

Launch of the Inclusive Development (Samaveshi Vikaas) campaign on 24th April 2023 by the PM during the National Panchayati Raj Day Programme

Chennai, April 21 2023: The Prime Minister will launch nine campaigns under the Azadi Ka Amrit Mahotsav-Inclusive Development (Samaveshi Vikaas) theme led by the Ministry of Rural Development.

Prime Minister Shri Narendra Modi will launch these nine campaigns under the theme Inclusive Development as part of Azadi Ka Amrit Mahotsav on the 24th April 2023 during the National Panchayati Raj Day at Rewa, Madhya Pradesh. The PM will also launch the Website and Mobile App "Samaveshi Vikaas" on the same day.

The nation is observing Azadi Ka Amrit Mahotsav (AKAM) till August, 2023. A number of events/campaigns under various themes are being organised by the Government to celebrate the occasion by involving State Governments and the public in general. One of the themes under AKAM is Inclusive Development (Samaveshi Vikaas).

Ministry of Rural Development (MoRD) is the lead Ministry for the same, with four other supporting Ministries/Departments of the Government of India. Out of the nine campaigns under this theme, five are under the Ministry of Rural Development viz., (i) Samagra Awas under Pradhan Mantri Awas Yojana - Gramin (PMAY-G), (ii) Financial Literacy at District Level, (iii) Promoting Digital Transaction at Gram Panchayat Level and (iv) Social Mobilisation of Eligible Rural Women into Self Help Group (SHG) Network, (v) Plantation Drive on River Banks under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). Four other Campaigns are being led by the partnering Ministries/Departments viz., (i) Swastha Mahila- Samridha Samaj (SMSS)- Ministry of Health and Family Welfare, (ii) Pashudhan Jagriti Abhiyan Intensive Awareness Campaign in Aspirational Districts- Department of Animal Husbandry and

Dairying, (iii) SVAMITVA, Meri Sampatti, Mera Haq- Ministry of Panchayati Raj and (iv) Natural Farming with SHG Women campaign- Ministry of Agriculture and Farmers' Welfare.

Under the Inclusive Development theme, the selection of the campaigns is focused on high-impact value and high Jan-Bhagidari potential. The campaigns are designed to have a "whole of society approach", ensuring 100% outreach to the beneficiaries of the campaigns. The entire campaign is termed "Samaveshi Vikaas", which finds its foundation rooted in the concept of "Convergence" and "Reaching the last mile", aiming at targeted interventions through all States/UTs, districts and gram panchayats, focusing on selected campaigns in the areas of employment generation, health, social inclusion, social security and livelihood creation by each of the participating ministries/departments.

With a view to



capturing and monitoring the progress of these campaigns, a website has been designed named "https://akam-samveshivikaas.nic.in" which is proposed to be launched by the Prime Minister on 24th April, 2023 on the National Panchayati Raj Day at a function at Rewa, Madhya Pradesh. This vibrant and dynamic website will provide real-time progress of various activities under Samaveshi Vikaas campaigns and will also capture the key performance indicators, calendar of events, event-related pictures and videos, newspaper clippings and public opinion. The website will enable this Department to generate reports and assess and monitor the progress of the campaigns through

technical tools.

In order to ensure the documentation of Jan Bhagidari and public participation, a simple and user-friendly Mobile App named "Samaveshi Vikaas" has been designed. Through this, the general public can share their experience and opinion/feedback about the impact and benefits brought along with photographs on these campaigns.

A small brief about the individual Campaigns:

(1) Samagra Awas-Convergence under PMAY-G: In this campaign, a sanction of additional 45 lakh PMAY-G houses over and above 2.50 Crore already sanctioned will be ensured along with the saturation of

benefits provided in convergence with Schemes providing electricity, LPG, water connections and toilets in all PMAY-G houses. The campaign will start in April, 2023 and will continue till August, 2023.

(2) Financial Literacy at District Level: The main purpose of this campaign is to create awareness and increase the outreach of various banking & financial services and social security schemes. The campaign will be carried out in 500 districts and is expected to provide need-based training and awareness programme, about 2.5 crore SHG members will be enrolled under Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and 3.0 crore under Pradhan Mantri Suraksha Bima Yojana (PMSBY). During the campaign period, 750 SAKSHAM Centres will be established across states as a one-stop solution for financial awareness, service delivery and basic grievances

redressal. The campaign has already started from 11th January, 2023 and will continue till August, 2023.

(3) Promoting Digital Transaction at GP level: The main purpose of this campaign is to create awareness and increase the outreach of various digital modes of transactions among women SHG members and their households. The nationwide campaign will be carried out to create awareness to 50,000 Gram Panchayats with 3.0 Crore number of transactions and deployment of 20,000 SHG Members as Business Correspondents Sakhi / Digipay Sakhi / Paypoints. Apart from this, awareness camps will be organised at Gram Panchayat level also. This campaign started from 1st February, 2023 and will continue till August, 2023.

(4) Social Mobilisation of Eligible Rural Women in SHG Network: This Campaign aims to motivate eligible rural

women to join the SHG Network, to bring eligible SHGs into VOs (Village Organisations) fold, to bring eligible VOs into Cluster Level Federations (CLFs) fold and to release capitalisation support to eligible SHGs. The campaign aims to mobilise a total of 10 crore rural households by end of the FY 2023-24 with an objective to bring all vulnerable and marginalised rural households under SHGs and draw benefits provided through this Government initiative. It is expected that 20-lakh left-out households shall be mobilised and more than 60,000 SHGs shall be formed during the period.

(5) Plantation Drive on Riverbanks: Under this campaign, plantation drive under Mahatma Gandhi NREGA will be conducted on the riverbanks. During the campaign period, around 4.0 crore plants will be planted in around 20,000 km of river banks. The campaign started on 1st March, 2023 and will continue till August, 2023.

Media & Entertainment Industry poised to touch \$70 Bn by 2030: Anurag Singh Thakur

Chennai, April 21 2023: "The Ministry has set a target of the media and entertainment industry touching \$70 Bn by 2030 from the current \$30 Bn. Digital technologies especially OTT and digital advertising have a role to play and contribute 2/3rd towards this growth" said Mr Anurag Singh Thakur, Hon'ble Minister for Information and Broadcasting and Youth Affairs & Sports, Government of India while delivering his Keynote Address at the Valedictory Session of CII Dakshin 2023 - South India Media & Entertainment Summit organized by the Confederation of Indian Industry (CII) Southern Region here today. "We are the largest movie makers in the world. It was the film industry that came forward at the time of the pandemic and

entertained everyone" he added. "On one hand we have challenges and opportunities and the other hand how to skill more and more people and get them to work in the industry to produce movies of international standards," he further added. "I further take this opportunity to invite partners from the industry to join hands with us and undertake skill development initiatives across the country," he mentioned as a part of his speech. Mr T G Thyagarajan, Chairman, CII Dakshin 2023 & Managing Partner, Sathya Jyothi Films said, "The



support of the Ministry has been immense for showcasing Indian films on a global level. This edition saw 80 speakers, 1000 delegates from South India, other parts of India and globally too representing the whole spectrum of the film industry," Mr Kamal Bali, Chairman, CII Southern Region, President & Managing

Director, Volvo Group India appealed to the Government to look into the GST and local body taxes that the film industry is currently being taxed with and to give the industry status tag which has been a demand for many decades."

Mr Chiranjeevi, Actor & Producer was honoured as the Icon of

the year. Ms Suhasini Maniratnam, Member, CII Dakshin Steering Committee received the honour on behalf of Mr Chiranjeevi. Mr Ravi Kottarakara, Member, CII Dakshin 2023 Steering Committee delivered the special address highlighting the Information & Cinematographers Act being passed by the Rajya Sabha as a major victory for the industry. "The request for the Act was presented to the Ministry during the first edition of Dakshin

2022. This year, it has become a reality," said Mr R K Selvamani, President, FEFSI & Directors Union. Ms Khushbu Sundar, Member, CII Dakshin 2023 Steering Committee delivered the vote of thanks thanking the Information & Broadcasting Ministry for supporting the media and entertainment industry constantly and making India a truly global leader in the field of cinema.

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"Kudi Mahaan will get me the right opportunities" - Actor Vijay Sivan's confidence

Chennai, April 21 2023: Every week, the Tamil industry frequently visits at least 3-5 releases in the theaters. It turns out to be a big challenge for small-budget movies to compete with the big star flicks. In fact, the success of small and medium-budget movies happens once in a while, and movies like *Pariyerum Perumal*, *Love Today*, and *Dada* have been ample pieces of evidence of it. However, these movies have owned strong support through some eminent personalities to push them forward and take them to the lanes of a successful run. On the other hand, good content-driven movies fail to fetch praise due to various factors that in turn become a saddening scenario. One such movie is 'Kudi Mahaan', which was released last month in the theaters. Although the press and media fraternity had acclaimed and praised the film, it failed to retain its theatrical run due to limited screens, and the arrival of new movies during the same and following weekends, thereby failing to garner a good response from the audiences. Vijay Sivan played the lead role and produced the film 'Kudi Mahaan', which had an amalgamation of good entertainment and humor along with family entertainer elements. Filmmaker



N. Prakash, who shot to fame by winning the Runner-up title in the 'Nalaya Iyakkunar Season 6', has directed this film... Actor Vijay Sivan shares his experience of acting and producing this film, along with his future plans in the industry. "I embarked on my journey in the film industry with a sheer and intense passion for acting. Since it's not an easy opportunity in mainstream cinema, I got a chance to express my acting abilities through short films and then gradually happened to be a part of the Nalaya Iyakkunar show. I developed a friendly bonding with Prakash during that time. Later, our film 'Kutti Dhadha' offered us some opportunities, thereby taking us to the gateway of mainstream cinema. Usually, the short filmmakers and their crew decide to adapt the same short film as a full-length feature movie in their maiden debut. Since our movie 'Kutti Dhadha' demanded for

more budgets, we decided to go for a fresh script. It all happened during the time when Corona wave started to take a rise in toll. Kudi Mahaan was created during this time. And we shot the entire film gradually with the corona restrictions and somehow pushed it for theatrical release last month. The press, media fraternity, and theater owners praised the movie stating they are witnessing the enjoyment and laughter of family audiences in the theaters after a long time. Although it was really elating, we couldn't take the movie to the general audiences properly due to the time constraints during the theatrical release. Now we are planning to get the movie streamed on the OTT platform. I produced this film, using this as an opportunity to showcase my acting abilities. I wanted the audience to identify me as a natural actor and hence didn't want any heroic elements in the first movie. I was so

predetermined about this factor. Hence, I gave complete freedom to director N Prakash to finalize the story and casting according to his own interests. Usually, I don't like interfering in others' work, and this helped me to focus on my character. My co-stars like Chandini Tamilarasan, Namo Narayanan, Suresh Chakravarthy, and others didn't have any ego and supported a newcomer like me, which helped a lot in delivering better performances. In fact, their contribution to the film has been immensely great. Their encouragement and suggestions helped me a lot in fine-tuning my performance. As a producer, I did my best without any compromises to make sure that the final output is achieved just as envisaged by the director on script papers. I had greater expectations of getting the entire team feel gleeful with the success. My thanks and wishes to producer Ravindran sir for believing in this movie, and Sasikumar sir for standing beside him as a support. My wishes to the entire team for the sincere hard work." Actor Ashwin Kumar said, "When I was shooting for Sembai, I got to hear the script of Ayothi and asked Ravi sir if I can act in this movie. But he told that Sasi sir is going to act, and he would be perfect for this character. I am sure that none other than Sasi sir would have pulled off this role excellently. In real life, Sasi sir is a nice person who treats everyone equally. He left everyone in tears with his performance in climax. My heartiest congratulations to Sasikumar sir, director Manithra Moorthy and the entire team for the grand success!" Actor Rajesh said, "When I came across the title 'Ayothi', I assumed it to be a religion based movie. I happened to watch the film when my friend Raghunathan invited, and I was spellbound. It gave an experience of watching a Hollywood movie. Humanity is a must to be followed ritual rather than sticking to caste and religion. This movie has imparted this beautiful message. All the actors have delivered beautiful performances in the movie. When Sasikumar reveals his name in the climax, it was an eye-moistening moment.

My wholehearted thanks to the entire team for gifting a beautiful movie." Actor Shanthnu said, "I have attended this

50th Day Celebration Event of Sasikumar starrer "Ayothi"

Chennai, April 21 2023: Humanity is the best religion that has to be followed! Such a beautiful message conveyed by the movie 'Ayothi' captured everyone's hearts. The film, produced by Trident Arts R. Ravindran is directed by Manithra Moorthy. Ayothi features Sasikumar, Yashpal Sharma, and Preethi Asrani in the titular characters. The film won heartwarming response from the audiences and tremendous reviews from the critics as well, thereby touching a commendable milestone of 50-days theatrical run. Marking the grand success of this film, the makers honoured the entire team of actors and technicians for their earnest dedication and hard work towards this film. The occasion witnessed the presence of many eminent personalities from the industry. Here are some excerpts from the event... Actress Rohini said, "This movie is an essential piece of work that has arrived at the right time. This film has imparted a beautiful message to love like Mother Nature. I thank everyone for appreciating this movie and making the entire team feel gleeful with the success. My thanks and wishes to producer Ravindran sir for believing in this movie, and Sasikumar sir for standing beside him as a support. My wishes to the entire team for the sincere hard work." Actor Ashwin Kumar said, "When I was shooting for Sembai, I got to hear the script of Ayothi and asked Ravi sir if I can act in this movie. But he told that Sasi sir is going to act, and he would be perfect for this character. I am sure that none other than Sasi sir would have pulled off this role excellently. In real life, Sasi sir is a nice person who treats everyone equally. He left everyone in tears with his performance in climax. My heartiest congratulations to Sasikumar sir, director Manithra Moorthy and the entire team for the grand success!" Actor Rajesh said, "When I came across the title 'Ayothi', I assumed it to be a religion based movie. I happened to watch the film when my friend Raghunathan invited, and I was spellbound. It gave an experience of watching a Hollywood movie. Humanity is a must to be followed ritual rather than sticking to caste and religion. This movie has imparted this beautiful message. All the actors have delivered beautiful performances in the movie. When Sasikumar reveals his name in the climax, it was an eye-moistening moment.

My wholehearted thanks to the entire team for gifting a beautiful movie." Actor Shanthnu said, "I have attended this



event on behalf of my father (K Bhagyaraj) as he is not well today. When



the film was released, he asked me to watch it without fail and kept appreciating it. Recently, I got the opportunity to watch this movie. It is such a wonderful film. While many movie teams are celebrating their film's success on the third day itself, it's so heartwarming to see the organic 50th Day celebration of this movie. Sasikumar Anna looks befittingly perfect for this role. My heartiest congrats to the entire team." Director Suresh Krishna said, "This theater lets me revisit lots of good memories. Annamalai and Baasha successfully crossed 25th week in this theater. These days, a movie successfully completing 50th Day run in the theater has become a rare scenario, which is now accomplished by Ayothi. I congratulate Trident Arts Ravindran for trusting this project and producing it, that too with a debut filmmaker. I also congratulate the entire team for trusting on the project that it will become a great success. Sasikumar told that story is the hero here and it's true. Manithra Moorthy has showcased his directorial adroitness that is usually owned by an experienced filmmaker. Yashpal had acted in Aalavandhan, and he has done a remarkable job in this movie. The little girl has left us spellbound with her performance.

Language is never a barrier for a movie. I wish the entire team on celebrating their success." Actor Thaman said, "I thank Moorthy sir, Ravi sir and Sasikumar sir for making me a part of such a great movie. This movie will move the hearts of everyone even if watched after 10 years from now. This movie deserves 100th Day in the theaters, and I will meet you all on that occasion as well. Thank You." Actress Preethi Asrani said, "I thank you all for the appreciations and

positive reviews. It's a blessing to get such an opportunity in Tamil

industry with the debut movie itself. I thank Moorthy sir, Ravindran sir, and Sasikumar sir for the great opportunity. Ayothi movie has proved that humanity is a language that speaks beyond the boundaries. Let us all follow it. Thank You." Actor Yashpal Sharma said, "Your love and support are bigger than any prestigious award. I thank director for making me a part of this project. Sasikumar and I have become great friends now. I thank him for his lovely support. This movie was filmed amidst lots of challenges during the covid times. This is the best movie in my career till now. Thank you." Trident Arts Ravindran said, "Everyone has appreciated this film. I thank everyone for your love and support for this movie. This success has instilled in me the confidence and hope to produce many movies like this. Thank You." Director Manithra Moorthy said, "After the film's release, many told that it's a right movie at the right time, and I am glad that it has happened through me. I thank God and Nature for this lovely gift for me.

My humble thanks to parents as I haven't given a single penny to my house, and still they didn't expect or question on this... I thank my guru Balaji Arul sir, who is no more with me. If not for Sasikumar sir, this movie would have not been possible. Although he didn't have prominence in few scenes, he would gladly step aside, thereby letting other actors perform it. Yashpal and Preethi delivered promising performances in this movie. Everyone in the team treated this movie as their own. I thank the press and media for taking this movie to all the public and making it successful. I thank Ravindran sir for encouraging me to make this movie." Director-Actor Samuthirakani

said, "In the recent times, Sasikumar and I haven't been catching up often as before. We used to discuss a lot about our projects when we meet. He told me about Ayothi during that time. There are movies that will be appreciated for 10-20 years, and this one will be celebrated till the existence of Tamil cinema. Many from the Telugu industry asked about this film, and I gladly told that it's my friend Sasikumar in the lead, and it is produced by my brother. It was a proud moment for me. This film has crossed beyond the boundaries and linguistic barriers. This movie must be directly released in Hindi and will definitely witness success. Manthira Moorthy has proved his adroitness in his debut movie itself. In real life, Sasikumar is no different from the character he has played in this movie. He is just a lovely and good-hearted human. Yashpal Sharma and Preethi have done a remarkable performance. This film will continue to have its successful run in the theaters." Director Sasikumar said, "Since the film's OTT rights were sold, the movie had to be released in the theaters at the earliest, and hence, it arrived without any big promotions. However, Ravindran sir assured of getting as much as possible for the release. Many didn't know about the film's release indeed. But with the great appreciations and reviews of the press and media, people started noticing the film, and started celebrating it. I understood the depth and intensity of this film, when Manthira Moorthy narrated the script. I desperately wanted to screen this film to Mahendran and Balu Mahendra sir, if they were alive. Mahendran sir had made a movie titled 'Nandu', where the Hindi characters would speak in the own language. However, the producer didn't agree to it, and he had to delete those scenes. I believe his soul would have rested in peace watching this movie. Many appreciated after watching the film. Rajini sir lauded the movie. My friend-actor Simbu personally called and appreciated me. Ayothi has proved what a good film can do. You have all imparted a great lesson on what kind of movies I must select and do hereafter. Thank you all!"

Shooting of "Lubber Pandhu" commences near Chennai Harish Kalyan-Attakathi Dinesh starrer

Chennai, April 21 2023: Filmmaker Tamizhara San Pachamuthu, the co-director of movies like *Kanaa* and *FIR*, and dialogue writer of *Nenjukku Needhi* embarks on his directorial venture with the film 'Lubber Pandhu'. Prince Pictures which has been consistently endowing audiences with a slew of content-driven movies like *Sardar*, *Kaari*, and *Run Baby Run* is producing this film 'Lubber Pandhu'. Harish

Kalyan and Attakathi Dinesh are playing the lead roles. Swastika Vijay and Vadhandhi Bala Saravanan, and many others. While the film's launch, which was a ritual ceremony



series fame Sanjana Krishnamoorthy are performing the female lead characters. The others in the star cast include Devadarshini, Chennai today. The

film based on rural-based cricket features a musical score by Sean Roldan. Dinesh Purushothaman is handling the cinematography and G. Madhan is overseeing the editing works.

Raksha Mantri Rajnath Singh stresses on need for comprehensive health

Chennai, April 21 2023: Raksha Mantri Shri Rajnath Singh stressed on the need for comprehensive health including physical, mental and spiritual domains to fully realise the benefits of demographic dividend. Virtually addressing the National Academy of Medical Sciences (NAMS) on its 63rd Foundation Day in New Delhi on April 21, 2023, he said the country's strong and youthful human resources must be nurtured properly to leverage their strength in making country stronger and self-reliant.



appropriate for him" he said that Guru has been given supreme position in our culture as it is through Guru one can have glimpse of God.

He complemented the NAMS for its contribution to the growth of Indian health sector, Medical education and research, as well as formulation of relevant health policies and establishment of 6 AIIMS all over the country.

Highlighting health as a key element in the development of any nation, Shri Rajnath Singh said overall development of the country is possible only if its citizens are healthy. The healthier people will be able to work for the progress of the country in a better manner and that is why health sector is key for our country. It is for this reason doctors and medical practitioners are respected and revered.

Quoting Swami Vivekanand he said "Guru should be like doctor who could understand his disciple and his nature and could impart knowledge to disciple which is most

Listing out the steps taken by government in ensuring health for all, Shri Rajnath Singh called on the medical fraternity to focus more on research of public health related issues. "During Covid we all realized how important research is in the health sector. The benefits of any research done in the health sector are not only quick, but with that research we can help our country as well as many countries of the world. Even during Covid, we saw how the vaccines made by Indian scientists and researchers benefited not only us but the whole world", he added.

Shri Rajnath Singh elaborated on the importance of the broader aspects of health which goes beyond having no illness and is linked with the vision of 'Healthy India, Strong India'. He added "According to World Health Organisation (WHO), good health encompasses complete physical, mental and social well-being of a

person. That is, health does not just mean that you do not have any disease, health is a much wider concept than this. It includes healthy life style, physical fitness, mental health, and social well-being."

Raksha Mantri highlighted the significance of social well-being which he viewed as the third dimension of health besides physical and mental health. He expressed concern that the social well-being is facing challenges as people move from their native places to urban centers and other places in search of work. Cut off from their roots, they feel lonely and insecure which impacts their health adversely. In addition, nuclear family and sub nuclear family have become more prominent with even single parenting emerging on the scene.

Shri Rajnath Singh added that such developments, if left unchecked, may endanger the institution of marriage and single person households may become common. "It may appear to be a matter of freedom of choice, but in reality it is a big social crisis pushing human beings

towards loneliness which need to be avoided. Many medical studies indicate that loneliness is the root cause of physical, mental and psychological problems of a person. We need to introspect whether we are destroying our social well-being in the name of so called modernity," he said.

Shri Rajnath Singh was of view that spiritual health is the fourth dimension of health besides physical, mental and social well-being. Elaborating upon the spiritual health which is based on having empathy with fellow human beings, he added "Today, it is very necessary for a human being to be spiritually healthy. Here when I am talking about spirituality, I do not mean any kind of religious rituals. By spirituality, I mean that state of human mind, when it starts experiencing oneness with whole creation and connects itself with the whole world. That is, when a man starts considering the happiness and sorrow of the society as his own, then that man becomes spiritual, in my view", he added.

Xiaomi India Launches at-home phone setup service support for Senior Citizens

Free service for Senior citizens for 30 days as an introductory offer

Chennai, April 21 2023: Xiaomi India, the country's leading smartphone and smart TV brand, has introduced a specialised at-home phone support services for their senior citizens users, strengthening its commitment to its users and fans. As a part of this initiative, Xiaomi will provide phone setup services for senior citizens.

will contact the customer to verify the type of service and eligibility by checking their pin code. Once done, a Xiaomi service representative will be at their doorstep at the earliest. The customers can also raise tokens via a hotline number 1800 103 6286 and on Whatsapp number -- 8861826286.

who may not be able to visit the Service center for various reasons. By offering a limited period free of cost at-home service, we want to encourage our users to stay better connected with our teams and enable us to deliver a smooth service. We will continue to align our efforts in making our services accessible to a larger network of customers in the coming years."

This benefit is exclusively available to senior citizens who reside within 20 kilometres of their nearest service centre. Other customers may also avail the services but will have to pay a

nominal charge of INR 249 plus taxes. In the first phase, the service will initially go live in 15 cities that include Ahmedabad, Bangalore, Bhopal, Bhubaneswar, Chandigarh, Chennai, Delhi, Hyderabad, Indore, Jaipur, Kolkata, Lucknow, Mumbai, Noida, Pune.

Xiaomi India is committed to providing the best customer experience and believes in going the extra mile to provide our customers with seamless and hassle-free services. We are confident that the on-door phone support service will be a game-changer and will set a new benchmark in customer service.

To avail the services, customers have to follow a few simple steps. They can choose their desired service by scanning a QR Code and filling in their personal details to proceed. Once the personal details are submitted, a Xiaomi service representative

Commenting on the initiative, Muralikrishnan B, President at Xiaomi India said, "At Xiaomi India, we strive to provide our customers with innovative and customised solutions to meet their evolving needs. This service is specifically designed for our senior citizen users

Flipkart announces 'Super Cooling Days' for customers with offers from brands across various cooling appliances

Chennai, April 21 2023: Flipkart has announced the launch of its flagship event, 'Super Cooling Days', between 21st April - 26th April, 2023. Super Cooling Days is a customized offering to help customers choose cooling appliances from an expansive range of sellers and brands. Customers will be able to choose from a wide array of options such as energy-efficient ACs, air coolers, smart fans equipped with BLDC motors (brushless direct current motor) and refrigerators which have been gaining traction over the years as customers look to save on electricity bills. During the 'Super Cooling Days' various attractive deals will be offered on cooling appliances by the sellers, and customers will also be able to avail of exchange bonuses, free installations as well as bank and prepaid offers on air conditioners, refrigerators, air coolers and fans.

Cooling appliances are now a necessity across the nation due to

the early summer season. The demand for all types of cooling appliances, including air conditioners, refrigerators, fans, and coolers, has significantly increased. Customers are willing to spend more on appliances with advanced and smart capabilities. The most recent data from Flipkart shows a significant spike in demand for cooling appliances, predominantly driven by Tier 2+ towns, with air conditioners and refrigerators witnessing a spike of 1.3X and 1.4X in its year-on-year growth, respectively. Amongst other categories, air coolers recorded 2X, and fans saw 1.4X year-on-year growth.

Cooling appliances in April have accounted for a significant portion of the entire year's summer vertical sales. The top-selling air conditioner brands include Blue Star, LG, Samsung, Lloyd, Daikin, and Voltas, with the highest-selling refrigerator brands being Samsung, LG, Whirlpool, Haier, and Godrej. The

top air cooler brands that customers prefer are Symphony, Hindware, and Crompton, while some of the leading fan brands include Atomberg, Crompton, Orient Electric, Havells, and Bajaj.

The LG 6-in-1 Convertible Inverter AC and Voltas Split Inverter air conditioner, Samsung double door, LG, and Whirlpool refrigerator were the most popular and searched products in the air conditioner and refrigerator categories, respectively. The Hindware 85L Desert Cooler, Havells Artemis BLDC Fans and Atomberg Ameza BLDC Fans were the most popular and most searched products in the air cooler and fan categories, respectively. Emerging brands like Atomberg, Voltas Beko, Lloyd, Flipkart's brand MarQ, and Candy have evolved their product offerings in the cooling appliance category. ACs, refrigerators, air coolers, and fans were popular across various cities such as Delhi, Hyderabad,

Chennai, Patna, Lucknow, Bangalore, and Kolkata. The fan category is expected to see the most growth in the near future.

As per Flipkart's insights, customers prefer cooling appliances that are energy-efficient and are drawn to technological advancements like Wifi-enabled features, FrostWash@ technology, Bottom Mount Freezers, remote control, convertible technology, and inverter compatibility. Fans featuring noiseless BLDC motors are the most demanded fans because of the significantly reduced costs of electricity, as these features are especially important for customers in tier 2 and beyond cities. The overall demand for cooling appliances has been highest in metro and non-metro cities like Bengaluru, Chennai, Hyderabad, Kanpur, Kolkata, Lucknow, New Delhi, Pune, Patna, and Varanasi.

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Since 2003, we have been providing high quality construction services to our clients across India. We are a team of professionals who are dedicated to providing the best quality services to our clients.

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18.10.2023

Projects in India

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Projects in India

Power Plant Jam Nagar - Reliance

Aqua Design India Pvt Ltd

Projects in India

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Dechid Spring - Alliance

Projects in Coimbatore

Tara Culture Centre

Projects in Bangalore

Auriga - Bangalore

Projects in Chennai

Vela Vangudi - Hyderabad

Hyderabad

Theripakkam - Adarshikam

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Its time to break the break-up blues! Mumtaj Begam, Counselling Psychologist, Fortis Hospitals, Chennai

Chennai, April 21 2023: Break-ups are hard. It is okay to feel upset, sad, confused about what to do next. However, it is important to remember that you are not alone and you can take baby-steps forward.

Here are some tips for moving on after a breakup:

1. Allow yourself to feel your feelings. It's normal to experience a range of emotions after a breakup, including sadness, anger, and disappointment. Allow yourself to feel what you need to feel and give yourself time to process your feelings.

2. Get your support system. Whether it's friends, family, or a therapist, having a support system can be very helpful during a breakup. Don't be afraid to turn to your loved ones and ask for their support. Sometimes just talking to someone can make all the difference.

3. Take care of



yourself. After a breakup, it's important to prioritize self-care. This can mean getting enough sleep, exercising, eating healthy and doing things that make you feel good. Taking care of your physical and emotional well-being can help you feel grounded and more resilient.

4. Discover new interests and hobbies. One of the best ways to move on after a breakup is to explore new interests and hobbies. It can help

you find new passions and meet new people. Whether it's joining taking a cooking class, or starting a new exercise routine, trying something new can be refreshing.

5. Give yourself time. Getting over a breakup takes time. Don't expect to feel better overnight, and don't rush yourself. Take time to heal and process your feelings. Be patient with yourself and remember that things will get better with time.

6. Avoid substance abuse. One of the common mistakes that everyone does is ending up with substance abuse or any unhealthy habits instead of ending up with an healthier one you can convert your energy to something more productive as in find your skills start working on it.

7. "Sometimes the end of one relationship is the beginning of a better one, trust the process and keep moving forward."

8. Lastly, instead of focusing on what went wrong in the relationship, try to learn from the experience and focus on personal growth. Use this time to figure out what you want in a future partner and what you can do to make yourself happy.

Remember, just as a flower needs time to blossom, so do you after a break-up. So be patient and kind to yourself as you move through this difficult time.

Mark Zuckerberg announces Keep in Chat on WhatsApp your new Sender Superpower

Chennai, April 21 2023: Today, Mark Zuckerberg announced a new product on WhatsApp called "Keep in Chat" that lets people in a chat which has disappearing messages save the messages they need most.

With Disappearing Messages conversations do not have to stick around forever just like in person discussions. While this extra layer of

privacy protects messages from falling into the wrong hands, sometimes there's that occasional voice note or key piece of information you want to keep.

WhatsApp is introducing "Keep in Chat," so you can hang on to texts you need for later, with a special superpower for the sender. We believe if you've sent the message, it's your choice whether others in the chat

can keep it for later.

To make this work, the sender will be notified when someone keeps a message, and the sender will have the ability to veto the decision. If you've decided your message can't be kept by others, your decision is final, no one else can keep it and the message will be deleted when the timer expires. This way you have the final say on how

messages you send are protected.

Messages you've saved on your WhatsApp will be noted with a bookmark icon and you can see these messages, organized by chat, in the Kept Messages folder.

We hope people enjoy this new update and the flexibility to keep the messages they need. This will roll out globally over the next few weeks.

Godrej Capital launches NIRMAAN, a digital platform to help MSMEs grow their businesses to their potential

Chennai, April 21 2023: Godrej Capital, the financial services arm of the Godrej Group, today announced its new digital platform, Nirmaan, to provide MSME owners an all-inclusive opportunity to grow their businesses. Carefully curated, Godrej Capital Nirmaan packs a range of partners that provide services critical to the growth of MSMEs.

The MSMEs in the country today face challenges like limited access to the market and the ability to expand beyond their regional reach, lack of know-how about legal and regulatory compliance requirements, Limited access to technology, hiring and retaining a skilled workforce, and limitation of access to credit. Godrej Capital

Nirmaan aims to solve these challenges and provide services under the categories of "Grow the Business," "Ease Business Operations," and "Transformation through upskilling."

The company has initially partnered with Amazon Global Selling, Onsurity, Zolvit, and MSMEx to help increase the potential market reach, simplify legal and compliance, enhance employee health and welfare, and provide business coaching for small businesses. In addition, while Godrej Capital Nirmaan users get product & pricing offerings at a discounted price point, Godrej Capital customers will be entitled to additional and exclusive pricing benefits.

Furthermore, the flagship platform is the

first in the BFSI industry in India. It goes beyond its core lending offering and provides value-added services encompassing business growth opportunities, ease of business, and knowledge and network avenues.

Speaking on the launch, Manish Shah, MD & CEO at Godrej Capital, said, "The Godrej Group has a long standing commitment to contributing to the growth of the Indian economy, and through Godrej Capital, we are proud to launch Nirmaan, which will enable MSMEs to grow their fullest potential and thus drive economic growth of the country. We have closely studied the growth challenges of MSMEs in the country, and along with the

lending services we already provide, with Nirmaan, we can help solve some of those challenges and support the sector's growth."

Godrej Capital is focused on bringing more value-adding services to the platform through strategic partnerships and keeping updated with the challenges that must be solved.

In this initial launch phase, services will be promoted in 30 key markets across India but available in all corners of India.

Godrej Capital has, so far, disbursed over INR 5300 crores since inception in November 2020 across housing, SME, and MSME loans. In addition, it has expanded its presence across 13 cities in India.

Rallis India Bags Chemexcil Bronze Award for Outstanding Export Performance

Chennai, April 21 2023: Rallis India Limited has been conferred with the Bronze Award at the 47th Chemexcil Exports Awards organised by the Chemicals Export Promotion Council (Chemexcil) for its export performance in the category of large-scale manufacturers for 2018-19. The award ceremony was held in Mumbai earlier this week.

The award recognizes Rallis India's performance in the chemical export industry and its significant contribution to the Indian economy. Smt. Anupriya Patel, Union Minister of State for Commerce and Industry presented the award to Rallis India.

Mr. Sanjiv Lal, Managing Director and CEO of Rallis, said, "In the coming years, our



focus on exports will continue to increase.

India is positioned to become a leading exporter of agrochemicals. With many products going off-patent, India has an opportunity to take the lead with production of crop protection products. Our focus on quality has helped us become a trusted partner for many international players. It is gratifying to see the

work of our team being recognized."

Rallis India is currently exporting to 50 countries with key markets across Europe, Asia, Middle East, Americas, Africa and Oceania. The company has been focusing on investing in registration to enhance export revenue from existing as well as new markets.

Chemexcil is a

statutory body set up by the Government of India to promote and develop the export of chemicals and allied products from India. The council has been instrumental in promoting Indian chemicals and allied products globally, and the awards instituted by Chemexcil are highly prestigious in the Indian chemical export industry.

Dozee Raises \$6 Million to Bolster its Ambition of 'HarBedDozeeBed'

Chennai, April 21 2023: Dozee, India's first contactless Remote Patient Monitoring (RPM) & AI-based Early Warning System (EWS) has raised \$6 Million as part of its Series A2 funding. The round saw the infusion of funds from Dozee's existing investor base consisting of Prime Venture Partners, 3one4 Capital, YourNest VC, and new investors which include State Bank of India, J&A Partners Family office, and Dinesh Mody Ventures (ex-JB Chemicals and Pharmaceuticals promoters - Sharan Asher & Pranabh Mody). Dozee has established a presence in over 380+ hospitals covering 50+ districts. Its key recent milestones include the US FDA 510(k) clearance for its flagship Remote Patient Monitoring product - Dozee Contactless Vital Signs (VS) Measurement system, further demonstrating its commitment to Made in India, with global standards. USFDA is the gold standard for medical devices and algorithms.

Earlier this year, Dozee partnered with British International Investment (BII), the UK's development finance institution (DFI) and impact investor, to upgrade 6,000 hospital beds in ~140 public hospitals across India and in other regions to transform the public healthcare landscape. Furthermore, the company has won prestigious awards such as Marico Innovation Foundation Award, FICCI Gold Award for digital innovation in

healthcare, Anjani Mashelkar Inclusive Innovation Award (AMIIA), and many others.

"Dozee plans to further tap over 2,000 hospitals in more than 100 districts in the next two years to improve the quality of critical care facilities in India. The current Series A2 fund-raise is a part of the company's plan to further its reach to every nook and corner of the country and to begin the era of 'Made in India' products in the global market. In the last couple of years, Dozee has grown tremendously, but our growth journey is just beginning, and there is still much more to do. Our growth momentum demonstrates accelerating progress toward our goal of making 'HarBedDozeeBed' the future of Indian healthcare infrastructure," said Mr. Mudit Dandwate, CEO & Co-Founder, Dozee.

Leading with its vision of 'Make in India, Made for the World' Dozee's innovative technology aims to bridge the healthcare gaps in India and developing countries through its contactless Remote Patient Monitoring (RPM) and AI-based Early Warning System (EWS). With this fresh funding, Dozee plans to expand further in the Indian market and invest more in its differentiated R&D capabilities. In addition, the funding will provide a springboard for the company's global expansion.

Dozee enables healthcare workers to remotely monitor patients' vital parameters such as heart rate, respiration rate, blood pressure, blood oxygen

saturation levels, temperature, and ECG. Dozee's Early Warning System (EWS) tracks the trends of vital parameters and provides alerts to healthcare providers for early detection of patients' clinical deterioration, enabling timely medical intervention. Research done by independent consulting firm Sattva shows that for every ~100 Dozee connected beds, it can save ~144 lives and ~80% of the time taken for vitals by nurses and reduce ICU ALOS by ~1.3 days.

Founded in 2015 by IIT graduates Mudit Dandwate and Gaurav Parchani, Dozee is a truly 'Made in India' innovation with global standards in patient safety, data security, privacy, and reliability, trusted by top-of-the-line healthcare providers across the country. Its innovative technology has proven to be vital during the COVID-19 pandemic and aims to pave the path for assured and easy accessibility to healthcare. Dozee's mission is to unburden the healthcare system and make quality healthcare accessible to all.