

## Union Home and Cooperation Minister Amit Shah addressed the 'Sunder Subhumi' programme organized on the occasion of Azadi Ka Amrit Mahotsav in Kishanganj, Bihar

Chennai, Sep 25 2022: Union Home and Cooperation Minister Shri Amit Shah addressed the 'Sunder Subhumi' programme organized on the occasion of Azadi Ka Amrit Mahotsav in Kishanganj, Bihar today.

On this occasion, Shri Amit Shah also honoured the Freedom Fighters Shri Bhrigu Nath Sharma and the families of Freedom Fighters Late Shri Gopal Rai Vaidya and Late Shri Lal Ranjan Rai for the contribution made by them in the Freedom Struggle.

In his address, Shri Amit Shah said that the Azadi Ka Amrit Mahotsav is a moment that will never come again in history. He said that we are all fortunate that we are in the year which is known as the Azadi Ka Amrit Mahotsav. He said that when the country became Independent after hundreds of years of slavery, sacrifices of countless people and long Freedom Struggle of 90 years from 1857 to 1947, people had many hopes and dreams. Those who laid down their lives always thought that if we get Freedom through



our sacrifices, then only will the true meaning of our lives be realised and we became Independent through the sacrifices of such people. Shri Shah said that we have completed this journey of 75 years so far with great pride, but in the 75th year of Independence, the country has achieved much. He said that in 2014, the country's economy was ranked 11th in the world and in this year of the Azadi Ka Amrit Mahotsav, our economy has overtaken the United Kingdom to become the fifth largest economy in the world. He said that today India is

telling the world that in 75 years we have made our Independence meaningful in the true sense by overtaking the British with our tireless efforts and patience.

The Union Home Minister said that the Prime Minister Narendra Modi has set three goals before the citizens while celebrating Azadi Ka Amrit Mahotsav. First, to inculcate the spirit of patriotism by making the youth aware about our known or unknown Freedom Fighters. He said that it was Veer Babu Kunwar Singh, 85, of

Bihar, who defeated the British many times during the Revolution of 1857 and tried to liberate the country till his last breath. He said that the whole world knew India by the name of 'Sone ki Chidiya' (Golden Bird). People from all over the world came to Takshashila, Vikramaditya and Nalanda to study medical science, engineering, Vedas, Upanishads and grammar of many languages of the world. The brave sons of the country sacrificed their lives to take the country to the same place. He asked can we all do this together to accelerate the process of

making the country great again and when the country becomes great then we all become great. When India becomes great, every Indian becomes great.

Shri Amit Shah said that the second objective of celebrating the Azadi Ka Amrit Mahotsav was that we should glorify what we have achieved in 75 years and remember those who have contributed to this. When we became Independent, we did not even make needles, but now India is manufacturing equipment to send missions to Mars. In these 75 years, the roots of our

democracy have deepened, power had changed hands many times, we have set an example for the world that the transition of power can happen without bloodshed. Shri Shah said that the third goal of Azadi Ka Amrit Mahotsav is that when the Centenary of our Independence is celebrated in 2047, then the period between 75 years to 100 years will be celebrated as Amrit Kaal. In this Amrit Kaal, we have to decide where the country will be in every field. He said that this Amrit Kaal is the Amrit Kaal for the people of the country to decide

their goals. Our national goals are fixed when 130 crore people make their own goals. He told all the youth that you must decide a goal for their life, and have a resolve, even if that resolve is only for you. If 130 crore people make one resolution then the country moves forward 130 crore steps together and becomes a very big power. This Azadi Ka Amrit Mahotsav is the time to take a pledge for the country and its 130 crore citizens.

The Union Home and Cooperation Minister said

that when the Centenary of Independence will be celebrated, many of us will not be alive, but many of those in this programme will definitely be alive. Such persons will be citizens of an India, in which every Indian will be proud and for this the Nation and 130 crore people need to make collective efforts and make a collective determination in one direction, that is why the decision to celebrate Azadi Ka Amrit Mahotsav has been taken.

## SHIBAURA MACHINERY RECRUITS FROM SIMATS SCHOOL OF ENGINEERING

Chennai, Sep 25 2022: SHIBAURA MACHINE, a Japanese based company, has been invited to hold a placement drive at SIMATS School of Engineering on September 19th, 2022. Graduates of 2021 and 2022 pass out batches attended this drive from SIMATS School of Engineering to join this leading high-end plastics injection moulding machines and auxiliary equipment manufacturers in India. This drive focused on benefitting the students from Electrical



and Electronics Engineering, Electronics and Communication Engineering and Mechanical Engineering.

They were offered a competitive salary package as well as other financial benefits.

SIMATS School of Engineering also provides training and certification in a variety of foreign languages such as Japanese, Chinese, German, and French, which aids and increases the likelihood of students being selected during such multinational companies' recruitment drives. SIMATS School of Engineering is proud of its consistent placement rate of more than 90%, while others pursue higher education and a few shine as entrepreneurs.

## Research to Revolutionise Treatment of Cancers in Men, Women and Geriatric Patients

Chennai, Sep 25 2022: In line with the commitment to be at the forefront in the fight against cancer, Apollo Cancer Centres and Apollo Proton Cancer Centre have identified the goal of defeating cancer by driving cancer research through the enhancement of sustainable funding sources, involving individuals, companies, and institutions globally, and encouraging collaborative research efforts.

To commemorate World Cancer Research Day, 2022, APCC's senior oncologists gave an insight into the research that is being done at our cancer institutes, especially on cancers like prostate and breast, and cancers in geriatric patients that are most prevalent in India.

This will help in the early detection of cancers, identify the right treatment for effective management of the conditions, and improve survivorship.

Aligned with this year's mission, "Cancer Research Works: Driving Progress Together", oncologists at Apollo Proton Cancer Centre are working on research that can translate into various aspects of clinical practice, such as screening, early detection, diagnosis, treatment and prevention by leveraging advanced technologies which can then be scaled to benefit the global community.

Breast cancer is India's most common cancer among women. There are significant challenges in breast cancer management due to a high incidence of comorbidities such as

obesity and hypertension. Cardiac complications due to radiotherapy is a significant side effect that affects survival in breast cancer patients.

Reduction of the impact of radiation on the heart in breast cancer patients treated with radiotherapy is an area of focus at APCC. Two registries, HyPro-B and DIB-RAD, are documenting the impact of reducing radiation dose to the heart using Proton Therapy and Deep Inspiratory Breath Hold (DIBH) with Helical Tomotherapy, respectively. The research aims to evaluate advanced technologies to reduce cardiotoxicity during radiotherapy thus improving quality of life without impacting outcomes. This is especially relevant in the Indian context in view of the high incidence of diabetes, hypertension and cardiovascular disease among Indians.

The field of geriatric oncology is in a nascent stage in India. At APCC, the clinicians are studying the special needs of geriatric cancer patients in a systematic manner, to identify modifications in cancer treatment required in the elderly cancer patient. A pilot study of 30 patients aged 65+ following cancer treatment is currently being conducted; the study will be scaled to 200+ patients' basis of the interim results for senior citizen cancer.

Prostate cancer is the second-most common cancer among men in urban cities. As per the data, age-at-diagnosis for prostate cancer is lower in Indian men compared with Western



population. To address the growing burden of prostate cancer, APCC in collaboration with a Technology partner, have already started a study on Radiomic prediction of Gleason grades for early intervention or radiotherapy, evaluation of PSMA-PET imaging in prostate cancer as a predictor of treatment outcome in the Indian scenario, and Pro3 study for prospective evaluation of proton therapy for prostate cancer management in Indian scenario.

Dr Srinivas Chilukuri, Senior Consultant, Apollo Proton Cancer Centre, said, "It is very crucial that we conduct large-scale and high-quality research on common Indian cancers in our context to help our patients achieve better clinical outcomes using cost-effective solutions. Large patient volumes and highly motivated healthcare

professionals along with ever-increasing access to advanced technologies must be leveraged to achieve this. Cancer research should remain a high priority for governments, private sectors, industry, pharma, and healthcare professionals. At Apollo, we have the mandate to push the envelope towards better patient outcomes not just through excellence in service but also through research and education."

Dr. Sapna Nangia, Senior Consultant, Apollo Proton Cancer Centre, said, "Cancer research not only improves the prevention, detection, and treatment of cancers, but also ensures that the quality of life is longer and better for the patients. Research also helps identify the causes of cancer and is pointing the way to improved methods of diagnosis and treatment. Research is the only way that

paves way for breakthroughs in prevention, early detection, screening, diagnosis, and treatment. At

Apollo, we stand committed to giving unmatched treatments using advanced tech and impactful clinical

solutions."

Dr Roheet Rao, AVP, IT & Oncology, Apollo Hospitals Enterprises Ltd, said, "With cancer diagnosis rates expected to increase significantly in this decade due to ageing demographics, increases in life expectancy, and advances in diagnostics, imaging and genomic sequencing, there is an explosion of data available for clinical and translational research. At Apollo, we rely on technology to assist, augment, and accelerate our clinical research programs to take to from proof of science to real-world application so that our patients have access to the latest advances in cancer management, at scale."

Dr Prathap C Reddy Global Research Centre serves as a nodal centre in enabling the design, conduct, and delivery of

investigator-initiated research in all relevant fields. This will influence clinical pathways not only across the Apollo Hospitals Group but also across the globe.

Apollo Hospitals Enterprises Ltd has emerged as Asia's foremost integrated healthcare services provider that has a robust presence across the healthcare ecosystem, including hospitals, pharmacies, primary care & diagnostic clinics, and several retail health models.

Apollo Proton Cancer Centre is the first and only proton therapy centre in South Asia and Middle East and India's first JCI accredited Cancer hospital. APCC redefines our purpose to reboot our commitment to the single-minded focus to win over cancer.

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## Alzheimer can be delayed if diagnosed early Dr. Sudhakar Kasinathan, Neurosurgeon, Fortis Hospital, Vadapalani

Chennai, Sep 25 2022: Alzheimer disease occurs when the brain cells responsible for memory and other functions begin to die. It is an irreversible, progressive disease that slowly destroys memory and thinking skills. In most of the case, the disease is usually shown in a person who is in his 60's. Alzheimer is the most common cause of dementia among older people, but it is not a normal part of aging. Alzheimer starts in the region of brain that affects recent memory, gradually spreading to other part of the brain. There is usually no cure for this disease.



typically begin in the part of the brain that affects learning. But a patient with preclinical AD may appear completely normal on physical examination and mental status testing. Specific regions of the brain (e.g., entorhinal cortex, hippocampus) are likely to be affected decades before any signs or symptoms appear.

Doctor Sudhakar Kasinathan, Neurosurgeon from Fortis Hospital, Vadapalani, says that Alzheimer cases are genetic. In Alzheimer Disease (AD), plaques develop in the hippocampus, a structure deep in the brain that helps to encode memories, and in other areas of the cerebral cortex that are involved in thinking and making decisions. Mild cognitive impairment and subtle memory loss of the most recent events are the first few symptoms found for a person affected by Alzheimer. As Alzheimer's disease is a progressive neurodegenerative disease, the symptoms take few years before it worsens the onset, progression severity and speed, as well as time to death varies significantly between affected individuals, depending on the exact cause and mechanism involved.

As Alzheimer's advances through the brain, it leads to increasingly severe symptoms, including disorientation, mood, and behavior changes; deepening confusion about events, time, and place; unfounded suspicions about family, friends and professional caregivers; more serious memory loss and behavior changes; and difficulty speaking, swallowing and walking. Due to feeding issues, severe weight loss can occur in some patients. As motor problems worsen, there may be severely impaired speech, difficulty in positioning oneself, urinary and bowel incontinence.

Signs and Symptoms  
Alzheimer's changes

During this stage, activities of daily living become severely

impaired, and patients usually demand full-time assistance. Patients become more withdrawn from life and symptoms decline eventually leading to death.

### Alzheimer's Diagnosis

The clinical diagnosis of AD is usually made during the mild stage of the disease, using the above-listed signs.

Short-term memory loss or subtle, early symptoms of dementia may be overlooked or attributed to medications, stress, depression, and anxiety, which could be Alzheimer Disease. However, if these symptoms gradually worsen and persist, then that may be a sign of dementia. A neurologist will assess for physical signs of dementia, whereas a psychiatrist will evaluate the cognitive symptoms. A neurologist may also recommend a CT or MRI scan of the brain to assess any brain pathology to rule-out or confirm diagnosis.

Treatment for the Disease

There is no cure for

the disease in the present scenario. However, medications can provide temporary relief to the situation. Other treatments can temporarily slow the worsening of dementia symptoms and improve quality of life for those with Alzheimer's and their caregivers. Today, there is a worldwide effort underway to find better ways to treat the disease.

### Brain connection

The brain has 100 billion nerve cells (neurons). Each nerve cell connects with many others to form communication networks. Groups of nerve cells have special jobs. Some are involved in thinking, learning, and remembering. Others help us see, hear and smell.

To do their work, brain cells operate like tiny factories. They receive supplies, generate energy, construct equipment, and get rid of waste. Cells also process and store information and communicate with other cells. Keeping everything running requires coordination as well as large amounts of fuel and oxygen.

The pandemic has transformed our lives, posing a set of severe diseases. Experts say serious Alzheimer's patients are generally more at risk of paranoia, anger, confusion, and depression. Hence, they require assistance and personal care at every stage. We advise to reach an expert if you happen to sense any of the above symptoms for a healthy long life.

## ICICI Bank launches 'Festive Bonanza', a bouquet of special offers for its customers

Chennai, Sep 25 2022: ICICI Bank today announced the launch of 'Festive Bonanza', a wide variety of offers for all its customers at the onset of the festive season. The customers can enjoy the benefit of discounts and cashbacks upto Rs. 25,000 which can be availed using the Bank's credit/ debit cards, internet banking, consumer finance and cardless EMI. These offers are also available to the customers in the form of EMIs using the Bank's debit/ credit cards.

The Bank has curated a bouquet of offers to meet the festive needs of customers in categories ranging from electronics & gadgets, global luxury brands, apparels & jewellery, grocery, automobile, furniture, travel and dining. The list of marquee brands offering attractive offers include Flipkart, Amazon, Mynta, Bigbasket, Blinkit, MakeMyTrip, iPhone 14, Samsung, Ajo, Reliance Digital, Croma, LG, Dell, Swiggy, Zomato, PC Jewellers (PCJ), and many more. Special offers on banking products such as loans (home loan, personal loan, and gold loan) can also be availed.

Speaking on the launch, Mr. Rakesh Jha, Executive Director, ICICI Bank said, "We are delighted to announce the launch of 'Festive Bonanza' for our customers which will include a plethora of offers, discounts and cashbacks on purchases and spends. We have collaborated with leading brands and e-commerce platforms across a wide range of products and services. In addition, we have introduced festive benefits across our banking solutions - home loan, balance transfer, loan against property, personal loan, auto loan, two wheeler



loan. We hope that these offers will be able to bring a lot of joy and excitement to our customers."

ICICI Bank's customers can avail attractive discounts across categories using the Bank's debit/credit card. They can use facilities such as cardless EMI and 'no-cost EMI' to finance their purchases.

Offers on leading brands & e-commerce platforms: 10% discount on online shopping with major e-commerce players like Flipkart, Amazon, Mynta, Tata Cliq and Ajo Luxe

Global luxury brands: Additional 10% cashback on luxury brands like Armani Exchange, Canali, Clarks, Diesel, Giorgio Armani, Hamleys, Hugo Boss, Jimmy Choo, Kate Spade, Paul & Shark, Satya Paul, Steve Madden and Brooks & Brothers among others

Electronics & gadgets: Up to 10% cashback across leading electronics brands like LG, Carrier, Dell, Eureka Forbes, Haier, Sony, Voltas, Whirlpool and many more. Customers can also avail

attractive discounts at Reliance Digital, Croma, and Vijay Sales.

Mobile phones: With Apple's "iPhone for Life" programme, avail iPhone 14 with instant EMI starting at Rs. 2,497 per month. Attractive discount and cashback offers on mobiles from MI, OnePlus, Realme, Oppo and Vivo

Apparel & jewellery: Additional 10% discounts on leading apparel brands like Shoppers Stop, Lifestyle, Ajo, Flipkart, among others. Also get ₹2,500 cashback on minimum purchase of ₹50,000 and ₹5,000 on minimum purchase of ₹1,00,000 from PC Jewellers (PCJ)

Grocery: Exciting discounts on grocery purchase with Big Basket, Swiggy Instamart, Licious, Blinkit, eat better, and lil goodness

Travel: Exciting discounts on leading travel sites like MakeMyTrip, Yatra, Cleartrip, EaseMyTrip and Paytm flights among others

Dining: Up to 20%

discount on Zomato, Swiggy and EazyDiner

Entertainment: Exciting offers on SonyLiv annual subscription, and discounts on movie tickets and F&B in Cinepolis and Inox

Furniture and Home Decor: 10% discount on brands like Pepperfry, West Elm, Ritu Kumar among others.

Some exciting offers on the loan suite are:

Home loan: Avail pre-approved home loan & pre-approved balance transfer with a processing fees of Rs.1100 only\*. Customers can get 50% discount\* on processing fee for home loan, balance transfer and loan against property

Car loan: Customers can get car loan up to 100% of on-road price on new car loan and up to 100% of car valuation on used car loan for a tenure up to 8 years.

Consumer finance: No-cost EMI on leading brands like Apple, OnePlus, Samsung, Sony, LG, Voltas among others this facility will be enabled at leading retailers like Croma, Reliance Digital, Vijay Sales, Bajaj Electronics etc

Personal loan: Customers will not be levied pre-closure charges on personal loans after 12 EMIs are paid (3% charged, if closed before 12 EMIs)

Tractor loan: Customers can also avail tractor loan for tenure up to 6 years\*. The loan will be provided upto 90% of the tractor cost

Two-wheeler loan: Customers can avail up to 100%\* of On Road Price of the two-wheeler and get EMI as low as ₹30 per ₹1,000.

## Meesho creates new record, clocks ~87.6 lakh orders on day one of Mega Blockbuster Sale

Chennai, Sep 25 2022: Meesho, India's fastest growing internet commerce company, clocked a record ~87.6 lakh orders on the first day of its flagship festive sale event the Meesho Mega Blockbuster Sale, with consumers flocking to the platform for a range of products. This is the highest number of orders recorded by the company in a single day up ~80% from day one of previous year's sale.

Tier 2, 3 and 4 cities accounted for ~85% of orders on day one of the Meesho Mega Blockbuster Sale. Reaffirming its continued commitment on underserved users with different needs around selection and affordability,

the company saw consumers from deep corners of the country such as Jamnagar, Alappuzha, Chhindwara, Davengere, Hassan, Gopalganj, Guwahati, Siwan, Thanjavur and Ambikapur. With a wide assortment of ~6.5 crore active product listings at lowest prices, the sale exemplifies Meesho's mission towards democratising e-commerce for everyone.

Fashion, Beauty & Personal Care, Home & Kitchen and Electronic Accessories were the top-selling categories on day one while consumers bought everything from sarees to analog watches, jewellery sets, mobile cases and covers, bluetooth headphones, choppers and

peelers in record volumes to fulfil their festive shopping aspirations.

Meesho's industry-first initiatives like zero commission and zero penalty have been instrumental in getting India's small businesses online. Seller participation on the first day of Meesho Mega Blockbuster Sale rose 360% from last year, with nearly 75% coming from Tier 2+ markets and beyond. Ahead of the festive season, Meesho created a robust training program on its Supplier Learning Hub, educating sellers on everything from demand forecasting to order volume management.

Utkrishta Kumar, CXO - Business at Meesho, said,

"The Mega Blockbuster Sale has started on a high trajectory with a very strong response on day one. This performance is a reflection of the unmatched value sellers and consumers get on our platform, and a validation of our relentless efforts towards democratising internet commerce. With ~85% of orders and ~75% of sellers coming from Tier 2+ cities, we are humbled to have created a far-reaching impact in the deepest corners of the country. We will continue to fuel the discoverability of hyperlocal businesses and products, empower MSMEs, and further boost accessibility and affordability for our heterogenous base of consumers."

## TECNO launches feature-packed POVA Neo 5G with Mediatek Dimensity 810 5G Processor at INR 15,499

Chennai, Sep 25 2022: TECNO Mobile, the premium smartphone brand from TRANSSION India, today strengthened its POVA series, a performance-oriented product line of TECNO that offers more powerful smartphone experience, with launch of its latest 5G-enabled TECNO POVA Neo 5G. As the digitally savvy Gen Z consumers use numerous applications on their smartphones generating large volumes of data, they are always on the lookout for a smartphone that offers stronger performance and larger memory. Augmented with MediaTek Dimensity 810 6nm 5G processor and octa-core Arm Cortex-A76 CPU with 13 5G bands support and carrier aggregation, technology support gives a seamless 5G connectivity experience.



features such as a 6000mAh battery, a 50MP dual-rear camera with spiral texture and a 120Hz refresh rate and a 6.8" FHD+ Dot-in display, the smartphone offers the best in terms of design, power, camera and display. The battery assures maximum safety as it is backed with STS safe technology and is optimized by the inputs of TECNO AI battery Lab for unconditional power backup, even during

excessive smartphone usage. The 120Hz, extremely smooth 6.8" FHD+ Dot-in display, enables stutter-free graphics and true-to-life visuals. The smartphone comes in two elegant colours- Sprint Blue and Sapphire Black.

Commenting on the new 5G addition to the POVA series, Arijet Talapatra, CEO, TECNO Mobile India, said, "As 5G technology continues to dominate the smartphones

segment, the year 2022 has witnessed highest growth in the 5G devices. As per the findings of industry analysts, 5G Industry has grown by 198% in H1 2022 as compared to H1 2021 with 5G devices claiming a major chunk of the segment. Catering to the demands of the Zillennial consumers, the POVA Neo 5G smartphone is infused with the best-in-class hardware specifications with astounding software capabilities, an in-built Partner Game Engine Technology, bringing forth the ultimate mobile gaming and multi-media entertainment experiences. India is the third largest 5G smartphone market globally and there's a lot of pent-up demand for 5G. To meet this we are in the process of creating a complete 5G portfolio in the POVA product line."

Priced at INR 15,499 the pre-booking for POVA Neo 5G starts today at a retail store near you. The sale starts on 26th September 2022.

## Fintechs Playing A Huge Role In Financial Inclusion: Union Minister, Dr. Bhagwat Kishanrao Karad at GFF 2022

Mumbai, Sep 25 2022: On the final day of Global Fintech Fest (GFF) 2022, Dr. Bhagwat Kishanrao Karad, Minister of State for Finance, Government of India pointed out that the fintech revolution was key to India's progress. While talking about the growth of India's fintech sector and how Fintechs were changing businesses, consumers, and the world, one innovation at a time, he said, "Fintechs have played a huge role in financial inclusion which is a key agenda of the Indian Government led by PM Narendra Modi."

Organised and presented by the Department of Economic Affairs, Ministry of

Finance, Government of India, Reserve Bank of India, International Financial Services Centres Authority (IFSCA), National Payments Council of India, the Payments Council of India (PCI) and the Fintech Convergence Council (FCC). GFF 2022 is being held between September 20 and 22, 2022 at the Jio World Convention Centre in Mumbai. Pre-event festivities began virtually on September 19, 2022. This is the third edition of the Global Fintech Fest, and the first one where domain experts are participating from across the globe in-person and virtually.

In his keynote address, the minister emphasized the need for innovation in fintech and stated, "India is a global leader in digital transactions and financial inclusion. I am delighted to see fintech entrepreneurs discuss the progress of technological innovation at Global Fintech Festival. I want to assure Indian entrepreneurs that the Indian Government is there to support them in every possible way including infrastructure or finance. If India has to progress, fintech innovation is very important."

"India is continuously innovating in financial technology and is on its way to adopting digital

rupee/currency controlled by RBI. It will play a key role in India's economy," said Dr. Karad in his concluding remarks.

GFF 2022 is being supported by the Unique Identification Authority of India (UIDAI), National Investment Promotion & Facilitation Agency (Invest India), Startup India, Reserve Bank Innovation Hub (RBIH) and ONDC. Special Partners of GFF 2022 are World Bank Group, United Nations Capital Development Fund, BIS Innovation Hub, KNOMAD, Better Than Cash Alliance and International Finance Corporation (IFC).



## Increasing heart attacks in younger people: reasons and solution

**Dr. Babu Ezhumalai, Interventional Cardiologist Fortis Malar, Adyar**

Chennai, Sep 25 2022: Heart attack while exercising has been the recent trend among youngsters. We witnessed actor Puneeth Rajkumar, singer Kay Kay and the most recent celebrity who succumbed to heart attack was Sonali Phogat. Comedian Raju Srivastava also is recovering from an attack while exercising.

It is now becoming a serious concern as more and more youngsters are losing life at a very early age.

Heart attack is a blockage or a blood clot that forms inside arteries which blocks blood flow to the heart. When the blood flow of the heart is suddenly blocked due to the formation of fatty deposits including cholesterol, this leads to a heart attack.

Dr. Babu, Interventional Cardiologist from Fortis Malar explains that there can be sudden cardiac arrests, when the heart stops pumping without warning. Oxygen supply is cut off to the entire body and the person may be seen to die in minutes without even being able to be attended by a physician. This condition is called the massive cardiac arrest.

Doctor further comments saying, "Youngsters these days indulge in gym practices without even getting a prior heart check-up. Some exercises are way too tough that it increases the thickness of the heart. Gym practices involve a lot of physical exertion; without the right kind of preparation, exercising itself could turn out to be fatal.



Youngsters always tend not to take care of their health properly. Act of negligence in lifestyle choices one make, diet plans, workout routines and how you manage the stress levels all these probabilities add up to the sudden attack.

Smoking is a common anticipation of getting any disease. Heart attack is one of the most common one where this does not spare even passive smokers.

Cardiovascular diseases have also been associated with genetic factors. The genetic transmission impacts the younger generation roughly about 5-10 years before it affected their parents in the previous generation. When the genetic pattern sets in, there is not much that one can do to prevent cardiovascular disease completely, but its risk factors can be mitigated.

Mental stress is the latest evolving trend in the cause of sudden heart attacks. Younger generation is stressed about everything. Stress to perform well at work, maintaining an

urbanized lifestyle leading to excessive smoking, alcohol consumption, unhealthy eating habits, overeating while under stress all these could be reasons that add up stress to the heart leading to either heart attack, cardiac arrest or arrhythmia.

Quality of sleep is another factor that can lead to sudden attacks. Youngsters adopt unhealthy lifestyle patterns which leads to staying awake late in the night and are unable to wake up early; as a result, this works on their blood pressure adding up to the cause of heart attack at a young age. Unfortunately, just like the trend in heart attacks, the incidence of hypertension is rising among young adults than in older adults. High blood pressure makes your heart muscles thicken, harms your blood vessels, and increases your risk of a heart attack.

COVID is a new entrant in this category. Though COVID 19 is primarily a lung disease, heart also suffers due to various

aftereffects of COVID. Those infected by the virus go through irregular heartbeat or palpitation, heart muscle inflammation, and blocks at blood vessels above the average level. The condition that is prevalent among older generation is now seen among the younger crowd. Youngsters who were tested positive start doing high intensity workouts, go for long run, and smoke immediately once after they recover from COVID with the perception that they are cured. These further damages the heart and leads to arrhythmias and cardiac arrest. Medical experts also observe the rising trend of arrhythmias among 30-45 age group.

### Preventive measures.

Preventive cardiac check-up is the first step to maintain a healthy heart. In case a person has a strong family history of cardiac ailments and is tested COVID positive, it is advised to visit a cardiologist or a cardiac electrophysiologist for assistance.

Doctor further suggests that youngsters need to change the sedentary lifestyle, avoiding excess sugar consumption, controlling fat consumption, and stopping smoking and drinking, which increase the chances of cardiovascular disease. Avoiding over exertion while exercising; exercising after drinking excessively may also lead to sudden block of oxygen to the body". The most recommended post COVID recovery would be indulging in moderate exercises.

## Four Days Business Development Training Program For Entrepreneurs

Chennai, Sep 25 2022: With the aim of promoting women entrepreneurship, a four-day training for women entrepreneurs was held at Hand in Hand Academy, Kancheepuram. The event was hosted under the guidance of Dr. Kalpana Sankar, Managing Director of Hand in Hand India, Mr. Vijayakumar, Senior Vice President and Mr. Joseph Raj, Chief General Manager. A total of 72 women entrepreneurs from various SHG groups across Kanchipuram participated in the training along with their family members. The training was held from morning 10:30 am to 4:30 pm. Some of the core topics covered in the training include Vision Building, Budget, Financial Management, Time Management, Business Strategies, Business



Planning, Market Analysis, Digital Marketing, Basic Financial Management, Digital Marketing, Basic Accounting, SWOT, use of social media platforms, credit discipline, personal branding, loan assistance and financial maintenance. These topics were handled by experienced professionals in the specified sector. Mr. Kalyanaraman, CEO, Varasakthi Housing Finance

inaugurated the training. Mr. Ravindran, GM - SIDBI and Mr. Meenakshi Sundaram, Deputy COO Belstar participated in the Valedictory Function, rendered the special address and awarded gifts and certificates to the entrepreneurs. The entrepreneurs during the experience sharing session happily exclaimed that such trainings have helped manage their business

successfully. They also quoted that these trainings are a must for every entrepreneur. More than 30 entrepreneurs shared their visiting cards with others. During the event, INR 3000/- was awarded to the entrepreneur who won the first prize, INR 2000/- to the second prize winner and INR 1000/- to eight third prize winners. Experienced entrepreneurs shared their success story during the training which motivated the entrepreneurs. It is noteworthy that the family members of the entrepreneurs, especially husbands and children also participated in this training. The entire training program was coordinated by Mr. Panneer Selvam, Assistant General Manager, Hand in Hand India and his team members.

## Veranda RACE launches 27th Centre in Tamil Nadu

Chennai September 25, 2022: Veranda RACE, a subsidiary of Veranda Learning Solutions (Veranda), launched the 27th Veranda RACE centre in Tamil Nadu in the presence of K. S. Kandasamy, IAS, Managing Director of TAHDCO and Mr. Bharath Seeman, Vertical Head, Veranda RACE in Rainbow Building, GST Road, Tambaram.



with TAHDCO through this initiative.

This 27th Veranda RACE centre in Tambaram is also a centre that aims to help candidates successfully clear the Tamil Nadu Public Service Commission (TNPSC), Banking and other Government competitive examinations. The centre is equipped with smart classrooms and a high-tech computer laboratory.

Speaking during the inauguration, Mr. K.S. Kandasamy IAS, Managing Director of TAHDCO said, "Our team did all the groundwork and

research for around a month to identify and enrol the maximum number of learners in this program. As we are aware, the average age range of the learners here are 21-23- years-old which makes it more evident that we could expect promising results from the students creating an enormous achievement in this initiative of producing more banking professionals from the SC & ST Communities. We are glad that the first batch of this newly launched centre of RACE will be the students who have registered with TAHDCO."

While speaking at the

centre inauguration, Mr. Bharath Seeman, Vertical Head, Veranda RACE said, "For the past 10 years, we have helped over two lakh students successfully navigate the state and banking examinations to pursue their aspirations. Our curriculum and teaching methodology is wired to provide easy to understand and easy to use practice programs, special sessions and mock interviews, at every one of our RACE branches across the state."

Veranda RACE has been providing high-quality education and training through blended and offline learning models to students to help them prepare for Banking, Insurance, Staff Selection Commission, Railways, TNPSC and KPSC examinations every year for over 10 years. Veranda RACE provides students with an exhaustive collection of practice test papers with 1, 80, 000+ Q&A to help them succeed in their endeavours.

## Indian entrepreneurs took centre stage at the American Tamil Entrepreneur Association conference (ATEA) at New York

Chennai, Sep 25 2022: Indian entrepreneurs took centre-stage at the recently concluded American Tamil Entrepreneurs Association (ATEA) National Entrepreneurs Conference CATEALYZE 2022, which witnessed powerful panel discussions and fireside chats featuring entrepreneurs from different sectors.

The main theme for CATEALYZE 2022 was "Engage and Take Charge" with the goal of promoting entrepreneurs and investors to collaborate and launch new businesses in the USA.

The Indian community is one of the largest overall immigrant populations in the United States, second only to the Mexican community and is the largest Asian community, with more than 4 million people that are permanent residents. Indians contribute more than 1 Trillion USD to the American Economy while accounting for only 1% of the total population.

Indians are actively contributing to knowledge, development,



wealth and impact across various sectors. There are 30+ Indian owned Family offices that are actively investing, contributing and impacting the American story.

Patel Family Office, one of the oldest Indian-American-owned family offices in the USA, was the title sponsor of the event.

Lakshmi Narayanan, serial entrepreneur and Managing Partner of the Patel Family Office, spoke at the event about the strategies and philosophies that underpin family office investment. In presentations that followed, Patel Family Office board members, Annelise Osborne and Kim Diamond and executives Kong Posh

Bhat and Kwanza Hall, showcased two socially responsible projects the firm are developing. HOMZ is focused on eradicating America's affordable housing crisis [through public, private partnerships with cities], while GreatX is attempting to democratize economic ownership of real estate assets in USA by bringing traditional portfolio balancing tools and products to the digital asset space."

From CIOs to venture investment professionals to seasoned entrepreneurs, ATEA had assembled a wide range of speakers who shared their insights and advice through their own entrepreneurial journeys. The keynote

speakers were Francisco Dsouza, former CEO and Vice Chairman of Cognizant and currently Managing Partner and Co-Founder of Recognize, Sowmyanarayan Sampath, Chief Executive Officer, Verizon Business, and Dr. Varun Jeph, Deputy Consul General of India in New York.

There were well-moderated panel discussions on topics such as Healthcare, FinTech, and Supply Chain with various leaders. The conference also included a startup pitch competition where shortlisted startups pitched their business and investment requirements to a panel of venture capital, private equity and angel investors.

## Air India, AirAsia India and Vistara sign MoU with CSIR-IIP Tata Group airlines commit to working together towards sustainable aviation and collaborating for a low carbon future

Chennai, Sep 25 2022: The airline companies of the Tata group - Air India, AirAsia India and Vistara (Tata SIA Airlines), signed a Memorandum of Understanding with the Council of Scientific and Industrial Research - Indian Institute of Petroleum today to collaborate and work together on the research, development and deployment of sustainable aviation fuels (SAFs). The focus of the MoU is the exploration of Single Reactor HEFA Technology for Drop-in liquid Sustainable Aviation and Automotive Fuel (DILSAAF). The MOU also outlines the intent of the signatories to work together in a variety of other areas related to sustainable aviation.

The impact of continued use of petroleum-derived fuel for aviation is considerable with greenhouse gas and carbon emissions being of significant concern across the globe. The International Air Transport Association (IATA) has committed to achieving net-zero carbon emissions from their



operations by 2050 in line with the objectives of the Paris agreement to limit global warming to 1.5°C. According to IATA, the aviation industry's net-zero carbon emissions target is focused on delivering maximum reduction in emissions at source, with the adoption of Sustainable Aviation Fuel (SAF) contributing around 65% of the reduction in emissions, in addition to innovative new propulsion technologies, and other efficiency improvements. Sustainable Aviation Fuel is made from sustainable resources, such as forestry and agricultural waste and used cooking oil and can be blended with fossil jet fuel to reduce emissions. It is a 'drop-in' fuel, meaning it

can be added with no changes needed to the aircraft.

CSIR - Indian Institute of Petroleum is located at Dehradun and dedicated to R&D in the hydrocarbon sector. Its charter is to provide competitive and sustainable technologies and products to meet the requirements of the ever-growing energy sector and develop capacity and capability in new energy areas such as bio, hydrogen and solar energy and their innovative combination.

The Tata Sustainability Group ("TSG") serves as a Centre of Excellence and nodal resource on sustainability for Tata group companies. It has, since its formation in 2014, been

partnering with Tata group companies to embed sustainability in their business strategies and transition them to a low carbon scenario. The collaboration on Sustainable Aviation Fuels is being coordinated by TSG working closely with the Tata Airline Companies and CSIR-IIP. The Tata Group recently outlined a transformative vision on sustainability which envisages the Group becoming Net Zero by 2045. The Tata group has been ranked as the top Sustainability Leader in Asia Pacific and the only Asian company to appear among the top 15 corporates globally as per the GlobeScan Sustainability Leaders Survey 2022.