

**Sufficient sugar available in the country at reasonable price throughout the year
 Due to Centre's intervention in last 5 years, Sugar Sector has become self-sustainable**

Chennai, March 07 2023: In Sugar Season (Oct-Sep) 2022-23, India is expected to produce 336 LMT sugar with diversion of about 50 LMT for ethanol production. Thus, total sucrose production in the country would be 386 LMT. This is a little less than last year sucrose production of 395 LMT (359 LMT sugar + 36 LMT for ethanol production) but second highest in last 5 years. As far as sugar production scenario is concerned, Maharashtra and Karnataka have got less sugar production this season due to reduced yield which can be attributed to ratoon crop as well as untimely rains during Sep-Oct 2022. However, some states like Tamil Nadu has higher production than last year. So overall, sucrose production is expected to be less by about 3% from last season 2021-22.

meet domestic demand for about 3 months. Therefore, sufficient sugar is available for domestic consumers at reasonable prices throughout the year. It is remarkable that when international prices of sugar are at record high and are showing no signs of decline, domestic prices have been kept stable with little increase as a result of pragmatic government policy interventions. Domestic ex-mill prices of sugar are stable and in the range of ₹ 32-35/kg. The average retail price of sugar in the country is about ₹ 41.50/ kg & is likely to remain in the range of ₹ 37-43/kg in coming months which is not a cause of worry. It is outcome of Government policies that sugar is not 'bitter' in the country and still sweet.

Interestingly, with diversion of sugar towards ethanol production and exports of sugar, financial position of many sugar mills have strengthened and as a result, cane dues to farmers have been paid in time. During SS 2021-22, sugar mills

Keeping in view the domestic consumption of about 275 LMT sugar and exports of about 61 LMT, there is expected to be closing balance of about 70 LMT sugar which is sufficient to



procured sugarcane worth more than ₹ 1.18 lakh crore and released payment of more than 1.17 lakh crore for the season with no financial assistance (subsidy) from Government of India. Thus, cane dues for sugar season 2021-22 are less than ₹ 500 crore indicating that 99.7% of cane dues have already been cleared for SS 2021-22 and 99.9% dues of earlier seasons have already been paid which in itself is a record.

As a long-term measure to enable sugar

sector to grow as self-sufficient, the Central Government has been encouraging sugar mills to divert sugar to ethanol and also to export surplus sugar so that sugar mills may make payment of cane dues to farmers in time and also mills may have better financial conditions to continue their operations. With success in both the measures, Sugar sector is now self-sufficient with no subsidy for the sector since SS 2021-22. Growth of ethanol as biofuel sector in last 5 years has amply supported the sugar sector as diversion of sugar to ethanol has led to better financial positions of sugar mills due to faster payments, reduced working capital requirements and less blockage of funds due to less surplus sugar with mills. During 2021-22, revenue of more than ₹ 20,000 crore has been made by sugar mills/distilleries from sale of ethanol which has also played its role in early clearance of cane dues of farmers. Ethanol production capacity of

By 2025, it is targeted to divert more than 60 LMT of excess sugar to ethanol, which would solve the problem of high inventories of sugar, improve liquidity of mills thereby help in timely payment of cane dues of farmers and will also generate employment opportunities in rural areas.

To achieve blending targets, Government is encouraging sugar mills and distilleries to enhance their distillation capacities for which Government is facilitating them to avail loans from banks for which interest subvention @ 6% or 50% of the interest charged by the banks

whichever is lower is being borne by Government. This will bring an investment of about ₹ 41,000 crore. In past 4 years, loans of about ₹ 20,343 crore have been sanctioned to 243 project proponents out of which loans of about ₹ 11,093 cr have been disbursed to 210 project proponents.

Symphony of Government policies, State Government and Sugar mills have led to promotion of interest of farmers, consumers as well as workers in sugar sector affecting livelihood of more than 5 crore persons directly and all the residents of the country indirectly by making sugar affordable for one and all.

HIS ROYAL HIGHNESSES THE CROWN PRINCE AND THE CROWN PRINCESS PRESIDE OVER A HIGH LEVEL DELEGATION UNDER THE GREEN STRATEGIC PARTNERSHIP WITH INDIA

Chennai, March 07 2023: His Royal Highness Crown Prince of Denmark paid an official visit to Chennai on 1st March to take forward the Green Strategic Partnership with India at IITM Research Park. The Government of Denmark commenced a multi-layered strategic program to not just strengthen the trade ties between the two countries in the energy and water sectors, but also promote green and sustainable progress in India.



Packed in a series of diplomatic meetings the Green Strategic Partnership Initiative flagged off on 1st March in Chennai. Gracing India with their official visit from February 26 onwards at New Delhi, His Royal Highness proceeded with Chennai visit. He was accompanied by the Minister of Climate, Energy and Utilities, Denmark and top

bureaucrats from Tamil Nadu at IIT Madras Research Park where a series of sessions were held. During the visit, the Danish delegation highlighted solutions, technological innovations, and the latest know-how on energy and water that will help India become carbon neutral.

The event commenced with the welcome address, by Prof. Ashok

Jhunjhunwala, President and Institute Professor, IITMRP, who highlighted few pressing matters faced by India and how nurturing relationships with Denmark will help in building and materializing new business opportunities through renewable energy momentum. He pointed out, "India and Denmark indeed has the potential to go further than R&D collaboration.

With India's increasing deep tech start-up's, Denmark should consider and invest more on commercialization for better returns."

The event was also graced by, Mr. S. Krishnan, IAS, Additional Chief Secretary, Department of Industries, Investment Promotion and Commerce, Government of Tamil Nadu, he said, "Today, we are on the cusp of an

important relationship between Tamil Nadu and Denmark - on the areas of clean energy and how to tackle climate change. Danish Companies have been engaging with Tamil Nadu and we are very keen to support this enterprise."

Commenting on 'Next generation fuels and energy systems', Mr. Lars Aagaard, Minister for Climate, Energy and Utilities, Government of Denmark, said, "Today, Denmark is paving the way for investments in new technologies. We

see great potential in sharing mutual knowledge with India and its bright students, which can help in implementing these technologies. Tamil Nadu has identified 15 offshore locations to establish wind turbines.

Denmark is collaborating on a plan and is confident that it will be a huge success."

A symbolic ceremony proceeded with the announcement and signing of Danish projects in Tamil Nadu. The delegation also

embarked on a factory visit of Vesta and a campus tour of Danfoss Production Facility. Key sessions under the energy track included talks on energy production supply chain and the use of renewable energy.

The visit by HRH The Crown Prince and HRH The Crown Princess of Denmark indeed went a long way in strengthening the ties between the two great nations and set a new milestone for a greener and sustainable future.

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S.S. Dubey takes charge as Controller General of Accounts (CGA)

Chennai, March 07 2023: Dubey took charge as the Controller General of Accounts (CGA) here today. Shri Dubey is the 28th Controller General of Accounts (CGA), Ministry of Finance, Government of India.

Shri Dubey, a 1989-batch Indian Civil Accounts Service (ICAS) officer, is appointed by the Government of India as the Controller General of Accounts (CGA) with effect from 6th March, 2023. Prior to taking charge as the CGA, Shri Dubey was Additional Controller General of Accounts, Public Financial Management System (PFMS).

Shri Dubey has served as Chief Controller of Accounts in Ministry of Housing & Urban Affairs, Department of Industrial Policy and



Promotion etc. and as Controller/Deputy Controller of Accounts in Ministry of Environment & Forest, Ministry of External Affairs, Department of Revenue, Department of Supply etc. and was in-charge of budgeting, accounting, payment, internal audit etc. He also served as Financial Advisor & Chief Accounts Officer in Bank Note Press, Dewas.

On his Central deputation, Shri Dubey served as Joint Secretary & Financial Advisor to

Ministry of Housing & Urban Affairs and Ministry of Development of North Eastern Region. He was also Deputy Secretary/Director to Ministry of Food, Consumer Affairs & Public Distribution and supervised Targeted Public Distribution System (PDS) and CWC (PSU).

Shri Dubey was Government of India nominee Director on Board of Public Sector Undertakings like Engineering Projects India Ltd., NBCC,

HUDCO and Metro Rail Corporations of several states.

Besides, serving Government of India, Shri Dubey also has international experience of five years in United Nations, where he worked as Head of Procurement and Logistics, United Nations World Food Programme, New Delhi.

Controller General of Accounts (CGA) is 'the Principal Advisor' on Accounting matters to the Union Government. CGA is responsible for establishing and managing a technically sound Management Accounting System and preparation & submission of the accounts of the Union Government. CGA is also responsible for exchequer control and conduct of internal audits for the Central Government.

GET READY TO REFRESH YOUR SUMMER WITH 7UP® SUPER DUPER REFRESHER AND RASHMIKA MANDANNA

Chennai, March 07 2023: 7UP®, the clear refreshing drink launched its super-duper refreshing summer campaign featuring brand ambassador and superstar Rashmika Mandanna. The film showcases Rashmika's experience with 7UP® as it brings alive the brand's new positioning 'Super Duper Refresher' across India.

Opening on a sunny, sweltering day, the new film features Rashmika requesting a shopkeeper for a 7UP®. The shopkeeper gives Rashmika a chilled bottle of 7UP®, but he does so with caution, which leaves her puzzled. Rashmika opens the bottle of 7UP®, and the scene shifts to a distant glacier, where a blob of water, creatively depicting refreshment, begins to form and then travels across snow-clad mountains, moving towards Rashmika as she brings the bottle



closer to her mouth. The bottle of 7UP® here is like a magnet that pulls the ultimate source of refreshment towards you, irrespective of where you are.

The blob, now a massive bubble of refreshment, grows larger by the second. As Rashmika opens the bottle, the bubble of refreshment rushes towards her with even greater speed. The shopkeeper, foreseeing what is going to happen next, opens an umbrella as the bubble of refreshment approaches. The bubble ultimately bursts over Rashmika in the middle of the market, leaving her drenched in water, signifying the exhilarating feeling of refreshment that 7UP®

can bring with every sip. The film cuts away to the bottle of 7UP® and the new 'Super Duper Refresher' positioning.

Speaking about the new campaign, Naseeb Puri, Senior Marketing Director, Flavours & Energy, PepsiCo India, "There's nothing consumers seek more from our category than refreshment and, with this new campaign, we're placing 7UP bang in the middle of the refreshment narrative. 7UP, with its sparkling lemon and lime flavour, is not just a refresher - it's The 'Super Duper Refresher' that uplifts you, be it on a hot summer day or at any other moment when you simply need a lift. Rashmika's bright

energy is ofcourse the perfect pairing for 7UP. We're confident that consumers will love this new campaign as it rings so true to everything that 7UP stands for."

Commenting on the new TVC launch, brand ambassador, Rashmika Mandanna said, "I am delighted to be associated with 7UP, a brand that has been a refreshing influence in our lives for years. It was such a fun experience working on the film, which is a burst of super-duper refreshment and leaves you wanting for more. I cannot wait for my fans to see me in this new avatar."

The 7UP® TVC will be amplified across TV, digital, outdoor, and social media with a 360-degree campaign. 7UP® is available in single/multi-serve packs across modern and traditional retail outlets as well as on leading e-commerce platforms with its sparkling lemon and lime flavour.

FINANCIAL WORRIES TOP LIST OF CONCERNS FOR EXPATS New HSBC study uncovers financial roadblocks faced by international citizens moving to India

Chennai, March 07 2023: Even as technology opens up opportunities for more people to become digital nomads*, and people start to move across the globe again**, findings from an HSBC study reveal that the financial experience of international citizens may not be all plain sailing.

HSBC estimates that there are over 90 million*** international customers across 10 of its key markets who are living, working, and studying abroad. The bank commissioned a multi-market study to understand the evolution of the financial lives of international citizens, their motivations for relocating to a new country, and the issues they face as they settle abroad. The study also highlights the financial challenges they face, the pressures of relocating, and the impact it can have on their lives.

The findings, based on the responses shared by international citizens in India – that is, people who have either relocated to India, or are planning to do so – are as follows.

Difficulty in setting up essential services can lead to feeling unsettled. As per the survey, three-quarters (75%) of the respondents who have relocated agreed that they felt unsettled when they first arrived because they struggled to set-up important things like a bank account, utilities, and the internet. This highlights how complex financial administration

can have a negative impact on their new experience. Without a bank account, they struggle to secure a home – and without a fixed address, they struggle to get children in schools.

The inability to transfer credit history is a major obstacle for those moving overseas. Almost four in every five (78%) international citizens in India have struggled to set up essential services such as credit card, mobile phone, and utilities due to this reason. Moreover, almost 61% of the respondents who are planning to move to India are concerned by the fact that they cannot transfer their credit history.

Finding suitable financial services is a common concern among those who are planning to move to India. Nearly 62% of the respondents, who are considering moving to the country, agree that finding the right financial services to suit their specific needs is a matter of worry.

Cash flow planning is one of the most integral aspects to consider while moving abroad. The survey reveals that more than half (53%) of the respondents who are planning to move to India (to live, work or study) expect a cash flow crisis upon arrival. Furthermore, half (50%) of those who plan to relocate to India have no idea how they'll manage their finances between locations when they move. Of those who have already relocated,

67% respondents said they got no help in financial management. Whereas, for those who are still planning to live, work, or study in India, one in every two (50%) international citizens have said that nobody helped them feel financially prepared to relocate.

Motivation for relocation

Amidst inflationary pressures and rising cost of living, the study found that 26% of international citizens are motivated to relocate to India for stability for their family, 23% move due to improved technology which means they can work from anywhere, and 20% relocate or are planning to relocate for a better lifestyle.

The study comes as HSBC is relaunching its international products and services to better support customers across borders, for a seamless cross-border experience, whether they're moving for work, study, or to settle in a new country.

Commenting on the study findings, Taylan Turan, Group Head of Retail Banking and Strategy, Wealth and Personal Banking at HSBC, said, "Moving abroad is exciting and daunting, but managing your finances internationally shouldn't be a struggle. It's clear from our research that some people get caught out on the financial front, which can really impact their ability to settle in their new home.

"Banking across

multiple locations can make it tricky to stay on top of your finances; there's a lot to think about. To be set for success, people need to be able to open a bank account before they move overseas and see their bank accounts in one global view. Beyond banking, the tax implications of relocating abroad can also play heavily on people's minds, so help from tax planning advisors is crucial. The right financial support can help reduce the time people spend worrying about money matters, and instead make more time for them to enjoy their new life."

Sandeep Batra, Head, Wealth and Personal Banking, HSBC India, said: "The stress of managing one's finances when relocating to another country at times beats the excitement of moving abroad. Through our research, we came across crucial challenges that international citizens face on the financial front when moving to a different country. Many of our NRIs and Indians planning to move overseas need right financial assistance to aid them in settling into the new country and feel more at home. Similarly, for people who moved to India or planning to move find these challenges difficult to navigate. The challenges identified can be an opportunity for global financial institutions to consider, and provide suitable, innovative solutions."

Dr Thamizhachi Thangapandian M.P. inaugurated one-of-a-kind event called 60Plus Life, that recognised the achievements and artistic talents of individuals aged over 60

Chennai, March 07 2023: Chennai hosted an extraordinary, one-of-a-kind event called 60Plus Life, that recognised the achievements and artistic talents of individuals aged over 60. The geriatric age-tech company 60Plus India organised the event at The Muthamizh Peravai, T. Rajarathinam Kalai Arangam, at Raja Annamalai Puram on the 3rd of March, 2023. The evening presented a perfect opportunity for guests to draw inspiration from influential leaders. Dr Thamizhachi Thangapandian M.P. (Tamil poet, stateswoman, writer, lyricist, and orator), as the Chief Guest, beautifully articulated the fact that 60Plus India is a companion for senior citizens, assisting them to lead a dignified and fulfilling life. The Special Guest, Suresh Sambandam, CEO of Kissflow and Founder of Dream Tamil Nadu, commended 60Plus India for setting up a robust ecosystem to care for India's senior citizens. Mr M Parvez



Alam, CEO and Director of CIIC and President of PMICC, presided over the evening. He walked the audiences through 60Plus India's milestones and proudly acknowledged the company's efforts in creating a phenomenal impact across Indian cities by catering to the elderly. The event served as a celebration of the achievements and cultural talents of people over 60 and provided them with a platform to express their talents. All the prestigious guests discussed the value of honouring and celebrating older people's contributions to society. They also discussed the potential impact their skills and abilities could have on

their communities. Among those awardees were people like Mr P a l a m Kalyanasundaram, a retired librarian and founder of 'Paalam', a social welfare organisation to assist children, who donated all his funds to charities, and Dr S. Sasikaladevi, an expert contract paediatrician who is an active swimmer even at the age of 65 set an example for utilising their skills to create an impact on society even at this age. As part of the event, the company launched their 60Plus India mobile app, which offers full parental management capabilities. Dr Th a m a z h a c h i Thangapandian, M.P., showcased the app. The

software provides various features and capabilities to support seniors in managing their daily responsibilities and activities. Celebrating the accomplishments of those over 60 years old was indeed a big success, and guests were left with a sense of inspiration and empowerment. In addition, the event showed how growing older shouldn't prevent people from living their happiest lives. The development of the 60Plus India mobile app is evidence of the company's dedication to enhancing the lives of senior people. 60Plus India continues to be at the forefront of Elderly age-tech.

Rajeev Chandrasekhar addresses 5th ASEAN-India Business summit

Chennai, March 07 2023: The Minister of State for Electronics & Information Technology and Skill Development & Entrepreneurship, Shri Rajeev Chandrasekhar today said India's rapid digitalisation across sectors holds great potential for its partnership with ASEAN countries.



Shri Rajeev Chandrasekhar addressing the ASEAN-India Business Summit 2023

Addressing the ASEAN-India Business Summit 2023, Shri Rajeev Chandrasekhar said, "Digital technologies have been key drivers of economic development in the ASEAN region, especially in sectors such as e-commerce, online media and financial services. Indian IT companies have played an integral part in the digital transformation journey of Malaysia and other ASEAN countries."

Reflecting on the scope for further cooperation between India and the regional bloc, the Minister said, "after the recent announcement of the real time payments linkage system between India and

Singapore, India is working with Malaysia and other ASEAN countries to operationalize it for more countries in the region."

Shri Rajeev Chandrasekhar was speaking virtually at the Summit, themed "Strengthening and Moving Forward ASEAN-India Economic Relations for a Strategic Business Partnership".

It is being held as part of the ASEAN-India Year of Friendship to commemorate more than three-decade long engagement between India and the 10-member bloc in Kuala Lumpur.

The Minister reflected on the rapid advancements that India has made with respect to digitalization and said the changes have taken place due to the Shri Narendra Modi



government's focus on expanding affordable digital infrastructures, tech advancement, rapidly growing startup ecosystem and open technologies.

Shri Rajeev Chandrasekhar spoke about the investments made by the Indian government in developing various Digital Public Infrastructures that have brought in transformation in various segments of the Indian economy and society.

Speaking about the catalyzing impact of UPI in developing India's Fintech ecosystem, the

Minister said, "India's Unified Payments Interface with over 350 banks and 260 million users has transformed the way payments are made in India and over 8 million transactions are made every month through this platform."

In addition to UPI, the Minister spoke about other digital public infrastructure created by the Indian government such as Aadhaar, Cowin, GeM which collectively under the aegis of the India Stack have streamlined and reformed government and governance and promoted economic inclusion.

World Sustainable Energy Days celebration at EuroKids Mylapore, Chennai

Chennai, March 07 2023: World Sustainable Energy Day was celebrated by EuroKids Mylapore, Chennai from February 28th through March 3rd 2023, with great enthusiasm and a strong focus on raising awareness among young minds about the importance of energy conservation. On the occasion of WSED, Ayshwarya Shankar, Centre Head, Mylapore



said, "At EuroKids, we believe that education is the key to building a better future, and what

could be a better way to educate young minds than teaching them the values of sustainability

and conservation. Such engagements and activities facilitate the children's learning about renewable energy and help them realise how they can significantly save the planet by using renewable resources. We aim to build a generation of mindful citizens committed to making the world a better place and caring about their impact on the environment."

6th day of ongoing Jan Aushadhi Diwas, 2023 celebrated as "Aao Jan Aushadhi Mitra Banein"

Chennai, March 07 2023: The sixth day of ongoing Jan Aushadhi Diwas, 2023 is celebrated as "Aao Jan Aushadhi Mitra Banein" today. On this occasion, large number of people took pledge 'Jan Aushadhi Shapath' digitally on the MyGov platform to promote the use of generic medicines.

Pan India seminars and workshops were conducted on a national level by inviting students at Pharma college and universities. A seminar

was organised at Delhi Institute of Pharmaceutical Sciences and Research by the PMBI (Pharmaceuticals and Medical Devices Bureau of India) at New Delhi in the presence of Vice Chancellor and Director of DIPSAR. Over 6000 students/medical students/para-medical students were directly benefitted by the seminars as they were shared with valuable information about generic medicines with focus on PMBJP.

The students were encouraged to take up entrepreneurial endeavours by actively participating in opening Jan Aushadhi Kendras.

Department of Pharmaceuticals has planned various events in different cities starting from 1st of March 2023 to 7th March 2023 which will focus on awareness about the Jan Aushadhi Scheme.

Various other weeklong celebrations are scheduled by conducting

various awareness programme for women, senior citizens, children and for engagement of more than 9000 Kendras, Stakeholders, Jan Aushadhi Mitras, doctors, and general public.

Under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of PMBJP is celebrating the 6th Jan Aushadhi Diwas 2023.

IICA and IIM Jammu launch "Executive MBA in Corporate Affairs & Management"

Chennai, March 07 2023: The Indian Institute of Corporate Affairs (IICA) in association with Indian Institute of Management (IIM) Jammu launched a new programme, Executive MBA in Corporate Affairs and Management at New Delhi.

The programme was launched by Shri Manoj Govil, Secretary, Ministry of Corporate Affairs, Government of India, in the presence of Dr. Milind P. Kamble, Chairman, Board of Governors, IIM Jammu; Prof. B S Sahay, Director, IIM Jammu; Shri Praveen Kumar, Director General & CEO, IICA; Prof Naveen Sirohi, Head, School of Finance, IICA; and Dr. Mahesh Gadekar, Chairperson, Executive MBA, IIM Jammu, besides other dignitaries, faculty and staff members from the both Institutes.

Addressing the gathering, Shri Govil termed the launch a historic day for both Institutes of national importance. He lauded the efforts of IICA and IIM Jammu for launching this programme in a quick time frame. He mentioned that the programme aims to provide a comprehensive learning of Corporate Affairs, Corporate Governance,



Regulatory Compliance, Management and Corporate Social Responsibility. This collaboration between two Institutes of National Importance offers the fusion of the contemporary corporate sector's issues in present VUCA (Volatile, Uncertain, Complex, and Ambiguous) times and management education expertise.

Addressing the gathering, Dr. Kamble termed the programme to be a significant milestone for both Institutes. He mentioned that business organisations face a lot of challenges in the rapidly changing business and economic scenario creating a need for leadership skills and organisational capabilities for their professionals at all levels. The Executive MBA in Corporate Affairs and Management from IIM Jammu and IICA aims to address such challenges by building the skills and knowledge of their professionals and in turn, drive their business growth effectively with

responsible and sustainable practices.

Prof. Sahay provided an overview of IIM Jammu and stressed that owing to the global disruptions, business professionals have to reinvent and adapt to the changing circumstances in order to prove their relevance. IIM Jammu and IICA Executive MBA - Corporate Affairs & Management aims to address such key challenges. The programme aims to produce global leaders, prepared to tackle the challenges of the world effectively.

Shri Praveen Kumar mentioned that in today's rapidly changing scenario to survive and thrive, future business managers must constantly evolve the way they think and act, expanding their role beyond general administration and reporting. They are judged not only for the bottom line but also for efforts taken for running the business in a responsible and sustainable manner. The

IICA - IIMJ led Executive MBA in Corporate Affairs and Management programme aims to meet the changing demands and offer contemporary and relevant competencies needed by future business leaders and managers.

The Executive MBA in Corporate Affairs & Management (Blended Mode) is a unique programme designed for mid-career professionals to enhance and advance their corporate affairs and management skills and knowledge. The minimum experiences required for the programme is three years. The programme is open to all professionals and entrepreneurs from various industries who want to take on corporate affairs leadership roles. The programme will be offered in a blended mode enabling the participants to balance their work and personal commitments while completing the programme.

Apollo partners with LifeSigns to donate 1000 remote patient monitoring patches to support Turkey after the disaster

Chennai, March 07 2023: The recent catastrophic disaster in Turkey has left tens of thousands of people dead and thousands more injured. While the rescue phase is complete, the recovery and rehabilitation phase is just beginning. Many hospitals have been demolished and are not functional, and doctors, nurses, and staff have been stretched thin.

To support the country during this critical time, Apollo Hospitals and LifeSigns have partnered to donate 1000 remote patient monitoring patches. These patches can be used in settings where patients need close vital signs monitoring, including cardiac rhythm. They allow doctors to reliably monitor a patient's heart rate, ECG rhythm, respiratory rate, temperature, and position, and can also

be used to connect to oxygen saturation monitoring devices. This will free up critical care beds for the sickest patients, and those who need care outside of hospitals or in the field can use the patches.

Timely monitoring of vital signs is essential to avoid further loss of life, especially when patients may not have access to their usual care and medications, and are dealing with immense stress from their losses. Dr Sai Praveen Haranath from Apollo Hospitals stated, "Apollo Hospitals stands ready to assist Turkey in this hour of need to help with medical assistance and guidance from our entire critical care and sub-specialist teams, who can help with monitoring these patients."

The CEO of LifeSigns, Mr Hari Subramaniam, who

donated the patches, understands the critical need for such a device, stating, "As a company, we have always believed that vital signs need to be monitored anywhere, anytime, and our devices allow doctors to make important decisions for their patients to prevent harm and encourage healing."

The Turkish Medical Association Central Council General Secretary Prof. Vedat Bulut

Said, "We are thankful for humanitarian health aid and the solidarity of Apollo Hospital Group on behalf of the Turkish Medical Association. All efforts to help the earthquake victims are invaluable. Adana Medical Chamber is now the logistic centre in the disaster zone, and all medical supplies are distributed from Adana to other cities. In particular, four cities were damaged badly,

and even the buildings of medical chambers collapsed in these cities."

Dr Selahattin Mente, Radiation Oncology Specialist, and President of Adana Medical Chamber said "We thank you for the international solidarity shown in the earthquake that affected a total of 11 provinces, including 15 million people."

This whole endeavour was made possible through an international network of volunteers spanning many countries and required extreme coordination and cooperation from busy doctors in Turkey who were already dealing with multiple issues related to the crisis.

We are hopeful that this donation of devices and expertise will help build a medical bridge between these two great countries and alleviate suffering.

Actress Raja Sulochana's 10th Remembrance Day Autistic differently-abled people paid tribute to her by singing songs in Mylapore

Chennai, March 07 2023: Legendary actress Smt Rajasulochana's 10th Remembrance Day was organized by NGL Trust along with Surya School of Music at Chennai on March 5th at AMS, Mylapore.

Students of Surya School of Music who are differently abled performed Tamil songs from the 50's & 60's under the guidance of their Guru Dr Prabha Gurumurthy.

The Chief guests of the evening were Veteran actress Venniradai Nirmala & legendary singer L R



Eswari who shared their memories of the late actress.

NIRMALA Down memory lane - A screening of tributes to Venniradai Nirmala songs from the 60's & 70's was another highlight of the evening.

Social activists, celebrities and family friends attended this event and paid rich tributes to Kalaimamani Rajasulochana (1934 – 2013) This program was arranged by Smt Devi Krishna- Founder of NGL Trust which was started in 2005 to promote Music, Dance & cultural activities and work towards social causes in the community!

India's first solutions-focused report for MSME delayed payments launched

Chennai, March 07 2023: The Delayed Payments Report 2.0 titled 'Imagining Solutions to Unlock Working Capital for MSMEs' by Global Alliance for Mass Entrepreneurship (GAME) and C2FO (Collaborative Cash Flow Optimization) was today released by the Chief Economic Advisor to the Government of India, Dr V Anantha Nageswaran.

The newly launched report is focused on addressing plausible solutions with three central pillars - Government and Policy Makers, Finance Enablers and Financiers, and Large Enterprises (including PSUs) for resolving Indian MSME's financial crisis, as well as focus on creating an additional 10 crore jobs by 2030.

The report was co-authored by C2FO and GAME with extensive discussions and inputs from Shri BB Swain and Shri Ajeet Singh of MSME Ministry, Shri Sharad Sharma, Co-founder, iSPIRIT, Shri Vivek Malhotra, Chief General Manager, SIDBI, Shri Anil Bhardwaj, Secretary General, FISME, Shri Adarsh Kumar, Senior Agribusiness Specialist with the Food and Agriculture Global Practice, World Bank and Shri Rajesh Kumar, Managing

Director & Chief Executive Officer, Transunion CIBIL.

Commenting on the report, Dr V Anantha Nageswaran, Chief Economic Advisor to the Government of India, said, "I am quite pleased with the fact that Global Alliance for Mass Entrepreneurship continues to focus on the issue of Delayed Payments that needs resolution. This is an issue that can only be tackled over time by maintaining a constant pressure. It is also an issue that remains to be resolved not only in India, but several countries across the globe. In India, the Government has been focusing on MSMEs since 2014. And hopefully over time, through some of the legislative and budgetary announcements, we can slowly bring about a mindset shift, not just in the private sector, but also in the public sector. And then, mechanisms and artificial interventions will no longer be necessary with prompt payment culture becoming embedded as part of normal large enterprise behaviour. In the 2023-24 budget, the government has made it clear that payments to MSME suppliers cannot be claimed on an accrual basis and cannot be set off against taxable income unless the

payment is actually made. That makes it clear that companies cannot have their cake and eat it too. Without a vibrant MSME sector, we cannot talk of India becoming a global economic power."

Ravi Venkatesan, Founder, Global Alliance for Mass Entrepreneurship (GAME), says, "Most MSMEs grapple with financial assistance, lack of mentoring support to scale the business, and technological obsolescence. Enterprises can become efficient and create more jobs if they have access to markets, finance & technology, and strategy to be competitive. Uninterrupted cash flow is a pre-requisite, and GAME's Delayed Payment 2.0 proposes a four-point solution to enable MSMEs to succeed, and the Indian economy continues to expand."

Alexander Kemper, Founder & CEO, C2FO, pointed out, "Delayed payments and the lack of formal financing can adversely impact a nation's potential to create jobs. While struggling to cope with payment delays, business owners are also under pressure due to long winded credit evaluation criteria and processes that limit

their access to loans. Through this report, we have suggested solutions that leverage the India stack (Account Aggregator, GST), simplify credit guarantee schemes, and create the right incentives for buyers and sellers to remediate this crippling issue."

The report serves as evidence of lakhs of businesses not being part of the formal economy, thereby never having had access to credit. The impact of delayed payments and the lack of formal financing has adversely impacted the nation's potential to create jobs, causes for which also include raised expenses creating further hurdles in conducting business. While struggling with payment delays, business owners are also pressured by non-representative and exclusive evaluation criteria limiting their access to loans.

The attempted efforts of the Government to introduce schemes and norms will be expected to encourage the credit flow as well as strengthen cash flow-based lending by simplifying credit guarantees, strengthening TReDS by integrating GST data, and re-imagining the process of dispute resolution for delayed payments.

FIRST MADE-IN-INDIA SURGICAL ROBOT SSI MANTRA - ACHIEVES MILESTONE OF 100 SUCCESSFUL SURGERIES IN SIX MONTHS OF ITS COMMERCIAL LAUNCH

Chennai, March 07 2023: Robotic assisted surgeries have gained significant ground in the last few years and patients are increasingly embracing it for the high clinical outcomes, low risk and faster recoveries. However, robotic surgeries have been construed for only the elite class because of the exorbitant costs attached. With SSI Mantra, the game is about to change. Making robotic surgeries affordable has been made possible by Dr. Sudhir Prem Srivastava, Founder, Chairman and CEO of SS Innovations with SSI MANTRA, the first and only Made-in-India surgical robot. SSI Mantra is the brainchild of Dr. Srivastava, who has been at the forefront of bringing down the

cost of such surgeries and making it accessible for one and all.

What makes SSI MANTRA unique and successful is the fact that within six months of its commercial launch, the surgical robot has successfully completed 100 surgeries validating the supremacy of the home-grown robot and its ability to perform complex surgeries with flawless precision.

Dr. Sudhir Srivastava, Founder, Chairman and CEO, SS Innovations popularly known as The Robo Doctor says, "achieving 100 successful surgeries by SSI MANTRA is satisfying both emotionally and professionally for me as it marks a significant milestone in India's quest to redefine the

surgical landscape of the country. SSI MANTRA costing just one third of its global competitors has significantly brought down the cost of surgeries making it much more affordable. India can now look forward to high-end medical care and surgeries without having to worry much about the cost factor. It is a reinforcement of our belief in the system and we are greatly thankful to the medical fraternity for putting confidence in our system and our abilities to provide surgical option which is at par with its global counterparts".

SSI Mantra was first commercially installed at the Rajiv Gandhi Cancer Institute, New Delhi in July 2022. Since its maiden

installation at RGCI, the SSI Mantra system has gained acceptance from many quarters of the country and has been installed in Sanjeevani CBCC USA Cancer Hospital, Raipur; Continental Hospital, Hyderabad and Hindustan Hospital, Coimbatore.

Dr. Srivastava's belief that India truly has the potential to become world leaders in robotic surgeries is taking shape with this initial success. With only 140 robotic surgery systems installed across 70,000 hospitals in India, Dr. Srivastava sees immense potential for SSI Mantra soon gaining acceptance in Tier 2 and 3 cities as well.

The revolution in Robotic Surgeries in India has truly begun.

SPECIAL ARRANGEMENTS - III

PONGALA MAHOTSAVAM AT ATTUKAL BHAGAVATHI TEMPLE

Chennai, March 07 2023: A special train will be operated between Punalur and Thiruvananthapuram Central on 07th March, 2023 for the convenience of passengers during Attukal Pongala Mahotsavam.

1. Punalur – Thiruvananthapuram Central Special

Punalur – Thiruvananthapuram Central Special will leave Punalur at 04.00 hrs. on 07th March, 2023 and reach Thiruvananthapuram Central at 07.10 hrs.

Stoppages (Arrival/Departure):

Auvaneeswaram(04.09 hrs./04.10 hrs.), Kuri(04.14 hrs./04.15 hrs.), Kottarakara(04.22 hrs./04.23 hrs.), Ezhukone(04.30 hrs./04.31 hrs.), Kundara East(04.34 hrs./04.35

hrs.),Kundara(04.39 hrs./04.40 hrs.), Chandanathop(04.46 hrs./04.47 hrs.), Kilikollur(04.50 hrs./04.51 hrs.), Kollam Junction(05.07 hrs./05.10 hrs.), Iravipuram(05.17 hrs./05.18 hrs.), Mayyanad(05.22 hrs./05.23 hrs.), Paravur(05.27 hrs./05.28 hrs.), Kappil(05.32 hrs./05.33 hrs.), Edava(05.37 hrs./05.38 hrs.), Varkala Sivagiri(05.43 hrs./04.44 hrs.), Akathumuri(05.51 hrs./05.52 hrs.), Kadakkavur(05.56 hrs./05.57 hrs.), Chirayinkeezh(06.01 hrs./06.02 hrs.), Perunguzhi(06.06 hrs./06.07 hrs.), Manroethuruthu(06.12 hrs./06.13 hrs.), Kaniyapuram(06.17 hrs./06.18 hrs.), Kahzakkutam(06.22 hrs./06.23 hrs.), Veli(06.26 hrs./06.27 hrs.),

Kochuveli(06.31 hrs./06.32 hrs.) and Thiruvananthapuram Pettah(06.38 hrs./06.39 hrs.).

2. Thiruvananthapuram Central – Punalur Special

Thiruvananthapuram Central – Punalur Special will leave Thiruvananthapuram Central at 14.45 hrs. on 07th March, 2023 and reach Punalur at 18.00 hrs.

Stoppages (Arrival/Departure):

Thiruvananthapuram Pettah(14.50 hrs./14.51 hrs.),Kochuveli(15.00 hrs./15.01 hrs.),Veli(15.05 hrs./15.06 hrs.),Kahzakkutam(15.10 hrs./15.11 hrs.), Kaniyapuram(15.14 hrs./15.15 hrs.), Murukkumpuzha(15.20 hrs./15.21 hrs.), Perunguzhi(15.25

hrs./15.26 hrs.),Chirayinkeezh(15.30 hrs./15.31 hrs.), Kadakkavur(15.34 hrs./15.35 hrs.), Akathumuri(15.39 hrs./15.40 hrs.), Varkala Sivagiri(15.47 hrs./15.48 hrs.), Edava(15.52 hrs./15.53 hrs.), Kappil(15.57 hrs./15.58 hrs.), Paravur(16.02 hrs./16.03 hrs.), Mayyanad(16.07 hrs./16.08 hrs.), Iravipuram(16.12 hrs./16.13 hrs.), Kollam Jn.(16.20 hrs./16.25 hrs.), Kilikollur(16.28 hrs./16.29 hrs.), Chandanathop(16.32 hrs./16.33 hrs.), Kundara(16.39 hrs./16.40 hrs.), Kundara East(16.43 hrs./16.44 hrs.), Ezhukone(16.48 hrs./16.49 hrs.), Kottarakara(16.56 hrs./16.57 hrs.), Kuri(17.05 hrs./17.06 hrs.) and Auvaneeswaram(17.10 hrs./17.11 hrs.).

PM to address the post-budget webinar on 'Enhancing Efficiency of the Financial Services for Creating growth opportunities' today

Chennai, March 07 2023: Prime Minister Shri Narendra Modi will address the post-budget webinar on "Enhancing Efficiency of the Financial Services for Creating growth opportunities" via video message tomorrow at around 10.00 AM.

The post-budget webinar is a part of a series of 12 post-budget webinars being organised by the Government to seek ideas and suggestions for effective implementation of the

initiatives announced in the Union Budget. The Union Budget adopts seven priorities which complement each other and act as the 'Saptarishi' guiding us through the Amrit Kaal. The Financial Sector is one of the Seven priorities of the Government.

The webinar will have six breakout sessions covering under following themes:

1. Creating growth opportunities in GIFT International Financial Services Centre

2. Facilitating Seamless Credit Flow Credit Guarantee for MSMEs

3. Enhancing Customer ease for account opening & Digital Payments Digital Payments

4. Ease of Doing Business through Central Data Processing Centre and Reclaiming of Shares and Dividends

5. Optimising Regulations for Amrit Kaal needs

6. Enhancing

efficiency of financial sector through NFIR and Capacity Building in Securities Market

Besides Ministers and Secretaries of the Central Government Ministries concerned, a host of stakeholders drawn from the financial sector including, regulators, market participants, and industry representatives would attend these webinars and contribute through suggestions for better implementation of budgetary announcements.