

DAY-NRLM organizes CSR conclave with Corporates for synergising efforts at the grassroots

Chennai, March 02 2023: A conclave on exploring synergies between DAY-NRLM's initiatives of Rural Transformation and Corporate House's CSR efforts in rural areas was held under the chairpersonship of Additional Secretary, Rural Livelihoods (RL), Shri Charanjit Singh in New Delhi today. Senior officers of the Ministry, NMMU, State Rural Livelihoods Missions and corporate houses participated in the conclave with the aim to provide better livelihoods to the rural households.

In his keynote address, AS (RL) Shri Charanjit Singh stated that the aim of DAY-NRLM is to uplift the lives of the people at the last mile and for that it is important to bring together as many partners as we can. He added the approach needs to be expanded from 'Whole of Government' to 'Whole of Society' towards 'Antyodaya' as guided by the Prime Minister Shri Narendra Modi.

Smt. Nita Kejrewal, Joint Secretary, Rural Livelihoods (JS, RL) explained the horizon of possibilities of

convergence between Governments policies through challenges and opportunities in effecting change on ground.

Anchoring the conclave Shri Raman Wadhwa, Deputy Director, DAY-NRLM highlighted explained the DAY-NRLM framework and highlighted the key takeaways at the conclave.

Participating corporate houses, giving examples of their current work in rural areas, expressed their willingness to join hands with this roadmap of the Ministry of Rural Development.

The conclave is the first of the series aimed towards bringing together key decision makers in the corporate house's CSR wings on the Governments platform for streamlining welfare initiatives in the rural areas.

Background: Share of Rural Development in CSR Expenditure

It is important to note that the CSR budget spend is not necessarily a reflection of the effectiveness or impact of a company's CSR



initiatives. There are also concerns about companies fulfilling the mandatory spending by making token donations

or CSR activities that lack strategic planning and impact assessment. Additionally, there is a need for greater

transparency and accountability in the implementation of CSR initiatives in India. The graph below is status of

compliance to the CSR budget in Financial Year 2020-21:

Corporate Social Responsibility Compliance 2021

Corporate Social Responsibility (CSR) initiatives can face several pain areas or challenges in their implementation, some of them are:

Regional Disparity: Due to compulsion of expenditure in the act to spend the amount in the catchment area of the operations, so it has been observed that in the same geographical area many of the organizations are

working, whereas in some areas there is a little spending. This leads to regional disparity, where some community are not able to receive any support.

Sectoral Disparity: As per the CSR act, every organization has a CSR mandate to spend on the sectors defined as per SDG. As every organization can decide its expenditure independently, so it has been realized that some sectors are receiving a lot of funds, whereas other sectors are not able to get adequate budgetary allocation.

Treatment of Unspent Budget: The latest amendment in the act requires companies to deposit the unspent CSR funds into a fund prescribed under schedule VII of the act within the end of the fiscal year.

Finding the right Implementation Partners: Companies may not effectively engage with their stakeholders, such as communities, NGOs, and other organizations, so finding the right Implementation Agency is a difficult task.

Duplication of activities in the same

project area: Companies may not have information about all the beneficiaries and the support they are receiving from different CSR initiative, so there are high chances of duplication in the project area, where the benefits are drawn from the same set of beneficiaries.

Limited sustainability: Companies may not focus on long-term sustainability and may not have the ability to scale their CSR initiatives to achieve greater impact.

Compliance over Impact: Companies may focus more on compliance with legal requirements, rather than on the impact of their CSR initiatives.

Tokenism: Companies may make token donations or undertake CSR activities that lack strategic planning and impact assessment, just for the sake of fulfilling the mandatory spending.

Lack of Community Participation: Majority of the companies focus on expenditure, but may fail to ensure participation of community due to lack of systems.

LIEUTENANT GOVERNOR MANOJ SINHA INAUGURATES JIO TRUE 5G IN JAMMU AND KASHMIR

Jio users in Jammu and Srinagar to enjoy True 5G services Jio users are now enjoying True 5G across 304 cities

Chennai, March 02 2023: Reliance Jio announced the launch of its True 5G services in Union Territory of Jammu and Kashmir by launching its 5G services in Jammu and Srinagar. The Lieutenant Governor Manoj Sinha launched Jio True 5G services today, at Raj Bhawan in Jammu.

Starting, the technological advantages of high-speed internet, low-latency, stand-alone True 5G services shall be made available to the people and businesses of these cities.

The transformational benefits of Jio True 5G and the application of this immersive technology in the fields of healthcare, education, and other key sectors of importance for India was demonstrated at the launch event. A glimpse of the generational

advancement that will be seen in these areas was showcased through the revolutionary AR-VR device- Jio Glass.

Commenting on the occasion, Lieutenant Governor Manoj Sinha said, "I am delighted to announce the launch of Jio True 5G services in the Union Territory of Jammu & Kashmir. 5G will bring transformational benefits for the people of Jammu & Kashmir and further the objective of the Government to realize our honourable PM's Digital India vision.

With the launch of Jio's True 5G services, Jammu & Kashmir is not just getting the best telecommunication network but will also get infinite growth opportunities in the areas of tourism, e-governance, agriculture, education, healthcare, IT and the SME business.



5G will also enable citizens and the Government to remain connected on real time basis and will assist & improve the implementation and efficacy of Government schemes in reaching the last mile user.

The digital Jammu & Kashmir mission of the Government has special focus on the start-up ecosystem, e-governance, Agriculture, Social Welfare, Youth, Education and Healthcare to name a

few. Advent of Jio 5G services in the Union Territory will give a great boost to these initiatives."

Commenting on the launch, Jio Spokesperson said, "We are excited to launch Jio True

5G in Jammu and Srinagar. By December 2023, Jio True 5G will cover every town of Jammu & Kashmir. This is testimony to Jio's commitment towards the Government's priorities.

Jio has provided

employment to more than 36,000 people directly and indirectly

in Jammu & Kashmir. This

launch is an important milestone for the people of Jammu & Kashmir who will benefit immensely from Jio's 5G services. We are grateful to the Government for their continuous support in our quest to digitize Jammu & Kashmir.

Additionally, we are happy to announce the launch of Jio True 5G services in 25 additional towns across 12 states in the country, taking the benefits and reach of

Jio's True 5G services to 304 towns across the nation. We want every Jio user to enjoy the transformational benefits of Jio True 5G technology in 2023."

Starting 28th February 2023, Jio users in these 27 towns will be invited to the Jio Welcome Offer, to experience Unlimited Data at up to 1 Gbps+ speeds, at no additional cost.

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

Dental and Aesthetics flagship clinic launched by Actor Jeeva and Dr. Preethi Udhayaraja at ECR

Chennai, March 02 2023: The swanky new specialty clinic has invisible aligners (INVISALIGN), paediatric dentistry and facial aesthetics, all under one roof.

'Unicorn Smiles' is a dedicated pediatric dental centre with a focus on treating dental problems at an early age. It boasts of having world class amenities for management of children of all ages, and a dedicated play area beautifully conceptualised and designed by the team.

The clinic is situated in a beautiful red brick building which is hard to miss. The corridor leading into the clinic transports you to a



luxurious and indulgent space, making one forget that they're at the dentist's office.

Drop in for skin and hair consultation at Aura Skin and Aesthetics, under the same roof. A board certified

Dermatologist is available for consultations on an appointment basis. Aura offers a wide range of medifacials, chemical peels, lasers, PRP & GFC therapy etc.

Dr Preethi

Udhayaraja, Dental & Aesthetics The Promenade at ECR, 56/1A, Block A, 1st floor, Injambakkam, East Coast Road, Chennai - 600 115. Ph : 98402 48330/ 98400 38330.

Grundfos completes 25 successful years in India Company hosts the 'Water Track' during The Danish Royal Delegation's visit to India

Chennai, March 02 2023: Grundfos India celebrated the completion of 25 successful years of operations in India. The company started its India operations in 1998 with an aim to transform the Indian pump manufacturing industry with new benchmarks in sustainability, urbanization and digitalization solutions to solve water and climate challenges in the country.

Speaking on the occasion, Poul Due Jensen, CEO, Grundfos, said, "It is exactly 25 years ago, that my father, Niels Due Jensen then-CEO of Grundfos, established Grundfos India. He saw an opportunity for Grundfos in the booming market in India, and in 1998, we opened a sales office here in Chennai. It proved to be a very good idea, and today India is one of our most important markets. We have seen a growing demand for high-quality products, innovative technologies, and energy-saving and sustainable water solutions."

"At Grundfos, sustainability is at the heart of everything we do, and we are committed to pioneering solutions to the world's water and climate challenges and improving the quality of life for people. India's ambitious sustainability agenda and the ambition to give all its people in India access to clean water matches our solutions and ambitions perfectly," added Poul Due Jensen.

To mark the



momentous milestone, Grundfos is the host for the Danish Royal delegation visit to India and organizing for the events running in the 'Water Track', to enhance the co-operation between Denmark and Tamil Nadu. In Chennai, the company hosted a seminar on water sector cooperation between Denmark and Tamil Nadu at its India headquarters in Chennai. Her Royal Highness, The Crown Princess of Denmark along with the Danish Minister for Foreign Affairs, Lars Løkke Rasmussen and other members of the Danish Delegation were part of this seminar.

Grundfos India wants to help India reach its water and climate targets by 2030. Grundfos is also actively participating in the Green Strategic Partnership between India and Denmark, which is focussed on sustainable urban development, circular

economy involving environment, water supply and innovation and digitalization.

The company recently launched a new type of solar pump, which was designed and produced especially for the Indian market. This pump, that is primarily intended for household use and to give people easy access to water, is produced in its Chennai factory. Apart from increasing the localization of some of its key products and suppliers, Grundfos India is also strengthening its offerings around digitalization, advanced flood control solutions and energy optimization in buildings.

Usha Subramaniam, Country President, Grundfos India, said, "With two factories in Chennai and Ahmedabad, we are in a unique position to live up to our promise to respect, protect, and advance the flow of water and to help India take the next step in

furthering India's green transition agenda. Over the years, we have seen that our products and solutions play an important role in India, and we can make a positive difference in this country together with the local authorities and our Indian business partners."

Later today, Grundfos India will host a dinner event to commemorate the Tamil Nadu Denmark Partnership for Sustainable growth. The event will be attended by the Danish Royal delegation including HRH The Crown Prince of Denmark, HRH The Crown Princess of Denmark, the Danish Minister for Climate, Danish Minister for Foreign Affairs and HE The Danish Ambassador to India and Thiru Thangam Thennarasu, Hon'ble Minister for Industry, Tamil Nadu.

During the dinner event and the 25th year anniversary celebrations, Grundfos India is signing an MoU valued at INR 25,00,000 with Hand in Hand India, a Non-Governmental Organization to support a CSR project that will benefit 300 households and more than 1200 individuals in Thazhambedu village, Thirukalukundram District, Tamil Nadu. This project will improve water access by restoring traditional water harvesting structures. Additionally, household toilets will be built for impoverished families, and a Miyawaki forest will be cultivated to improve the biodiversity.

alfaTKG Japan, launches four new solutions for Sheet Metal Manufacturing Industry

Chennai, March 02 2023: alfaTKG, a pioneer in providing Smart Manufacturing and Digital Transformation (DX) solutions for Sheet Metal Manufacturing Industries announced the launch of 4 new products for metal manufacturing industries at IIT Madras Research Park. Mr. Toshio Takagi, CEO of alfaTKG officially launched the products at a glittering ceremony held at the alfaTKG Integrated Solutions India center in IIT Madras Research Park. The newly launched solutions named BuP Net, RPA Gaia, Weld DX, and Inspection DX together enable manufacturers to advance to the next level of smart manufacturing. While over 200 SMEs globally use their products, alfaTKG announced their intention of focusing on the Indian SME



segment.

With the newly launched solutions, the company announced their plan to enter the Indian manufacturing ecosystem and the signing of Airtech Innovations Pvt Ltd, Hyderabad as a new client. Airtech Innovations manufactures cleanroom technology solutions for Healthcare and Semiconductor Industries under technical collaboration with Airtech Japan - also a client of alfaTKG.

New Solutions

BuP Net: an integrated CAD/CAM solution that is machine agnostic (It is of

immense value to manufacturers using multiple machines)

RPA Gaia: automates the existing business processes using a proprietary RPA technology to improve process efficiency and reduce human intervention.

Weld DX: Improves the quality of weld through paperless welding instructions using a Smart Weld Kiosk. A weld simulation module is also on offer.

Inspection DX: a fully automated, paperless inspection system

Dr. Thanapandi,

CTO, alfaTKG said "alfaTKG's Smart Manufacturing Technologies are aimed at global SMEs, an area with immense untapped market potential. The in-depth expertise of machine functionality combined with decades of experience in building technology makes alfaTKG stand out in a global landscape. Our product suite covers the entire process flow in a Sheet Metal Industry from Order reception to delivery and the product lifecycle from design to manufacturing. I am sure that the newly launched solutions will help our customers to scale up their manufacturing capabilities".

The India office of alfaTKG includes graduates from IIT Madras, IIT Jabalpur, Amrita University and Thiagarajar College of Engineering (TCE) amongst others.

Shopsy's latest campaign with Sara Ali Khan offers affordable prices on a wide variety of products to drive the growth of hypervalue e-commerce across the country

Chennai, March 02 2023: Shopsy by Flipkart, Bharat's fastest growing hyper-value e-commerce platform, today launched its new campaign with Sara Ali Khan as its brand ambassador. The campaign brings to light the platform's affordable pricing and the expansive product range curated especially for customers seeking value. The TVC is built on the insight that in Indian families, parents get annoyed when their children spend a lot of money on shopping. This campaign breaks the myth by showing how online shopping on Shopsy is very affordable and can actually give you better value across multiple categories such as Kurtis, Sarees, Watches and Home Products. By casting Sara Ali Khan as the protagonist, the campaign aims to bolster Shopsy's positioning as a value-driven shopping destination for the consumers of Bharat.

Created and conceptualized by Leo Burnett Orchard, the campaign features an ad film that showcases the interactions related to online shopping that family members engage in, something that most Indians relate to.

Commenting on the campaign, Adarsh



Menon, Senior Vice President & Head - New Businesses, Flipkart, said, "At Shopsy, it is our constant endeavor to offer a shopping experience that blends affordable pricing, wide selection and pan-India availability with the latest trends and evolving needs of the consumer. Leveraging this deep understanding of our customers' needs, 'Aaj Shopsy Kiya Kya' campaign is a recreation of a real-life scenario where the families of Shopsy's customers are astounded to learn about the kind of vast selection in multiple product categories and low prices of the products available on the platform."

Expressing her excitement on partnering with the new campaign, Sara Ali Khan said, "Shopsy's TVCs have a personal touch that resonates with every Indian household. I am delighted to partner with Shopsy again, and to bring them closer to their vision of providing a value-shopping experience to

the Indian customer, through an engaging and relatable TVC. The 'Aaj Shopsy Kiya Kya' campaign hits all the right notes by incorporating everyday conversations that resonate with Indian families. After watching this TVC, I am sure that the viewers will be excited to explore the wide range of products that the Shopsy app offers."

The film begins with a typical scenario at breakfast time in a middle class home

where Sara's father is seated by the dining table accompanied by her mother, both having stern, worried expressions on their faces. Her brother is getting ready for school just as Sara walks in onto the scene. An air of tension lurks in as her father furiously questions her about yet another kurti delivery and where it came from to which she promptly responds saying, "It costs just Rs.25." Her mother with three kurtis in her hand - Lucknowi, Anarkali and Jaipuri

chimes in and sarcastically asks if each of these really cost that low. Sara assertively reassures them that these were all inexpensive. Her little brother encourages the father to also enquire about the watch that had arrived. Her father asks her where it came from. Sara nonchalantly responds - "Shopsy". The brother, seeming doubtful of the reply, says it was sent by her boyfriend. After which, Sara reassures the family that it was indeed Shopsy where she bought the products from. She takes out her phone and scrolls through the app to show how everything like clothing, footwear, utensils and home decor are available for attractive prices on the app.

Over the past six months, regions in the South and West have shown 1.8X growth in the units sold on the platform, with tier 2 and tier 3 cities attributing to 70% of the overall figures. Shopsy has also expanded its presence in new tier 2 cities and beyond such as Ukhrul (Manipur), Resubelpara (Meghalaya), Pratapnagar (Uttarakhand), Daporijo (Arunachal Pradesh), unlocking the potential of digital commerce for the under-served consumers.

Airbnb celebrates its community of women who Host and travel this International Women's Day

Chennai, March 02 2023: Kickstarting the month that celebrates International Women's Day, Airbnb hosted a panel discussion featuring actor and author Soha Ali Khan, Singer & Songwriter Lisa Mishra, Entrepreneur Kirti Poonia (Co-founder, Relove) and Airbnb Host Kakoli. The panelists shared their thoughts on 'Embrace Equity', which is this year's theme for International Women's Day.



Women power Airbnb's community of Hosts in India and globally. More than half of the global Airbnb Host community comprises of women*. Many such Hosts are pillars to their local communities - employing other women, including some in marginalized communities, catalyzing economic activity and contributing to regrowth. Airbnb women Hosts in India cumulatively earned over INR 1 billion in 2022**, according to Airbnb's internal data. In addition to this, women Hosts over 60 years of age on Airbnb have earned more than INR 200 million in India in 2022, and for many of them, hosting provides essential income that aids in their retirement.

Airbnb promotes connection and belonging and we remain committed to celebrating our diverse community of Hosts and creating an inclusive environment that helps foster their growth and success. Many Airbnb Hosts are pillars of their local communities, and are supporting microentrepreneurs to drive gender equality, especially in marginalized communities.

Highlighting the importance of women becoming Hosts on the Airbnb platform, Amanpreet Bajaj,

General Manager - Airbnb India, Southeast Asia, Hong Kong and Taiwan said, "At Airbnb, we are deeply committed to fostering diversity, equity, and inclusion within our host and guest communities. We recognize the unique value that women Hosts bring to our platform, adding a diverse perspective and energy that enhances the overall Airbnb experience for our guests. We strongly believe that women entrepreneurs are crucial drivers of economic growth, job creation, and social transformation. To support women Hosts, we work closely with communities of women around the world, helping them to unlock the potential of their homes and providing them with the necessary resources and knowledge to succeed as entrepreneurs. We are committed to fostering an environment of respect and inclusivity for all, and we are continuously working to strengthen our efforts to create a more diverse and equitable Host community."

Airbnb data also revealed that Maharashtra, Goa, Karnataka, Delhi and West Bengal are the top 5 states with the largest number of women Hosts in the country***.

Talking about her hosting journey, Host Kakoli who has been hosting in Delhi NCR and Pondicherry since 2013 said, "I started my journey as a Host on

Airbnb when I ventured into the world of hospitality knowing nothing about the intricacies of running a business. Airbnb was a platform which made it easy for me to start and I have grown to list about 24 listings on the platform since then. I've had the pleasure of hosting guests from across the world and have also had the opportunity to hire more staff that helps me maintain and provide the 'Superhost' experience that my guests enjoy. Airbnb has enabled me, and many more such women, to gain financial independence over the years, and establish a successful entrepreneurial venture."

Soha Ali Khan, Actor and Author, said, "I feel ecstatic to see a shift in the needle with regards to women empowerment, especially in India but still feel that we have a long way to go. The theme for this year's International Women's Day resonates with me, as I am a firm believer and propagator of gender equity. I applaud Airbnb's efforts in helping women in the hospitality industry embrace equity and take on roles that truly make them happy, whilst working towards an independent future."

Lisa Mishra, Singer & Songwriter, said, "Travel has always been a passion of mine, and as an artist, I believe it's the best way to seek inspiration. Through my travels with Airbnb, I have had the opportunity to visit some truly

striking destinations, each one leaving a unique impression on me. But what really warms my heart is the chance to interact with some wonderful women along the way - some that are avid travelers like me, and others are building a new life by hosting on Airbnb and are embarking on their entrepreneurial journey. It's inspiring to see women embracing equity and carving out a path to their independence."

Kirti Poonia, Co-founder, Relove, said, "I've been fortunate to witness the inspiring entrepreneurial spirit of women through my journey transitioning from a traditional management career to one in entrepreneurship and fashion. I have come across a lot of strong women who not only focus on their own growth but also nurture the growth of those around them. As an avid Airbnb user, I have witnessed this same entrepreneurial spirit amongst several women who have had the chance to become Airbnb Hosts and are empowering the community around them. I am extremely happy to be here celebrating the stories of such remarkable women who continue to embody women empowerment."

*Based on Airbnb internal data measuring percentage of women Hosts (Hosts who self reported themselves as women), as of 31 Dec 2022

** Based on Airbnb internal data measuring Hosts earnings in India in 2022 (between 1 Jan 2022 - 31 Dec 2022)

***Based on Airbnb internal data of women Hosts (Hosts who self reported themselves as women) in India as of 31 Dec 2022.

Indian High Commission in Sri Lanka Raises the Issue of Security of Indian Fishermen After Recent Attack

Chennai, March 02 2023: Indian fishermen were attacked and captured as well as assaulted by Sri Lankan Navy personnel on February 23. As soon as the information was received, the Ministry of External Affairs swung into action and they were brought back safely. It may be noted that six fishermen from Tharangambadi and Mayiladuthurai districts of Tamil Nadu went into the sea for fishing from Tharangambadi fishing hamlet on February 21. But, as they were engaged in fishing in traditional marine waters, they were attacked by Sri Lankan



Navy personnel at 4:30 am on February 23. Five fishermen injured in the attack have been admitted to the Tharangambadi government hospital for treatment. Union Minister of State for Fisheries, L. Murugan on Monday said that he had visited Sri Lanka last week and held talks

with the Indian fishermen who were attacked by Sri Lankan Navy personnel on February 23.

The High Commission of India in Sri Lanka tweeted, "High Commission has strongly taken up the recent attacks on #Indian fishermen with

#SriLankan authorities. It has also asked the Government of #SriLanka to investigate the matter and ensure that use of force and violence in any form are not resorted to against the fishermen."

The Indian High Commission in Sri Lanka further said that the fishermen's issues are humanitarian and related to their livelihood. Thus, India hopes to solve such matters through bilateral mechanisms and diplomatic channels so that Indian fishermen do not face such harassment at the hands of Sri Lankan authorities.

Axis Bank completes acquisition of Citibank India's consumer businesses in India; strongly positions Axis Bank for accelerated premium market share growth

Chennai, March 02 2023: Axis Bank, one of India's largest private sector banks, has completed the acquisition of Citibank's consumer business in an accelerated time frame of within 7 months post receipt of CCI approval, displaying a strong testament of its execution strength. The deal has been closed with Axis Bank paying a total purchase consideration (after customary & contractual adjustments) of INR 11,603 Cr* to Citibank India.

The transaction comprises the sale of the consumer businesses of Citibank India, which includes loans, credit cards, wealth management and retail banking operations. The deal also includes the sale of the consumer business of Citi's non-banking financial company, Citicorp Finance (India) Limited, comprising asset-backed financing

business, which includes commercial vehicle and construction equipment loans, as well as the personal loans portfolio.

Speaking on the occasion, Amitabh Chaudhry, MD&CEO, Axis Bank said, "We welcome over 2.4 million customers and ~3200 employees to our Axis family 'Dil Se', as we successfully conclude the first leg of integration. This is a significant milestone in Axis' journey of growth and leadership in the Banking industry and is set to bring great value for all stakeholders involved. We have a strong balance sheet, comfortable capital levels, and the right team and customer segments to further realize our ambitions."

He added, "Citibank has a culture that is much like ours, with a commitment to best-in-class customer service, people focus and

community engagement. Axis Bank already has a rich network of Citi alumni across the hierarchy, which reflects of the cultural alignment between the two organizations. Given the expertise that the new employees will bring to the table, we view them as a significant force to help drive our GPS objectives. The premium portfolio and business synergies through this deal will help accelerate and add further momentum to our already robust plans across priority segments."

Subrat Mohanty, Group Executive & Head - Banking Operations and Transformation, Axis Bank said, "We are delighted with the addition of Citi's premium consumer business and a high quality team of colleagues to Axis Bank. We expect our customers to experience the value of this integration with

newer, innovative products and world class customer practices. Axis Bank is positioned strongly to power India's growth story." Arjun Chowdhry, Group Executive & Head Cards, Payments & Wealth, Axis Bank said, "Axis Bank is committed to building a strong consumer banking business in India, and already has deep market presence, across all segments and geographies. All ~3200 Citi colleagues, who carry a strong and diversified skill set, are extremely excited to join the Axis family and further build on its growth ambitions. We look forward to collaborating with Axis' experienced senior leadership team and diverse talent pool, as we join the 88,000+ strong, dedicated workforce and live up to the brand's credo 'Dil Se Open.'"

Tata AIG's witty campaign "Fizul Kharche" highlights smart money saving practices, using health insurance

Chennai, March 02 2023: Tata AIG General Insurance Company Limited, one of the leading general insurance firms, has unveiled its brand campaign 'Fizul Kharche' to create awareness of smart money saving practices, using health insurance to cover medical emergency costs and saving tax on insurance premiums. This campaign has three light-hearted, witty short ad films showcasing the magnified spending behaviour of customers when they have excess money. The campaign goes live on 01 March 2023 and will run on all digital platforms of Tata AIG.



The campaign aims to spotlight Tata AIG's Health Insurance Product

and emphasizes the tax savings one can avail of with their health insurance policy premium. The three short films under this campaign titled '#FizulKharche' showcase a few extreme scenarios of customers spending excess money that they have saved by investing in Tata AIG's health insurance.

Speaking about the campaign, Mr. Riaan Rodrigues - Senior Vice President - Digital

Business & Marketing, Tata AIG, said, "Changing lifestyles have led to a rise in disorders and this has increased the burden of hospitalization and healthcare expenses for men and women of all ages. Through our #FizulKharche campaign, we want to make customers financially wiser by making them aware of savings instruments that can help them prepare for the future. The campaign #Fizul Kharche has been

designed in a quirky way to simply convey the idea of investing in health insurance as the first step to create emergency funds for healthcare needs and save tax under 80D of the Income Tax Act."

Saikat Sengupta, Creative Director, Social Panga, said, "The campaign captures the very common customer tendencies of overspending and we thought of highlighting this very nature to create the need to first save with health insurance. The development of the theme has showcased with extravagant spending habits to create a conscious understanding amongst customers around the campaign name Fizul Kharche."

Bharti AXA Life Insurance & Unity Bank Forge Bancassurance Partnership

Chennai, March 02 2023: Bharti AXA Life Insurance, a joint venture between Bharti Enterprises, one of India's leading business groups, and AXA, one of the world's largest insurance companies, today announced its bancassurance partnership with Unity Small Finance Bank (Unity Bank), a new-age, digital first bank for the distribution of life insurance products through the Bank's network of 111 branches and 206 offices pan-India.

Through this alliance, Bharti AXA Life's insurance comprehensive suite of life insurance plans, including protection, savings, investment and

retirement plans, will be available for purchase to 15 Lacs+ customers of the Bank spread across 17 states.

Along with its attractive interest rates on deposits and wide range of loan products, Unity Bank's customers will benefit from a diverse range of new-age insurance solutions offered by Bharti AXA Life, enabling them to financially secure the future of their loved ones along with fulfil key financial goals like college education for their children, wealth building, retirement planning, and more.

Commenting on the association, Mr. Parag Raja, MD and CEO, Bharti AXA Life

Insurance, said, "We are pleased to partner with Unity Small Finance Bank, which is a growing name as a truly digital bank in the domestic banking sector. Our alliance will empower the Bank's customers with protection and holistic financial planning solutions from our comprehensive product portfolio. This partnership is an important part of our growth strategy. It will help in further strengthening our distribution and unlocking growth opportunities through the bank's wide network, thereby increasing insurance penetration in the country."

Mr.INDERJIT Camotra, MD and CEO, Unity Bank said, "At Unity Bank, we constantly endeavour to add to our portfolio and offer customers with a wide range of savings and investment products. Life Insurance solutions offer customers an avenue for long term wealth creation along with security for their loved ones. We are proud to partner with Bharti AXA Life, a renowned organization that offers simple and customer centric insurance solutions. Together with our growing branch network and their solutions portfolio, we are confident that our customers will benefit immensely."

Fortune celebrates National Protein Day with a campaign to spread awareness about protein rich Soya Chunks

Chennai, March 02 2023: Fortune, the No. 1 edible oil brand in the country is celebrating National Protein Day with Fortune Soya Chunks, one of the leading brands in the category in Texturized Soya Protein (TSP). TSP is also one of the most preferred substitutes for vegetables and meats.

Fortune Soya Chunks has launched a campaign, to mark the fourth edition of National Protein Day, which is centred on the theme, 'Easy Access to Protein for All'. With the campaign, it aims to increase the awareness about the numerous health benefits of protein-rich soya chunks which include nine essential amino acids that the body needs for good health



and growth, low fat content, vitamins, minerals and fibre.

Soya Chunks are known to have more protein than milk (15X more protein than milk) and is made from Wenger machine technology which retains all-natural nutrition and make it super soaking in texture which absorbs all the masalas well, thus making it suitable for culinary exploration.

Talking about the National Protein Day initiative, Vineeth Vishwambaran,

Associate Vice President, Marketing & Sales, Adani Wilmar, said, "Fortune Soya Chunks consistently features among the top Soya brands and most perceived as a perfect replacement to meat or vegetables. However, many are not aware of its richness in protein and other nutritional benefits. National Protein Day is an apt occasion to further awareness about the significance of protein in our diet for our overall well-being."

Fortune Soya Chunks are not only popular among

housewives looking for healthy options for their family, but also among those who love to explore new recipes as well as those who are health-conscious or fitness enthusiasts and are keen on upping their daily protein intake. Soya Chunks are also essential for kids in their growing stage of 8-14 years age for their overall development. Protein rich foods are beneficial for boosting muscle mass, managing weight, stabilizing blood sugar levels, healthy brain functioning, maintaining strong bones and protecting heart health.

Fortune Soya Chunks is widely consumed in Maharashtra, West Bengal, Bihar, Orissa, UP, and Delhi.

60-year-old with Severe Parkinson's disease gets a new life after Deep Brain Stimulation at Fortis Vadapalani

Chennai, March 02 2023: A 60-year-old patient with off-state Parkinson's disease with developing OFF dystonia found fresh hope after Deep Brain Stimulation surgery (DBS) at Fortis Hospital Vadapalani's recently launched Comprehensive Parkinson's Disease and Movement Disorder Center. DBS is a neurological technique that involves implanting hair-thin electrodes deep inside the brain to stimulate the brain and alleviate Parkinson's symptoms. Under the guidance of Dr. K Bhanu, HOD Neurology, the Fortis team led by Dr. Vikash Agarwal, Parkinson's Disease and DBS Specialist, successfully completed the 10-hour long surgery.

The patient was presented in a state of complete immobility and was non-responsive to medication. After carefully reviewing the case, the team of neurologists, which included Dr. Vikash Agarwal, Parkinson's Disease and DBS Specialist, Dr. K. Visvanathan, Senior Consultant Epilepsy and Functional Neurosurgeon, Dr. Shubha Subramanian, Consultant



Neurologist, and Dr. K. Sudhakar, Consultant Neurosurgeon, concluded that DBS would be the most effective treatment for his condition.

Dr. Vikash Agarwal, Parkinson's Disease and DBS Specialist, Fortis Hospital Vadapalani, said, "Deep Brain Stimulation is a boon for patients with severe Parkinson's disease and those taking unacceptably high dosages of medicines. The patient, who is in his 60s, came to see us in a state of off dystonia, a drug-resistant form of Parkinson's disease. The team completed the 10-hour long surgery and implanted the electrodes in the patient's brain. The first challenge in such cases is that older adults typically have comorbid conditions. Additionally, any kind

of external implants to the body may cause bleeding and infection, both of which might lead to stroke. As assessing the patient's brain response is necessary, the surgery must be carried out while the patient is awake. However, the success rate of DBS surgery is high when performed by qualified movement disorder specialists, neuro experts and with advanced medical technology. A successful operation will result in an almost 15-year extension of quality life in Parkinson's patients in most cases."

Mr. Venkata Phanidhar Nelluri, SBU Head, Fortis Hospitals, Chennai said "We are excited to launch Fortis' Comprehensive Parkinson's Disease and DBS Clinic, to provide cutting-edge

treatment for movement disorders. The DBS Clinic would address Movement Disorders and empower patients to live a normal, self-sufficient life."

"In Tamil Nadu, there are very few facilities dedicated to providing high end interventions for movement disorders. Our centre has the distinction of hosting a multidisciplinary team of Neurologists, Neurosurgeons, Neuro Anaesthetists, Psychiatrists, Psychologists, Pain Management Specialists, and Neuro Rehabilitation Specialists for providing Comprehensive DBS treatment. We have made conscious efforts to ensure that we provide DBS treatments at an affordable cost."

Sanofi reaffirms commitment to rare diseases in India

Chennai, March 02 2023: Sanofi Speciality Care today reaffirmed its commitment to rare diseases in India on the occasion of Rare Disease Day, stating that it will continue with its efforts in empowering the lives of patients with rare diseases by offering transformative healthcare options.

Text Box: Treatment & Diagnosis

- Diagnostic Program "Disha", a formal national level testing program offering free-of-cost testing of samples of suspected cases. Over 6000 samples have been tested under this program since its inception in 2013. The samples are tested at the genetics laboratory of Sir Gangaram Hospital, New Delhi and Med Genome, Bengaluru.

- Pratigya, Patient Support Program: Offer free of cost home infusion option for patients on treatment, initiated in 2021.

Training

- Three month's fellowship programmes in Genetics offered at 8 key centres since 2013, in collaboration with the Society for Indian

Academy of Medical Genetics. Rare Disease Day is the globally-coordinated movement on rare diseases, working towards equity in social opportunity, healthcare, and access to diagnosis and therapies for people living with a rare disease. Sanofi has been supporting the rare disease day event in India for 13 years now, ever since the first event was commemorated in 2010 at the Sir Gangaram Hospital, Delhi.

Anil Raina, General Manager, Sanofi Speciality Care (India) said, "Over the past 40 years, Sanofi has launched different therapies for the treatment of many rare diseases, namely Gaucher disease, Fabry disease, Pompe disease, Mucopolysaccharidosis I (MPS I) and Acid Sphingomyelinase deficiency (ASMD). Since its incorporation in India in 2007, we have been working not only towards enhancing awareness of rare diseases, providing free diagnostic support, but also building capacity of the clinicians, and supporting Centres of Excellence (CoEs) in public and private

institutions."

According to Mr Raina, "The company also has a global humanitarian program aimed at providing free life-saving treatment to patients in India diagnosed with Lysosomal Storage Disorders (LSDs). Under our India Charitable Access Program (INCAP), we have been supporting patients for Gaucher disease, Pompe disease, Fabry disease and MPS I disease with life-saving Enzyme Replacement Therapy. Many of the children receiving therapy under this programme are now in their teens and adulthood, and are able to lead near-normal lives." More than 1000 patients in over 70 countries are in the company's global Humanitarian Program today, out of which over 170 patients are from India.

With the largest portfolio of rare disease therapies, the company has also received a recommendation from the Subject Expert Committee to import and market two new products in India -- Nexviazyme® (Avalglucosidase alfa powder) and Xenpozyme™ (Olipudase alfa powder) for Pompe

disease and Niemann-Pick disease (ASMD) respectively. "We are hoping to launch these therapies in India by end of 2023 or beginning of next year, subject to completion of all further regulatory steps."

Both these products have been granted orphan drug status and approval in several countries including the US, Australia, EU, UK and Japan, to name a few.

According to Dr Shalini Menon, Country Medical Lead Sanofi, "Xenpozyme is the first therapy indicated specifically for the treatment of ASMD, and is currently the only approved treatment for this disease. This is a devastating and extremely rare disease that affects both children and adults. The approval of Xenpozyme represents the culmination of bold work done in research and development, and Sanofi's unwavering commitment to this historically overlooked community." She said Nexviazyme is for both infantile and late-onset Pompe disease, and showed improvements in respiratory function and walking distance measures."

W20 meeting begins in Chhatrapati Sambhajnagar, discussion on giving direction to 'women power'

Chennai, March 02 2023: The two-day 20 Inception meeting began on Monday in Maharashtra's Chhatrapati Sambhaji Nagar. The meeting was inaugurated by Union Minister for Women & Child Development and Minority Affairs Smriti Zubin Irani. During the meeting, it was discussed to focus on giving direction to 'women power' in all aspects of life. 150 women delegates from G20 countries participated during the event. Addressing the inaugural session, the Union Minister said that the W20 can provide guidance on how to use best practices to create



greater empowerment for women.

Indian Presidency's G20 Sherpa Amitabh Kant said that women-led development should be a key focus of India's Presidency for growth and greater prosperity, therefore India has made women-led development a very integral part of the G20 Presidency. During this, W20 President Dr. Sandhya Purecha said that gender equality, capital and prestige in women's leadership

development are the main themes of this meeting.

Dr Purecha told reporters that all the delegates have been divided into five groups to discuss five priority areas. These groups are - Women Entrepreneurship, Women's Leadership at the Grassroots Level, Bridging the Gender Digital Divide, Education & Skill Development and The Role of Women in Climate Change

Action. Dr. Purecha said that India's G20 presidency would be a historic moment as it would strive for practical global solutions for the good of all and thus reveal the true spirit of 'Vasudhaiva Kutumbakam'.

On this occasion, Union Minister of State for Finance Dr. Bhagwat Karad, Union Minister of State for Railways, Raosaheb Patil Danve, Minister for Cooperatives, Government of Maharashtra Atul Bachao also addressed the inauguration ceremony. All of them welcomed the delegates at the historic place of Chhatrapati Sambhajnagar.