

**MoS Dr. L Murugan launches Amrit Sarovar initiative in Jammu and Kashmir to develop and rejuvenate 75 water bodies in every district  
 Union MoS Dr. L Murugan inaugurates various development projects at Kulgam, reviews the progress of work on different projects**



Chennai, Oct 28 2022: Union Minister of State for Fisheries, Dairying, Animal Husbandry and Information and Broadcasting Dr. L Murugan today visited district Kulgam as a part of the Central Government's Public Outreach Programme. The Minister is on a two-day visit to the Union Territory of J&K.

During his review meeting with the officials of the district administration, the Minister stated that the holistic development of the Union Territory of

Jammu & Kashmir is the top priority of the Union Government. He emphasized that the Prime Minister has taken the initiative of public outreach to assess the execution of developmental projects and the implementation of various welfare schemes at the ground level.

He said that the government is focussed towards the improvement and modernisation of the tourism sector in the district which will serve as a measure of employment generation and economic upliftment

of the region. The Minister took part in a series of events and activities during the extensive public outreach programme. He also visited different sites and took stock of the developmental scenario of the district.

On the first day of his visit, the Minister reviewed the progress of flood protection works at Ariguntoo and also laid foundation stone of Phase IV of the Flood Protection Bund which will come up will an estimated cost of 1 crore rupees. The Minister also

inaugurated Amrit Sarovar at Checkpora, Kulgam and also interacted with local people. The minister was informed that under the Amrit Sarovar initiative, more than 270 Amrit's have been developed and rejuvenated in the district.

Besides these engagements, the Minister also visited Trout Fish Farm at Tchansar. The Minister inspected the rearing units, machinery and other facilities available at the farms and interacted with the fish farmers.

Interacting with the fish farmers, the Minister said that under the Pradhan Mantri Matsya Sampada Yojana, PMMSY, and as part of the Atma Nirbhar Bharat campaign, the government is

demanding of consumption and also exports, particularly of fresh water fish.

Later, the minister visited the famous Aharbal waterfall, where he stocked the trout and carp seed in the

state/UT governments. The minister appealed to young people to come forward and become a part of nation building.

The Minister was apprised that the fisheries department has established hatcheries in

density farm at Modargam and also interacted with progressive farmers here.

Dr. Murugan complimented the district administration for timely completion of the different projects.



committed to promoting inland fishing in the country and special emphasis is being given to hilly areas.

He advised the farmers to adopt the latest technology in fish farming so that they can come up to the mainstream and meet the

Aharbal (Veshow) stream. The Minister also flagged off two mobile veterinary units from Aharbal.

He stated that the nation is witnessing holistic development and progress in every field, with the central government working in close coordination with

all the districts and is supplying fingerling fish to the farmers. The Minister was also informed that sale centres have been established at various locations to increase the market availability of the trout.

Earlier he visited an integrated ultra high

Deputy Commissioner Kulgam, Dr. Bilal Mohi-ud-Din Bhat; Director Animal Husbandry, Purnima Mittal; SSP Kulgam, Dr. G. V. Sandeep and other senior officers were present during the outreach programme.

**INSPECTOR GENERAL ANAND PRAKASH BADOLA, TM, COMMANDER COAST GUARD REGION (EAST) REVIEWED THE OPERATIONAL PREPAREDNESS AND INFRASTRUCTURE DEVELOPMENT**



Chennai, Oct 28 2022: Inspector General Anand Prakash, Badola, TM, Commander, Coast Guard Region (East) visited the Indian Coast Guard District Headquarters Puducherry on 26-27 Oct 22 to review Operational Preparedness and Infrastructure Development.

During his visit the Coast Guard District Commander Puducherry has briefed the Regional Commander regarding the Operational Deployment of ICG Ships, prevailing Coastal Security Scenario, Search and Rescue efforts for safety of fishermen, Joint Coastal Patrols along with Marine Police and Progress of

erection of Radar Stations as a part of Coastal Security Scheme Phase-II in coordination with M/s Bharat Electronics Limited. IG AP Badola also visited various sites of ongoing projects to review infrastructure development.

The Regional Commander lauded the

efforts of the Station in providing Credible Logistics support to the ICG Ships during their Operational Turn Around at Karaikal and for maintaining High Op tempo in the area of responsibility. The Regional Commander urged everyone to maintain high Professional Standards and Operational Efficiency of Ships.

**INDIAN COAST GUARD SEIZE ILLEGAL SEA CUCUMBER WORTH OF 1.6 CRORE**



Chennai, Oct 28 2022: Indian Coast Guard Station Mandapam today seized 140 kg of sea cucumber worth Rs 1.64 crore in 32 gunny bags near Mandapam. Sea cucumbers are prohibited species under Wildlife Protection Act. Based on an intelligence input of possible smuggling of the sea cucumbers through the sea shores, ICGS Mandapam activated its team to apprehend the smugglers. However, on sighting the ICG personnel, they abandoned the consignment and escaped. The seized species were handed over to Forest department.

**E-Sevai Maiyam**  
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## TMB Financial Results of the Bank for the half year 2022-23 (H1)

Chennai, Oct 28 2022: Tamilnad Mercantile Bank Ltd (TMB) one of the renowned Old Private Sector Banks, having its Head Quarter in Thoothukudi has a long cherished history of 100+ years of eventful existence with strong fundamentals and an enviable track record of continuous profit making in the industry.

TMB having pan India presence with 509 branches and 12 Regional Offices across 16 states and 4 Union Territories serves more than 5 million delighted customers.

The Board of Directors of Tamilnad Mercantile Bank Ltd took on record the reviewed results of the Bank for the half year ended 30.09.2022 in their meeting held at Chennai on 27.10.2022. Shri. S.Krishnan, Managing Director and CEO of the bank declared results of the Bank for the half year ended September 2022. General Managers, Chief Financial Officer, and other senior officials of the Bank were also present at the event.

The total business of the bank at the half year ended September 2022 stood at ₹78,013.18 Crores with a growth rate of 7.43%.

The Bank's deposit and advance portfolio stood at ₹43,136.65 Cr and ₹34,876.53 Cr respectively.

Credit to Priority & MSME Sector:

□ The Bank has been giving continued thrust on advances to Priority Sectors like Agriculture, MSME, Education, Housing etc. constituting 66.64% of its ANBC, above the regulatory requirement of 40%.

□ The Advances to Priority sector has increased to ₹25,079.09



Crores (PY ₹22,878.78 Crores) with a growth rate of 9.61%.

□ The Bank's Advances to Agriculture sector stood at ₹10,386.43 Crores. The Advances to Agriculture Sector constitute 29.78% of total advances, above the regulatory requirement of 18%.

□ Credit to MSME sector has increased to ₹12,689.76 Crores (PY ₹11,662.74 Crores) with a growth rate of 8.81%.

Y-O-Y Performance:

□ The Bank's deposits has increased to ₹43,136.65 crores (PY ₹41,022.21 crores)

□ The Bank's CASA position has increased to ₹13,192.64 crores with a growth rate of 15.32%

□ The advance level of the Bank has increased to ₹34,876.53 crores with a growth rate of 10.38%

□ The Operating Profit is at ₹763.63 Crores (PY ₹688.94 Crores)

□ The Net Profit is at ₹496.51 crores (PY ₹392.08 Crores) registering the growth rate of 26.63%.

□ The Net Interest Income (NII) has increased to ₹1032.57 Crores (PY ₹874.75 Crores) registering a growth rate of 18.04%.

□ Net Interest Margin at 4.47% (PY 4.04%)

□ Return on Asset at 1.93% & Return on Equity at 16.84% (PY 1.63% and 16.53% respectively)

□ The Bank's Net worth increased to ₹6,461.20 crores (PY ₹4,905.87 crores) with an absolute rise of ₹1,555.33 crores registering a growth rate of 31.70%

□ The Gross NPA as a percentage to total advances stood at 1.70% and net NPA stands at 0.86%. (PY 3.31% and 1.79% respectively)

□ Provision Coverage Ratio of the Bank increased to 88.58% (PY 80.50%)

Capital Expansion during half year ended September 2022:

□ The Bank has raised a Capital of Rs.831.68 Cr through IPO which contributed to the increase in the Capital. The restriction on branch opening is lifted by RBI wef 21.10.2022 based on the listing of shares of the bank in BSE & NSE.

Network Expansion during half year ended September 2022:

□ 4 new ATMs were added this year & the total number of ATMs stood at 1145.

□ 9 new cash recycler machines were installed at Branches / ATM Centers, taking the tally to 291.

New Initiatives during the next half year 2022-23:

• Bank's migration to Finacle 10x will bring more operational efficiency and business opportunity.

• Bank has planned to open more number of branches in

potential locations shortly.

• Digital initiatives and Digital Banking Unit (DBU) throws new opportunities to grow business manifolds.

• To popularize v-kyc system to offer ease of account opening experience to customers.

• Introduction of Centralised Account opening process will reduce the account opening TAT which will provide faster onboarding experience to new customers.

• Bank's recent tie-up with Finwizad Technology Private Limited (Fisdom) will enable customers to invest in mutual fund products in a safe and convenient way.

• Bank has planned to introduce more efficient and convenient e-tax payment system to customers.

• Bank will take steps to introduce Government Agency business since the embargo on branch opening is lifted by RBI.

• Planning to introduce new variants of credit cards designed exclusively for current and savings customers which will offer revolving credit facility to customers.

• Bank will introduce QR code services, Rewards and loyalty programs for Debit and Credit card holders through Fintech tie-up.

• Bank has proposed to tie-up with new Life and General Insurance Agencies to offer more secured and convenient insurance products to customers through digital mode.

Planned to tie-up with new DP service providers to offer digital onboarding of trading services.

## realme announces new realme Care service system for a seamless customer experience

Chennai, Oct 28 2022: realme, the most trusted technology brand, has launched realme Care service system for a seamless and simplified end-to-end customer support for its users. The launch marks the brand's entry into its second phase of growth with an added focus on customer experience beyond expectation. realme's 70 million+ users in India can now easily access customer services across both online and offline touch-points ranging from whatsapp to social media and 1000+ service centers across the country.

realme is committed to improve customer service experience and customer satisfaction with high-quality service. As the updated service system of realme, realme Care highlights the further deepening of the concept of "consumer-oriented".

Commenting on the announcement Mr Madhav Sheth, CEO, realme India, VP, realme and President, realme International Business Group said, "realme Care is a testimony of our

commitment to serving the best to our customers and our focus to further build on our customer experience. Through this initiative, we are ensuring a complete service through digital technology with 'service quality' as the foundation and 'consistency, convenience and care' as the core values. We are hopeful that realme's service will become the customer experience benchmark in the technology industry."

realme has also announced realme Care+, available at an affordable cost starting INR489. The Privileged plan lets consumers avail complete Mobile Protection Services through multiple packages including an extended 1 year warranty, 1 year screen protection and 1 year of accidental and liquid protection. realme Care+ subscribers will get access to realme trusted experts, hassle-free claim process, authorized service center with genuine device parts. realme Care+ is available for both existing and new users across online, including

realme.com, and offline channels. Users can buy the Care+ plan using <https://event.realme.com/in/realme-care-plus>

Powered by 4D upgrades of double centers, double lines, double guarantee and digital customer service platform, users can now enjoy an added experience with a more intelligent, convenient, efficient and personalized service system.

• Double Centers consisting of Technical Support Center alongside Service Center will aid a faster and more professional maintenance

• Double Lines are advanced online and offline services that will further enhance user experience. Users can now reach out to realme customer care across social media, email, voice, whatsapp and web chat from 9am-9pm. The voice service is also now available in 9 regional languages including Tamil, Telugu, bengali, Gujarati, Kannada, Malayalam, Marathi, Punjabi, Hindi

• Double

Guarantee promises standardization and personalization of user services with the launch of realme Care+.

• Digital customer service platform improves service efficiency with intelligent and integrated customer service, system SMS notification and live tracking for service process, multiple self-service like spare parts price, software upgrade, knowledge base, pick-up service/TV on-door service and check warranty status.

As part of the after-sales services, realme in India operates through 500+ service centers with 47 exclusive service centers for smartphones, AIOT products and laptops alongside 500+ on-site service centers covering all postal regions of India for TV services. The company has already achieved the Customer Satisfaction Target of 90% among its customers. It has also been awarded "The Performer of Week" consecutively for two weeks by Flipkart for its excellent service during Big Billion Days this year.

## Roposo and celebrity chef Saransh Goila co-create 'Delishaas', a modern cookware brand that makes cooking fun for all

Chennai, Oct 28 2022: Celebrity chef and entrepreneur Saransh Goila has joined hands with India's leading creator-led live entertainment commerce platform Roposo to launch a co-created cookware brand 'Delishaas'. With a product line of trendy, quirky, and high-quality cookware essentials, Delishaas celebrates the love of cooking. Millions of consumers will discover Delishaas live on Roposo, and on the Glance Lock Screen platform.

Demand for aesthetic cookware that also enables healthy cooking has grown over the past few years. This is partly due to the pandemic that inspired people to explore home cooking more. Discerning consumers started to look beyond basic utensils and showed a preference for cookware that elevates their cooking and dining experience at home. This trend has persisted, and double-digit industry growth is expected over the coming quarters. Delishaas intends to meet this rising demand with stylish yet healthy, durable, easy-to-clean cookware that appeals to modern consumers.

Delishaas - a play on the word delicious - is a signature term coined and popularized by Chef Saransh Goila on social



media. The Delishaas brand embodies his personality as a self-confident young achiever and his philosophy of transforming cooking from a functional necessity to a fun and playful activity. Products under the label include pans, Dutch ovens, and kadhais, which use Tri-Ply and Greblon Technology. Delishaas cookware is free of Alkylphenol ethoxylates (APEO) & Perfluorooctanoic acid (PFOA) and other harmful chemicals, making food safer and healthier. These vessels are ergonomically designed to protect against spillage, while their state-of-the-art interior coating makes them scratch resistant. Designed for every cooking enthusiast, Delishaas cookware seeks to become a fun companion in the kitchen with its pop colors and design.

"I have always had a fun, passionate relationship with cooking and I wanted to conceptualize a simple, smart, and enjoyable cookware range that

added. A number of co-created brands have been launched by Roposo over the last year through Glance Collective - a joint venture between Roposo's parent company - Glance, and talent management firm, Collective Artists Network. These brands include 'EK' with Ekta Kapoor in the home, wellness & ethnic-wear category, a limited-edition streetwear brand 'KRA' with BeYouNick (aka Nikunj Lotia), and DCRAF with Rana Daggubati in the men's grooming market.

Vijay Subramaniam, Founder & Group CEO, Collective Artists Network said, "Our aim is to fuel the creator economy through multiple entrepreneurial opportunities. This launch comes on the heels of some world-class D2C products we have launched over the past year, and we expect to bring consumers more such exciting brands in the coming quarters. We are happy to launch another chapter in Saransh's professional journey as a chef, author, TV show host and judge, and entrepreneur."

Besides Roposo and Glance, Delishaas will be available for purchase on the company website [www.delishaas.com](http://www.delishaas.com), and on various other marketplaces.

## Dr. Mansukh Mandaviya addresses Second G20 Health Ministers Meet

Chennai, Oct 28 2022: "Government of India under Prime Minister Narendra Modi's leadership attaches topmost importance to the health sector. We are committed to protecting global health and making sure we leave behind for the coming generations a better and healthier planet to live in". This was stated by Dr Mansukh Mandaviya, Union Minister for Health and Family Welfare as he addressed the second G20 Health Ministers Meeting in Bali,



Indonesia today. The purpose of the meeting was to discuss the progress and way forward on priorities in the healthcare sector.

Speaking on the occasion, Dr Mansukh Mandaviya stated that "India is committed to

contributing immensely to creating a future-ready and resilient global healthcare ecosystem". At the same time he also elaborated on building global health resilience wherein the proposal of a Financial Intermediary

Fund was discussed. He also highlighted the need to acknowledge existing fault lines in the Global Health Architecture and the importance of building an inclusive, agile and responsive framework for health emergency management.

Dr Mandaviya also encouraged all G20 members to contribute their public keys to the proposed Global Federated Public Trust Directory for ensuring seamless worldwide mobility of people and goods.

## Sakshi Agarwal on cloud nine Actress Sakshi has credible movies coming up in her pipeline in which she plays the protagonist

Chennai, Oct 28 2022: With her mesmerizing looks and captivating gorgeousness, Sakshi Agarwal is today's youths wallpaper girl across Tamilnadu. What more can make her happy!

Having been part of commercially and critically-acclaimed films like Superstar Rajinikanth's Kaala, Ajith's Viswasam and Sundar C's Aranmanai 3, she showcased her acting skills. The actress who is looking to position herself as one of the top actresses in the south has been giving it all and choosing roles that are women-oriented.

Sakshi, who is on the forefront of social media icons, talks about her projects that are in the making. "I currently have Prabhudheva's Bagheera and S.A. Chandrasekhar's directorial Naan Kadavul Illai that has Samuthirakani as the male



lead. I have completed thriller and debut director shooting for these projects. Vicky's untitled project in which I play Santosh Then there is Guest-Chapter 2 that is an animal Pratap's pair. I also have a

film under Sakshi of Kandhakotai fame," said Sakshi.

Sakshi also has her plans laid out well and said that she would want to be a part of women-centric movies. "I have been getting such scripts. There are a couple of Malayalam films on similar lines and have been listening to some scripts in Tamil as well."

The actress clarified that her social media posts are different from that of her filmy ambitions. "I never post on social media keeping films in mind and getting projects out of that. That is a way I reach out to my 2 million fans and followers and I have even voiced out on several social issues as well."

It is to be noted that Sakshi graduated from an acting school in Los Angeles and has been a part of few Hollywood Shorts as well.

## "KURANGU PEDAL" is selected for INDIAN PANORAMA 2022 OFFICIAL SELECTION for International Film Festival of India

Chennai, Oct 28 2022:

We are happy to announce that our second feature film "KURANGU PEDAL" is selected for INDIAN PANORAMA 2022 as OFFICIAL SELECTION for International Film Festival of India to be held from 20th to 28th November 2022, Goa. Kamalakannan, well known for Madhubaanakadai and Vattam, directs the feature film and produced by Savitha Shanmugam and Sumeer Baskaran of Montage Pictures and co-produced by Sanjay Jayakumar of SRJ Productions in association with Kathakelu Entertainers as production house. The film is based on Raasi Azhagappan's short story and written for screen by Prabhakar Shanmugam



and Kamalakannan. The film casts children along with Kaali Venkat in a prominent role, set in a summer of 1980s on the banks of River Cauvery of Salem (Now Namakkal district) and Erode districts. Ghibran Vaibodha known for soulful songs and background music has composed for Kurangu Pedal. His back ground music stands as the backbone for the film. Antony B J Ruban's (Kaala, Periyerum Perumal, Sarpatta, Kuthirai Vaal, Jalsa (Hindi), etc., ) sound designing has taken the film to International standard. Shivanandeesvaran

(Theeran adikaram ondu, Teddy, Kaape. Ranasingam, Vattam etc.) has edited the film bringing out the narrative exactly. Cinematographer Sumeer Baskaran has visually transformed the director's vision into screen reality. Director Bamma, N.D.Rajkumar and Bo.Manivannan have penned the lyrics for the songs. Balaji Gopal, colourist (Vendhu Thanintha Kaadu, Jai Bhim, Kaathuvaakula Rendu Kadhal, Saanikaayidham, Super Deluxe etc.) has set the right tone for the visuals. The film unravels the relationship between a father, who doesn't know cycling and his son who is keen in learning cycling set in Katheri village in a summer of 1980s.

## Transport Aircraft for Indian Air Force to be made in India by Airbus Defence & TATA consortium

Chennai, Oct 28 2022: In a major boost to 'Make in India' and domestic aviation manufacturing, Prime Minister Shri Narendra Modi will lay the foundation stone of a transport aircraft manufacturing project for the Indian Air Force (IAF) at Vadodara, Gujarat on October 30, 2022. Raksha Mantri Shri Rajnath Singh, Minister of Civil Aviation Shri Jyotiraditya M Scindia and Gujarat Chief Minister Shri Bhupendra Patel are among those who will attend the function.



company. The total cost of the project is Rs 21,935 crore. The aircraft can be used for civilian purposes as well.

### Delivery schedule

The first 16 fly-away aircraft are scheduled to be received between September 2023 and August 2025. The first Made in India aircraft is expected from September 2026.

### Aircraft capability

C-295 MW is a transport aircraft of 5-10 tonne capacity with contemporary technology that will replace the ageing Avro aircraft of IAF. It has a rear ramp door for quick reaction and para dropping of troops and cargo. Short take-off/land from semi-prepared surfaces is another of its features. The aircraft will strengthen the logistic capabilities of the IAF.

### Aatmanirbharta

The project offers a unique opportunity for the Indian private sector to enter into technology intensive and highly competitive aviation industry. It will augment domestic aviation manufacturing resulting in reduced import

dependence and expected increase in exports.

Also, 96% of the total man hour work per aircraft that Airbus employs at its manufacturing facility at Spain will be undertaken in India by the TATA Consortium. Manufacturing of over 13,400 Detail Parts, 4,600 sub-assemblies and all the seven Major Component Assemblies will be undertaken in India, along with tools, jigs and testers. Various systems such as engines, landing gear, avionics, EW suite etc. will be provided by Airbus Defence & Space and integrated on the aircraft by the TATA Consortium. The aircraft will be tested as an integrated system by the TATA Consortium. The aircraft will be flight tested and delivered through a Delivery Centre at the TATA Consortium facility.

All 56 aircraft will be fitted with indigenous Electronic Warfare suite of Indian DPSUs - Bharat Electronics Ltd and Bharat Dynamics Limited. After completion of delivery of 56 aircraft to IAF, M/s Airbus Defence & Space will be allowed to sell

the aircraft manufactured in India to civil operators and export to countries which are cleared by the Government of India.

### Employment Generation

The TATA Consortium has identified more than 125 in-country MSME suppliers spread over seven states. This will act as a catalyst in employment generation in the aerospace ecosystem of the country and is expected to generate 600 highly skilled jobs directly, over 3,000 indirect jobs and an additional 3,000 medium skill employment opportunities with more than 42.5 lakh man hours of work within the aerospace and defence sector of India. Nearly 240 engineers will be trained at Airbus facility in Spain.

Officer on Special Duty, Department of Defence Shri Aramane Giridhar, Vice Chief of Air Staff Air Marshal Sandeep Singh, DG (Acquisition) Shri Pankaj Agarwal and other senior officials of Ministry of Defence & IAF were present during the press conference.

## Union Minister Dr Jitendra Singh says, National Education Policy (NEP-2020) aims at de-linking degree from education and livelihood opportunities

Chennai, Oct 28 2022: Union Minister of State (Independent Charge) Science & Technology; Minister of State (Independent Charge) Earth Sciences; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh today said, National Education Policy (NEP-2020) aims at de-linking degree from education and livelihood opportunities.

Addressing the students and the youth at Krishna Mahavidyalaya at Thakurdwar in Moradabad, Uttar Pradesh, Dr Jitendra Singh said, NEP-2020 also supplements Start-Up ecosystem with the promise to open new career and entrepreneurship opportunities for students and youth in India.

Dr Jitendra Singh said, NEP-2020 introduced by Prime Minister Modi will reorient India's Education Policy as per global benchmarks. Describing it as the biggest path-breaking reform in India since independence, the Minister said, the new policy is not only progressive and visionary but is also in keeping with the emerging needs and requirements of 21st century India. He said, it



gives due priorities to the inherent talent, knowledge, skill and aptitude of the students, rather than focusing only on degrees.

Dr Jitendra Singh said that linking degrees with education has taken a heavy toll on our education system and society as well and one of the fall-outs has been an increasing number of educated unemployed. The Minister said, NEP-2020 is having the provision of multiple entry/exit option thus providing academic flexibility to the students. He said, this will have a positive impact on the students related to the availing of different career opportunities at different times, depending upon their intrinsic learning and inherent aptitude.

Referring to Skill India Mission, Dr Jitendra Singh urged the students to imbibe multiple skills to be successful in life as there

are ample number of examples to show that those equipped with the latest skills are doing wonders in the world today.

Dr Jitendra Singh also urged the students and the youth to explore livelihood opportunities in the booming Start-up sector in the country. He informed the gathering that only in August this year, the Uttar Pradesh government injected Rs 4,000 crore into the state's start-up corpus for employment generation and economic activity. The fresh infusion of capital has been made to constitute the maiden 'UP Innovation Fund' that will be mandated to provide seed capital to start-ups.

Dr Jitendra Singh gave full credit to the futuristic vision of Prime Minister Narendra Modi, who had given a call for Start-Up India, Stand-Up India in 2015 itself, that led to a mass interest, as a result of

which the number of start-ups in India has increased from mere 350 in 2014 to over 80,000 in 2022 with more than 105 unicorns.

Dr Jitendra Singh noted with satisfaction that Uttar Pradesh government plans to have at least one incubator in every district by 2023. As of now, there are 47 incubators in 20 districts. He told the youth of Moradabad that Uttar Pradesh is catching up fast in startups race and as of today there are more than 6,500 startups already registered in the state. The government has also decided to set up two centres of excellence in the state with one coming up in IIT-Kanpur for promotion of drone technology.

Dr Jitendra Singh said, Noida has turned to be the most preferred destination for startups followed by Ghaziabad, Agra, Lucknow and Gorakhpur in Purvanchal region and now is the time for the innovative minds of the Western UP to take a lead in Startups movement. He said, the green and farm rich belt of Western region can be a fertile ground for Agri-tech and Dairy startups. The Minister promised all support from Ministry of Science and Technology to support the StartUps ecosystem.

## Indian Railways to observe a month long Mega Safety Drive from 28th October

Chennai, Oct 28 2022: Safety continues to be the foremost priority of Indian Railways and is accorded the greatest consideration. Ministry of Railways has directed Zonal Railways to launch a month long safety drive w.e.f. 28.10.2022 to remove any gaps in maintenance of fixed assets, locomotives and rolling stock and strengthening safety on Indian Railways. During

the drive, it will be ensured that extant procedures are being conformed and monitoring of Human Factors shall be done.

Railway Board has directed all Zonal Railways to ensure that officers in Headquarters and Divisions carry out thorough inspection and ensure correction of deficiencies found during inspections within the

drive. At least one Headquarter officer must be on inspection on each day during the drive in each Division. Also, each major section of each division must be under Night Foot Plate Inspection by an Officer. All sections of Divisions are to be inspected by DRMs/ADDRMs. General health of fixed assets is to be examined.

Directives for this

mega Safety Drive from Railway Board includes regular patrolling of all tracks and the same should be monitored on day to day basis, surprise checks at stations to ensure proper operational practices are being followed; no safety system is being bypassed. Also, Gate, Station and other operating staff shall be encouraged to be vigilant.

## Making your kitchen festive ready with innovative solutions

Chennai, Oct 28 2022: It's that time of the year again, when the majority of Indians host parties for friends and families and eat a lot of homemade food! With guests coming over, it's usually a time when homes get paint finishes and new furnishings are incorporated. In the realm of home remodelling, one of the most important areas of the home, or the heart of the house, is the kitchen. This is why it becomes even more important to make the kitchen exquisite and functional. This not only increases productivity but also creates space for all our festive storage needs.

With the onset of the festive season, it's time to start preparing your kitchen for a festive makeover. Homemakers, working individuals and millennials are particularly drawn to modular kitchens and storage innovations to make life easier. They tend to lay much emphasis on their lifestyle while considering space constraints. Here are a few innovative solutions by Godrej Locks' revolutionary SKIDO range that will help you make your kitchen festive-ready by:



### kitchen:

Festive time is also the time for the annual festive cleaning ritual. When hosting guests in your home, having a spotless and well-organized kitchen makes a huge difference since it guarantees that everything is in its intended place, making preparation, cooking, and cleaning-up simple and allowing you to spend more time with guests. Having your cutlery and plates neatly placed and organised using adjustable partitions in drawers will put an end to cutlery clutter.

### Declutter your Kitchen:

We often pack away many of our extra glassware and larger

utensils in boxes, which results in unnoticed clutter in our homes. Discard everything from your Kitchen that doesn't fit your sense of style or usefulness. It's time to change the way your kitchen looks, whether it's with dish towels or unused appliances. With the clutter gone, cabinets will have more space. Restack those multiple storage containers by integrating mezzanine level trays that bring order and neatness. Its specialty is the smart utilisation of vertical space in the drawer.

### Utilize Every Nook for Storage:

Making the most of every square inch of space is crucial when thinking about how

organising a kitchen with limited storage space. Festivities are a time for storing sweets, snacks, beverages, and other kitchen items. This is why they need to be arranged in an organised manner. It's easy to store all your munchies in a slide-out pantry wherein the top and bottom drawers slide out sideways, giving you full visibility of the contents and easy access to things inside.

### Innovative Solutions for Every Need:

Due to the complexity of Indian cuisine, a wide variety of pans, kadhais, tavas, masala boxes, plates, thalis, and other utensils are required. The baskets and accessories that are made overseas cannot accommodate any of these. A good-looking kitchen is attractive, but an easy-to-use kitchen with innovative solutions is more crucial. To cater to all the functional needs of a kitchen, Godrej Kitchen Fittings has introduced innovative solutions for Indian kitchens called SKIDO (Smart Kitchen Drawers and Organisers), which includes a range of drawers, organisers, corner solutions, undersink solutions, and grain storage.

## Sovereign Wealth Fund Institute names Lakshmi Narayanan as the chairman of the board

Chennai, Oct 28 2022: The Sovereign Wealth Fund Institute (SWFI), the most popular and trusted source on institutional investors and global capital, has announced the appointment of the Indian-born impact investor and entrepreneur Lakshmi Narayanan to the position of Chairman of the Board.

The SWFI includes sovereign wealth funds, public pensions, central banks and other long-term public investors from different countries. Since the last few years, members of SWFI have invested in or evinced interest in investing in Indian companies.

Narayanan possesses more than 20 years of experience in capital markets, venture investing, and real estate, and is widely respected among the global financial community for being a responsible, successful, and purpose-driven business strategist and a champion of transparency and ESG.

As Chairman, Narayanan will work closely with President and CEO Michael Maduell to accelerate the growth and expansion of SWFI's platform,

including its research, data, and subscription verticals, as well as its transparency index and events business. Moreover, Narayanan will leverage his deep relationships with domestic and international business leaders, financial professionals, and government officials to build stronger connections and drive greater benchmarking, transparency, and accountability across the entire asset management industry.

Narayanan commented, "It's an honor to join this prestigious organization. Since 2008, SWFI has served as a trusted advocate, monitor, and partner for the asset management industry and has been a driving force in enacting greater transparency among its decision and policymakers. I look forward to helping Michael build upon what he has created, expanding the platform to serve as the go-to source of public fund data globally and the top connector for institutional investors and investment managers."

Commenting on the

appointment of Lakshmi Narayan, President and CEO Michael Maduell said, "In the past few years, we have witnessed a growing demand from global investors to invest in India. With our service offerings of SWFI Subscription (research product) and SWFI Membership, we will be catering to the needs of Indian customers. We plan to build a research center in India focused on the institutional investor community and asset management industry and creating an office in India will help customers know about investments, lead to the creation of jobs and help contribute to the growing asset management industry within the country. It gives us immense pleasure to have Lakshmi as the chairman of SWFI. With his immense experience and knowledge in the capital market, he will guide us in building a robust strategy in achieving our mission of expanding in the capital market and leveraging the true potential of India."

Narayanan is an impact investor and serial entrepreneur with experience building businesses and investing

in real estate and startups in the U.S., Asia, Europe, and the Middle East. He has built a strong global network and serves as a Certified Senior Executive Fellow at Harvard University's Kennedy School of Government. Lakshmi is a responsible business strategist who has helped numerous entrepreneurs in India in establishing profitable ventures with purpose-driven objectives for over two decades. He is a Co-Founder and Managing Director at the recently-launched Homz Global, the first national housing company dedicated to building a portfolio of sustainable, wellness-focused communities centered around branded attainable housing in key markets across the U.S.

In the past, he has also founded Real Estate Fund in Asian market (exited in 2011), one of India's largest Real Estate underwriting companies (exited in 2012), underwrote and managed \$8 billion in assets, one of India's leading education entities (partially exited in 2017) and one of India's leading franchising advisory companies (exited in 2014).

## Zoho's e-commerce platform to help brands leverage ONDC

Chennai, Oct 28 2022: Zoho Corporation, the Chennai-headquartered global technology company, has announced that Zoho Commerce, its unified platform for e-commerce, will integrate with the Open Network for Digital Commerce (ONDC) as a Technology Service Provider to help customers adopt and leverage the open network to reach out to a wider audience.



As a recent report indicates, India's e-commerce market is expected to reach \$120 billion by 2026, up from \$38 billion in 2021. ONDC, a Ministry of Commerce initiative, will enable sellers to tap this massive market by offering an equitable and secure platform that integrates multiple sellers, buyers, and logistics players. Buyers will benefit from free access to a wider range of products and seller stores via a single application of their choice, and will not be influenced by the biases of private marketplace players. However, in order to be a seller on ONDC and reach millions of buyers, even small businesses will need to have an online storefront.

"Zoho takes pride in being a part of this e-commerce revolution in a thriving digital India," said Anand Nergunam, Vice President, Revenue Growth, Zoho Corp. "We believe that ONDC will create a level playing field for small

businesses and other sellers who have been vastly under-represented in the sector's growth in recent years. With a robust platform like Zoho Commerce, retailers can quickly create online stores and establish their presence on ONDC. Our vision is to help businesses of all sizes and across categories to capitalise on the huge potential of e-commerce by supporting them with easy-to-use tools, covering the entire spectrum of commerce from discovery to collection at an affordable price."

"We're glad to be working in tandem with technology service providers like Zoho to accelerate and improve the end-to-end ecosystem experience and make digital commerce accessible to a wider audience of buyers and sellers across India," said T Koshy, Chief Executive Officer, ONDC. "We will continue to drive forward in our aim to reduce entry barriers for sellers, and increase the

variety of and accessibility to goods and services for buyers through the network."

With Zoho Commerce, an e-commerce platform built entirely in India, business owners can create their online store as quickly as an hour by using the drag-and-drop website builder or customising available templates without writing a single piece of code. Zoho Commerce comes pre-integrated with Zoho Books and Zoho Inventory for a business' end-to-end accounting and multi-channel inventory management needs, respectively. Users can also integrate with Zoho SalesIQ for live chat, along with other products in the Zoho ecosystem that have all been built on the company's technology stack. Zoho Commerce also integrates with third-party apps like Google Analytics, Google Shopping, and MailChimp.

Zoho Commerce users in India will be

able to get onto ONDC with a single click and showcase their products on multiple platforms with equitable visibility. It will offer support to retailers for onboarding to the network and seamlessly integrate their inventory to the ONDC-enabled buyer-side applications. The company is also committed to empowering and aiding sellers throughout their digital journey, in addition to, educating them about the open network.

"At KuKClean, we want to reach out to customers who are health conscious," said Kirti Yadav, Founder, KuKClean. "With ONDC, we aim to increase our brand visibility, and reach the right audience by leveraging the network. Additionally, with all the buyers and sellers coming together, along with the integration of various services like payment getaways and logistics, the life of an entrepreneur would be made a lot easier. Zoho Commerce team has been hand holding us since our inception and we are happy that we are a part of the ONDC launch."

In the coming months, Zoho will strengthen its participation in ONDC by onboarding other products from its portfolio such as Zoho Books and Zoho Inventory, with the aim of fostering and enhancing the e-commerce ecosystem in the country.

## Steel Authority of India Limited (SAIL) crosses Rs 10,000 Crore Procurement Value on GeM

Chennai, Oct 28 2022: Steel Authority of India Limited (SAIL) becomes the first Central Public Sector Enterprise (CPSE) to achieve the major milestone of procurement value of Rs 10,000 (Ten Thousand) Crore through the Government-e-Marketplace (GeM) since inception.

SAIL has been at the forefront in partnering



with GeM and has played an active role to create different functionalities to enhance the reach of the

GeM portal.

From a small beginning of Rs. 2.7 Crore in FY'18-19, SAIL has already

crossed the total value of Rs. 10,000 Crore in this year. Incidentally, SAIL was the largest CPSE procurer on GeM in the previous Financial Year with a value of Rs. 4,614 Crore. In the current fiscal, SAIL has already surpassed the achievement of previous year with procurement of over Rs. 5,250 Crore till date and is committed to substantially increase the volumes on GeM.

## All IOB Branches are now enabled to facilitate direct tax collection

Chennai, Oct 28 2022: Notice is hereby given to all the customers that w.e.f. 01.10.2022, TIN (Tax Information Network) 2.0 replaces the existing Online Tax Accounting System (OLTAS) with certain enhancements and modifications in the existing system and

processes as per directions received from Additional Director of Income Tax (SYSTEMS)-2(3), Directorate of Income Tax (systems), CBDT, M/o Finance, Govt. of India.

Existing system of Direct Tax Collection

through Online Tax Accounting System (OLTAS) is disabled w.e.f. 30.09.2022 20:00 Hrs.

Our Bank is authorized for Direct Tax collection and all our Branches are now enabled to facilitate direct tax collection

under TIN 2.0 w.e.f. 01.10.2022 through various channels such as:

Ø Branch/Over the Counter (OTC) – Cash/Transfer/DD/Clearing

Ø Internet Banking  
Ø Our Bank Debit Card  
Ø NEFT/RTGS.