

First day of two day mega extravaganza 'Adi Shaurya: Parv Parakram Ka' celebrated at JLN Stadium, New Delhi today

Chennai, Jan 23 2023: Key Highlights Shri Om Birla Speaker of Lok Sabha and Shri Arjun Munda Union Minister for Tribal Affairs graced Adi Shaurya: 'Parv Parakram Ka' at JLN Stadium in New Delhi.

Adi Shaurya showcases the symbiosis of the Armed Forces with Tribals as both safeguard the ideals of courage, culture, and heritage

The grand finale showcased a performance by Padma Shree and famous playback singer, Shri Kailash Kher followed by a spectacular coming together of the artists from the Armed Forces and the tribal dances rung in through soul stirring music set to patriotic lyrics.

A mosaic of vibrant, colourful performances received loud cheers and applause, igniting excitement among the audience

Ministry of Tribal Affairs, in collaboration with the Ministry of Defence, with the Indian

Coast Guard as the coordinating agency, celebrated first day of 'Adi Shaurya - Parv Parakram Ka' with a colourful show of tribal dances and performances by armed forces to mark the 126th birth anniversary of Netaji Subhash Chandra Bose (Parakram Diwas) today at the Jawahar Lal Nehru Stadium in New Delhi in the presence of thousands of people.

On the remarkable occasion, Shri Om Birla, Speaker of the Lok Sabha, Shri Arjun Munda, Union Minister of Tribal Affairs, and Shri Ajay Bhatt, Minister of State of Defence and Tourism, inaugurated the festival by lighting the ceremonial lamp and ringing the dong to commence the festival.

Adi Shaurya displayed excitement, energy, and enthusiasm through a kaleidoscope of nail-biting military performances and tribal dances, representing the diversity of India herself.

During the event,



Shri Arjun Munda, Union Minister of Tribal Affairs remarked, "Just as tribals value 'Jal, Jangal, Jameen', our armed forces fortify our borders and protect our country's assets, tribal communities and their heritage. The festival pays homage to the symbiotic relationship between the armed forces and the tribal citizens."

He added "Tribal people are not only

protectors of nature, environment, and culture, they also play an important role in the security of the country by standing at the front line on the borders. Another significant point is that our tribal brothers and sisters are standing shoulder to shoulder with our soldiers at the border. When we study about the struggle of the freedom struggle, we must understand that

history is full of valorous stories of the tribal community."

The festival exhibited the prowess of the Armed Forces in a Military Tattoo and featured various power-packed dance performances by the Military and tribal communities showcasing the beauty of India's diverse tribal culture from across India and promulgating the message of Ek

Bharat Shreshth Bharat.

The programme comprised a Military Tattoo comprising of paramotor Gliding, Hot Air Balloon, Horse Show, Motor Cycle Display, Air Warrior Drill, Navy Band, and an hour of traditional dance performances such as Khukhri Dance, Gatka, Mallakham, Kalaripaytu, Thangta.

While the military performances enthralled,

the Tribal dances that followed from states of Arunachal Pradesh, Jharkhand, Odisha, Chhattisgarh, Kerala, Rajasthan, Jharkhand, Ladakh, Madhya Pradesh and others stole hearts and had the spectators swing to their beat. Spectators were witness to exquisite dances such as Gaddi Nati from Himachal Pradesh, Siddhi Dhamal from Gujarat, Balti Dance from Ladakh, Mangho Dance from Jammu and Kashmir, Purulia Chhau from West Bengal, and many more.

Over 1200 performers mesmerized the city with their talented performances. Creative Banners and tribal arts have also been installed inside and outside the stadium complex to attract the visitors. Besides, different strobe light effects and engaging audio visuals complemented the power-packed performances.

The grand finale showcased a

performance by Padma Shree playback singer, Shri Kailash Kher followed by a spectacular coming together of the artists from the Armed Forces and the tribal dances rung in through soul stirring music set to patriotic lyrics.

Other dignitaries from the Ministry of Defence, Indian Coast Guard and senior officials from the Ministry of Tribal Affairs also graced the occasion.

The event received a footfall of more than 40,000 people at the venue today. Students of Eklaya Model Residential Schools (EMRS) also attended the event.

The programme concluded with National Anthem by all attendees.

A repeat show is scheduled for tomorrow at the same venue and time.

Spectators are invited to reserve their seats at <https://in.bookmyshow.com/freeofcost>.

Pradhan Mantri Rashtriya Bal Puraskar-2023 conferred upon 11 children by President of India

Chennai, Jan 23 2023: Hon'ble President of India, Smt. Droupadi Murmu conferred the "Pradhan Mantri Rashtriya Bal Puraskar" instituted by the Ministry of Women and Child Development, Government of India on 11 exceptional children today. On this occasion, Smt. Smriti Zubin Irani, Union Minister for Women and Child Development, Dr. Munjpara Mahendrabhai, Minister of State for Women and Child Development, dignitaries, senior officials, and young children from various institutions were present in a special function held at Vigyan Bhawan, New Delhi.

This year the award has been given to 11 children from 11 States/UTs, representing the diversity of the nation for their exceptional achievements. The awardees of this year include one each in the category of Bravery and Social Service, two in the category of Innovation, three in

Sports, and four in Art & Culture. Out of the 11 awardees, 5 are Girls and 6 are boys.

A book on Baal Veer "Young Heroes of India" was also released during the ceremony by Smt. Smriti Zubin Irani, who presented the first copy to the President of India.

Union Minister, Smt. Smriti Zubin Irani while speaking on the occasion said that in line with the vision of giving children a safe and happy environment, the Ministry of Women and Child Development organizes the Pradhan Mantri Bal Puraskar every year to honour children for their outstanding performance in different arenas. This award ceremony is amongst our most treasured occasions as it reflects our commitment to providing children with an atmosphere where they can imbibe good values and principles and become responsible citizens of our country.

Congratulating the awardees, the President

of India stated that by conferring the Pradhan Mantri Rashtriya Bal Puraskar 2023 upon the children, we are encouraging and honoring their contribution towards nation-building. The categories for today's award ceremony cover the fields which are primarily related to character-building and overall development of society and culture. Today, on the birth anniversaries of two great personalities associated with the freedom struggle, all the countrymen pay respect to their remembrance. In the freedom struggle of 1857, Veer Surendra Sai fought against the oppression of the British and kept fighting against them till he breathed his last. All Indians are proud of Netaji Subhash Chandra Bose, who, risking his life, continued to fight against the British rule right from Europe to Japan. He expressed the spirit of Indian independence even before India attained



independence and hoisted the tricolor in Manipur and Andaman.

The President of India stated that philanthropy has been given the highest place in India's life values. The life of those who live only for themselves is incomplete. Life is meaningful only for those who live for others. The feeling of love for the entire humanity and the cultural tradition of taking care of animals, birds and plants is very much a part of Indian life-values. She stated that it made her happy to see that today's children are more environment conscious. Children should always keep in mind that whatever they are doing should not have a negative impact on the environment. She

urged all to plant more and more trees and protect the trees. Save energy and motivate elders also for this, she said. The country which has such talented children will definitely be at the forefront. She stated that meeting

Every year, the Government of India

acknowledges the exceptional achievement of children in the age group of 5 to 18 years by conferring the 'Pradhan Mantri Rashtriya Bal Puraskar (PMRBP)' upon them. The awards are given to children for their achievements in 06 categories namely; Art & Culture, Bravery, Innovation, Scholastic, Social Service and Sports which deserves national recognition. Each awardee receives a medal, cash prize of Rs.

1,00,000/-, a certificate and a citation.

The nominations for the award were received in online mode on the Award portal of the Government of India- www.awards.gov.in. for the first time. A total of 742 applications were received on the portal, out of which 684 were found fit for consideration. The selection of awardees was made by a Selection Committee under the chairpersonship of the Union WCD Minister.

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

TMB Financial Results of the Bank for the third quarter 2022-23 (Q3) (Net Profit zoomed by 38%)

Chennai, Jan 23 2023: Tamilnad Mercantile Bank Ltd (TMB) one of the renowned Old Private Sector Banks, having its Head Quarter in Thoothukudi has a long cherished history of 100+ years of eventful existence with strong fundamentals and an enviable track record of continuous profit making in the industry.

TMB having pan India presence with 511 branches and 12 Regional Offices across 16 states and 4 Union Territories serves more than 5 million delighted customers.

The Board of Directors of Tamilnad Mercantile Bank Ltd took on record the reviewed results of the Bank for the third quarter of FY23 and nine months period ended December 2022 in their meeting held at Chennai on 23.01.2023. Shri. S. Krishnan, Managing Director and CEO of the bank declared results. Chief Financial Officer, General Managers and other senior officials of the Bank were also present at the event.

The total business of the bank at the third quarter ended December 2022 stood at ₹ 78,242 Crores with a growth rate of 5.69%.

The Bank's deposit



and advance portfolio stood at ₹ 43,440 Cr and ₹ 34,802 Cr respectively.

Credit to Priority & MSME Sector:

The Bank has been giving continued thrust on advances to Priority Sectors like Agriculture, MSME, Education, Housing etc. constituting 79.67% of its ANBC, above the regulatory requirement of 40%.

The Advances to Priority sector has increased to ₹ 25,636 Crores (PY ₹ 23,235 Crores) with a growth rate of 10.33%.

The Bank's Advances to Agriculture sector stood at ₹ 10,620 Crores. The Advances to Agriculture Sector constitute 30.52% of total advances, above the regulatory requirement of 18%.

Credit to MSME sector has increased to ₹ 12,870 Crores (PY ₹ 11,986 Crores) with a growth rate of 7.38%.

Y - O - Y Performance: (Q3FY23 viz-a-viz Q3FY22)

The Bank's deposits has increased to ₹ 43,440 crores (PY same period ₹ 42,035 crores)

The Bank's CASA position has increased to ₹ 12,851 crores with a growth rate of 10.15%

The advance level of the Bank has increased to ₹ 34,802 crores with a growth rate of 8.77%

The Operating Profit is at ₹ 404.81 Crores for Q3FY23 as against ₹ 401.12 Crores for Q3FY22

The Net Profit is at ₹ 279.70 crores for Q3FY23 as against Q3FY22 ₹ 202.88 Crores) registering the growth rate of 37.86%.

The Net Interest Income (NII) has increased to ₹ 534.27 for Q3FY23 Crores (Q3FY22 ₹ 452.76 Crores) registering a growth rate of 18%.

Return on Asset at 2% & Return on Equity at 17.14% (PY 1.62% and 16.38% respectively)

The Bank's Net worth increased to ₹ 6,583 crores (PY ₹ 4,966 crores) with an absolute rise of ₹ 1,617 crores registering a growth rate of 32.56%

The Gross NPA as a percentage to total advances stood at 1.70% and net NPA stands at 0.75%. (PY 3.08% and 1.44% respectively)

Provision Coverage Ratio of the Bank increased to 89.83% (PY 83.71%)

New initiatives

Opened two branches during the Q3FY23. We have plans to open another 25 branches before the end of the current fiscal year.

Tied up with Max life Insurance Company Limited, Bajaj Allianz Life Insurance Company Limited, Chola MS General Insurance Company Limited and Kotak General Insurance Company Limited for insurance products

The Bank has embarked into various digital tie ups for providing many digital services to our customers in a phased manner during the rest of the fiscal year.

Round Table India, helps the Differently Abled become More Independent and Mobile Project by SBI Cards

Chennai, Jan 23 2023: A CSR project of SBI Card, executed by Round Table India, has enabled 150 wheelchair users to be independent and mobile, both indoors and outdoors!

The Beneficiaries were mainly identified from Chennai, Pondicherry and Madurai with the help of energetic Round Tablers across Tamil Nadu and Pondicherry.

Wheelchairs in India have been provided via donations. However, important parameters such as user seating comfort, postural factors, and compactness are ignored and oversized one-size-fits-all wheelchairs are provided to all beneficiaries. As a result, even though thousands of wheelchairs are provided to as many beneficiaries, the number of lives positively impacted are much lower.



To solve this issue, this SBI Cards CSR project has taken a different approach by identifying and assessing the beneficiaries first before providing the wheelchairs. Beneficiaries are selected on the basis of Socio-Economic status, Need assessment, Diagnosis, and Age, among other criteria. Moreover, the NeoBolt

being a battery-powered clip-on device for the wheelchair is easier and more convenient to use than the traditional donated hand-powered Tricycles, allowing users to travel farther and quicker.

Sharing the current status of this project, Mr Santhoshraj, National Secretary of ROUND TABLE INDIA, said, we have completed the

project with 150 beneficiaries. The beneficiaries find the NeoFly & NeoBolt as a complete indoor & outdoor solution. They are finding themselves being more productive, with respect to daily activities like going to the market, travelling for their job and working long hours sitting on a wheelchair, which they could not achieve with the traditional wheelchairs.

Further, Mr. Swostik Sourav Dash, also an IIT Madras Alumnus, said, the user measurements and medical assessments of each beneficiary was done by NeoMotion representatives, with every wheelchair customised according to the beneficiary's measurements and medical assessment. This is necessary since the wheelchair is like a part of the body and unless personalised according to the user, it could lead to several side effects such as back pain, and shoulder pain.

KURKURE UNVEILS SECOND TVC UNDER ITS 'HALKE MEIN LO' CAMPAIGN FOR NEW SUB-BRAND, KURKURE PLAYZ

Chennai, Jan 23 2023: Kurkure, one of India's most loved snack brands, started 2023 on a light-hearted note and launched a quirky TVC campaign, 'Halke Mein Lo', to celebrate its youthful new sub-brand, Kurkure Playz. Following the first TVC film that captured the 'masaledar' banter between a young protagonist and ghost, Kurkure unveiled its second TVC under the campaign.

The film opens with the family enjoying teatime in the front yard of their bungalow when there's a sudden disturbance on the radio playing next to them. That's when they look up to find a spaceship hovering over the lawn amid dark clouds with strong winds. Two larger-than life aliens appear with a plan to abduct the family, beckoning the protagonist to get on the ship right away. While spooked at first, a bite of Kurkure Playz Pastax transforms the youngster's fear into a take-it-easy 'Halke Mein Lo' attitude, leading him to make witty wisecracks diffusing an intimidating situation into a laughing riot.

Commenting on the TVC, Vikram Pandey (Spiky), National Creative Director - Leo Burnett said, "This is the second film for the new Kurkure Playz



campaign, and it continues the light-hearted quirky tonality set by the first film with our 'Halke Mein Lo' proposition. In this film we find the protagonist family facing an alien invasion, but they manage to put off their abduction by stalling the aliens. We hope that the audiences will enjoy this film as much as the first one."

Speaking on the campaign, Neha Prasad, Associate Director and Brand Lead, Kurkure said, "Aimed at the Gen Z audience, our campaign encourages the Indian youth to take it easy in the face of daily hiccups through a proposition that is refreshing yet colloquial - 'Halke Mein Lo'. Our first film received an overwhelmingly positive response for its unique storytelling format. This propelled us to bring forth the second TVC that we hope will once again keep everyone entertained in true Kurkure style!"

Adding another playful twist to the campaign, Kurkure collaborated with popular actress and social media sensation, Niti Taylor, for a 'halka' prank. The actress shared an image of a supposed alien sighting on her Instagram story, leaving fans curious about her encounter! But upon disclosing her collaboration with Kurkure Playz Pastax, fans were relieved that it was just a harmless prank!

Kurkure Playz comes in two product offerings - the widely popular and successful Kurkure Playz Puffcorn and the all-new Kurkure Playz Pastax. While Kurkure Playz Puffcorn has a distinct shape with a light texture and comes in cheese flavour, Kurkure Playz Pastax has a creamy, herb and onion flavour in a pasta-shaped bite. Kurkure Playz Puffcorn is available at INR 5, INR 10, INR 20, INR 50 and Kurkure Playz Pastax at INR 5, INR 10, and INR 20 at leading retail and e-

commerce platforms across the country.

AGENCY CREDITS:

Creative Agency - Leo Burnett Dheeraj Sinha - CEO & Chief Strategy Officer-South Asia Raj Deepak Das - CEO & Chief Creative Officer-South Asia Samir Gangahar - President-North Vikram Pandey - National Creative Director Ashish S Sharma - Executive Creative Director Sagar Parab - Associate Executive Creative Director Ashish Gautam - Senior Creative Strategist Harshad Mestry - Senior Art Director Sanket Misal - Art Director Neha Kapoor - Vice President Uday Lalotra - Brand Services Director Shubham Aggarwal - Senior Brand Services Associate Noor Samra - Senior Vice President Ashish Mathew - Brand Strategy Director Production House - Early Man Films Director - Abhinav Pratiman Producer - Amarjeet Phukan.

Along with his grandson Master Jason, TR makes his mark in Tamil and Hindi music world through his song 'Vande Vande Mataram, Vaazhiya Namadhu Bharatham'

Chennai, Jan 23 2023: A Director, Actor, Music Composer, Lyricist, Singer and more, truly multi-faceted personality T Rajendhar had won platinum discs for his music albums for movies. He is known for composing many energetic as well as soul stirring songs. Now, TR unveiled a pan-Indian music album. This patriotic album 'Vande Vande Mataram, Vazhiya Namadhu Bharatham', which he has created along with his grandson Master Jason, was released today. Speaking about this new venture, TR said: "I pray to the Almighty that this New Year 2023 turns out to be a great and successful year for all with joy and happiness. I am happy to share the news that my new



venture TR Records Audio and Music Video has been launched. Oru Thalai Raagam, Vasantha Azhaippugal, Rayil Payanangalil, Raagam Thedum Pallavi, Nenjil Oru Raagam, Uyirullavarai Usha, Thangaikor Geetham, Uravai Kaatha Kili, Mythili Ennai Kaathali, Oru Thaayin Sabatham, En Samsaara Sangeetham, Santhi Enadhu Santhi, Enga Veetu Velan,

Pettredutha Pillai, Oru Vasantha Geetham, Thaaai Thangai Paasam, Monisha En Monalisa, Sonnal Thaan Kaadhala, Kaadhala Azhivadhillai, Veerasami are some of my movies in which the music albums shattered several records. I received a platinum disc for Kilinjalgal. Pookalai Parikadheergal, Poova Poothirukku, Pookal Vidum Thoodhu,

Cooliekkaran all were record breaking hits. Having broken several such records, I have now started my own company TR Records. I had written songs for the film, for organizations, for the party, for love and affection. Now for the first time I have created a song 'Vande Vande Mataram, Vazhiya Namadhu Bharatham' for our nation. The song is created with pan Indian concept and it has been released in Tamil and Hindi." T Rajendhar concluded that his new venture TR Records would taste success with the support of people. Believe in the Digital Partner of this patriotic song, which has been made in collaboration with Usha Rajendhar, RR Movies Ramesh and Guinness Babu Ganesh.

GCP Kaaval karangal received SKOCH Gold Award-2022

Chennai, Jan 23 2023: Chennai city police bagged the Skoch Award (Gold) for effectively implementing Kaaval Karangal programme to rescue abandoned individuals and performing the last rites of unclaimed bodies with the help of NGOs across the city. Skoch Award is presented for good governance in multiple fields, including hygiene, policing, administration, handicraft, sports and health.

Kaaval Karangal unit was formed on April 21, 2021, to help abandoned and destitute individuals in collaboration with Chennai corporation, social welfare department, old-age homes and NGOs. Till January 20, 2023, the unit rescued 3,864 homeless people, of which 2,954 were sent to shelter homes, 479 reunited with families, 78 admitted to several government hospitals and 353 sent to mental health hospitals.

As many as 1,766



administered to 74 lakh students on August 11, 2022.

This was an initiative of Additional Director-General of Police Mahesh Kumar Aggarwal, Enforcement Bureau-CID.

Stats at a glance

From April 21, 2021, to January 20, 2023 (21 months)

Total rescues - 3,864

Sent to NGO-run homes - 2,954

Reunited with families - 479

Mentally-challenged individuals rescued - 353

Under treatment in hospitals - 78

Unclaimed body burials - 1,766.

unclaimed bodies were buried after conducting last rites, all with the help of volunteers.

In 2019, the Greater Chennai Police received the Centre's Skoch Award under swachh police station category as a result of their efforts in clearing abandoned and unclaimed vehicles from station premises. According to sources in the Enforcement Bureau-CID, the award was "in recognition of

the intense campaign against drugs targeting the youth, particularly school/college students".

Besides forming anti-drugs clubs at educational institutions and using the social media extensively to reach out to the youth to create awareness of the evils of drugs, the police arranged for the world's largest anti-drug abuse pledge that Chief Minister M.K. Stalin

DRDO & Naval Group France sign agreement to safely integrate the indigenous system in Kalvari-class submarines

Chennai, Jan 23 2023: In a major boost to 'Aatmanirbhar Bharat', Fuel Cell-based Air Independent Propulsion (AIP) system of DRDO's Naval Materials Research Laboratory (NMRL) will soon be fitted onboard INS Kalvari. An agreement was signed between senior officials of NMRL and Naval Group France in Mumbai on January 23, 2023 to extend cooperation to enter into the detailed design phase for integration of indigenous AIP in the Kalvari class submarines. As part of the agreement, Naval Group France will certify the AIP design for integration in the submarines.

The AIP has a force multiplier effect on lethality of a diesel electric submarine as it enhances the submerged endurance by several folds. It has merits in performance compared to other technologies and is unique as the hydrogen is generated onboard. This technology has been successfully



developed by NMRL with the support of Indian industry partners. The technology has now reached the stage of maturity for industrialisation.

It is worth mentioning that the land-based prototype of the NMRL's AIP has been tested successfully. This new endeavour will be a significant step towards the detailed design certification of the energy module, which will be performed by NMRL along with Indian industry and design of the platforms impacted by the integration of the indigenous AIP inside the Indian submarine

by Naval Group. These actions will seamlessly lead the way to start of localisation and industrialization of AIP including the hull fabrication by the Indian industry for future fitment on-board the submarines.

Speaking on the occasion, Chairman & CEO at Naval Group France Mr Pierre Eric Pommellet said, they are proud to cooperate with Indian stakeholders to safely integrate the AIP in the Kalvari class submarines, which have been built by Mazagon Dock Shipbuilders Limited. This is a natural extension of strategic bilateral cooperation

shared between India and France in the field of underwater defence & deterrence and in line with Naval Group's continued commitment towards the Government's 'Aatmanirbhar Bharat' policy.

Raksha Mantri Shri Rajnath Singh has complimented DRDO, Indian Navy and MDL for taking Aatmanirbhar Bharat initiative forward in underwater domain. Secretary Department of Defence R&D and Chairman DRDO Dr Samir V Kamat also congratulated NMRL, Indian Navy, MDL and Naval Group France for this strategic partnership.

U.S. Mission to India Launches Staffing Surge as Part of Expanded Efforts to Reduce Visitor Visa Wait Times

Chennai, Jan 23 2023: On January 21, the U.S. Mission in India launched the first in a series of special Saturday interview days, as part of a larger effort to reduce wait times for first-time visa applicants. The United States Embassy in New Delhi and Consulates in Mumbai, Chennai, Kolkata, and Hyderabad all opened consular operations on Saturday to accommodate applicants who require in-person visa interviews. In the coming months, the Mission will continue to open additional slots for appointments to take place on select Saturdays.

These additional interview days are just one component of a multi-pronged initiative

to address the backlog in visa processing caused by COVID-19:

The Department of State has implemented remote processing of interview waiver cases for applicants with previous U.S. visas.

Between January and March 2023, dozens of temporary consular officers from Washington and other embassies will arrive in India to increase processing capacity.

The Department of State is also increasing the number of consular officers permanently assigned to the Embassy and Consulates.

The U.S. Mission in India released more than

250,000 additional B1/B2 appointments.

Consulate General Mumbai also extended its weekday operating hours to make space for additional appointments.

By this summer, the U.S. Mission in India will be at full staffing, and we expect to be processing visas at levels from prior to the COVID-19 pandemic.

The COVID-19 pandemic resulted in profound reductions in the Department's visa processing capacity, and many of our embassies and consulates were at times only able to offer emergency services. As travel restrictions have been lifted, the U.S. Mission to India has made it a priority to facilitate legitimate travel and adjudicated

over 800,000 nonimmigrant visas in 2022, including record numbers of both student and employment visas. In every other visa category, interview wait times in India are at pre-pandemic levels or lower.

Consulate General Mumbai currently adjudicates the most visa applications in India and is one of the largest visa operations in the world. "Our consular teams across India are putting in the extra hours to meet the needs of international travelers and bring down wait times," said Mumbai Consular Chief John Ballard. "This is part of a Mission wide effort to find innovative solutions to facilitate travel to the United States."

Large Companies must take responsibility to handhold MSMEs, help them adapt best practices and integrate them into the supply chain ecosystem: Goyal

Chennai, Jan 23 2023: Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Shri Piyush Goyal today said large Companies must take responsibility to handhold MSMEs, help them adapt best practices and integrate them into the supply chain ecosystem. He was speaking at the fourth Plenary Session of B20 India Inception Meeting on Building Resilient Global Value Chains in Gandhinagar today.

Shri Goyal noted that MSMEs flourish around a larger unit or anchor. Citing an example, he said, as Apple's manufacturing plant comes up, thousands of MSME units flourish in the ecosystem as mini value chain suppliers to Apple. He also said that MSMEs have more practical solutions, day to day experiences, and having learnt the hard way, are able to adapt to circumstances better than large companies. He said large Companies must be sensitized to handhold MSMEs associated with them. We must also try to make it easier to operate for small companies, eliminate unnecessary paperwork, make custom processes simpler, and use technology to ease and simplify processes.

He pointed out that Singapore has been



playing an important role as a trading hub and suggested that a study can be done to figure out what Singapore has been doing right and based on this a basic framework can be created for supporting MSMEs. It may involve Infrastructure development, addressing challenges of logistics, he added. He also said MSMEs bring trust to the table, which is the most important element of any value chain be it domestic or international.

On integrating India with Global value chains, Shri Goyal said if we do not harmonize our value chains with the rest of the world, or if we don't create logistics which are easier and faster, it would be difficult for international companies to get India into its value chain. To become a trusted and resilient partner in global value chains, Shri Goyal said, the Government is also focusing on creating an enabling ecosystem, that is simpler, faster and promotes ease of doing business. He said the focus of the government is on trying to make our

to meet the needs of each other countries. He said, India is in dialogue with some of the larger companies of UAE to leverage best out of CEPA.

On, district as export hub initiative of the Government, Shri Goyal said it is inspired by the Prime Minister's idea to recognize every district for their unique products and identify the speciality of districts by knowing which district exports which products. He said, under the initiative today, exports from each district of the country are mapped and figures of exports from each district are known. This database of each district is now being used to promote these products across the world. For example Morbi is recognized for ceramic exports, Tripura exports pineapple and Bihar exports litchi, he said.

He said the government is looking at each district and its potential to emerge as an export hub. It is coordinating at district and state levels to see how businesses can be connected with world markets, making each district realize their role in value chains.

Shri Goyal urged Industry to recognize global efforts to tackle climate change and take up the responsibility of becoming conscious and sustainable in their business practices.

A Massive special medical camp was held for Tirupattur District Police and their families



Chennai, Jan 23 2023: District Collector Amar Kushwaha lighted the kuthuvilakku and inaugurated the medical camp for all policemen working in Tirupattur district and their families at Tirupattur private wedding hall. Superintendent of Police Balakrishnan presided the function.

The camp was organized Under the leadership of Dr Arun Kumar (IFPWD, Six Sigma health care and IMA), hundreds of senior doctors and practicing doctors participated and provided general medical treatments including heart, echo ECG, eye and dental to thousand plus policemen and their families and also medicines were given to them.

Dr. J.A. Jayalal former National President Indian Medical Association, and many other doctors from Ramachandra, Apollo, Ragas Hospitals also participated in this camp.

UNDERSTAND YOUR BLOOD SUGAR LEVEL AND LIVE A HEALTHY LIFE

Dr. Sandhya Rohit Phadke, Senior Consultant Pathology Fortis Hospital, Vadapalani

Chennai, Jan 23 2023: We often visit a doctor when we are down with a cold or some prolonged symptom that our average human brain is unaware of. The consultation is backed by a series of blood tests to ensure more clarity on what the symptom could really mean. Our lack of understanding in the tests and its findings often leaves us puzzled! Here is a simple break down to these tests that everyone must be aware of. This article takes you through the need for you to take the tests, why has it been prescribed in the first place, what the readings should let you know about your health.



diabetes can be brought under control.

Type 2 Diabetes

This condition is a very common one, where the body does not use the insulin properly. In the sense, the blood glucose gets too high as the body does not produce enough insulin. Helpful tips and diet plans that suit the lifestyle can be one way to keep diabetes under control.

A1C Diabetes

This test is usually reflects the average blood sugar level for the last two to three months. It particularly measures what percentage of hemoglobin proteins in blood is coated with sugar. Hemoglobin proteins transport oxygen and are very vital for our living.

A1C test helps doctor to find out of the patient is prediabetic or is diagnosed with type 1 or type 2 diabetes. A normal A1C level is below 5.7%.

An adult over 45 or under 45 who is obese or in the risk for prediabetic or type 2 diabetes should get tested for A1C diabetes.

HBA1C Test

HbA1c is your average blood glucose / sugar levels for the last two three months on an average. HbA1c is glycated hemoglobin which is made when the glucose in the body gets stuck to red blood cells. Our body cannot use the sugar properly so more of this sticks to the blood cells in our body. Red blood cells are active for around 2-3 months, hence doctors prescribe to take the readings once

every three months.

A high HbA1c means that there is too much sugar in your blood. Hence you are more likely to develop diabetes complications. Knowing your HbA1c level and how to lower will help to reduce further complications. It is important to get checked periodically for all every once in three six months.

HbA1c test measures the average amount of blood sugar (glucose) present in the hemoglobin. As we know, hemoglobin is a

part of red blood cells that carries oxygen from lungs to the rest of our body. With the provision of kit available readily at medical stores, self-testing has become very easy phenomenon. But consulting a doctor post testing is mandatory. An HbA1c test is used to diagnose diabetes and also check if you are prediabetes.

HbA1c Levels

If your HbA1c level 6.5% or more indicates that you are diabetic.

With periodic exercises and alterations adopted with lifestyle,

Annanagar Traffic Police Inspector Sakthivel receiving certificate from Greater Chennai Police Commissioner



K-4 Annanagar Traffic Police Inspector Sakthivel, is receiving certificate from Greater Chennai Police Commissioner personally for the excellent work done by him by collecting e-challan fine amount of Rs.94,400/- in 496 traffic violation cases from the outstanding.

Greater Chennai Police Commissioner personally invited 13 Traffic Police Officers and Inspectors including Deputy Commissioner of Traffic, Assistant Commissioner of Police for their outstanding performance in collecting fines in pending traffic violation cases and gave certificates and rewards.

Delhivery launches a "Delhivery Training and Recruitment Program" to expand career opportunities in Logistics

Chennai, Jan 23 2023: India's largest fully integrated logistics provider, has announced the launch of the Delhivery Training and Recruitment Program, an initiative to empower young jobseekers to build a career in the logistics industry. The program ensures guaranteed jobs for recruits in entry and mid-level operational roles.

The company will conduct a national entrance exam with an initial focus on 25 - tier 2 and tier 3 cities such as

Ganganagar, Ujjain, Kurur, Purulia, and Srinagar, among many more, on February 19, 2023, to select candidates for a 5-week training program in Gurgaon. The training is both classroom and practical in-center covering subjects such as operational processes, software tools, soft skills, and people management. After successfully completing the training, the recruits will be onboarded for open managerial roles at Delhivery facilities across India.

Candidates between the ages of 22 to 32 who are 10th / 12th pass or diploma holders and have basic English reading and writing abilities are eligible to apply for the program. Commenting on the initiative, Pooja Gupta, Chief Human Resources Officer, Delhivery, said, "This initiative is in line with our long-term vision to connect with talent across the country and create secure employment opportunities in one of the fastest growing sectors in India. We are

looking forward to welcoming our first set of recruits and investing in their growth and success at Delhivery."

Talking about the program, Suraju Dutta, Head of Delhivery Academy, said, "Our 5-week training is a comprehensive, in-house program designed by Delhivery academy, focused on creating a ready talent pool in logistics. The depth and breadth of the program will empower the youth with all the necessary skills to excel in logistics."

NEW STATE MOBILE'S JANUARY UPDATE AIMS TO SHAKE UP THE META

Chennai, Jan 23 2023: KRAFTON, Inc. has released its January Update for NEW STATE MOBILE, the popular battle royale game on iOS and Android. This month's update aims to change the game's meta as numerous balancing changes have been made to various weapons, vehicles and the Drone Store. Along with the balancing changes, the January update brings Team Deathmatch Mode (TDM) to the ARENA map, new patterns for the Shooting Gallery and Siege Mode, a new Survivor Pass and more.

While a comprehensive breakdown of NEW STATE MOBILE's January Update can be found HERE, see below for key highlights.

Shifting the Meta: Following player feedback, balancing changes have been made to weapons and vehicles in order to offer players a



more dynamic experience. First, long-range damage for SMGs, ARs and LMGs has been decreased in order to increase the viability of guns that have been unpopular in the past. Second, vehicles have been adjusted to more accurately portray the vehicle's characteristics. Vehicles such as the Vrion, Electron and UAZ have improved durability, while sedans now have increased speed and motorbikes have increased stability for easier handling. Finally, the Drone Store's cooldown has decreased; the delivery speed has increased; and the price of

items have been adjusted dramatically. These efforts are hoped to allow players to utilize a wider arsenal in various situational engagements and have a more positive experience across matches.

TDM Arrives to ARENA: Players can now play TDM in ARENA, which previously only allowed Round Deathmatch Mode (RDM). Whichever team reaches 30 eliminations first will win the match in TDM. Following elimination, players will respawn at a random location close to their base. However, be aware that care package items

will not appear in the center of the map in TDM.

Updates to Shooting Gallery and Siege Mode: Changes have been issued to Shooting Gallery and the additional points for SR have been reduced from 800 to 500. Siege Mode, which was recently introduced into NEW STATE Labs with last month's update, has undergone additional changes in patterns and difficulty, as well as having rankings reset. Please visit the Patch Notes on the NEW STATE MOBILE website for a detailed breakdown.

Survivor Pass Vol. 15 Brings New Exclusive Items: The Survivor Pass Vol. 15 introduces Keeper from the Dream Runner faction! Players can experience Keeper's background story from the Pass' story quests. Once all missions have been completed, players will receive Keeper's facial appearance.