones, and realme narzo 50i Prime is another smartphone that aids realme in stepping ahead with its design and newest technology."

realme narzo 50i Prime, the most Stylish entry level all-rounder smartphone is crafted to

provide users with an unrivaled experience. It is an 8.5mm Ultra Slim smartphone, one of the thinnest & lightest smartphones in the price segment weighing just 182 gram. realme narzo 50i Prime comes with the amazing Stage Light Design to provide a visual experience with a comfortable feel to users. It is powered by a Unisoc T612 Powerful Processor, scoring 209832 on AnTuTu benchmarks which is one of the best in the segment, with an octa-core processor that clocks

up to 1.82 GHz. The smartphone features UFS 2.2 high-speed flash storage that can provide 3 times faster data read and write speed to users. It is equipped with an 8MP AI camera, letting users capture more details in their images and take blockbuster shots with ease. The smartphone also has a massive 5000mAh battery that allows users to enjoy non-stop activity and lasts up to 45 days on standby. realme narzo 50i Prime will be available in two eye-catching colors - Dark Blue and Mint Green, and will come in two storage variants 3+32GB priced at INR 7,999 and 4+64GB priced at INR 8,999 respectively. The first sale is scheduled for 22nd Sept, 12.00 PM onwards for Amazon Prime customers and open sale from 23rd Sept, 12.00 P M onwards on realme.com, Amazon, Reliance & Mainline channels

Apollo Pharmacy celebrates opening of 5000th store Apollo Pharmacy has over 50% market share amongst India's organized pharmacies

Chennai, Sep 22 2022: Apollo Pharmacy, India's largest and most trusted omnichannel pharmacy retailer has hit yet another milestone with the opening of its 5,000th store in India. The new store in Chennai opened at Perungudi, OMR Road, Chennai.

Ms. Shobana Kamineni, Executive Vice Chairperson, Apollo Hospitals Enterprise Ltd. spoke about the journey that started in the year 1987 in Chennai, "Consumer choices are evolving, and we will continue to differentiate ourselves on range and service offerings, not just price. Today, there is an increasing focus on preventive healthcare with

consumers realising the importance of diet, exercise, quality medication and wellness products from a trusted source. The resulting rise in demand for better quality healthcare products and focus on wellness is driving the growth of the organised retail pharmacy sector in India.

"The launch of the 5000th store cements Apollo Pharmacy's No. 1 position in the organised retail pharmacy sector with our distinct omni retail model. There is immense potential in the retail pharmacy sector and we are well poised to become the first choice for consumers looking for a trusted health and wellness

partner. Over 60 crore Indians today have physical access to an Apollo Pharmacy. We serve approximately 7 lakh consumers every single day, a number we intend to take to 10 lakhs in the future.

"Our digital app, Apollo 247 has also ushered in a new era of better health for everyone easing access to all of Apollo, anywhere, anytime. Through the app, another 50 crore Indians can get their medicines delivered in 24 hours."

Speaking at the occasion, Mr. P Jayakumar, CEO, Apollo Pharmacies Ltd. said "It gives us immense pleasure

to further the dynamic vision of our chairman Padma Vibhushan Dr Prathap C. Reddy to make genuine medicines accessible to all patients round the clock. We will continue to bring health essentials within everyone's reach with a target of 10,000 brick and mortar stores across India".

The 5000th store at OMR Road Chennai will offer services like audiology and optometry. The pharmacy also has a kiosk where consumers can get vitals checked instantly, book a private video consultation with a doctor and order lab tests for home collection.

Fortis Hospital, Vadapalani to organize Bone Health Check-up camp at Nolambur

Chennai, Sep 22 2022: To create awareness on Bone & Joint Health, the Orthopedic Department of Fortis Vadapalani will be organizing a free Bone Mineral Density Check-up at Indrux Pharmacy, Mogappair. Dr. S Sumesh - Orthopedic Surgeon from Fortis Vadapalani will be available at the camp for consultation on orthopedic ailments. Various health tests will also be performed, following which the participants will be given free consultation by Senior Orthopedic &

Trauma doctors for further care. The purpose of this camp is to create awareness about bone health and bone related ailments.

The following health screenings will be conducted at the health camp

- Bone Mineral Density Test
- Blood Pressure
- Random Blood Sugar

The health camp is scheduled for 25th

September 2022 from 9:30 am 3:00 pm and being organized to create awareness on bone health for the residents of Nolambur and neighboring areas of Mogappair, Ambattur and Anna Nagar.

Mr. Venkat Phanidhar Nelluri, Zonal Director, Fortis Hospitals, Vadapalani said, "Fortis has been committed to providing the best of healthcare facilities. The objective behind organizing the bone health check-up camp is to create awareness and aid the

timely diagnosis of bone related disorders. Bone health is often ignored and not paid much attention. Bone Density usually depreciates as people age and delayed diagnosis can lead to early onset of bone related disorders such as arthritis, osteoporosis amongst others. Thus the need for proper and timely bone health check-ups."

Visit the bone health camp at: Indrux Pharmacy, 144, LIG I, 4th Main Rd, TNHB Phase I, Nolambur, Chennai 600037.

Fortis Hospital, Vadapalani inaugurates advanced digital x-ray radiograph system 'Carestream DRX Compass DR System'

Chennai, Sep 22 2022: Committed to providing the best services for patients, Fortis Hospital, Vadapalani has installed a brand new advanced digital x-ray service at its centre. The inauguration took place in the presence of a hospitalized patient along with other senior dignitaries - Ms. Richa Debgupta - Chief of Strategy & Operations (Chennai, Jaipur &

Kolkata), Dr. Vasundhara Atre - Director Medical Operations, Fortis Group, Mr. Venkata Phanidhar Nelluri - SBU Head, Dr. Poorna Chandran - Medical Superintendent and Dr. Murali Krishnan - Head of Department of Radiology and Imaging Sciences. The radiology team showcased the new advanced equipment, highlighted the benefits, and demonstrated the

functionality of the new Carestream DRX Compass DR System.

Gracing the occasion, Mr. Venkata Phanidhar Nelluri - SBU Head, Fortis Healthcare, Vadapalani said, "The advanced digital X-ray radiograph system, reduces the time taken for an X-ray, leading to less waiting time for other patients. When compared to the standard

X-rays that need to be configured manually i.e. distance between the patient and the machine, the digital X-ray system automatically sets all parameters once we enter the type of X-rays required. The system also comes with AEC (automatic exposure monitoring) which means less radiation exposure to the patient."

Cardiovascular disease be aware of disease and types Dr. Jyotirmaya Dash, Cardiac Sciences Interventional Cardiology Fortis Hospitals, Vadapalani

Chennai, Sep 22 2022: Heart being the size of a fist is the strongest muscle of our body system. With every heartbeat, the heart pumps blood, carrying oxygen and nutrients to every single part of the body. The occurrence of a heart attack could be due to numerous facts that cannot be deciphered. Doctor Thejaswi Marla from Fortis Malar tries to give a detailed explanation to the very many conditions that are prevailing with heart attack. Cardiovascular disease is a general term for conditions affecting the heart or blood vessels. It usually develops with a build-up of fatty deposits inside the arteries. This increases the risk of blood clots in the heart-centered regions causing more pressure thereby resulting in heart attack.

The probability of cardiovascular disease would be increased with smoking habit, high blood pressure, high cholesterol, unhealthy diet, lack of exercise and obesity. Four types of cardiovascular disease occur to those having the above habits. We can learn about them in detail in this column:

Coronary heart disease

This condition occurs when the flow of oxygen-rich blood to the heart muscle is reduced or blocked. This particular ailment may increase the strain on the heart leading to cause angina chest pain caused by restricted blood flow to the heart muscle; heart attacks when the blood flow to the heart muscle is blocked; heart failure when the heart is unable to pump blood around the body.

Strokes

Strokes occur when the blood supply to brain is cut off which often results in brain damage and end up in



death of a person. Another similar condition is a 'mini-stroke', when the blood flow to the brain is temporarily disrupted. Usually the face, arms or speech are the first few to be affected. It can get difficult to smile or one side of the face may have dropped off; with arms, the affected finds it difficult to raise his / her arms causing numbness or weakness; speech often is stumbled or goes garbled.

Peripheral arterial disease

This disease occurs when there is a blockage in the arteries to the limbs, usually the legs. This can lead to a dull or cramping leg, hair loss on the legs and feet, ulcers on the feet and leg.

Aortic disease

Aortic diseases are a group of conditions affecting aorta. This is the largest blood vessel of the body carrying blood from the heart to the rest of the body.

Risk factors for CVD

Hypertension when the blood pressure is too high it will damage the blood vessels

Smoking Smoking and consumption of tobacco

damages the blood vessels

High cholesterol high fatty substance found in the blood may result in risk of developing a blood clot.

Diabetes this lifelong condition may cause the sugar levels in the blood going high resulting in damaging blood vessels.

Inactivity - staying idle without much movement could result in high cholesterol or diabetes. Here again increases the damage of the blood vessels causing more strain to the heart.

Obesity being overweight may result in diabetes and blood pressure; both these conditions are not the way to a healthy heart.

Sometimes even family history, ethnic background, sex, and age can also affect a person's risk of cardiovascular disease.

Diagnosis of CVD

The doctor will examine patients' complete medical and family history, his risk factors, and conduct a physical examination. When necessary, they will combine their findings with results from tests and procedures. Usually CVD symptoms remain the same with mild to severe

discomfort in the chest causing pain from shoulders to the rest of the body.

Cardiovascular diseases are diagnosed using a range of laboratory tests and imaging studies. Some of the common tests used to diagnose cardiovascular diseases include:

- Blood test
- Stress test
- Chest x-ray
- Electrocardiogram (ECG/EKG)
- Echocardiogram (Echo)

Computerized tomography (CT) scan

Magnetic resonance imaging (MRI) scan

Electron-beam computed tomography (EBCT)

Cardiac catheterization and coronary angiography

Treatment for CVD

Lifestyle changes such as diet, exercise, and quitting of alcohol and tobacco use Medication, including ones that treat risk factors like blood pressure, or to dissolve blood clots Devices such as pacemakers or implantable cardioverter-defibrillators (ICDs) Medical procedures including stents, heart valve surgery or coronary bypass surgery

Prevention of CVD

Most CVD caused deaths are premature and could easily be prevented by making lifestyle changes like following a healthy diet chart and by quit smoking. If you are already living with CVD, staying healthy and active can help you live longer and reduce the chances of it getting worse.

'Murder Live' is a crime thriller starring Vinay Rai.

Chennai, Sep 22 2022: The first look of new crime thriller titled 'Murder Live' starring actor Vinay Rai in lead role is now out

'Murder Live' is an upcoming film directed by Murugesu, in which actor Vinay Rai plays the protagonist and is paired with Kannada actress Sharmila Mandre. 'Murder Live', also sees Hollywood actress Naomi Willow in a pivotal role. Prashant D. Hitesh Manjunath has composed the music for this movie, which has cinematography by Misale. Madan is handling the editing work, while the UK-based company D Creative

has done the graphics. Murder Live is a first-of-its-kind psycho crime thriller genre and has been produced by Dot Com Entertainment Limited at a huge cost.

Speaking about the film, the director said, Murder live is inspired from English film "Dot Com For Murder" directed by Niko Mastorakis.

Crafted in the crime thriller genre with wit, the screenplay is innovative and stylish.

The plot of the film revolves around incidents between a psycho killer and four women.

The movie is entirely shot in England. The shoot was done using modern technology. The hero of the film will penetrate the world through any computer or through the internet and stage shocking incidents.

Action scenes and interesting plot twists that the audience can't easily guess will surprise the fans.

The shooting is completed and the final stage work is going on in full swing. The first look of the film has been released. The single track and teaser are expected to be released soon.

The movie 'Murder



Live', in which actor Vinay Rai is playing a completely different role, has already created expectations among the fans.

SIMATS celebrates National Engineers' Day

Chennai, Sep 22 2022: With more than 80% of men and 75% of women in India showing interest in engineering, and India producing the most engineers, SIMATS School of Engineering (SSE) proudly joins the nation in commemorating and honouring the great engineer Mokshagundam Visvesvaraya on September 15 and celebrating the National Engineers' Day. Mr. Sudhakar S, Deputy Director General, Department of Telecommunication, Chennai, inaugurated the Engineers' Day celebration with a motivating speech



on Advancement of Engineering and Technology.

On the occasion of Engineer's Day, SIMATS School of Engineering organised various technical and non-technical events such as

the country and their contribution to nation building. More than 900 student and faculty participants from Chennai and surrounding areas took part along with SSE on that wonderful day, making it even livelier. Certificates and trophies were presented to the winners.

SIMATS School of Engineering (SSE) is thankful to Dr. N. M. Veeraiyan, Founder and Chancellor of SIMATS, and Dr. Ramya Deepak, Director of SSE, for their support and encouragements towards such events and commemorations.

THIS FESTIVE, TANISHQ CELEBRATES THE CHOZHAA timeless collection inspired by the Golden Epoch

Chennai, Sep 22 2022: The benevolent imperialism, the warrior spirit, the clout, the cultural bounty and the opulence of the Golden Age is synonymous with The Chola Dynasty. Tanishq, India's largest jewellery retail brand from the house of Tata has unveiled an exclusive collection, 'The Chozha' with the intent of celebrating the thalassocratic empire and to unravel the treasure trove of divine splendour.



The Regal collection draws its inspiration from 3 key pillars of the dynasty. The magnificent temple architecture which are embellished with stone sculptures and wall paintings showcasing the artistic prowess, cultural depth & unforgettable legacy of The Cholas. The Sangam poetry and literature denoting the 'verses of the wise'; impact of which can be felt even

today in Tamil literature. The Chola bronzes in the form of the symbolic coinage & sculptures with ornamentations epitomises grace, elegance and etherealism with divine mudras pulsating life into the sculpture. These have also been inspired by the indomitable women of the Chola dynasty who displayed characteristics of wit, valour & benevolence, just like the Pudhumai Penn of today.

Tanishq's 'Chozha'

collection is an ode to the Dynasty in truest form with pieces capturing the intricate details of the gopurams on the one hand & with inscriptions in Tamil on the other. The Tamil fonts of the Golden Era, engravings inspired by the stunning architecture and the coin silhouettes truly evoke a sense of pride and instantly transcends the wearer into the Golden Era. The painstakingly comprehensive and superior craftsmanship is meticulously detailed to

permeate the glory of the Chola rule. Every piece has a story, a piece of the history, a tale of the glorious Chola age that the Pudhumai Penn of today will want to immerse herself in.

Speaking on the launch of this stunning collection, Mr. Arun Narayan, VP Category, Marketing & Retail, Tanishq, Titan Company Limited said, "Our history and culture are integral to who we are as a people, giving us a sense of identity and pride. We are therefore delighted to dedicate a very special collection this festive season that is inspired by the architecture, arts and craftsmanship of a truly golden era in our history. Tanishq 'Chozha', a collection of exquisite and authentic jewellery that brings alive the stories, icons and legends of this rich legacy"

Godrej Appliances launches a slew of premium products to drive 50% + growth this festive season ~Lines up 100+ new products for festive shoppers and a range of consumer offers

Chennai, Sep 22 2022: Godrej Appliances, business unit of Godrej & Boyce, flagship company of Godrej Group promises to make it brighter for its customers this festive season with its 'Dil Bole WOW' campaign featuring 100+ new models for the new consumer looking to buy an appliance this festival, coupled with a wide range of consumer offers.



In line with the growing trend of premiumization being witnessed across categories, the brand has introduced new range of Eon Velvet series - comprising new Side-by-Side Refrigerators with advanced controls and Top Load Washing Machines with well-established GermShield technology, advanced looks and back panel controls; and Eon Crystal series - a new range of attractive Glass Door Frost Free Refrigerators with Nano Shield technology for 95%+ Food Surface Disinfection along

with other new ranges of semi-automatic washing machines and deep freezers. This follows its other recent launches - complete range of indigenously manufactured ACs including Smart ACs, Counter-top Dishwashers and glass door single door refrigerators earlier this year. The brand has also recently introduced a unique new offering - Godrej InsuliCool, a precise and portable insulin cooler which maintains insulin effectiveness at the optimal temperature of 2 to 8 degrees Celsius.

Commenting on the new offerings, Kamal

Nandi, Business Head and Executive Vice President - Godrej Appliances, part of Godrej & Boyce said, "Between last festive to this October, we will have added 100+ new product SKUs offering greater choice for our consumers. This new portfolio is largely centered around premium products across categories- from side-by-side refrigerators to top end automatic washing machines, double door refrigerators and advanced air conditioners. These premium offerings are largely health first offerings, with patents applied for them - like the food disinfection technology in refrigerators, germ disinfection in

washing machines or the unique thermoelectric precision cooling for insulin, delivering greater health and convenience to our customers. Coupled with consumer schemes that will enable consumers to upgrade easily, these new offerings are expected to help us drive more than 50% growth this festive season."

The consumer schemes will offer consumers extended warranty, exchange & cashback offers up to 12000 with leading banks. Customers can also take-home Godrej Appliances with just Rs. 1 down payment. There are choices of flexible and fixed lucrative EMI options. These schemes will be available on more than 100+ products in 18,000+ stores pan-India. Given the 125 years celebration of Godrej and Boyce, every customer will also stand a chance to win up to Rs 1 Lakh on registration.

IDBI Bank wins three awards at the ASSOCHAM 17th Annual Banking Summit & Awards



IDBI Bank received three awards at the ASSOCHAM 17th Annual Banking Summit & Awards in the categories of Lending, Non Lending and Overall Banking for mid segment bank class. The awards were received by both the DMDs of the Bank, Shri Samuel Joseph and Shri Suresh Khatanhar from RBI Deputy Governor Shri M. Rajeshwar Rao, in presence of CEO, IBA, Shri Sunil Mehta and other dignitaries.

Air India unveils transformation plan: Vihaan.AI

Chennai, Sep 22 2022: Air India today unveiled its comprehensive transformation plan, to establish itself, once again, as a world-class global airline with an Indian heart - the absolute best in class in customer service, in technology, in product, in reliability and in hospitality. The plan is fittingly titled "Vihaan.AI", which in Sanskrit signifies the dawn of a new era, with identified objectives for Air India over the next 5 years.

As part of Vihaan.AI, Air India has put into place a detailed roadmap with clear milestones focussing on dramatically growing both its network and fleet, developing a completely revamped customer proposition, improving reliability and on-time performance, and taking a leadership position in technology, sustainability, and innovation, while aggressively investing behind the best industry talent. Over the next 5 years, Air India will strive to increase its market share to at least 30% in the domestic

market while significantly growing the international routes from the present market share. The plan is aimed at putting Air India on a path to sustained growth, profitability and market leadership.

The Airline's CEO, Mr. Campbell Wilson along with senior management members who are together driving this transformation, unveiled the Vihaan.AI plan with the entire organization through Workpace, its virtual communication and engagement platform. Over the coming days and weeks, the management team will engage employees across regions, departments, and locations through a series of physical and hybrid sessions.

Vihaan.AI has been developed after extensive feedback from Air India employees on their aspirations and hopes for the airline's growth. Vihaan.AI focuses on five key pillars, exceptional customer experience, robust operations, industry-best talent, industry leadership,

and commercial efficiency and profitability. While the immediate focus of the airline remains on fixing the basics and readying itself for growth (Taxiing Phase), the more medium-to-long term focus will be on building for excellence and establishing scale to become a global industry leader (Take Off & Climb phases).

90 years ago, in exactly a month from today, a young JRD Tata piloted the first flight of the airline that would become Air India. Since then, Air India and its employees have persevered through many challenges before its homecoming back to the Tata group. Vihaan.AI is the roadmap to restoring Air India on the global map, making it the world class, digital, Indian airline it is meant to be.

Commenting on Vihaan.AI, Mr. Campbell Wilson, MD, and CEO, Air India said, "This is the beginning of a historic transformation for Air India, and the dawn of a new era. We are laying the foundation for a brave new Air India,

with a renewed sense of purpose and incredible momentum. Vihaan.AI is our transformation plan to make Air India the world class airline it once was, and that it deserves to be again. We are absolutely focussed on being recognized as a world-class airline serving global customers, with a proudly Indian heart."

"The transformation has already started - a slew of initiatives in areas like refurbishing cabins, serviceable seats, in-flight entertainment system are already underway. We are also adopting proactive maintenance and refining flight schedules to enhance on-time performance. Our fleet expansion will involve a combination of both narrow-bodied and wide-bodied aircrafts to cater to varied network needs. The excitement and shared commitment to drive Vihaan.ai is palpable across the organisation and stakeholders will recognise the changes as the new face of Air India emerges," added Mr. Wilson.

Medicines are Now Available on the Flipkart App, Powered by Flipkart Health+

Chennai September 22, 2022: Flipkart, India's homegrown e-commerce marketplace, announced the launch of Medicines via its app through Flipkart Health+. This gives millions of customers access to medicines, wellness products, and healthcare supplies at affordable prices. Customers across India can now order a wide selection of affordable and genuine medicines and healthcare products within minutes.

Using Flipkart's trusted platform, with a recently revamped user-friendly interface, customers can enjoy a seamless shopping experience for medicines and health supplies. Built to ensure customers get access to genuine and trusted pharmaceutical products at their doorsteps, the Flipkart Health+ app that powers this availability of medicines through the platform has

mandated its sellers to follow meticulous processes for quality checks.

In addition, keeping the importance of data privacy in the healthcare sector paramount, adequate measures have been implemented to ensure data security through multilevel regulations and encryptions. Customers, both caregivers and patients, can now order 48,000+ prescription medicines with easy-to-use features such as hassle-free upload of doctor prescriptions, effortless checkout process, multiple payment options, Flipkart Health+ Wallet, etc. In addition to this, Flipkart Plus Members can also utilize their SuperCoins to redeem exciting offers.

With the increased penetration of the internet in the country, mobile-first consumer behavior, improvement of digital

payments infrastructure, and various government initiatives, the e-pharmacy industry is expected to grow at CAGR of around 40-45% as compared to Global E-Pharmacy markets that are expected to increase at a CAGR of around 15-20% (Source: IBEF).

Prashant Jhaveri, CEO of Flipkart Health+, said, "The access to Flipkart Health+ via the Flipkart app brings us one step closer towards achieving our goal to make trusted healthcare accessible and affordable to billions of Indians. Benefitting from the expertise and experience of the Flipkart Group's supply chain and last-mile logistics, we are ready to cater to customers' medical needs across the country. Through disruptive technology and innovative solutions, we are working closely with pharmacies, healthcare and

pharmaceutical companies, and policymakers to digitize the healthcare ecosystem for a better tomorrow. In addition to the existing affordable prices, customers will get the best attractive deals and access to genuine medicines and healthcare products this Big Billion Day."

"Ekart has successfully established itself as one of the most reliable supply chain ecosystems in India. With the introduction of medicines on Flipkart, we now enable accessibility of genuine medicines for customers beyond the top 100 cities through our supply chain. Nothing makes us more excited than delivering health and happiness to every doorstep of the nation," added Hemant Badri, Senior Vice President and Head of Supply Chain at Flipkart.

Federal Bank launches the pilot for Instant KCC developed by the Reserve Bank Innovation Hub

Chennai, Sep 22 2022: In early September, 2022, Reserve Bank of India (RBI) had announced the digitalization of Rural Finance in select districts of Tamil Nadu with Federal Bank as the partner Bank, and with active cooperation of the State Government. The pilot of this strategic initiative, developed by the Reserve Bank Innovation Hub, under the guidance of RBI, was launched in Chennai earlier today. In a function attended by key dignitaries from Reserve Bank of India, Reserve Bank Innovation Hub and Tamil Nadu State Government, the Bank officially launched the pilot for Instant Kisan Credit Card (KCC).

The digital loan scheme, first of its kind in Agriculture lending will offer a new experience to the farmers when compared to the conventional method of lending in terms of convenience and turnaround time. The platform has built-in capabilities to enable an end-to-end



digital and paperless journey. The platform uses digital capabilities such as eKYC and eSign, APIs (Application Programming Interfaces) developed by the TN-eGA and machine learning capabilities. The facility aims at providing small value loans to small & marginal farmers, and is designed to facilitate efficient credit flow to unserved and underserved rural population.

Commenting on the launch, Mr. Rajesh Bansal, Chief Executive Officer, Reserve Bank Innovation Hub (RBIH) said "In India, rural credit is closely linked to economic growth. In this context, we at RBIH have developed a pilot

Nadu State Government are now able to offer solutions that can help meet the credit needs of our farmers and pave way for new opportunities for them with the help of technology. This launch will accelerate the transition towards quicker access to credit from the organised banking system and is one more decisive step in the formalisation of our economy.

As more and more land and other asset ownership records get digitised, we are certain that digitally powered solutions will help credit reach the door steps of the most deserving segments of our society.

Our constant endeavour to humanise technology is visible in such efforts and its indeed a privilege for us to reinforce our commitment in improving credit flow in to newer and underserved markets. I believe the journey is now well underway and lot more of such innovations are poised to happen."

Mr Shyam Srinivasan, MD and CEO, Federal Bank, during his address said, "I am delighted that we, under the guidance of RBI and in collaboration with Reserve Bank Innovation Hub and Tamil

project for the end-to-end digitalisation of the Kisan Credit Card (KCC) lending, in association with RBI. This project, now being launched in Tamil Nadu by Federal Bank with active state government participation, opens up possibilities in making frictionless credit accessible to our farmers. We look forward to the success of this project, and await its implementation across the country."