

PM Modi and President Macron take India-France ties to the next level: Goyal France and India have truly been friends, partners and vibrant democracies working for global good: Piyush Goyal

Chennai, April 11 2023: Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution, and Textiles, Shri Piyush Goyal said that France and India have truly been friends, partners and vibrant democracies working for global good during his address at the India-France Business Summit in Paris, France today.

France ties to the next level with expanded engagement in trade, technology, tourism and investment. He noted that the friendship between the leaders and the people of both the countries is a force multiplier for global good.

The Minister said that India and France are concerned for stable global economic order and both believe in consensus and cooperation both at regional and global level.

He said that H. E. Emmanuel Macron, President of the French Republic and Prime Minister Shri Narendra Modi have strengthened the strategic partnership between the two countries which has completed 25 years now. The Minister said that both the leaders have taken India-

France ties to the next level with expanded engagement in trade, technology, tourism and investment. He noted that the friendship between the leaders and the people of both the countries is a force multiplier for global good.



He appreciated that the industry leaders from various areas of manufacturing and services sector from India attended the Business Summit. The Minister said that the industry leaders from India will share their experiences of working and growing in an economy which is

growing rapidly, expanding both in the domestic and international sphere.

The Minister said that India's potential over the next 25 years has been termed as the Amrit Kaal or the golden era of India by the Prime Minister Shri Narendra Modi. He said that there is a huge

delta of opportunities which has never been seen in global economic history in India now. He cited the example of India's demographic dividend with significant managerial and technological skills and immense talent pool.

The Minister said that the basic needs of

Indian citizens have been taken care of in the last 9 years and that has led to an empowered nation brimming with aspirations. He said that the seamless digital connectivity has aided this process and now India offers a huge opportunity to businesses around the world. He said that

India offers Scale, Speed and Skills to the world.

The Minister said that India is rapidly expanding its international engagement and the goods and services exports over the last 2 years have grown significantly. He said the increase in exports is expected to continue on its high growth trajectory. He also said that India has an infrastructure pipeline to strengthen logistics in the country. He said that India is attracting investment and technology in the defence sector from around the world as indigenous manufacturing is being promoted.

He said that innovation and technology are driving

growth in India with sustainability at the core. He said that the green economy is emerging as a massive thrust area for technology and investments. The Minister noted that in addition to this the government is also focussing on gender parity and gender equality in India.

The Minister said that India and France will continue their dialogue at an accelerated pace with trade and investment expanding manifold to further aid the development journey. He quoted the Prime Minister Shri Narendra Modi and said that "When you associate with India's growth journey, India gives you the guarantee of growth."

INDIAN NAVY'S NAVAL AVIATION INDUSTRY OUTREACH PROGRAMME AT KOLKATA

Chennai, April 11 2023: A Naval Aviation Industry Outreach Programme in collaboration with Confederation of Indian Industry, Eastern Region, CII(ER) was conducted on 11 Apr 23 at Kolkata. The event was organised by the Naval Liaison Cell, Barrackpore under the aegis of HQENC. VAdm Sanjay Mahindru, Deputy Chief of Naval Staff (DCNS), presided over the inaugural session with senior functionaries of tri



services, Coast Guard, DRDO and CII(ER) sharing their perspectives on Indigenisation.

The event aimed at fostering an eco system conducive to 'Innovate-Integrate-Indigenise' witnessed active participation of over 100

industry partners operating in and around Kolkata. During the event, the second edition of Manual for Indigenisation of Air Stores (MINAS) which has undergone a comprehensive review after its initial publication in 2010 was

released by the DCNS.

This contemporary edition of the guiding document for Naval Indigenisation agencies also included simplified procedures for fast-tracking indigenisation and avenues to effectively utilise extant financial regulation. The Technical sessions by Indian Naval agencies and Industry partners that followed the inaugural session were reviewed by RAdm Deepak Bansal, ACNS (Air Materiel).

Chennai, April 11 2023: To uphold women empowerment, RBL Bank, under its CSR initiative - UMEED 1000, has donated 100 bicycles to the underprivileged girl children in Chennai. The Bank held the donation drive in the presence of R V Ramya Bharathi, Joint commissioner of Police, North Zone, Chennai, V Shanthi, Education Officer, Greater Chennai corporation, Nagalaxmi, Assistant Education Officer, Selva Kumari S, Headmistress, Chennai Girls High school, Perambur and senior representatives from RBL Bank.



Education, Chennai Girls High School, Perambur.

One of the major reasons for children dropping out of school is distance. This initiative will provide the much-needed means of transport to increase access to education. The bicycles will help the girl children go to school in a way that is both energy-efficient and environmentally

sustainable. The Bank is distributing over 1000 bicycles and school-kits across India, including Chennai, Hyderabad, Raipur, Siliguri, Kolhapur, Guwahati, Kolkata, and Goa.

Commenting on the initiative, R Subramaniakumar, Managing Director and CEO, RBL Bank, said, "True to our mission of

'Community as the Cause', we stand fully committed to help the marginalized communities with our unique CSR outreach programmes. The world over, education is the key to unlocking a brighter future for girls. By facilitating access to education, we can break down barriers that prevent young girls from achieving their dreams."

Kashmir to Kanyakumari will no longer be a dream for the people of India: Nitin Gadkari

Chennai, April 11 2023: Union Minister for Road Transport and Highways, Shri Nitin Gadkari today said, Inter Modal Station (IMS) to be established in Katra will be a world class state of the art project constructed to improve travelling experience of the pilgrims visiting Shri Mata Vaishno Devi shrine.. Shri Gadkari said this while interacting with media at Shri Mata Vaishno Devi Spiritual Growth Centre, Katra.

worth Rs 1,30,000 crore are being taken up by MoRTH in J&K and since 2014, around 500 km of road network has been completed in the region. 41 significant tunnels are being constructed in J&K and Ladakh at a cost of Rs 45,000 crore, 18 ropeways worth Rs 5,000 crore will be constructed in the UT, Shri Gadkari informed.

The Minister also informed that for the journey between Jammu and Srinagar three corridors worth Rs 35,000 crores are being constructed, which will reduce the earlier

distance of 320 kms by 70 kms and time travel will be reduced from ten hours to four to five hours.

The Minister also announced that 110 km long Amarnath Marg-leading to the holy Amarnath cave in Pahalgam will be built at a cost of around Rs 5300 crore for the convenience of the pilgrims going to Shri Amarnath Shrine.

Shri Gadkari said, with the development of state of the art road network across the country through every state and UT, the

Kashmir to Kanyakumari will no longer be a dream for the people of India.

Dr. Jitendra Singh who was also present during the media interaction said, the Banihal Ramban Highway stretch will become the hub of lavender cultivation giving rise to Agri-tech Start-ups.

The others present during the interaction were Dr. V K Singh, MoS MoRTH, Lieutenant Governor J&K, Shri Manoj Sinha and Secretary MoRTH, Alka Upadhyay.

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 Being the backbone of all the field operations of Oasis Grace previously in Muscat and now in Oman. He mentors the entire organization with his strong technical expertise and vast experience.



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Who We Are



Incorporated in 2000 by Dr Jose Mikle Robin, Oasis Grace LLC is an Excellent Grade Civil Construction Company located in Mutrah Business District (MBD) Area, Ruw. Muscat - Sultanate of Oman. Right from its founding times we've been a customer-centric and strategy-focussed organisation.

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Projects in Chennai



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Apollo Hospitals leads the way in treatment of Parkinson's Disease with advanced Deep Brain Stimulation technology

Chennai, April 11 2023: In an effort to offer hope to patients with Parkinson's and stay true to its cutting-edge spirit, Apollo Hospitals is offering treatment at a first-of-its-kind Advanced Deep Brain Stimulation Centre in Chennai. The Centre, that is equipped with the latest technology in Parkinson's treatment, has enabled doctors to provide personalized treatment to patients, resulting in better clinical outcomes and increased patient satisfaction. The Centre has, so far, treated the highest number of patients in Tamil Nadu with these advanced technologies.

The establishment of this Centre is significant as Parkinson's disease can be severely disabling even in its early stages as it impedes the ability to control movement. With conventional Deep



Brain Stimulation (DBS), a thin electrode is implanted through minimally invasive keyhole surgery using computer-assisted stereotactic technology, where the electrical fields are projected in all directions equally. This approach has helped several patients achieve clinical benefits. However, the Centre has kept pace with more recent advances in medicine and adopted cutting-edge technology for patients with this condition.

Dr. Arvind Sukumaran, Senior Consultant

Neurosurgeon, Epilepsy & Functional Neurosurgery /DBS specialist, said, "The Percept PC technology adopted at this Centre allows for listening and recording tiny electrical fluctuations called beta band, in the target area. Sensitive is an advanced electrode that allows doctors to listen to the beta band signals in the brain and gain crucial information about disease activity. This allows us to identify the direction of maximum beta band activity, and direct the electricity in that direction, while assessing the clinical benefits." This approach

results in the delivery of precise electrical current with limited adverse effects, resulting in targeted treatment of the disease.

Dr. Vijay Shankar, Senior Consultant, Neurologist, Movement Disorders, and Deep Brain Stimulation Specialist, Apollo Hospitals, said, "We are proud to be at the forefront of advancing treatment for Parkinson's disease. With the adoption of this technology, we have helped patients make significant progress and report improvements in their quality of life. Our patients have reported improved limb movement and other functional outcomes. This technology not just marks a giant leap in the treatment of movement disorders but will also help patients connect better within their communities and lead happier lives."

Exhibition Featuring Paintings of Parkinson's Patients Held at Rela Hospital

Chennai, April 11 2023: Shaking hands are not a hindrance to painting. Memory loss is not a hurdle to delivering motivational speeches. When the joy of life meets strokes of creativity, the world becomes a canvas waiting to be painted with beauty. Sending out these messages loud and clear were the paintings of 20-odd Parkinson's patients at 'Brushstrokes of Resilience', a one-day art exhibition at Rela Hospital, which also featured inspiring speeches of the patients, and a musical expo.

Rela Hospital in association with Global Art India organised the exhibition, and an arts workshop for the Parkinson's patients the previous day, to highlight the therapeutic value of art in the integrated treatment of Parkinson's disease, and to mark World Parkinson's Day, which falls on April 11, 2023, annually. The hospital is also conducting a free medical camp for Parkinson's patients from April 11-17, 2023.

Dr. J Radhakrishnan, IAS - Principal Secretary to Co-operation, Food and Consumer Protection Department, Government of Tamil Nadu, inaugurated the exhibition, in the presence of Ms. Pushpa Kandaswamy, Creative Producer & Managing



Director, Kavithalaya Productions, and Mr. Kandaswamy Bharathan, Joint Managing Director, Kavithalaya Productions and an Adjunct Faculty at IIM-A, and Indian School of Business. Prof. Mohamed Rela, Chairman and Managing Director, Rela Hospital, presided over the function.

In his inaugural address, Dr. Radhakrishnan, said that creative pursuits can help patients overcome the limitations of Parkinson's disease. Art in particular has been shown to have a positive impact on the physical, emotional and cognitive wellbeing of people with Parkinson's disease. It helps improve fine motor skills, eye hand coordination, tremor control and provide a sense of accomplishment and purpose. I believe that events like art workshops and exhibitions can provide therapeutic relief by allowing the patients to express themselves artistically and unwind

in a safe environment, while helping them rejuvenate, and improve their motor skills."

In his address, Prof Mohamed Rela said, "Parkinson's patients deserve to live a meaningful and independent life, and we are committed to helping them achieve their goals, finding better treatments and ultimately a cure. We believe in an integrated approach to treating Parkinson's disease that takes into consideration the full spectrum of physical, communication, cognitive, mental, social, and emotional factors. Our healthcare services encompass the entire spectrum of interventions from medications, pump therapies, deep brain stimulation to rehabilitation programs. We hope that the exhibition and the workshop will go a long way in helping our patients pursue a creative life as a way to cope with the disease."

Parkinson's disease is a progressive neurological disorder

that affects movement. It is caused by loss of dopamine-producing cells in the brain that leads to involuntary tremors or shaking of hands, stiffness of limbs, loss of volume in speech, and difficulty in walking and maintaining balance and coordination. Though there is no medical cure for Parkinson's disease currently, engaging patients in creative activities such as painting can improve their motor skills, reduce depression and anxiety, and enhance the overall quality of life for people with this disease.

There are approximately 10 million people living with Parkinson's disease globally, and this number is expected to double by 2040. In India, there are about 1 million people diagnosed with this disease. The incidence rate is around 50-100 per 100,000 people in the states like Tamil Nadu. Men are slightly more likely to develop Parkinson's than women, and the disease is most commonly diagnosed in people over the age of 60. However, in recent times, the disease is on the rise even in the younger age groups. Some of the early signs of the disease include, change in handwriting, difficulty gripping footwear or loss of smell.

Underscoring SBI Life's focus on protection, the brand ties up with Rajasthan Royals as lead helmet partner for 2023

Chennai, April 11 2023: SBI Life Insurance, one of the most trusted private life insurers in the country, has announced its association with Rajasthan Royals franchise as their lead helmet partner for the 2023 season of the Biggest Cricket League. As part of the collaboration SBI Life's logo will be displayed prominently on the Rajasthan Royals helmet during all their matches in 2023.

SBI Life's strategic alliance with Rajasthan Royals franchise signifies the role of protection played by helmet on ground, similar to that of insurance in life, both of which essentially act as enablers for individuals to pursue their dreams. Helmet being one of the most visible assets in cricket offers an extraordinary opportunity for SBI Life to symbolically emphasise on the important role of insurance. Being present in one of the most watched cricket leagues augurs well for the brand to establish a strong bond with today's consumer and impress upon the need for insurance.

Expressing his excitement, Mr.



Ravindra Sharma, Chief of Brand, Corporate Communication and CSR, SBI Life Insurance said, "SBI Life is making a 'Dil Se Royal' entry at the Biggest Cricket League in a cricketing crazy nation like ours. This is a landmark association marking SBI Life's foray into mainstream sports partnerships. As a brand we continuously explore meaningful associations which help us establish a deeper connect with the consumer. In today's age of information

overload, our choice of Cricket as the sport, the Biggest Cricket League, Rajasthan Royals as a team and Helmet as the asset, have been strategically thought through keeping in mind the brand synergies and the purpose we serve. We are extremely excited to leverage our association to impress upon the need for insurance as a protector and enabler for individuals to pursue their dreams, which is symbolically represented by the helmet; which protects the player and enables

him to play without worrying about setbacks. The brand's presence on the Rajasthan Royal's helmet provides an unmissable brand recall with an extremely high reach, which will help us drive home the message of uncompromisable protection provided by insurance."

He further added, "We sincerely hope the visibility offered by the sport will go a long way in spreading awareness about the importance of insurance and furthering the national agenda of 'Insurance for all' by 2047."

Commenting on the partnership, Jake Lush McCrum, Chief Executive Officer, Rajasthan Royals said, "We are thrilled to partner with SBI Life, a company that shares our commitment to making a difference in people's lives. At the Royals, we have always believed in the power of sports to bring about positive change, and this partnership is a testament to that belief. We look forward to working together to promote the importance of insurance for all and to creating meaningful opportunities for our fans and communities."

ICICI Bank introduces EMI facility for UPI payments by scanning QR code

Chennai, April 11 2023: ICICI Bank today announced that it has introduced easy EMI facility for UPI payments made by scanning QR code. Customers eligible for PayLater, the Bank's 'buy now, pay later' service can avail of the EMI facility in an instant, easy and seamless manner. This first-of-its-kind facility enhances affordability of lakhs of the Bank's customers as they can now instantly buy products or services just by scanning the required merchant QR code at a store and making payments in EMIs.

The facility can be availed across a host of categories such as electronics, groceries, fashion apparels, travel and hotel bookings. Customers can pay

transaction amount above ₹ 10,000 in easy instalments in three, six or nine months. The EMI facility for PayLater will shortly be extended for online shopping as well.

Talking about the new facility, Mr. Bijith Bhaskar, Head-Digital Channels & Partnership, ICICI Bank, said "We, at ICICI Bank, always aim at launching products and services to improve convenience of our customers and to provide unique solutions to address their evolving credit needs. We have seen that maximum payments these days are made through UPI. In addition, we have observed that customers are increasingly opting for UPI transactions from

PayLater, the Bank's 'buy now, pay later' service.

Combining these two trends, we are introducing the facility of instant EMI for UPI payments done through PayLater. With this facility, lakhs of our customers making UPI payments by scanning a merchant QR code can shop for mid to high value items and pay in easy EMIs. We believe, this facility provides immense convenience and improves affordability of our customers, as they can purchase high-value products on EMIs in a secure, instant and digital manner."

ICICI Bank was the first bank to introduce PayLater facility in 2018 to enable customers to buy small ticket items

immediately in a completely digital and paperless manner. PayLater facility enables customers to shop online, pay bills and pay to any merchant UPI ID at physical stores instantly.

Below are easy steps to avail the EMI facility on PayLater:

- Visit any physical store and choose your preferred product or service

- To make the payment, use iMobile Pay app and choose 'Scan any QR' option

- Select PayLater EMI option if transaction amount is ₹ 10,000 or more

- Select tenure among 3, 6 or 9 months

- Just confirm the payment and the transaction is completed successfully

Digital Youth JS Gian Amish Doshi from Tamilnadu elected as the President of JSG International Federation

Chennai, April 11 2023: Jain Social Group International Federation headquartered in Mumbai, announced that they have reached the 1,00,000 membership and are debuting on the social media to attract more members. One of the largest Jain organisations of the world, in 60 years have increased visibility in 18 international destinations and grown by leaps and bounds.

Today marks the handing over the command centre to the next generation as Amish Doshi of Chennai takes over as the International President. New projects of Business start up promotion, Beti Bachao Beti padhao, rewarding and recognising talent that



has made India proud, digitisation are the core sectors to be emphasised upon.

55 years young and dynamic 3 generations of diamond jewellery firm titled VADILAL JEWELS, the 2 year term will involve travelling all across the world to promote the idea of GROW MORE TO SERVE MORE of Jain Social Group.

With 8 groups in

Chennai together with 1 in Madurai and Coimbatore, there are 18 groups in South India.

Involved in humanitarian assistance during natural calamities, former Presidents Lalit Shah, Pankaj Sanghvi, Dilip Shah and next President Biren Shah have been big supporters of Amish Doshi.

It is indeed a proud moment for Chennai and Tamilnadu that history was created when Amish Doshi took oath of office. He is only the second President from Tamilnadu to hold the top post after his father Kiran Doshi and the only time in the 60 years history that both father and son have become President of the same organisation.

Godrej Properties had its best ever quarter for sales bookings, cash collections, and project deliveries

Chennai, April 11 2023: Godrej Properties Limited (GPL) (BSE scrip id: GODREJPROP), a leading national real estate developer, announced key updates for Q4 and FY23.

GPL's highest ever quarterly and annual sales - Q4 FY23 bookings to INR 4,051 Crore and FY 23 booking value grew by 56% to 12,232 crore. Sales volumes for the quarter grew by 19% QoQ in area terms from 4.42 million sq. ft. to 5.25 million sq. ft. Sales volumes for the full financial year grew by 40% in area terms from 10.84 million sq. ft. to 15.21 million sq. ft.

GPL's Cash

Collections for FY23 grew 41% to INR 8,991 Crore. Q4 FY23 collections stood at INR 3,822 Crore representing QoQ growth of 127% and YoY growth of 52%.

GPL's highest ever quarterly and annual project deliveries - Delivered projects aggregating over 10 million sq. ft. across 5 cities in FY23 including 7.6 million sq. ft. in Q4.

GPL's best ever year for business development- Added 18 new projects in FY23 with a total estimated saleable area of nearly 29 million sq. ft. and total estimated booking value of ~INR 32,000 Crore (i.e. more than double the BD guidance

of INR 15,000 Crore of estimated booking value for FY23). This included 5 new projects with an expected booking value of 5,750 Crore in Q4.

Gaurav Pandey, MD & CEO, Godrej Properties, said, "We are delighted that our efforts to take GPL's operational scale to a new level is meeting success. Our sales bookings growth of 56% allowed us to register total FY 23 bookings of 12,232 crore, which was 22% ahead of our full year guidance. We are pleased this sales growth for the year was on the back of both an improving project mix as well as strong volume growth of 40%. Importantly, our robust

sales performance, has translated into record collections growth of 41% to 8,991 crore backed by strong project completions of over 10 million sq. ft. With our business development additions nearly doubling our initial guidance and increasing by over 200% YoY, we will have a stronger launch pipeline in the current year than ever before. Our teams have built a deep understanding across all the key real estate markets in India and are greatly excited by the potential the next several years offer for us to deliver sustained high-quality performance across all key operating metrics."

Nisha Sampath Kumar, Miss QMC Dr B Uma Maheswari, principal of QMC placed the crown and congratulated

Chennai, April 11 2023: Nisha Sampath Kumar, a final-year BA (Economics) student at Queen Mary's College was adjudged as Miss QMC in a beauty contest held during the cultural festival at the college recently. She was chosen from among scores of participants.

Dr B Uma Maheswari, principal of Queen Mary's College placed the crown on the head of Nisha amidst cheers of fellow students and congratulated her for the achievement.



Nisha took the blessings of Dr Uma Maheswari and said the principal was the motivating

factor for the success of all the students in various fields.

Queen Mary's College is best described as a pioneer in the task of empowering women through education. It was started in 1914 by the British Government as Madras College for Women. With a modest intake of 33 women students at the time of its inception, it has over the past years of its existence, grown phenomenally from an Intermediate to a tertiary level institution and on to a full-fledged premier institution. Today it caters to over 5500 women students.

Global Wedding Professionals Gather at WV Connect 2023 for Unmatched Learning, Networking and Collaboration

Chennai, April 11 2023: The second edition of WV Connect happened on April 3, 4, 5 at Mahabalipuram promoted Indian wedding destinations, converged global Wedding Industry and celebrated the brightest minds with Conferences, Masterclasses, Awards & more!

It was a splendid opportunity to explore destination wedding properties in Mahabalipuram, engage with over 600+ wedding industry veterans, and numerous brands on display, where participants can attend over 18 hours of masterclasses, with Popular names like,

Rakhi Kankaria- Founder, Rachnoutsav Events, Meltem Tepeler- Founder, KM Events, Jaydeep Mehta- Founder, True Events Live, Vikram Cotah- CEO, GRT Group of Hotels & Resorts, Dhruva Kumar- CEO, Weddings by Dhruva, Edgardo Zamora-



CEO, Revelry Events, Rituraj Khanna- CEO, Q Events & President WV Connect, Namrata Soni- Celebrity Makeup Artist, Sima Taparia- Indian Matchmaking Netflix Fame & CEO, Suitable Rishta, Mrinalini Chandra of Kaliras by Mrinalini Chandra, Isha Multani the Wedding Influencer, Tarini Manchanda of The Initial Studio, Vijay Arora- Director, Touchwood Group, Rajeev Jain- MD, Rashi Entertainment, Ambika Agarwal- Foudler, The ACube Project.

Under 39+ categories like Best Wedding Destination Venue, Space Decor, Wedding Planning, Photograph, Visual Storytelling, Gifting, Bridal Makeup,

Jewellery, etc, the brightest minds of the wedding industry were celebrated with a transparent awards process tabulated by EY (Ernst & Young). This years WV awards was deeply influenced by the principles of Kintsugi and the imperfectly perfect qualities of wedding industry associates and vendors who have persevered through challenges to achieve success.

The night started off with a bang as the red carpet was rolled out and celebrities, nominees, and guests made their way into the venue. Fashionistas were in their element as they flaunted their designer outfits, jewelry, and accessories with an exclusive Bridal

Fashion Show by Studio 149 & choreographed Karun Raman Featuring names like Teju Ashwini, Sai Siddarth & Meenakshi Govindarajan.

Last day of the Wedding Summit, 101 economically backward and differently-abled couples were married free of cost worth one crore with Mangalsutra, household items to all of them and setting a world record.

Filled with stunning performances from musical acts and dance troupes, the audience was captivated by the talent and creativity on display. The highlight of the night, of course, was the award presentations. Emotions ran high when one by one, the winners were announced and made their way to the stage to accept their trophies.

Overall, it was a night to remember and the wedding fraternity is eagerly waiting for the next edition!

NxtWave empowers next-generation Indian Tech innovators with 4.0 Tech Camp in Dubai

Chennai, April 11 2023: In an endeavour to provide students with enhanced exposure to 4.0 technologies, and strengthen their resolve to build careers in these emerging technologies, NxtWave, an upskilling company, recently held a four-day 4.0 Tech Camp in Dubai, UAE for its students.

27 students were selected for the tech camp out of thousands across India who participated in the Fly High Challenge, a unique challenge that was designed by NxtWave for its students to recognise the next wave of technology leaders. The challenge assessed their coding skills and encouraged consistent learning among students to secure their seats for the tech camp.

Speaking about the initiative, CEO of NxtWave, Rahul Attuluri said - "The 4.0 Tech Camp was designed to further encourage students and create an opportunity for them to explore newer forte of Technology. By participating in the event, students gained valuable insights into how the world of technology is evolving

and how future careers are going to be shaped by this."

He added, "NxtWave has been extremely successful in creating job-ready tech professionals through its training programs. Over the last couple of years, 1250+ companies, from fast-growing startups to Fortune 500 giants have hired thousands of NxtWave learners. 4.0 Tech Camp is another step forward to provide industry-relevant exposure to Indian youth."

During their time in Dubai, the students visited Samsung Headquarters Gulf and Samsung SmartThings Home, an Ecosystem of Samsung devices that works together using IoT technology. Students got to know about Metaverse, Blockchain and Samsung's work in these technologies and the opportunities that lie ahead from Mr. Alaa Alswieleh, Head of Digital, Gulf, Samsung Electronics. They participated in an engaging quiz later.

The students also attended masterclasses where they learned from industry experts like Mr. Nikhil Nair, Consumer

Business Leader of the Middle East, Turkey & Africa, HTC Vive; and Mr. Sonam Kaithan, a Fintech leader in UAE. During the interactions with experts, students learned how companies are shifting their businesses towards the metaverse, and about blockchain technology. They witnessed some cutting-edge projects happening at these companies and understood the vast career opportunities available to students who are skilled in these technologies.

At the 4.0 Tech Camp, the students participated in a day-long hackathon where they exchanged and gained knowledge about ongoing digital transformation in India. They learned about inculcating an entrepreneurial mindset and creating solutions to the problems they face and turning them into businesses through value creation.

After special sessions on how D2C companies are built using technology and case studies of successful tech companies, students participated in teams, and came up with innovative startup ideas.

Using no-code tools, they got the website, product, and vision ready by the end of the hackathon.

Speaking about her experience at 4.0 Tech Camp, Rashi Chauhan, 2nd year Engineering student from Noida said, "I learnt a lot about Artificial Intelligence, Metaverse, Blockchain, NFTs, Fintech and many more emerging technologies. While working as a team in a hackathon, I improved my communication and leadership skills. This tech camp pushed me out of my comfort zone and increased my awareness of these technologies drastically."

Apart from the intense learning, the students also got the chance to explore engineering marvels in Dubai by visiting iconic places like the Dubai Mall, the Burj Khalifa, and the Dubai Frame. The city tour provided them with a glimpse of the rich cultural and technological landscape of Dubai. The event was a success and is expected to continue in the future, inspiring more students to become leaders in the field of 4.0 technologies.