

## More than 92,000 entities recognized as startups since launch of Startup India

Chennai, April 06 2023 : The Government with an intent to build a strong ecosystem for nurturing innovation, startups and encouraging private investments in startup ecosystem of the country launched Startup India initiative on 16th January 2016.

As per eligibility conditions prescribed under G.S.R. notification 127 (E) dated 19th February 2019, entities are recognised as 'startups' under Startup India initiative by the Department for Promotion of Industry and Internal Trade (DPIIT). Since the launch of Startup India initiative in 2016, DPIIT has recognised 92,683 entities as startups as on 28th February 2023.

The number of startups recognised in the country in the last five years is as under:

The regular businesses are often measured by success or failure in a specific number of years of operation, whereas, the startups and scale-ups (established startups) are more accurately measured by failure or success in a particular phase making it difficult

to put together a statistic covering all types of new businesses and their failure rate with any level of accuracy. Therefore, the information with respect to the success or failure of startups is not centrally maintained by the Government.

Startup India initiative was launched on 16th January 2016 with an objective to build a strong ecosystem for nurturing innovation and startups in the country that would drive sustainable economic growth and generate large scale employment opportunities. The details of various programs undertaken by the Government to promote startups across the country under Startup India initiative are given below.

Programs Implemented under Startup India initiative

The details of various programs undertaken by the Government to promote startups

under Startup India initiative across the country are as under:

Startup India Action Plan: An Action Plan for Startup India was unveiled on 16th January 2016. The



Action Plan comprises of 19 action items spanning across areas such as "Simplification and handholding", "Funding support and incentives" and "Industry-academia partnership and incubation". The Action Plan laid the foundation of Government support, schemes and incentives envisaged to create a vibrant startup ecosystem in the country.

Fund of Funds for Startups (FFS) Scheme: The Government has established FFS with corpus of Rs. 10,000 crore, to meet the funding needs of startups. DPIIT is the monitoring agency and Small Industries

Development Bank of India (SIDBI) is the operating agency for FFS. The total corpus of Rs. 10,000 crore is envisaged to be provided over the 14th and 15th Finance Commission cycles based on progress of the scheme and availability of funds. It has not only made capital available for startups at early stage, seed stage and growth stage but also played a catalytic role in terms of facilitating raising of domestic capital, reducing dependence on foreign capital and encouraging home grown and new venture capital funds.

Credit Guarantee Scheme for Startups (CGSS): The

Government has established the Credit Guarantee Scheme for Startups for providing credit guarantees to loans extended to DPIIT recognised startups by Scheduled Commercial Banks, Non-Banking Financial Companies (NBFCs) and Venture Debt Funds (VDFs) under SEBI registered Alternative Investment Funds. CGSS is aimed at providing credit guarantee up to a specified limit against loans extended by Member Institutions (MIs) to finance eligible borrowers viz. DPIIT recognised startups.

Regulatory Reforms: Over 50 regulatory reforms have been undertaken by the

Government since 2016 to enhance ease of doing business, ease of raising capital and reduce compliance burden for the startup ecosystem.

Ease of Procurement: To enable ease of procurement, Central Ministries/ Departments are directed to relax conditions of prior turnover and prior experience in public procurement for all DPIIT recognised startups subject to meeting quality and technical specifications. Further, Government e-Marketplace (GeM) Startup Runway has been developed which is a dedicated corner for startups to sell products and services directly to the Government.

Support for Intellectual Property Protection: Startups are eligible for fast-tracked patent application examination and disposal. The Government launched Start-ups Intellectual Property Protection (SIPP) which facilitates the startups to file applications for patents, designs and trademarks through registered facilitators in appropriate IP offices by paying only the statutory fees. Facilitators under this Scheme are responsible for providing general advisory on different IPRs, and information on protecting and promoting IPRs in other countries. The Government bears the entire fees of the facilitators for any number of patents, trademark or designs, and startups only bear the cost of the statutory fees payable. Startups are provided with an 80% rebate in filing of patents and 50% rebate in filing of trademark vis-a-vis other companies.

Self-Certification under Labour and Environmental laws: Startups are allowed to self-certify their compliance under 9

Environment laws for a period of 3 to 5 years from the date of incorporation.

Income Tax Exemption for 3 years: Startups incorporated on or after 1st April 2016 can apply for income tax exemption. The recognized startups that are granted an Inter-Ministerial Board Certificate are exempted from income-tax for a period of 3 consecutive years out of 10 years since incorporation.

International Market Access to Indian Startups: One of the key objectives under the Startup India initiative is to help connect Indian startup ecosystem to global startup ecosystems through various engagement models. This has been done through international Government to Government partnerships, participation in international forums and hosting of global events. Startup India has launched bridges with over 15 countries that provides a soft-landing platform for startups from the partner nations and aid in promoting cross collaboration.

## TN CHIEF MINISTER TO INAUGURATE CII DAKSHIN ON 19 APRIL IN CHENNAI

Chennai, April 06 2023 : The Confederation of Indian Industry (CII) is organising the II nd Thyagarajan, Edition of Dakshin 2023 - South India Media & Entertainment Summit on 19 & 20 April 2023 in Chennai. Thiru M K Stalin, Hon'ble Chief Minister of Tamil Nadu has kindly consented to be the Chief Guest and deliver the Inaugural Address at the Inaugural Session of Dakshin on 19th April 2023. Mr Anurag Singh Thakur, Hon'ble Minister for Information & Publicity, Government of Tamil Nadu will be the special guests at the inauguration. Mr. T G Thiyagarajan, Chairman, CII Dakshin 2023 & Managing Partner, Sathya Jyothi Films said, CII Dakshin is the largest event of its kind in South India. The theme of this year's Summit is Culturally Rooted & Creatively Global', which would have the participation of over 60 renowned speakers and 700 delegates from across India, including Actors, Producers, Directors, Exhibitors, National Heads of OTT Platforms and Newspapers, Social Media Influencers, Writers and many more. Mr Kamal Bali, Chairman, CII Southern Region & President & Managing Director, Volvo Group India said, "The South India's Media & Entertainment Industry contributes close to 30% of India's overall Media & Entertainment

revenue with over 50% of the films produced every year in India are from the South". CII Dakshin 2023 will position South India as a global hub for media and entertainment sector, he added. Other prominent speakers at Dakshin 2023 include Mr Mani Ratnam - Director, Screenwriter & Producer, Mr Shekhar Kapur - Actor & Director, Mr Allu



Aravind Film Producer, Mr Chiranjeevi - Producer & Actor, Mr Dhanush - Actor, Producer, Director, Lyricist & Singer, Mr V Vijayendra Prasad - Screenwriter & Director, Mr Chandrabose - Oscar Winning Lyricist & Singer, Mr Prem R aksh it - Choreographer for the song, Naatu Naatu from RRR; Mr Nikhil

Madhok - Head (Hindi Producer & Singer, Ms Kartiki Gonsalves - Oscar Winning Producer, Documentary Screenwriter and Filmmaker, Mr Sreedhar Pillai - Entertainment Industry Tracker, Columnist & Writer, Mr Sunir Khetrpal - Producer, Mr Sunil Narang - Producer, Mr Ajit Thakur - CEO, Aha Entertainment, Mr R Balki - Director & Screenwriter, Mr Basil Joseph - Actor & Director, Ms Ahaana Krishna - Actor among others.

Manju Warriar - Actor,

**E-Sevai Maiyam**  
**Star Rainbow Services**  
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## STUDENTS OF THE JAMNABAI NARSEE SCHOOL (JNS) HELPED USED CROWD FUNDING TO HELP DISTRIBUTE RATION KIT TO NEEDY STUDENTS OF THE MALWANI SLUM

HOW STUDENTS OF THE JAMNABAI NARSEE SCHOOL (JNS) HELPED USED CROWD FUNDING TO HELP DISTRIBUTE RATION KIT TO NEEDY STUDENTS OF THE MALWANI SLUM

Thousands of students studying in Malvani slum school (near MALAD) come from very poor homes. For many of the families making ends meet and providing proper food to the family is a big challenge. Providing them with Ration kits will ensure that these children are healthy, do not drop out of school and are attentive at class.

Grade 11 students of the Jamnabai Narsee School, Vile Parle, Mumbai undertook a crowdfunding campaign on the platform Fueladream.com in partnership with the Rotary Club of Mumbai Bravehearts and MUN foundation and raised a



massive INR 57L rupees. A part of this funds was to be used for students and families in the Malvani slum.

The distribution of these kits to the families of these needy school students took place on the 18th March 2023 at the Malvani Oxford English High School and junior college. The team from the Rotary Club of Mumbai Bravehearts helped execute and distribute these ration kits. These ration kit include 15 Kg's of Rice, 15 Kg's of Wheat, Toor Dal, Chana Dal, Kali Dal, Rajma, Refined oil, Sugar,

Rava, Poha and other important food items. These kits will be given every month for an entire year.

The sheer scale of this initiative was thanks to these Grade 11 students of JNS who raised a massive INR 57L in just 3 weeks thanks to the training and provided by the crowdfunding platform Fueladream.com which works with over 16000 students across India. Each student had their own campaign page.

This event was also supported by MUN Charitable Trust. Ration distribution at this event

was done by Rotary Community Corp Malvani Bravehearts director Rotarian Nazneen Sakarwala and Rotarian Khuzem Sakarwala. Rotary Club of Mumbai Bravehearts and Rotary Community Corp Malvani Bravehearts in this project supplied ration kit to parents of schools of Malvani such as Oxford High School, Sir J. P. School, Ideal High school, Sir J. R. High School, Holy Spirit School, Daulat school and many other schools. The Rotarians were very delighted to see the smiles on the faces of the parents and students who received these ration kits. At the end of this event the parents and children were very thankful to the students of JNS and to the Rotarians of the Rotary Club of Mumbai Bravehearts for their efforts which will dramatically transform their lives.

## Kanyathon - Run for Her Event at Karjat brainchild of Braveheart Rotarians Sanjay & Kalpana Padode, founders of Vijaybhoomi University

Chennai, April 06 2023: The second edition of the Kanyathon at Karjat was a grand success, with 650+ runners participating in the noble cause. Organized by the students of Vijaybhoomi University and supported by Rotary Club of Mumbai Bravehearts (RCMB), this run was a fun and meaningful way to support the cause of the girl child.

Kanyathon has been making a positive impact on the lives of hundreds of girls in our community. Students from Vijaybhoomi have worked tirelessly this year to support the cause, raising upwards of 10 lakh rupees with the help of the public, major contributors like Rotary Club of Mumbai Bravehearts and



sponsors like Discover Resorts, Star Windows, R K Enterprises, Radisson, Pushpam, DGains Valley, Sattviki Jewellery, Rotary Club of Karjat and others.

Participants of all ages and fitness levels took part in the event, which took place in Posari, Karjat on March 12, 2023. The Pro-run started at 7 a.m. and followed a route of 10 km through some of Karjat's

main and well-known paths. This was followed by a 5 km fun run as well as a 3 km family walkathon. The 3 KM Walkathon was one of its kind having HER Zones where interactive games and activities were planned which people participated in with a lot of enthusiasm and thoroughly enjoyed.

The following guests were present on the dias during the award

ceremony: MLA Shri Mahendra Thorve Saheb (Chief Patron), Shri Vikas Chite (Social Activist), Shri Somnath G h a r g e I P S (Superintendent of Police, Raigad-Alibaug), Advocate Sanket Bhave, Mrs. Meena Thorve, Ms. Surbhi Thorve, Sri Manohar Thorve, Mrs. Manisha Thorve, Rtn Khuzem Sakarwala (President, Rotary Club of Mumbai Bravehearts), Rtn Satish Shrikhande (Rotary Club of Karjat President), Mr. Vijay Lagare, Rtn Kalpana Padode (Board Member, Vijaybhoomi University), Rtn Sanjay Padode (President, Vijaybhoomi University) and Rtn Dr. Anil Rao Paila (Pro Vice-Chancellor, Vijaybhoomi University).

## SAMCO Launches MyDEX Technology India's First Stock Market Performance Gauge, that Empower Investors to Make Augmented Investment Decisions

Chennai, April 06 2023: A ground-breaking initiative for the Indian capital markets investors and traders. A first-of-its-kind offering in India, investors and traders have been empowered to measure their stock market performance through their Personal Index (PI). This has been made possible by SAMCO Securities, one of the leading Invest-Tech companies in India, who announced launch of its next-gen Capital Resource Planning (CRP) trading platform on the web and app, backed by proprietary MyDex Technology. PI is one of the innovative features of SAMCO's CRP Platform which is embedded with trading and will empower Indian investors and traders to enhance their investment performance and beat the market benchmark returns.

Through Personal Index, it is actually for the first-time, retail investors will have their Time Weighted Rate of Return (TWRR) at their fingertips. TWRR is most widely accepted method of calculating personal rate of return by Fund Managers, institutional investors and even Regulators. Until now, TWRR was a complex and time-consuming process that was only available to institutional investors such as Mutual Funds (MFs) and Portfolio Management Schemes (PMS) providers. These institutional investors also outsource this computation to multiple agencies like Custodian, RTA, and Fund Accountant. With the availability of Personal Index now, retail investors will be able to measure their performance with ease and accuracy for the first time and that too for

FREE to all the investors on SAMCO's CRP Platform.

Since the launch of Personal Index, over 68,000 people have already taken to the ACE-OUTSOURCE-INDEX pledge and have started tracking their performance through the Personal Index. This is a testament to the power and acceptance of this revolutionary new feature.

Commenting on the launch of CRP Platform, Mr Jimeet Modi, Founder and CEO, SAMCO said, "Even though retail individual investors are their own money managers, their stock market performance measurement is fairly poor. With an intent to overcome this problem, we are thrilled to launch our next-gen CRP Platform on web & app, to empower stock market participants to achieve their best financial performance."

Another India-first feature of the SAMCO CRP Platform is that investors can directly compare their Personal Index returns with leading mutual fund managers, empowering them to make informed decisions. In addition, in case of consistent underperformance, they can invest with outperforming fund managers in one click. This enables investors to easily compare their returns with the mutual fund managers and align their investments with the best-performing funds.

The SAMCO CRP Platform also has yet another India-First feature of smart recommendation that prompts investors and traders to invest in Index Funds or Index ETFs in case of consistent

underperformance. Through this and the comparison with mutual fund manager feature, SAMCO is trying to ensure that the CRP in this Phase itself is equipped to help customers honour the ACE-OUTSOURCE-INDEX pledge.

Phase one of the CRP launch is focused on the 'Measure' aspect of the platform through Personal Index which will be your real rate of return from the stock market. It will be calculated based on your aggregate portfolio, including stock holdings, MF holdings, and derivative positions. Unlike traditional benchmark indices, Personal Index will be unique to each individual, providing him/her with a comprehensive view of their performance and enabling them to track their progress in real-time.

A notable point is that the Personal Index will be updated every minute, unlike MFs and PMSs, which get this information calculated at the end of the day. Personal Index also acts as a verified and audited performance report of every retail investor, building trust, transparency, and accurate decision making.

In addition to providing investors with a comprehensive view of their performance, Personal Index also allows them to compare their returns with leading market indices, enabling them to benchmark their performance against the wider market. This is an essential feature that enables seamless comparison of returns as the goal of active traders should be to outperform the market and generate higher returns.

The primary goal of the CRP is to help investors and traders Measure, Analyze, and Improve their stock market performance so that they can outperform the index. The platform is being developed with a focus to provide investors with the tools that will enable them to measure and track their performance, analyze and understand their trading and investing behaviour, and provide insights and recommendations, so that they can improve their performance. With the launch of CRP, SAMCO Securities aims to do for trading and investing businesses what ERPs (Enterprise Resource Planning)

have done for traditional business transformations.

It may be recalled that last week, SAMCO launched 'Mission: Ace The Index' and urged the market participants to take the pledge to prioritize their investment performance. SAMCO urged the investors to outperform the relevant benchmark indices by researching and analysing investment opportunities, manage portfolio actively and adapt strategies according to evolving market conditions.

In case, if one is unable or unwilling to manage his/her portfolio actively, then one will pledge to outsource his/her funds to a professional fund manager, who has a proven track record of delivering superior market returns, or invest in index ETF (Exchange Traded Fund) that tracks the relevant benchmarks to ensure that one is aligned with overall market performance and benefits from its growth.

## Swiggy's 'Pick Your Team' witnesses over 1.2 lakh registrations in the first 24 hours ahead of the upcoming cricket season

Chennai, April 06 2023: Helping India celebrate its love for cricket with convenience, Swiggy the country's leading on-demand delivery platform has brought back its popular Match Day Mania discounts for its 6th edition. From March 31 to May 28, 2023, Swiggy customers can enjoy great deals during match hours across food delivery, Instamart, and Dineout services.

Innovating the cricket experience every season

For the first time, Swiggy users will receive additional discounts and benefits on the days they are cheering for their favourite team. 'Pick your Team' is a limited period offer that opened up on March 25 and saw over 1.2 lakh registrations in the first 24 hours. Once pickers choose their team, they also receive a reminder on Swiggy on the days their team is playing-making it easier to pair their games with great offers.

Whistle Podu-maximum users have chosen Chennai as their favourite team so far, followed by Bangalore and Mumbai.



Unbeatable deals and discounts on Food, Instamart and Dineout

As part of Swiggy's Match Day Mania offers, Swiggy users can avail of flat Rs.125 off on food orders above Rs.249 in top cities and Rs 199 only in tier 2&3 cities. They also enjoy uncapped discounts on larger orders above Rs.649.

Match Day Mania has over 40,000 restaurants to complement every food need of fans during the exciting cricket matches this season.

On Instamart, Swiggy's quick commerce grocery delivery service, Match Day Mania offers users discounts of up to 50% off on selected

collections during match hours. In addition, those who pick a team can get an additional 10% off on the days their team plays.

With Swiggy Dineout, users can watch live screenings and cheer for their team by dining out at top restaurants in their city and saving up to 40%. Team pickers get an additional Flat Rs. 200 coupons on a dining bill of Rs.2000.

Celebrating the spirit of the ongoing cricket mania, Ashish Lingamneni, VP of Marketing, Swiggy said, "Everyone has a favourite team they cheer, and this cricketing season, we want to give them another reason to cheer-great rewards and additional offers with 'Pick Your Team'. Whether it is ordering from your favourite restaurants or stocking up on match day essentials through Instamart or enjoying a live screening at a local bar, Swiggy Match Day Mania will be the perfect match for cricket lovers as they enjoy some thrilling games this season."



## ROLL WITH KFC'S ALL NEW CHICKEN ROLL AT INR 99 - PROMISES TO ROCK YOUR TASTEBUDS, NOT YOUR WALLET!

Chennai, April 07 2023: Life is all about choices. But the one tough choice foodies have to often make, and absolutely hate is Indulgence versus Budget. Whether they should order their favourite food, or save that money is a constant battle in their heads. For today's generation, it is an internal tug-of-war between "I want to eat this, it's delicious!" and "But should I spend so much?" Well, Colonel Sanders is here to your rescue and to put a full stop to all the confusion, with the all-new KFC Chicken Roll. The latest menu offering is the perfect way to fulfill all your crispy chicken cravings, at an unbelievable price of INR 99/- only.



for a lunch option that won't break the bank, a filling dinner after a packed day or a tasty midday snack, any time is a good time for the KFC Chicken Roll.

Like everything else at KFC, the flavorful new KFC Chicken Roll comes with the assurance of KFC's 5X Safety Promise of Sanitization, Screening, Social Distancing, and Contactless service with Vaccinated teams. All surfaces and frequently touched areas in a restaurant are regularly sanitized, team members and riders are screened regularly for their temperatures.

Wait no more and get rolling with the KFC Chicken Roll! Enjoy by ordering across all KFC restaurants for dine-in and takeaway, via the all-new convenient KFC app, or on the website (<https://online.kfc.co.in/>). So, ab why go gol-gol, jab INR 99/- mein milega KFC Chicken Roll!

The KFC Chicken Roll has the OG hand-breaded extra crispy and juicy chicken strip, wrapped in a warm flaky paratha, topped with Spicy Garlic and Nashville sauces, and

crispy onions. Priced at INR 99/- for the Classic Chicken Roll and INR 149/- for the Double Chicken Roll, this delectable new item promises to give you

chicken in every bite.

So, KFC fans no longer have to go 'gol gol' choosing between indulgence and their wallets anymore. Whether you're looking

## Airbnb Release New Data on Family Travel

Chennai, April 06 2023: As detailed in a new report released by Airbnb, family travel is booming on Airbnb. Globally, family travel on our platform is up over 60 percent in 2022 compared to before the pandemic in 2019, with over 15 million check-ins in nearly 90,000 destinations[1]. In India, family travel on Airbnb grew by over 90 percent in 2022 compared to before the pandemic is 2019[2]. Many of those families likely booked Airbnb listings because of the value and space they received compared to many hotel rooms.



More space for the money: Families can get an Airbnb with 2 bedrooms and 2 bathrooms for approximately the price of one hotel room at a major chain.[3]

More Value for Money: Families can get an Airbnb with 2 bedrooms and 2 bathrooms for approximately the price of one hotel room at a major chain.[4]

Spreading out: One-quarter of Airbnb listings have three bedrooms or more.

More than 1M listings have cribs for small children.

Kitchens: Nearly 90 percent of Airbnb listings have kitchens.

Pets: More than 5 million pets traveled on Airbnb listings in 2022.

Where they go: In 2022, the top 10 family travel destinations

in India were:

- Goa
- Bengaluru, Karnataka
- Pune, Maharashtra
- Hyderabad, Telangana
- Dehradun, Uttarakhand
- Jaipur, Rajasthan
- Raigarh, Maharashtra
- Ernakulam, Kerala
- New Delhi, Delhi
- Nainital, Uttarakhand

Globally, Indians have been travelling to London, Toronto and Dubai for a family getaway.

Types of listings: Airbnb gives families the options to travel near and far with beautiful views that aren't shared by hundreds or thousands of other people at the same time. In 2022, the top-booked Categories for family travel last year in India include[5]:

- Near a national park
- Tropical

- Pool
- Near a beach
- Lake house
- Airbnb Hosts benefit from family travel

As the cost of living continues to rise, the popularity of family travel creates meaningful earning opportunities for those considering hosting on Airbnb. In fact, in India Airbnb Hosts collectively made over INR 1 Billion (over INR 100 crores) from bookings with families last year[6].

"As families increasingly prioritize spending quality time together and seeking out meaningful travel experiences that foster cultural exchange, purposeful trips are gaining popularity among Indian travelers. Families are spending more on domestic as well as international travel and are more willing to support local businesses. We are glad to see the multiplier effect Airbnb delivers on

the local communities as it creates meaningful earning opportunities for those considering hosting on the platform." said Amanpreet Bajaj, Airbnb's General Manager for India, Southeast Asia, Hong Kong and Taiwan

At Airbnb, we've made it easier than ever before to become an Airbnb Host. Last year, during the 2022 Winter Release, we launched Airbnb Setup, which provides new Hosts with the options to match for free with a Superhost for one-to-one guidance, host an experienced guest as your first guest, and receive one-tap access to a specially trained team of Community Support agents. Since November, twice as many prospective Hosts are matching with Superhosts in their area and receiving personalized guidance as they navigate the process of becoming first-time Hosts.

## Sound Sleep gives Sound Mind Ms. Mumtaj Begam, Counselling Psychologist, Fortis Hospitals, Chennai

Chennai, April 06 2023: While we are all aware that blood supplies all our organs with the oxygen they need to function, sleep gives us the most important component of health the rest. Sleep has a critical role in improving long-term mental health in addition to allowing the organ system to slow down and engage in the healing process. There is a direct link between sleep and mental wellness. Sleep deprivation will impact your mental and emotional well-being.

Sleep loss is a significant, yet underappreciated, issue that affects a person's quality of life, both physically and mentally, in our world of the busiest schedules. Finding time for oneself and getting a good night's sleep these days is incredibly difficult. Sleep is frequently misunderstood as assisting your body in relaxing so that it can restart and perform as intended. But it also influences your mental wellness. Because they won't have time to give their bodies a break, people commonly fall asleep when riding public transportation. Those that work night shifts, such as drivers,



harder time learning and memorising material.

We can quickly spot those who don't get enough sleep since they frequently show signs of being exhausted, disengaged at work, lacking in self-care, frequently unwell, high absenteeism, losing interest, performing poorly at work, and general feeling of unhappiness.

Tips to enhance your sleep:

1. Always attempt to complete your assignment in the allowed amount of time; never put it off.
2. Define time limitations for both your job and personal lives.
3. Strive to consume healthful food. Occasionally the gastrointestinal discomfort you experience from eating can keep you from falling asleep.
4. Exercise consistently.
5. Do digital detox once every week.
6. Forbid using electronics an hour before bed.
7. Aim to downplay the challenges you have.
8. Practice conscious awareness.
9. Relaxation activities and strategies.
10. Seek for professional advice.

security guards, police officers, healthcare providers, daily wage workers, IT workers, etc., tend to have a lot more trouble sleeping.

What takes place while you sleep? The body develops an active state of unconsciousness that is receptive to internal stimuli while the brain is at rest.

Lack of sleep will eventually result in:

Affecting your Cognition - sleep is essential for maintaining healthy cognitive function. Poor sleep has an impact on memory, decision-making, language, thinking, and learning.

Influencing your Physical The most

effective way for humans to enhance their physical health is through sleep. It recovers from the strains of daily life when sleeping. Deprivation may reduce sex desire, hunger, diabetes, melancholy, dullness of the face, and dull skin.

Having an Emotional impact: Several studies have shown that persons who lack sleep experience an increase in negative moods and a decrease in positive mood.

Influencing your Behaviour memory and behaviour are both impacted by poor or insufficient sleep. Children will be more likely to experience it since they will have a

## Distribution of wheelchairs to persons with disability (PWDs) from economically weaker sections

Chennai, April 06 2023: Distribution of wheelchairs to persons with disability (PWDs) from economically weaker sections as part of "Access Mobility for all" project at Airoli - February 19, 2023

\* Name of Alpha President: Rtn Khuzem Sakarwala

\*Mobile Number: 91 9322592310

\*At: Sanjeevandeep, Airoli, Navi Mumbai  
On: 19th February 2023

Beneficiaries: 139 PWDs

Project Cost: Rs 1,39,000/-

Other Clubs: if applicable: Rotary India Humanity Foundation and The Cao Zhon Zhi Foundatio, Taipei, Taiwan

Crisp write up: Rotary Club of Mumbai Bravehearts (RCMB) in association with Friends



Foundation, organised a Wheelchair Donation event on 19th Feb 2023 in Sanjeevandeep, Airoli, Navi Mumbai.

Altogether RCMB arranged funds for 139 Wheelchairs to be distributed to PWDs. There are many people who's mobility is affected due to road accidents, tumors or other health ailments. They are unable to move around without a wheelchair. Rotary Club of Mumbai Bravehearts offered to help them with a Gift of Mobility!

Bhagat Foundation, Navi Mumbai

Diwyang Association, Amravati

Helpers of Handicapped, Kudal

A big thank you to Rtn Bhalchandra Barve (Asst Governor Dist 3141), Rtn Khuzem Sakarwala (Founder & President of RCMB 2022-23), Rtn Nazneen Sakarwala (Founder & Charter President, RCMB), Rtn Vipul Bondal (Secretary & President Elect), Rtn Neenu Kewlani & Rtn Sunita Sancheti (Chairperson-Mobility Access for All), Rtns Alok & Aparna Dayal and Rtn Subhendo Mukherjee for making this event a big success! We also thank Mr. Anupam Newgi (Founder, Friends Foundation) for organising the event and co-ordinating the distribution of wheelchairs.

Pagaria welfare foundation

Ratnagiri Handicapped Foundation, Ratnagiri

Sahas Foundation, Kolhapur



## The second Meeting of the G20 Employment Working Group begins in Guwahati, Assam

Chennai, April 06 2023: The second meeting of the Employment Working Group (EWG) under India's G20 Presidency got underway from April 03 to 05, 2023. The meeting witnessed participation from 72 delegates from over 19 G20 member countries, 7 guest countries, and 5 International Organisations along with the Minister of State in the Ministry of Labour and Employment Sh. Rameshwar Teli and the Minister of Forest and Environment of Assam were present during the



inaugural session. It is the second Employment Working Group meeting organized under the sherpa track.

The G20 EWG's second meeting witnessed focused sessions on the 3 key priority areas viz, Addressing Global Skill

Gaps, Gig and Platform Economy, and Social Protection, and Sustainable Financing of Academic Working Group, Digital Economy Working Group, Finance Track, the G20 Entrepreneurship

Research Center and the L20 and B20 groups along with a panel discussion. During the meeting reaching a consensus on ministerial releases and outcome documents was also discussed.

On the closing day topics such as Sustainable financing of social protection and 'Global Skills' will be thoroughly discussed among the participants.

The First Employment Working Group meeting was held in Jodhpur, Rajasthan from 2nd to 4th February 2023.

## 2nd Meeting on Second G-20 EMPOWER Meeting of Ministry of Women & Child Development begins in Thiruvananthapuram

Chennai, April 06 2023: Under India's G20 Presidency the second G20 EMPOWER (Empowerment and Progression of Women's Economic Representation) meeting scheduled till 06 April 2023 with the Ministry of Women & Child Development, began in Thiruvananthapuram, Kerala today. The theme of the meeting is 'Women Empowerment: A WinWin for Equality and Economy'. The meeting saw deliberations on the issue of women's safety and development along with a panel discussion. The first meeting of G20 EMPOWER was organized in Agra on 11-12 February.



The inaugural session of the 2nd EMPOWER meeting began with discussions on 'Achieving Economic Prosperity'. On this occasion, Dr. MI Sahadulla, President, FICCI, Kerala State Council, said that 'last year Kerala promoted around 135,000 entrepreneurs including out of which about 20% were women'. Further, the Kerala State Health Minister Veena George who is participating in the side events of the meeting shared, that the Kerala State Government is giving

importance to women's safety, health wages, and insurance. They have also increased the gender budget allocation to 20.9% in the year 2022-23 from 11.5%. She added that 'our intention is to raise wages, safety, occupational health and insurance for Women and Child Development.'

Union Minister of State for Women and Child Development, Dr. Munjpara Mahendrabhai will also be participating in this

meeting on 5th April 2023. The second day of the meeting will witness discussions on issues such as economic prosperity through empowering women, women entrepreneurship, leadership development, and women's participation in non-traditional sectors. The thematic discussions and deliberations in the various sessions during this meeting will reflect in the Communique of G20 EMPOWER and will be provided as recommendations to G20 leaders.

The G20 EMPOWER 2023 under India's presidency aims to take forward India's ambitious, decisive, and action-oriented Women-led Development agenda.

## SBI Life Insurance, Karur Vysya Bank enter into Corporate Agency tie-up

Chennai, April 06 2023: SBI Life Insurance, one of the most trusted private life insurers in the country, entered a corporate agency tie-up with Karur Vysya Bank (KVB), a bank that carries with it a tradition of 100+ years, headquartered in Karur, Tamil Nadu. The objective behind the strategic partnership is to make comprehensive insurance solutions & services of SBI Life Insurance easily accessible to the bank customers across bank branches in India.

The agreement was signed by Mr. Santhoshkumar MR - Head Third Party Product, Karur Vysya Bank and Mr. Ganesh V, Regional Director - Andhra Pradesh, SBI Life Insurance in presence of Mr. Abhijit Gulanikar, President-Business Strategy, SBI Life Insurance; Ms. Sweetie Shetty, EVP & Chief of Institutional

Alliances (Acquisitions) & CSG, SBI Life Insurance; Mr. Anurag Misra, Senior Vice President - Institutional Alliances, SBI Life Insurance; Ms. Swati Singh, Associate Vice President - Institutional Alliances, SBI Life Insurance and other respected dignitaries.

With more than 799 Karur Vysya Bank branches across the country, the corporate agency tie-up will offer insurance solutions to Karur Vysya Bank's customers. Through this tie-up SBI Life aims to address customer's rising need for protection, savings, pension, credit life and health solutions among others through its diverse range of insurance solutions, thereby ensuring greater reach and penetration.

This collaboration will not only provide financial protection to Karur Vysya Bank's

customers, but also allow them to leverage SBI Life's value-added services which are digitally enhanced for customer's convenience. With innovation and consistency, the partnership aims to offer best of both worlds to the customers.

Speaking about the partnership, Mr. Mahesh Kumar Sharma, MD & CEO, SBI Life Insurance, said, "Partnership alliances provide a boost to the insurance sector by making holistic insurance solutions accessible to the larger populace across the country. We are thrilled to collaborate with Karur Vysya Bank, that brings with it vast experience of over a century, adding value to their customers. We look forward to strengthening the financial immunity of Karur Vysya Bank's customers with our value-packed life insurance solutions and

tech-enabled services. We are confident that the partnership will further enable us to expand the insurance market across the bank's presence in the country."

Commenting on the arrangement, Shri B Ramesh Babu, MD & CEO of Karur Vysya Bank said, "KVB with its tradition spanning over 105 years is a major player, particularly in the States of Tamil Nadu, Andhra Pradesh, Telangana and Karnataka. KVB offers the entire range of financial services through tie ups with leading service providers. In an attempt to offer a wider choice to its customers in the life insurance sphere, KVB has today inked an agreement with SBI Life Insurance. I am sure that together both of us will be able to provide not just choice but quality options to the customers in the days to come."

## 101 DESTINATION WEDDINGS COST OF ONE CRORE FOR ECONOMICALLY DISADVANTAGED & DIFFERENTLY ABLED HELD AT MAHABALIPURAM

Chennai, April 06 2023: A unique social initiative of marrying 101 couples at a beautiful Beach Destination from economically disadvantaged and differently-abled communities in India, WV Connect has achieved an extraordinary feat complete with premium decor, couple photoshoot, flower shower & a lot more for the couple.

Giving a unique destination wedding experience with meticulous planning and execution, Wedding Vows promised to create a premium and unforgettable experience for couples, covering every aspect of the wedding, from the decor to the photoshoots that are typical of a destination wedding. It left lasting smiles on the newlyweds' faces, making it an unforgettable experience.

Soumya Anbumani, President of Pasumai Thayagam, AIADMK Spokesperson Apsara Reddy, V.Nandakumar



IRS Commissioner of Income Tax, Department of Revenue Government of India, Ramya, wife of former Health Minister C.Vijayabaskar, Vikram Cota-CEO, GRT Group of Hotels & Resorts, Jayasree Thilak along with them marriages were conducted in the presence of N Dakshnamurthi, CEO of Wedding Vows & Nandini Vijay, Director of Wedding Vows.

The event was held on April 5th from 9:00 AM to 10:30 AM at the Radisson Blu Temple Bay Resort during Asia's

Largest B2B Wedding Summit - WVConnect.

They didn't want to stop at just giving them a dreamy wedding, but also to start their marital life by gifting them helpful and necessary home appliances, bedding, kitchen groceries, etc that will help them in the longer run

Every couple deserves to have a dream wedding, regardless of their financial situation raising awareness about the plight of underprivileged couples and promote equality in marriage.

The couple were

## Maximum Permissible Speed has been enhanced in sections spanning a total of 2037 Route Kms 44 train services have been speeded up during FY 2022-23

Chennai, April 06 2023: Southern Railway's strategic planning and time bound execution of Speed enhancement works have yielded results during the financial year 2022-2023 ending 31st March 2023. In the route spanning 2037 Kms, speed enhancement works have been successfully completed during the year. Further, speed has been enhanced in loop lines of various sections of Southern Railway for an aggregate length of 1445 Route kms across the zone.

As a result, 44 train services have been speeded up during the last fiscal in Southern Railway.

Speed raised over 2037 Kms of SR network in FY 2022-23

As a result of speed enhancement works over 2037 Route Kms of Southern Railway network, many vital sections have been authorised to handle trains at higher speeds in FY 2022-2023.

Sections in which Maximum permissible speed increased to 130

Kmph Over 413.62 Route Kms of Southern Railway network, the maximum permissible speed has been enhanced to 130 kmph from 110 kmph as given below:

1 Chennai - Renigunta section spanning 134.3 Route Kms has now been authorised for speed increase from the existing 110 kmph to 130 kmph since 29th March 2023.

1 Arakkonam - Jolarpettai section (144.54 Km) has been authorised for increasing maximum permissible speed to 130 kmph from 110 kmph from 31st March 2023.

1 Chennai - Gudur section became the first section in Southern Railway to be authorised for increasing maximum permissible speed to 130 Kmph from 110 kmph from October 2022.

Sections with Maximum permissible speed of 110/100 Kmph

In various important sections across the

zone covering a network of 1218 Kms the maximum permissible speed has been enhanced to 110 Kmph and for a network spanning 406 kms the maximum permissible speed of various sections has been enhanced upto 100 Kmph during the financial year 2022-23. The details of the section are enclosed in Annexure-A.

Speed increase in loop lines

Speed of loop lines in various stations across Southern Railway has been increased from the existing 15 kmph to 30 kmph for an aggregate length of 1445 Route Kms. This helps in improving operational efficiency and reducing overall transit time for passengers.

Speed enhancement works As part of systematic and planned efforts to strengthen track, traction and signaling systems which is crucial for enhancing the sectional speed, a comprehensive upgrade of all the infrastructure required

for train operations was carried out by Southern Railway. These works involved Complete Track Renewal, Strengthening of bridges, easing of curves wherever feasible, barricading or construction of walls at locations where there is heavy trespassing, improving signalling system by providing automatic signalling /double distancing signal and improving OHE infrastructure and thereby duly removing the infringement to enhance the speed.

Consequent to speed increase across various sections, 44 train services have been speeded up across Southern Railway during the year 2022-23 easing the travel time for passengers. This speed increase will also improve the overall efficiency of the zone besides giving a fillip to freight operations.

Southern Railway reaffirms its commitment to offer safe and punctual train operations and reduced transit time for passengers.