

Prime Minister Modi transfers Rs. 16,800 crore towards PM Kisan Samman Nidhi Thousands of farmers attend programme at Belagavi in Karnataka, Agriculture Minister Tomar also present

Chennai, Feb 28 2023: Prime Minister Shri Narendra Modi today transferred the Rs 16,800 crore under the ambitious Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) scheme of the Government of India, through Direct Benefit Transfer (DBT) to the bank accounts of more than 8 crore beneficiary farmers across the country. Thousands of farmers were present in this huge programme at Belagavi in Karnataka, while crores of farmers and others joined online. Chief Minister of Karnataka, Shri Basavraj Bommai, Union Minister of Agriculture and Farmers Welfare, Shri Narendra Singh Tomar, Union Minister of State for Coal, Mines and Parliamentary Affairs, Shri Pralhad Joshi and Union Minister of State for Agriculture, Sushri Shobha Karandlaje and other elected representatives were also present on the occasion.

On this occasion, Prime Minister Shri Modi said that today the whole of India has got a big gift from Belagavi. Today, another installment of PM-Kisan

has been transferred to the farmers of the country. On just one click, more than Rs. 16,000 crores have reached the bank accounts of crores of farmers across the country. Such a huge amount has been transferred in a moment, no middleman, no commission, no corruption, this is Modi's Government, every bit is yours, it is for you. There are 80-85% of small farmers in India, now these Small Farmers are a priority of the government. About Rs. 2.5 lakh crores so far has been deposited in the accounts of these small farmers. Of this, more than Rs. 50,000 crores has been deposited in the accounts of our sisters and mothers. The Prime Minister said that since 2014, the country has been continuously moving towards a transformational change in agriculture. We are associating agriculture with modernity. In 2014, the budget of Agriculture was Rs. 25,000 crores, whereas this time our Agricultural Budget is more than Rs 1.25 lakh crore. We are connecting more and more farmers with Kisan Credit Cards. Our government has always kept the interests



of sugarcane farmers paramount. In this year's budget, an important decision has been taken related to sugarcane farmers. We have launched the PM Pranam Yojana for the farmers, through this, the States that reduce the use of chemical fertilizer will get additional help from the Center.

Shri Modi said that our Millets are capable of facing every season, every situation and these are also more nutritious, so in this year's budget, we have given a new identity to coarse grains as Shree Anna. In view of the challenges of the future in Agriculture of the country, we are determined to bring life

to them. The Prime Minister said that in the transforming India today, development work is being done one after the other, giving preference to every deprived. In our country, small farmers were ignored for decades, now these small farmers are in the priority of our government. Prime Minister Shri Modi said that be it Farming, Industry, Tourism, better Education or better Health, all these emerge stronger with good connectivity. So for the past years we have been focusing a lot on the connectivity of Karnataka. At present, work is going on railway projects in Karnataka

worth Rs.45,000 crores.

Union Agriculture Minister Shri Tomar said that when Prime Minister Shri Modi spoke about increasing the income of farmers and gave a call for this across the country, the PM Kisan Samman Nidhi scheme was launched by the government, due to which the farmers are constantly being benefitted. This itself is an innovative programme in the world. Nowhere else in the world, such a large number, such a large amount, is deposited directly in the bank accounts of farmers, it does not happen in any other country. It is a

matter of pride that so far Rs. 2.24 lakh crores has been transferred to the accounts of about 11.5 crore farmers. And today the Prime Minister transferred Rs 16,800 crore towards the 13th installment of the farmers to the bank accounts of the farmers. He said that ever since Prime Minister Shri Modi assumed office, it has been his constant endeavour how to make the farmers prosperous, how the country moves forward, how the condition of the village, poor and farmers improves, so now the budget of the Ministry of Agriculture is raised to Rs 1.25 lakh crore, which is benefiting farmers

across the country. Not only this, the Pradhan Mantri Fasal Bima Yojana (PM Crop Insurance scheme), the Agri Infrastructure Fund worth Rs 1 lakh crore and Rs. 50,000 crores worth of funds for Agriculture and Allied sectors have been launched. Adequate investment has been made to fill gaps everywhere so that the Agriculture becomes remunerative. In this budget also, along with financing the Agri Startups, promoting Natural Farming, Millets and Horticultural crops, development through technology in the Agriculture sector, increasing plantations, enough provisions have been made for every subject, which is benefitting the Agriculture sector and will continue.

Shri Tomar thanked the farmers that they are taking full advantage of the policies under the leadership of Prime Minister Modi, due to which their income is increasing day by day. Export of Agricultural products increased to Rs 4 lakh crore, which is the highest ever. Today, the results we are witnessing, as well as in

the case of food grains, we are AatmaNirbhar (self-sufficient), India is in the first or second position in the world in most agricultural products, all this is being possible due to PM Modi's policies. The Government of India is trying to move ahead hand in hand with the State Governments and the farmers, if the farmers prosper, the country will prosper, if there will be prosperity in the farmers' home, then there will be prosperity in the country, so everyone should help the farmers prosper. On the proposal of Prime Minister Shri Modi, the United Nations first accepted the proposal of the first Yoga Day, which most countries are adopting, similarly Millets (Shree Anna) should be promoted in the world, get place of pride in our food plates, hence on the initiative of the Prime Minister the United Nations has declared 2023 as the International Year of Millets, all of us should think over how the production and productivity of Millets grows, consumption of Shree Anna increases, as well as boost their exports.

India is largest coconut producing country, with 30.93% share of global production, & ranks second in terms of productivity - Dr. Vijayalakshmi Nadendla, CEO, Coconut Development Board

Chennai, Feb 28 2023: Coconut Development Board, (Ministry of Agriculture and Farmers Welfare, Government of India) in association with International Coconut Community (ICC), is organizing the two-day International Conference on Trade and Marketing of Coconut Products, in Hyderabad. The programme was inaugurated by Dr. Vijayalakshmi Nadendla Chief Executive Officer, CDB in the presence of Dr. Jelfina C. Alouw, Executive Director, ICC; Dr. Reghunandan Rao, Principal Secretary and APC, Govt. of Telangana; Dr.P. Chandra Shekara, Director General, MANAGE; Dr.Ramesh Mittal, Director, CCS NIAM, Jaipur and Mr.Bernie Ferrer Cruz, ICC National Liaison Officer and Administrator.

In her opening remarks, Dr. Vijayalakshmi Nadendla said that as per 2020 statistics of ICC, India is

the largest coconut producing country in the world, with 30.93% share of global production, followed by Indonesia and Philippines. India ranks second in terms of productivity - 9,346 nuts per ha next to Vietnam 10,547 nuts per ha. The coconut crop contributes around Rs.307,956 million to the country's GDP and earns export revenue of around Rs.75,768.80 million.

She informed that the Board undertakes market promotion activities for the development of the coconut sector in the country. The major activities comprise of Market Promotion, Market Intelligence, Market Research, Market Development, facilitating Farmers' Collectives and performing the responsibilities of Export Promotion Council (EPC) and other enabling policies. Exports of coconut products during 2021-22 were valued at Rs.3236.83 crore as



against Rs.2294.81 crore in 2020-21, registering a positive growth of 40.09% over the previous year.

She also pointed out that CDB started a novel extension approach to organize farmers by formation of three-tier Farmer Collectives with Coconut Producers' Societies (CPS) at primary level and integrate them to form Coconut Producers' Federation (CPF) at intermediate level and Coconut Producers' Company (CPC) at apex level. So far, 9787 CPSs,

747 CPFs and 68 CPCs have been formed in the country.

The two days International conference will cover 4 sessions, on International Outlook for Coconut Products; Moving towards Sustainable Coconut Sourcing; Global Market Prospects and Growth Prospects for Coconut Products; and Innovative Industry Practices and Application of Technology in Coconut Sector, wherein 20 technical papers will be presented.

In this conference, more than 450 delegates joined virtually across

the globe and 26 international delegates are participating physically.

Dr.Jelfina C. Alouw, Executive Director, ICC, in her address, stressed about facilitating the transfer of technical information on global market prospects in coconut, innovative industry in coconut sector and sustainability in coconut sector.

Dr.Reghunandan Rao, Principal Secretary and APC, Govt. of Telangana, in his address, pointed out that Telangana is investing

heavily on agriculture and there is a tremendous growth in the crop coconut. He said that the State is shifting from field crops to plantation crops.

Mr.Bernie Ferrer Cruz, ICC National Liaison Officer and Administrator emphasized the importance of coconut sector, which needs a breakthrough in market research, quality of coconut value added products and digital marketing.

On this occasion, the Diamond Jubilee issue

of Indian Coconut Journal of CDB was released and an MOU was signed between CDB and National Institute of Agricultural Extension and Management (MANAGE) and National Institute of Agricultural Marketing (NIAM) for carrying out activities in the areas of start ups, market driven projects, research, training programmes and FPOs.

Dr.Hanumanthe Gowda, Chief Coconut Development Officer proposed the vote of thanks.

E-Sevai Maiyam
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PM addresses Budget Webinar on 'Reaching the last mile'

Chennai, Feb 28 2023: The Prime Minister, Shri Narendra Modi, addressed a Budget Webinar on the subject of 'Reaching the last mile'. It is the fourth of a series of 12 post-budget webinars organized by the government to seek ideas and suggestions for the effective implementation of the initiatives announced in the Union Budget 2023.

The Prime Minister said that along with money, political will is needed for the development. Emphasizing the importance of good governance and constant monitoring for the desired goals, the Prime Minister said "The more emphasis we put on good governance, the more easily our goal of reaching the last mile will be accomplished." He gave the example of new approaches in the immunization and vaccine coverage in Mission Indradhanush and Corona pandemic to illustrate the power of good governance in the last mile delivery.

Explaining the thinking behind the policy of saturation, the Prime Minister said that the approach of reaching the last mile and saturation policy complement each other. He said as opposed to the earlier scenario when the poor were running after the government for basic facilities, now the government is reaching the doorstep of the poor. "The day we decide that every basic facility will be provided to every citizen in every area, then we will see what a big change will come in the work culture at the local level. This is the spirit behind the policy of saturation. When our aim is to reach everyone, then there will be no scope for discrimination and corruption. And only then, we will also be able

to complete the goal of reaching the last mile", the Prime Minister added.

The Prime Minister said that this year's Budget has paid special attention to taking the mantra of reaching the last mile to tribal and rural areas. He said that for this, thousands of crore rupees have been allocated to the Jal Jeevan Mission. He said that work has started on more than 60 thousand Amrit Sarovar, out of which 30 thousand Sarovars have already been constructed. "These campaigns are improving the standard of living of those Indians living far and wide, who have been waiting for such facilities for decades.

The Prime Minister asked the stakeholder to discuss the ways of linking housing with technology for finding ways of making strong but affordable houses, finding easy ways of benefiting from solar power and group housing models acceptable in both urban and rural areas. He said that this year's Budget has kept Rs 80 thousand crore for housing for the poor.

Referring to the robust allocations for the staffing of the Eklavya Residential Schools, the Prime Minister asked the gathering to see the feedback from the teachers and students from these schools and how students of these schools can get exposure of the big cities. He asked them to deliberate on the ways of creating more Atal Tinkering Labs in these schools and workshops for aspects related with startups.

The Prime Minister said that for the first time a special mission is being launched for the most deprived among the tribal communities. "We have to rapidly provide facilities to our tribal friends in more than 22

thousand villages in more than 200 districts of the country.

The Aspirational District Program has emerged as a successful model in terms of Reaching the Last Mile, the Prime Minister said. Taking this approach further, an Aspirational Block programme is now being started in 500 blocks of the country.

After the conclusion of the brainstorming by 6 teams on six themes, comprising 9 Ministries lasting for more than 7 hours, the Union Minister for Rural Development and Panchayati Raj Shri Giriraj Singh said, Prime Minister Narendra Modi gave take-aways like Good Governance, Transparency, Time Bound Delivery and 100 percent Saturation of Schemes to all the 9 Ministries.

Shri Giriraj Singh said, his Ministry will work with State Governments to identify the genuine home seekers, who got left out due to not so effective implementation of SECC-2011 Census by some of the state governments. He reiterated that the target of 2 crore 95 lakh houses under PMAY-Rural will be delivered as promised in the budget. He also underlined 66% hike in Union Budget for PMAY from last year's Rs4 8,000 crore to Rs 79,000 crore this fiscal.

Dwelling on the Aspirational District outcomes, Shri Giriraj Singh proposed the idea of Third-Party Evaluation and cautioned the NITI Aayog not to rely solely on District Administration's MIS Data.

On the issue of linking houses with renewable energy resources like solar power and solar equipment, Shri Giriraj Singh called for PPP model for the housing

scheme, particularly the Urban Housing to achieve desired target. He said, policy planners must adopt cluster approach and involve the local representatives in execution of the rural schemes.

Speaking on the occasion, the Tribal Affairs Minister Shri Arjun Munda said, there is need for institutional level coordination at the centre, state, district and block level for achieving the last mile delivery in a proper fashion. He said, coming together of Ministries like Rural Development, Panchayati Raj, Tribal Affairs, Social Justice, MHA, Law and Justice and Health indicate the seriousness of the stakeholders to realize the Amrit Kaal vision of Prime Minister.

Union Minister of Social Justice Dr Virendra Kumar said in his address that subjects like Aspirational Blocks, Sickle Cell Anaemia, poor prisoners, provision of teachers in Eklavya school, PMAY (Pradhan Mantri Awas Yojana) and mission is being launched for the most deprived among the tribal communities are all forward looking schemes designed to address the poor and vulnerable rural and tribal populace.

Union Minister of State for RD Shri Faggan Singh Kulaste said that the 100 Eklavya Model Schools were started during the NDA regime of Atal Bihari Vajpayee in the year 2000 and now Narendra Modi has pledged to take this to every District and Block.

MoS, Rural Development, Sadhvi Niranjani Jyoti and MoS, Panchayati Raj Kapil Moreshwar Patil, Union Secretaries, State Government Representatives Domain Experts took part in today's Webinar.

of legal provisions, enabling CISOs to formulate policies in the domain of cyber security and build concrete cyber crisis management plans.

Launched in 2018, the CISO training is the first-of-its-kind of partnership between the Government and industry consortium under Public Private Partnership (PPP) model. Since June 2018 until February 2023, NeGD has efficaciously conducted 34 batches of CISO deep-dive training programmes for over 1375 CISOs and frontline IT officials.

wings of police and security forces, CTOs and members of technical/PMU teams; also, officers responsible to observe security of IT systems in their respective organisations.

The deep-dive training specifically aims at educating and enabling CISOs to understand cyber-attacks comprehensively and thoroughly, get necessary exposure in latest technologies of safeguard, and translate the benefits of a resilient e-infrastructure to individual organizations and citizens at large. The training also focuses on providing a holistic view

"Kudi Mahaan is based on the beautiful essence of Friendship and Hope" - Director N Prakash



Chennai, Feb 28 2023: Vijay Sivan of Scenario Media Works has produced the film 'Kudi Mahaan', which is directed by Prakash.N, who won the 'Runner-Up' award for his short film 'Kutty Dhadha' at Nalaya Iyakkunar Season 6. He has embarked on his directorial journey in the mainstream cinema through the movie 'Kudi Mahaan'. Vijay Sivan plays the lead role, and Chandini Tamizharasan performs the female lead character in this movie.

Bigg Boss fame actor Suresh Chakravarthy, Nammo Narayanan, Sethu, Vijay TV fame KPY Hones Raj and many others are a part of this star-cast. Besides, many actors, who were part of short films that contested in Nalaya Iyakkunar Season 6 are also a part of this star cast. Meiyendhiran, a protégé of Balu Mahendra is handling cinematography, Tanuj Menon is composing music, and Shibu Neel BR are handling editing. Last month, filmmakers Vetrimaaran, Arunraja Kamaraj, Ponram and many other eminent personalities unveiled the first look of this film. The film's audio and trailer launch happened last night (February 26, 2023) at Chennai amidst the huge fanfare. Apart from the film's cast and crew, the others present for the occasion were comedy actor Sathish, actress Sheela Rajkumar, Komal Sharma, GP Muthu, the YouTube sensation Arun-Aravind and many others were present.

Here are some excerpts from the occasion. Actor Nammo Narayanan said, "This film is quite different from what I have acted

so far. I shot continuously 20 days for this movie. On the final day of my shoot, the team members ordered a personalized cake for me, and asked me to cut for celebrating the occasion. Such gestures moistened my eyes. The film's producers came in person to check if I got my remuneration properly, which is something new to me." Cinematographer Meiyendhiran said, "I have been a part of this journey from the time of scripting process. This project is something that is so close to my heart. Although the film has a title of Kudi Mahaan, it has 100% commercial elements." Actress Sheela Rajkumar said, "I thank everyone, who supported and appreciated my performance in the web series 'Pettai Kaali'. It's so emotional to see that everyone has accepted as a part of their family after watching my role and performance in this web series. A couple of days ago, I introduced by self-grown bull into the game of Jalikattu, and his name is Baasha. I was supposed to be a part of Kudi Mahaan, but unfortunately couldn't sign the project, as I had already given the same dates to Pettai Kaali. I express my regrets to director Prakash for not being able to be a part of this great project." Actress Komal Sharma said, "Since the film's title is Kudi Mahaan, I don't want to preach or give any piece of advice. But I would like to make it clear that one among three drinkers are deeply stressed and depressed. If you come across any of your friends or close ones dealing with this addiction, kindly speak

to them openly, which might alleviate their issues. Giving a helping hand is a good habit, and you must try doing it." Actor Suresh Chakravarthy said, "Recently, I am a part of several movies, and most of them are directed by newcomers. I appreciate debutant Prakash for his clarity, conviction and ability to get extract what he exactly wants from the actors and technicians. He shot my portions continuously for 48 hour without any break. I have become a hardcore fan of Nammo Narayan after acting with him in this movie. Music Director Tanuj Menon said, "Director Prakash and myself have a strong bonding of friendship for 27 years. (Jokingly added),

However, he has completely forgotten me after seeing GP Muthu here. I would say, Naresh Iyer is my inspiration and mentor. He has rendered his voice for both the songs composed by me in this movie. Vineeth Srinivasan has also crooned a song in this movie." Actor-Producer Vijay Sivan said, "Director Prakash introduced me before the camera through Nalaya Iyakkunar. We started discussing about this film when the Corona phase soon. During the Lockdown, we constantly kept discussing the script, especially at Tea shop." YouTube fame Twins Arun-Aravind said, "The growth of Tanuj is phenomenal. He started his musical journey as a part of orchestra, where he was paid Rs. 300 as his remuneration.

Today, he is the music composer for a film, thereby putting an

end to all those who kept questioning his potentials and talents." Comedy actor Sathish said, "It looks like the team has invited me as I am a Teetotaler. Similarly, I too tried conveying some message regarding it. However, they have clearly imparted it through the trailer itself. If the school and college going students, don't get addicted to alcohol during that stage, they will never touch it forever. I too didn't get addicted in the same way. I have spoken about it in many schools and colleges. But the hilarious part is that a college principal asking me to convey this message in a women's college. When I asked him the reason, he told me that women are equally getting addicted to alcohol as much as men. But I would always state that men and women are not equal. Women are always higher, and they are equal to God." Director Prakash. N said, "The film is based on the friendship and Hope. The team that worked with me during the Nalaya Iyakkunar has collaborated with me for this project, which was my long run dream. Alcohol is just a small part of this movie, and it has lots of commercial elements that will entertain the family audiences." GP Muthu, who took part as chief guest for this event said, "I saw the trailer, and it is so natural, and I am confident that it will be a successful film." This 2-hour event was very well hosted by the anchor - VJ Paru, who kept the entire crowds exhilarated and enthusiastically engaged.

NeGD organises its 34th CISO Deep Dive Training Programme under MeitY's initiative Cyber Surakshit Bharat

Chennai, Feb 28 2023: Cyber Surakshit Bharat initiative of the Ministry of Electronics & IT (MeitY) was conceptualised with the mission to spread awareness about cyber-crime and build capacities of Chief Information Security Officers (CISOs) and frontline IT officials, across all government departments, for ensuring adequate safety measures to combat the growing menace - Organizations need to defend their digital infrastructures and become future-ready in tackling cyber-attacks.

Governance Division (NeGD), under its Capacity Building scheme, organised the 34th CISO Deep-Dive training programme from January 20-24, 2023 with 44 participants from Central Line Ministries and States/UTs at the Netaji Subhas Administrative Training Institute, Kolkata. The 5-day intensive training programme is designed for designated CISOs from Central and State/UT Governments, subordinate agencies/PSUs, including public sector banks and insurance companies, technical

Maamanithan (The Great Man) Officially nominated and won best inspirational feature film award on 29th Sedona International Film Festival in USA



Chennai, Feb 28 2023: *Maamanithan (The Great man)* produced by Yuvan Shankar Raja, Music by Ilaiyaraaja and Yuvan Shankar Raja, Vijay Sethupathi, Gayathri and Gurusomasundaram played the lead roles. Written and directed by National Award winning director Seenu Ramasamy. Director Seenu Ramasamy was invited by the festival committee and this prestigious internationally recognized award was awarded to the Director on 26 Feb 2023 in Arizona, USA.

Sickle Cell Disease is a multi-sectoral mission leveraging community mobilization and stakeholder collaboration: Dr. V K Paul

Chennai, Feb 28 2023: "Sickle Cell Disease is a multi-sectoral mission leveraging community mobilization and stakeholder collaboration. Elimination of Sickle Cell Disease an integral part of achieving the holistic vision of health for all in India". This was stated by Dr. V K Paul, Member Health, Niti Aayog as he addressed the Post Budget Webinar "Leaving No Citizen Behind" in the presence of Shri Rajesh Bhushan, Secretary, Ministry of Health today.

Speaking on the occasion, Dr. Paul stated "We have to make a collation at the ground level that connects each and every stakeholder. We need to make this as Jan Andolan to reach the last mile". In resonance with this, Dr Paul emphasized on the need to generate awareness of Sickle Cell Disease wherein 'opportunity testing' is encouraged, as it would expedite treatment from those already suffering from the disease. He emphasized on the role of Ministry of Tribal Affairs in community mobilization and stakeholder collaboration in defining the medium and modes for reaching affected tribal areas.

He further stated "it needs to be widely known that Pradhan Mantri Jan Arogya Yojana provides full treatment for Sickle Cell Disease, free of cost". Dr Paul advocated forming of healthcare professional



partnerships that would facilitate wide assimilation and sharing of knowledge on a nationwide scale. He stressed on the importance of incorporating pregnancy screening as well as easy accessibility of Hydroxy urea and pneumococcal vaccine.

Reiterating the need for collective action, Shri Rajesh Bhushan, Union Health Secretary said "employing a whole of government, whole of society approach is essential for eliminating this disease from the nation within a defined time frame". He elaborated that the portal on Sickle Cell Disease Management has already been established and a mobile application is also underway for which the training and orientation has commenced for state governments.

Shri Bhushan emphasized that "it is imperative to define a framework for time-bound implementation on a state, block and district level to ensure last-mile delivery at grassroot level".

He further added "ICMR has conducted a health technology assessment for existing point-of-care tests that

have been manufactured in India, endorsing their efficacy. This has been followed by onboarding of state governments on these point-of-care tests, their rates, and the possible symptoms that may be prevalent with the targeted group of 7 crore people for whom screening will be done"

Reiterating the role of the ministry, the Health Secretary stated that the Ministry of Health will support the state governments through National Health Mission for providing financial support. The state governments can choose the level of screening i.e., one level or two level of screening that they deem fit. Additionally, the health ministry has appointed ICMR, AIIMS, and medical colleges as nodal agencies for all states as a point of reference regarding technical guidance.

Ms. R Jaya, Additional Secretary, Ministry of Tribal Affairs mentioned that Ministry of Tribal Affairs will delve into the outreach aspect of the mission including communications with stakeholders, developing guidelines for training of trainers, and for awareness generation, non-medical care of patient and

genetic counselling. She stated "Health needs and health care of the tribal population is to be understood socio-culturally" hence advocacy of early management practices, collaborations with Gram Sabha, community mobilization, translation of content into tribal languages will additionally serve to enhance reach of the mission.

Through a detailed presentation, a granular detail analysis of disease burden, objectives, strategies, approaches like universal screening and awareness generation in collaboration with Ministry of Tribal Affairs, diagnostics and treatment, comprehensive care of new-born with Sickle Cell Disease, universal screening and early diagnosis, Sickle Cell Portal, steps taken with integration of AYUSH, role of Ministry of Health and Family Welfare and Ministry of Tribal Affairs, role of ICMR, Department of Biotech and other research institutions, Role of AIIMS and other medical colleges as Centres of Excellence, Role of Other Ministries/Dept. of National Sickle Cell Anemia Mission was presented.

Senior officials from the government, representatives from WHO, UNICEF, UIDB, civil society organizations, health care provider organizations were also in attendance for this webinar.

Kareena encourages parents to ensure timely vaccination for their children in GSK's initiative "Faisla Sahi, Zindagi Sahi"

Chennai, Feb 28 2023: GlaxoSmithKline Pharmaceuticals Limited today announced that the acclaimed actress and mother of two, Kareena Kapoor Khan will be the face of their latest digital campaign, "Faisla Sahi, Zindagi Sahi". Through this campaign, GSK calls on parents to comply with the vaccination card for their children as recommended by their paediatrician, not only through infancy, but also 1 year and beyond. In the digital films, Kareena talks about the 'moments' a child may miss because of 'missed vaccination'.

Speaking about the campaign, Kareena Kapoor Khan said, "I am happy to be raising awareness around childhood vaccination with a trusted company like GSK. As a mother, I want to see my children healthy and happy. In today's day & age, it is important to be cautious about our children's wellbeing as they are exposed to different germs at other public places. When I get them vaccinated on time, as recommended by their paediatrician, I am doing my bit to keep them protected from multiple diseases."

Childhood infections such as flu, meningitis,



chicken pox, and hepatitis A can be dangerous for children, and in some cases may require hospitalisation and can negatively impact their crucial developmental milestones. Vaccination can help provide protection against these harmful infections and enable them to lead a healthy life[i] [ii] [iii]. The Indian Academy of Paediatrics (IAP) recommends a vaccination schedule for children till 18 years of age[iv]. Parents often diligently follow the required vaccination card for the first year – after which vaccination can sometimes take a backseat, and children may miss some vaccinations. The campaign, "Faisla Sahi,

Zindagi Sahi" encourages parents to comply with the vaccination card for their children, even beyond the first year of life, in consultation with their paediatrician.

Dr. Rashmi Hegde, Executive Vice President - Medical Affairs, GlaxoSmithKline Pharmaceuticals Limited, said, "There have been frequent outbreaks of certain vaccine-preventable diseases in the country in the past year; for example, the measles outbreak with more than 11,000 cases across the country between May – November 2022 v, the outbreak of swine flu in Maharashtra in August 2022, and that of hepatitis A in Kota in

October 2022 vi vii. These are a cause of concern as there is a possibility that we might see outbreaks of other infections in the future too. For the purpose of prevention, all children must be vaccinated on time. We have launched this campaign to encourage parents to increase their awareness about vaccine-preventable diseases and get their children vaccinated in consultation with their paediatrician so that they always follow their vaccination schedule."

The campaign attempts to bust some myths around vaccine hesitancy that are prevalent amongst parents which are driven by misinformation, negative beliefs, and safety concerns around immunisation[v]. It also appeals to parents to log on to the website MyVaccinationHub.co.in which provides information on vaccination in 12 languages; and has a 'digital vaccination tracker' with timely reminders for parents to keep track of their children's vaccination. The campaign will run across multiple media formats including digital videos on YouTube, MyVaccinationHub.in, and at paediatricians' clinics across the country.

Advance planning, use of technology and strict monitoring ensure largely peaceful elections in Meghalaya & Nagaland

Chennai, Feb 28 2023: Polling for General Elections to the State Legislative Assembly of Meghalaya and Nagaland was held today across 59 ACs each in the two states. Polling for 23-Sohiong (ST) AC in Meghalaya was adjourned due to the death of one of the contesting candidates. Since 31-Akuluto AC in Nagaland remained uncontested with only one candidate, no Poll was required there. Polling across 3419 polling stations in Meghalaya and 2,291 PS in Nagaland went off peacefully today. Advance planning and extensive monitoring by the Commission led by Chief Election Commissioner Shri Rajiv Kumar along with ECs Shri Anup Chandra Pandey and Shri Arun Goel ensured smooth conduct of elections in the two states with no repoll reported in any of the 5710 polling stations.

Polling was also held today in 98-Erode (East)



AC of Tamil Nadu, 60-Sagardighi AC of West Bengal where bypoll had to be scheduled to fill up the vacancies due to death of sitting candidate as also in 23-Ramgarh AC of Jharkhand due to disqualification of sitting member. Voting in 215-Kasba Peth AC and 205 - Chinchwad AC in Maharashtra was successfully held on Sunday 26th February 2023. No voting was required in 01- Lumla (ST) AC of Arunachal Pradesh with the seat declared uncontested.

The hilly regions in Meghalaya involved meticulous planning and even travel through mountainous terrain, crossing rivers and inaccessible areas. There were 74 non-motorable Polling

Stations with 2 riverine polling stations, one at Kamsing in Amlarem Civil Sub-Division and the other at Kalatek under Sohra Civil Sub-Division. There are a number of polling stations in Garo Hills region where polling parties had to travel across makeshift bamboo bridges and double decker root bridges. The State of Meghalaya had 183 polling stations under the shadow zone. In some of these areas, runners were used to convey messages between the polling parties and the sector officers. A total of 264 police radio stations were set up through the police network to cover these shadow areas.

Polling teams with

poll material traversed difficult terrains and steep mountain slopes to reach Mawsain Polling Station under 36-Mawkyrwat A/C in South West Khasi Hill district and 26/3 Kunongrim, 26-Shella AC under Sohra Civil Sub-Division.

Chief Election Commissioner Shri Rajiv Kumar complimented and acknowledged the momentous efforts by polling teams who travel through such difficult terrains to ensure No Voter is Left Behind. Due to the unfortunate demise of one of the polling officials in West Garo Hills district in a road accident while on duty, the Commission granted an ex-gratia payment of Rs 15 lakh to his family.

Honda Motorcycle & Scooter India and Greater Chennai Corporation commemorate 4th anniversary of Children's Road Safety & Traffic Park in Chennai

Chennai, Feb 28 2023: Fostering a culture of safe riding habits and responsible driving, Honda Motorcycle & Scooter India (HMSI) and Greater Chennai Corporation celebrated the 4th year anniversary of its Children's Road Safety & Traffic Park at Napier Bridge Kamarajar Salai, Chennai, Tamil Nadu.

The celebration was held in the august presence of Sh. Kasiviswanathan (Assistant Executive Engineer, Greater Chennai Corporation, Tamil Nadu) and representatives from Honda Motorcycle & Scooter India.

Aiming to raise road safety awareness among the citizens, HMSI in collaboration with Greater Chennai Corporation inaugurated traffic training park in Chennai in February 2019. Based on the mini-city concept, the traffic park simulates real road conditions like traffic signals, zebra crossings and speed breakers etc.

Since its inception, HMSI's road safety instructors have successfully educated



nearly 58,000 people of Chennai - nearly 48,000 kids and more than 10,000 new and existing riders (including both male and females) through its daily trainings for all age groups.

Speaking on the initiative, Mr. Prabhu Nagaraj - Operating Officer, Brand & Communication, Honda Motorcycle & Scooter India said, "Being a socially responsible corporate, HMSI constantly encourages safe riding practices to bring a positive change. Realizing the sensitivity of Chennai traffic, we inaugurated traffic training park in the city in association with Greater Chennai Corporation. Today, we are delighted to announce that the traffic training park has educated 58,000 people

2001. Working towards the realisation of Honda's global safety vision, today HMSI's road safety awareness initiative has already spread to more than 50 lac Indians. Its team of skilled safety instructors conduct daily programmes at its 10 adopted traffic parks across India and 7 Safety Driving Education Centres (SDEC).

Not only this, all HMSI's 1000+ dealerships across India spread road safety awareness. HMSI's proprietary virtual riding simulator increases the risk-prediction ability of riders; while new customers too are given pre-delivery safety advise (PDSA) before they start riding at every dealership across India.

Additionally, ensuring that learning doesn't stop in the new normal, HMSI started the digital road safety education initiative - Honda Road Safety E-Gurukul. Since its start in May '20, this initiative has sensitized more than 8 Lac Indians on importance of being aware & responsible road users.

Honda Motorcycle & Scooter India's CSR commitment towards Road Safety:

For Honda globally, road safety comes first. As announced in April 2021, "Honda will strive for zero traffic collision fatalities involving Honda motorcycles and automobiles globally by 2050". Fulfilling its corporate social responsibility (CSR), HMSI has been promoting road safety in India since its start in

Finesse Aesthetic medical and surgical centre the first of its kind in Chennai inaugurated by Actress Samyukta Shan

Chennai, Feb 28 2023: This centre is pioneered by Dr. Roshini Manay Srinivas, a facial plastic and hair transplant surgeon who has trained under some of the best surgeons in the industry across the world.

The centre brings a holistic approach to cosmetology with various departments such as Cosmetic Dermatology, Plastic surgery & Facial plastic under one roof unlike any other institute in the city.



This new super specialised centre will provide for all the latest advanced cosmetic treatments including anti-ageing therapies, medicated facials, liposuction, facial surgical procedures and

body contouring to name a few.

With Finesse Aesthetic, Dr. Roshini aims to bring world class treatment and the latest technologies in both medical and surgical

procedures with an unmatched luxurious experience at the most affordable rates to the shores of Chennai.

Finesse Aesthetic is located amidst the lush green scenic beauty of Bishop Garden and is a stone's throw away from famous city hotspots.

Finesse Aesthetic medical and surgical centre is a state of the art beauty and cosmetic facility which is the first of its kind in Chennai inaugurated by Actress Samyukta Shan.

Veranda Learning Solutions Partners with IIM Raipur To Launch Executive Development Programme in General Management

Chennai, Feb 28 2023: IIM Raipur is collaborating with Veranda Learning Solutions Limited ("Veranda"), a public listed education company (BSE: 543514, NSE: VERANDA), represented by its brand Edureka Higher Ed, to launch an Executive Development Programme (EDP) in General Management. This one-year programme will be offered through a combination of on-the-campus immersion modules and live

online sessions.

This programme has been designed to upskill working professionals to foresee and take advantage of business opportunities, as well as, confront challenges in this world of uncertainty. Learners in this programme will become the managers of tomorrow, agile and capable of handling ambiguity. The programme is uniquely designed with structured academic curriculum that will be taught by experienced IIM faculty. The programme will help

professionals secure in-depth exposure to emerging themes, acquire a 360-degree approach to Management, gain access to an exclusive Startup Bootcamp and personalized Career Support Services, etc.

Elucidating on the association, Prof Ram Kumar Kakani Director IIM Raipur said, "At IIM Raipur, our endeavour has always been to create a niche with our industry partnerships, and this is another step on that path. We are looking forward to providing an excellent learning

experience for students in partnership with Veranda."

Speaking about the partnership, Aditya Malik, CEO Higher Ed, Veranda Learning Solutions said, "We are pleased to be teaming up with IIM Raipur and launching this Executive Development Programme in General Management. We are very confident that this course will help our students to become agile and take on challenges in the business environment head on."

ICICI Prudential Life Insurance leverages advanced Machine Learning models for customer benefit and better persistency

Chennai, Feb 28 2023: ICICI Prudential Life Insurance has deployed advanced machine learning models to ensure customers continue to reap the benefits of their life insurance policies and stay on course to achieve their long-term financial goals.

This digital solution predicts future persistency behaviour and has enabled the Company to improve persistency across all cohorts. Coupled with the Company's other initiatives, it has resulted in higher premium collections, enhanced productivity and improved profitability.

Persistency measures the proportion of customers who continue to pay renewal premiums. In the life insurance industry, persistency ratio is an important indicator of the quality of the sale as well as the future growth of the insurer.

Paying renewal

premiums enables customers to provide financial security to self and their families. The 13th month persistency ratio of the Company improved from 83% at December 2021 to 85.9% at December 2022. Similarly, the 61st month persistency ratio improved from 50.2% at December 2021 to 64.8% at December 2022.

The advanced models have helped map customer behaviour to various inputs and options that can be provided by the Company. Integration of the advanced models into the Company's operations have helped provide targeted interventions to multiple customer segments, enabling the Company to step in and resolve customer queries and improve persistency. Simultaneously, the solution also aids the Company in predicting future persistency behaviour of new customers being onboarded, enabling the

Company to initiate appropriate action. This includes interactions with senior sales managers to resolve queries thereby providing excellent customer service experience.

Mr. Dhiren Salian, Deputy Chief Financial Officer, ICICI Prudential Life Insurance, said,

"Customer-centricity is the focus of everything we do. As a 'Customer First' Company, we have been leveraging data science and technology to ensure our customers are on course to achieve their long-term financial goals. This is in line with our vision of building an enduring institution that serves the protection and long-term saving needs of customers with sensitivity.

With the deployment of advanced machine learning propensity models, we are witnessing an improvement in our persistency ratios across

all cohorts. It has resulted in higher premium collections, enhanced productivity and long-term sustainable growth. These models help identify distinct customer segments, enabling us to offer a more engaging experience by taking into account their preferences, profiles and expectations.

Besides, persistency improvement ties in with one of the key levers of our 4P strategy. Deploying data science and technology has enabled us to achieve significant success on this front. Persistency improvement has been one of the engines for driving the Company's profitable growth. Our 13th persistency improved from 83% at December 2021 to 85.9% at December 2022. Similarly, our 61st month persistency improved from 50.2% at December 2021 to 64.8% at December 2022."

Aditya Birla Sun Life Insurance launches ABSLI Nishchit Aayush Plan

Chennai, Feb 28 2023: Aditya Birla Sun Life Insurance (ABSLI), the life insurance subsidiary of Aditya Birla Capital Limited (ABCL), announces the launch of an industry first, new-age savings solution ABSLI Nishchit Aayush Plan, a non-linked non-participating individual savings life insurance plan offering guaranteed regular income starting from as early as end of first policy month along with a lump-sum benefit at maturity.

Key Features of ABSLI Nishchit Aayush Plan:

- Immediate Liquidity + Lump-sum: Receive guaranteed income from the end of 1st/2nd policy year and lump-sum at maturity
- Choice of 2 Benefit Options: Flexibility to choose amongst Long Term Income and Whole-Life Income options.
- Multiple Income Variants: Flexibility to customize your regular income requirements as per your goals
- Agility: Choice

of varied premium payment terms and policy terms, to suit ones requirements

- Benefit pay-out frequency - Flexibility to receive income benefit in annual or semi-annual or quarterly or monthly frequency

- Financial Security for your loved ones - Comprehensive life cover available for up to 100 years.

ABSLI Nishchit Aayush Plan integrates financial protection and wealth creation by empowering the policyholders to fulfil their immediate liquidity requirements without any risk. Policyholders will have maximum flexibility to customise their plans with a choice of income benefits, multiple income variants, premium payment terms, policy terms and deferment periods, should they want to customize the plan.

Commenting on the launch of ABSLI Nishchit Aayush Plan, Mr Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance, said,

"ABSLI Nishchit Aayush Plan will enable our policyholders to leverage maximum flexibility & upfront liquidity in the form of a regular guaranteed income. Moreover, this plan will instil the idea of disciplined savings as it also provides lump-sum benefits and a regular source of income.

ABSLI Nishchit Aayush plan integrates the benefits of a guaranteed savings plan & desired agility, enabling the policyholders to achieve their goal of creating a secure future and a comfortable lifestyle for themselves and their loved ones. It is our constant endeavour at Aditya Birla Sun Life Insurance to help our customers with a life cover while also addressing their savings needs."

ABSLI Nishchit Aayush plan provides competitive returns with high flexibility. The plan comes with flexible premium payment terms and allows the policyholders to choose from a wide range of

policy terms to fit individual needs. They can avail the benefits of this plan on a long-term basis (25, 30, 35, 40 years) or whole life basis (100 - Age at entry). Furthermore, policyholders will have the flexibility to choose income variant i.e. Level Income with Lump-sum Benefit or Level Income with Enhanced Lump-sum Benefit or Increasing Income (@5% simple interest rate every 5 years) with Lump-sum Benefit. Policyholders can choose to receive income immediately or after a deferment period of 1 year as per their chosen income pay-out frequency.

The maximum entry age to avail ABSLI Nishchit Aayush Plan is 55 years, while the minimum age is 30 days (Long term income option) & 30 years (Whole life income). The minimum annualized premium is Rs. 30,000. Policyholders can choose from multiple premium payment term options ranging from 6, 8, 10, 12 years.