

Extensive use of Social media by GCTP for grievance redressal and feedback

Chennai, Feb 24 2023: GCTP is working round the clock to improve traffic and reduce the rate of accidents. All traffic related issues that are being brought to the notice of the GCTP are promptly attended in order to decongest the vehicle flow and to improve the situation of day to day traffic in the city.

Despite relentless efforts of GCTP towards regulation, enforcement and improvement, many local traffic issues may go unnoticed. To overcome this, GCTP has opened various social media handles such as Twitter, Facebook and Instagram to reach out to the public to receive inputs on traffic obstructions and violations as social media has emerged as a powerful source of



communication. Similarly, GCTP also receives complaints on WhatsApp no. 9003130103. In this way, GCTP has gained rapport and support from the public as it facilitates the public to directly communicate to GCTP of any abrupt issues in Traffic. They are useful in creating awareness on

Traffic Discipline and communicating alert messages regarding traffic diversions.

As of now, GCTP's Twitter (@ChennaiTraffic) is the most familiar handle to the road users and has 69,162 followers with 10,400 tweets received. It is pertinent to mention that 1267 violations

were brought to the notice of the GCTP in last 2 months through twitter for which 90.5% of complaints were punctually acted upon and disposed and the same was shared to the tweeters. This shows the popularity of the GCTP twitter handle among the twitter users and more than 7000 followers

added in the last two months. On an average, GCTP receives and disposes about 25 tweets per day.

Similarly, Facebook (Greater Chennai Traffic Police) has 1,01,734 followers and Instagram (chennaitrafficpolice) has 5,256 followers with 1,444 posts which are also very familiar among the youths who love to watch the awareness videos and reels. Similarly, in Whatsapp, 2062 complaints were received and disposed in 2022. In 2023, 669 complaints were received and 659 of them were rectified and disposed. A good progress of these social media handles has been observed.

Mostly, violations relating to rider & pillion not wearing

helmet, unauthorized parking of vehicles on platforms, vehicles causing traffic obstruction, No/Defective number plates and Triples riding are posted for prompt action by the GCTP. The inputs of these reports are always verified for its authenticity and appropriate actions are taken.

In this regard, the public are expected to provide the details of the place, date and time where and when such violations are noticed so as to assign the concerned jurisdictional officers for immediate action on the posts. GCTP very much appreciates and encourages the public participation in the traffic management through social media handles.

On the other hand, many allegations are being made against GCTP men and officers in a way to defame GCTP. Three such allegations in social media were dealt by concerned officers in charge. However, after enquiry it came to light that those allegations are false. It was found that the conduct of those false accusers is bad throughout their social media handles and they often use abusive languages in social media. Apologies were received by them through their social media handle in relation to the false allegations posted by them and confirmed the deletion of those falsely alleged posts. However, GCTP is committed to the highest legal, professional, people friendly and honest procedures and open to

constructive evidence based criticism and any complaint against its personnel is and will be taken with utmost seriousness, properly enquired and appropriate action initiated in case of a wrongdoing or excess but to keep the morale of our hard working GCTP police personnel high, any deliberate mischievous and defaming comments/videos will be dealt appropriately.

With GCTP keeping a constant eye on the behaviour of road users, our CCTVs and ANPR cameras have emerged as "The Third Eye". GCTP sees constantly alert and socially responsible citizens using social media as "The Fourth Eye" and is committed to do their best to receive and work on their feedback.

Update on Station Redevelopment Works in Ernakulam Junction

Chennai, Feb 24 2023: Ernakulam Junction Railway Station (also known as Ernakulam South Station) is one of the busiest Railway Junction Stations in South India with more than 128 scheduled daily train services.

Recent work done

Project Management Consultancy office completed and occupied by the agency

Test Pile Concreting for service building, Multi-level Car Parking, West Terminal, Skywalk, East Terminal and other railway offices has been completed and initial pile load test completed.

Works Executed So Far

Topographical survey,



Soil Exploration, Drone survey completed for the project site.

Right of Way for the EPC contractor provided for Stage-I of West terminal, East Terminal, Multi-level Car Parking (MLCP),

Offices of the Senior Section Engineer and the proposed Skywalk

All the mandatory clearances were obtained from civic authorities.

East Terminal building site clearing completed.

Staff quarters were demolished and alternate accommodation for residents provided.

Other work in progress

Piling completed for Office building and pile cap

works are in progress.

Piling in progress for Multi-level Car Parking and P Way Depot building.

Ernakulam Junction Redevelopment

The work of "Re-



development of Ernakulam Junction Railway Station" was awarded as an EPC contract to M/s Bridge and Roof Company India Ltd for RS.299.95 Crore on 13.07.2022 with 24 months set as

deadline. With superior infrastructure, futuristic facilities, and a pleasing ambience, the redeveloped Ernakulam Junction will meet the needs of modern travellers. East and West terminal buildings and a

Multilevel car parking is proposed to be constructed. The terminals will be equipped with ticketing area, Waiting Lounges, commercial area, various Railway offices, skywalk and concourses.



E-Sevai Maiyam
Star Rainbow Services
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
8148231942 / 8144337349
PATTA | LEGAL HEIR | PAN | PASSPORT | AADHAAR
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Putin thought that he would achieve a victory "at minimal cost," but war has been a strategic failure for the Kremlin. Ukraine still stands. - US Secretary of the Treasury Janet L. Yellen

Chennai, Feb 24 2023: Good afternoon, everyone. Thanks for being here. I'm looking forward to a productive set of meetings in Bengaluru over the next couple of days.

I'd first like to thank Finance Minister Nirmala Sitharaman for her leadership of the G20 during India's presidency.

Tomorrow is the one-year mark of Russia's illegal and unjustified full-scale invasion of Ukraine. So today, I'd like to start by speaking on Russia's war. Then, I'll turn to progress we've made on the global economy, as well as our work on longer-term challenges.

A. RUSSIA'S ILLLEGAL AND UNJUSTIFIED WAR AGAINST UKRAINE When Vladimir Putin launched his brutal assault one year ago, some believed that Russia would secure a quick and decisive victory over Kyiv. Putin himself thought that he would achieve a victory "at minimal cost," in the words of CIA director Bill Burns. One year later, Putin's war has been a strategic failure for the Kremlin. Ukraine still stands. And NATO and our global coalition stand united behind it.

Ukraine has mounted a heroic resistance. We have seen the bravery of the Ukrainian military on the battlefield. We have seen the steady hand of Ukraine's economic and finance officials. They have fought to preserve Ukraine's economic and financial stability under extraordinary circumstances. And of course, we have seen the strength of the Ukrainian people. They are standing strong amid a terrible war.

The United States and our allies are proud to support the Ukrainian people's fight for freedom. The United States has provided over \$46 billion in security, economic, and humanitarian assistance to Ukraine. Our military assistance includes key defensive weapons that Ukraine has asked for – such as the Patriot missile defense system. And our economic assistance is making Ukraine's resistance possible by supporting the home front: funding critical public services and helping keep the government running. In the coming months, we expect to provide around \$10 billion in additional economic support for Ukraine.

Since the early days of the war, we have partnered with a multilateral coalition of over 30 countries to impose severe economic costs on Russia for its brutal assault. Our twin goals are to degrade Russia's military-industrial complex and reduce the revenues that it can use to fund its war. We are seeing the impacts of these actions. The Russian military is struggling to replace over 9,000 pieces of heavy military equipment that it has lost since February 2022. It has suffered production shutdowns at key defense-industrial facilities.

Further, Russia's economy has become increasingly isolated. Estimates indicate that nearly a million Russians may have left the country last year. This is putting downward pressure on its productive capacity going forward.

As President Biden has said, we will stand with Ukraine in its fight – for as long as it takes. We commend our allies for stepping up their direct assistance. And we believe it's critical that the IMF move swiftly toward a fully financed program for Ukraine – as they have said they will do. Continued, robust support for Ukraine will be a major topic of discussion during my time here in India.

B. PROGRESS ON MACROECONOMY AND MITIGATING SPILLOVERS FROM RUSSIA'S WAR ON UKRAINE Over the next couple of days, I also look forward to working with my counterparts to advance work on the global macroeconomy.

While there are significant headwinds, it's fair to say that the global economy is in a better place today than many predicted just a few months ago. In the fall, many were worried about a sharp economic slowdown across the world. The challenges we face are real, and the future is always uncertain. But the outlook has improved since we gathered in the fall. In its most recent estimates, the IMF forecasts global growth of 3.2 percent during 2023 – a notable upgrade from its October report.

In the United States, our economy remains resilient. Year-on-year headline inflation has moderated over the past few months – as supply chain pressures have eased and global imbalances have subsided. At the same time, our labor market remains strong. In January, U.S. unemployment hit a low not seen in over a half-century.

The progress on our global macroeconomy is a result of our collective work. And it underscores the importance of redoubling our efforts going forward.

Forums like the G20 are important venues for macroeconomic cooperation. During our meetings last fall, there was a shared view among my counterparts that we must take decisive action on the challenges that we face in our own countries. That includes combatting high inflation where it exists. It was also important to us to be attentive to the spillovers of macroeconomic tightening from major economies to the rest of the world. While there's much more work to do, we are beginning to see lower headline inflation around the globe. In emerging markets, financial conditions remain relatively tight, but have begun to show signs of easing. At the same time, we know that a number of vulnerable countries continue to face acute distress. We are not out of

C. TACKLING LONGER-TERM CHALLENGES AND BUILDING A STRONGER GLOBAL ECONOMY Over the next two days, I also look forward to continuing the G20's work to build a stronger and more resilient global economy. This includes advancing work on debt, climate change, and the evolution of the multilateral development



the woods yet. So, I am looking forward to the opportunity this week to continue our close communication with other major economies.

Our progress has also been made possible through our actions to mitigate spillovers from Russia's war on Ukraine. Vladimir Putin's immoral war has exacerbated the stress on our food systems. Since last year, the United States has committed more than \$13 billion in humanitarian and food security assistance. We have also rallied international financial institutions to implement a robust Action Plan to Address Food Insecurity. Further, we have worked with countries to avoid export restrictions and enable food to flow more freely – including through the Black Sea Grain Initiative. This life-saving initiative has improved supply and lowered prices. It must be extended past March. More work will be done this year at the G20 on these food security challenges. I believe this work cannot come soon enough.

Another focus has been global energy markets. In December, the United States and our coalition implemented a cap on the price of Russian crude oil. And earlier this month, we placed caps on the prices of Russian refined products like diesel and fuel oil. So far, we see clear signs that our policy is working to reduce Russian revenues and stabilize global energy markets. Even as global oil prices have remained relatively stable over the past few months, Russian oil prices have fallen substantially. Last month, the Kremlin's oil revenue was nearly 60 percent lower than in the immediate aftermath of the invasion. We have continued to see emerging markets negotiate steep discounts on Russian oil – which keeps oil on the global market but sharply reduces the Kremlin's take.

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banks. First, we need to work together to ease the debt overhang that is holding back too many countries. The IMF estimates that around 55 percent of low-income countries are close to or in debt distress. I will continue to push for all bilateral official creditors, including China, to participate in meaningful debt treatments for developing countries and emerging markets in distress. Most urgent is the need to provide debt treatment to Zambia, and to commit to specific and credible financing assurances for Sri Lanka. Later this week, I am also looking forward to robust discussions about the Common Framework process to help countries like Ghana. I will also be discussing international coordination on debt restructuring for middle-income countries.

Second, we must unlock more investments for the clean energy transition. The United States is making a historic investment in our own transition through the Inflation Reduction Act. This law will have positive spillovers for other countries. This includes reducing the costs of clean energy technologies. During the upcoming meetings, I am eager to continue working with our partners as co-chair of the Sustainable Finance Working Group. Our goal is to accelerate the transition to a net-zero economy, particularly by boosting private capital flows.

Third, we look forward to accelerating our momentum for the evolution of the multilateral development banks. Four months ago, I called for the evolution of the MDB system ahead of the World Bank and IMF Annual Meetings. The MDBs have made tremendous progress in advancing poverty alleviation and inclusive development. But it's critical that they integrate work on global challenges into their core mission to sustain progress on these priorities. We are in the process of working with shareholders and management to evolve the World Bank. Over the next couple of days, I will be discussing how the G20 can build on the momentum at the World Bank for ambitious reforms. I'll also discuss

how we can accelerate the evolution of the regional development banks. Of course, I want to thank David Malpass for his service as President of the World Bank and his commitment to a smooth transition. Under his leadership, the Bank has measurably improved the lives of people around the world. I'm looking forward to productive meetings over the next two days. There's a lot to do. With that, I will take your questions.

Q & A Q: Thanks very much Secretary Yellen. Alan Rappeport with the New York Times. Treasury has expressed concern about China's deepening ties with Russia and also about it obstructing debt restructuring efforts. What is your message to China on these issues? And do you believe China is committed to stabilizing the economic relationship with the United States?

Secretary Yellen: Well, thanks for that question, Dave. We appreciate the opening of nominations by the World Bank Executive Board. And, we believe it's important that there be a transparent merit based and swift nomination process for the next World Bank President. We intend to put forward a candidate to lead the World Bank. Someone that we think meets the strong qualifications that are necessary to lead the World Bank and will be committed to the kind of reform process that we want the bank engaged in. Someone who shares a commitment to the bank's long-standing work to fight extreme poverty and promote prosperity and will also want to take addressing the global challenges like preparing for future pandemics and addressing climate change. So, beyond that, we intend to quickly put forward a well-qualified candidate and I don't have any updates for you on who that will be. Stay tuned.

Q: Hey, I just want to ask given that Russia has withdrawn from the nuclear treaty as well now, can we expect further sanctions from the U.S. against Russia? And also, given that the G20 Presidency and some other member countries are still neutral with regards to the Russian invasion of Ukraine, could you maybe shed some light on how negotiations about taking a stronger position as the G20 against the war that is going on?

Secretary Yellen: Well, with respect to the communicate, I would say that that's still under negotiation. But the G20 communicate that was issued in Bali contained strong language on this, and the Leader's communicate contained equally strong language. So, if this has been achievable in the context of G20 negotiations. You asked about sanctions, and we have ongoing work on sanctions. Working with our partners, we are seeking to strengthen sanctions and to make sure that we address violations of sanctions. And, clearly the Russians are looking for ways and routes to backfill. We've deprived them of many channels through which they can obtain the materials that are critical for their defense efforts. And they're looking clearly to backfill to obtain that, and that's a particular focus that we have in mind. Both with respect to enforcement and perhaps with respect to further sanctions.

Q: Good afternoon, Western countries have already imposed tough sanctions on Russia. The Russian economy is still in relatively good shape, partly because of Western efforts are being undermined by China and India buying Russian oil and weapons. So, my question is, what more can be done and what is your message here in India? Thank you.

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think the way I see it our sanctions have had a very significant negative effect on Russia so far. While by some measures the Russian economy has held up better than might initially have been expected, Russia's now running a significant budget deficit. It's finding it extremely difficult because of our sanctions in our export controls to obtain the material that it needs to replenish its munitions. For example, repair over 9000 tanks that have been destroyed because of the war. We see that it's led to an exodus of some of the most qualified scientists and entrepreneurs in the Russian economy – an exodus of foreign investment. Russia is running down its holdings in its sovereign wealth fund. So, the price cap that we've put on a Russian oil is clearly substantially reducing Russia's revenues. Russia's revenues are down in January almost 50% from where they were a year ago. So, Russia is suffering in terms of its budget, and its ability to acquire what it needs. And, we will continue to impose further sanctions. We're working with our allies to continue to degrade Russia's ability to fight this unjust war.

Q: Good afternoon, Secretary Yellen. China has been selling continuously it's U.S. Treasury holdings. Now, the holdings stand at a 12-year low. China on its part is saying that it wants to keep the lines of communication open with the Treasury to discuss economic issues. Is that happening and what are the issues that you're open to discussing?

Secretary Yellen: So, in their joint meeting, President Biden and President Xi agreed strongly that communication between our two countries is necessary and desirable. Just in terms of our own relationship, but more broadly, for the sake of the entire globe. And that there are many areas where we need to cooperate, to work together to address global challenges. I have had a meeting with my Chinese counterpart that was constructive. One area where we have traditionally communicated, and that remains important to communicate concerns of the macroeconomic and financial situation in our own countries and in the global economy more generally. And we've done that, and I believe we will resume it at an appropriate time for those discussions and continue that. In addition to that, on matters like food security, debt, climate change these are role matters of global significance, where we do have the ability to cooperate. We will resume I certainly expect that we will resume discussions with the name of doing that. I don't have a specific timeframe in mind for doing that, but I believe it's important to do so when I've certainly am open to having those conversations.

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1st Culture Working Group Meeting Begins in Khajuraho, Importance of Culture to Reshape Global Creative Economy was Highlighted

Chennai, Feb 24 2023: The first meeting of the Culture Working Group (CWG) was organised on Thursday in Khajuraho, famous for its grand temples with ancient and rich cultural heritage. The priority of the meeting, which runs till February 25th is mainly focused on four issues 'Protection and Restoration of Cultural Property', 'Promotion of Cultural and Creative Industries and Creative Economy', 'Using Living heritage for a Sustainable Future' and 'Leveraging Digital Technologies for the Protection and Promotion of Culture'.



art residencies and workshops, among others. According to the Ministry of Culture, there will be four meetings of the CWG under India's G20 Presidency. Apart from Khajuraho, meetings have also been scheduled in Bhubaneswar and Hampi and the final venue is yet to be decided.

To further engage with these priorities, CWG has also developed a robust year-long program of cultural projects such as exhibitions, immersive experiences, symposiums, seminars,

The theme for Khajuraho is 'Conservation and Restoration of Cultural Property'. On Thursday, the first day of the

meeting saw serious deliberations on priority areas, covering the role of culture in sustainable economic development. Madhya Pradesh Chief Minister Shivraj Singh Chouhan, Union Minister of Social Justice and Empowerment Dr. Virendra Kumar and Minister of State for Culture, Meenakshi Lekhi were present at the meeting. Lekhi delivered a speech in the first session of the meeting, reiterating the core belief of 'Truth is One', which

takes culture together and leads to global progress. An exhibition 'Re(a)Dress: Return of Treasures' was also organised alongside the meeting.

"India's G20 culture track is based on the idea of 'Culture for Life' an eco-conscious lifestyle as a drive for sustainable living" said a Culture Ministry statement. Secretary, Ministry of Culture, Govind Mohan highlighted the need of the hour to revive the patronage of culture across the globe to reshape the global creative and cultural economy. Apart from the meetings, the 125 delegates will witness several cultural programs including the Khajuraho Dance Festival. They will also visit the western group of temples and the Panna Tiger Reserve.

Anurag Thakur inaugurates the 2nd G20 FCBD meeting in Bengaluru, 1st FMCBG Meeting to Start on 24th February

Chennai, Feb 24 2023: Union Minister for Information and Broadcasting, Youth Affairs and Sports, Anurag Thakur inaugurated the 2nd G20 Finance and Central Bank Representatives (FCBD) meeting in Bengaluru on Wednesday. Speaking on the occasion, he said that the G20 theme 'Vasudhaiva Kutumbakam' reflects the importance that India attaches to collaborative efforts to address global challenges. The Union Minister said, since its inception, the G20 has proved its role in building consensus in times of crisis. The program was co-chaired by Economic Affairs Secretary Ajay Seth and RBI Deputy Governor Dr. Michael D.



Patra.

Speaking at the inauguration of the 2nd G-20 FCBD meeting, the I&B Minister said that the Indian Presidency of the G20 is an honour where it can voice the concerns of the Global South and also showcase its expertise in various fields, to the visiting delegates. The Union Minister said, the global economy is still facing the impact of the

COVID-19 pandemic and the G20 can make a significant contribution to finding a global solution going forward.

The G20 FCBD meeting is being held from February 22-23, ahead of the G20 Finance Ministers and Central Bank Governors (FMCBG) meeting. The first FMCBG meeting after the FCBD meeting will be held from

February 24-25 in which finance ministers and central bank governors of G20 members and heads of international organizations will participate.

The FMCBG meeting will be jointly chaired by Union Finance Minister, Nirmala Sitharaman and RBI Governor, Dr. Shaktikanta Das. The meeting shall discuss issues such as strengthening multilateral development banks to address shared global challenges of the 21st century, financing for resilient, inclusive and sustainable cities of tomorrow and leveraging Digital Public Infrastructure (DPI) to advance financial inclusion.

Apollo Hospitals flags frozen shoulder cases, launches One Stop Shoulder Clinic 70% of people experience shoulder pain at least once in their lifetime

Chennai, Feb 24 2023: In a significant development for sportspersons, patients with diabetes and the middle aged, Apollo Hospitals has introduced hydrodilatation as a part of the advanced treatment plan for those with a frozen shoulder.



doctors switch course to a radiological intervention called hydrodilatation.

Shoulder pain is the second most common bone and joint problem after back pain. Studies show that 70% of people experience shoulder pain at least once in their life time. The external rotation is restricted due to pain and stiffness in the shoulder joint, typical symptoms of the condition. The causes of shoulder pain are varied.

This short, day-care procedure is offered at the One Stop Shoulder Clinic at Apollo Hospitals, Chennai. So far, 25 patients have undergone the procedure and all have shown progress. Their Oxford Shoulder Scores have improved from 12 to 42.

To address the symptoms, physiotherapy is recommended as an integral part of the treatment plan. Physiotherapy and injections constitute the first-line of treatment. If the symptoms persist,

Ms Preeta Reddy, Vice Chairperson, Apollo Hospitals Group, said, "We are pleased to offer this treatment that comes as key respite to patients. Our aim is to enable patients to lead fulfilling lives free from

mental and physical pain and this initiative is a step towards that. Our healthcare models will continue to combine technology and care and offer comprehensive approaches to treatment."

Dr B Sivaraman, Orthopaedic Shoulder and Elbow Surgeon, Apollo Hospitals, said, "This is a rapid, non-surgical and cost-effective intervention for patients experiencing this condition. During this process, we inject about 100 to 150 ml of normal saline into the capsule (which is tight and frozen) of the shoulder under ultrasound guidance. We perform

this procedure under block (given by Anesthetist Dr Sumathi Shankar). This helps dilate the capsule for a 360 degree effect and enable improved functionality and movement of the shoulder. We are happy to share that our patients have shown significant improvement in symptoms and our interventions have helped avoid surgery."

The Clinic provides quick and efficient solutions to a range of shoulder problems. Reduced hospital visits and improved patient satisfaction are among the benefits.

Apollo Hospitals will host a (CME) Continuous Medical Education programme on Shoulder and Elbow Problems on 25 Feb 2023 for general practitioners. Dr B Sivaraman and Senior Physiotherapist Mr Murali MPT will be the faculty.

Renault-Nissan plant signs landmark agreement with workforce in India

Chennai, Feb 24 2023: Renault Nissan Automotive India Private Limited (RNAIPL) today announced the conclusion of a long term settlement agreement with its workers representative union, Renault Nissan India Thozhilalar Sangam (RNITS).

The management and union have jointly submitted the settlement before the Justice P. Jyothimani (Retd Judge of Madras High Court) in arbitration proceedings, following which an award has been passed in terms of settlement.

The settlement with the Union is designed to ensure long term stability and covers a period of six years effective from April 1, 2019 through March

"We are very happy to reach this important agreement, ensuring employee voices were directly represented in securing a competitive settlement while at the

same time keeping the welfare and aspirations of the workforce as our top priority. This is another step forward in our journey to build a sustainable and successful future for the plant," said Keerthi Prakash, Managing Director, RNAIPL.

Earlier this month, the Alliance announced an investment of USD 600mn/ INR 5,300 crores to support the development of six new models, including two

electric vehicles at the plant for domestic and international markets.

Since RNAIPL began operations in 2010, more than 2.4m Renault and Nissan vehicles have been manufactured at the plant, with vehicles exported to 108 countries.

In that time Renault and Nissan have invested \$1.8 billion towards the Indian economy and created direct and indirect employment and skilling opportunities for over 40,000 workers.

Kimberly-Clark relaunches its premium Huggies Nature Care™ diaper range in India

Chennai, Feb 24 2023: Kimberly-Clark announces the relaunch of its premium diaper range, Huggies Nature Care™ for Indian consumers. The restage comes with an eye-catching new packaging design that makes it easier for moms to identify and choose Huggies Nature Care™ for their babies. Parents are increasingly leaning towards organic alternatives for their children. Huggies, with its new Huggies Nature Care™ wants to increase customer trust in the decisions they are making for their babies while selecting their diapers.

To complement the relaunch, the brand has released an endearing digital film that creatively highlights the brand's commitment to baby skin health. The film effectively conveys the message that the new Huggies Nature Care™

understands the delicate nature of baby skin to help provide the best protection for it.

Backed by consumer research, Huggies Nature Care™ is the mom's No.1 choice for preventing diaper rashes, with 8 out of 10 moms preferring Huggies Nature Care's™ organic cotton & "no nasties" protection offered by the new range that is free of parabens, chlorine, and latex.

Baby skin is 30% thinner than adults, making it delicate and susceptible to diaper rash and other skin irritations. To address this issue, Huggies Nature Care™ has used 100% organic cotton liner in its premium range, which is gentle on baby skin and helps prevent diaper rashes.

With its 12-hour absorption, the new Huggies Nature Care™ provides breathability that is clinically proven to

help prevent diaper rash, keeping the baby dry and comfortable. It is a preferred choice for babies and a trusted one for moms who believe in providing the best for their babies.

Ms Saakshi Verma Menon, Marketing Director, Kimberly-Clark India said, "At Huggies, we are passionate about providing the best for babies. Our consumer surveys highlighted a growing demand for organic cotton among moms for their babies. In response, we have created and developed Huggies Nature Care™, a range of premium diapers made with organic cotton. Our new campaign, which includes the release of a digital film, creatively conveys the attributes of this new range through the skin as an advocate.

This campaign is aligned with our global message of 'We got you, baby' and showcases our dedication

to meeting the needs and expectations of moms and as a protector for a baby's delicate skin."

Commenting on the film, Suresh Kumar Nayak, Chief Creative Officer, Ogilvy India said, "Moms aren't settling for basics anymore, and neither are babies. So, we had to up the game in terms of what we offered them and how we communicate with them. That's why, to launch Huggies Nature Care™ we took a different approach. The campaign 'We got you, baby' is Huggies' assurance to demanding moms and babies that these are the gentlest diapers for baby's delicate skin. Spoiler alert: Watch out for the baby's wink of approval!"

Huggies Nature Care™ range is now available in offline stores and on e-commerce platforms.

Ekart, India's leading Supply Chain network, announces 'Warehousing as a Service' for brands, manufacturers and retailers across industries

Chennai, Feb 24 2023: Ekart, India's largest supply chain network will now make its warehouses across the country available to brands, manufacturers, retailers, and SMEs as a part of its vision to become a 4PL (fourth-party logistics) player in the country. The initiative will enable brands of all sizes, manufacturers, and retailers from across industries to leverage Ekart's technologically advanced fulfillment centers for flexible, affordable, and scalable inventory storage solutions.

The end-to-end warehousing services by Ekart will include ready-to-use best-in-class

warehousing space, order management, integrated logistics, and inventory management further helping brands scale their business. Ekart will also offer specialized facilities such as temperature-controlled storage and storage for high-value inventory for businesses in need of these requirements.

Ekart has a pan India supply chain network spread across more than 20 million sq feet. To begin with, it will offer four dedicated sites across Bilaspur in Haryana, Malur in Karnataka, Saidham in Mumbai, and Uluberia (West Bengal), as well as 17 shared sites across India to businesses of all

sizes. The expansive warehouses will ease the fulfillment process of orders for customers by helping reduce the transit time and better delivery speed. The state-of-the-art, Grade-A fulfillment centers are equipped to facilitate the safe and speedy delivery of orders. Ekart's capability to handle 80+ product categories will also now be available to the brands.

Commenting on the announcement, Mani Bhusan, Chief Business Officer at Ekart, said, "Ekart today is one of the largest supply chain companies in the country, and we are committed to helping businesses reach scale. Today a majority of businesses across

industries including manufacturing, D2C, and consumer electronics have a pain point of not being able to find Grade A warehousing and dealing with multiple partners for operations. We want to leverage our operations, infrastructure, and technology capabilities to provide ease of doing business while also reducing the cost of doing business and further strengthening and streamlining the nation's supply chain ecosystem. We are positive that our deep understanding of the value chain will not only ease last-mile delivery for our partners but also help them focus on their core strengths, thus contributing to the larger economy."

KRAFTON LOCALIZES ROAD TO VALOR: EMPIRES; OPENS PRE-REGISTRATIONS FOR A NEW INDIAN VERSION

Chennai, Feb 24 2023: Dreamotion and KRAFTON, Inc., makers of popular battle royale game BGMI, today announced pre-registration for an all-new Indian version of Road to Valor: Empires, a real-time player-versus-player (PvP) strategy game. Renowned for bringing high-quality, engaging games to users worldwide, KRAFTON, Inc. has reimagined the game for the Indian audience, bringing several new updates including full-fledged Hindi language support to provide an immersive experience for the Indian gaming community.

In Road to Valor: Empires, the first casual game for India from KRAFTON, players embark on a quest to build armies and win thrilling battles while commanding mythical guardians and troops. With the addition of the Hindi user interface, players can enjoy an enthralling visual journey as they play with various



civilizations. Furthermore, exclusive India-specific updates include the option to create custom rooms where users can host, spectate, and play together with fellow gamers. Keeping in mind the regional pricing, the new optional starter pack with exclusive rewards for Indian users will also be available starting at INR 29.

With stunning graphics, captivating music, and easy-to-use controls, Road to Valor: Empires delivers an exhilarating experience for both hardcore and casual gamers alike. In addition to being made available in Hindi, the game will also subsequently support other Indian languages. More than just a launch,

RTV Empires will also bring in new content regularly such as new characters, civilizations, in-game events, and esports tournaments.

“We’ve been at work on a neat surprise for our beloved Indian audience and are excited to bring Road To Valor: Empires along with Indian nuances and local customizations. We’re very excited to have worked with our talented studio, Dreamotion to bring in an authentic strategy experience in a casual format for Indians. With the addition of Indian rewards, new UI, and unique features, we hope players have a great time exploring the world of mythical and historical civilizations.” said Sean Hyunil Sohn, CEO, KRAFTON, Inc.

India. He further added, “We are committed to the Indian audience and will continue bringing new and exciting games that will enthrall our Indian gamers”

“We are eager to bring the all-new Road to Valor: Empires to India and hope that users enjoy the interplay of strategy, realistic graphics, and exclusive features that the game offers. With thrilling large-scale wars, and a host of characters, we are excited for users to experience the game. The new custom room feature will help casual players in India invite and jump into quick 2v2 matches or even spectate top players” said Junyoung Lee, CEO, Dreamotion. “For us, this is more than just a launch. We will be bringing in new civilizations, local characters, and features that challenge and excite our players in the future. And hopefully, make it esports ready, to encourage the vast talent in India to compete for valor!”

RR Kabel invites industry leaders to throw light on the importance of electrical fire safety and quality wires

Chennai, Feb 24 2023: The leading cause of fire accidents in India is electrical short circuits, which frequently result from poor-quality wires and cables. According to ASCI data, in the past decade, electrocution accounted for about 73% of the total human deaths, which includes electrical fires for about 11%, and lightning for about 16%. Smoke inhalation kills more people during a fire outbreak than the fire itself, which is a lesser-known fact. To address these serious risks, Mr. Shreegopal Kabra, Managing Director, RR Kabel, and past president, IEEMA; accompanied by industry leaders such as S. Gopa Kumar, MD, Cape Electric, and Member, NFE (National Federation of Engineers for Electrical Safety), highlighted the lack of priority given to high-quality wires and cables in India.

Industry leaders believe that it is critical to educate people and authorities about the importance of electrical fire safety in both existing and new buildings. Organizations must quickly ascertain whether they are fire-safe. At the top management level, it is essential to implement



systemic changes in how spaces are created that ensure a fire-safe environment. For residential communities, particularly high-rise buildings, which have a higher risk of fire, routine fire audits and drills are crucial.

Considering this, the leaders emphasized the importance of introducing legislation to take stringent action against the use of counterfeit wires and cables or substandard quality wires by developers. Counterfeit products are a growing concern in India, which ends in huge losses for the country. Above all, counterfeit wires are an alarming issue that endangers the lives of consumers as they are made of poor-quality materials. Wire and cable manufacturers can play a key role in bolstering safety in the country. For instance, RR Kabel was the first to introduce LSOH (Low Smoke, Zero Halogen)

wires in India, as these wires do not produce a toxic combination of gas, acid, and smoke in case of any kind of accident. It is also the only company in India to have the 450001 Occupational Health and Safety Management System, ensuring a healthy and safe work environment for all its staff.

Addressing the issues, Shreegopal Kabra, Managing Director, RR Kabel, said, “The majority of the nation’s infrastructure is susceptible to many electrical fire threats, frequently because the proper protocols and understanding of building construction are lacking. The risks from these fires have a substantial impact on life and the loss of property, priceless papers, jewelry, etc. Consumers are privy to one harsh reality: smoke caused by electrical mishaps and fire accidents is much more

dangerous than the actual fires themselves, and the results are mostly fatal. We, at RR Kabel, have been at the forefront of creating awareness in the country about electrical fire safety and the importance of using electrical fire-safe, premium-quality wires. We want citizens to understand electrical fire safety and take a pledge with us to build a safe country and curb the loss of lives that take place due to quality issues.”

Additionally, S. Gopa Kumar, MD, Cape Electric, and Member, NFE, said, “There is a need for strict rules and regulations to come into play for citizens to be more informed on the importance of quality wires and cables within their surroundings and homes. Building a robust electrical fire-safe ecosystem is the need of the hour, and this will only happen with education about its importance. Through this initiative, we will drive this change among consumers and all our stakeholders to join the movement to boycott counterfeit products, especially wires, and cables. We urge people to ensure consumers’ safety at our core. With united efforts, we can aim to build a fire safe nation.”

The 32nd edition of the Car Rally for the blind Thryve Digital Brailles on Wheels organized by NAB and MMSC scheduled for Sunday, 26th February

Chennai, Feb 24 2023: Title Sponsor : Thryve Digital Health Organizer : Madras Motor Sports Club for National Association for the Blind

Co Sponsors : O2 Health Studio & Savera

Radio Partner : Suryan FM

Gift Sponsors : Duchess Club & Constel Charitable Trust

“Thryve Digital Brailles on Wheels” organized by NAB and MMSC scheduled for Sunday, February 26 th. The 32nd edition of the “Car Rally for the blind” organized by the National Association for the Blind (NAB) and the Madras Motor Sports Club (MMSC) is now rebranded as “Thryve Digital Brailles on Wheels” with Thryve Digital Health as the title sponsor. Scheduled for Sunday, the 26th Feb 2023, from 9.00 am



onwards, the rally will start from Savera Hotel, 146, Dr. Radhakrishnan Road, Chennai 600004. “Thryve Digital Brailles on Wheels” is a unique car rally that focuses on building community sensitivity to the visually challenged and be a show of solidarity and support to building a more inclusive society. It brings together the visually impaired and the sighted and has over the years built the reputation of being one of the most inclusive sporting events for the specially abled in the city. The rally format is custom-built to build empathy and collaboration. Every participating car has a

visually impaired navigator who guides and collaborates with the driver and the passenger-team in the car to follow a rally route. The navigators are enabled with a Braille map that “only” they can read and support their team. The navigator has to read out the instructions which are in Braille for the driver to follow the rally route. There will be briefing and orientation session on February 25 th that will also include a trial rally for the participants to familiarize themselves with the process. Here’s what Balasubramanian Sankaranarayanan, President & CEO,

Thryve Digital Health has to say: “We are delighted for the opportunity to partner with a cause as unique as the rally. The inequities in our society demand a deep sense of empathy that is also the cornerstone for us in the healthcare space. We’re extremely proud that the Thryve Digital Brailles On Wheels is the first in our series of meaningful brand associations that we want to build” And in the words of Ms. Nina Reddy, President of the National Association for the Blind, Tamil Nadu State Branch: “Thryve Digital has been more than our first title sponsor for the rally. Besides helping us with the rebranding of the event, they have been able to support us take the event a few notches up. This 2023 rally, after the two-year lull, is surely poised to be a lot grander as we come together towards a truly deserving cause—building that community of sensitive citizenry”. We look forward to your support and encouragement to make the Thryve Digital Brailles On Wheels a Spectacular success.

MOUNTAIN DEW® REITERATES ITS 'DARR KE AAGE JEET HAI' PHILOSOPHY WITH MAHESH BABU

Chennai, Feb 24 2023: With an aim to encourage consumers to overcome all challenges head-on, Mountain Dew®, today, unveiled its enthralling summer campaign featuring superstar and brand ambassador Mahesh Babu. The gripping film is an embodiment of Mountain Dew®’s philosophy of ‘Darr Ke Aage Jeet Hai’ which is sure to leave consumers on the edge-of-their seats. With high-octane stunts and an inspiring storyline, the new TVC will take forward Mountain Dew®’s motto of emerging victorious in life despite of the challenge ahead.

The film portrays superstar Mahesh Babu gearing up to go live on television to perform a never-seen-before freefall stunt from a cargo plane. Looking at the high-altitude, the crew is sceptical if he will be able to successfully finish the challenge. The film



sheds light on how everyone has their own set of fears, but it is their approach of tackling them with courage that truly sets the winners apart. In line with this philosophy, with determination to conclude the stunt, Mahesh Babu takes a sip of Mountain Dew® and goes for it. The film ends on an encouraging note as Mahesh Babu takes off with his motorcycle and lands across the country, leaving them feeling empowered and wanting a taste of Mountain Dew®.

Speaking on the campaign, Vineet Sharma, Category Director, Mountain Dew, PepsiCo India said, “We are delighted to continue our

association with Mahesh Babu as we unveil our new summer campaign for Mountain Dew, strengthening the brand’s ‘Darr Ke Aage Jeet Hai’ philosophy. The film celebrates and encourages everyone in the pursuit of overcoming their fears and emerging as winners. We are hopeful that the campaign will be loved by consumers and Mahesh Babu’s diverse and vast fan-base across the country, leaving them feeling empowered and wanting a taste of Mountain Dew®.

Commenting on the film, brand ambassador Mahesh Babu, said, “Courage over fear, the thrill of the unknown - Mountain Dew’s

persona has always resonated with me. Excited to be back with the team for this action-packed film that’s high on both action and adventure!”

Sainath Saraban, Creative Head and Co-Founder of Studio Simple said, “The common goal was to create a campaign that is jaw-dropping without losing the essence of vulnerability that one experiences right before emerging victorious. You will experience high octane drama in it while it remains human and relatable at the core.”

The new Mountain Dew® campaign and TVC will be amplified across TV, digital, outdoor, and social media with a 360-degree campaign. Mountain Dew® is available in single/multi serve packs across modern and traditional retail outlets as well as on leading e-commerce platforms.