

General Manager conducts Window Trailing Inspection in Ernakulam - Shoranur section Passenger Services Committee Chairman called On General Manager, Southern Railway at Ernakulam Town

Chennai, Nov 28 2022: In the second phase of Inspections in Thiruvananthapuram Division, Shri R.N. Singh, General Manager, Southern Railway inspected the section between Ernakulam Junction and Shoranur Junction stations.

Window trailing inspection in Ernakulam-Shoranur section

General Manager conducted Window Trailing Inspection in Ernakulam - Shoranur section. The General Manager reviewed the ongoing maintenance works and proposed infrastructure upgradation works in the section. Construction officials led by Shri R P Jingar, Chief Administrative Officer, Southern Railway elaborated the ongoing station redevelopment works at Ernakulam Junction and Ernakulam Town stations.

General Manager meets Passenger Services Committee Chairman

Shri P K Krishnadas, Chairman, Passenger

Services Committee, Ministry of Railways met the General Manager at Ernakulam Town railway station and appreciated the timely introduction of special trains and initiatives taken by Southern Railway at Chengannur and Kottayam Railway stations in view of Sabarimala season. He explained about the world class amenities coming up at Ernakulam Town and Ernakulam Junction station during the presentation made by the construction organization in the presence of the General Manager.

Shri R Mukund, Divisional Railway Manager, Thiruvananthapuram Division, and senior divisional officials accompanied the General Manager till Shoranur Junction. The General Manager will continue his inspection in Shoranur Junction - Mangalore Junction section of Palakkad Division after the Divisional review meeting at Palakkad.

Redevelopment of



Railway Stations in Kerala

Station Redevelopment is an ambitious initiative taken up by the Ministry of Railways under the aegis of Shri Narendra Modi, Hon'ble Prime

Minister of India and Shri Ashwini Vaishnaw, Hon'ble Minister of Railways, Communications and Electronics & Information Technology. Southern Railway has so far

awarded tenders for redevelopment of 3 railway stations in Kerala, namely, Ernakulam Jn, Ernakulam Town and Kollam.



following facilities:

- v Futuristic World-class amenities promising to meet the requirements of next 40 to 60 years
- v Seamless movement of passengers by separate Arrival and Departure corridor
- v Aesthetically designed stations with facade lighting arrangements, good illumination and landscaping
- v Dedicated Parking

- lots for streamlined movement of different categories of vehicles and pedestrians in exclusive lanes and multi level vehicle parking wherever feasible.
- v Inter-modal connectivity
- v Hassle-free access to all platforms by escalators, lifts, stairways, skywalks
- v Spacious concourse (Roof Plaza), waiting halls, acoustically designed

and soothing public announcement system, coverage of entire area by CCTV cameras

- v Differently-abled friendly modern stations
- v Efficient water & energy management measures
- v Clear cut division of Train operation facilities and Passenger amenities
- v Spacious Entrance Lobby with Ticketing facility
- v State of the Art External Façade & landscaping
- v Platforms well connected with Subways, adequate parking facilities

Southern Railway has also undertaken a feasibility study for preparation of Detailed Project Report (DPR) of 2 stations in Kerala, namely, Chengannur and Thrissur. Apart from these stations, RLDA had undertaken a feasibility study for preparation of Detailed Project Report (DPR) of three other stations in Kerala - Thiruvananthapuram Central, Varkala and Kozhikode.

General Manager, Southern Railway visits Palakkad Division GM conducts Window Trailing Inspection from Shoranur to Palakkad Junction & Palakkad Junction to Mangaluru Central Elaborate discussion held on increasing the Sectional Speed to 130/160 Kmph between Thiruvananthapuram and Mangaluru

Chennai, Nov 28 2022: After completing inspection at Thiruvananthapuram Division, Shri R.N. Singh, General Manager, Southern Railway visited Palakkad Division. He conducted a window trailing inspection from Shoranur junction to Palakkad. Shri Rajendra Prasad Jingar, Chief Administrative Officer, Construction Organisation/Ernakulam, Shri Trilok Kothari, Divisional Railway Manager, Palakkad, Shri V. Rajagopalan, Chief Engineer, Construction Organisation/Ernakulam and a team of senior divisional officials accompanied the General Manager.

Meeting with DRM and Branch Officers at Palakkad

At the Palakkad division office, Shri R. N Singh, General Manager addressed the officers of Palakkad Division in the presence of Shri Trilok

Kothari, Divisional Railway Manager, Palakkad.

While addressing Officers at Palakkad Division, General Manager, Shri R.N.Singh said that railway is a unique system with multi-disciplinary set up which actively works round the clock. Railway persons should set their attitude and orient themselves to this fact and be available round the clock.

He exhorted Branch officers to ensure the quality of maintenance of assets and quality of materials used for the Maintenance and also requested the officials to Work as team by complimenting each other to ensure complete customer satisfaction.

Shri Rajendra Prasad Jingar, Chief Administrative Officer, Construction Organisation/Ernakulam, Shri R. Raghuraman, Chief Project Manager Gati Sakthi Unit at Palakkad



Division, Additional Divisional Railway Manager, Shri C. T. Sakkeer Hussain and Chief Medical Superintendent, Dr. V. Kalarani were present during the meeting along with the Branch officers of the Palakkad Division.

Palakkad junction and Mangaluru Central After the conclusion of the Meeting with divisional officers, the General Manager conducted window Trailing inspection between Palakkad junction and Mangaluru Central and took stock of the ongoing maintenance work,



capacity augmentation and signaling works.

During the inspection, the General Manager had an elaborate discussion on

the on-going feasibility study on increasing the sectional speed to 130/160 kmph in the Thiruvananthapuram - Mangaluru section.



Inspection at Mangaluru Central

General Manager conducted an extensive inspection at Mangaluru Central. He inspected

the ongoing additional platform work and pit line work and encouraged the officials concerned for timely completion.

E-Sevai Maiyam
Star Rainbow Services
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
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MCQUEENSTOWN - Women's Boutique Salon First outlet Launched by Harsukh Dhirajlal Dishi , Darren Rodrigues, Nishant Doshi at Kilpauk, Chennai

Chennai , Nov 28 2022: "A brand is no longer what we tell a customer it is—it is what customers tell each other it is."

The Founder of McQueenstown - Darren Rodrigues, along with the Managing Partner, Nishant Doshi, and Guest of Honour – Harsukh Dhirajlal Dishi launched the new McQueenstown First outlet at Kilpauk, Chennai.



McQueenstown Women's Salon has been designed to offer a luxurious and pampering experience for its clients at affordable rates.

Whether for business or relaxation, come experience Our doors are open to ladies who desire to always look their best.

The salon offers a

wide range of services, including haircuts and styles, hair colouring, facials, nails, and waxing.

"MCQUEENSTOWN" offers hygiene, professionalism, and personal attention in addition to offering a wide range of women's services tailored to their needs.

McQueenstown is

conveniently located on Barnaby Road, Kilpauk, opposite Adithya Hospital, with a highly skilled team that strives to offer premium quality and experience at a reasonable price that can be afforded by everyday women.

If you're looking for a salon that offers the ultimate in pampering and relaxation, then look

no further than McQueenstown – Women's Boutique Salon.

**"MCQUEENSTOWN" located at
No: 46/46D (Old 19, Barnaby Rd., Kilpauk, Chennai, Tamil Nadu 600010) Telephone: 97907-23136.**

Director Bharathiraja launches Kabilan Vairamuthu's Aagol The novel is a discussion on digital feudalism & criminal tribe act

Chennai, Nov 28 2022: Writer & lyricist Kabilan Vairamuthu's latest novel 'Aagol', a socio-political time travel fantasy on digital feudalism was released by veteran director Bharathiraja. The name aagol has been derived from a second century inscription meaning 'capturing the enemy's resources, specifically the cattle'. Kabilan Vairamuthu has based his novel on true stories of modern day big data crimes. The novel has fictional episodes based on the 1920 revolt that took place at Perungamanallur against the criminal tribe



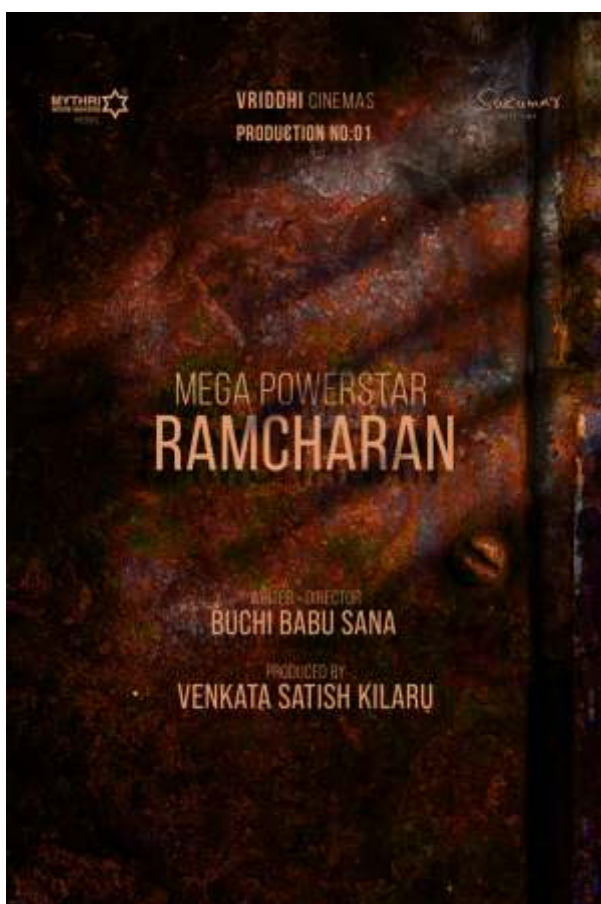
act imposed by the then British government. The author has done a two year extensive field research on the topics of concern. The book is

published by discovery book palace. Aagol is Kabilan Vairamuthu's fourth novel. His previous novel meinigari became a

feature film in the name of Kavan directed by the late K.V.Anand. Kabilan Vairamuthu is the co-writer of the upcoming magnum opus Indian 2.

Mega Power Star Ram Charan, Buchi Babu Sana, Venkata Satish Kilaru, Vriddhi Cinemas, Mythri Movie Makers, Sukumar Writings, Pan India Film Announced

Chennai, Nov 28 2022: Mega Power Star Ram Charan who bagged a massive blockbuster with the Pan India film RRR is presently starring in another Pan India film under the direction of Shankar. Charan's next film has been confirmed officially today. Young director Buchi Babu Sana who made a banging debut with the sensational blockbuster Uppena will be directing Ram Charan. The director readied a powerful script with an universal appeal to make it a Pan India entertainer. Proudly presented by the leading



production house Mythri Movie Makers, Venkata Satish Kilaru is venturing into film production grandly with the movie to be mounted on a huge scale with a high budget under the banners of Vriddhi Cinemas and Sukumar Writings. The makers will disclose the details of the other cast and crew soon. Cast: Ram Charan Technical Crew: Writer, Director: Buchi Babu Sana Presents: Mythri Movie Makers Banner: Vriddhi Cinemas, Sukumar Writings Producer: Venkata Satish Kilaru.

Eco Friendly Electric Scooters launched to Avoid environmental pollution by BGauss Hemant Kabra, Go Zap Muthuraman & Vinodh Raj provided 50 vehicles to Food Delivery Companies

Chennai, Nov 28 2022: In an event held at a commercial complex in Nungambakkam, Chennai, BGauss Auto Private Ltd., a leading company in the manufacture of electric scooters has signed an agreement with Go Zap to implement this project. According to this agreement it has been decided to promote electric scooters to the employees of private companies that deliver food and vegetables and 50 scooters have been provided in the first phase. It is planned to provide 3000 scooters across Tamilnadu soon. An app has also been developed to avoid the problem of battery charging due to long distance driving by delivery workers. If you post and report when the battery is finished charging Go Zab will



provide the battery immediately and ensure that their work is not affected. For this branches of Go Saab are operating at various places in Chennai. This activity will greatly reduce the pollution caused by food delivery

vehicles in Chennai.

Speaking in this regard BGauss Auto Private Ltd., Founder and Managing Director Hemant Kabra stated that their aim is to ensure environmental protection along with

creating world-class electronic scooters. He also said that they are trying to achieve their goal with the contribution of various organizations. That is why BGauss Auto Private Ltd., company has introduced BGauss scooters which are completely made in India advanced in quality and design and with all maintenance arrangements.

Muthuraman, Chief Technology Officer of GoZap, a subsidiary of GoFuel, said that electric scooter drivers no longer need to worry about battery charge and that the battery can be changed within a minute if requested. He said that this project, which has been started in Tamil Nadu, will soon be expanded across the country.

Hearts of Harris concert that is to be conducted in Malaysia on 21 January, 2023

Chennai, Nov 28 2022: Malik Streams, known for producing 'Maha' and distributing 'Kabali', 'VIP 2' and many more, organized the energizing 'Yuvan25' concert in Malaysia, in July this year, commemorating the 25 years Musical journey of Yuvan Shankar Raja in the film industry.

With over 20,000 fans in attendance,



along with Yuvan; Andrea, Neha Bhasin,

Vijay Yesudas, Javed Ali, Shweta Pandit, Teejay, Sam Vishal, Priyanka, Vishnupriya Ravi, and DD as the host, entertained the audience.

Following this blockbuster show, Malik Streams is now collaborating with Harris Jayaraj for the 'Hearts of Harris' concert to be conducted in Malaysia on 21 January, 2023 (Saturday, 7PM).

There has been an unprecedented craze among the fans, media, distributors and theatre owner in the last one week, ever since the news of Superstar Rajinikanth starrer Baba's re-release surfed the Internet.

Going by the recent trends and the craze that has been generated on social media, the reception is simply amazing. What started off as just a one show release on Superstar Rajinikanth's birthday, has become a wave now. Now they are seriously thinking to release it in many theatres not only in Tamil Nadu but in other states and Overseas too.

The technical changes such as the DI, Mixing has been updated. In addition to this, the film's music composer AR Rahman has requested for a preview of the film to check if he could upgrade it as well.

Recently Rajinikanth had also dubbed for new scenes in the new edit. Both the actor and Director Suresh Krissna expressed a lot of happiness and excitement on the hype and amazing response for the re release of Baba.

On the occasion of Babu celebrated in a cake on the set of directed by 'Siruthai' his gratitude to the fraternity, media and with him in his journey.

He also extended his director Subramaniam him in 'Yogi', director film (Yogi), and to who helped him almost 6 years in the and director Sundar. C well wisher.



'Yogi' turning 13, Yogi simple way by cutting a Suriya's new film Siva. He also expressed members of film his family for being

heartfelt thanks to Siva, who introduced Aamir, the hero of the director Ram Bala, showcase his talents for beginning of his career whom he considers his

Kashi played in shaping the life and thoughts of Subhramania Bharati, Governor of Telangana and Puducherry, Dr. Tamilisai Soundarajan

VARANASI, Nov 28 2022: Mahakavi Subramania Bharati discovered the deep connect and inter-relational activities between different cultures, Kashi and Tamil Nadu in particular. This was the essence of the academic session at Kashi Tamil Sangamam on Friday. The session on the theme of "Inspirations from Mahakavi Subramania Bharati and His Kashi Connect" saw a rich exchange of ideas by eminent personalities on the great nationalist, freedom fighter, poet and social reformer Bharthiar.



Chief Guest of the program, Hon'ble Governor of Telangana and Lieutenant Governor of Puducherry, Dr. Tamilisai Soundarajan discussed at length the role ancient city of Kashi played in shaping the life and thoughts of Subhramania Bharati, during the early years of his life he spent in the city. The governor said that Kashi had a significant role in shaping Bharthiar's views and personality. He learned Sanskrit and Hindi in Kashi. Dr. Soundarajan said that Bharthiar was a proponent of women empowerment and even edited a journal called Chakravarthini for the cause.

Praising the Banaras Hindu University for the role it has been playing for the overall development of students and imparting value based education, the Governor paid tributes to the founder of BHU Mahamana Pandit Madan Mohan Malaviya ji, by recalling his efforts and contribution. Lauding the Government of India for organizing Kashi Tamil Sangamam, the Governor said that the program has the potential of unifying people of different parts of the country in a common thread with a sense of unity and integration. She expressed her deep appreciation for the transformation Kashi has undergone under the leadership of Hon'ble Prime Minister Sh.

Narendra Modi. She also spoke about the links of BHU with Hyderabad.

Eminent writer and journalist V Maalan Narayanan elaborated on the journey of Subramania Bharati from Tamil Nadu to Kashi. He said that it was Kashi that not only shaped the thoughts and views of Subramania Bharati but also his appearance as it was in this city he started sporting a moustache and a turban. He also came in contact with Annie Besant. Maalan said that Bharthiar's nationalism got even stronger while he was in Kashi. The city of ancient knowledge and wisdom had a great impact on intellectual growth of Subramania Bharati.

Eminent writer and journalist Malan V Narayanan elaborated on the physical and intellectual transformation of Tamil poet Subramania Bharati during his stay in Kashi. He said that it was in Kashi that Subramania Bharati cropped his hair and started sporting a moustache and turban, that went on to define his appearance for the rest of his life. Further, it was in Kashi that Bharthiar came in contact with Annie Besant and Sri Aurobindo. It was here that seeds of nationalism and spirit of women empowerment were sown in Bharati. Thus the city of ancient knowledge and wisdom had a great impact on

Subramania Bharati and left him a transformed person, said Narayanan.

Academician Prof. P. Rajja, who writes both in English and Tamil, said that Subramania Bharati who was Subbiah in Tamil Nadu became Shelley-dasan in Kashi. He said that Subramania Bharati started reading Shelley, the famous English poet and got greatly inspired with his writings. It was to the extent that he started using Shelley-dasan as his pen name. Dr. Raja said that Subramania Bharati had developed great love and admiration for Kashi which played a key role in his life.

The discussion underlined the role Subramania Bharati played in uniting people against the Britishers and striving to achieve freedom. It also highlighted the need to promote literary works of Bharthiar so that the new generation is aware of the towering contribution of our great leaders, thinkers and philosophers.

Prof. Gyaneshwar Choubey, Department of Zoology, made a presentation on DNA ancestry of Kashi and Tamil Nadu. Citing research and data, Prof. Choubey said that though Africa is the birthplace of modern humans, India served as a nurturing place to them. He said that two random Indians share a minimum 30 to 100 %

genomic ancestry, adding that Kashi and Tamil ancestry is founded over the same genetic components.

Prof. A. Gangadharan, Department of History, Banaras Hindu University, while delivering the welcome address spoke on the long time links between BHU and Tamil Nadu. He said the university attracts a large number of students from Tamil Nadu who study here and join research programs. He informed that out of the 28 Vice-Chancellors of BHU, three have been from Tamil Nadu.

Prof. Binda Paranjape, Dean, Faculty of Social Sciences, welcomed the dignitaries by presenting souvenirs. Dr. Dhriti, Department of English, conducted the program. Aparna Pandey, Faculty of Performing Arts, presented the rendition of BHU Kulgeet.

A poetry recitation program was also organized after the academic discussion in which a number of poets from Tamil Nadu presented their writings. They presented poems on various themes like significance of Kashi Tamil Sangamam, Impact of Kashi on Tamil Nadu and Culture, Spiritual connection between the two cultures and Educational links between Kashi and Tamil Nadu.

saved and can help as many as 50 people. By donating an organ, a second lease of life is given to the person which equals a rebirth. We, as a group want to encourage more people to support this noble cause."

Mr. Shivkumar, CEO, Apollo group of Hospitals, Dr Venkatasalam, Director Medical Services, Apollo Hospitals Greem Road graced the occasion. Several awareness programs including poster competition for the Apollo staffs and has been awarded with prizes. Special event was organized to express gratitude towards the benevolent act of the donors the families' members.



than 10000 individuals through the organ transplant programme from the time of inception. Senior management and staff of the hospital took a pledge to donate their organs commemorating the national organ donation day which falls on 27th November.

Dr. Elankumaran K, Head, Liver Diseases and Transplantation Centre, Apollo Hospitals on "Transforming lives" through "Various solid organ transplantation, highlighted that, "A single organ donor could transform lives of so many, nearly nine lives can be

"It took one month for me to understand the story premise of Salliyargal" - Music Director Ken Karunaas

Chennai, Nov 28 2022: Salliyargal is a movie produced by Kalaimamani Sethu Karunaas & Pa.Karikalan of ICW, which is directed by 'Methagu' fame Kittu, and this movie marks his second outing. Actress Sathya Devi is playing the titular character as Doctor Nandini in this movie. Karunaas plays her father's role, Kalavani fame Thirumurugan as Army Villain, and Mahendran as Chembian. Furthermore, there are many newcomers in this movie. Kaviperarsu Vairamuthu has written lyrics for this film, which features musical score by Karunaas' son Ken and his close friend Eeswar. The audio and trailer launch of this movie was held this morning that was attended by eminent personalities from Tamil political world and film industry. This includes producer Kalaipuli S Thanu, director Vetrimaaran, Seenu Ramasamy, Rannath Pazhani, Tamil Desiya Paer Iyakkam Pa. Maniyarasan, Dravida Viduthalai Iyakkam Kolathur Mani, Former MP Subbulakshmi Jagadeesan, Law Enforcement Officer K.S. Radhakrishnan, May 17 Iyakkam Thirumugan Gandhi and many others were present for the occasion. The event commenced with the beautiful rendition of Parai music artists. Director Vetrimaaran said, "It really needs lots of guts and courage to make a movie that is based on real incidents. It needs much more courage to produce a movie like this. Both director Kittu and producer Karunaas together have achieved it. Director Kittu has improved a lot after his debut outing 'Methagu'. The film's background score is going to be one of the major attractions in this movie." Later the film's songs and trailer were screened for the special invitees. Director Kittu invited the guests of honours, cast and crewmember of this movie to the stage and honoured them. Actress Sathya Devi said, "I believe that I have done what director Kittu wanted me to do." Appreciating the hard work of actress Sathya Devi, director Kittu said, "She resigned her well-going job at TCS, and decided to act in this movie. She was involved in the one and half months of rehearsal for this movie. Since she plays the role of a doctor, she was imparted instructions from the doctors and surgeons. She even went to such an extreme of preparing for this role by buying leg piece and doing stitches to prepare for the role of a surgeon. She got into the shoes of this character completely." Actor Mahendran said, "I am the same one from the film 'Naa Mahaan Alla. However, Kittu has completely changed me. I have been acting in



aggressive roles, but he made sure that my eyebrows are not raised even for single reaction. I took special training for these nearly one and half months. He has taken so much of efforts to train me for this character." Ken Karunaas, who enthralled everyone with his colossal performance in the movie Asuran, has composed music for this movie. He said, "My friend Eeswar is the main composer for this movie, and I am just a supporting aid to him. Initially, I didn't understand anything about the movie Salliyargal. Maybe this is because of generation gap. It nearly took a month to understand the complete premise of this movie. It's a tough task to work with director Kittu. Later, we inhaled the concept of this movie and started composing music. Thirumurugan plays the role of a Srilankan Army, but he completely wept during the screening of this movie." Music director Eeswar said, "My interest and passion towards music is very well known by Ken. He asked me to leave the existing job and compose music for this movie. I thank Karunaas uncle and director Kittu for introducing me as music director with this movie." Director Kittu invited villain actor Thirumurugan and said, "When he got into the project, he completely transformed the project to a greater extent by getting involved in the script works, thereby adding more intensity to the project. Actor Thirumurugan, who later spoke added, "So far, I have worked as script writer and co-director for many successful movies, but none of them have openly given credits for me. I have deeply wept and felt the pain of those suffering souls in Eelam. In contrast, I have played someone, who tortures them as antagonist in this movie. After watching one particular scene performed by Karunaas, tears started rolling uncontrollably. I am sure, every audience will experience the same while watching this movie." Director Seenu Ramasamy said, "The ones without homeland will definitely appreciate Karunaas and Kittu for their earnest efforts. Being a doctor itself is a big challenge. In particular, doing that

medical service in the land of war, death, and bloodshed is much more critical. I am so glad that Karunaas and Kittu have paid their tribute for those doctors through this movie. I thank them for their beautiful gesture." Director Kittu is really a big talent for having made the entire film in just 23 days. There's a difference between being popular and getting adored. Karunaas belongs to the second category. Karunaas has now scaled greater heights, and his domain is getting expanded. If the makers are able to include me for the promotional activities, I will definitely give my best and do my part." Former Member of Parliament Subbulakshmi Jagadeesan said, "As soon as I heard the film's director name, my memories with Kittu anna were rekindled. This movie will let us revisit the olden days. I was involved in the treatment of women warriors, who were injured in the Eelam war during 80s. This movie recreates those memories for me. When Indira Gandhi was the Prime Minister of India, she was keenly working towards giving separate land for Eelam just like how she separated India from Bangladesh. However, her shocking demise changed everything. Her son Rajeev Gandhi also worked towards the same mission, but due to some selfish miscreants here, he was deviated from this plan as these people believed that separating Eelam would result in same with Tamil Nadu as well. This has made the dream of Eelam land unfulfilled till the date. The knowledge and awareness about Tamil History remains unnoticed till now. Movies like this will shed lights on this subject. I am ready to get this movie released across all the regions." Director Rannath Pazhanikumar said, "I have known the film's music director Ken when he was an infant baby.

I was doubtful whether he would agree to compose music for this film. I am surprised to see him compose music for such an intense movie at this early stage of his life. Director Kittu got involved in scrutinizing research works before penning script for this movie. If actor Karunaas

is associating with someone, we can be assured that the respective person has got a good talent." Actor Sethu Karunaas said, "Four days ago, I received a call from director Kittu, when I was in Dubai that it would be apt to release this film's audio on the special occasion of Maaveerar Birthday. This event was planned and scheduled in such a small span. I have introduced my son's friend Eeswar as the music director with this movie. My son has worked with him in the musical part as well. However, I want my son to become a best actor. And now I feel, it's best to cultivate all the talents so that it would be useful for the future times. I feel privileged to mention an important thing here. In Tamil Nadu, students graduating from Visual Communication don't get proper exposure. Around 2500 students are graduating every year, the Production Council that is supposed to nurture and utilize their talents aren't even showing up for them. Since 1985, I have been relentlessly working for the betterment of lives among the Eelam Tamilians. I feel proud to have provided education to 153 Eelam Refugee students. Today, they are very well settled with perfect job and are even making their best in foreign countries. I have created such a structure and would like to hand it over to youngsters like Ken and Eeswar. They will take care of it. This is my vision, and I am ready even to beg for raising funds to accomplish it." Besides, the other celebrities present for the occasion were Kolathur Mani, Pae. Maniyarasan, Thirumurugan Gandhi, K.S. Radhakrishnan, and others. Star-Cast Sathyadevi S. Karunaas Thirumurugan Janaki Mahendran Nagaraj Priya, Anand Sounderajan Mohan Santhosh. Technical Crew Producer: S. Karunaas & P. Karikalan Written and Direction: T. Kittu Lyrics: Kaviperarsu Vairamuthu, T. Kittu Editor: C.M. Elangovan Cinematography: Sibi Sathasivam Music: Ken & Eshwar Art: Mujibur Rahman Make up: Abdul Costume: Poonguil Kittu DI: Vinayagam VFX: Sathish Sekar Stunt: Saravadi Saravanan & Prabhakaran veeraj PRO: A. John.

PayNearby issues over 1 lakh PAN cards from Semi-Urban and Rural Kirana Stores

Mumbai, Nov 28 2022: In its bid to provide a valid proof of identity and bring all at the last mile into the formal financial fold, PayNearby, India's largest branchless banking and digital network, has registered 75,000+ semi-urban and rural retail counters in the country as PAN issuance agents. These retail counters include kirana stores, mobile recharge stores, medical shops and travel agents. With the launch of this service, customers can go to the nearby store and get their PAN cards easily with the help of just their Aadhaar number and biometric or SMS OTP-based authentication. Within the last 5 months, the company has successfully issued more than 1 lakh PAN cards.

Of the 1.3 billion population, there are only 43.52 crore PAN card holders (as of 2019) in the country. This presents a huge gap that needs to be filled for India to truly walk the inclusion path. The generation of 1.1 lakh-plus PAN ids is encouraging as it ratifies the need for these services at nearby retail outlets in Bharat.



PayNearby's goal has been to simplify technology for consumption at the last mile and ensure that there is a democratisation of financial and digital services. Riding on its fast and secure, tech-backed DaaS (Distribution as a Service) network, its micro-entrepreneurs are assisting locals create their financial identities through easy PAN card issuance in a quick, hassle-free, seamless and paperless mode. Once the application form is submitted, a digital copy of the e-PAN is generated in just two hours.

Commenting on the occasion, Anand Kumar Bajaj, Founder, MD & CEO, PayNearby, said, "At PayNearby, we have been continuously working on innovated partnership models to offer financial

solutions to all in Bharat. With more than 1.1 lakh PAN cards issued, we feel elated that the nation-building initiative that we undertook to provide every citizen of the country with a formal identity is finally afoot. The easy availability of PAN card services at a local retail shop has accelerated the uptake of this unique identification. Today, from daily wage earners to low-income farmers, all can get their PAN cards created at their nearest stores. We are committed to making financial services and products available for everyone, everywhere. We will continue to expand the bouquet of services accessible at our retail stores so that each and every citizen in the country has access to all services as their urban counterparts, and the gap between India

and Bharat is bridged forever. PayNearby, ZiddAageBadhneKi!"

With simple documentation and assisted journeys, the company is gradually addressing all inhibitions that prohibit the large-scale adoption of financial solutions and pushing the masses towards true financial empowerment. This will work towards rural upliftment and will go a long way in providing a formal identity to the people in the underserved and unserved regions of the country which were previously unaccounted for. Slowly but surely, it will bring the underbanked and unbanked segments into the formal financial fold, with better access to products and services that improve their quality of life and livelihood.

Schaeffler India's Jal Sahara project in Satara, wins CSR Impact Award at India CSR Summit 2022

Pune, Nov 28 2022: Leading industrial and automotive supplier, Schaeffler India Limited wins the renowned CSR Impact Award for rural development and infrastructure project Jal Sahara. The project is a part of flagship CSR brand HOPE. The prestigious event was co-presented by CSRBOX and Dalmia Bharat Foundation at New Delhi on November 15, 2022.



Mr. Santanu Ghoshal, Vice President (Human Resources & CSR) said, "We are related to receive this award for our continued efforts towards Social transformation and empowerment. Jal Sahara project is a multi-year project which has brought 1400 Hectares of land under watershed development benefitting over 2168 people in Satara District, Maharashtra. We thank our implementation partner B A I F Development Research Foundation for their contribution and CSRBOX to felicitate this project. As a responsible corporate citizen, we are

committed to work towards social transformation and creating a better world for our future generation."

About Jal Sahara Water Conservation & Sustainable Agriculture Project

The concern at hand Climate change is emerging as a major challenge for agriculture, food security and rural livelihoods for millions of people across the globe. Leading to disruption in rainfall patterns and water scarcity, it is impacting the lives of people who depend on it as the key source of water. This was also the case for 2168 people living in and around village Tadawale, Block Koregaon in Satara, a rain-dependent, agri-

economy area. Inadequate and erratic rainfall was impacting cropping pattern, leading to crop failures in addition to drinking water shortage.

The solution we devised

Schaeffler India introduced the Jal Sahara programme in the area during May 2019. Over two months detailed study was conducted to understand the household, agriculture, livestock and livelihoods requirements of the area. Based on the DPR insights, 1400 Hectares of land was treated through watershed development approach to harvest rainwater along with creation of recharge ponds, deepening of nallas, construction of new check dams and de-

siltation of existing check dams. Additionally, multiple measures like construction of farm bunds, water-absorbing trenches, treatment of drainage lines and plantation of trees were executed to improve soil and water conservation. To make the impact sustainable, training programmes were conducted for the local community and they were also educated on how to diversify the crops, use drip irrigation technology and grow fodder while saving water. To propel the forward journey, seeds for diversification and fodder farming were also distributed.

The impact we garnered

By end of December 2021, the project had already unlocked 223.37 TCM of rainwater conservation at its 1400 Hectares watershed area. It has also helped increase farmers' annual income by 45% on an average and 116% for the landless farmers by enabling access to material and information.

Electrifying entry by Altigreen in Chennai with 50 vehicles delivery on the launch day! After successful expansion to cities such as Mumbai, Bangalore, Hyderabad, Ahmedabad and Pune, the company is all set to expand its footprint in Chennai

Chennai, Nov 28 2022: India's leading commercial electric vehicle maker Altigreen today inaugurated its brand-new retail experience centre in Chennai. This is the company's ninth retail dealership in India in a span of 90 days. As per the company, the experience centre will allow EV enthusiasts to access Altigreen's range of electric cargo vehicles. For the partnership, Altigreen opted to partner with the Lakshmi Group - one of the most reliable and experienced names in the industry. The Altigreen Retail Experience Centre is located in Ambattur, Chennai.

Headquartered in Hyderabad, the Lakshmi Group is a multi-dimensional rapidly growing automobile dealer with a vast experience of over 30 years in the industry. The Group Founder's strategies and well-structured operations have led to the Group's presence in other fast-growing cities like Bangalore, Chennai, Vijayawada, Visakhapatnam with dealerships of world renowned brands such as Hyundai, Nissan, Honda, Harley-Davidson, Ashok Leyland, Jaguar-Land Rover, Tata Commercial, Tata Passenger, KIA Motors, Hero Moto Corp, and MG Motors. Altigreen is the newest feather in this illustrious cap of the Lakshmi Group.

The Altigreen Retail Experience Centre in Chennai was launched at the hands of Chief Guest Sri. A N Raju, Deputy Managing Director,



Sundaram Finance Ltd. With the launch of this retail dealership, Altigreen continues its commitment to providing its consumers with an enhanced and never-seen-before experience with world-class and modern infrastructure. Every element of the dealership has been designed to lend a welcoming feel, especially to all those walking in, including autorickshaw drivers, small business owners, and people from all walks of life. Altigreen has left no stone unturned to ensure the dealership reflects the company's ethos of respect and empathy, and its endeavour to gain the trust of consumers through transparent dialogue.

In a first for India's commercial EV segment, the Lakshmi Altigreen dealership delivered 50 EV vans to its customers on the very day of its launch. These numbers are a testament to the consumers' indelible faith in Altigreen, and the rising demand for electric vehicles in the country.

Dr Amitabh Saran, Founder and CEO, Altigreen, said, "With this new Retail Experience Center in Chennai, we are continuing with our commitment to building a

strong nationwide network to ease the process of transition from ICE to EVs. As a proud Made in India company, we are happy to be catering to the rising consciousness of consumers, especially in the commercial segment, toward sustainable mobility. We are delighted to partner with the Lakshmi Group in Chennai and deliver world-class products in multiple vehicle categories. We continue to invest significantly to strengthen our production and R&D capabilities while developing a robust pan-India distribution network to offer the best and cleanest last-mile transportation."

Speaking at the occasion, K. Jairam, Managing Director of Lakshmi Group, said, "We are extremely pleased to partner with Altigreen to bring about the EV revolution in Chennai. As a group, we have always strived to be the most successful automobile dealer in the region by delivering the best customer experience in the markets that we serve. Our mission is to delight our customers by delivering sales and service experiences with high quality, excellent value, integrity and passion. By

partnering with Altigreen, we are delighted to have an able partner in our mission to promote sustainable living and ease the transition to electric mobility."

Currently, Tamil Nadu is on the verge of transitioning to new mobility solutions and has an established ecosystem for its vibrant automotive sector with a large pool of technical manpower, robust R&D capabilities, ancillaries auto components and manufacturing expertise. The sector has deep backward linkages with metal industries, capital equipment, trucking, warehousing, and logistics. In addition, it also has strong linkages with dealerships, retail, credit and financing, repair and maintenance, gas stations and service parts. This makes Tamil Nadu a unique destination for developing electric mobility ecosystems.

The State Government provides attractive incentives to ease the transition to EVs as per its EV policy. For three-seater autorickshaws, permit fees are waived for e-autos, in addition to 100% road tax exemption and waiver on registration charges/fees as per the Government of India's notification. For light goods carriers (including three-wheelers), there is no requirement for a permit for the three-wheeler goods, e-carriers as well as electric light goods carriers, in addition to 100% road tax exemption and waiver on registration charges/fees as per the Government of India's notification.

SWITCH MOBILITY PARTNERS WITH JSW TO INTRODUCE ELECTRIC BUSES FOR EMPLOYEE TRANSPORTATION

Chennai, Nov 28 2022: Switch Mobility Ltd ('Switch'), the next-generation carbon neutral electric bus and light commercial vehicle company, has partnered with JSW to introduce electric buses for employee transportation in India. This is the first significant and largest electric bus order in the country for employee transportation, with 71 buses being delivered to JSW Steel, for their Vijayanagar plant. Switch Mobility will own and oversee entire operations including setting-up of charging infrastructure and requisite maintenance efficacy, over a 12-year contract period. The first set of electric buses were flagged-off by Sajjan Jindal, Chairman and Managing Director - JSW Group of companies and Mahesh Babu, Global CEO - Switch Mobility Ltd.

Mahesh Babu, Global CEO - Switch Mobility



Ltd, said, "The private bus market in India, is one of the key transportation markets in the country constituting 70% market share, of which the private electric bus market is expected to be valued at ₹60 billion in the next five years. With the positive reception to Switch EiV 12, we are glad to enter the employee transportation space and be a part of the sustainable journey with JSW Steel. This partnership with JSW is an important milestone for Switch Mobility, as we deliver our first and largest private bus order in the country. I would like to thank the

management of JSW for their trust in our Switch products. We are in talks with more corporates across the country who are showing keen interest to join hands in this sustainable journey".

The air-conditioned buses include SWITCH EiV 12 which features customer-centric offerings on technology and employee comfort, while being contemporary and futuristic. Switch EiV 12 is embedded with proprietary, connected technology solutions, 'Switch iON', enabling remote, real-time diagnostics and

monitoring services, as well as world-class digital battery management tools. The EV architecture of EiV platform is common with the European Switch e1 bus.

The buses are also equipped with a new generation of highly efficient, modular batteries with advanced lithium-ion NMC chemistry, specially formulated for the Indian market and climatic conditions. The electric drivetrains and batteries are calibrated to ensure superior efficiency with long battery life, delivering lower total cost of ownership in the market.

To ensure effective operations and services of these electric buses, Switch is expanding its team and recruiting 200 personnel, in line with its growth plans of increasing manpower by 30% over the next five years.