

In a historic step to make Lakhpati Didis (Women with annual earnings of Rs. 1 lakh and more) from the Self Help Groups (SHGs), Ministry of Rural Development signs MoU with Ministry of Ayush for skilling of rural youth and empowering women

Chennai, March 16 2023: In a historic step to make Lakhpati Didis (Women with annual earnings of Rs. 1 lakh and more) from the Self Help Groups (SHGs), the Ministry of Rural Development today signed an Memorandum of Understanding with the Ministry of Ayush to collaborate in developing skilled personnel by imparting training to rural poor youth and women's for Ayush healthcare system under the Deen Dayal Upadhyaya-Grameen Kaushalya Yojana (DDU-GKY).

Speaking on the occasion, the Union Minister of Panchayati Raj and Rural Development Shri Giriraj Singh said the target of Prime Minister Shri Narendra Modi to have 10 Crore SHG members by 2024 will be achieved as the Ministry of Rural Development is working on a proactive mode to enroll new women Sakhis (members).

Shri Giriraj Singh said, in May, 2014 when PM Modi took charge, there were 2.35 Crore SHG members, but with a focused approach to empower rural poor women in the last 9 years, the number of SHG members has swelled to more than 9 Crore and will touch 10 crore members by 2024.

“This MoU will be a landmark in empowering women Self-Help Groups and rural poor youth. Initial target is to train large number of women, which will be increased going forward. We will give priority to Self-Help Groups,” he said.

In his address, Minister of AYUSH & Ports, Shipping & Waterways, Shri Sarbananda Sonowal said, under the able guidance of the Prime Minister Shri Narendra Modi, India successfully overcame the challenges posed by Covid and Chikungunya and AYUSH played a major role in fighting back the threat posed by these deadly diseases. Exports of AYUSH (Ayurveda, Yoga, Unani, Siddha and Homeopathy) and herbal products in the last five years till the fiscal year 2021-22 has registered a growth of 41.5 per cent growth in terms of volume, he said.

“Both the ministries will collaborate in boosting the spirit of



self-employment. This will enable empowerment of rural youths and women. This will increase employment opportunities in rural areas. I hope both ministries will continue to explore similar associations, where we can work together for betterment of society,” he said.

The MoU was signed by Shri Karma Zimpa Bhutia, Joint Secretary (Skills), Ministry of Rural Development and Dr. Manoj Nesari, Advisor (AYUSH), Ministry of AYUSH in the presence of the two Union Ministers.

Through this MoU it is expected to create synergy and convergence between both ministries, and enable fulfilment of larger goal of community development and poverty alleviation in rural areas. Both sides also agreed to set up a Joint Working Group, through which other activity of mutual interest may be identified and joint worked upon by Ministry of Rural Development & Ministry of Ayush.

Also present on the occasion were Dr. Munjpara Mahendrabhai Kalubhai, Minister of State, Ministry of Ayush and Women & Child Development, Shri Shailesh Kumar Singh, Secretary (RD), Shri Vaidya Rajesh Kotecha, Secretary (Ayush), Shri Pramod Kumar Pathak, Special Secretary (Ayush), Dr. Tanuja Nesari, Director, All India Institute of Ayurveda and other officials of Ministry of Rural Development and Ministry of AYUSH.

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is one of the flagship poverty alleviation programs which was launched on 25th September 2014 under National Rural Livelihoods Mission, Ministry of Rural Development which is aimed at skilling the poorest of the poor youth

between the ages of 15 and 35 years from Rural India. It is critical for the country to develop itself as the skill hub of the nation as well as the world. As a part of the Skill India campaign, it plays an instrumental role in supporting the social and economic programs of the government like the Make in India, Digital India, Smart Cities and Start-Up India, Stand-Up India campaigns to position India as the globally preferred manufacturing hub, while dovetailing its efforts to significantly contribute in other flagship programs of the nation. A total of 13.88 lakh candidates have been trained and 8.24 lakh candidates have been placed under DDU-GKY so far.

The collaboration between Ministry of Rural Development and Ministry of AYUSH will also ensure the training of 22000 rural poor youth under NSQF compliant courses namely Panchakarma Technician, Panchkarma Assistant, Ayurvedic Masseur, Kshara Karma Technician, Cupping Therapy Assistant etc., under DDU-GKY and their placement in 1st phase. To facilitate this, Ministry of Rural Development will ensure funding i.e., Central Government and State Government on the basis of the criteria given for the DDU-GKY for training as per the DDU-GKY Norms and ensure monitoring of the program outcome as per DDU-GKY Guidelines.

Ministry of Rural Development and Ministry of AYUSH will also form a Joint Working Group in which officers of both the ministries will participate and will identify such other subjects on which work can be done under the whole of Government Approach and take the program forward.

Ministry of Rural Development and Ministry of Ayush will ensure that a nodal agency responsible is deputed for implementing these trainings to Rural Poor Youth under NSQF compliant courses and ensure their assessment, certification and placement and reporting of the same on DDU-GKY Kaushal Bharat Portal along with proof of placements.

Update on Chennai Egmore Station Redevelopment Works

Chennai, March 16 2023: Chennai Division of Southern Railway has taken up Chennai Egmore Station redevelopment in order to offer a world-class ambience, futuristic infra and airport-like facilities for passengers. Tender was awarded for the redevelopment work in October, 2022 and now the work has begun and progressing at a steady pace.

Works executed

- Demolition of Existing Quarters on Gandhi Irwin road side has been completed.
- Plate Load Test for Multi-level car parking (MLCP) on Gandhi Irwin (GI) road side and Parcel Office on Poonamallee High (PH) road side completed.
- Master Plan Validation completed
- Other work in progress
- Project Management Site Office construction is in progress.
- Setting up of Batching plant in progress
- Barricading, dismantling and shifting of facilities to facilitate proposed demolition of various buildings are in progress
- Drilling of borehole for Geotechnical Investigation is in progress
- Telecom Exchange Shifting/Relocation work in progress
- Works Executed So far
- Preliminary works such as Mapping and Topographical survey, drone survey, DGPS Survey, Traffic survey, tree inventory, joint inventory of movable and immovable assets completed

A series of meetings are held with the stakeholders of the project.

Chennai Egmore Railway Station Redevelopment

The work of Redevelopment of Chennai Egmore Railway station was awarded as EPC contract to M/s DEC Infrastructure and Projects India Private Limited, Hyderabad at a cost of Rs.734.91 Crores, setting a time frame of 36 months for completion

Right of way, which is a legal right to enter and carry out the work, has been provided to the EPC contractor for construction of MLCP on GI side, MLCP on PH side, Parcel Office on PH side, Residential Quarters at Teynampet, Arrival FOB, Parcel FOB, Arrival Concourse, PH Side Station building, Sub Station on GI Side and Sub-station on PH side

ticketing area, commercial area and Roof plaza etc. Segregation of departing and arrival passengers, Parcel FOB, adequate Lifts and escalators are planned in this building. The proposed Multi-Level Car Parking on both GI side and PH side are proposed as G+5 structure with Commercial area, Car & Bike parking and Budgetary Hotel. The proposed Parcel office on PH side is proposed as G+2 structure with Parcel office and RMS.



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Star Rainbow Services
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
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Providing Financial Security to the family Higher for South India as compared to rest of India, finds Life Goals Preparedness Survey 2023 by Bajaj Allianz Life

Chennai, March 16 2023: Leading private life insurer, Bajaj Allianz Life Insurance today unveiled the South India specific findings of its flagship research Bajaj Allianz Life India's Life Goals Preparedness Survey 2023, which identifies the Life Goals and aspirations of Indians. The survey captures a comprehensive overview of South India's life objectives, aspirations, motivators, and readiness to pursue these goals. It charts more than 40 life goals and assesses how they are working towards achieving these goals.

Financial Security of family emerged as the top Life Goal with 74% of the respondents from the southern parts of the country prioritizing it over other goals. In fact, Chennai saw about 76% of the respondents choosing financial security of family as their top Life Goal. Leading a healthy and fit lifestyle, contributing towards community and society through charity and retirement planning continue to feature among the top Life Goals as per the survey. Interestingly, Bajaj Allianz Life India's Life Goals Preparedness Survey 2023 also finds that there is over 2X increase in number of Life Goals for Indians. Life Goals of Indians has increased from 5 in 2019 to 11 in 2023.

SOUTH INDIA'S TOP LIFE GOALS ACROSS CATEGORIES

74% of the respondents have financial security for their family as the most important Life Goal

About 30% Indians in South want to "Retire Rich by growing wealth". For Chennai, this number goes up to 43%



Health and Fitness Goals have increased by 73% in South

1 in 2 South Indians have a goal of being physically and mentally fit, and it emerges amongst the top 5 Life Goals for the respondents

In Chennai, this increase is more than 2X

In Chennai, travel goals have increased by 2.3X where 55% respondents have travel goals. In Bangalore, travel goals increase to 59%

Philanthropy saw a big increase, as a Life Goal, post Covid-19

Charity goals increase by 61% in South, led by Chennai with a 173% increase over pre-pandemic period

1 in 3 people in the south are looking to contribute towards creating a social impact

"The pandemic has certainly shaped our outlook towards life, career, health and family. A deep realization about wanting to do more and live a holistic life encompassing self-care, family-security, and societal-wellbeing surfaces across cohorts

of socio-economic profile. Further, the survey underlines a key finding that Life Insurance continues to be a reliable anchor and enabler to India's Life Goals," said Chandramohan Mehra, Chief Marketing Officer, Bajaj Allianz Life Insurance at the unveiling of Bajaj Allianz Life India's Life Goals Preparedness Survey 2023, here in Chennai.

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DRIVERS OF LIFE GOALS

The Bajaj Allianz Life India's Life Goals Preparedness Survey 2023 reveals that the average number of influencers increased from 3 to 4 in 2023, as people felt comfortable reaching out for more advice. Interestingly, social media sites and influencers enjoy widespread popularity, even as the reliance on family, elders and friends for advice continues to increase.

Social media is amongst the top 3 influencers of Life Goals for Indians

Over 2X increase in importance of social media in fuelling new age health, travel & lifestyle goals

SOUTH INDIA'S PREPAREDNESS TO

ACHIEVE THEIR LIFE GOALS

The Life Goals Preparedness Index of the sample studied in the south stood at 41 in 2023, as compared to India's 47. Life Goals Preparedness Index is a function of confidence, knowledge and action taken towards financial planning for one's Life Goals.

For 52% of their Life Goals, South Indians are unsure of achieving them

When it comes to financial planning of Life Goals, in south, people believe 65% of Life Goals lack sufficient financial planning.

RESEARCH DESIGN

Kantar conducted the Bajaj Allianz Life India's Life Goals Preparedness Survey 2023 with 1936 people across 13 cities including metros, Tier 1 and emerging Tier 2 cities. In the south, cities covered were Chennai, Bangalore, Madurai and Guntur, and the sample size stood at 609.

Demographics include:

Age group 22-55 years

New Consumer Classification System (NCCS) A1+, A1, A2/A3 (20:50:30 ratio)

Salaried and Businessman/Self-employed (50:50)

Investment decision makers

Statistically valid insights were gathered through quantitative approach to provide a holistic understanding of India's Life Goals. The data collection was done using tablet-based faced to face interviews. The survey data was collected in October 2022.

JIO ANNOUNCES TRUE 5G ROLL-OUT IN 34 MORE CITIES TAKING THE TOTAL COUNT TO 365 CITIES

Mumbai, March 16 2023: Reliance Jio today announced the launch of its True 5G services across 34 additional cities. With this, Jio users across 365 cities are now enjoying Jio True 5G services.

Reliance Jio has become the first and the only operator to launch True 5G services in Chennai, Coimbatore, Madurai, Tiruchirappalli, Salem, Vellore, Hosur, Tirupur, Erode, Dharmapuri, Thoothukudi, Cuddalore, Dindigul, Kancheepuram, Karur, Kumbakonam, Nagercoil, Thanjavur, Tiruvannamalai, Tirunelveli, Kovilpatti, Pollachi, Ambur, Chidambaram, Namakkal, Pudukkottai, Ramanathapuram,



Sivakasi, Tiruchengode & Villupuram in Tamil Nadu & Puducherry.

Jio users in these cities will be invited to the Jio Welcome Offer, to experience Unlimited Data at up to 1 Gbps+ speeds, at no additional cost, starting today.

Commenting on the occasion, Jio Spokesperson said, "We are really excited to launch Jio True 5G services in 34 additional cities, taking the total count to 365 cities. Jio has achieved this

milestone in just under 120 days since the Beta Trial launch and is well on its way to connect the entire nation with the transformational Jio True 5G services by December 2023.

A 5G network rollout of this scale is a first anywhere in the world, and 2023 will be a landmark year for India, when the entire country will reap the benefits of the revolutionary True 5G technology, delivered through Jio's superior network infrastructure.

We are grateful to the Central and State Governments for their continuous support in our quest to digitize our country."

Jio True 5G has a three-fold advantage that makes it the only TRUE 5G network in India:

1. Stand-alone 5G architecture with Zero dependency on 4G network

2. The largest & best mix of 5G spectrum across 700 MHz, 3500 MHz, 26 GHz bands

3. Carrier Aggregation that seamlessly combines these 5G frequencies into a single robust "data highway" using an advanced technology called Carrier Aggregation.

'Shine ka Wahi Bharosha, ab 100cc Mai' Honda ups the ante in 100-110cc commuter segment, Launches the all-new <Shine 100>

Chennai, March 16 2023: Creating a new paradigm in mass mobility, Honda Motorcycle & Scooter India (HMSI) today launched its most affordable and fuel-efficient mass motorcycle - Shine 100 in India.

Now marking its presence in the 100cc basic mass commuter category, Honda's brand Shine's undisputed leadership in 125cc motorcycle segment is a testimony to the trust, reliability, and advanced technology it offers to the customers. Shine 100 is developed with as many as 12 patent applications for the enhancement of reliability.

Launching the all-new Shine 100, Mr. Atsushi Ogata, Managing Director, President & CEO, Honda Motorcycle & Scooter India said, "Shine is the



most popular and trusted motorcycle brand in its category. Today we unveil Honda's all new 100cc motorcycle - Shine 100 which is designed and built to reinvigorate the Shine legacy. Shine 100 is Honda's next big leap to make mobility more accessible and affordable for people across India.

We are proud to present a robust, reliable, and fuel-efficient motorcycle for customers in the basic commuter category. As we launch the Shine 100,

we continue to prioritize the needs and aspirations of our customers and strive to exceed their expectations in every step of this journey."

Commenting on the launch of Shine 100, Mr. Yogesh Mathur, Operating Officer, Sales & Marketing, Honda Motorcycle & Scooter India said, "Today is the beginning of a new journey, as we launch Shine 100 - the all new 100cc motorcycle for the

Indian commuters. Shine 100 is Honda's promise for every Indian commuter to surpass their expectations by offering unmatched value. With its reliable performance, comfortable ride, and affordable price we aim to empower people with the freedom to move forward, to explore new horizons and realize their dreams. Let us ride together towards a better future."

Godrej's Dark Edition Refrigerators to blend excellence and elegance into kitchen interiors

Chennai, March 16 2023: Godrej Appliances presents its range of Dark Edition Refrigerators featuring 19 SKUs in colours like matt black, glass black, onyx black, ice black and fossil steel. The range has sleek design features, bold dark-coloured exteriors with classic premium finish that add sophisticated glamour to the modern kitchen, along with carefully designed interiors to optimise space and are equipped with advanced cooling technologies.

Black depicts elegance, gives a modern look to the room and is being considered

the 'new cool' for shoppers. Across several regions in India, there has been a growing demand for home appliances in dark colours and these also stand out at the shop floor. Understanding this trend, Godrej Appliances developed a wide range of dark facia refrigerators like Eon Velvet, NXW Aura, Eon Valor Convertible, Eon Vibe Convertible, Eon Valor, Eon Crystal, Edge Jazz. Along with great looks, these refrigerators are loaded with several advanced cooling technologies like 4-in-1 Fully convertible modes,

Nano Shield technology (Patent Applied) offering 95%+ Food surface disinfection, upto 30 days farm freshness, Cool Balance technology for precise cooling, Turbo cooling technology for faster bottle and ice cooling.

Commenting on this offering, Anup Bhargava, Product Group Head - Refrigerators, Godrej Appliances said, "The range is inspired by consumer trends across sectors and products, with people embracing blacks in all its shades. We have observed a higher growth of over 44% for dark facia

refrigerators in shades of black. For consumers renovating their kitchen space or simply looking at adding a touch of timeless sophistication to its interiors, this range of Godrej Dark Edition Refrigerators with several features and advanced technologies is a perfect choice to consider."

These refrigerators are available for purchase in stores as well as online at price range between Rs. 24,000 Rs 90,000 with capacities between 192L- 564L in single door, double door, bottom mount and side-by-side refrigerators.



Global Star Ram Charan on Naatu Naatu winning Oscar award: "Congratulations to everyone on the 'RRR' team including our director S.S. Rajamouli, the composer and lyricist of 'Naatu Naatu', M.M. Keeravaani and Chandrabose the vocalists who sang it, Rahul Sipligunj and Kaala Bhairava, our choreographer Prem Rakshith, and the cast who brought this song to life, and to the world. 'Naatu Naatu' has become a global phenomenon and proof that a great story, as well as a great song can transcend language and borders. This song is no longer our song. 'Naatu Naatu' belongs to the public and the people of every age and culture who have embraced it. I would also like to congratulate Kartiki Gonsalves and Guneet Monga for their big win for The Elephant Whisperers. It's a great moment for India today!"

KUDIMAHAAN Movie: Director Prakash N makes you laugh your problems away. The film, which is based on a true story, is quite funny and relatable; the screenplay, performances, music, and graphics all work well together.

Chennai, March 16 2023: Kudimahaan, the clean comedy from director Prakash N, is honest, refreshing, and leaves you feeling very satisfied by the time it's over.

Kudi, which means "to drink," and mahaan, which means "a great soul," are combined to form Kudimahaan. The director attempts to convey the concept of his most recent film through the title.

It is a true comedy that will keep you interested and fully amuse you.

The majority of the actors are not very seasoned. There isn't a single scene in the movie that causes you to focus on this reality, though.

This demonstrates the high calibre of work that each and every actor who was given a part in this film has produced.

The humour appears to have been inspired by the author's close observation of actual events. That is one of the main reasons humour in this situation really works.

Synopsis of Kudimahaan

The main character of Kudimahaan is Mathi (Vijay Sivan), who works for a private company that has been given by banks the responsibility of restocking the cashboxes in their ATMs.

In addition to being a non-drinker and devoted father to his two kids, Mathi is also a devoted son to his alcoholic father Sundaram and a devoted husband to his wife Pavithra (Chandhini Tamilarasan) (Suresh Chakravarthy).

He takes care to avoid any vices and truly toil for the pitiful wage offered by his employer.

If you can call it that, his only flaw is that he can't resist good food. He

continues to consume junk food as a result.

He always has stomach pains. But like other guys, he decides to ignore the agony and refuses to visit a doctor since he must provide for four other mouths at home with the money he spends on medical procedures and medications.

Mathi and his group go to an ATM one day to withdraw money. Yet, he experiences dizziness and a drunken sensation. He acts intoxicated and conceals bundles of 500 in a box that is intended to



A mirtham (G R Kathiravan), offer to help Mathi recover the money that people stole from the ATM. The first half of the movie is more serious in nature.

Namo Narayanan, in particular, is excellent. Honest Raj and Kathiravan give him a lot of assistance.

With the help of GL Sethuraman, who portrays a disgruntled groom, and Dennis, who portrays a delivery boy who dresses in a "pavadai" (an inskirt) at home, Kudimahaan's comic factor increases

even further. They all offer a hilarious performance.

Most significantly, every joke in the movie is appropriate for the whole family to laugh at.

The film also features cool audio and graphics. With Mani Chandra's excellent dancing, even a song at the bar is enjoyable.

You're sure to laugh your problems away as director Prakash turns in a hit.



hold 100 notes.

He eventually makes it home, only to receive a call late at night from his office informing him that a sizable crowd has collected in front of the ATM where he went to replenish his cash.

The explanation: Those using the ATM were receiving five times the amount they intended to withdraw.

In addition, only a small portion of the thousands of withdrawals from ATMs were really deducted from users' bank accounts—just hundreds!

Mathi is in shock and has no idea what happened or what to do next. A good eight and a half lakh goes before he can get to the ATM and lock it.

The bank is upset with Mathi's company, and as a result, he is fired. Mathi then goes to the doctor to get checked out so he can figure out why he acted so drunk.

After examining him, the doctor reveals that he has ABS, a rare syndrome. According to the doctor, everybody who has the syndrome would inevitably manufacture alcohol in their systems

whenever they eat carbohydrates-rich foods.

With this justification, Mathi returns to his company and the bank and begs for his job back. Only if he pays the money the bank has lost will they agree to take him back.

Mathi embarks on a journey with the goal of recovering the money from people who used the ATM that fateful day to withdraw cash. What follows is the central theme of Kudimahaan.

wholesome humour and strong performances

The movie is relatable

since it is based on a true story. The story has been narrated in a really entertaining way.

The lead actors, Vijay Sivan and Chandini, give polished and compelling performances.

The humour in the first half is provided by Mathi and his father's antics, who is portrayed by Suresh Chakravarthy.

The second half of the movie is incredibly funny because three inebriated people, Madhusoodhanan (Namo Narayanan) and his two sidekicks Avasara (Honest Raj) and

A Must-Watch Film

Kudimahaan is a tremendously enjoyable film despite the absence of major stars, comedians, or brands. Your money and time are both worth watching the movie.

KUDIMAHAAN MOVIE ARTIST LIST

1. Hero Vijay sivan - Madhi (Character name)
2. Heroine Chandini tamilarasan pavithra (madhi wife)
3. Hero father Suresh chakravarthy Sundaram (Madhi father)
4. Groom Sethu Raman maappillai
5. Kudikara sangathalaivar Nammo Narayanan Madhusuthanan
6. Sangam member 1 Kathiravan Amirtham
7. Sangam member 2 - Honest Raj Avasaram

KUDIMAHAAN MOVIE TECHNICIAN LIST

PRODUCER S. Siva kumar
Co Producers S.Suganthi , S.prabanj
DIRECTOR - PRAKASH N WRITER - SREE KUMAR
CINEMATOGRAPHER - MEYYENDIRAN MUSIC
DIRECTOR - TANUJ MENON EDITOR - SHIBU NEEL BR
PRODUCTION EXECUTIVE - G R KATHIRAVAN
PRODUCTION DESIGNER - PREM KARUNTHAMALAI PRO - A.JOHN
STUNT - FIRE KARTHIK CHOREOGRAPHY - AMIR
COSTUME DESIGNERS - PRIYA KARAN & PRIYA HARIE

NEW ADDITIONAL GENERAL MANAGER FOR SOUTHERN RAILWAY

Chennai, March 16 2023: Shri Kaushal Kishore has taken over charge as Additional General Manager (AGM) of Southern Railway, today 15th March 2023, vice Shri A.K.Dutta, Principal Chief Mechanical Engineer, who was holding additional charge as AGM after the posting of Shri B.G.Mallya as General Manager, ICF in January 2023.

An Officer of 1986 batch of Indian Railway Service of Engineers (IRSE), Shri Kaushal Kishore graduated with B.Tech degree from GB Pant University of Agriculture and Technology, Nainital and completed M.Tech from IIT, Delhi.

In his more than 3 decades of Railway Service, he has worked in several important positions in Indian



Railway, including in Metropolitan Projects, Mumbai, Nagpur and Bhusawal Division of Central Railway, as well as RDSO, Lucknow.

He has also been the Additional Divisional Railway Manager, Kota and the Divisional Railway Manager of Raipur, Nagpur and Bilaspur of South East Central Railway.

While working as Chief Bridge Engineer and Chief Project Director, Bridge works on South Western Railway,

he was instrumental in replacing girders of important bridge on Tungabhadra river during Covid-19 period, terming the mass work as "No Lockdown for Bridge works"

Before joining as Additional General Manager, Southern railway, he was working as Chief Administrative Officer, Construction, North Frontier Railway. During his stint as Chief Administrative Officer, Construction, North Frontier Railway, he has

headed construction projects of Capital Connectivity of Meghalaya and Tripura doubling and new line and several important projects including commissioning of the doubling between New Bongaigaon and Bijni at maximum sectional speed of 110 kmph. He headed the international project of Agartala-Akhaura new BG line connecting India and Bangladesh and participated in project coordination meeting at Dhaka in 2021. The strategically important New Line project between Murkongselek and Pasighat in Arunachal Pradesh got a fillip during his tenure.

Shri Kaushal Kishore has rich experience of 35 years in Indian Railway and has attended several training programs abroad in countries such as Singapore, Malaysia, and Italy.

2nd Education Working Group Meeting of G20 Countries Held in Amritsar, Discussion Focused on Innovative Teaching Methods

Chennai, March 16 2023: The meeting of the Education Working Group (EWG) of G20 countries started on Wednesday in Golden City Amritsar. The meeting began with seminars at Khalsa College and Guru Nanak Dev University in Amritsar. The seminars were held in various halls of the campuses of these educational institutions amid tight security arrangements. In the first session, the EWG meeting began with a panel discussion focused on harnessing the power of research in emerging and disruptive technologies. The panel discussions were held on innovative teaching methods which can help in formulating better practices and policies in education, globally.



The G20 delegates witnessed the cultural richness of India from close quarters by attending a beautiful welcome dance performed by the folk dancers of Punjab. The session was chaired by Professor Rajeev Ahuja, Director, IIT Ropar. The first session was organized at Khalsa College where a seminar on 'Strengthening Research and Promoting Innovation through Enriching

Collaborations' was organized by IIT Ropar in collaboration with other premier higher education institutions. Emerging and disruptive technologies, Industry 4.0 and Sustainable Development Goals were discussed during the seminar. The discussion in the second session focused on issues like research in Sustainable Development Goals (SDGs) with rich collaboration.

Representatives and organizations from Australia, India, UK and France participated in the first session of the symposium. In the second session of the seminar, representatives and organizations from Oman, UNICEF, United Arab Emirates, China and South Africa participated. Meanwhile, Union Secretary (Higher Education) K.K. Sanjay Murthy, Director, Indian Institute of Science, Bangalore, Prof. Govindan Rangarajan and Director of IIT Ropar were among the prominent people who appeared in a panel discussion at Khalsa College. This meeting of the EWG is being held in Amritsar from March 15 to March 17.

PFCI to distribute 4000 Water Bowls to quench the thirst of needy Animals and Birds, this summer Invites people to participate in #WaterBowlChallenge2023

Chennai, March 16 2023: People For Cattle in India (PFCI) in association with Royal Canin India is on a mission to quench the thirst of animals, this Summer. PFCI has been Placing & Distributing Water Bowls for the Community Animals in the Scorching Summer since 2014, Community Animals do not have access to Fresh Drinking Water & hence the Water Bowls from PFCI plays a big role in keeping the Animals Hydrated during the Summer. PFCI had kept more than 1500 Bowls in 2021. 2000 Bowls was distributed in 2022. This year, 2023, a target of 4000 Bowls is set to be given for Animals to Beat The Heat.

First Phase of the Water Bowl Challenge 2023, in Partnership with Nature And Animal Conservancy will happen in Chennai, Coimbatore, Salem, Erode & Tirupur in the month of March. To collect a Free PFCI Water Bowl, registration has to be done using the following link <https://tinyurl.com/PFCI-WaterBowl-2023> as it's allotted on a first come first serve basis.



The intent of the Water Bowl Challenge is to encourage people to place water bowls outside their houses, terraces, balconies, gardens, offices, streets and wherever else possible in order to help the birds and animals quench their thirst anytime they need. To take up the water bowl challenge, one has to collect his/her water bowl, click a picture with an animal/bird drinking water from the bowl they had collected from PFCI and challenge 5 people to do the same. The participants have to use the hashtag #WaterBowlChallenge2023 when they post the pictures on social media. The 5 most creative entries will be qualified for surprise gifts from the PFCI Team.

Mr. Govind Suryawanshi, Corporate Affairs Director of Royal Canin India said, "At Royal Canin, we believe

that pets make our world better, and our purpose is to Make a Better World for Pets. We are living our purpose through focussed Animal Welfare Initiatives which are part of our Responsibility towards PET and commitment to Society. Water Bowl Challenge is one of its kind initiatives where we bring everyone together to quench the thirst of many community pets that doesn't have access to fresh water. We will continue our purposeful efforts on key pet welfare issues and support to drive momentum with multiple Animal Welfare Organizations partners across identified cities of India to continue this drive throughout the summer".

People For Cattle in India (PFCI), an NGO formed by the animal Lovers in India, to promote the welfare of animals and prevent any

form of cruelty against them. PFCI distribute Free Water Bowls that can be placed in communities for Birds & Animals to drink water. Provision of these water bowls has given them easy access to clean water & ensured they are hydrated & healthy. It has been a successful initiative since 2014. The Water Bowl Challenge has witnessed celebrities, industrialist & bureaucrats participating and spreading awareness over the years.

For Further Details Contact:

People For Cattle in India,

8/22, Ragaviah Road, T.Nagar, Chennai-17.

Contact No: 98840 71136 | www.peopleforcattleinindia.org.

ICICI Prudential Life Insurance Retirement Study finds that consumers now have an optimistic attitude towards life after retirement

Mumbai, March 16 2023: "Retirement is a pause and not a stop," is the current attitude of Indians towards one of the most important milestones in their lives. This was revealed in an ICICI Prudential Life Insurance study titled "Is India prepared for retirement?" to understand people's attitude towards retirement planning.

The findings show that retirement is viewed positively as a time full of possibilities. It is seen as a time when one can make a fresh start and live life the way one wants to. A large number of individuals view it as a phase of maintenance, upgradation, and growth. Continuing with the current lifestyle into their retirement is the topmost priority, as indicated by 83% of respondents. Over three-fifths of the respondents indicated that their retirement goals include enjoying life, staying connected with friends, travelling abroad, feeling financially secure, and having peace of mind in this new chapter of their lives.

Though the phase of retirement evokes positive emotions among respondents, at the same time, they are also cognizant of the need to factor in inflation and rising medical expenses while planning for their life's new chapter. This,

some felt, could impact their standard of living.

Over two-thirds of those surveyed have mentioned, they worry about inflation impacting their retirement savings, and consequently, their lifestyle. At the same time, 67% of the respondents highlighted the need to have adequate retirement corpus to take care of medical expenses if stuck with a terminal illness during their retirement.

Currently, 11% of total income is channeled towards retirement-specific savings. The survey reveals that the respondents consider an average corpus of 65.4 lakh as ideal for retirement.

To prepare for retirement, individuals are recognising the importance of products that are risk-free and offer guaranteed returns for life, such as annuity plans. Annuity plans are specifically designed for retirement and provide regular life-long income for self and spouse. The survey also revealed a high interest in investing in annuity plans among 65% of respondents who have not invested in annuity plans so far.

Interestingly, the findings reveal the emergence of a second front, i.e. a set of individuals who are well prepared to lead a

financially independent retired life. They start investing for retirement even before they turn 40 and put aside an average of 17% of their income towards retirement. They invest mainly in NPS and retirement/annuity plans, besides fixed deposits, to become retirement-ready.

Commenting on the findings of the study, Mr. Manish Dubey, Chief Marketing Officer, ICICI Prudential Life Insurance, said, "India's retirement population is growing rapidly and is projected to show a 41% increase by 2031. Additionally, with increasing life expectancy, a large segment of people will be looking for solutions to plan for a longer retirement.

In our research, we found that more individuals are now viewing retirement as an opportunity to explore their interests, follow their passions, and spend time with family and friends. Retirement planning is a long-term process, hence individuals should start saving towards this goal as early as possible. This will enable them to generate adequate regular life-long income.

As per the findings of the study, 65% of people surveyed expressed their intent of investing in annuity products as part

of their retirement planning process. In contrast, only 32% of respondents have actually invested in annuity products, highlighting the gap in retirement planning.

Retired individuals look for regular income devoid of market volatility. Annuity products offer regular guaranteed life-long income, therefore a robust retirement plan should include this product in the portfolio. New-age annuity plans like ICICI Pru Guaranteed Pension Plan Flexi enables consumers to make regular contributions and systematically build retirement savings.

As one of the country's largest pension and annuity providers, we endeavour to develop products keeping in mind the varied needs of customers. Through this study, we understood customers' approach to retirement planning and have developed products that suitably address their retirement needs. These include guaranteed income for life, healthcare benefits and flexibility to pay regular premiums. This also aligns with our vision of building an enduring institution that serves the protection and long-term saving needs of customers with sensitivity."

Naturals Salon C.K.Kumaravel Junior Kuppanna Balachander collaborate together for an exclusive Campaign "Eat Good, Look Good"

Chennai, March 16 2023: Mr. C.K.Kumaravel - Founder of Naturals Salon & Mr. Balachandar - Director of Junior Kuppanna, unveiled the campaign "Eat Good, Look Good" at Junior Kuppanna, Alwarpet.



This is a cross collaboration between two prime brands - Naturals Salon, India's No.1 salon & Junior Kuppanna - the most loved biriyani brand in South India.

About this campaign- As a part of this campaign, customers who spend a minimum of Rs. 500 and above at Naturals Salon will receive 15% off at Junior Kuppanna and on a spend of Rs. 1000 and above at Naturals Salon will receive 20% off and get lime mint coolers complimentary which is applicable only for dinner dine in. Similarly

on a minimum spend of Rs. 500 at Junior Kuppanna, 15% off can be claimed at Naturals Salon and on a minimum spend of Rs. 1000 and above at Junior Kuppanna, 20% off can be claimed at Naturals Salon along with 2 complimentary nail polishes.

It takes two to tango this march so - Naturals Salon and Junior Kuppanna is set to kick off and will be available across all Naturals Salon & Junior Kuppanna outlets in Chennai. Don't miss this fantastic opportunity to "Eat good

and Look good"

Mr. C.K. Kumaravel - Founder of Naturals Salon mentioned how the days of competition between the brands are over, and the days of collaboration between the brands have begun. The period of Corona has been a wonderful lesson for all entrepreneurs to stay united irrespective of which category they were established in. There was a time when people were brand loyal, but these are the days where brand have to be customer loyal. Customers are given

abundant choices to choose from today. Hence our priority as brands must be 'customers first', involve with customers. Two brands today have joined to add more value, more happiness for our customers. It is together we can create a beautiful India, not individually, but together.

Mr. Balachandar R - Director of Junior Kuppanna mentioned about the idea of two great brands coming together for a collaboration to celebrate the month of March which is special for women and also a time of holidays where families and kids can come together and enjoy this collaborative offer of "Eat good, Look good" - the audience coming to both the brands are relevant hence the offer was implemented.

Police will be always with Migrant Labours Dr K. Prabhakar, SP Nilgiris District



Nilgiris District-Interaction with Migrant Labours

Ooty Town SD/Pudumund PS limit

At Nilgiris District, Ooty town Sub Division, Pudumund PS about 500 Migrant labour were working in the construction of Medical College. Recently had an interactive session with the Migrant Labours and also provided refreshments to them. On the interaction, explained them that Nilgiris Police will be always with them and also gave the Helpline Number for Migrant Labours at Nilgiris District. They also gave a feedback stating that it felt secure to them after the interaction with Police Officers.