

Southern Railway Women's Headquarters Organization celebrated 30th anniversary of Ashraya school for special children

Chennai, Feb 08 2023: Smt. Sonia Singh, President, Southern Railway Women's Headquarters Organisation and committee members celebrated the 30th anniversary of Ashraya,

a school for specially challenged children run by the Women's organisation at Chennai Egmore.

35 children who are presently being trained by Ashraya School participated in the

anniversary function and showcased their talents. Sweets and study materials were distributed to the students.

Ashraya, a School for Special Children

Ashraya, a school cum vocational training centre, exclusively for the special children was started on 08th February, 1993. Offering individualized educational programmes for children



from the age of six years, the main objective of this institution is to make these special children independent and self-reliant by emphasising on self help skills, academics, pre-vocational skills and vocational training.

The programme base for these special

children is IEP – Individualised Educational Programme. Yoga, play therapy, arts & crafts and vocational training form part of the extra-curricular activities. The staff of Ashraya is qualified specially to impart education to these children. Ashraya offers vocational training for

children aged 16 years and above in making chalk, envelopes, files, phenyl, covers, diyas, bouquets and candles. The sale proceeds of the products are disbursed among the students as an incentive and as a token of the Organisation's efforts to make them self-reliant and independent. The

students of Ashraya have proved that given the right kind of atmosphere and training, they can not only be self-sufficient but can also excel in the field of computer education, sports, arts and crafts. At present, 35 special children are studying at Ashraya Special School.

Zoho Unveils Unified Communications Platform, Launches New Collaboration Tech

Chennai, Feb 08 2023: Zoho Corporation, a leading global technology company headquartered in Chennai, today unveiled its unified communications platform, Trident. It is Zoho's first desktop native application that brings collaboration, productivity and communication experience in one place. Trident is a move away from individual product experiences as Zoho works to provide its customers with a unified platform. The company also launched strengthened collaboration technologies to offer businesses easier ways to communicate across channels, reduce tool-ambiguity, and improve an organisation's overall digital adoption.

Establishing itself as a central work hub or virtual headquarters, Zoho Workplace is a unified office platform, that is a flexible, full-featured business mail and cloud office suite. It is built on a common data model and is unified through search and AI, enabling users to operate collaboratively and seamlessly through applications.

"In the past year, Zoho Workplace adoption has accelerated as businesses of all sizes transition to digital-forward, hybrid work.

With a clear focus on continued innovation, Zoho is well-positioned to thrive

during this time of readjustment," said Rakeeb Rafeeqe, Product Strategy Lead, Zoho Workplace. "The goal of Zoho Workplace is to enable businesses to unify their work to a point where the line between apps disappears. It's heartening to see so many new businesses join the Zoho family, using Zoho Workplace as their customisable centre of gravity."

Zoho Workplace now serves more than 16 million users worldwide. In India, Zoho Workplace grew 33% year-over-year, in 2022. Tamil Nadu, Uttar Pradesh, Maharashtra, Karnataka and Delhi are driving growth in the region. Additionally, the leading verticals are IT, Retail, Finance, Manufacturing & Real estate. The unified office suite also saw increasing adoption from Tier 2/

3 towns, including Ernakulam and Rajkot, showcasing the increasing demand of a collaboration solution across the nation. The growth is attributed to increasing business demand for simplified, streamlined solutions that maintain utmost standards for user privacy and also rising costs from other collaboration platform providers. Globally, migrations from Google, Microsoft and GoDaddy to Zoho Workplace almost doubled in 2022. In India, the highest

number of migrations were from Google.

"Moving to Zoho has been fruitful in multiple ways. The admin interface made my office operations easier. Zoho Workplace suite has fulfilled all our security requirements and accessing help from the support team is just a click away," said Ashuthosh M, Director, IT Kings Group Mumbai. "After switching to Zoho Workplace, we have reduced our application cost by

65% and have had zero downtime till date."

Zoho Workplace's new updates enable organisations to navigate the dynamic hybrid work needs while operating in a challenging economic landscape. These new applications and updates were built on three critical business needs of the hour:

First, reimagining traditional product boundaries with a focus on employee experience. This led to the launch of Zoho Trident. The unified platform combines mail, messages, audio/video calls, calendar, and tasks in one place. Additionally, the Zoho Voice platform is now a full Phone System integrated directly within Zoho Cliq (team collaboration), and Zoho Meeting (web conferencing). This allows employees to make direct line calls,

send SMSes, and pick up inbound calls across the apps.

Given that communication with the workforce is vital, Zoho Webinar, is now available within the Zoho Meeting app. Users can host and engage with thousands of attendees using virtual file sharing instead of sharing screen (saves bandwidth consumption) and upload session material prior to the webinar to be shared with the attendees during the session.

Second, to create productivity elevators for employees to make everyday work more efficient, this new update includes two additions. The new AI-based grammar tool, BluePencil,

gives writing suggestions and a text editor that can be used on any third-party webpage. The

Universal Drag-and-Drop functionality saves time doing things across multiple workplace products. For example, users will be able to drag an email attachment and drop in to their colleague's chat box. TrueSync has been added to Zoho Workdrive so that hard drive storage limits are no longer a concern.

Third, as the digital workspace expands and evolves, so will the threat vectors. Therefore to double down on security to reduce misuse of

data intentionally and unintentionally Mobile Device Management capabilities and OTP-restricted emails have been added to the workplace suite.

Zoho Webinar, Trident and Phone Systems are great additions and enhancements for existing customers of Zoho Workplace," said Mrinal Rai, Principal Analyst and Senior Manager, ISG. "The UCCaaS market is moving toward consolidation and cost optimisation, and clients want to do

'more with less'. As leading SaaS vendors try to bring video, chat, and collaboration (and even email in some cases) together, Zoho leveraging its comprehensive Workplace solution and offering a unified experience with solutions such as Trident as the centre of gravity



would benefit its clients. Integrating Zoho Voice and Zoho Webinar features is a plus too."

Zoho Workplace Pricing:

Zoho Workplace is available in three editions: Standard is ₹99 per user per month. Professional is ₹399 per user per month. Zoho Mail is ₹58.34 per user per month. For more information,

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Zoho Privacy Pledge Zoho respects user privacy and does not have an ad-revenue model in any part of its business, including its free products. The company owns and

operates its data centers, ensuring complete oversight of customer data, privacy, and security. More than 80 million users around the world, across hundreds of thousands of companies, rely on Zoho everyday to run their businesses, including Zoho itself. For more information, please visit: <https://www.zoho.com/privacy-commitment.html>

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G-20 theme based Workshop organized in Jabalpur on Agriculture Infrastructure Fund (AIF), Madhya Pradesh Farm Gate App and participation of Women entrepreneurs in the Agriculture sector

Chennai, Feb 08 2023: On the occasion of India's presidency in G-20, through the theme 'One Earth, One Family, One Future', with the aim of encouraging the sense of global unity and increasing the participation of women in the field of agriculture, a one-day workshop was organized in Jabalpur, Madhya Pradesh today on the Agriculture Infrastructure Fund (AIF), Madhya Pradesh Farm Gate App and participation of Women entrepreneurs in the Agriculture sector. The main objective of this workshop was to seek participation of more women in the Agriculture

Infrastructure Fund (AIF) and MP Farm Gate.

Smt. G.V. Rashmi, Managing Director, Mandi Board, in her address, gave information related to the Agriculture Infrastructure Fund (AIF) in Madhya Pradesh, as well as highlighted the features of MP Farmgate App launched by the Mandi Board.

Professor PK Mishra, Vice-Chancellor of Jawaharlal Nehru Agricultural University, Jabalpur, in his speech, said that the AIF scheme has spread out widely in Madhya Pradesh. Till date, 2,753 projects have been set up by Women entrepreneurs, availing the

benefits of the AIF scheme widely. Madhya Pradesh is at the first position in the outreach of this scheme as compared to other states. He gave detailed information about the scheme.

Doubts were resolved by giving succinct answers to the questions of the participants during the question-answer session as part of the workshop and information about the MP Farmgate app was also given to women farmers, agricultural entrepreneurs, traders etc.

Ms. Pooja Singh, Deputy Director, AIF gave detailed information about the AIF scheme. In relation to the MP Farm

Gate App, Shri Musharrif Sultan, Technical Director, NIC Bhopal, Shri Yogesh Nagle, Assistant Director, Mandi Board and Shri Sandeep Choubey, Chief Programmer, gave detailed information about the MP Farm Gate App.

At the end of the workshop, vote of thanks was delivered by Shri Anand Mohan Sharma, Joint Director, Zonal Office of Madhya Pradesh State Agricultural Marketing Board, Jabalpur. Women entrepreneurs and farmers of Jabalpur region participated in the workshop.

TenderCuts launches brand new venture - HappyChops

Chennai, Feb 08 2023: TenderCuts, India's leading tech-driven, omni-channel fresh meat and seafood company, today announced the launch of a brand-new venture, HappyChops - a marketplace to empower local meat shops with the latest technologies, robust supply chain and accelerated growth.

As India's first integrated marketplace, Happy chops connects meat vendors with their customers online. They enable local meat shops with a lean supply chain, thereby providing easy access to quality produce with doorstep delivery at competitive prices. That apart, the company also plans to provide these shops with digital payment infrastructure and access to credit and insurance in the near future.

The company has already onboarded 100+ chicken and mutton shops in Chennai. By March 2023, the company plans to get 300 more neighbourhood shops



onboard and expand to 10 more cities by June 2023.

The Chennai-based start-up empowers traditional meat shops with digital technologies, such as enterprise resource planning (ERP) software, customer relationship management (CRM), point of sale (POS) platform and automated customer support. All they need is a mobile phone, and voila, they are tech ready to cater to the demands of consumers in their neighbourhoods.

Commenting on the latest venture, Nishanth Chandran, Founder and CEO, TenderCuts and Happy Chops, said, "With Happy Chops, we aim to create a revolution by bringing together the large community of local

huge untapped market opportunity to transform the way India consumes meat. Happy Chops is looking to address the value-conscious clientele in 150+ tier 1 and tier 2 Indian markets through a marketplace model.

Since its inception in 2016 in Chennai, TenderCuts has been a pioneer in providing fresh meat and seafood to customers directly from farm to fork, through its own branded omni-channel shops. Powered by its proprietary technology stack and effective supply chain, the company rapidly expanded to 3 markets and gained market leadership. The new venture aims to leverage this capability and revolutionise local meat and fish buying experience by empowering local players with technology, delivery and self/store pick-up facilities. It's a win-win situation as customers get quality products in hygienic and safe packaging, while forgoing the long queues at the store.

Given the proliferation of digital adoption and home delivery of food and beverages since the onslaught of the COVID-19 pandemic, there is a

Update on Redevelopment of Kanniyakumari Railway Station Topographical survey completed; Soil investigation in progress Station Redevelopment to be completed in 19 months Extension of Terminal Building (G+1 structure), concourse, Foot over bridge proposed



Chennai, Feb 08 2023: Kanniyakumari Railway Station is one of the busiest Railway Junction Stations in the Southern tip of India. Located on the Thiruvananthapuram-Nagercoil rail route, Kanniyakumari serves as an important stopover for tourists visiting the famous Kanniyakumari temple, Vivekananda Rock Memorial, Gandhi museum and other attractions. The station is categorised as "NSG-4" station and falls under the administration of Thiruvananthapuram Division of Southern Railway.

Southern Railway has taken up the Station Redevelopment of Kanniyakumari in a bid to offer world class ambience and airport-like facilities for rail users.

The following works have been undertaken as part of preliminary work in connection with station redevelopment:

1. Topographical survey has been completed.
2. Soil investigation for the project site is in

progress
Award of contract

The work of "Redevelopment of Kanniyakumari Railway Station" was awarded as an EPC contract to M/s Engineering Projects India Ltd, Chennai for an amount of RS.49.36 Cr on 23.11.2022. The completion period of the project is 19 months. The process of fixing an agency Project Management Services is underway.

Scope of Redevelopment work

Roadmap
Kanniyakumari station redevelopment project aims at upgrading Kanniyakumari into a world class Railway station and the works proposed are expansion and revamping of existing terminal building, platform upgradation, construction of new emergency road connecting NH 27 on the eastern side and NH 44 on the western side of station, provision of one FOB connecting all the platforms, new RPF building, service room for Mechanical Staff,

new Sub-Station building, arrival and departure forecourt and improvements to the circulating area etc. The area around the station building and circulating area will have lush green landscaping decorated with a variety of flowers. A fountain will also be provided to enhance the beauty of the Station Premises.

Terminal Building

The Terminal Building will be G+1 structure of world class standards. The proposed total built-up area is 802 sqm which will be equipped with a ticketing area, Waiting Lounges, commercial area, dormitory etc in ground floor. Various Railway facilities like Retiring Room, TTE Rest Room, Food Court etc are being planned on the First Floor. The entrance façade of the station building will showcase the vernacular architectural character of the region (Kanniyakumari).

Concourse

Since Kanniyakumari is a terminal station, all the platforms will be

connected through the proposed Ground level Concourse. The concourse will have waiting Lounges and a commercial area. The concourse is designed to facilitate the segregation of incoming and outgoing passengers for hassle free movement.

Foot Over Bridge

It is also proposed to provide Foot Over Bridge (FOB) of width 5.0 metre at the end of the platform on the other side to connect all the platforms. A second entry is also proposed near the FOB for ease of entry/exit for passengers.

Parking facility

A parking facility is proposed to be built to accommodate 104 Cars, 220 Two-wheelers and 20 nos Auto/Taxis. The circulating area will have a 4 lane wide road with access to car parking. The entry and exit roads are planned with drop off, drop-in, pick-up points etc for free movement of vehicles, pedestrians etc. Separate bus bay for arrival and departure passenger is also provided.

Ashwini Vaishnav to launch 'Digital Payments Utsav' celebrated by MeitY tomorrow

Chennai, Feb 08 2023: The Minister for Electronics & Information Technology (MeitY), Communications and Railways, Shri Ashwini Vaishnav will be the Chief Guest to launch the 'Digital Payments Utsav' and a comprehensive Campaign Plan, here tomorrow. The Minister of State for Electronics & Information Technology and Skill Development & Entrepreneurship, Shri Rajeev Chandrasekhar will be the Guest of Honour. The Secretary, MeitY, Shri Alkesh Kumar Sharma and other senior officials from MeitY will also present on the occasion.

The Prime Minister Shri Narendra Modi has often shared his vision of empowerment of citizens with digital and it is India's tech and the time for India to realise its potential and emerge as a global leader in the field of electronics and information technology. Technology like UPI have transformed entire payment space and recorded highest real time digital payment transactions in the world, contributing 40% of total transactions. In the words of Prime Minister, Shri Narendra Modi - 'India has shown innovation prowess to the world'.

As India celebrates 'Azadi Ka Amrit



Mahotsav' and 'G20 Presidency', MeitY endeavours to increase the access to easy and convenient digital payment solutions to all citizens, with particular focus on inclusion of the hard-to-reach geography and population, including small merchants and street vendors. Accordingly, a comprehensive campaign "Digital Payments Utsav" planned during 9th February to 9th October 2023, in coordination with all stakeholders for promotion of Digital Payments across the country, with particular focus on G20 Digital Economy Working Group (DEWG) event cities, namely Lucknow, Hyderabad, Pune and Bengaluru.

The event will have release of G20 co-branded QR code, release of Coffee Table Book showcasing India's journey global leadership in Digital Payments and digital inclusion, launch of

innovative products from various banks that makes digital payments simplified and easy to use, flag off of Digital Payment Sandesh Yatra with the aim to make citizens aware about various digital payments solutions and sensitise them about security and safety of digital payments, and DigiDhan awards for top performing banks in digital payments space.

The launch will also highlight how Digital payments are ensuring financial inclusion and empowering small merchants, street vendors and common people of the country. The Digital Payment Utsav will also be an opportunity to make digital payments as 'whole of Government' initiatives in its true spirit with active participation from other Central Ministries.

The broader mandate of MeitY is to work towards the transformation of India into a digitally empowered society and

knowledge economy and generate self-reliance for the country in the field of technology and communication. On this note, a series of events/initiatives will be held during the entire duration of Digital Payments Utsav (9th February to 9th October 2023) that would showcase India's journey of digital transformation.

The event will conclude with presentation of awards to bankers and fintech companies in different categories for outstanding performance, flag off Digital Payments Sandesh Yatra and closing remarks by the Economic Adviser and Group Coordinator, MeitY. A grand celebration of a culture of innovation, entrepreneurship and digital inclusion paving the way to realize Prime Minister's vision of empowering common man with the technology.

Exams are right around the corner how to turn anxiety into action

**Mumtaj Begam, Counselling Psychologist,
Fortis Hospitals, Chennai**

Chennai, Feb 08 2023: When an exam is approaching and students are stressed, it can be difficult for parents as well. Concerns regarding the children's exam preparedness are just the beginning of a parent's concerns. In addition to being concerned about their future, we also realize that not all parents examine their kids' mental health. Throughout this time, what happens, Parents who see their children as horses force them to wear invisible blinkers that limit their vision to academics and relaxing options. Making them give up their PlayStation, as well as excluding them from their cherished friends, family, and neighbours, are just a few examples.

In addition, the daily schedule at home will change to reflect life in a military dormitory.

Many things must be understood before understanding anything. Let's discuss those now.

1. Try to ascertain your child's mental state:

Recognize that, like a rubber band, your child has a capacity and saturation point. It depends on the size of the rubber band on how far it can be stretched, like that, child's mind has a certain amount of elasticity to stretch, but only to a point where it can be tolerated before cutting.

Remember, they are your child, and you should not command or treat them as if they were a prisoner.

2. Avoid comparing and measuring them against their mark:



Mark is not your child's personality; it is simply the sum of the right answers. They are uniquely original!

□ Identify who they are, try to motivate them consistently.

□ Help them understand the ideas and concepts.

□ Explain to them the lesson's and unit's goals are.

□ Have faith in them rather than judging and labelling them.

3. Identify their learning style:

As we all know, everything has its own style, and your child has a learning style that includes the VARK model

The VARK model stands for: □ Visual □ Auditory □ Reading/Writing

□ Kinesthetics

Visual learners retain knowledge better when it is presented to them in the form of graphics such as arrows, charts, graphs, symbols, and more. Like how designers use visual hierarchy to emphasize specific design elements, visual learners benefit from clear representations of knowledge hierarchy.

Auditory learners, also referred to as "aural" learners, prefer to listen to information that is spoken to them. These students perform well in groups where vocal engagement is encouraged and enjoy reading aloud to themselves.

By concentrating on the written word, teachers may help their students achieve success with written content on worksheets, presentations, and other

text-heavy tools. These kids take notes, and when they have access to written material, they perform well.

Kinesthetics - Using the body as a medium

4. Feed them some positivity:

The mind is a very potent tool. It is essential to feed the mind with constructive thoughts, optimism, and positive feelings to preserve one's mental health and grow in life. Anything you choose to focus on will manifest into your life, according to the law of attraction. As a result, it is essential to emphasize the importance of developing a positive view on life.

Therefore, emphasise optimism in your thinking and in the minds of your children, and educate them how to deal with situations in their future.

• Value the effort they put forth.

• Show your affection instead of worrying.

• Acknowledge their sentiments and emotions.

• Stop comparing them; an auction is not what they are.

• Allow them 30-minute break every two hours.

• As a token of your love, give them some Rewards.

5. Expose your kid to natural settings:

Artificial lighting or modern technologies cause boredom. Make sure they are exposed to natural light and natural environment because it will help to relax their brains.

Ather Energy introduces the largest ever corporate outreach program to promote e-mobility in India

Chennai, Feb 08 2023: Ather Energy, India's leading electric scooter manufacturer today rolled out its largest ever corporate outreach program to promote e-mobility in the country. The month-long program is targeted to employees from 2500+ organisations and will offer benefits worth INR 16,259* in total for the corporate employees to bring home the Ather scooters. As a leading player in the EV ecosystem, Ather continues to accelerate the adoption of EVs with this initiative.

Beginning today, Ather is introducing a host of 'never heard before' offers for corporate employees, which includes a corporate discount worth INR 4000*; an exchange bonus worth INR 4000*; and tax savings on loans taken to buy an Ather on the

financial front. On the product front, Ather is offering a complimentary 2-year extended battery warranty (over and above the manufacturer's warranty of 3 years) worth INR. 8,259* (only on the 450X). The offers are valid till the 28th of February. Ather Energy is also offering to install complimentary charging infrastructure at workplaces.

The government and corporations are introducing several initiatives to move towards green mobility to focus on sustainable energy and achieve net zero by 2070. Organisations have developed charging infrastructure in the office premises to alleviate range and charging anxiety. The corporate offer is available to employees of leading organisations

like Reliance Jio Infocomm LTD, Wipro Technologies, Samsung India, Myntra, TATA Technologies, Indian Railway Catering and Tourism Corpn. LTD, Bharti Airtel LTD.

Ather Energy currently has a robust retail sales network across the country, with a presence in 80 cities with over 100 Experience Centres. The company is looking at a solid expansion roadmap covering tier 1,2 & 3 cities in India, increasing its retail footprint to 150 centres in 100 cities by March 2023. Ather Energy also has the largest fast-charging network for two-wheelers in India and has installed over 900 Ather Grids across the country.

Ather Energy had a great start to this year, registering its best-ever monthly sales delivering

12,419 units in January 2023. To meet the rising demand in the country, Ather inaugurated its second manufacturing facility in Hosur. The facility, spread across 300,000 sq. ft. will help the brand expand its production capacity to 420,000 units per year in FY 2024 (April 2023 - March 2024), further enabling the company to fulfil the increasing demand for its flagship scooters. The company also recently rolled out the Atherstack 5.0 software update, which has introduced a host of new features taking the riding experience to a new level. Ather has also introduced six new colours - Space Grey, Still White, Salt Green, True Red, Cosmic Black, and Lunar Grey for the 450X and 450 Plus, inspired by a automotive performance.

RBI Monetary Policy Quotes

Quote: Dinesh Khara, Chairman, SBI

Chennai, Feb 08 2023: "RBI decision to hike the rate was in consonance with the expectations. Continuing strong job data from Fed has made monetary policy making a delicate balancing act

for emerging economies central banks. Beyond the rate hike, there are a bouquet of policies that attend the micro structure of the market. The proposal to address the issue of penal charges on services will

bring a rule based regulation. The initiatives on climate risk will improve compliance, capital budgeting and financial disclosures for banks. Providing further impetus to TReDS

platform in terms of further augmentation of activities and allowing lending and borrowing government securities will add depth and aid price discoveries across markets."

Quote by George Alexander Muthoot, MD, Muthoot Finance

Chennai, Feb 08 2023: The RBI hiked repo rate by 25bps today and maintained its stance of 'withdrawal of accommodation', this was largely on expected lines and also in line with consensus expectations. The macro-economic challenges still continue and core inflation

remains sticky. However, the resilience of the Indian economy, firming up of urban consumption demand and improving rural demand reinforce our optimism on the growth front and

we expect steady demand for gold loans. Further, given the various measures

announced in the Union Budget recently, including the rise in capex by 33 percent, demand is further expected to increase. RBI measures to expand the scope of TReDS will improve the cash flows to MSMEs, this coupled with recent announcement in the budget towards the MSMEs will surely give

support to MSME sector which were most impacted during the pandemic. We do believe that the large part of the RBI rate hike cycle is behind us, unless inflation flares up unexpectedly. Our borrowing cost may rise slightly going ahead but we are confident of maintaining our margins at the current levels.

Views of Indranil Pan - Chief Economist, YES BANK

Chennai, Feb 08 2023: "The policy was well balanced with the focus remaining on removal of accommodation. The 25bps hike was not associated with any change in the stance. The RBI remains focused on core inflation and clearly highlights that the recent softening of inflation was mostly due to the strong seasonal deflation in

vegetables, and this might go away in the summer months. The estimates for average inflation is at 5.3% for FY24, still higher than the 4% aspirational target of the RBI. At the current repo rate of 6.5% and last inflation print of 5.7%, the real policy rate has moved to 0.8%. However, the governor indicated that adjusted for inflation, the policy rate is still lower than the

pre-pandemic levels. Growth dynamics are seen to be relatively stable and this may also indicate a lower disinflationary pressure in the economy, hence calling for any credible central bank of the EME to remain hawk-eyed. Inflection points are always difficult to call, but I think that the rate hiking cycle of the RBI may yet not be over. We remain open to another

25bps increase in the repo rate in April or even later and will critically depend on the inflation prints in the months ahead. For record, our model suggests that the next CPI print can surprise on the higher side to 6.2-6.4%, as food prices are seen to have largely normalized based on data obtained from the Department of Consumer Affairs."

Views of Prasenjit Basu - Chief Economist, ICICI Securities

Chennai, Feb 08 2023: The RBI has adopted a hawkish stance on inflation, despite 2 of 6 MPC

members dissenting both with regard to today's 25bp rate hike and on the policy stance. With credit growth at its

healthiest in 8 years, and real GDP growth resilient amid the global downturn, the RBI sees little need to ease

monetary policy in the year ahead. Interest rates are likely to remain elevated at these levels for the rest of CY23.

One of the Biggest Sportainment events in the country, the Celebrity Cricket League (CCL) is coming back fully reloaded after 3 years



Chennai, Feb 08 2023: The Celebrity Cricket League (CCL) brings together the country's eight major film industries - Hindi, Tamil, Kannada, Telugu, Malayalam, Bhojpuri, Bengali, and Punjabi onto the cricket field.

Parle Biscuits has signed up as the Title Sponsor of the League.

The league is star-studded with

Mohan Lal,

Rajkumar Sethupathy, Nagaarjun Sethupathy, Sriprya, Shaji, Jaison & Mibu as the co-owners for the Kerala Team,

Salman Khan as the Brand Ambassador of the Mumbai Team,

Venkatesh as the mentor for the Telugu Team,

Boney Kapoor as the Owner of Bengal Team and

Sohail Khan as the

Owner of Mumbai Rhinos - Aarya.

Following are the Captains of the Teams:

Bengal Tigers - Jisshu Sengupta, Mumbai Heroes - Riteish Deshmukh,

Punjab De Sher - Sonu Sood, Karnataka Bulldozers - Kiccha Sudeep, Bhojpuri Dabanggs - Manoj Tiwari, Telugu

Warriors - Akhil Akkineni, Kerala Strikers - Kunchacko

It will be a 5-weekend tournament with 19 games starting from 18th February 2023. The event will be a refreshing surprise for fans as they look forward to watching their heroes give it their all on the cricket field. CCL is back with a LOUD bang - Reloaded and Reimagined!

Sudhir Mungantiwar awards 48 artists from across the country at The Bombay Art Society's 131st All India Annual Art Exhibition awards Exhibits on display from 7 to 13 February 2023 at Jehangir Art Gallery

Chennai, Feb 08 2023: The Bombay Art Society, one of the oldest non-profit art institutions in the Asian subcontinent is presenting its 131st All India annual Art Exhibition from 7th to 13th Feb 2023 at Jehangir Art Gallery. The annual art exhibition was inaugurated at the hands of Hon. Shri Sudhir Mungantiwar, Minister, Forests, Cultural Affairs, Fisheries and Dr. Saryu Doshi, art historian and former Director, NGMA, Mumbai and Shri. Rajendra Patil and in presence of hundreds of artists at 5.00pm on 7th Feb 2023 at Jahangir Art Gallery.

Shri. Sudhir Mungantiwar, Minister for Forests, Cultural Affairs and Fisheries shared, "First of all let me congratulate all the artists who have been awarded at by The Bombay Art Society. God is the ultimate artist, and when we see Art created by the artists it brings us close to God. Maharashtra is in top 10 with its large culture treasure trove, and I will ensure that my Cultural Affairs dept will work hard to preserve our rich heritage. We have proposed a tie up with Jehangir Art Gallery and P L Deshpande Maharashtra Kala Academy to open the Prabhadevi location for artists at nominal rates for them to showcase their Art work. We will be creating a portal for



specially for Artists in Maharashtra who can put up their artworks on sale which can be accessed by people across the world."

Rajendra Patil, President of The Bombay Art Society shared, "The all-India annual art exhibition has been the important art event on the calendar of visual arts events in country since its beginning in 1888. This year, 48 awards to the artists from 2500 entries in the categories like paintings, sculptures, graphics, photography along with the Bendre-Husain scholarship, The Sangita Jindal Scholarship and Sandhya Misra scholarship are presented to the young artists. It is an important event for artists in eastern and southern parts of India as The Bombay Art Society receives exhibition entries as far away as Delhi, West Bengal, Andhra Pradesh, Karnataka and Kerala from many years. This year we honouring Prof. G S Majgaonkar who started the Maharashtra Nature Art Style".

The Bombay art society has started

one lakh in cash and certificate. The Bombay Art Society gold medal which carried rupees fifty-one thousand cash, certificate and gold medal is gone to Siddhesh Thakur for his stunning sculpture. The artworks of Akshita Gandhi, Parimal Vaghela, Abhijit Kumbhar, Anuradha Tambe, Nagnath Ghodke, Kinnari Tondlekar and Nishikant Palande submitted for the exhibition outshine and own them various awards which were presented at Jehangir Art Gallery. This year the award-winning entries include artists from various cities in Maharashtra, west Bengal, Haryana, Delhi, and Gujarat whereas art students who won awards are from many cities in Maharashtra, Assam, Gujarat, Uttar Pradesh, and Karnataka.

The BAS annual art exhibition started in 1888, the only art exhibition in India held continuously for 135 years is considered as the talent hunt contest in the country. The select 189 artworks hand-picked from total 2500 entries received from all over India through highly refined selection process involving art experts at every stage of selection are presented in this exhibition. The artworks of four scholarship awardees are also displayed in the exhibition.

Roopdhar Lifetime Samman in the field of visual art since last Eighteen years. This year, one of the great artists Prof. G S Majgaonkar has been conferred with Roopdhar lifetime achievement award which carries citation and one Lakh rupees cash as a token of love. The Roopadhar lifetime achievement award was conferred on Prof. G S Majgaonkar on at the time of inauguration of the annual art exhibition.

Monica Ghule, who works in figurative style bagged this year's Bendre-Husain scholarship whereas Swani Godse, sculptor who works in metals got him The Sangital Jindal Scholarship. The Sandhya Misra Scholarship is presented jointly this year to Kandula Pradeep Kumar, sculptor and Madan Pawar, artist for their unique artworks.

Add a Splash of Colour with Accessories from Language

Chennai, Feb 08 2023: Language introduces their all-new curated range of Accessories, offering the finest quality of genuine leather indulgence to women. Language has curated a range of soft-hued, spring coloured products to compliment your wardrobes and add a splash of colour to your outfits. Language uses the finest quality genuine leather to ensure you revel in the experience of comfortable luxury.



style and be a dependable companion for life. It features cross body bags, wallets and belts, each of these products from Language are available in colour options that please your soul.

A fashionable Cross-Body bag from Language is the perfect accessory to keep your

hands free and valuables safe. The cross-body bag is available in several colour options and it is made of genuine smooth grain leather. The Wallet on chain is glamorous to behold and the perfect size to carry, this premium leather wallet is the perfect companion piece for your outfit. Bring your ensemble

together with a leather belt from Language, and flaunt your true style and class. The belts from Language are refined and streamlined to exude a flair of sophistication.

Explore the range of Accessories for women from Language at its exclusive brand outlets at Nungambakkam Chennai, VR Mall Chennai, Express Avenue Chennai, Sarath City Mall, Hyderabad, Lulu Global Mall Bengaluru and Lulu Mall Kochi. You can also shop the collection online at www.languageshoes.com and www.amazon.in

Techwave wins "Best Cloud Migration Award" at the 2022-2023 International Cloud Awards!

Mumbai, Feb 08 2023: Techwave, a renowned global IT and engineering services firm, has won "Best Cloud Migration or Systems Integration Solution" award at the International Cloud Awards this week. Techwave has been honored for its innovative approach, tailored custom solutions, and best-in-class service. This award recognizes and honors industry leaders, innovators, and organizational transformation in cloud computing, and Techwave emerges as a winner among its peers.

Techwave is revolutionizing cloud transformation with its industry-specific solutions. The company's systematic approach to migrating to the Azure platform ensures every step is executed with care. By analyzing the current state, Techwave determines the best plan of action, taking into

account limitations such as OS, SAP, database, data transfer, network availability, and data protection. Furthermore, keeping business continuity in mind, ensuring minimal downtime and seamless accessibility post-migration, while maintaining essential functions and services. And, with a focus on future growth, Techwave addresses future demands through proper sizing, scalability, availability, extendability, and operational management.

Speaking of the celebration, Mr. Raj Gummadapu, Co-Founder and Chief Executive Officer, Techwave said, "It is an honor to receive the Best Cloud Migration award at the International Cloud Awards! This accolade is a reflection of our relentless pursuit of innovation and delivering exceptional solutions. Our expertise in SAP, Cloud

Architecture, and DB, paired with our customer-focused methodology, has truly made us stand out. Aligning solutions with business processes while minimizing downtime is just one of the many ways, we put our customers first. Kudos to our talented team for their unwavering commitment and hard work. We're delighted and grateful for this recognition!"

Techwave is aiding top businesses in boosting their cloud transformation journeys with the help of its deep expertise and innovation technology. This enables these enterprises to achieve sustainable growth guided by their purpose. Mr. Chandra Rao, Global Head of Data Center, Cloud & RIM Services at Techwave, says that the company is proud to receive this award, which recognizes its ability to be nimble, its leadership in Cloud innovation, its

exceptional customer service, and the resulting growth.

"We are delighted to give this award to Techwave in recognition of their outstanding and demonstrable achievements in Cloud Migration and Systems Integration. We were impressed to learn, from the examples given, how Techwave takes challenges posed by their customers and explores possible solutions from all perspectives. Techwave acknowledges the impact that any solution may have on existing business processes and aims to consistently deliver solutions which do not impact operations. We were particularly interested in how Techwave ensures minimal downtime without interruptions to their customer's business processes. Well done, Techwave from everyone at The Cloud Awards!" said Annabelle Whittall, Lead Judge at The Cloud Awards.

Aditya Birla Housing Finance launches #ApnaGhar campaign

Chennai, Feb 08 2023: Positioning itself as an enabler of dreams, Aditya Birla Housing Finance Ltd. (ABHFL), the Housing Finance arm of Aditya Birla Capital Ltd., rolled out its #ApnaGhar campaign. The digital campaign aims to inspire customers to build their 'Sapno ka aashiyana' and promises to support them at every step of the way through their 'Sahi Salaah, Sahi Saathi, Sahi Home Loan Rakkam' offering.

This Affordable and Informal Housing offering is built on a core promise of providing customers from the underserved segment with the advisory that's just the right fit for fulfilling their dreams, thus guiding them towards the right path and providing them with a home loan that best suit their requirement. What's noteworthy is that under the offering, consumers can avail of a loan of up to INR 50



lakhs without the need to submit income proof.

The campaign has been created on a relatable and touching note, showcasing the sentiments of a common man who usually suppresses his dreams due to insufficient funds, fear of approaching lenders due to lack of documents, and limited knowledge about the various financial solutions he can turn towards for achieving these dreams. Through this film, Aditya Birla

Housing Finance intends to extend a lending hand and help the underserved segment set the ball rolling towards getting the right home loan and loan against property.

Commenting on the launch, Mr. Pankaj Gadgil, MD & CEO, Aditya Birla Housing Finance Ltd. said, "At Aditya Birla Housing Finance, our constant endeavour is to listen to the customer's stated and unstated needs and develop strategies to build convenience,

simplicity, and trust. Through the #ApnaGhar campaign, we want to remove the doubts and fears that cloud the mind of the underserved segments and reassure them that ABHFL is committed to listening to them, understanding their needs, simplifying the procedures, and they can trust ABHFL with Sahi Salaah, Sahi Saathi, and Sahi Home Loan Rakkam".

The intention of creating this digital film is to reach out to a diverse set of audience to showcase the array of affordable and informal housing loan solutions provided by Aditya Birla Housing Finance Ltd. under its 'Sahi Salaah, Sahi Saathi, Sahi Home Loan Rakkam' offering. The campaign will be amplified across the social and digital media channels of Aditya Birla Housing Finance, as well as OOH, to reach a wider set of audience across Indore and Madurai.

PM speaks to the Israeli Prime Minister

The Prime Minister, Shri Narendra Modi has spoken to the Prime Minister of Israel, His Excellency Benjamin Netanyahu.

In a tweet, the Prime Minister said;

"Spoke with PM @netanyahu and discussed ways to strengthen the multifaceted India-Israel friendship, deepen our focus on innovation partnership, and our ongoing cooperation in defence and security."