

**Tender has been awarded for Redevelopment of Kanniyakumari railway station at a cost of Rs.49.36 Crores
 Revamped Kanniyakumari Station to house world-class infrastructure and state-of-the-art facilities for passengers**

Chennai, Nov 24 2022: Soon, Kanniyakumari railway station will be identified on the map of redeveloped railway stations. Work tender for redevelopment of Kanniyakumari railway station has been awarded at a cost of Rs.49.36 Crores and Letter of Acceptance (LOA) has been issued on 23-11-2022. The station, functioning under Thiruvananthapuram Division of Southern Railway, will offer airport-like experience for rail passengers with futuristic infrastructure and novel amenities upon redevelopment.

The revamped station will house the following facilities:

World-class amenities

promising to meet the requirements of next 40 to 60 years

Seamless movement of passengers by separate Arrival and Departure corridor

Aesthetically designed stations with facade lighting arrangements, good illumination and landscaping

Dedicated Parking lots for streamlined movement of different categories of vehicles and pedestrians in exclusive lanes and multi level vehicle parking wherever feasible.

Inter-modal connectivity

Hassle-free access to all platforms by escalators, lifts, stairways,



skywalks

Spacious concourse (Roof Plaza), waiting halls, acoustically designed and soothing

public announcement system, coverage of entire area by CCTV cameras

Differently-abled friendly modern

stations

Efficient water & energy management measures

Clear cut

division of Train operation facilities and Passenger amenities

Spacious Entrance Lobby with

Ticketing facility

State of the Art External Façade & landscaping

Platforms well connected with Sub-ways, adequate parking facilities

Including Kanniyakumari, Southern Railway has so far awarded tenders for redevelopment of 9 railway stations - Chennai Egmore, Katpadi Jn, Madurai Jn, Rameswaram (Total- 5 in Tamil Nadu), Ernakulam Jn, Ernakulam Town, Kollam (Three in Kerala) and Mangalore Central in Karnataka.

Redevelopment of other Stations in SR

Southern Railway has also undertaken feasibility study for preparation of Detailed Project Report (DPR) for 4 stations, viz.,

Kumbakonam, Tirunelveli Jn (2 in Tamil Nadu), Chengannur and Thrissur (2 in Kerala).

RLDA had undertaken a feasibility study for preparation of Detailed Project Report (DPR) for 8 stations, viz., Puratchi Thalaivar Dr.M.G. Ramachandran Central, Tambaram, Avadi, Coimbatore Jn (4 in Tamil Nadu), Thiruvananthapuram Central, Varkala, Kozhikode (3 in Kerala) and Mangalore Central in Karnataka.

Further 38 stations in Southern Railway have been identified for redevelopment and techno economic feasibility study is to be undertaken after final approval from the Railway board.

What happened in the last five days for the 53-Hour Challenge is groundbreaking for the film industry in India: Shorts TV CEO

Chennai, Nov 24 2022: The 53-Hour Challenge launched as part of "75 Creative Minds of Tomorrow" programme at IFFI 53 in Goa announced its winner today. The 75 Creative Minds selected from over 1,000 applicants, were divided into 5 teams of 15 each, each of which produced a short film on their idea of India@100, in just 53 hours. This segment of IFFI 53 has been powered by National Film Development Corporation in collaboration with Shorts TV.

Commending the Creative Minds, CEO of Shorts TV Carter Pilcher has said: "What happened in the past 5 days is ground-breaking for the entire film industry in India. The names were announced for 75 Creative Minds on November 4th, and in the last 20 days they have brainstormed, connected on Zoom, and shot an entire film."

Pilcher told the audience how the 5 teams interpreted the challenge of looking at India in 2047 differently. "One was about futuristic technology and how it disenfranchises relationships and the importance of relationships, another one was about New India and about a woman whose husband's family



wants her to wear a nose ring at their engagement, and has an interesting and hopeful statement. The third film is about an interesting film where all parents are single parents, and the child discovers that it might be possible to have either a mom or a dad. Another film is a beautiful film about a world where paper currency has disappeared."

The films have come out amazingly well, informs Pilcher. "Every single one of them had something in it that was absolutely amazing. Many of the directors are from parts of the country which do not get to be highlighted."

Pilcher says he was terrified before watching the films. "It is very scary for me to have my name on five films and not know what was happening. They could all be terrible." Yet today morning, when they saw the film, the jury were blown over when they saw 5 amazing films, as every one of them had something unique in each of them.

Speaking about Dear

Diary, the winning film, Pilcher said that it is the story of a girl who was abused and 20 years ago, in 2047, her sister comes home and goes to the same place and her sister realizes that India has become a better place for women. "The beauty of the film is that it can tell very deep truths and reach them into their minds and provoke thought, and bring us together than send us away."

Pilcher informed that even the manner the five teams chose to spend money was different, as one team spent on local talent, one on hiring equipment, and one on technology. He threw light as to how as the 53 hours progressed, the pressure increased, the bonding between the teammates became stronger, with all of them learning about their own skills as well as those of their teammates. He spoke about the challenges faced by the participants in the last 53 Hours - sleepless nights, shooting in limited daylight, developing a comfortable working relationship with each

other, and a budget of \$ 1,000 each."

Pilcher credited the Union Minister for Information and Broadcasting Anurag Singh Thakur for the idea of the 53-Hour Challenge. "It was entirely his brainwave, and it turned out to be an amazing idea with the way things have turned out in this challenge."

Pilcher said that the 75 Creative Minds of Tomorrow programme is a fabulous event. "We have done more in five days to bring India and the world together, in a way which was probably never been done before."

On the way forward for 75 Creative Minds, he said that all 5 films will be telecast on Shorts TV on Sunday, the 27th of November 2022, at 9 PM. He also spoke of how Shorts TV has been instrumental in accrediting Short Film Festival entries in India with the Academy, including these 5 films which will be eligible for an Oscar nomination. All 75 Creative Minds were under 35, and most of them were already filmmakers who hadn't had their big break yet. The aim of Shorts TV is the same as that of 75 Creative Minds of Tomorrow programme, i.e., to give talent an opportunity, a platform, and a leg-up in the film industry, he informed.

BHU STALL AT KASHI TAMIL SANGAMAM PRESENTS A GLIMPSE OF VARSITY'S GLORIOUS JOURNEY

Varanasi, Nov 24 2022: As visitors from all across the country continue to experience an amazing and amusing confluence of two rich cultures at Kashi, they are also getting to know about the capital of knowledge Banaras Hindu University. BHU, which is already playing host to the month-long program, has put up a stall depicting its glorious journey and milestones. The stall at the amphitheater ground has an exhibition elaborating the university as a global center of knowledge and education. Detailed information on various institutes, faculties, centers of study and research, International Center, its museum - Bharat Kala Bhavan, the residence of Mahamana - Malaviya Bhawan, Sayaji Rao Gaekwad Central Library has been made available on the stall. The stall also



provides an insight into the university's establishment and the goals with which it was set up. Prof. Ramesh Chand, Consultant and Former Director, Institute of Agricultural Sciences, informed that the stall aims to give an overview about the university and how it has been playing a big role in nation building. BHU is a unique institution which offers education in large number of disciplines, from ancient knowledge to modern sciences. We have tried to present a glimpse of

the celebrated journey of Banaras Hindu University and how this great institution has been contributing in all round development of students, added Prof. Ramesh Chand. The stall has been conceptualized and designed by Dr. Manish Arora from the Faculty of Visual Arts.

QR codes on the highlights of the university have been made available at the stall, using which visitors may get detailed information on their mobile phones. A number of paintings

made by the faculty and students of the Faculty of Visual Arts have also been displayed at the stall.

Other major attractions of the stall are the products prepared by the Department of Dairy Science and Food Technology, Institute of Agricultural Sciences. The stall is offering Mahamana Prasadam (pada made with milk) which is prepared by the students of the department. Products like black wheat flour based Halwa, apple jam and raw papaya pickle are also put on display to make people aware of the nutritious value of these products. Black wheat flour is highly nutritious owing to its rich iron and zinc content. Black wheat is rich in antioxidants and possesses anti-cancerous and anti-inflammatory properties.

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SIIC IIT Kanpur & Microsoft join hands to enable 'future-ready' startups

Noida, Nov 24 2022: Startup Incubation and Innovation Centre, the technology business incubator at IIT Kanpur, which works with young innovators and incubates new technology, knowledge, and innovation-based startups, has collaborated with Microsoft to launch the "Azure Society of Excellence". The two enterprises have entered an MoU to launch this program in close partnership. Under this program, SIIC, IIT Kanpur and Microsoft will work together to support the startups by extending mentorship, employment, and entrepreneurial opportunities. The program will also enable access to 'Founder's Hub' - a talent-employability program for the future-ready startups in SIIC, IIT Kanpur's incubation ecosystem.

The collaboration will help startups at IIT Kanpur to avail benefits of Microsoft Software and services, access to GitHub, M365 resources, training, and skilling on Azure, mentors network, which includes exclusive access to Microsoft leadership and expert guidance from Microsoft Valuable Professionals (MVP), Azure Influencers, and

startup founders. The Microsoft Mentor Network will also lend their support to provide expert feedback and advice on topics ranging from product roadmap to business plans and facetime with high-value VCs.

The MoU exchange ceremony received participation from prominent attendees from the incubation ecosystem at IIT Kanpur and Microsoft. The participants included Shri Akshay Tripathi, IAS Managing Director, UPLC, Prof. AR Harish, Chairman, Governing Body AIIDE-CoE, Dr Nikhil Agarwal, CEO FIRST IIT Kanpur & AIIDE CoE, Microsoft Officials, along with six innovative startups from AIIDE-CoE incubation ecosystem.

The event started with an inaugural address by Dr Nikhil Agarwal, which was followed by a welcome address by Prof. AR Harish and a special address by Shri Akshay Tripathi. Dr Nikhil Agarwal, during his welcome address, said, "This event today will initiate the foundation of a new avenue for the budding entrepreneurs where expert support and software technologies will come together to create a juncture for a better tomorrow for all and

catalyse the journey of scaling-up for the modern Indian startups. I express my deepest gratitude for this collaboration."

Under this program, the startups from the institute will also get access to flexible, scalable resources such as API Integration with GitHub, visits to Microsoft Tech Center in Bengaluru for demonstration of tech value and scheduled in-person/online sessions. Furthermore, they can avail access to Microsoft ISV Independent Software Vendors, and opportunities to work with Microsoft, and list on the Microsoft Marketplace.

Himani Agrawal, Country Head, Azure, Microsoft India, said, "We are delighted to collaborate with SIIC, IITK which will further enhance our respective startup acceleration efforts to provide an environment with the right support and structures and enable innovators to scale faster. With the Azure Society of Excellence, startups will be able to build innovative cloud-native apps and solutions to drive economic growth, which is inclusive, trusted, and sustainable"

Commenting on the MoU exchange between

SIIC and Microsoft, Prof. Ankush Sharma, Prof-in-charge, Innovation & Incubation, IIT Kanpur commented, "This collaboration between IIT Kanpur and Microsoft will help startups at SIIC reach new heights. Microsoft offers an excellent software pool, structure and expert support which, as and when blended with the innovations of our innovators, will make a remarkable difference in the society plus the startup ecosystem."

Prof. Amitabha Bandyopadhyay, Co-PIC, Innovation & Incubation, IIT Kanpur, added, "Association with Microsoft would allow the young innovators to use critically needed soft-infrastructure which would have otherwise cost them a significant sum. I truly appreciate this gesture of Microsoft."

Microsoft and, SIIC, IITK will also work together to select and onboard startups for the Founder's Hub. The shortlisted startups can build prototypes using Azure credits with potential opportunities to work with Microsoft Technology Center (MTC) and the Microsoft leadership team.

Centenary celebrations of music maestro Padmashri Ghantasala Venkateswara Rao to be celebrated by Union Ministry of Culture in association with Kala Pradarshini Former Vice President Venkaiah Naidu and Union Minister G. Kishan Reddy to inaugurate the event in Chennai on December 4, 2022

Chennai, Nov 24 2022: The birth centenary of musical genius Padma Shri Ghantasala Venkateswara Rao will be celebrated by the Union Ministry of Culture in association with Kalaimamani Parvathi Ravi Ghantasala's Kala Pradarshini.

Former Vice President of India Shri Venkaiah Naidu and Union Minister for Tourism, Culture and Development of North Eastern Region Shri G Kishan Reddy will inaugurate the event on December 4, 2022 at The Music Academy, Chennai. Minister of Tamil Language Shri Thangam Thennarasu will preside.

The event will give young artistes and child prodigies an opportunity to work with leading artistes who have won state and national levels.

Ghantasala presented his last work as a masterpiece. For that he meticulously selected 100 verses from the Bhagavad Gita. Ghantasala's Bhagavad Gita musical composition has crossed 22 million views on YouTube. For the first time ever a tribute of a world wide



collaboration of 175 artists covering all Indian Classical dance forms from across 15 countries will be inaugurated. All the classical dances of India will be part of this tribute- from North to South. Forty national award-winning artistes and 60 state award-winning artistes will participate in the programme.

More than 100 children youth choir will perform. More than 200 children are being trained across various academic institutions and 100 are chosen for this unique display. For the first time ever an accapella for Ghantasala garu will be released.

A live grand finale of Indian dances with more

than 100 artistes (6+ years to 60+ years) will perform for a medley of Ghantasala lead by Kalaimamani Parvathi Ravi Ghantasala of Kala Pradarshini.

There will also be a Commemoration Book launch at the event. Also, the Ghantasala Kala Pradarshini Puraskars will be presented during the event, legendary personalities will be conferred with Puraskars.

A playback music tribute by Mani and Band with leading next generation, movie fame super singers like Sai Vignesh, Samanvitha, Spoorthi Rao, Gowtham Bharadwaj and Sushmitha Narasimhan will do a tribute concert.

Kala Pradarshini, run by Parvathi Ravi Ghantasala has been working to promote and preserve India's traditional art forms around the world since 1998 by organising various programmes around the globe. More than 10,000 artistes and countless supporting artistes, technicians and staff have benefited from these art programs.

Parvathi Ravi is an award-winning mentor, choreographer and teacher of Bharatanatyam. She has won several titles including Kalaimamani (1999), the Special Kalaimamani (2020), Guinness book of world records for the largest Bharatanatyam class and recognitions internationally as well.

With a successful career in the world of art for over four decades, Parvathi Ravi has seen success in various initiatives to promote traditional art among the youth through her organisation, Kala Pradarshini. Parvathi says - a country needs engineers, doctors, lawyers and accountants, but a nation needs artistes to be a bridge to its culture and roots to their motherland.

Charting India's Inclination Towards Home Décor, Flipkart Observes Latest Festive Trends

Chennai, Nov 24 2022: Blending traditional heritage with contemporary style, each year, customers look to add a festive touch to their homes to make their celebration a special one. With the festive season that just went by, we saw customers across the country embracing the celebratory spirit and sprucing up their spaces. In that light, Flipkart, India's homegrown e-commerce marketplace, shares some interesting trends observed in the segment in the past few weeks.

Adding to the spirit of the festival of lights, the culmination of Diwali saw a significant uptick in products including tealight candles, fairy lights and diyas with over 4X growth month-on-month. Other decor items such as wall clocks and religious idols witnessed a 2X jump in purchases. Interestingly this season, customers opted

for branded lighting, specifically from brands such as Halonix and Eveready, contributing to a 3X spike in demand for the category. Further, D2C home decor brands saw a 4X jump led by brands like eCraftIndia, SAF, Desidiya and TIED RIBBONS, among others. Branded furniture brands including Nilkamal and HomeTown saw a 2.5X spike in demand.

Home repairs, DIYs, and quick fixes to elevate and liven up indoor spaces also saw a rise during this festive season. Electrical tools clocked a growth of over 40X with angle grinders, power hand-tools and rust removers witnessing a 5X growth month-on-month. The demand for other verticals such as wall paints, safe lockers, batteries and solar panels also grew by over 2X. D2C brands in the segment saw an increase of 4X with KraftSeeds, Loom Solar and Kuber Industries displaying

massive proliferation. Core home furnishing verticals such as bedsheets and blankets grew by 7X month-on-month with D2C brands such as Wakefit, SleepyHead, SleepyCat and @Home, contributing to 4X growth. Further, Flipkart also witnessed solid wood furniture grow by over 4X month-on-month.

The Kitchen category too witnessed a 4X month-on-month increase with customers choosing to upgrade during the festivities. Stainless steel appliances grew by 2X, while cast iron expanded by 3X with D2C brands such as Greenchef, Khaitan, Lifelong, Kreme, Oliveware and The Indus Valley leading the growth. Brands most favored by customers included Laopala, Faber, Whirlpool, Hindware and Kaff. Interestingly, the Hobs segment grew by 5X this festive season owing to a plethora of

attractive deals in the vertical. The Living Room furniture segment also saw tremendous uptick as customers upgraded their spaces for the festive season, consequently scaling the sofa and sofa bed segments by 4X.

As self-expression through home interiors is becoming a way of life for most individuals, consumers have an increased shopping sentiment during the festive season. Upgrading their home with the latest decor products continues to remain a focus area for the majority of the Indians. Flipkart is committed to bring in a wide range of home decor for its growing customer base with its extension of #AbPooraIndiaKarega Upgrade campaign which aims at enabling India to upgrade to the products that they aspire to have.

Meesho joins ONDC on mission to democratize internet commerce

Bangalore, Nov 24 2022: Meesho, India's fastest-growing internet commerce company, today announced its integration with the government's Open Network for Digital Commerce (ONDC) to help connect buyers with hyperlocal sellers and support India's vision of creating an inclusive e-commerce ecosystem.

In line with Meesho's mission to democratize internet commerce for everyone, the integration will fuel discoverability of products for consumers while creating a wider market for hyperlocal suppliers. The

pilot will first be launched in Bangalore and gradually rolled out in other locations over the coming months.

With 80% of Meesho's 14 crore annual transacting customers coming from Tier 2+ cities, the company has been instrumental in boosting access for underserved users across the country. More than 8 lakh sellers are currently registered on the platform, of which ~40% are from Tier 2 cities and beyond. Meesho has always focused on making e-commerce more inclusive and the integration with ONDC

will amplify the company's efforts in that direction.

Vidit Aatrey, Founder and CEO, Meesho, said, "With a shared goal to empower small sellers and give a fillip to hyperlocal businesses, the integration will boost our efforts to democratize internet commerce for everyone. ONDC will also play an important role in expanding India's e-commerce sector by bringing more consumers online. We have been working closely with ONDC to ensure that the integration is smooth and the user experience remains seamless."

T Koshy, Chief Executive Officer at Open Network for Digital Commerce (ONDC) commented, "At ONDC, our aim is to create an open e-commerce ecosystem that caters to one and all. We are pleased to onboard Meesho as its deep capabilities in small towns will set the network flywheel in motion and take ONDC closer to our goals. E-commerce is still small in India and new-age platforms like Meesho will be strong network participants for ONDC in this journey."

IFFI 53 witnesses Masterclass on Gender Participation in Hindi Cinema

Chennai, Nov 24 2022: A Masterclass on Gender Participation in Hindi Cinema was held at the ongoing 53rd International Film Festival of India along with Tata Institute of Social Sciences today in Panaji, Goa wherein a presentation on "Breaking the Screen Ceiling: Gender and Work in Hindi Cinema" was held. Key insights from a quantitative research study on gender and work both on and off screen in Hindi cinema were presented

during the masterclass. A total of 1930 characters from 35 films were analysed for their gender representation on screen, types of roles played by characters in various genders, their occupations and other parameters. The study also explored the most popular departments of film making for women crew members, the levels at which they work and the share of women winning film awards.

The panel comprised of

Prof Lakshmi Lingam, Prof Shilpa Phadke and Ms. Rashmi Lamba from the TISS research team, National award winning film critic Ms. Meenakshi Shedde, and noted filmmaker Mr. Pushan Kripalani. The panellists shared their reflections on the topic 'Gender Participation in Hindi Cinema' and the findings of the study were shared and discussed. They panellists also deliberated on the steps that can be taken to productively

respond to the lack of gender diversity within the Hindi cinema ecosystem and increase overall participation of women. Two short AVs/public service announcements, made by the students of TISS, were also screened and widely appreciated by the keen audience. One dealt with lack of bathroom facilities for women on the film sets and the other critiqued the beauty stereotypes perpetuated by cinema.

Ather Energy inaugurates its second manufacturing facility in Hosur; reiterates its commitment towards quality and reliability

Chennai, Nov 24 2022: Ather Energy, India's leading EV scooter brand, today inaugurated its second manufacturing facility in Hosur, Tamil Nadu. The facility spread across 300,000 sq. ft will help the brand expand its production capacity to 420,000 units per annum, further enabling the company to fulfill the increasing demand for its flagship scooters - the Ather 450X and 450 Plus.

Speaking on the launch of the new plant, Swapnil Jain, Co-Founder & CTO, Ather Energy said, "Rapid scale up is susceptible to quality issues and delivering safe and reliable products to our customers is our biggest priority while creating a vision for the plant. With deep investments and innovation done on processes and machines, this plant will help us to further strengthen our leadership in delivering quality vehicles"

Ather's new manufacturing facility is spread over 300,000 sq.ft and houses two units - one dedicated to battery production and the other for vehicle assembly. The



battery unit will have five assembly lines and the vehicle assembly will have two assembly lines. The entire facility will have an installed capacity of 420,000 units to meet the growing demand for its scooters. The completely state-of-the-art, modern facility is in line with the governments 'Aatmanirbhar Bharat' and will further boost local manufacturing in the country. With a strong local ecosystem that has been developed, most of the supplier base for Ather Energy is in Tamil Nadu and neighbouring Karnataka, making Hosur an ideal location for the factory.

Speaking on the new facility Swapnil said "With our latest manufacturing facility at Hosur, Ather has set new benchmarks in quality at

scale through manufacturing innovation in the EV industry. The new facility has been enabled with Industry 4.0 bringing together data from Testing & Simulation, Process (Industry 4.0), Field (connected vehicle) to deliver world class quality. With a strong focus on manufacturing excellence, we have improved our takt time by 10X and work content by 4X. Towards our commitment to vehicle safety, we have class leading testing standards for our scooters on the vehicle as well as on the software side. Currently each scooter goes through more than 1500 stringent tests to ensure its reliability and safety."

Ather Energy has been making strides towards becoming the

leader in the EV revolution in the country. Keeping in mind to ensure that its manufacturing processes are sustainable, the facility meets all the relevant manufacturing standards. There are zero effluents generated from the factory and zero water discharge. There is inhouse STP & treated water circulated to flushing & plantation. The facility also has energy regenerative testing units at assembly lines and an all electric material.

Ather Energy plans to strengthen its retail operations by expanding to new markets. The company plans to expand to around 150 Experience Centers in 100 cities by March 2023. It has also invested heavily in the charging infrastructure to provide a holistic experience to the rider community. Recently the company achieved the milestone of installing 500 fast-charging stations across the country and plans to install 1400 Ather Grids by the end of FY23 to support the growth of the EV industry and facilitate a hassle-free transition to EVs.

Emerald Jewellery Industry's Jewel One celebrates 10th Anniversary

Chennai, Nov 24 2022: Coimbatore-based titan in the Gold and Diamond Jewellery Sector in the world, Emerald Jewellery Industry began its retail jewellery brand Jewel One's 10th Anniversary celebration.

Srinivasan, Founder and CMD, Dhiaan Srinivasan, Director and Vaideeshwaran, COO, Emerald Jewellery Industry commenced the celebrations here with the huge discount-announcements from 23.11.22 to 18.12.22.

20% flat discount on gold jewellery's making, and Rs.10,000 off on every carat in diamond jewellery was announced on the inaugural.

Addressing the press meet post the launch of the celebrations,



Srinivasan, Founder & CMD, Emerald Jewellery Industry said "We are entering our 11th year, and we owe our success to our customers for their continuous support. Without customers' support, no one can thrive"

"Emerald is in this business for 39 years, and our retail division is 10 years old. We assure to deliver our best jewellery products with purity, best

designs and personalization to give our customers utmost satisfaction," he said.

Dhiaan Srinivasan, Director, Emerald Jewellery said " We recruit designers graduating some of the best design schools in India like Delhi, Mumbai and Bengal, and we also have 450 skilled craftsmen with us. Together we bring out 2000 designs a month, and the best of them gets

featured in Jewel One outlets".

When asked about Emerald's export performance, Srinivasan said "We are growing well in exports. We have been exporting for 30+ years, and had a slump only during the pandemic period but we hope that our future growth will be strong."

Mr.Srinivasan also said that Indian Government has signed important trade agreements with other nations.

It has a Comprehensive Economic Partnership Agreement (CEPA) the Government of the United Arab Emirates (UAE). As Emerald has a subsidiary in Dubai, it hopes its export to UAE will grow.

Get Ahead of Cancer with a Comprehensive Health Insurance Plan

Chennai, Nov 24 2022: Every year, November 7 is observed as National Cancer Awareness Day in India. It was first announced in September 2014 by then Union Health Minister Dr. Harsh Vardhan. November 7 coincides with the birth anniversary of scientist Marie Curie who is known for championing the development of radiotherapy for the treatment of cancer. National Cancer Awareness Day is observed to increase awareness about cancer prevention and early detection for the general population.

Cancer, especially brain and ovarian cancer, is hard to detect in early stages. Its diagnosis and subsequent treatment is a harrowing ordeal and takes a significant toll on the physical, mental, emotional and financial wellbeing of the individual and their family. It is of paramount importance to be prepared to face any eventuality beforehand. Securing yourself with a critical illness insurance cover is the first step towards insulating yourself from financial setbacks.

Why is it necessary to have a health insurance plan covering cancer?

Cancer treatment is one of the most expensive ones out there. The cost of treatment is usually dependent on the type of cancer, size of tumor, patient's age etc. The cost of cancer treatment can go up to 50 lakh and even beyond. These figures can vary widely based on several factors such as tenure of hospitalization, surgery, chemotherapy and

radiation treatments. Having a health insurance plan thus gives much-needed relief to the individual and family knowing that the cost of treatment will be taken care of.

Things to keep in mind when selecting a health insurance plan for cancer

Critical illness rider or comprehensive health insurance plan

India is facing the triple threats of lifestyle diseases, existing communicable diseases and infectious diseases. Thus, considering the given scenario, Critical illness rider is only advisable provided people first get themselves covered under basic or comprehensive health insurance plan that provides an adequate health coverage and covers a larger spectrum of diseases, and look for critical illness rider as an option to upgrade coverage for specific diseases

There is a big difference between the two - comprehensive health insurance plan covers the cost of treatments as per actuals, subject to sum insured limits. In fixed benefit products such as critical illness rider, while there is a lump sum payout on identification of cancer, few types of cancers are excluded from coverage. These vary from insurer to insurer but largely are the ones which are lower intensity and easily treatable. Therefore, purchasing a comprehensive health insurance plan can be a wise thing to do, to keep you covered for a high sum insured, as it provides financial protection against not

just specific cancer disease but also for all infections, diseases and accidents.

Opt for a high sum insured

When it comes to sum insured specific to health insurance plans, it is better to be safe than sorry. As mentioned before, cancer treatments are among the most expensive, so opting for a high sum insured is the logical thing to do. Such a move will ensure the best treatment for the insured while protecting the savings of their family against pricey treatments like chemotherapy and transplants.

Look for benefit such as premium waiver or other attractive discounts in a plan

Some unforeseen events can knock the wind out of your sails. Permanent disablement, death, or a critical illness like cancer diagnosis can be hard on your loved ones, and it can set you back financially. This is hardly the time to be without health insurance, which is why there are some health insurance plan in the market that offers a one-year premium waiver. To support you through this crisis, the plan pays the premium for a full year.

See what types and stages of cancer are covered

There are different types of cancers such as lung cancer, breast cancer, ovarian cancer and prostate cancer are the prominent ones among many. The treatment for them varies according to their type and stage the patient is in. Some cancers require only one treatment while most require a

combination of chemotherapy, surgery and radiation therapy. It is important to choose a health insurance plan that offers coverage from the initial to the final stage.

Things one should keep in mind

At the time of purchasing a health insurance plan, individuals need to disclose medical conditions accurately in the proposal form. Subject to underwriting guidelines the health risk will be assessed and risk will be accepted at standard premium/additional premium or with waiting period or both. If required, the applicant might be asked to go through pre-policy check-ups or additional medical tests (if any) on case to case basis.

There are also some exclusions that you must know to avoid claim rejections. Any other illness, apart from specified critical illnesses, is not covered. Therefore, while it is important to know the things included in the critical illness/cancer policy, it goes a long way to take a note of things that are not covered under the policy. Therefore, before zeroing down on a policy, it is imperative to read through the policy terms and conditions carefully.

To summarize

Today, we are currently living in volatile times with a high rate of inflation. The cost of everything, including medical treatments, are on the rise. Thus, get yourself and family insured with a comprehensive health insurance plan and leave your worries behind!

Dish TV India launches its one-stop OTT entertainment solution - WATCHO OTT plans - "One Hai Toh Done Hai"

Chennai, Nov 24 2022: Following a successful run on its original content, Watcho is expanding its offering by providing bundled packages of the most popular OTT platforms, thus providing its subscribers with a whole new world of digital content along with the convenience of a single subscription.

WATCHO will offer OTT content from Disney+ Hotstar, Zee5, Sony LIV, Lionsgate Play, Hungama Play, Hoichoi, Klikk, EpicOn, Chaupal, and Oho Gujarati via a single login and subscription model. Additionally, subscribers will also be able to enjoy the massive library of original content including 35+ enthralling web series, Swag (UGC content), snackable shows, and live TV from WATCHO exclusives. DishTV will further enhance its plans as more OTT platforms are in the pipeline to join Watcho to make it a comprehensive entertainment destination.

Indian OTT viewers struggle to keep up with the latest content by juggling multiple platforms. Watcho's latest OTT aggregation



service lives up to its promise of "One Hai Toh Done Hai," which seeks to deliver the convenience of one plan and one payment package to contribute to the ease of access to maximum content in one place while improving the viewing experience. Further, as an introductory offer (available for a limited period), DishTV, D2H, and Siti Cable subscribers can avail of and enjoy the new service for a month, without paying any additional cost. Once subscribed, users would have the flexibility of accessing the OTT content on Mobiles, Tablets, Laptops, and TV through the app or web.

Speaking on the launch, Mr. Anil Dua, Group CEO, Dish TV India Limited said, "As pioneers of DTH technology, Dish TV India has played a significant role in

changing the Indian television landscape. With rapid digitization, evolving consumer preferences, and a paradigm shift in the industry dynamics, we are moving a step ahead by aggregating video streaming apps (OTTs) and thereby expanding Watcho's offerings. With Watcho's new service, we have strengthened our OTT content distribution platform by creating a single subscription gateway that delivers amazing value and convenience to our subscribers. With the introduction of this new services, we intend to make Watcho a one-stop entertainment destination with original content, linear TV and on-demand diverse entertainment anytime, anywhere, and on any screen."

Mr. Sugato Banerji, Corporate Head - Marketing, D2H, Dish TV India Ltd. said,

"WATCHO - Our home-grown OTT platform has been steadily growing its reach and crossed the 60 million plus downloads mark at the end of the FY Q1 2022. The platform has been working towards carving a space for itself in the competitive and energetic streaming video services industry. OTT Industry is brimming with multiple OTT apps, which leave the consumers struggling to search for the preferred content. To address these consumer challenges, we are introducing the WATCHO OTT aggregation service that will augment the overall digital content consumption at an affordable price point. With this, we want to democratize the accessibility of various OTT platforms from a single platform."

The four subscription packs have been designed to meet the needs of varied requirements of customers. While anyone can subscribe to these packs, the fully loaded "Watcho Max" will be exclusively available to DishTV, D2H, and Siti Cable subscribers.

Wadhvani Foundation calls for supporting Women Entrepreneurs on Women's Entrepreneurship Day 2022

Coimbatore, Nov 24 2022: Women's Entrepreneurship Day, observed globally on November 19th, celebrates the accomplishments of women entrepreneurs around the world and strives to inspire more and more women into the entrepreneurship fold.

Women entrepreneurship is on the rise all over the world, making a positive impact on society, achieving financial independence, and changing the socio-economic status quo. While there are challenges that come with being a woman entrepreneur, such as finding funding, family support, lack of role models and mobility constraints, there are also many opportunities



available. Commenting on Women's Entrepreneurship Day 2022, Sanjay Shah, Chief Operating Officer India/SE Asia, Wadhvani Foundation, said, "Women have always been the backbone of our society, but they are often underestimated in the business world. Though women face innumerable challenges in the entrepreneurial journey, they have always come out victorious. Women's entrepreneurship develops the business environment and plays a pivotal role in creating a cascading effect for other women, thereby boosting the economy. With the increasing participation of the women workforce, India has the potential to add \$700 billion to the global GDP and create an estimated 150 to 170 million jobs by 2030. On this Women's Entrepreneurship Day, let's celebrate the difference women make as entrepreneurs and as catalysts of change towards gender equality and economic development by

pledging resources and support to achieve their entrepreneurial dreams."

The growing number of incubators and accelerators specifically designed to support and grow early-stage startups and make them investable present a great opportunity for women entrepreneurs, who can take advantage of business frameworks, mentorship, and access to networks and investors.

The rise of digital technologies is another opportunity for women entrepreneurs to start and grow their businesses online. Multiple Seller Services platforms have made it easier for women to start an e-commerce business with minimal upfront investment from the comfort of their homes.

ReshaMandi launches its super app for iOS devices The app will be available in five Indian languages Hindi, Kannada, Tamil, Telugu and Marathi besides English

Bangalore, Nov 24 2022: ReshaMandi, the largest farm-to-fashion digital ecosystem for natural fibres in India, recently launched its app for iOS devices. Presently, 34,000 stakeholders of ReshaMandi have installed the app with 40% of them using the app's payment system and receiving the payment acknowledgements on the app. The iOS app is available in five Indian languages Hindi, Kannada, Tamil, Telugu and Marathi besides English.

Currently, 95% of ReshaMandi's wide farmer base is using the app to map the transactions on the platform. The weaver community has listed more than 5000 saree SKUs on the app and is able to directly connect and distribute to the large retailer base. The



support on the app has now expanded to four broad categories; Sarees, Apparel, Home & Living and Fabric.

ReshaMandi's Founder and CEO, Mayank Tiwari said, "The combination of financial technology and digitisation has resulted in a new development model for the textile industry. We

are actively working towards bringing transparency in the supply chain through digitisation. Our aim has been to build a super app which assists all stakeholders, including spinners, ginners, farmers, mills, distributors in having access to enterprise-like functionalities and being able to purchase

and sell through one platform. We are delighted to see that our stakeholders across the value chain are understanding and utilising the Reshamandi app."

Since its inception in 2020, ReshaMandi's app has witnessed an increase in participation from farmers, reelers, yarn manufacturers, weavers and retailers. The level of engagement the app has seen over two years indicates ReshaMandi's ongoing efforts to empower stakeholders and provide them with a greater range of business opportunities. Through the app, 20,000 tonnes of cocoon, 1500 tonnes of raw cotton, 6000 tonnes of cotton bales, 8 lakh sarees, 5 lakh apparel and 150 lakh metres of fabric have been sold and transacted.

Indian Gamers are keen to explore career opportunities in Gaming: HP India Study PC emerges as the most preferred gaming device for a better gaming experience

Chennai, Nov 24 2022: Indian Gamers are showing a strong interest towards a career in gaming, according to The HP India Gaming Landscape Study 2022. The study covering over 2000 respondents across 14 Indian cities highlighted that gamers feel gaming offers good earnings prospects along with multiple career choices.



like becoming an influencer or a gaming software developer also interest them.

Vickram Bedi, Senior Director, Personal Systems, HP India market said, "As the gaming industry in India evolves, it is promising to see gaming being considered as a career option. The PC gaming landscape in India offers a tremendous opportunity for the youth and we, at HP, are committed to support gamers in their journey by providing knowledge, tools, and opportunities to upskill and help them become better at their game through OMEN community initiatives."

"The strong preference for PC gaming represents a massive business opportunity for us. We remain focused to engineer the best experiences based on user insights to enable a holistic and advanced gaming ecosystem in India", added Bedi.

PC emerges as the most preferred device

for Gaming. The benefits of PC gaming are also persuading mobile gamers to switch. 39% of mobile gamers are looking to migrate to a PC for gaming.

Top reasons for overwhelming preference for PCs for gaming:

Gaming breaking gender barriers:

Women gamers are on the rise in India. Women gamers are eyeing a career in gaming, turning their hobby into a profession (50%) and providing good earnings prospects (45%).

Preference of gaming as a career option among Women:

Learning and Development opportunities in gaming:

According to the study, only 2% of respondents have received formal training in gaming. While most gamers rely on personal skill enhancement to upgrade their gaming performance, 32% follow a gaming star to enhance their skills.

Initiatives by HP to foster the Indian gaming ecosystem:

Gamers are always keen to upskill and consume content to better their game. With the OMEN Playground community, HP is providing a one-stop destination for gamers to Upskill, Engage and Empower. The Playground provides gaming videos from pro gamers to learn from and an opportunity to join the OMEN Squad. In addition to this, HP has also onboarded renowned Indian gamers, providing regular content to help aspiring and budding Indian gamers.

Methodology In total 2010 respondents completed the survey in 2022, across 14, Tier-1 and Tier-2 cities across India. Interviews were conducted with a mix of male (75%) and female (25%) respondents between the ages of 18-40 years. Respondents were PC users (60%) and mobile phone users (40%).

Satya Hinduja, Founder of Alchemic Sonic Environment, presents Sound As Freedom Dialogue

Chennai, Nov 24 2022: Satya Hinduja--Multidisciplinary artist, spatial sound environment composer and the Founder of Alchemic Sonic Environment (ASE), will host a dialogue on creating pathways to mental freedom and health, using sound as a tool. She will speak with Dr Jeffery Thompson, who is Founder-Director of the Center for Neuroacoustic Research, a brainwave entrainment expert, composer, educator, author and futurist, and Jill Purce, a British voice teacher and Family Constellations therapist on 23 November 2022 ASE (Nov 24, 2022 @ 1.30 am IST). and

Project Immersed will present a virtual experience, Sound As Freedom Dialogue.

Articulating her intention for the experience, Satya says, "While investigating a deep listening perspective in relation to our acoustic world emotionally and imaginatively, the Sound of Freedom will guide us towards the sense of perspective and understanding that we need in order to find solutions for our climate and give rise to multiple pathways in order to create a space safe for the wellness, mental health and freedom."

Satya is currently exploring ways in which

sound can play a role in building more sustainable environments for people around the planet. Through her art, advocacy and ability to bring together a multiplicity of disciplines and art forms on global platforms, she has demonstrated time and again that radical, deep listening is the key to everything from inner healing to outer abundance.

With ASE, Satya curates multi-sensorial site-specific spatial sound experiences that encourage listeners to 'think in sound'. To stimulate and soothe the auditory sense, often overburdened in our noisy urban

environments, her compositions use chants, voice, field recordings, and a variety of instruments. ASE merges science and the arts in order to induce what Satya calls, "an elevated collective subconscious". The most powerful manifestation of this mission happened in May 2021 when ASE partnered with Deepak Chopra's foundation on the Never Alone Global Mental Health Summit. For the Summit, Satya curated a three-hour segment called Spotlight India, which made space for dialogue on mind-body medicine and building sustainable ecosystems the mental wellbeing of the country.

Air India strengthens network from India to six destinations in USA and Europe; launches new non-stop flights from both Mumbai and Delhi

Chennai, Nov 24 2022: Air India, India's leading airline and a Star Alliance member, today announced the strengthening and expansion of its global footprint with the launch of new flights connecting Mumbai with New York, Paris and Frankfurt, and the resumption of non-stop flights connecting Delhi with Copenhagen, Milan and Vienna.

This expansion comes as the airline continues to make progress in augmenting its fleet with newly-leased aircraft, and the return of existing aircraft to active service.

The new Mumbai-New York service will operate daily to John F Kennedy International Airport using

B777-200LR aircraft, and will commence February 14, 2023. It will complement Air India's existing daily service from Delhi to New York area's John F Kennedy International Airport and 4 weekly flights to Newark Liberty airport. This takes Air India's India-US frequency to 47 non-stop flights per week.

To Europe, Air India will add four weekly Delhi-Milan v.v. route starting from February 1, 2023, and thrice-weekly flights on each of Delhi-Vienna v.v. and Delhi-Copenhagen v.v., commencing from February 18 and March 1, 2023 respectively. From Mumbai, new flights are

also planned to Paris* (3 weekly) and Frankfurt* (4 weekly) starting next quarter. All these flights will be operated by Air India's B787-8 Dreamliner aircraft featuring 18 Business Class and 238 Economy Class seats.

With the resumption of these flights, Air India will serve 7 cities in Europe with 79 weekly non-stop flights - 48 to the United Kingdom and 31 to Continental Europe.

Commenting on this expansion, Mr. Campbell Wilson, CEO and MD, Air India, said, "A key element of our five-year transformation plan, Vihaan.AI, is to strengthen India's global network, connecting India's major

cities with even more destinations. The introduction of these new non-stop flights to New York, Milan, Vienna, Copenhagen, Paris and Frankfurt, is another step in that journey, which will accelerate as our aircraft fleet expands. We look forward to welcoming Air India's warm Indian hospitality with them."

Bookings for the new flights, except Paris and Frankfurt, are now open. Paris and Frankfurt schedules, and the opening of bookings, will be announced separately. Please visit www.airindia.in in Air India booking offices or your travel agent.