

Governor of Tamil Nadu flags off the journey of the first contingent for Kashi Tamil Sangamam from Chennai Egmore The first contingent of 216 delegates travel by Rameswaram-Banaras Express for Kashi Tamil Sangamam

Chennai, Nov 19 2022: R.N.Ravi, Governor of Tamil Nadu flagged off the train journey of the first contingent of 216 delegates for Kashi Tamil Sangamam today, 17th of November from Chennai Egmore railway station in the august presence of Dr L.Murugan, Union Minister of State for Information and Broadcasting, Fisheries and Animal Husbandry. R.N. Ravi interacted with the Kashi Tamil Sangamam Selection Committee Members- Industrialist Dr.NallikuppaswamiChetti, Dr SudhaSeshayyan, Vice-Chancellor The TamilnaduDr.M.G.R. Medical University, V.Kamakoti, Director, IIT Madras and Professor Dr. Mohansankar Sivaprakasam, IIT

Madras, Social & cultural activist Mohammad Asif Ali. The Governor interacted with the student delegates and congratulated them for being a part of the initiative to revive and reaffirm Tamil Nadu's cultural and historic links with Kashi.

Of the delegates forming the first contingent to Kashi Tamil Sangamam, 35 boarded the Train No.22535 Rameswaram - Varanasi Express at Rameswaram, 103 delegates boarded at Tiruchchirappalli and 78 delegates joined at Dr MGR Chennai Egmore. All the delegates were students from various educational institutions from across Tamil Nadu.

Students from various eminent institutions like IIT Madras expressed pride



in joining the initiative and that they look forward to the learning experience that the Kashi Tamil Sangamam would offer. The delegates expressed happiness for the opportunity extended to them by the Govt. of India to participate in the Kashi Tamil Sangamam. The

students will participate in various cultural events showcasing the rich tradition and culture of Tamil Nadu like Villupattu, Bharatanatyam, folk dance, Kaliyattam etc. in Varanasi during their stay.

B. G. Mallya,

Additional General Manager, Southern Railway, Ganesh, Divisional Railway Manager, Chennai, and other Officers and Staff of Southern Railway, officials of IRCTC and IIT-Madras participated in the event at Chennai Egmore.

Kashi Tamil Sangamam

Kashi Tamil Sangamam is an initiative by the Government of India as a part of "AzadikaAmritMahotsav" and to uphold, revive and reaffirm the spirit of mutual bonding among

diverse cultures. The month-long KashiSangamam events is being organized by the Ministry of Education in partnership with IIT Madras and Banaras Hindu University. The month-long programme aims to create an understanding of our shared heritage and deepen the people-to-people bond between the regions.

Tamil Nadu and Kashi, and the area around it, are two of the oldest and most important of such centres. Both these centres have been fountainheads of knowledge in the intellectual, cultural, spiritual and artisanal realms. Varanasi, known popularly as Kashi in Tamil Nadu, is one of the oldest living cities of the world, endowed with a civilizational and

cultural continuum that is unparalleled. Knowledge, philosophy, culture, devotion to Gods, literature, Indian arts and crafts have all flourished in this holy city. Tamil Nadu on the other hand is another cradle of culture, arts, crafts, literature, with a wealth of knowledge available in Tamil language, which is the most ancient language in the world.

Hence exploring and rediscovering the links between these two centres can lead to the creation of important bodies of knowledge both in the intellectual and practical realms. Kashi Tamil Sangamam is held so that the people belonging to these two cultures can appreciate and strengthen the bonds amongst themselves.

88% of accountants save up to 10 hours a week using cloud accounting software, finds Zoho's survey

Chennai, Nov 19 2022: Zoho Corporation, the Chennai-headquartered global technology company, has shared the results of the survey that it conducted to understand how accountants and financial advisors benefit from using cloud accounting software instead of legacy-based applications. While 88% of the accountants said they were able to save up to 10 hours a week, more than 85% reported being able to provide more advisory services because of the time saved on performing crucial accounting tasks. The survey results were announced on the sidelines of the World Congress of Accountants (WCOA), an event organised every four years exclusively for accountancy professionals. The event is being hosted in the country for the first time, in Mumbai.

Besides accountancy professionals, the company surveyed the customers of Zoho Books separately to also understand the benefits accrued by businesses using online accounting software. Not surprisingly, 75% of the businesses were able to collect payments on time, follow up with customers automatically, and improve cash flow with Zoho Books. Zoho Books is the company's GST-compliant cloud accounting software.

With 13 country-specific tax editions, and a global version, Zoho Books has seen 81% annual growth in India in 2021, and is among the top five solutions leading the company's growth in the country.

"It is vital for businesses and accountants to have a comprehensive solution that will automate many of their key accounting functions, streamline finance processes, and improve efficiency," said Sivaramakrishnan Iswaran, Global Head - Zoho Finance and Operations Suite. "Zoho Books was built for this exact purpose, enabling businesses and accounting firms to reach their full growth potential. We are seeing excellent mass market adoption of Zoho Books in India and across the globe. Our rapid growth attests to the fact that we are continuing to deliver on our commitment to provide innovative solutions, and high customer value. The increased adoption of our product has helped the accounting platform to mature rapidly with advanced capabilities."

Survey results showing benefits for Chartered Accountants Zoho surveyed 150 Chartered Accountants (CA) in November 2022 who had registered for the WCOA. The survey results revealed the following benefits for CAs:

Enhanced efficiency: 88% of the respondents said that cloud accounting solutions help them save up to 10 hours per week compared to traditional methods of accounting.

Compliance readiness: 89% of the respondents said cloud accounting solutions solve the challenges in complying with regional tax and regulatory laws for businesses and their own firms. Increase in value-added services: More than 85% of the respondents stated that cloud accounting solutions help them in performing essential accounting tasks, which gives them additional time to offer advisory services to their clients.

Improved collaboration: 85% of the CAs surveyed believe that cloud accounting solutions improved collaboration and help them work with clients and finance teams in real time.

Survey results showing benefits to business owners

Zoho also surveyed 350 businesses in India that used Zoho Books. The survey revealed the following benefits:

Increase in cash flow: 75% of the businesses were able to collect payments on time, follow up with customers automatically, and improve cash flow with Zoho Books.

Real-time visibility:



85% of the businesses were able to improve their performance owing to the real-time visibility and business insights offered by Zoho Books.

Enhanced business performance: 70% of the businesses were able to see a growth of up to 40% in revenue yoy after using Zoho Books.

Automation and saving time: 85% of the businesses found that they were able to save up to 10 hours per week, while the remaining 15% were able to save more than 10 hours with Zoho Books compared to a traditional alternative like a legacy-based system.

Growth of Zoho Finance Platform

Zoho also revealed that the Zoho Finance Platform has achieved 50% year-over-year (yoy) global growth, supporting more than half a million businesses across 160+ countries. The growth is led by Zoho Books, which



supports 180 currencies and 17 languages, including Hindi.

The Platform also includes solutions for inventory management, travel and expense management, billing and subscription management, and payroll management built on the same underlying platform, enabling instant interoperability, seamless data flow, and unification

across systems. Typically, businesses start using one of the finance products, and then expand their usage to other applications within the suite. On average, customers using Zoho Books for more than one year adopt at least two other applications within the finance suite.

Zoho Books is exhibiting at booth number 24 at WCOA.



Customer statements "Our company has multiple branches spread across India. Monitoring the financial activities of all these branches was impossible on Tally and Busy. In 2017, we came across Zoho Books, which helped us view our financial data in real time. With features to handle

branches and multiple GSTIN, we were able to maintain the accounts of all our branches in a single organisation. Since the product is intuitive to use and requires no special training, it was easy to switch to Zoho Books," said Ashish Mehta, Director, Therapeutic Mattress.

E-Sevai Maiyam
Star Rainbow Services
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
8148231942 / 8144337349
PATTA | LEGAL HEIR | PAN | PASSPORT | AADHAAR
ALL ONLINE SERVICES

Vocational training course for Transgenders by Round Table and Ladies Circle and Naturals saloons to "Promote Equality"

Chennai, Nov 19 2022: Round Table India, Ladies Circle India are celebrating Round Table India week.

As a part of this week-long program celebrated a day as "Promoted Equality." They had a tie up with Naturals Saloon where they launched their Vocational training program on beauty & Aesthetics for 5 deserving Transgenders. These transgenders will be trained in beauty, Skin care, Aesthetics, and hair care. They would be receiving hands-on experience from industry experts from Naturals.

Veena Kumavel Founder Naturals



Saloons Said that "I take immense pride in association with Round Table and Ladies Circle in this cause. Its nice to see how they have identified these 5 deserving candidates for the course and I hope they make the most from this course." She was present to inaugurate and welcome deserving students for the same.

They also had

Karunraman Fashion Choreographer & LGBTIQ+ Community activist part of this event and graced the event showing his support for the same. "I'm very happy that organisation like round table and ladies circle acknowledge and appreciate the fact that LGBTIQ+ community people are as normal as any one else and are giving wings to

deserving candidates from this section of society. I'm very thankful to Naturals for extending this amazing gesture."

Area Chairperson Area-2 Divya Chetan Area Secretary & Treasurer Tanya Sethi From ladies Circle India, Area Secretary Treasurer Kunal Chowdary Round Table India, Chairperson Madras Spice Ladies Circle-133 Jasneet Kaur Kohli Chairman Madras Spice round table 159 Bramjot Singh Kohli Also Handed over study material to 3 deserving Transgender candidates who are preparing for Superintendent Inspector Government exam.

RTI week celebrations - Walking the ramp by Transgenders to promote equality at Chennai Airport

Chennai, Nov 19 2022: Madras Mylapore Round Table 3 (MMRT 3) & Madras Mylapore Ladies Circle 4 (MMLC 4) today organised a walk on the Round Table India and Ladies circle India equality day .An apt platform to showcase that we all are one.

Acid survivor's, visually impaired people, associates of airport authorities, transgenders and members of Round Table India (RTI) and Ladies Circle India walked the ramp for Equality. The event was held at the Chennai Airport.

It was a platform open for all. The event started by greeting Apsara reddy



,followed by a musical performance by a team of visually impaired, it was one-of-its kind performance which was a visual treat to watch.

The team of visually impaired from hope home for blind overwhelmed the audience by performing a mesmerising musical performance and they also walked the ramp accompanied by Mrs

Saranya, founder of Hope Home for blind.

Mrs bobby, an acid survivor, her confidence was worth watching as she walked on the ramp. Her determination to overcome the stigma and have a dignified existence is just not not dented. She inspired all of us by walking the ramp.

Airport authorities

staff and officers from different walks of life also walked the ramp.

In this unique programme transgender's enthusiastically took part in ramp walk wearing traditional ornaments and dresses depicting their culture.

The members of Round Table India and Ladies Circle India walked the ramp.

The programme was organised by Round Table India and Ladies circle India to create awareness and generate positivity environment for all communities saying that we all our one!

Howling in cinemas soon! Jio Studios and Dinesh Vijan unveil stunning pre-release promo of Bhediya, Studio Green to release the film in Tamil Nadu in grand manner

Chennai, Nov 19 2022: The wait is almost over! Jio Studios and Dinesh Vijan's Bhediya will soon unleash its magic at a theatre near you, as the film is all set to be released by Studio Green in Tamil Nadu.

While the film's official trailer is a viral hit and all its songs are certified chartbusters, fans have been excitedly asking for more glimpses of the creature comedy. As a special surprise, the makers have now dropped a gripping pre-release promo of Bhediya.

Titled 'The Bhediya Legend: Pre-Release Promo', the clip hooks us right from the go with an

eerie tale about the werewolf.

Based on ancient

into a wolf after being bitten by the mythical animal.

leaves us with many thrilling questions.

With the release of this sensational pre-release promo, looks like audiences are going howl their way into cinemas from the 25th of November.

Jio Studios & Dinesh Vijan present, 'Bhediya'. A Maddock Films production, directed by Amar Kaushik, produced by Dinesh Vijan and starring Varun Dhawan, Kriti Sanon, Deepak Dobriyal and Abhishek Banerjee among others, is releasing in cinemas Pan-India in Hindi, Telugu and Tamil in 2D and 3D on 25th November 2022. Studio Green will release the film in Tamil Nadu in a grand manner.



Arunachali folklore, Bhediya tells the story of Bhaskar, an ordinary man who begins to transform

Will Bhaskar escape this curse? Does the monster take over? What happens next? The promo

Docu-drama on Lakshmikanthan murder case on Nov 26

Chennai, Nov 19 2022: The Madras Players-Group, under the auspices of four major city sabhas - Narada

Gana Sabha, Brahma Gana Sabha, Kartik Fine Arts, and Hamsadwani presents

Lakshmikanthan, a docu-drama in English

Arguably the most famous murder trial of the last century in the Madras High

Court was the Lakshmikanthan murder case of 1945, in which two major Tamil film celebrities, the Superstars of that era, M.K. Thyagaraja Bhagavathar, and the

Chaplin of those times N.S. Krishnan, were among the accused.

The docu-drama was dramatized and directed by P C Ramakrishna. The show will premiere at Narada Gana Sabha on Nov 26 at 7 PM. It's a ticketed event.

It was a jury trial - in fact, the last jury trial of the Madras High Court presided over by an



English judge. The renowned P.V. Rajamannar was the Advocate General leading the prosecution while the highly regarded K. M. Munshi, founder of Bharatiya Vidya Bhavan, was the defense counsel.

Lakshmikanthan was a sleaze journalist, who, through his magazines, Cinema

Thoodhu and, later

Indu Nesan wrote sordid stories on the secret amorous activities of film stars and other prominent personalities of the time. He even resorted to blackmailing several of them. Thyagaraja Bhagavathar and N.S. Krishnan were among his victims.

The prosecution said they were unable to

tolerate Lakshmikanthan's scheming and devious methods; it was alleged that a conspiracy was hatched to murder him, and that Thyagaraja Bhagavathar and N.S. Krishnan were part of it.

Lakshmikanthan was then attacked in broad daylight by two persons and stabbed.

He died the next morning in the General Hospital. M.K. Thyagaraja Bhagavathar and N.S. Krishnan were arrested, along with six others in this connection, and brought to trial in this celebrated case of the Madras High Court.

This docu-drama, based faithfully on the actual trial transcripts of the case, presents the case in dramatic form. It is somewhat strange that, for a case so famous, involving such well-known personalities, there have been very few, if any, attempts over the years to dramatize it either on film or on stage. The Madras

Players are proud that they perhaps are the first to do so 80 years after it happened.

Coming of Age: Insurers bet on millennials V Viswanand, Deputy Managing Director - Max Life Insurance

Chennai, Nov 19 2022: The largest living generation - 'Millennials' have moved into its prime spending years. They are poised to reshape the economy, forcing companies to re-examine how they buy, sell and fuel innovation across businesses. They are more likely to use technology to solve problems while also seeing the world from a different perspective. With different expectations and views, millennials have become a critical focus segment for insurers.

In India, millennials constitute roughly 35%[1] of the population and account for over half of the workforce[2]. According to a recent study on India's financial preparation, 76% of millennials buy life insurance[3], yet there is a substantial possibility for growth. To close this gap, insurers must address the pertinent question, 'What do millennials want?'

Amongst the most dynamic generations yet, Millennials have diverse interests, opinions, and activities that make them explorers like no other. Cautious, yet highly aware of their expectations, they are distinguished by their intrinsic penchant to want more from brands. Unlike the older generations, millennials faced peaked education costs and graduated during the last financial recession, resulting in a slow start to their financial milestones[4]. On the other end of the spectrum, Indian millennials have been the most inspired as compared to their global counterparts to positively improve their own lives or create a positive impact within their communities as per a Deloitte report[5].

In short, the millennial mindset is shaped by environmental concerns, stress & concerns about finances, and family realities. Keeping these realities in sight, here's a decoded playbook for insurers on ways to cater to the millennial segment.

The right buying and servicing experience

We are servicing a

generation that is used to being self-serving and used to one-click journeys. Insurers need to address their demands of ease of transaction and simplifying processes. Providing features like booking medical appointments online or delivering policies and claim renewals into their inbox, they're increasingly looking for tech-savvy insurers. And it's not enough to have a website that only provides information—millennials want their entire insurance experience serviced quickly, digitally, and conveniently. In fact, partnering with insurtechs who understand this trend and are focused on delivering cutting-edge technology through self-serve platforms is also critical for insurance players.

Promise of trust in the digital world

Millennials are generally tech aware and prefer to act independently, usually assisted through the digital medium. A millennial shopper is now more likely to buy directly from a brand for better purchasing experiences and cites brand loyalty as an emerging factor that comes into play[6].

But as life insurers build out platforms that optimize data for the user-purchase journey, it is critical to remember that trust is built on shared identity. Millennials are increasingly apprehensive about disclosing personal information and data. Companies must first earn the trust of millennials by making data sharing useful to customers and providing them control over their data utilization. Insurers must design experiences that make sharing personal information useful to customers and the larger community, while simultaneously giving users the choice to participate in the experiences without giving up their privacy.

Personalization witnessing an upgrade

Personalization in insurance is on the rise.

Globally, several new entrants are targeting a micro-audience; insurance for the health aware, first-time renters, expectant mothers, and many others. There is a clear indication that personalization is all set to go beyond traditional segmentation. To cater to millennials, insurance companies must discard the notion that technological innovation is the key to unlocking the millennial market. Instead, they must seek to understand better the cultural, social, political, and economic context in which millennials have grown up and create experiences (rather than just products) that deliver personalized value at the highest levels.

Furthermore, it's an established notion that in this very connected and platform-led world, millennials demand instant gratification. This makes new-age, easily purchasable sachet products a perfect solution for millennials and first-time life insurance purchasers. It also introduces them to financial protection and acts as a catalyst for full-coverage plans and investments in the longer term.

Pivot focus to financial protection

One of the far-reaching and more significant impacts of the pandemic has been the reset towards ensuring financial protection. The same will form the basis for insurers to introduce innovative, new-age products that create value for millennials in the short term. Today, life insurers must link their offerings with safer and smarter digital saving propositions to win the millennial game. They must also focus on offering products that ensure adequate coverage and best-in-class claims to address the requirements of millennials.

Showcase a greater social purpose

Lastly, millennials are looking to encourage positive change in the current environment.



Research indicates that millennials believe that environmental issues are at peak and are looking to hold themselves and companies responsible to co-create a sustainable ecosystem. In fact, 9 in 10 Indian millennials are hopeful that environmental changes due to the pandemic can reverse some of the damage created in the past.[7]

These strong beliefs and consciousness trickle down to their relationship with financial products. In this context, for businesses to contribute meaningfully to sustainable socio-economic development is an absolute must. It's likely to presume greater significance among millennials. Life insurers must undertake a varied mix of action, right from investing in companies that are ESG compliant, to working towards their own net-zero agenda. Additionally, insurers would be well poised to innovate and introduce a slew of green products to retain the interest of an environmentally conscious generation. These commitments will reap long-term, profitable rewards for firms.

The millennial mindset is distinct and shaped by many virtues. For life insurers, winning the millennial trust clubbed with focused offerings that resonate with their differentiated values is an opportunity for business growth. New-age digital products and services, sustainable offerings, and designing newer distribution models are poised to increase the millennial life insurance penetration and lead to a healthy, protected nation.

Happiest Health Appoints Pharma Veteran Anindya Chowdhury as President & CEO

Chennai, Nov 19 2022: Happiest Health appoints Mr. Anindya Chowdhury as President & Chief Executive Officer, starting November 17, 2022.

Anindya, an engineer with a PGDM (IIM-B) degree, comes in with rich experience of over 28 years across FMCG, Pharma, OTC, Consumer Healthcare, and Diagnostics domains in operational and P&L leadership roles. He began his career with HUL, and in his previous role, he was

serving as the CEO of Aster Labs.

"It is an honour to be a part of Happiest Health and work with its brilliant and creative talent. Since its launch in July 2022, the knowledge platform has been getting a great response, gaining steady readership among its target audience of 18-81 years of age. I also look forward to contributing to Happiest Health's goal of becoming among the top 2 most trusted and credible sources of knowledge on

health and wellness globally," said Anindya.

Ashok Soota, Chairman of Happiest Health, said, "We look forward to Anindya leading Happiest Health digital knowledge service line and adding new service offerings to be launched in the near future. He will also spearhead the achievement of our 5-year Vision, which includes creating a great place to work and building an enterprise with the highest standards of corporate



governance. During the first five years, the team will also lay the foundation for Happiest Health IPO in a few years thereafter."

Ather Energy and IDFC Bank introduce a first-of-its-kind EV 2-Wheeler financing scheme set to unlock the next phase of EV adoption journey

Chennai, Nov 19 2022: Ather Energy, India's first smart electric scooter manufacturer, has announced its partnership with IDFC bank to offer a first-in-the-industry EV financing option to its customers. Now, consumers have an easy option to upgrade and own a much smarter and faster Ather 450X scooter by incurring the same monthly expense as that of a conventional petrol scooter. This scheme is expected to make Ather scooters more accessible to customers by offering a lucrative financing option to customers and drive faster adoption of electric vehicles.

The scheme also provides the flexibility to customers to purchase an Ather 450X or a 450 Plus with a down payment as low as 5% of the on-road price applicable in the respective city. However, for the first time in the E2W space, IDFC is offering all this at a 48 month loan tenure, making the EMIs extremely easy to afford. To add to this, customers will be able to

get an approval in 45 minutes and there is zero processing fee. Customers can exchange their old scooters or motorcycles at zero down payment*. Practically, at a lower cost, consumers can bring home a modern, performance-oriented scooter that is equipped with smart features like touchscreen dashboard, on-board navigation, reverse assist, document storage, and theft and tow notifications.

Ravneet S. Phokela, Chief Business Officer, Ather Energy, said, "We believe that attractive financing plans and new financial models around adoption will play a crucial role in bringing in the next phase of growth for the industry. The EV financing scheme introduced today in partnership with IDFC Bank is a significant step in many ways towards driving faster adoption of electric 2-wheelers in the country. The scheme offers a first-ever 48 month tenureship on Ather's electric scooters. Now a customer buying a much superior Ather 450X with this scheme would have

the same monthly expense as that of owning a 125cc scooter, making our scooters more accessible for a wider customer base across the country. This will enable us to further accelerate the strong demand we are witnessing, as we expand our retail footprint across the country."

"It is also crucial to note that Ather is the first OEM in the industry that has received a 48 month tenure for its scooters which reiterates the trust that our finance partners have on our vehicle. This is a reflection of their confidence in our product quality and reliability, as well as the resale value of the product," added Ravneet

IDFC First Bank was an early adopter of the EV market and has established itself as a bankable partner for Ather's customers. This has become a critical cohort as the company is expanding into Tier 2 and Tier 3 cities.

Mr. Rishi Kant Mishra, Business Head, Vehicle Loans said "IDFC First

Bank has been amongst the front runners in electric two wheeler financing. Our ever evolving offerings to match diverse customer segments, and our end to end digitized customer journey will add tremendous value to Ather Energy's customer financing experience"

Ather Energy has grown phenomenally in 2022, with a 202% Y-o-Y growth (April-October) in the number of active Ather scooters on-road. The company registered its highest-ever monthly sales by delivering 8,213 units in October 2022. The company anticipates sustained growth in demand and is investing heavily in building a favourable EV ecosystem in the country. Ather has installed 600+ fast-charging stations across 55+ cities in India, to alleviate range and charging anxiety and plans to install 1400 Ather Grids by the end of FY23. The company plans to expand its retail presence to 150 outlets in 100+ cities by March 2023.

Deakin University introduces 12-month Master of Data Science (Global) in collaboration with Great Learning

Chennai, Nov 19 2022: Deakin University, Australia, has introduced an online Master of Data Science (Global) in collaboration with Great Learning. The online masters program is designed exclusively for graduates of Great Learning's postgraduate programs in data science and business analytics and the postgraduate program in AI and machine learning offered in collaboration with the University of Texas at Austin. Designed by Deakin's experienced faculty, leveraging new digital learning tools and technologies and guided by industry, the curriculum offers learners the flexibility to earn a global masters degree in data science from Deakin University in just 12 months while continuing to work in their jobs.

Live virtual classes and recorded lectures by Deakin faculty, hands-on projects, weekly mentoring sessions, peer-to-peer learning, and dedicated career assistance are some of the highlights of the program. Career development support activities — such as

workshops and personalised mentorships — help candidates identify their strengths and career paths. Learners will also be given access to Great Learning Excelerate — a curated jobs portal that enables them to apply to relevant positions. Great Learning works with 2300+ companies to offer unparalleled placement support to its learners. Some of the marquee hiring companies include Microsoft, Google, Amazon, Dell, IBM, Flipkart, Infosys, Intel, Deloitte, etc.

Dr. Sutharshan Rajasegarar, Course Director, School of Information Technology, Deakin University said, "The online masters provides successful graduates of Great Learning's relevant postgraduate programs an exciting opportunity to further their education in just 12 months. The collaboration will award graduates with a global masters degree that will open up opportunities worldwide."

The modern world demands accurate and

reliable data to guide organisations in developing the strongest solutions. Recruiters are constantly on the lookout for professionals who have an in-depth understanding of the latest technologies and possess the necessary business acumen to drive business growth. With this growing demand comes a massive need for a qualified workforce. According to the U.S. Bureau of Labor Statistics, Data Science expertise will drive a 27.9 percent rise in employment in the field by 2026. Professionals can now leverage the opportunity to become in-demand Data Science experts by learning future-ready skills.

Sharing his thoughts about the masters program, Hari Krishnan Nair, Co-founder, Great Learning said,

"Data science talent demand continues to rise across industries. Driven by the need for digital transformation companies across IT, Management and Consulting, Pharma, BFSI, and Manufacturing are looking for professionals with new-

age data science skills to help them make data-driven business decisions. To be able to build on your postgraduate certificate into a prestigious master's degree from a top global university in just 12 months is a great opportunity to build your credentials and also get global exposure. The global acceptance that comes with a Deakin University masters degree is a perfect launchpad for professionals."

With a focus to impart new-age data science skills to professionals, the comprehensive and carefully designed program curriculum includes engineering AI solutions, mathematics for AI, machine learning, modern data science, real-world analytics and data wrangling. The online masters program is offered at an unmatched price which is less than 10% of the on-campus masters degree. Upon successful completion of the online masters program, learners will receive a Master of Data Science (Global) degree from Deakin University.

Mahindra launches first dedicated farm machinery plant in Pithampur

Pithampur, Nov 19 2022: Mahindra & Mahindra Farm Equipment Sector (FES), a part of the Mahindra Group, today formally inaugurated its first dedicated farm machinery plant (non-tractor) in Pithampur, Madhya Pradesh.

The new plant was inaugurated by Honourable Union Minister of Agriculture and Farmers' Welfare, Government of India, Shri Narendra Singh Tomar at an event attended by key state officials, dignitaries and senior leaders from Mahindra & Mahindra.

Mahindra's new farm machinery plant is strategically situated in the industrial city of Pithampur with access to a diverse supplier base, enabling the company to manufacture durable, high-quality, affordable and accessible 'Made in India, for India' farm machinery, marketed in both the Mahindra & Swaraj brands. The plant will also manufacture products for export to global markets in Asia,



Africa, Europe and Americas.

With its well-planned lay-out, the new plant is capable of rolling-out a series of new products designed at Mahindra's global technology Centres of Excellence in Finland, Japan and Turkey. The new plant is spread over 23 acres and has a capacity to manufacture 1,200 combine harvesters and 3,300 rice transplanters per year. The Pithampur plant, along with its dedicated supplier park, is eventually expected to provide employment to 1,100 persons.

Speaking at the launch event of the new farm machinery plant, Honorable Minister of

Agriculture and Rural welfare, Shri Narendra Singh Tomar said, "It gives me immense pleasure to be here at the launch of this one-of-a-kind facility for farm machinery in Madhya Pradesh, set up by the Mahindra Group. Mahindra has one of the most notable investments in the state providing mass direct and indirect employment in the region. Today, the Group is further enhancing its investment with the launch of its all-new greenfield facility to manufacture 'Made in India' farm machinery in Pithampur. This is a milestone moment not just for the Mahindra group, but also for the country and our farmers."

He further added,

"Globally, mechanisation has been one of the key components of high agricultural growth and higher food security with several studies suggesting a direct relationship between increased yields and farm mechanisation. With our ambition of doubling farm mechanisation in India by 2030, the Government of India has introduced several schemes and policies to support greater mechanisation of Indian agriculture and bringing Aatmanirbarta in farm mechanisation is one of them."

Hemant Sikka, President, Farm Equipment Sector, Mahindra & Mahindra Limited, said, "Mahindra has been the leader in the Tractorisation of India for several decades and is now determined to be a leader in mechanisation of farming. We aim to grow our farm machinery business by 10x in 5 years and the new farm machinery plant in Pithampur is a key pillar in the execution of this strategy."

Women entrepreneurs register a two-fold increase in credit demand this festive season: NeoGrowth survey

Chennai, Nov 19 2022: NeoGrowth, India's leading NBFC, with a focus on lending to Micro, Small & Medium Enterprises (MSMEs), today unveiled a survey that demonstrated that the credit demand from women-led MSMEs doubled by the end of the festive months of 2022 as compared to the pre-pandemic festive season of July-October 2019.

This two-fold rise in credit requirements of women-led small businesses is driven by strong consumer demand post economic revival and subdued festive season spending over the past two years.

According to NeoGrowth's data, the top 3 cities which registered the highest credit demand from women-led MSMEs in 2022 are Bengaluru, Hyderabad, and Mumbai.

Among the women

borrowers, Fashion & Lifestyle, F&B, FMCG & Retail segments witnessed higher credit inquiries as compared to other sectors, as the festive period concluded in October this year.

Recently as per the data released by the National Payments Corporation of India (NPCI), the volume of UPI transactions grew by over 73% y-o-y in the festive month of October 2022, indicating heightened usage of digital payments by consumers for their spending. Indians clocked a total of 7.3 billion UPI transactions in this month.

Mr. Arun Nayyar, Whole-Time Director and CEO, NeoGrowth, said, "Over the past few years, India has witnessed a remarkable shift towards different modes of digital payments. We believe that the convenience and

affordability of transacting through digital payments fuelled festive demand this year. The festive season proved to be reasonably strong for the industry, after two years of Covid-19 disruption. Backed by this buoyant consumer demand pan-India, we registered that women MSMEs, in particular, sought more credit across business segments."

For the purpose of the festive credit demand analysis among MSMEs, the growth was computed basis the comparison of credit inquiries received from over 30,000 MSMEs during the pre-pandemic festive months of 2019 and 2022, i.e., July-October.

Similar to 2019, metro cities continued to lead the overall MSME festive credit demand in 2022. According to NeoGrowth's data, the top 3 cities which showed tremendous credit

demand in 2022 are Bengaluru, Hyderabad, and Mumbai. Other cities showing strong credit demand this festive season include Vijaywada, Ahmedabad, and Kolkata.

Overall credit demand from MSMEs in the FMCG and Retail segment showed a 2X increase in the 2022 festive months as compared to the same period in 2019. There was a ~70% surge in credit demand from Consumer Durables and Electronics retailers. Furthermore, the Fashion & Lifestyle segment witnessed a close to 40% uptick in MSME credit demand this year, as compared to 2019.

NeoGrowth serves the credit needs of MSMEs across 70+ segments across 25 cities in India and has disbursed over USD 1 billion in loans and touched 1 lac+ lives.

Music Director Simon K King teams up yet again with Director Andrew Louis after "Kolaigaran".

Chennai, Nov 19 2022: Music director Simon.K.King, known for his high-powered and notable BGMS and songs for movies such as 'Kolaigaran', 'Kabadadaari', 'Sathya', etc., is bringing us one of his best works once again this December. Paired again with the 'Kolaigaran' movie director, Andrew Louis, this dynamic duo is guaranteed to get us all on the edge of our seats with their upcoming Amazon Prime thriller series "Vadhandhi".

After his latest work



with the successful web series 'Paper Rocket' for Kiruthiga Udhayanidhi earlier this year, Simon is

thrilled and excited to share more of his scintillating music in Vadhandhi, starring

S.J.Surya, Laila, Nasser and others, produced by Pushkar & Gayathri.

FELICITATION OF DONORS by RTI & LCI

Chennai, Nov 19 2022: Round Table India (RTI) and Ladies Circle India (LC) execute projects and community service activities, year in and year out, to help uplift the society, help the underprivileged by building schools, toilet blocks and various other community service activities.

All this is possible only through the magnanimity of their donors who support them throughout the



year. They are pleased to present the donors meet of Area 2 conducted during the RTI/LC week. It is a day to honour, thank and felicitate their donors.

They would like to thank and facilitate the donors who support the entirety of Area 2

(Chennai, Pondicherry & Nellore) and the individual tables and circles to acknowledge their generosity and support. A brief report of the work done in the past which was presented to showcase the work that is currently ongoing as well.

They are proud to name these companies/individuals as their CSR partners/donors :

1. R.R.Donnelly,
 2. HSBC,
 3. SBI Cards,
 4. Challani Jewellers,
 5. Kauvery Hospital,
 6. Shriram Finance,
 7. Kirtilals,
 8. Cognizant,
 9. Shobha Padam Challani Foundation.
- RTI & LCI honouring them for the continued support and look forward to a long and healthy working relationship with them.

TEECL's Game-changing 24 MW Data Center Takes Substantial Form in the Heart of Chennai

Chennai, Nov 19 2022: Techno Electric and Engineering Ltd (TEECL), one of India's most prominent power-infrastructure companies has taken a tremendous leap towards cementing India's status as a safe haven for green-energy-powered data centers with the speedy progression of the construction of its state-of-the-art hyper-scale data center in Chennai. The data center is set to be 100% powered through Captive Wind Power and will be operational by September 2023 as per the latest estimations.

The Data Center space remains one of the most promising sectors in India with a huge influx of capital expected in the coming years. However, the bottleneck for IT companies is to get the right compliances in place, acquisition of

land, streamlining power grids, and other aspects of smooth functions of a Data Center. TEECL is leveraging its 35-year expertise in the EPC space as the solution for Data Center companies to set up, maintain, and smoothly run a Data Center in India.

Speaking on the progress of the data center, Mr. Ankit Saraiya, Director & Head of Data Center Vertical - TEECL, said, "We are very pleased with the progress of the construction of our Chennai Data Center and are extremely optimistic about its timely completion considering TEECL's impeccable project delivery track record. As per our estimates, the state-of-the-art facility should be operational by September 2023. The 24 MW Chennai Data Center will signify TEECL's arrival into the

land, streamlining power grids, and other aspects of smooth functions of a Data Center. TEECL is leveraging its 35-year expertise in the EPC space as the solution for Data Center companies to set up, maintain, and smoothly run a Data Center in India.

The Data Center in Chennai will be the culmination of a monumental investment worth approximately USD 160 Million and will be equipped with an IT load Capacity of 24 MW. Additionally, the project will be spread across 4 acres, built over 20,000 sq.m, and 4 expansive stories, compliant with Seismic Zone III. Importantly, the state-of-the-art facility will be powered by a 111.9 MW captive wind energy source from within the state of Tamil Nadu.

Chennai: A Booming Market in the Data-center Domain:

Chennai is one of the



fastest growing data center micro markets in India growing at 20-25% CAGR in the last decade with its market share in Pan India supply expected to double by 2023.

Geographically, the city is conveniently distanced from Asia's major cities while its coastal line facilitates direct submarine routes Reliable fiber optic Network owing to four undersea cable landing stations. Moreover, Chennai is superabundant with a technically-skilled talent pool, contributing to 11% of India's total IT exports.

DORITOS FORAYS INTO GAMING SEGMENT WITH CALL OF DUTY MOBILE AND LAUNCHES NEWLY DESIGNED PROMO PACKS

Chennai, Nov 19 2022: Doritos, the world's number one Nacho Chip brand*, has collaborated with Call of Duty®: Mobile to bring a bold new initiative for consumers and gaming enthusiasts. Between now and 31st January 2023, Doritos-loving gamers across India can unlock 100 Weapon XP (Experience Points) cards by using the 15-digit code printed inside every newly designed promotional pack of Doritos.

The offer is valid on all Doritos packs worth Rs 10, 20, 30, 50, and 85 in all three flavours -

Nacho Cheese, Sweet Chilli and Masala Mayhem. The newly designed packs are available at Dmart, Reliance, More and 24SEVEN stores, as well as online platforms including Swiggy InstaMart, Amazon, Zepto, Blinkit and Big Basket.

Talking about the collaboration, Ankit Agarwal, Associate Director, Brand Marketing - PepsiCo India said, "We love bringing new and exciting offers for our consumers, and what's more exciting than one of the world's boldest

brands meeting one of the world's most popular game franchises! Gaming is something we really want to develop in India. It's a means for us to deepen our connect with today's generation through a highly engaging format that is not only booming in the country but has also been successfully leveraged by Doritos globally."

To activate the code, consumers should note the 15-digit code inside their Doritos promo pack, visit <https://www.callofduty.com/redemption>, follow the instructions therein,



and enter the code to redeem their 100 Weapon XP cards, which they can use as in-game currency to level up and unlock new content within the game. The participation in the promo shall be subject to the T & C at <https://www.pepsicoindia.co.in/cod-t-and-c>.

KFC'S COLONEL REVEALS THE CULT COLLAB YOU'D NEVER IMAGINED Introduces the all-new KFC Popcorn Bowl 'Made with Maggi' in latest TVC

Chennai, Nov 19 2022: When hunger strikes, India turns to two of its favourite snacks - crispy KFC Chicken Popcorn or slurpy Maggi noodles. And for the first time, in what undoubtedly is the most epic, and perhaps most awaited, collaboration of 2022, KFC India partnered with Nestle to delight fans with the KFC Popcorn Bowl Made with Maggi. This unbeatable combination of KFC's signature Chicken Popcorn that's crispy on the outside and juicy on the inside, along with delicious & slurpy Maggi noodles in one perfect bowl, is certainly the ultimate & delectable solution for your hunger pangs. To unveil this latest addition on its the finger-lickin' good menu, KFC released a campaign film with the uber stylish Colonel Sanders cooking up this masterpiece in the kitchen, while grooving to some cool beats; watch the film here.



we'd all been waiting for, Moksh Chopra, General Manager, KFC India said, "Both KFC and Maggi are iconic brands that are loved by their fans. It was a matter of time before these brands came together for an iconic partnership. Adding a dash of swagger to this delectable product offering is our Colonel in his swanky avatar, as he creates this masterpiece. The Colonel's cool moves, along with the fun chemistry of the mother-daughter duo as they dig into their KFC Popcorn Bowl Made with Maggi, surely make for an entertaining watch."

Talking about the campaign film, Ritu Sharda, Chief Creative

Officer - North, Ogilvy, added, "KFC Popcorn Maggi is a quirky KFC twist to the classic Maggi. So, for our advertising too, we wanted to do a twist on the classic. We picked up the iconic Maggi line, 'Mummy bhook lagi' and flipped it around - where it's the mummy this time who is having a hunger pang. Because with a product as irresistible as this, bacche kya, mummy ko bhi bhook lag jayegi!"

The film opens with Colonel Sanders in the KFC Kitchen rolling up his sleeves as he readies himself to create something new. In a surprising move, he picks up a Maggi cake, breaks it into two and adds the

iconic magic masala to it, in a very Salt Bae like move, all the while grooving to a peppy tune. As we enjoy his moves, he gets the golden & crunchy Chicken Popcorn ready, sprinkling it with the right seasoning. Adding the final touches to his dish, he tops off this the golden slurpy Maggi goodness, with the crunchy Chicken Popcorn, revealing the delicious surprise he's been working on all along - the KFC Popcorn Bowl Made with Maggi. He serves his masterpiece to the eagerly waiting mother-daughter duo, while cheekily asking the mother "Mummy, Bhook Lagi?". They dig into this tasty goodness, and before the daughter gets a chance, the mother swoops in and takes a bite from her bowl, ending the film on a moment of laughter between the two.

So, the next time you feel those hunger pangs, remember abb Popcorn ke saath Maggi - Let's KFC!

PNB MetLife distributes 24,000 Financial Literacy books to underprivileged school-going girls on Children's Day

Varanasi, Nov 19 2022: On the occasion of Children's Day, PNB MetLife, one of India's leading life insurers, distributed financial literacy booklets and school supplies kits to girls of classes 7th and 8th in Varanasi through their partnership with Project Nanhi Kali - one of India's largest programmes that enables underprivileged girls to complete 10 years of schooling.

Under its Damini initiative, PNB MetLife works with Project Nanhi Kali to provide daily academic support to school-going underprivileged girls in Varanasi, Uttar Pradesh, and Moga, Punjab. This program also provides these girls with an annual school supplies kit which comprises a school bag, stationery, pullover, raincoat, and feminine hygiene

material, enabling girls to attend school with dignity.

The 24,579 Financial Literacy Books distributed by PNB MetLife across six cities in India - Mumbai, Barabanki, Prayagraj, Varanasi, Ratlam, and Shravasti have been created to bring the spotlight on the importance of financial independence for girls and women in rural areas. This will help to counter the patriarchal mindset where money-management and financial decisions are considered to be the roles of the male members of the house, giving little scope for women to make independent financial decisions.

Vineet Maheshwari, Chief Strategy Officer, PNB MetLife India, said, "We, at PNB

MetLife, think that it is imperative to initiate conversations on financial literacy for women at an early age, so that young girls are empowered to manage their finances and make informed financial decisions as they grow up. Our CSR initiative, Damini is an effort towards ensuring inclusive growth for women and we hope these financial literacy books will give the young girls the opportunity to learn about basic financial concepts in daily life in a fun and interesting manner."

"We are grateful to PNB MetLife for extending their support to Nanhi Kali. Financial literacy is an important aspect of independence for young girls. These financial literacy books will make the girls better prepared for the real

world by making them aware of money management. Additionally, the school supplies kit is an essential part of our intervention. This holistic support to the girls will help ensure that the girls can reach their full potential." said Sheetal Mehta, Executive Director & Trustee, K.C. Mahindra Education Trust.

As a responsible corporate citizen, PNB MetLife India aims to go beyond business and invest their energies in initiatives that help build sustainable communities through their CSR program, Damini, and through this partnership with Project Nanhi Kali, they strive to aid and stand by women, in all their life-stages and develop a safe and conducive ecosystem for them.

Speaking of the collab

The 2022 Winter Release: Introducing Airbnb Setup, the all-new easy way to Airbnb your home

Chennai, Nov 19 2022: In May, we introduced Airbnb Categories so that millions of people could discover homes they never knew existed. Today, we're introducing Airbnb Setup to make it easy for millions of people to Airbnb their home. We're also providing even more AirCover for Hosts and adding six new Airbnb Categories.

Introducing Airbnb Setup - The all-new, super easy way to Airbnb your home, with free one-to-one guidance from a Superhost.

Even more AirCover for Hosts - Now featuring even more top-to-bottom protection, with guest identity verification, reservation screening, and \$3M damage protection, including coverage for cars, boats, art and valuables.

New Airbnb

Categories - We're adding six new categories of homes, as well as improving the way Airbnb Categories are displayed.

"Airbnb was born during a recession. Joe and I couldn't afford to pay our rent, so we inflated three air mattresses and created an AirBed & Breakfast. Soon, people all around the world joined us," said Brian Chesky, CEO and Co-Founder of Airbnb. "Today, just like during the Great Recession in 2008, people are especially interested in earning extra income through hosting. That's why we're introducing an easy way for millions of people to Airbnb their homes. With Airbnb Setup, every new Host can get free, one-to-one guidance from a Superhost from their first question through their first reservation. And with even more AirCover for Hosts, now is the perfect time to

put your place on Airbnb."

New homes on Airbnb are getting booked almost immediately. Half of listings that were activated and booked in Q3 2022 received their first reservation within three days. We've also seen strong growth rates of new Hosts, especially in certain countries with high inflation rates.

Introducing Airbnb Setup

Over the past year, more than 30 million people have visited Airbnb to learn about hosting. Today, we're making it easier for millions of people to get started. Introducing Airbnb Setup, the all-new, super easy way to Airbnb your home. Airbnb Setup includes:

One-to-one guidance from a Superhost - When you begin Airbnb Setup, we'll match you with a Superhost for free one-to-

one guidance from your first question through your first guest. You can chat with your Superhost over audio, video, or messaging. We're launching with 1,500 Superhosts in over 80 countries who are dedicated to helping new Hosts get started.

An experienced guest for your first booking - For your first booking, you can choose to welcome an experienced guest who has at least three stays and a good track record on Airbnb.

Specialized support from Airbnb - As a new Host, you get one-tap access to a specially-trained team of Community Support agents. They can help with everything from account issues to getting paid and are available via phone, messaging, or email in over 42 languages.