

**President Smt. Droupadi Murmu gives away the Digital India Awards 2022**

**22 Innovative Digital Initiatives by Government entities at all levels under 7 categories received Digital India Awards 2022**

Chennai, Jan 07 2023: The President of India, Smt. Droupadi Murmu presented the seventh edition of the Digital India Awards 2022, here today. The Minister for Communications, Electronics & Information Technology and Railways, Shri Ashwini Vaishnav, the Secretary, Ministry of Electronics and Information Technology (MeitY), Shri Alkesh Kumar Sharma, the Director General National Informatics Centre (NIC), Shri Rajesh Gera and other dignitaries were present on the occasion.

The President, Smt. Droupadi Murmu at the presentation of seventh edition of the Digital India Awards

Speaking at the Awards ceremony, the Minister for Communications, Electronics & Information Technology and Railways, Shri

Ashwini Vaishnav recalled how the Prime Minister had initiated the Digital India program eight years ago. Since then, India has set an example for the world by harnessing technology to deliver services to people at the grassroot level. How Digital India is transforming the life of common people of India has become a case study for the whole of the world.

Shri Ashwini Vaishnav addressing at the Digital India Awards ceremony

The Minister further elaborated on the comprehensive 10-dimensional vision of the Government towards the goal of transforming India. He concluded his speech by extending his compliments to the winners and participants and also thanking the President for attending the ceremony.

The Secretary, Ministry of Electronics and Information

Technology (MeitY), Shri Alkesh Kumar Sharma in his welcome address, said that Digitization provides perfect tools to deliver seamless benefits to the target groups and reinforces our resolve to transform India into a digitally empowered society and a knowledge economy. Our shared goal is to enable every individual to fully participate in social, economic, cultural and development activities.

Shri Alkesh Kumar Sharma addressing at the Digital India Shri Alkesh Kumar Sharma also mentioned that "As India assumes Presidency of G20 this year, there's an opportunity to inspire the world with our deeply rooted belief in a human centric approach to technology and facilitate greater knowledge sharing in areas like digital, public goods, financial inclusion and technology enabled development."



The Minister for Communications, Electronics & Information Technology and Railways, Shri Ashwini Vaishnav released the Digital India Awards 2022 Compendium and presented the first copy to the President, Smt. Droupadi Murmu. The Compendium is available at:

Shri Ashwini Vaishnav presenting the

Digital India Awards 2022 Compendium to the President, Smt. Droupadi Murmu

Digital India Awards (https://digitalindiaaward.s.gov.in) encourage and honour innovative digital initiatives by government entities at all levels. These awards aim to inspire and motivate not only the government entities but also start-ups and grassroot level digital initiatives in

fulfilling the Digital India vision.

The 7th edition of Digital India Awards was presented under the following seven categories:

Digital Empowerment of Citizens: Recognizing universally accessible, anytime anywhere access to Digital resources and promoting collaboration in participative governance and digital literacy leading to

enhanced ease of living. Digital Initiatives at Grassroots Level: Recognizing initiatives that use Digital Technology e.g., AI, Blockchain, Drones, IoT, ML, GIS, etc. in domains like agriculture, health, education, employment, labour, skilling etc. at the level of Panchayats, Local Bodies, Sub-Districts.

Digital Initiatives for Ease of Doing Business: Honouring Digital initiatives creating significant impact by reducing the time, costs and efforts in setting up, conducting and operating business activities.

Data Sharing and Use for Socio Economic Development: Recognizing Sharing of Government Data by Ministries/ Departments/ Organizations, States, Smart Cities and ULBs to a central repository to create a vibrant data ecosystem in the country for analysis, decision

making, innovation, economic development and public good

Public Digital Platforms - Central Ministries, Departments and States: Honouring excellence in design and implementation of a Public Digital Platform with a wide scale coverage and having high impact in the society

Digital Initiatives in Collaboration with Startups: Honouring excellence by Government Entities in collaboration with Startups for enhancement and/or transformation of digital governance, improving the experience of digital services and digital empowerment of citizens

Best Web & Mobile Initiatives Complying with GIGW & Accessibility Guidelines: recognizing Web & Mobile initiatives ensuring rich content and barrier-free access on any device.

**The book release ceremony of Umar Rali Puranam, written by the 34th generation disciple of the Prophet (PBUH) and Aruntamil scholar, khaleel Awn Moulana was released by Minister of Minority Welfare and Expatriate Tamils, K.S. Mastan**

Chennai, Jan 07 2023: The book release ceremony of the first part of the copy of Umar Rali Puranam, written by the 34th generation disciple of the Prophet (PBUH) and Arundhamil scholar, khaleel Awn Moulana, was presided by Perunkaviko W.M.Sethuraman. Maulanamars and Caliphs took the lead. President of Ekathuva

Meignana Tamil Sangam Alim, Husain Muhammad, delivered the introductory speech. Minister of Minority Welfare and Expatriate Tamils, K.S. Mastan released the book and gave a congratulatory address. Prof. Munirul Millat, National Union Muslim League, received the first copy. K.M. Khader Mukaidin

delivered the eulogy. Tamil Nadu State Minority Commission Chairman Mr. Peter Alphonse, Tamil Nadu Government Textbook and Educational Services Corporation Chairman Dindigul I Leoni, Sunnat Wal Jamaat Parishad Chairman Sheikh Abdullah Jamali, Kawimamani Professor D.M. Abdul Qader gave a special speech. In the

ceremony, Kalaimamani, Dr. Perungavikko V.M. Sethuraman was presented with the Aruntamil Arutkodai Aun Nayakar award on behalf of Ekathuva Meinjnath Tamil Sangam. The award and the gold medal were presented by the president of the Islamic Literature Association Prof. S.M.U.M. Mohammad Ali and

Treasurer S.S. Shajahan honored them by presenting them. Indian Union Muslim League State General Secretary K.A.M. Mohammad Abubakkar, Education Trust Chairman Dawood Bacha, Journalist Veera

Muhammad Maroop, Rama. Meiyappan, Journalists, editors including Pughendi, M. Vedyapan, RJ Naga, Karuppasamy, lawyer Abdur Ravoop, Master Scientist Chakarai Mohammad, philosopher

and other special guests from Tamil Nadu. Soul brothers, Tamil language enthusiasts and friends from the districts participated in large numbers. Murali Aruban, assistant professor of New

Secretary Poet, Kiliyanur Ismath gave the welcome address. Joint Secretary Athirai Sharbuiddin gave vote of thanks. The arrangements for the event were well done by the Ekathuva Meignana Sabha.



Pandian, K. Alauddin I. poet E. Bhadrudin, College, hosted the A.S. , spiritual writer Haider Nizam, Daulat, program. Ekathuva Nagor Rumi. Nila Vattam Jalaluddin Meignana Sabha

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## Flipkart launches 'Flipkart Green', an e-store for sustainable products

Chennai, Jan 07 2023: Flipkart, India's homegrown e-commerce marketplace, today launched 'Flipkart Green', a dedicated virtual store on its app, bringing together lakhs of sustainable products to cater to customers looking to adopt a sustainable lifestyle.

'Flipkart Green' aims to provide access to information and better availability of globally certified sustainable products to customers looking for sustainable brands and products. To begin with, a vast selection of fashion, beauty and makeup, grooming, healthcare, food, home and lifestyle products are being made available from over 40 brands. This will further expand to include products from many other categories including healthcare, food, sports and fitness, toys, stationery, electronics and appliances as well.



In recent years, there has been a sharp rise in customers rethinking the impact of their consumption on the health of the planet as well as their own health. With customers starting to adopt sustainable products such as bamboo toothbrushes, reusable grocery bags, reusable water bottles and dishcloths to name a few, the 'Flipkart Green' Store will bring shoppers one step closer to having easy access to such sustainable products.

Speaking about 'Flipkart Green', Amitesh Jha, Senior Vice President, Category and Marketplace at Flipkart said, "At Flipkart, we

view sustainability as a holistic approach that encompasses the environment, individuals, and society. Through the 'Flipkart Green' Sustainability Store, we aim to create a sustainable, equitable and a more inclusive e-commerce ecosystem. We have consistently endeavored to integrate sustainability across business functions through initiatives ranging from electric mobility, green buildings, renewable energy to plastic-free packaging. This initiative will continue to bring various mindful brands under one umbrella through a one-stop online destination, for customers. This also aligns with our goal to

promote sustainably sourced products towards improving social, economic and environmental well-being of the larger ecosystem."

Through this introduction, the platform aspires to bring about a positive impact and create shared value for the community and the planet. This step will inspire thoughtful purchase decisions while being informative, consumer-first and environment conscious.

'Flipkart Green' will offer an immersive and engaging experience for truly sustainability-inclined shoppers with multiple product options. Given the increased knowledge of the advantages of sustainable products that customers now have, this one-stop destination will aptly help them navigate to eco-friendly choices.

## Gujarat's Famous International Kite Festival 2023 to be held in Ahmedabad and cities across Gujarat from 8 to 14 January

Chennai, Jan 07 2023: After a gap of 2 years due to the COVID-19 pandemic, the International Kite Festival is back with a bang in Ahmedabad and other cities across Gujarat. Organised by the Gujarat Tourism Corporation Ltd the International Kite Festival with the theme of G20 will be held in Ahmedabad from the 8th to the 14th of January, 2023. Kite flyers and enthusiasts from G20 nations along with other participants from across the world will participate in the International Kite Festival in Ahmedabad.

On 8th January, at 8.00 AM, the International Kite Festival will be inaugurated by the Governor of Gujarat Shri Acharya Devavrat at the Sabarmati Riverfront in Ahmedabad. The Hon'ble Chief Minister of Gujarat, Shri Bhupendra Patel and Tourism Minister, Shri Mulubhai Bera will also be present on the occasion.



A prayer performance, 'Aditya Vandana' is scheduled to be performed on the first day of the program along with a large demonstration of Suryanamaskar to welcome the sun's return to the northern hemisphere. This year, the kite enthusiasts are attempting to achieve a Guinness World Record of maximum number of kite enthusiasts from various countries, flying kites at the same time. During the International Kite Festival, all participants will exhibit a parade sporting T-shirts and caps printed with the G20 logo.

This year, skies in Gujarat will be adorned with special kites in the shape of India's G20 Presidency Logo. Besides, people visiting the International Kite Festival will also be able to take pictures and selfies at a special G20 photo booth, consisting of the G20 logo along with the theme of "One Earth, One Family, One Future".

At the International Kite Festival, there will be a pavilion displaying the history of kites and kite flying traditions from around the world. A workshop for making and flying kites will also

be organized. During the International Kite Festival, attendees shall witness several cultural programmes in the evening.

India assumed the presidency of the G20 in December 2022 and in line with the Hon'ble Prime Minister's vision of making G20 a participative event, several events are being organised to raise the understanding of what the G20 means for the people of India. The Group of Twenty (G20) is the premier forum for international economic cooperation. It plays an important role in shaping and strengthening global architecture and governance on all major international economic issues.

India holds the Presidency of the G20 from 1 December 2022 to 30 November 2023. Over 200 meetings and events are scheduled to be held across India during the Presidency and Gujarat will have the opportunity to host 15 such meetings in the coming months.

## SafeHouse Tech launches cyber insurance to protect customers from unauthorised digital transactions

Chennai, Jan 07 2023: In their mission to #SecuringIndia, SafeHouse Tech, a cyber security company, has announced a partnership with HDFC ERGO General Insurance to offer unique cyber insurance through its BodyGuard app in Tamil Nadu and other states. The app, which already provides various digital protection features, now includes coverage for financial losses from digital frauds for individual customers. The cyber insurance cover aims to keep customers "internet-insured" by providing them with 1 year of complimentary coverage of INR 25,000 from



HDFC ERGO against unauthorized digital transactions, as well as priority support and a dedicated claim desk.

Speaking about the new offering, Ruchir Shukla, MD-India, SafeHouse Tech, said "We have been continuously innovating and are very excited to offer BodyGuard VIP

Plus to users in Tamil Nadu. Tamil Nadu has seen a spike in cybercrime. In the last decade, Cybercrime complaints in the state have risen by nearly 18 times. A growing number of cybercrimes are being recorded in the state of Tamil Nadu on a daily basis. Cybercriminals use sophisticated cyber

techniques to steal money via UPI, Paytm etc. With BodyGuard VIP Plus, users are covered against any type of UPI fraud, phishing, spoofing, and other financial loss brought on by unauthorized access to a user's money."

Social media usage and the exponential expansion of online commerce have caused a dramatic increase in cybercrime in Tamil Nadu, the majority of complaints involved OTP fraud, ransomware, phishing scams, and polarising posts. SafeHouse Tech's flagship product offers protection from such sophisticated threats.

## EESL marks 8 years of success in transforming India's lighting industry with UJALA and Streetlighting National Programme

Chennai, Jan 07 2023: Energy Efficiency Services Limited (EESL), a joint venture of Public Sector Undertakings under the administration of Ministry of Power is celebrating the 8th anniversary of its flagship programmes, Unnat Jyoti by Affordable LEDs for All (UJALA) and Streetlighting National Programme (SLNP). For the past years, EESL has pioneered large-scale impact through its energy efficient solutions, especially in the lighting sector.

UJALA has contributed significantly to the rapid adoption of LED technology in India. EESL devised a unique strategy to bring about mass-scale transformation by collaborating with states, municipal bodies, and Urban Local Bodies (ULBs). By using a Pay-As-You-Save (PAYS) model, it replaces traditional lights with LEDs at its own expense, with no upfront investment required from municipalities, making LED adoption even more appealing and affordable.

EESL's strategy created a ripple effect throughout the supply

chain, leading to favorable economies of scale for a range of manufacturers. This helped to grow and strengthen the domestic LED market with high-quality products and enabled LED manufacturers to establish a strong business ecosystem.

Mr Vishal Kapoor, CEO, EESL, said: "Today marks the 8th anniversary of UJALA and Streetlighting National Programme. Throughout this journey, EESL has succeeded in bringing energy efficient LED lighting into the spotlight. Additionally, it has focused on improving the uptake of renewable energy, enabling widespread adoption of electric mobility, and revolutionizing the power sector with energy efficient technological advancements. Ever since their inception in 2015, we have distributed over 36 crores LED bulbs as a part of UJALA and installed more than 1.3 crore LED streetlights as part of SLNP. Both programmes have grown to become significant catalysts in bringing social, economic, and

ecological transformation in the country. They have been instrumental in enabling universal access to affordable and energy efficient LED lighting in India."

"Thousands of citizens in the remotest of regions in India have been empowered with an improved standard of living, better control over their energy consumption and an increase in monetary savings. EESL has fundamentally changed how LED bulbs are perceived by India's citizens, first by making them eminently affordable through economies of scale, and then using this cost benefit to drive the message of reduced energy bills and better lighting quality."

As of today, more than 36.8 crores LED bulbs and 72 lakhs LED tubelights have been distributed as part of UJALA programme. This has resulted in estimated energy savings of 8.58 billion kWh per year with avoided peak demand of 1,429 MW, GHG emission reduction of 5.90 million t CO2 per year and estimated annual monetary savings of INR 6,004 crore in electricity bills of municipalities.

consumer electricity bills.

The Streetlighting National Programme (SLNP) was launched in 2015 with the goal of improving road safety in India by lighting up streets at night. As part of the program, EESL replaces traditional streetlights with LED lighting at its own cost, with no upfront investment required from municipalities. This service model allows municipalities to adopt state-of-the-art LED streetlights at no upfront capital cost and with no repayment obligations to EESL, eliminating the need for additional revenue expenditure for the transition to energy-efficient LED streetlights.

So far, EESL has successfully installed over 1.27 crore LED streetlights in ULBs and Gram Panchayats across India. This has resulted in estimated energy savings of 8.58 billion kWh per year with avoided peak demand of 1,429 MW, GHG emission reduction of 5.90 million t CO2 per year and estimated annual monetary savings of INR 6,004 crore in electricity bills of municipalities.

## SWITCH MOBILITY TO SHOWCASE 3 NEW ELECTRIC VEHICLES AT AUTO EXPO 2023

Chennai, Jan 07 2023: SWITCH Mobility Ltd ('SWITCH'), the next-generation carbon neutral electric bus and light commercial vehicle company, will be present at Auto Expo 2023 in Greater Noida, to showcase its market-leading products and technologies for the global market. Participating for the first time at the eminent Auto Expo between 13-18 January 2023 in Hall No. 12, Stall No. N15, SWITCH will be unveiling a range of concept vehicles from the all-new iEV series, catering to last mile and mid mile mobility applications and a new range of electric buses in the eIV series. Strengthening the electric bus line-up at the Expo,



will also be an open top variant of SWITCH eIV 22, India's first electric double decker. Designed, developed and manufactured in India, utilizing SWITCH's global electric bus experience, SWITCH eIV 22 is equipped with the latest technology, ultra-modern design, highest safety and best-in-class comfort features.

Mahesh Babu, Chief Executive Officer -

SWITCH Mobility Ltd. said, "SWITCH is committed to democratizing zero carbon transportation through cutting-edge products and technologies, to transform the rapidly growing mobility sector. The Auto Expo is the ideal platform for companies to showcase next generation products with future-ready technology to connect with customers and partners. As we are coming together after 4 years to

share the best innovation in the industry, SWITCH will be showcasing innovative concepts and variants of the all-new iEV series and eIV series, that offer the best value proposition with exceptional passenger comfort and convenience. These products have been designed, based on deep customer insights and the future mobility needs of the country."

Since its inception in April 2021, SWITCH Mobility has grown significantly, having clocked over 55 million electric kilometers globally; delivering on key strategic milestones in support of its mission: to enrich lives through green mobility, delivering cleaner, smarter journeys that are accessible to all.



## 'We Little' Clinic Calendar launched by Dr Shifa Samsudeen, Amrita Samant, Shruti Nakul, Vijayalakshmi Ahathiyani to create awareness about Food is not the sole reason for Cavities

Chennai, Jan 07 2023: Traditional dental practices have been focusing on creating fear around food as the sole reason of cavities. Children are suggested to either completely avoid the food, or undergo painful surgical procedures like drill / fill or removal of teeth to treat diseases.

To create awareness on this MYTH WE Little, is launching its first edition 2023 calendar with the theme "Freedom to EAT". The models are children treated at WE Little, and their positive emotions



were captured eating their favourite foods through a photoshoot which are used on the calendar. Spreading an awareness through this calendar it's not food that's the sole reason. Proper functioning of orofacial muscles,

establishing good posture of tongue, how the food is chewed play a major role in tooth cavities.

It's time to stop the fear in our children. We hope that through the coming years we bring

themes to break the myth that, dentistry is all about letting the disease develop and then treat. Spread more awareness of functional and holistic way of preventing, intercepting and correcting craniofacial oral diseases.

Various celebrities including Amrita Samant, Shruti Nakul, Vijayalakshmi Ahathiyani along with Dr. Shifa Samsudeen also participated in the launch of this calendar held in Mylapore, Chennai.

## IIT Kanpur and Apollo Hospitals join hands for research collaboration in cutting-edge medical technology



Chennai, Jan 07 2023: The Indian Institute of Technology (IIT) Kanpur and Apollo Hospitals today announced the signing of a MoU for collaborative research in the clinical application of AI and other areas of mutual interest in healthcare technology. This first-of-its-kind formal collaboration between Asia's largest integrated healthcare provider, and a globally renowned institution of technology, engineering and Computer Science, is a formal recognition of the rapid convergence of healthcare and technology that is transforming the practice of medicine. Prof. AR Harish, Dean R&D, IIT Kanpur and Prof. Krishnan Ganapathy, Director Apollo Telemedicine, Apollo Hospitals, signed the MoU in the presence of Prof. Abhay Karandikar, Director of IIT Kanpur, and Dr Prathap C Reddy, Founder & Chairman, Apollo Hospitals Group, among others.

Apollo Research and Innovations (ARI), a department of Apollo Hospitals has been spearheading medical research, innovation,

health education, teaching and clinical deployment of AI for over two decades. The first to have ISO certified AI-based clinical applications to predict the risk of developing lifestyle diseases such as heart disease, diabetes, COPD and asthma, and liver fibrosis, Apollo has proven these in clinical practice after intensive studies with globally renowned partners from the academia and industry. The collaboration with IIT Kanpur will build on this foundation and expand the domain of research and development in healthcare technology.

Dr Prathap C Reddy, Founder & Chairman, Apollo Hospitals Group welcomed the MoU. He said, "Apollo has been at the forefront of providing patients with access to the latest in medical technology. The group has also been very active in developing the new generation of healthcare talent. With two medical colleges, a medical school in the UK, an Apollo University and 20 institutions providing advanced training in Nursing and Hospital Administration, Ph.D

programmes and 625 DNB seats in specialties and super specialties, we look forward to our experience and expertise adding value to the innovative research done at IIT Kanpur. The collaboration will provide teaching and research opportunities to those inside and outside the Apollo ecosystem."

Prof. Abhay Karandikar, Director IIT Kanpur, said, "Being a research and educational institution of national importance, IIT Kanpur has consistently invested in imparting and undertaking cutting-edge multi-disciplinary research in science, technology and engineering in association with industry and other institutions. The Gangwal School of Medical Sciences and Technology that is coming up at IIT Kanpur is in line with IIT Kanpur's endeavor to bring about a paradigm shift by merging medical research and technological innovations in the country. Now, with this MoU with Apollo Hospitals, we envision to

have fruitful collaborations in areas such as AI in health and other emerging innovations that will contribute towards making India's healthcare systems robust and self-reliant."

Dr. Sangita Reddy, Joint Managing Director Apollo Hospitals reiterated that implementation of all aspects of Digital Health are now radically transforming the delivery of health care and the formal collaboration with IIT Kanpur would further accelerate this endeavour.

Prof. Amitabha Bandyopadhyay, HoD, Biological Sciences and Bioengineering Department, and Chair for Entrepreneurship & Innovation IIT Kanpur, is optimistic that this collaboration would identify several focused areas of mutual interest and result in impactful outcomes. Prof. Krishnan Ganapathy, Director Apollo Telemedicine, who is also a Distinguished Hon. Professor at IIT Kanpur, would be the principal coordinator for this joint collaboration.

## WILD MILAN POP UP PONGAL SHOPPING FEST inaugurated by Ashmitha, Siri Chandana Reddy, Ghun Jain & Eshitha at FIKA, Adyar

Chennai, Jan 07 2023: An exclusive pop up show by Wild Milan featuring small scale businesses which includes food, clothing, accessories, sustainable goods, footwear from all over India on January 7th & 8th January 2023 at Fika cafe Gandhi Nagar, Adyar, Chennai from 10 a.m. to 9 p.m.

Wild Milan motive is to support small scales and home-grown businesses.

Wild Milan pop up show presents a mix of fashion, appetizing food and uncompromising shopping experience at the most happening place of the city Fika Cafe, Adyar

This show is created especially for Small scale businesses, who mostly conduct business through online platform, this is an opportunity for them to exhibit their products at an affordable pricing.

We are coming up with more shows pan India, showcasing the products of many young



and talented entrepreneurs. This Pongal shopping festival by Wild Milan will meet all your shopping needs right from Handmade clothing, footwear and accessories to Food, toys, Art and craft, vegan skin care and many more eco friendly and sustainable products.

List of brands participating

CLOTHING BRANDS

BLOOMBOTIQUE

SAMARA WEAVES

VENBA BOTIQUE LAKSHANALABEL

HOUSE OF AKOOR

SMAYA THE BOTIQUE SUSTI

ACCESSORIES

THE CHOKER STORE

KI & KA

JHUMKA COLLECTIVE

ONLY BAGS

BLUSH BOX

ORGANIZERS PROFILES

Siri Chandana Reddy

Siri is a finance professional who quit her corporate job, a first-generation entrepreneur who started a sari brand whose motive is to bring back the forgotten weaves and crafts of India, and make them a part of every one

Chief Guest for the Wild Milan Pop Up Show Ms. ASHMITHA, Make up Artist & Model along with Ms. Siri Chandana Reddy, Ghun Jain & Eshitha inaugurated the event.

Wardrobe, Her passion is to support startup's & Young Entrepreneurs and provide them a platform to show case their product & services

Gunavathy Ghun Jain

Ghun is an avid social media influencer with a followers of 52.6 K. She is co-founder of Susti for Life, which has latest collections of sustainable unisex Shirts and Kaftans.

Wild Milan is a Dream project of three friends Eshitha, Siri and Ghun whose aim was to create a platform for Small and Upcoming businesses at affordable pricing.

The two days Wild Milan Show at FIKA Cafe, Gandhi Nagar Adyar.

## ZEE bags 'Gold' at the prestigious Brandon Hall Technology Awards'22

Chennai, Jan 07 2023: ZEE Entertainment Enterprises Limited (ZEEL), India's largest content and entertainment powerhouse, has bagged 'Gold' award under 'Best Advance in Emerging Learning Technology' at the Brandon Hall Group Excellence Technology Awards 2022. The company's digital learning platform 'Digicademy' has been adjudged as one of the best technology-based learning initiatives globally, by the Brandon Hall Group.

The prestigious awards forum has been recognizing the best organizations across the globe that have successfully deployed people practices and programs. Coupling the research studies with the best practice from the awards, Brandon Hall Group enjoys a legacy of over 28 years, delivering world-class research and advisory.

In line with the company's long-term ZEE 4.0 vision, the organization has been institutionalizing a strategic re-design and restructuring to develop as well as encourage a learner-centric approach. Following a pioneering approach, ZEE Entertainment has been consistently driving a culture of 'Continuous Learning',

through the implementation of its iconic 'Academy of Excellence' model. Comprising of successful initiatives such as Compliance Academy, Digicademy and Lead-Your-Ship Academy, the 'Academy of Excellence' model is taking forward major strides in capability-building and developing a culture of fostering talent through upskilling, with an aim to chart the next phase of growth.

Digicademy, the company's first-of-its-kind has been awarded for its Robust AI-powered Learning Experience Platform (LXP). The objective of the programme was to set up 4 distinct propositions - Skill Development, Learner Centricity, Business Impact, Content Integration and Curation. The company has entered into strategic partnership with EdCast, extending support in onboarding and integrating the platform's processes. Further, the AI-backed platform is supplemented by the World's Largest Content Aggregator - Go! Content Hub. The platform offers personalized learning experiences through content recommendations to all the employees at ZEE

basis their roles, functions, and levels. Furthermore, it provides access to upskilling and role-based skill development through a unique feature called the "Skills Directory" which makes use of "Burning Glass Taxonomy" to recommend courses on functional, behavioural & leadership skills for each role. Another interesting feature offered by the platform is the in-depth visibility on learning metrics and the feasibility to create custom dashboards.

Talking about the award victory, Mr. Dheeraj Jaggi, Head - Enterprise Culture and Capability Development and Head HR, Content SBU, Zee Entertainment Enterprises Limited said, "With ethos comprising of technology, disruption and innovation, ZEE has been successfully pioneering the digital transformation in India media and entertainment industry. Following a future-ready approach, ZEE has been laying the roadmap for the next phase of growth, directing employees towards self-development and business growth, while also creating an agile, data-driven, creative problem-solving, innovation-driven Enterprise Culture. Keeping up with rapid

digitization globally, Digicademy aims to democratize learning by making it convenient, accessible, and learner-centric"

In a bid to ensure widespread and effective adoption, the Enterprise Culture & Capability Development team opted for a quirky, new-age approach by driving topical internal learning campaigns on monthly basis, garnering positive employee feedback, and ensuring progressive work environment. On back of these tactical campaigns, Digicademy garnered a phenomenal response from both internal and external stakeholders, successfully onboarding 98% of employees, thereby breaking global and AMEA records consistently.

During the past one year, ZEE's learning, and development programmes have won numerous accolades and awards at renowned HR forums such as ET HR World, BW People, People First HR, etc. ZEE's pioneering initiatives set to lay the roadmap for the company's next phase of growth, directing employees towards self-development and business growth, while also creating an agile, data-driven, creative problem-solving, innovation-driven Enterprise Culture.



## Jayanthi Srivatsan mesmerizes the audience BY OUR DANCE WRITER

Chennai, Jan 07 2023: Jayanthi Srivatsan, a noted Bharathanatyam dancer performed under the banner of Kartik Fine Arts 48th year Art Festival at Bharatiya Vidya Bhavan in Mylapore last week.



Krishnakumar.

Jayanthi Srivatsan commenced her dance with a wonderful Mallari in Gambira Nattai Aadi Thalam and followed up effortlessly with Varnam Dhanyasi Aadi Thalam - Nee in thamayam. She then performed

Padam - Begada Misra Chapu - Yarukakilum Bhayama and ended up with a Thilana in Paras Aadi Thalam

Nattuvangam was performed by Guru Kalaimamani Roja Kannan, mridangam by Nellai D Kannan, Violin by Iswar Ramakrishnan and vocal support by Sapna

She had her arangetram when she was 12 and continuing to grow artistically under the guidance of Guru Roja Kannan under whom she has matured as an artist. Jayanthi is also working closely with the abhinaya exponent Nriyaa Kalanidhi Bragha Bessel under whose guidance she is learning the nuances of abhinaya.

Jayanthi has over 25 years of performing experience both in India

and abroad. Jayanthi started her own academy "Natyaa Aaradhana" where she imparts the knowledge she has gained through her learning to aspiring students across age groups.

Jayanthi is proficient in Carnatic music and Nattuvangam. She has a double master's degree to her credit of which one of it is a Master's in Fine Arts from the Sastra University, Thanjavur. She is the graded artist of the Doordarshan Kendra.

Jayanthi is a recipient of the title Naatya Tharagai conferred on her by the America Tamil Sangam. Jayanthi performed in the Dances of Sri Lanka 2019 festival showcasing the traditional Bharathanatyam and was awarded with the title Nriyaa Sadhika by AALAAP Studios of Sri Lanka. She also performed in India International Centre Delhi for the double bill concert and at Indian Council for Cultural Relations (ICCR) Chennai under the Horizon series.

Lakshmi Viswanathan, celebrated Bharathanatyam dancer, author and guru, Mohammed Ibrahim Khaleel, former regional director of Indian Council for Cultural Relations (ICCR) Chennai and R Sekar secretary of Kartik Fine Arts were present.

## A Techno Revolution in Indian Politics begins Allied Millennials Party of India (AMPI) launched

Chennai, Jan 07 2023: India is the World's largest democracy with one of the largest eligible electorates. The process of electing representatives and the right to vote is a fundamental right enshrined in the constitution of India. India's constitution encompasses the country's political code, federal structure, and powers of government and guarantees rights, including equality before the law and freedoms of speech, assembly, movement and others.

However, the rule of the land is not always followed. Politics is seen in a negative light with rampant nepotism, discriminatory policies, corruption and crony capitalism. Administrative, legislative and ministerial positions are assigned without any qualifications leading to poor management of resources. Talented youngsters with zeal to excel are sidelined and their opinions are wasted. For instance, a finance or healthcare portfolio is given to a person with no knowledge of the various intrigues of the department. This leads to



ill-formed policies, unnecessary delays in implementation and misuse of government funds.

The newly launched Allied Millennials Party of India (AMPI) will change the tide and provide an opportunity for educated, talented and deserving young Indians to participate in politics and serve the country. They strive to exercise the right politics beyond discrimination and provide a fair platform. They seek to achieve political transparency through Meritocracy and Technocracy. AMPI will select candidates on merit only and only eligible and qualified individuals will be assigned roles in the government.

The AMPI is founded by Mr. Goutham Sagar Mahayan and his

ideology behind the party is to empower the youth of India. AMPI was officially enrolled in the Election Commission of India on 11th November 2021. Mr. Goutham says that AMPI is a political party with a difference and will bring about real change in society. The core philosophy of the party is to acknowledge merit-driven individuals and harness the power of technology to drive the future. AMPI founder's main focus is to motivate educated Millennials to participate in politics and find the right solutions to socio-economic policies. They aspire to bring about systemic change with transparent governance, responsiveness, equality and inclusivity, accountability and

abolishing discrimination in all forms. While being a young and tech-driven party, AMPI also believes in the Ancient Wisdom and knowledge of noted sages.

Furthermore, Mr. Goutham illustrates the founding objectives behind the party. The party's eightfold charter on the right politics includes the Right Understanding/View, Right Intention/Attitude, Right Mindfulness, Right Speech, Right Livelihood, Right Team, Right Effort/Action and Right Cooperation. The party strongly believes in cooperative humanism which exemplifies meritocracy, harmonious dialogue, Minimalism and economic democracy.

AMPI has incorporated the same ideology in their manifesto. The key policies they plan to initiate are Water management and groundwater recharge, Capacity utilization - maximum land use, Holistic education, Effective waste management and the Revival of the cooperative movement.

## ICICI Prudential Life Insurance signs Suryakumar Yadav to launch a new digital-first campaign

Chennai, Jan 07 2023: ICICI Prudential Life Insurance on Thursday announced an association with the world's top T20 batter Suryakumar Yadav, to launch a new digital-first campaign - "360° Financial Protection with ICICI Prudential Life Insurance".

The campaign's central message is how ICICI Prudential Life Insurance offers a comprehensive suite of protection products providing all-round life cover that offers 360 degree financial protection in any critical situation, together with trust, dependability and consistency.

Since his international debut, Suryakumar Yadav has quickly risen to emerge as one of the most consistent

and dependable batters in the white ball format. The multi-dimensional batter is popularly known as "Mr. 360 degree" for his wide array of shots covering every inch of the field.

His 360 degree playing style and his traits of dependability and consistency have a seamless fit with the values of ICICI Prudential Life Insurance which customers depend on. The Company also provides a 360 degree financial protection against any unfortunate event, critical illnesses, and accidents.

Mr. Manish Dubey, Chief Marketing Officer, ICICI Prudential Life Insurance, said, "We are delighted to partner with Suryakumar Yadav. His

commitment - both on and off the field - is admirable. SKY is an inspiration owing to his consistent form and dependability. He is a seamless fit with our brand which has always delivered on its promises and thereby has earned the trust of millions for over two decades.

Just like Mr. 360 degree, who has got every shot in the book, our offerings also cater to the customers' diverse and evolving needs at every stage of life and provides a 360 degree financial protection."

Speaking on the association, Mr. Suryakumar Yadav said, "I'm pleased to partner with ICICI Prudential Life for

their '360° Financial Protection'. I firmly believe that trust, dependability and consistency are key virtues for any individual. This is what I try to bring out in my life and game. I look forward to this association and hope together we can build this philosophy through this campaign."

Life insurance straddles the two most important aspects of financial planning - protection and savings - thereby providing a strong foundation to build a robust financial plan. The Company's range of products enables customers to provide financial security to themselves and their families as well as achieve long-term financial goals.

## Ather rolls out the 'AtherStack 5.0' with a host of new updates for the 450 Series Announces several new features on its first ever Ather Community Day

Chennai, Jan 07 2023: Ather Energy, India's leading electric scooter manufacturer, kicked off the year with a slew of industry firsts and features on its offerings at its marquee customer event, called the Ather Community Day. Ather has rolled out AtherStack 5.0, the biggest upgrade to its software engine which drives the vehicle. AtherStack 5.0 will be powering a brand new UI for the dashboard in addition to launching vector maps powered by Google. The company also expanded options for customers by introducing four new colours, a new comfortable seat,

AutoHoldTM to help riding on inclines, an unmatched five year extended battery warranty program, and the unveiling of Ather's scooter accessories and merchandise.

Speaking on the rollout of the new AtherStack 5.0, Tarun Mehta - Co-Founder & CEO, Ather Energy, said, "In 2018, when we launched AtherStack in Ather 450, it was the first ever software engine on any two-wheeler in India, probably even globally. It powered first-to-market experiences like the touchscreen dashboard, onboard navigation, and remote diagnostics, which

barely existed even in luxury cars at that time. With a fluid new UI and Google Vector Maps, AtherStack 5.0 takes our touchscreen and maps experience to a whole new level. It also enables us to leverage our hardware to unlock new experiences such as AutoHoldTM. Importantly, it allows us to roll out these new experiences to most of our existing customers as well, based on their scooter generation. AtherStack will continue to form a core of our product strategy, allowing us to constantly keep enhancing our product experience on the existing hardware platform."

AtherStack is the software engine that powers every single user experience on the Ather 450X, built on various interconnected layers of software, firmware, system intelligence, and algorithms. AtherStack will allow the customers to ride at top speed while extracting maximum torque from the scooter for far longer without derating, compared to every other EV, get incredibly accurate range predictions down to the last % point, enable intelligent auto cut-off when plugged into a charger, thereby prolonging your battery life significantly.

## Muthoot Homefin Ltd. appoints housing finance veteran Alok Aggarwal as CEO to tap on the buoyancy in the housing finance segment

Mumbai, Jan 07 2023: Muthoot Homefin (India) Limited (MHIL), wholly owned housing finance subsidiary of Muthoot Finance, has announced the appointment of Alok Aggarwal as its Chief Executive Officer (CEO). With this move, Muthoot Homefin strengthens its leadership to embark upon the company's plans to become the most trusted institution that enriches the lives of the lower middle income (LMI) families by offering formal housing finance to them and achieving financial inclusion.

With the pandemic now being behind us, there is good buoyancy in the home finance segment. With its presence across 14 key states and 2 UTs, Muthoot Homefin is witnessing strong demand trends in states like Maharashtra and Gujarat. In his new role as CEO of Muthoot Homefin Ltd, Alok will further focus on the company's growth strategy ahead and cater to the huge unmet demand for retail housing loans. Alok will also be focused on expanding the housing finance business especially in tier 2 & 3 cities.

With 20 years of experience under his belt, Alok Aggarwal has served as the MD & CEO at National Trust Housing Finance Limited. He has delivered exceptional results and improved the performance of the companies across segments like housing finance, mortgage, auto loans, personal loans, and retail investment products. Well-versed with the regulations and policies under the NHB and RBI guidelines, he is a

veteran who comes with an expertise in relationship building with all stakeholders such as regulators, commercial banks, rating agencies, members of the board, industry peers, and employees. Prior to National Trust Housing Finance, Alok has also held leadership roles in organisations like Equitas Bank, Fullerton India HFC, Magma Housing Finance, Lodha Group and Tata Capital. Alok has completed his MBA from ICAI Business School, Hyderabad and Bachelors of Commerce (Honors) from University of Delhi.

On the appointment of Alok Aggarwal as the new CEO, Mr. George Jacob Muthoot, Chairman, Muthoot Finance said, "There exists a significant gap between the housing demand and availability of housing finance to the underbanked/marginalised section. Muthoot Homefin remains focused on bridging this divide and fulfil the housing dreams of people at the bottom of the pyramid. The pandemic also further reinforced the need for housing, with real estate emerging as a resilient asset class. As a result, the demand for retail housing loans has continued to witness strong traction. With Alok joining the leadership team, we aim to capitalise on his expertise to spearhead the growth in housing finance business and also contribute significantly towards the Government's mission of 'Housing for All'."

Mr. George Alexander Muthoot, Managing Director, Muthoot Finance

said, "We remain committed towards growing and supporting the housing finance business of Muthoot Homefin. Although, the demand for housing loans has been steady during the pandemic, we had adopted a cautious stance towards growing the housing finance business due to the challenges customers faced on the cash flow front. Now with the pandemic behind us, we are witnessing buoyancy in the affordable housing sector across all the key states that we are present in. Given the improvement in overall operating environment, we aim to further tap the opportunity in the retail housing segment and grow the business. It is a great pleasure to onboard Alok as the CEO and I am confident that his vast experience in leading the housing finance segment in previous organisations will help us in becoming a leading player in this space. I am happy that he joins our team at a really good time as we are focused on expanding our services to new geographies and customers."

Commenting on the new role, Mr. Alok Aggarwal, Chief Executive Officer, Muthoot Homefin said, "I am thankful and excited to become a part of the Muthoot Group and lead Muthoot Homefin. The Muthoot Group is trusted widely and being a part of the larger Muthoot group ecosystem, Muthoot Homefin can leverage on the strong brand presence of the parent, its reach to over 4 crore customer base and also access lower cost of funds. While we are



seeing increasing demand trends across many states, demand remains strong especially in states like Maharashtra and Gujarat. The collection efficiency was largely stable during the pandemic, and hopefully with no fresh waves on the horizon, we expect healthy collection efficiency in the upcoming quarters. From an AUM of Rs. 1,420 crores, we aim to grow our loan book at 10-15% by the end of FY23. We further plan to improve our branch penetration across the remote locations in the country by opening 50 new branches in FY2023. Apart from a strong offline presence, we will also be actively tapping tech-savvy customers with our strong digital presence."

Muthoot Homefin (India) Ltd (MHIL), the wholly owned subsidiary of Muthoot Finance, loan portfolio stood at Rs. 1,420 crores as of H1 FY23. Total revenue for Q2 FY23 stood at Rs. 39 crores and profit after tax at Rs. 2 crores for the same period. MHIL's credit rating has been upgraded to AA+ / Stable by CRISIL Limited which will allow them to raise funds even more competitively and further pass on the benefits to its end customers to help them own their dream home.

## Honda Motorcycle & Scooter India closes December 2022 with 250,171-unit sales

Chennai, Jan 07 2023: Ending the calendar year on a positive note, Honda Motorcycle & Scooter India today announced its sales number for the month of December 2022. The company's total sales for December '22 stood at 250,171. This includes domestic sales of 233,151 units and 17,020 units exports. Noteworthy, the domestic sales for the

month registered 11% growth over the same period of last year which stood at 210,638 units.

Commenting on HMSI's performance, Mr. Atsushi Ogata, Managing Director, President & CEO, Honda Motorcycle & Scooter India said, "The market is gaining steady momentum against previous months as well as year-on-year basis.

Factors like healthy festival season, good monsoon and increased demand for personal mobility has translated well to rise in customer walk-ins & enquiries. Our entire network is closely engaging with customers via both online & offline channels, thus, making way for growth in the coming time. Stepping into 2023, we expect that the continuously improving



consumer sentiment along with the enhanced effort towards the betterment of economy and infrastructure will build the momentum further."