

## Meeting of Government with Floor Leaders of Political Parties held

Chennai, Dec 07 2022: A meeting of the Government with Floor Leaders of all parties called by Minister for Parliamentary Affairs, Shri Pralhad Joshi was held at Parliament House complex today (06.12.2022), a day before the start of the Winter Session of Parliament, 2022.

The meeting was held under the Chairmanship of Union Minister of Defence, Shri Raj Nath Singh. It

was also attended by Union Minister for Commerce & Industry, Consumer Affairs, Food and Public Distribution & Textiles, Shri Piyush Goyal who is also the Leader of the House in Rajya Sabha; Minister of State for Parliamentary Affairs & Ministry of Culture, Shri Arjun Ram Meghwal and Minister of State for Parliamentary Affairs & Ministry of External Affairs, Shri V. Muraleedharan.

In his opening address, Union Minister for Parliamentary Affairs, Shri Pralhad Joshi informed that the Winter Session of Parliament, 2022 will commence on Wednesday, the 7th of December, 2022 and subject to exigencies of Government Business, the session may conclude on Thursday, the 29th December, 2022. The Session will provide a total of 17 sittings spread over a



period of 23 days. He also informed that tentatively 25 legislative items have been identified for being taken up during the session.

The Union Minister

Officers. He also requested to all the party leaders for active cooperation and support for the smooth functioning of both the Houses of Parliament.

Twenty seven parties which were present in the meeting, besides the BJP, were INC, AITC, DMK, YSRCP, TMC (M), Balasahebanchi Shiv Sena, JD(U), BJD, TRS, LJSP, NCP, J&K NC, CPI(M), IUML, TDP, CPI, NPF, SAD, AAP, AIADMK,

KC(M), NDPP, RSP, VCK, RJD, AGP and RLP. Their leaders gave suggestions on the issues which can be taken up besides Government Legislative and other Business during the forthcoming Session.

In end, addressing the meeting and after listening to the points raised by the leaders of all parties attending, Shri Rajnath Singh, Union Minister for Defence, thanked the

leaders for their active and effective participation in the meeting and also expressed his appreciation that the discussion was very healthy and that important issues had been flagged. He also stated that necessary efforts would be made by the Government to discuss the matters of urgent public importance besides the usual legislative business in Parliament.

## Centenary event of music maestro Padmashri Shri Ghantasala Venkateswara Rao conducted in Chennai by Union Ministry of Culture in association with Kala Pradarshini Former Vice President Shri Venkaiah Naidu inaugurates the event

Chennai, Dec 07 2022: The birth centenary of musical genius Padmashri Shri Ghantasala Venkateswara Rao was 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 inaugurated the event on December 4, 2022 at The Music Academy, Chennai in the presence of Tamilnadu Minister for Information Technology and Digital Services Shri Mano Thangaraj.

In his address, Shri Venkaiah Naidu said that Ghantasala Venkateswara Rao is without any doubt the musician of the century.

"I really enjoyed the show. I will never forget today's event in my lifetime.

Many thanks to all the artistes who participated in this event. There is no doubt that Ghantasala is the musical genius of this century. Many

generations have been mesmerized by his voice.

Everyday I wake up at 4.30 am and start my day by listening to Ghantasala and S P Balasubrahmanyam songs. They still lives in their music," he said.

The former Vice President added, "The youth of India should study Ghantasala's life which is very inspiring. Ghantasala was a singer blessed with sublime voice. Listening to his songs in this function took me to my childhood days. In our growing years his voice became a part of our consciousness. The magnetic appeal in his voice transcends generations," he added.

He further said, "I congratulate Parvathi for taking up this initiative. I would like to compliment her for felicitating some great people during this function. Giving awards to achievers is to encourage the younger generation to achieve."

Urging the importance of learning and speaking in one's



mother tongue, Shri Naidu said, "first mother tongue, next brother tongue, and then other tongue."

"Why should we use a foreign language when India has many ancient and rich languages including Tamil, Telugu, Malayalam, Marathi, Bhojpuri, etc. We should first talk in our mother tongue then in other regional languages. A foreign language should be used only when it is needed. First speak in mother tongue and then if others don't understand then speak in appropriate language," he added.

Tamilnadu Minister for Information

Technology and Digital Services Shri Mano Thangaraj said, "Chennai is known for giving lot of importance to art and culture. The centenary programme of the great Ghantasala being conducted here in Chennai is a proud moment for all of us. Ghantasala has contributed to Tamil, Telugu, Malayalam, Tulu, Hindi and so many languages through his songs. He had received various awards. Ghantasala had also composed music for more than 25 Tamil movies which is a remarkable feat."

Padma Shri Kalaimamani Sudharani Raghupathy,

Kalaimamani L R Eswari, Kalaimamani Nandini Ramani, Padma Shri Kalaimamani Avasarala Kanyakumari, Padma Shri National Film Awardee Thota Tharani, Padma Shri Kalaimamani Sivamani and Kalaimamani Thayanban were conferred with the Kala Pradarshini Ghantasala Puraskar during the event.

Apart from this a Commemoration Book was also launched at the event.

The event gave young artistes and child prodigies an opportunity to work with leading artistes

who have won state and national level honours.

For the first time ever a tribute of a worldwide collaboration of 175 artistes covering all Indian Classical dance forms from across 15 countries was performed.

All the classical dances of India were part of this tribute. Forty national award-winning artistes and 60 state award-winning artistes took part in the programme.

Youth choir was performed by more than 100 children. Over 200 children were trained across various academic institutions and 100 were chosen for this unique

display. For the first time ever an accapella for Ghantasala was also released.

A live grand finale of Indian dances was held with more than 100 artistes (6+ years to 60+ years) performing for a medley of Ghantasala led by Kalaimamani Parvathi Ravi Ghantasala of Kala Pradarshini.

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 was also held.

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.

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.

## CONGRATULATIONS INDIA! - MNM President KamalHaasan

Chennai, Dec 07 2022: India takes charge of the leadership of the G20 organisation. This means we are now the leader of a group of 20 countries with the largest economic value in the World.

This is a huge achievement that every Indian should be very proud of. Individual political parties cannot claim to have achieved this single handedly. We have toiled for 75 years to reach this stage and it is a proud moment for the entire Nation.

This is the fruit of the

path shown by Buddha, Mahavira, Valluvar and Gandhi who lived amongst us. We must not let their effort go in vain. French President Emmanuel Macron wishes us to create and build peace around the world. Our Indian Philosophy is "Yadhum Oore Yaavarum Kelir" meaning "We harbour a feeling of kinship for all places and all people of this world". It would be wise if this is understood by us without the need for others to remind us about it.

Slowly, but surely we



have come a long way. It is only because we shed the burdens of enmity, hatred and division that we are able to move forward. Self-destruction should not be allowed to happen.

History will not forgive us if we carry hatred towards each other. I extend my heartiest

greetings on behalf of my fellow Indians for the first meeting under India's leadership.

**E-Sevai Maiyam**  
**Star Rainbow Services**  
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## Universal Health Coverage Day: Securing every Indian's healthcare needs with a Comprehensive Health Insurance Cover

Prasun Sikdar, MD & CEO, ManipalCigna Health Insurance

Chennai, Dec 07 2022: Living the dream includes good health, financial well-being, and happiness. December 12th has been declared as "Universal Health Coverage" day by the World Health Organisation. This is to emphasize the importance of healthcare and ensure lifetime access to quality healthcare for all. Leaders and authorities of all countries hold a united front and take a unanimous vote to make the existing healthcare system an improved one that promotes overall health and well-being.

The pandemic put the world's public healthcare system in a spotlight. There is a need for universal health coverage to secure one's financial goals and promote the health and well-being of all while providing access to the best healthcare resources. All in all, traversing the path of universal health coverage would mean seeing a better world and healthier societies.

### Universal Health Coverage: Need of the Hour

Universal coverage of health care means that everyone would have access to quality healthcare services as and when they need them, without having to carry any financial burdens.

Perhaps, the biggest benefit of universal health coverage and a good healthcare plan is

longevity. There is no doubt that access to a good healthcare plan and health coverage has a huge impact on the quality of life. When an individual can access health services, they are more likely to overcome illnesses with the help of adequate treatment. It also helps that preventive care is a crucial part of the healthcare journey.

While universal health care is the goal, with medical inflation at a high of ~14% and rising out-of-pocket expenses during a medical emergency, one can ensure that their financial needs are secured by opting for a comprehensive health insurance plan while availing access to quality healthcare.

### How a comprehensive health insurance plan can help provide universal healthcare

While access to healthcare, setting up more facilities, and spreading awareness is all of utmost importance, one of the key factors to a healthier world is a well-rounded health insurance plan. There is a huge rise in medical and hospitalization costs, and this is dependent on various factors. What pinches a patient, is that most of the expenses end up being out of pocket. Even though one may have a health insurance plan, they may not have the one they require which covers expenses

both inside and outside the hospital – and out-of-hospital expenses such as Non-Medical Equipment, Pharmacy, and OPD charges form a huge part of the bill. Hence, one must ensure that they have an adequate health insurance policy and sum insured. Today, comprehensive health insurance is more important than we think it is — it is a necessity, something that one cannot compromise on.

When families and communities are backed by a good health insurance plan, their financial and health needs are protected. Health insurance must be a part of one's financial planning, as a health insurance policy also protects one's financial needs. Additionally, if an individual is unable to resume work due to an accident or illness, a health insurance plan such as the personal accident cover will provide them with a lump sum benefit that protects their lifestyle and ensures that they are always prepared for the ups and downs of life. This way, they can recover from their accident without suffering from a financial crisis as well.

### How technology can accelerate the process

While in the insurance industry, technology and digitization always existed, however,

technological advancements such as Artificial Intelligence (AI), Machine Learning (ML), and Blockchain, have provided a huge opportunity to disrupt customer onboarding and servicing, making it more personalized and smooth purchase and service experience. Health insurance companies are also creating an ecosystem that is beyond just settling the claims. They have partnered with hospitals and created wide networks, and provide domestic and global coverage to citizens. Technology has helped streamline the process and ensure that customers are aware of the facilities available and know that their health insurance policy also covers them. All of this has made the customer journey seamless too, ensuring that a customer makes full use of the services available to him. In recent times, technology has also helped the industry to reach some of the untapped markets in the country.

### The Bottom Line

India is committed to providing universal healthcare for all, and the health insurance industry has a huge role to play in this. There is also a push from the insurance regulator, IRDAI, to provide health insurance to all by 2047. With this push, the dream of universal healthcare for all may soon become reality.

## Southern Railway observes Mahaparinivaran Diwas in commemoration of the death anniversary of Dr B.R.Ambedkar



Chennai, Dec 07 2022: In honour of Bharat Ratna Dr. B.R. Ambedkar's death anniversary 'Mahaparinivaran Diwas' was observed during a solemn function at Southern Railway Headquarters

Office today, 6th December 2022. Shri R.N.Singh, General Manager, Southern Railway garlanded the portrait and paid homage to Dr B.R.Ambedkar. Shri B.G.Mallya, Additional

General Manager, Principal Heads of Departments, Senior Officers, Staff and Members of recognized Trade Unions/Associations participated in the event and paid homage to the

great leader.

Similar functions were held all over Southern Railway Divisions and Workshops in commemoration of Mahaparinivaran Diwas.

## Walmart and Flipkart announce MoU with National Small Industries Corporation (NSIC) to help MSMEs unlock their export potential

Chennai, Dec 07 2022: Walmart and Flipkart today announced the signing of a Memorandum of Understanding (MoU) with the National Small Industries Corporation (NSIC) to jointly accelerate capacity building for micro, small and medium enterprises (MSMEs) across India.

The partnership is also aimed at supporting MSMEs in their journey towards becoming a part of retail supply chains, locally and globally. The MoU was signed at the Walmart Vriddhi Seller Summit in New Delhi, an event marking the milestone of 20,000 MSMEs having completed their training under the Walmart Vriddhi Supplier Development Program (Walmart Vriddhi), of which, Swasti is a program partner. The event was attended by Shri Narayan Rane, Honorable Union Minister for Micro, Small and Medium Enterprises, Government of India, and Shri Gaurang Dixit, Chairman-Cum-Managing Director, National Small Industries Corporation (NSIC).

The partnership with NSIC will enable a greater number of small businesses and entrepreneurs across India to access the Vriddhi program, which offers a complete learning platform with training provided free of cost, along with access to expert assistance required to grow and expand their businesses. The Vriddhi program also includes training, seminars and mentoring sessions conducted regularly for MSMEs. Tens of thousands of MSMEs



have registered for the program from metros and Tier II and III cities across India, and over 20,000 MSMEs have completed the program successfully. The partnership will enhance access for participating MSMEs to schemes offered by the NSIC while making learning resources of Vriddhi available to MSMEs registered with the NSIC.

Shri Narayan Rane, the Honorable Minister of Micro, Small and Medium Enterprises of India, said, "I'm glad to see that Walmart's Vriddhi program has enabled a large number of Indian MSMEs to expand, boost their production, and experience growth. Walmart has been instrumental in enabling MSMEs with training and capacity building, especially through the pandemic. The Indian MSME sector currently comprises of 6.3 crore MSMEs that employ more than 11 crore people. We look forward to Walmart's continued support to the growing MSME sector in the country."

Shri Gaurang Dixit, Chairman-Cum-Managing Director, at NSIC, said, "NSIC is committed to the growth and development of a robust MSME sector in India. We look forward to

working with Walmart Vriddhi to help MSMEs under the program get access to our schemes and make the learning resources of Vriddhi available to MSMEs under NSIC. Through this partnership, MSMEs across the country can get the necessary support required to further expand their businesses nationally and across the globe."

Jason Fremstad, Senior Vice President, Supplier Development, at Walmart, said, "Walmart is deeply proud to announce the graduation of over 20,000 MSMEs from the Vriddhi program today. We are delighted to play a role in catalyzing the entrepreneurial spirit in India and supporting the growth ambitions of small business owners with this program. With our ongoing commitment to triple exports from India by 2027 to \$10 billion annually, we look forward to supporting more small businesses in their efforts by providing potential access to online and offline markets in India and globally."

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "As a homegrown company, we are passionate about the growth of Indian MSMEs and building an enabling and inclusive e-

commerce ecosystem. We are excited and committed to be part of India's economic growth story by helping millions of local businesses adopt e-commerce via Walmart Vriddhi and Flipkart's marketplace. Technology and innovation will play a critical role in the growth of small businesses in India. With that mission, our efforts are focused on helping them digitize their business and explore growth opportunities through e-commerce. We are delighted to continue to deepen our engagement with NSIC through this MoU and expand opportunities to small businesses, artisans, weavers across India."

Many local homegrown brands have already benefited from training provided by the Vriddhi program.

Graamyia has started selling on the Flipkart marketplace to reach newer markets for its spices. Grammyia also exports to the US, Switzerland, and the UK and are also focusing on Indian cloud kitchen businesses operating overseas.

Akhil Marketing expanded and created a separate office space for e-commerce. Today, Akhil Marketing's online sales contribute to 30%, which they are working to ramp up to 50%.

Shri Balaji Online Store, which manufactures sofa covers, chenille sofa covers, and tissue curtains, found Vriddhi to be a critical lifeline through the pandemic. eCommerce helped them grow sales from 0% to 45%-50%.

## Axis Mutual Fund launches 'Axis Long Duration Fund'

Chennai, Dec 07 2022: Axis Mutual Fund, one among the fastest growing fund houses in India, announced the launch of their New Fund Offer – Axis Long Duration Fund. It is an open-ended debt scheme investing in instruments such as the Macaulay Duration of the portfolio is greater than 7 years; a relatively high interest rate risk and a relatively low credit risk. The new fund will track the NIFTY Long Duration Debt Index A – III. The NFO for Axis Long Duration Fund opens on 7th December, 2022 and closes on 21st December, 2022. Additionally, the fund will be managed by Mr. Devang Shah, Mr. Kaustubh Sule, and Mr. Hardik Shah and the minimum investment amount would be Rs. 5,000 and in multiples of Re. 1/- thereafter.

The primary investment objective of the Axis Long Duration Fund is to generate optimal returns consistent with moderate levels of risk. This income may be

complemented by capital appreciation of the portfolio. As the current fund positioning aims to invest and hold onto long dated Government securities, the Axis Long Duration Fund can be used to build and structure long term income solution at the time of retirement. Additionally, long bond yields have remained largely stable & above inflation levels over the last 20 years (source: Bloomberg, CSO, Axis MF Research. Data as of November 30th 2022), historically offering market linked returns above inflation.

### Current Positioning of the Axis Long Duration Fund\*

Invest in Long Dated Securities: The fund offers the investors an opportunity to invest at the peak of the interest rate cycle and thereby lock in long term rates

High Quality Portfolio: The fund endeavours to invest in long dated Government Securities (with a 30 +

years horizon) and thereby provides investment in SOV rated instruments to investors

Potentially Reduced Volatility: Investments in debt markets generally have reduced volatility over longer tenures in comparison to equity markets

Liquidity: Investors can gain from indexation benefits and limited incidence of taxation at the time of withdrawal, as there is no application of entry or exit load, supporting emergency withdrawals

Commenting on the launch of the fund, Chandresh Nigam, MD & CEO, Axis AMC said, "In the current macro environment, fixed income strategies have the potential to be an attractive option for investors, especially those who are in the middle of their career lifecycle and wish to plan for post-retirement. With the launch of the Axis Long Duration Fund, we wish to get investors to rethink

retirement investing. Debt mutual funds have the potential to offer significant tax efficiencies and market linked returns as compared to traditional retirement products. In effect, the gap in earning potential over a meaningfully long period can have a material impact on the end corpus. Using systematic investing solutions like SIP & SWP, investors can create a completely flexible investment plan using long dated government bonds."

### What is a Systematic Withdrawal Plan (SWP)?

SWP as the name suggests is a Systematic Withdrawal Plan Facility given to the Unit holders to withdraw a specified sum of money periodically (monthly/quarterly/half yearly/yearly) from his investment in the scheme. In effect, the investor can create a regular cash flow from their invested corpus while the balance stays invested in the fund, thereby continuing to generate market linked returns.



## Yubi Launches India's First Fixed Income Platform, Yubi Invest, to Democratise the Fixed Income Sector

Chennai, Dec 07 2022: Yubi, the world's first unified credit platform for lenders and corporates, announced the launch of India's first fixed income platform - Yubi Invest, designed for wealth management firms and financial advisors. The platform simplifies fixed-income transactions in a unified and streamlined manner for better investor experience.

The platform allows users to onboard themselves, add their team members and customers with ease. They will be able to discover the most diverse set of fixed-income instruments that cover a wide range of industries and ratings. The investor can even customise these based on their preferences. Additionally, wealth managers and advisors can access several bond options, make real-time offers for issuances of interest, make allocations, and track all investments made, securely and



transparently.

Commenting on the platform launch, Moulik Patel, Chief Business Officer of Yubi Invest, said, "The current economic climate has provided headwinds to bolster fixed income securities. With SEBI reducing the face value of privately placed debt securities to INR 1 Lakh and encouraging retail participation, this sector is on the verge of a necessary revolution. To further strengthen and enable this mission, we have introduced a one-of-a-kind platform that allows wealth management firms and financial advisors to bring the power of fixed income to the larger investor community."

Yubi Invest will be the first-of-its-kind platform in the Indian market, creating a new category with a user-friendly UX yet sophisticated design for improved efficiency and speed. By eliminating manual credit decision making and other operational aspects, the platform will deliver a superior customer experience, ultimately enabling users and investors to grow.

Gaurav Kumar, Founder & CEO of Yubi, said, "India is at the cusp of the deepening of the fixed income market. At Yubi, we believe that wealth partners and financial advisors will be key players in establishing the last-mile benefit of fixed

income by taking it to retail investors across the country. We believe that over the next three to four years, fixed income assets, traditionally limited to large national players, will become more democratised by empowering the wealth partner and financial advisor ecosystem to offer a seamless experience for investors. This is a first step towards making fixed income securities truly democratised, and is an important element in enhancing financial inclusion and building a healthy fixed income market in India".

The Yubi Invest platform places due diligence and credibility front and centre by providing data and ensuring that the end investor's trust is secured. Furthermore, it is uncompromising in its data protection mechanisms and offers quality execution at speed through intuitive automation and providing tech-proof documentation.

## Workshop on "Towards a safer women workspace" inaugurated Ms. Suja Sukumaran, Co-Head & Support Enfold

Chennai, Dec 07 2022: Workshop on "Towards a safer women workspace" Conducted by Internal Complaints Committee (ICC), NITT, 5-9 December 2022. Internal complaints committee (ICC, NIT Trichy) is organizing a week-long workshop on the theme of "Towards a safer women workspace" from Dec 05-09, 2022 for the stakeholders of the Institute to create awareness on sexual harassment (Prevention, Prohibition & Redressal) Act, 2013. This program has been conducted to ensure a safe and secure

workspace for women.

Sessions on gender sensitization, the Posh act, Vishaka guidelines, sexual harassment at the workplace, yoga & self-defence, talk on mental health, and work-life balance has been planned with resource persons who have been exclusively working on these domains across the country. PENN trust, Chennai is conducting a half-day long self-defence workshop on Thursday (08.12.2022)

Inaugural of the workshop was presided over by Prof. Dr G. Aghila, Director of the Institute and chief guest Ms Suja

Sukumaran, Co-Head & Support Enfold trust, Deans, CVO, and ICC presiding officer Prof. G. Uma were present at the occasion. Dr.G.Aghila, Director, NITT deliberated on the importance of having both genders sensitized on the topic. Ms. Suja Sukumaran, Co-Head & Support Enfold trust mentioned that workshops of this nature should reach out to the students, women faculty, and staff so that they are aware of the various provisions available to them. It is also important both genders must thrive together with no discrimination and it is

the basic right of women to have a dignified and healthy workspace.

The participants were welcomed by Dr. Josephine, Co-ordinator, a brief introduction of ICC was given by Dr.K.N.Sheeba, Convener of the workshop, and Dr.Roobala proposed the vote of thanks. This 5-days workshop is conceived and materialized by ICC under the chairmanship of Dr.G.Uma, Presiding Officer, ICC.

More than 50 participants have registered for the workshop.



**In Virudhunagar, the AIADMK members, led by Virudhunagar District AdmK secretary and Ex MLA Balagangadharan, paid floral tributes to Jayalalitha's portrait. District Deputy Secretary Pitchai, District Treasurer Suresh Kumar, Municipal Secretary Rajkumar, Union Secretaries Bharani Marimuthu, Nithyanandham and AIADMK officials participated in large numbers.**

## Round Table India (RTI) & Ladies Circle India(LCI) with association with RRD organised Project Bhavishya - educational scholarship along with stationary kit, provision and medical support worth 8 lakhs for 50 deserving orphan and vulnerable children of the HIV Positive Community at Sakthi Illam, Kodambakkam



Chennai, Dec 07 2022: Community Health Education Society (CHES) executed the Project Bhavishya, where 50 deserving children belonging to HIV positive community were given an opportunity to be treated with dignity, equality and justice, ensuring his/her Rights to develop as a happy, healthy, educated, empowered individual.

Our Chief guest for the day Guest of Honour Dr.Karthikeyan, District Program Manager, Tamil Nadu AIDS control Society & Special invitee Ms. Kousalya, Director Positive Women Network also graced the occasion. The children and parents were so happy to receive the support for their education and well being. Area 2

Chairman Vijaya Raghavendra & Chairperson Divya Chetan shared their happiness to have initiated Project Bhavishya, ensuring the right to education. They thank everyone from their bottom of the heart including CHES Founder Dr.Manorama, RRD for this worthy collaboration, National Vice President of Ladies Circle India -

Cr.Cheryl Santhosh, 11 circles in Area 2, Guests for the day, their fellow tablers, circlers and friends for the complete support for making this event a grand success and bringing smiles to these beautiful kids.

RTI has constructed over 5736 classrooms and over 2000 schools impacting 6.3 million children across India till date.

## Shopsy introduces Tamil and Telugu App interfaces furthering its Made For Bharat E-Commerce innovations

Chennai, Dec 07 2022: Shopsy by Flipkart, Bharat's fastest growing hyper-value e-commerce platform, has introduced Tamil and Telugu to its platform to widen its reach and serve more customers across different regions. This will allow customers to choose their preferred language for accessing the expansive range of affordable products available on the platform. Given that over 68% of Shopsy customers today come from Tier 2 and beyond cities, out of which close to 50% are first time e-commerce shoppers, the introduction of new languages is key in addressing the growing demand of consumers that are based in different corners of the country.

As per Shopsy's research, while customers residing in non-metros were able to navigate the app in

English, they were more comfortable transacting in their regional language as browsing products and shopping online became easier. As a result, Shopsy introduced two new languages to cater to the soaring demand of its consumers. The recently published Flipkart-Bain & Company report on How India Shops Online 2022, also points at the growing preference towards vernacular language among regional users. Furthering its commitment of democratising commerce, Shopsy's initiative enables an even more seamless and convenient shopping experience for its customers.

Adarsh Menon, Senior Vice President & Head - New Businesses, Flipkart said, "Our core value proposition lies in offering a hassle-free shopping experience to

customers who are looking for value-based products for their shopping needs. The launch of new languages will help serve the heterogeneous user population across the country, making their e-commerce journey even more fulfilling with Shopsy. Leveraging technology and innovation, we will continue to add more such features that will make digital commerce more inclusive and accessible for the existing and potential customers. Over the last six months, we have observed tremendous traction across the states of Andhra Pradesh, Telangana and Tamil Nadu indicating the climbing customer base momentum. Rolling out regional app interfaces in Telugu and Tamil is a step ahead to enrich our connection with this audience. We are also delighted that the

Shopsy App has recently been awarded with Google Play Best of Users' Choice Award."

Shopsy aims to continue working towards its vision to offer a wide-range of engaging products for customers at affordable prices, while being a value-based and reliable platform. It has strived to deliver on its commitment of building a community that truly levels the playing field of commerce in the country. Since its launch in July 2021, Shopsy's aim has been to make digital commerce accessible across India through a zero-commission marketplace. Today, the platform has over 11 lakh sellers (including Flipkart) on the platform who provide 150 million products across 800+ categories for customers across India.



## Flipkart brings the biggest End of Season Sale with more than 2 Lakh Sellers participation

Chennai, Dec 07 2022: Flipkart, India's homegrown e-commerce marketplace, is bringing the December edition of its End of Season Sale (EoS) event which is designed to bring lakhs of lifestyle and fashion sellers, and thousands of brands together to offer a vast selection for millions of customers. In this edition, over 200,000 sellers, and more than 10,000 brands will offer a wide range of wedding and party wear, winter fashion, lifestyle and beauty products. The event, which will begin from December 7 to 12, 2022, will continue to keep the end-of-year festive spirit high!

The 6-day event, will witness India's Fashion Capital, Flipkart host an upgraded version of the 24x7 live commerce, image search, video catalogues. In the last 6 months, over 5 million monthly users have used visual search to follow their favourite celebrities and influencers for fashion styles and trends. This is also helping customers discover the best offers for their favourite products. These features offer customers a seamless shopping experience as they look at refreshing



their wardrobes.

Sellers from across the country will be participating to bring in lakhs of designs and customers will be able to get their hands on special selections from Delhi, Agra, Jaipur, and Kolkata. Similarly, for branded selections, some of the top brands including Puma, Nike, Adidas, Titan, Fossil, Woodland, Crocs, American Tourister, Safari, Lavie, Levi's, U.S. Polo Assn., Allen Solly, United Colors of Benetton, Louis Philippe, Soch, Hidesign, Jack & Jones, Vero Moda, Only, Tommy Hilfiger, Calvin Klein, Lee, Wrangler are bringing in curated designs and selection during this end of season. Brands including Peter England, Blackberrys, Arrow, and Woodland will feature in the formal wear selection and Allen Solly, Jack and Jones and Crocs, will feature in the kids' wear section. Home grown sellers such as

Foxter, Fubar, Mokshi, Metro Fashion, Vtradition, Cutiekins, Homecandy, KaarigiriDezine alongside hundreds of other D2C brands such as Being Human, Ruf & Tuf, Campus, Cultsport, Hershienbox and Mokobara, Aadi, Kraasa will also be participating in this event.

The other interesting proposition is the omnichannel approach in partnership with the participating stores, where Flipkart is bringing in more than 200 brands presenting their catalogue from about 5,000 stores, which the customers will be able to discover and also get delivery through Flipkart's pan-India robust supply chain. This will also enable local seller stores to showcase the selection and customers to get faster delivery from the stores. With Alia Bhatt as the face of the event, there are hundreds of influencers who will

help the customers discover best offers and products on their social channels.

Commenting on the event, Abhishek Maloo, Senior Director, Flipkart Fashion said, "The fashion requirements of Indian customers are quite nuanced, impacted by factors such as demography, wallet size, regional weather conditions, etc. End of Season Sale events are times when each customer can find a plethora of options across footwear, accessories and apparel befitting their unique requirements. This also helps new shoppers, even from remote regions in the country to access the latest trends. As the Indian fashion consumer is rapidly adapting to international fashion statements, a visible shift is observed from need-based purchases to aspiration purchases across metros and Tier 2+ cities. We are confident that this event will propel our endeavour to onboard the next 200 million customers from tier 2+ regions in the country."

Serving across 20,000 pincodes, the End of Season sale will offer exclusive bank offers, Paytm partnerships and special Cleartrip deals for its shoppers.

## Special trains between Lokmanya Tilak Terminus and Mangaluru Junction

Chennai, Dec 07 2022: Central Railway has notified Weekly Special Fare Special trains between Lokmanya Tilak Terminus and Mangaluru Junction as detailed below:

Train No. 01453/01454 Lokmanya Tilak Terminus - Mangaluru Junction - Lokmanya Tilak

Terminus Special fare special:

Train No. 01453 Lokmanya Tilak Terminus - Mangaluru Junction Weekly Special fare special train will leave Lokmanya Tilak Terminus at 22.15 hrs on 9th, 16th, 23rd 30th December 2022, 06th January 2023 (Friday) and reach Mangaluru Junction at 17.05 hrs the

next day Saturday (5 Services)

In return direction Train No. 01454 Mangaluru Junction - Lokmanya Tilak Terminus Weekly Special fare special train will leave Mangaluru Junction at 18.45 hrs on 10th, 17th, 24th, 31st December 2022 & 07th January 2023 (Saturday) and reach Lokmanya

Tilak Terminus at 14.25 hrs the next day (5 services)

Coach Composition: One- AC 2-Tier Coach, Three- AC 3-Tier Coaches, Eight-Sleeper Class Coaches, Three-General Second Class and Two- General Second Class (Divyangjan Friendly) & Luggage cum Brake Vans (Total: 17).

## TVS Emerald acqT TVS Emerald acquires its second land parcel in Bengaluru with a revenue potential of 400+ Crores

Chennai, Dec 07 2022: Emerald Haven Realty Ltd (TVS Emerald) announced that it has purchased 1.14 acres of land in the Central Business District, the city center and core commercial area of Bengaluru. The land parcel is located in a well-developed neighborhood that is close to Richmond Circle, Cubbon Park and

easily accessible from MG Road.

The land is estimated to have a developable potential of over Rs. 400 crores.

Mr. Sriram Iyer, President & CEO, TVS Emerald, said, "This is our second project in Bengaluru after the stupendous success of our recent launch, TVS Emerald Jardin,

Singasandra. We have sold about 80% of our inventory in less than 2 months of the launch.

This new project in CBD will cater to the uber luxury residential segment. CBD is one of the preferred localities in Bengaluru with a growing demand for high-end residential spaces. The project is expected to be launched in FY'24."

The land parcel is strategically located close to Richmond Circle with good connectivity to UB city, MG road, Residency Road and Church Street. The locality offers well-developed social infrastructure with educational institutes, healthcare facilities and retail avenues in proximity.

## Mahindra Last Mile Mobility partners EDel by Mahindra Logistics; onboards women drivers for its last-mile delivery

Chennai, Dec 07 2022: Mahindra Logistics Ltd. (MLL), one of India's integrated logistics & mobility solutions providers, in association with Mahindra Last Mile Mobility has announced that they are deploying women drivers for EDel, MLL's last-mile delivery cargo service on Electric Vehicles.

In a significant push to the government's agenda of generating employment opportunities, EDel will provide employment to women drivers, who will be specially trained with a training program to operate EVs.

85% of MLL's 1000 current fleet of EVs are powered by Mahindra Last Mile Mobility 3-wheelers. The recently launched Zor Grand DV+ with a 170cu.ft factory fitted DV box, that promises 100km range on a single charge,



has a battery warranty of 1.5 lakh kilometres/5 years, and is the latest addition to the fleet. The Zor Grand DV+ can be used in various first & last mile applications such as e-commerce, FMCG, Retail, Pharma and more. MLL is currently in the process of expanding its fleet with 1000 larger cubic size vehicles over the next 6 months (across India). The company is additionally piloting their soon-to-be-launched electric two-wheelers in Kochi, which will be introduced across the country. 20 EV charging

hubs have also been set up to recharge these vehicles.

Commenting on the announcement, Rampraveen Swaminathan, MD & CEO, Mahindra Logistics, said: "We encourage and value diversity amongst our employees, associates, business partners, customers and communities. We have taken several initiatives to make our workplace attractive by providing equal opportunity to women. Hiring women drivers for EDel in Bengaluru is one such

step in this direction. As a part of expansion plan; more women driver cum owners, fleet owners and other transporters will be encouraged to join EDel for last mile delivery. We remain committed to our larger RISE purpose, by empowering these associates with skills which enables their long-term career development & employment.

Suman Mishra, CEO of Mahindra Electric - Last Mile Mobility said, "Our electric 3-wheelers are employment generators for women, thereby helping them to be an integral part of the EV revolution. The twist and go operation, vibration- and noise-free drive experience, the reliability, as well as the superior Total Cost of Ownership (TCO) motivates women to drive EVs to support their families."

## Special Trains to Tiruvannamalai for Karthigai Deepam Festival

Chennai, Dec 07 2022: In view of Karthigai Deepam festival at Tiruvannamalai, in order to clear the extra rush of passengers, the following special trains will be run/extended upto Tiruvannamalai on the dates/schedule mentioned below:

Special trains between Tiruchchirappalli - Vellore - Tiruchchirappalli via Tiruvannamalai (2 Days)

Tiruchchirappalli - Vellore Special train will leave

Tiruchchirappalli at 05.40 hrs on 06th and 07th December, 2022 and reach Vellore at 13.10 hrs the same day with a stoppage provided at Tiruvannamalai.

In return direction, Vellore - Tiruchchirappalli Special will leave Vellore at 21.00 hrs on 06th and 07th December, 2022 and reach Tiruchchirappalli Jn at 05.30 hrs the next day with a stoppage provided at Tiruvannamalai.

2. Extension of Train No.16868

Madurai - Villupuram - Madurai Unreserved Express Special:

The service of train No. 16868/16868 Madurai - Villupuram - Madurai passenger will be extended to run upto/originate from Tiruvannamalai on 06.12.2022 & 07.12.2022 (02 days). The train which arrives at 11.15 hrs at Villupuram Jn will further leave from Villupuram Jn at 11.30 hrs and reaches Tiruvannamalai at 13.05 hrs

In return direction

the train will depart from Tiruvannamalai at 15.00 hrs and reaches Villupuram Jn at 16.35 hrs and further it will start its scheduled departure towards Madurai at 16.35.

3. Special trains between Tiruvarur - Tiruvannamalai (2 Days)

The service of Train No. 06690 Mayiladuturai - Villupuram special train will be extended to operate between Tiruvarur - Tiruvannamalai on 06.12.2022 and 07.12.2022.

## DCB Bank increases Fixed Deposit interest rates for Senior Citizens

Chennai, Dec 07 2022: DCB Bank's latest Fixed Deposit (FD) interest rates provide senior citizens with a much-needed financial cushion - an opportunity to earn attractive returns in their golden years. The senior citizen FD offer higher earnings for individuals 60 years and elder.

DCB Senior Citizen Fixed Deposit amount less than INR 2 Crore earns 7.60% p.a. interest on 700 days FD. An even higher interest rate 8.25% p.a. is offered on DCB Senior Citizen FD for duration over 700 days to less than 36 months. Senior citizens also have the option to

book longer duration FDs, for example more than 36 months to 60 months at 7.75% p.a.

These lucrative FD interest rates are progressive; that is, the interest rate increase with a higher amount deposited in the DCB Fixed Deposit.

These interest rates are possibly the highest amongst private sector scheduled commercial banks in India. Since May this year, the Reserve Bank of India (RBI) increased the Repo rate four times, making bank FDs more attractive for senior citizens with a low-risk appetite.

DCB Bank's special

senior citizen FD offers many benefits. These include:

\* Both principal amount and interest earned are safe and secure during tenure

\* Smooth and hassle-free FD opening and closing, as well as renewal

\* Higher interest rates mean assured returns and more earnings

\* Interest on FD serves as a regular or supplementary income for the retired individuals

\* Option to select interest payout option such as monthly, quarterly, half-yearly or

yearly

\* Option to transfer interest directly to Savings Bank Account

\* Tax deduction on a five-year FD under section 80C of the IT Act, subject to all conditions being fulfilled by the FD account holder

\* Easy liquidity, allows a senior citizen to close the FD in the event of a financial need

Senior citizens have worked tremendously hard throughout their lives to provide a financially safe and comfortable life for their families. DCB Bank's attractive FD rates will further boost earnings on their life savings.