

'TNCC has no qualms backing Udhayanidhi Stalin'



Chennai, Sep 05 2023: The Tamil Nadu unit of the Congress party has taken an independent stand and unequivocally supported DMK Minister Udhayanidhi Stalin on the Sanathana Dharma issue. Unlike its rival BJP which has struck a chord with its national leadership, the TNCC, by and large, has sided with the ally DMK and publicly criticised the Sanathana Dharma, and that too when a few Congress leaders up north have expressed their reservations to Stalin junior's critique. While the BJP and its

ilk were accusing the Congress national leadership of silently endorsing Udhayanidhi and exploiting it for electoral harvest in the north, state Congress President K S Alagiri has voluntarily defended the ally's statement and even elucidated his definition of the dharma.

As netizens interpreted Alagiri's defence of Udhayanidhi as being done at the behest of the AICC, the latter reasoned that his stand has a historic precedent. "Mahatma

Gandhi was pious and god-fearing. His chief disciple Nehru was a non-believer. Even Gandhi was highly critical of the regressive ideas and superstitions in the Hindu religion. So, two divergent opinions existed even in the distant past." "What is Sanathana Dharma? They (BJP) say it is constant and it endorses old practices? Sati, untouchability and discrimination against women are old practices. Sanathana Dharma endorses that. That is why we are opposing it," Alagiri said. Asked if the AICC

got in touch with them on the issue, he said, "No one from the high command communicated anything to us on the issue. I just started my views. The Congress party believes in religion and the existence of god. It does not believe in caste inequality. I have just stated that." Significantly, Karnataka Minister Priyank Kharge, son of AICC president Mallikarjuna Kharge, was among the few voices that expressed solidarity with the DMK minister.

Finance Minister, Nirmala Sitharaman unveils HSBC India's strategic partnerships in Green Hydrogen

Chennai, Sep 05 2023: Nirmala Sitharaman, Minister of Finance, Govt of India announced the launch of HSBC India's strategic partnerships towards enabling innovation in Green Hydrogen. HSBC India has partnered with IIT (Indian Institute of Technology) Bombay and Shakti Sustainable Energy Foundation (SSEF) to pursue technological advancements to make green hydrogen more efficient, cost-effective, and scalable. These two partnerships, with total grant support of INR 15 crores (~USD 2 mn), will focus on innovation projects that will help prioritize green hydrogen as a strategic alternate fuel, help in building a robust, green hydrogen economy, and achieve the government's vision of an energy-independent nation.

These partnerships were announced by Nirmala Sitharaman, Minister of Finance along with the leadership teams from HSBC, IIT Bombay and SSEF - Mark Tucker, Group Chairman, HSBC, Hitendra Dave, CEO, HSBC India, Aloka Majumdar, Global Head of Philanthropy & Head of Sustainability, HSBC India, Jamshyd Godrej, Chairperson of the Board, Shakti Sustainable Energy Foundation and Prof. Ravindra D. Gudi, Dean, Alumni and Corporate Relations, IIT Bombay

Speaking at the launch, Nirmala Sitharaman, Minister of Finance said, "Our Government is focused on driving green growth through a range of green reforms. This will provide a roadmap towards reducing carbon intensity in the economy and enable the creation of green job opportunities. Green hydrogen has a

pivotal role to play as we counter climate change and work towards enabling a low-carbon and self-reliant economy. We're aiming to make India a global hub for production, utilization and export of green hydrogen. I welcome the efforts and partnership of HSBC India, IIT Bombay and SSEF in addressing the challenges in this segment and working on solutions to make green hydrogen scalable and commercially feasible."

The partnerships will help boost Govt. of India's National Green Hydrogen Mission, which is providing policy support towards achieving global leadership in green hydrogen transition. The National Hydrogen Energy Mission, announced in the Union Budget of India, 2021-22, is a significant step towards a greener future that will lay down the roadmap for tapping alternate sources of energy in India.

Speaking on the occasion, Mark Tucker, Group Chairman, HSBC, said, "We're committed to helping deliver a net zero global economy by 2050 or earlier in line with the Paris Agreement goals. We are providing finance to accelerate climate change solutions and building partnerships to drive technological breakthroughs, foster collaboration and support innovation towards enabling a green hydrogen economy. The biggest impact we can make is to reduce the emissions we finance, which means supporting our clients on their transition journeys."

HSBC's initiative with IIT Bombay - Innovation in green hydrogen programme

The partnership with IIT Bombay will

encourage researchers, scientists, and students across IITs to develop breakthrough technologies and solutions that address key challenges in green hydrogen production, storage, transportation, and utilization. As part of this programme, IIT Bombay will invite project proposals, which will be evaluated by a steering committee composed of representatives from HSBC India, professors, and faculty members from multi-disciplinary areas. The committee will select the top three submissions; depending on the committee's assessment, the project's viability, and its commercial readiness, the shortlisted submissions could also be incubated at IIT Bombay.

HSBC's Initiative with SSEF - Hydrogen Economy: Innovation-led growth in select industry clusters Shakti, an important thought leader and knowledge partner in India, focuses mainly on climate change and energy. This partnership with Shakti will focus on a geospatial analysis of industrial clusters in the states of Gujarat, Maharashtra, Jharkhand, and Chhattisgarh that have the potential to produce and use green hydrogen. The project aims at conducting research on policy, technological, and financial solutions that will be relevant for real-world application of green hydrogen in industrial facilities across key states. An assessment of applicable hydrogen production routes for various applications in the shortlisted clusters, skill building and worker transition, will be crucial areas of this research.

Commenting on the initiative, Hitendra Dave, CEO, HSBC India, said, "Sustainability is a key element of our business, operations, and community investments. We're delighted to work at the grassroots level as well as with institutions like IIT Bombay and SSEF to foster ideas that will make green hydrogen scalable and commercially feasible. We believe we have a crucial role to play in accelerating the development and deployment of green hydrogen technologies and driving the transition to a sustainable and low-carbon energy system."

Jamshyd Godrej, Chairperson of the Board, Shakti Sustainable Energy Foundation, said, "Shakti is committed to supporting India's ambition of becoming a global leader in green hydrogen. We provide cutting-edge research on technology, policy, and investments related to scaling green hydrogen production and generating demand by demonstrating use cases and designing business models. Green hydrogen will be critical to achieving India's twin objectives of net zero by 2070 and energy independence by 2047."

Speaking about the initiative, Prof. Subhasis Chaudhuri, Director, IIT Bombay, said, "Moving towards sustainable and clean sources of energy is a crucial step in the global fight against climate change. Green Hydrogen, with its applications across industries including transportation, will occupy a vital space in global energy. I am confident that this partnership between IIT Bombay, HSBC, and the Shakti Sustainable Energy Foundation will accelerate research in this space and facilitate India's transition towards wide-scale adoption of green hydrogen."

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"Adhik's real film journey starts from Sep-15", says Vishal

Chennai, Sep 05 2023: 'Mark Antony' produced by S. Vinod Kumar under Mini Studios and directed by Adhik Ravichandran, stars Vishal and SJ Suryah in lead roles. Ritu Varma, Sunil, Selvaraghavan, Redin Kingsley play pivotal roles and the film's music is composed by GV Prakash Kumar.



For this we paid more attention to the set and graphics work. Almost 3000 graphics are included in it. Similarly, 99 percent of the scenes are shot on the sets".

Speaking at a press interaction, Actor Vishal said, "This film will be released in South Indian languages including Tamil on September 15 and in Hindi on September 22 to celebrate Vinayaka Chaturthi. I have played two characters namely Mark and Antony in this film. For the first time I have played dual roles. I have played the role of father who is a gangster and Ritu Varma is paired opposite Mark and Abhinaya opposite Antony. It has been developed as a science fiction time travel film. The film alternates between the 1970s and 1990s. But unlike a flashback, the year 1975 in one scene and 1995 in another will keep changing. It has been made in a way that is clearly understandable not only to the city crowd, but also to the fans in the village of Kadakodi".

"For the portion of the story set in the seventies, we've shown old Madras like the old LIC building, double decker bus, etc.

GV Prakash has composed the music for me after eight years and has given the required strength to the film with his music even before the release. Also, I get an experience with every film. But after 20 years, an event that surprised me happened in this film. In a scene where actor Sunil and I were acting, I only have one word to deliver. But he has four pages of lines. Whilst he was acting with different facial expressions like anger, pleading, sad and aggression, I was amazed without realizing it. When the scene was over, I hugged him and congratulated him. His performance in this film will surely teach a lot to the actors who will come after him. I am saying it as an actor who came through the 'koothupattarai'. Apart from that, SJ Suryah also sets a good tempo in every scene. I

learned a lot of lessons from SJ Suryah for free when I was acting with him. I met SJ Surya for the first time as my college senior during the hostel selection. No matter how many problems he has faced over the years, he hasn't changed till date".

"We decided the release date of the film a month and a half before. If it is a sports competition, it is interesting only if there are many players. Whatever film enters the field, it has to face the competition. 'Jawan' is releasing only in Hindi, so we are releasing it in Hindi on September 22 after a week".

"I had an opportunity to act with Vijay in 'Leo'. But as I am acting only in one film at a time, I couldn't grab the opportunity for 'Leo'. Then I told Lokesh, "You are lucky... you have got a good opportunity again use it". I am also preparing to direct a film with Vijay next".

Actor SJ Suryah said, "The best part is, we shot a family film together as bachelors.

Then, we were shooting a fight sequence for the climax scene. The lorry driver who was speeding towards us stepped on the accelerator instead of the brake. I noticed that. Vishal didn't notice it. But as the crew screamed in shock after seeing this, he turned the vehicle towards the director's seat. Fortunately, everyone escaped by jumping to the other side. Also, everyone wants to act, but Vishal wants to leave acting and go for direction".

"I am not the old Adhik Ravichandran", began Director Adhik Ravichandran. "SJ Suryah has this line in this film... 'I have forgotten everything and changed my mind'; it applies to me. The story is about the hustle and bustle while running to achieve it, at its centre is a telephone".

"When Vishal got down from his caravan with make-up for his character, almost 500 people gathered and applauded and after this we were partially satisfied that the film was going to be a success".

"Vishal would often forget he was in character and would clap in most of the scenes of SJ Suryah. If asked why he did that, he would say, "It was great, take another take", said Adhik Ravichandran.

'Iyakkunar Imayam' Bharathiraja, Maestro Ilayaraja reunite after 31 years for 'Margazhi Thingal', a film starring Bharathiraja, directed by Manoj Bharathiraja and produced by Director Suseenthiran

Chennai, Sep 05 2023: Actor Manoj Bharathiraja will make his debut as a director through a film titled 'Margazhi Thingal' bankrolled by Director Suseenthiran's Vennila Productions. The film has newcomers in lead characters, while 'Iyakkunar Imayam' Bharathiraja plays a very important role.



Bharathiraja and music maestro Ilayaraja have teamed up after 31 years for this film. The last film they worked together in was 'Nadodi Thendral'.

With the two legends teaming up for 'Margazhi Thingal', a song composed by Ilayaraja has been recorded, much to the happiness of everyone involved. The film's

crew says this song will touch all hearts.

Director Suseenthiran is delighted over producing this movie, which will bring together 'Iyakkunar Imayam' Bharathiraja and his son Manoj Bharathiraja, under his Vennila Productions banner.

Manoj Bharathiraja expressed happiness

that he got the opportunity to direct his maiden directorial venture, though he made his acting debut with Bharathiraja's 'Taj Mahal' and has acted in various films since then.

Thanking Suseenthiran for producing his first film as a director, Manoj Bharathiraja expressed

hope that the movie will be liked and appreciated by all. Manoj, who worked as assistant director to Mani Ratnam in 'Bombay', met the ace filmmaker and sought wishes for his directorial debut.

Manoj Bharathiraja also said that Ilayaraja's songs and background score will play an important role in this story which has got a huge scope for music.

'Margazhi Thingal' bankrolled by Director Suseenthiran's Vennila Productions, marking the directorial debut of Manoj Bharathiraja and starring 'Iyakkunar Imayam' Bharathiraja in a key role with musical score by Maestro Ilayaraja is fast taking shape.

Carnatic music maestro... Sudha Ragunathan sung a gaanaa song

Chennai, Sep 05 2023: Director Chimbudeven's next film features Yogi Babu in a lead role. Before three weeks, the title of this film was revealed as 'BOAT - Neythal Kathai'. 'Maali & Maanvi Movie Makers' Prabha Premkumar producing this movie. Ghibran is composing the music. The film has been shot entirely at sea. In this film, there is a Situation where the heroine Sings Gaana song for the hero. Ghibran composed the



tune. Director & music director thought, song will come out better if carnatic music queen Padma Bhushan Sudha Ragunathan sings this Gaana song. Sudha

Ragunathan was approached by film crew. With a smile, she said, 'Attempting to sing a Gaana song for me is a healthy experiment! Music has no barriers. I

will definitely sing. But I will be in India from London after three months! Without any hindrance, the film crew waited for three months and recorded the song when she returned to Chennai. Sudha Ragunathan got impressed & liked the song after completed the recording, also appreciated music director Ghibran. The 'BOAT' film is scheduled to be released in November. Lyric-Gold Devaraj from north chennai.

Natural Star Nani, Shouryuv, Vyra Entertainments, Hi Nanna New Shooting Schedule Kick-started In Coonoor, Get Ready For A Musical Extravaganza

Chennai, Sep 05 2023: Natural Star Nani is presently starring in a Pan India film Hi Nanna being helmed by debutant Shouryuv. Produced prestigiously by Mohan Cherukuri (CVM) and Dr Vijender Reddy Teegala under the banner of Vyra Entertainments, the movie that stars Mrunal Thakur playing the female lead. Billed to be a wholesome family entertainer, the movie will see Baby Kiara Khanna as Nani's daughter. Meanwhile, the film's new shooting schedule is kick-started in the lush beauty of Coonoor. Nani says Hi from the location and he is seen enjoying the exotic location. Get ready for a musical extravaganza. The musical promotions of the movie will begin soon. The makers



previously unveiled the film's first look poster and also a glimpse which received a thumping response. The glimpse helped the

movie to garner a good buzz across the country. Hesham Abdul Wahab scores the music, while Sanu John Varughese ISC is the

cinematographer. Praveen Anthony is the editor and Avinash Kolla is the production designer, and Satish EVV is the executive producer. The movie will hit the screens in Telugu, Tamil, Kannada, Malayalam, and Hindi languages on December 21, this year. Cast: Nani, Mrunal Thakur, Baby Kiara Khanna. Technical Crew: Director: Shouryuv. Producers: Mohan Cherukuri (CVM) and Dr Vijender Reddy Teegala. Banner: Vyra Entertainments. DOP: Sanu John Varughese. Music Director: Hesham Abdul Wahab. Production Designer: Avinash Kolla. Editor: Praveen Anthony. Executive Producer - Satish EVV. Costume Designer: Sheetal Sharma. PRO: Nikil Murukan.

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ITF PC Open returns to Chennai after 4 years

Chennai, Sep 05 2023: The ITF PC Open will return to the city after a hiatus of four years with the multi-gender tournament being held here from September 11 to 16 at the Presidency Club.

The tournament consists of three age categories that will have players above 35, 45 and 55, competing in both singles and doubles categories.

Also, it would be the first time that the event would witness the participation of female players, with the qualifying rounds for both genders starting on Friday.



The total prize money up for grabs is Rs 2.10 lakh.

Tuesday happened to be the final day of players' registration, while the tournament has confirmed that there have been more than 90 players who have registered across the three age groups, with the draw set to take place

on Sunday.

The competition happens under the patronage of the International Tennis Federation, All India Tennis Association and Tamil Nadu Tennis Association.

"We need to have tournaments for all (age) fraternities now. Also,

with the ladies taking part for the first time, it caters to the tennis-loving fraternity of the country," said Hiten Joshi, Tournament Director and Wild Card Allocation at a press meet. "There are eight tournaments in a row, starting with the PC Open. I am sure you will be witnessing some highly competitive tennis out there. I hope the youngsters will come and learn something from this." Asked about the chances of seeing some top or retired stars participating, he clarified, "It will only be known once we look at the complete list of the players who have registered themselves."

Apollo Hospitals launches upskilling initiative to revive family physician network

Chennai, Sep 05 2023: In a key initiative to revive the practice of family physicians and bolster their position in the community, Apollo Hospitals, Chennai has partnered with the Academy of Family Physicians of India to launch an upskilling workshop for 100 general practitioners. This initiative has been designed to shine light on the critical role of the family physician in the diagnosis and management of ailments and referrals to specialist doctors in the healthcare network.



the outpatient setup, conduct of normal labour with neonatal resuscitation. The conference will feature sessions on a variety of themes such as fever treatment among children, growth assessment of children, thyroid disorders among pregnant women, menstrual health, obesity management, infectious diseases and geriatric health. It will also include sessions on primary care for orthopaedic ailments

and mental health. The workshop will be led by experts from a wide range of disciplines.

Dr. Rahul Menon CEO & DMS Apollo Vanagaram, said, "Apollo Hospitals is proud to be partnering with the Academy of Family Physicians of India to upskill doctors and grow the specialty. Family physicians are the first point of contact for a patient in the healthcare ecosystem. Their familiarity with

the patient and their family history helps them to manage a range of ailments over a person's lifespan. They play a vital role in providing comprehensive, coordinated care that meets the needs of patients across ages and are a key part of their communities. Family medicine has a bright future as the country has a large and growing population constantly seeking high-quality, affordable and accessible care. We are hence gearing up to launch a more advanced training programme on a pan-India level to ensure larger reach of this effort."

The workshop is on at Apollo Hospitals Vanagaram from September 2nd and 3rd, 2023.

Kanupriya Johari from SRM Institute of Science and Technology (SRMIST), Kattankulathur, Chennai, emerges as the winner of the Tata Crucible Campus Quiz 2023 Tamil Nadu Cluster 1 Finals

Chennai, Sep 05 2023: Kanupriya Johari from SRM Institute of Science and Technology (SRMIST), Kattankulathur, Chennai, emerged victorious in the Cluster 5 Finals of the Tata Crucible Campus Quiz 2023, India's most prestigious business quiz.

Representing the Tamil Nadu region, the Cluster 5 Finals witnessed power-packed performances from all participants. The winner earned a cash prize of 35,000* and secured a spot in the Zonal Finals. Shakeel from IIM Trichy was declared the

runner-up, winning a cash prize of Rs. 18,000*.

For the Campus Quiz this year, the country has been divided into 24 Clusters and after two levels of online prelims, top 12 finalists from each Cluster have been shortlisted for the Wild Card Finals out of which top 6 finalists will then compete in the 24 online Cluster Finals. These 24 Clusters are further grouped into four zones- south, east, west, and north and each zone comprises of 6 Clusters. The Zonal Finals are also being held online. The National Finals will be

held as a ground event.

Cluster winners and runners-up will receive cash prizes of Rs. 35,000* and Rs. 18,000* respectively. The top two scorers from the four Zonal Finals will advance to the National Finals.

The National Finals will feature 8 finalists, vying for the title of National Champion, who will receive a grand prize of Rs. 2.5 lakhs* and the coveted Tata Crucible Trophy. Additionally, this year's National winner and the top two scorers at the National Finals will get an opportunity to win an internship* with the esteemed Tata

Group.

Giribalasubramaniam, widely known as 'Pickbrain', a renowned quizmaster and Tata Crucible veteran, will serve as the Quizmaster for this edition, accompanied by Quiz Co-host Rashmi Furtado.

Since its inception in 2004, Tata Crucible, a knowledge initiative by the Tata Group, has been providing young minds a platform to showcase their quizzing acumen, fostering curiosity and out-of-the-box thinking through quizzing.

ICICI Prudential Life Insurance launches ICICI Pru GIFT Pro

Chennai, Sep 05 2023: ICICI Prudential Life Insurance has launched an innovative income plan, ICICI Pru GIFT Pro, which provides customers the option to receive either a year-on-year increasing income or a constant regular income. In addition, the life cover component of this non-participating savings product ensures the family has financial security.

ICICI Pru GIFT Pro allows customers to customise the product to their unique needs by providing a choice of income benefits and premium payment terms, among other flexibilities.

Along with assured long-term income, ICICI Pru GIFT Pro offers customers the option to receive a lump sum benefit. Customers have the flexibility to choose any amount up to 100% of the premiums paid as a lump sum benefit and also select the timing of receiving the benefit. With this feature, customers can plan for life's most cherished

milestones, such as owning a house, leaving a lasting legacy for loved ones, or building a substantial retirement corpus.

This feature-rich product also ensures the nominee will continue to receive the income in case of the demise of the policyholder during the income period. ICICI Pru GIFT Pro effectively provides customers with the flexibility to meet both short and long-term income needs.

ICICI Pru GIFT Pro provides a range of premium payment terms from 5 to 12 years, letting customers save as per their convenience and goal timeline. Also from the 8th year onwards, they can start receiving income for as long as 30 years.

Mr. Amit Palta, Chief Distribution Officer, ICICI Prudential Life Insurance said, "We are excited to introduce ICICI Pru GIFT Pro, a long-term savings product with built-in flexibilities that will

allow customers to adjust the product to suit their unique needs, thereby enabling them to better prepare for and achieve life goals. Besides the life cover component in the product provides financial security to the family.

ICICI Pru GIFT Pro has been designed to empower customers to receive income as per their financial needs.

Significantly, the product will also enable customers to decide the time and quantum of lump sum funds they want, to ensure the fruition of their financial goals.

ICICI Prudential Life has institutionalised a 4D framework with customers at the core, offering 'diversified product propositions' as one of the pillars.

Besides regularly engaging with our customers to understand their needs, one of the ongoing initiatives is to reimagine life insurance products well beyond the traditional constraints.

Today the customer is exposed to a wide array of products and services which offer the promise of hyper-customisation. Even in financial services, the customer is seeking the assurance that the financial product they are trusting will be tailor-made to their specific requirements and not just be a one-size-fits-all plan.

The other important point we picked up in our engagement with customers was the need to have benefits which could provide some cushion to inflation. Which is why, in ICICI Pru Gift Pro, we are providing customers with a choice to either receive increasing income every year or constant income, both for a period of up to 30 years.

This feature-packed product provides comprehensive long-term financial savings solution. We believe it offers a perfect blend of financial protection and income with maximum flexibility to tailor the plan to suit one's needs."

India Post and Shiprocket partner to strengthen e-commerce export ecosystem

Chennai, Sep 05 2023: Department of Posts, as part of its ongoing initiatives to create an export ecosystem for e-commerce in the country, entered into an agreement with Bigfoot Retail Solution Pvt Ltd (Shiprocket), one of the leading e-commerce enablement platforms. The collaboration aims to enhance e-commerce exports by leveraging India Post's extensive presence and reliable shipping solutions.

The agreement was signed today in New Delhi in the presence of Shri Alok Sharma, Director General Postal Services, Chief Postmaster General Delhi Ms Manju Kumar and Shri Saahil Goel, CEO, Shiprocket, marking a significant milestone in India's cross border e-commerce landscape.

Speaking at the event, Shri Alok Sharma, Director General Postal

Services shared, "India Post has taken a series of steps in the recent past like expansion of Foreign Post Offices, introduction of Postal Bill of Export to enable commercial exports through post offices, launch of a competitive International Tracked Packet Service and setting up of Dak Ghar Niryat Kendras (DNKs) across the country."

"The online order processing, export documentation, compliances and Customs clearance has been made easy through electronic Postal Bill of Export (PBE) which can be filed on DNK portal. Integration of DNK portal with different agencies and e-marketplace will benefit the artisans, craftsmen and SME sellers from the remotest areas of the country. As on date more than 600 DNKs have been made operational," Shri

Sharma added.

This agreement will lead to technical integration between Dak Ghar Niryat Kendra and Shiprocket and enable India based sellers, using Shiprocket, to directly generate e-PBE and shipping labels from Shiprocket platform itself. The exporters can avail packaging, label printing, pickup facility and induct their shipments to the nearest DNK in any part of the country.

During the event, Ms Manju Kumar, CPMG Delhi, highlighted that "e-commerce has emerged as a powerful driver of economic growth and innovation and this collaboration aims to achieve the same by harnessing the extensive Post Office infrastructure and enable more small businesses on Shiprocket platform to participate as well."

Shri Saahil Goel,

CEO Shiprocket, said, "We are thrilled to extend our strategic partnership with India Post, a collaboration that is set to reshape the landscape of e-commerce and global trade for MSMEs. Together with India Post, we are committed to provide faster, more secure, and more efficient global parcel services to over 200 destinations worldwide. We aim to not only expand our reach but also reduce first-mile costs and delivery time through Dak Ghar Niryat Kendras (DNKs)."

This partnership holds immense promise as we work together with logistics aggregators and e-market place leaders to promote e-commerce exports in a digital age. The agreement is the latest addition in India Post's export-oriented initiatives after the MoU signed with Amazon last week.

Ayyappa Seva Sangha's duty to protect tribals: M. Rajagopalan Nair



Chennai, Sep 05 2023: Nilakkal - Manjathod: Before the Existence of Ayyappa Seva Sangam and Devaswom Board in Sabarimala, the tribals were doing all the services to the Ayyappa devotees coming to Sabarimala, protect

them. The chairman of the board and the former Devaswom Recruitment Board said. M. Rajagopalan Nair said.

He was speaking after inaugurating a programme titled 'Vanvasi Oru Kaihang' at the Tribal Colony in

Manjathodu under the leadership of the Central Committee of Akhil Bharatha Ayyappa Seva Sangh.

Ranni-Perunad grama panchayat president P. S. Mohan presided over the function. Ayyappa Seva

Sangha national general secretary Koyam Janardhanan, P. Narendran Nair, Adv. R. Manoj Pala, K.; Kochukrishnan, Suresh Adimali, Tiruppur Gopaldasamy, Kunjumol Teacher, C. M. Salimon, P.N. Manoj spoke.

The Association of Physicians of India - Ipsos survey shows that doctors surveyed believe formal guidelines will help increase adoption of adult immunisation

Chennai, Sep 05 2023: A recently conducted survey by The Association of Physicians of India (API) and Ipsos, in 16 cities among adults aged 50 years and older, their caregivers and doctors has yielded compelling insights into why there is low adoption of adult immunisation in India. The survey shows that although 71% of adults aged = 50 years are aware of adult vaccination, only 16% have taken any adult vaccines. Patients and doctors have provided significantly different reasons for low adoption.

A majority of doctors surveyed (90%) state that a lack of formal guidelines results in a lack of interest and adoption of vaccination by patients. Doctors also hesitate to discuss adult vaccination with their patients because they have limitations of time, and they also feel patients are less receptive to vaccination recommendations due to cost as well as prioritisation of treatment over prevention. Patients say that since they do not receive a firm recommendation from their doctors, they have not proactively taken adult vaccination. Many adults aged = 50 (69%) and their caregivers (76%) do not ask doctors about adult vaccination because they believe that if they needed it, their doctors would recommend it. When asked about how to improve adult



vaccination uptake, adult respondents (55%) and their caregivers (48%) said that measures such as those implemented for COVID-19 vaccination awareness can increase the adoption of adult vaccination.

In Chennai, 68% of adults aged = 50 are aware of adult vaccination, but only 12% of adults have taken any adult vaccines. A significant number of adults aged = 50 (42%) would trust their doctor's word if advised to get vaccinated. Doctors in Chennai have recommended adult vaccines to only 82% of ageing adults. Overall, in the South zone, doctors have recommended adult vaccination to lesser adults (10%) compared to the national average (16%).

Dr. Agam Vora, Secretary, The Association of Physicians of India said, "Measures need to be taken to increase the confidence of doctors in recommending vaccination for adults aged 50 years or older. This is possible if formal guidelines on adult immunisation are set

and widely shared. Programmes that address concerns, debunk myths, and remind patients and their caregivers frequently to ask doctors about adult vaccines can also drive adoption. Our survey also reveals that awareness of vaccine preventable diseases such as shingles is very low in India. We believe that only when adults aged 50 years and above are given complete information about the negative impact of VPDs, will they take immunisation seriously. We should also acknowledge the role that caregivers can play in improving the uptake of adult vaccination and create awareness programs that target them."

Certain misconceptions about adult vaccination also hold back adults from getting vaccinated. Many (50%) believe that multiple doses of vaccines can make them dependent on vaccines. More than half of adults aged 50 years or older (58%) and their caregivers (62%) feel that there are better ways than vaccination to protect themselves or their parents/in-laws from diseases. In Chennai, misconceptions about adult vaccination are relatively lower in adults above the age of 50 years as compared to other cities. Although 43% adults aged 50 years or older feel that there are better ways to protect themselves than vaccination, only 37% feel that diseases apart

from COVID are not severe enough to get vaccinated.

Since shingles is an important vaccine-preventable disease (VPD) amongst adults aged 50 years or older and there is low awareness about its prevention through vaccination, the second part of the survey was conducted with shingles patients aged 50 years or older to understand the level of awareness and impact of this condition on patients. Shingles, or Herpes Zoster, is caused by the reactivation of the chickenpox virus that resides in 90% of adults aged 50 years or older. It is an extremely painful condition where the pain can last for weeks or months. It is an extremely painful condition where the pain can last for weeks or months.

The shingles survey shows that awareness about the condition is low in the country. Shingles patients find it difficult to differentiate between shingles and other skin conditions, resulting in delays in diagnosis that make the treatment less effective. Pain was the most distressing symptom for 79% of patients, and 72% were unaware of shingles before they got it. Even after they got it, 73% of patients were not aware that they can get shingles again. Chronic conditions such as diabetes and hypertension were reported by 66% of patients surveyed which made them more vulnerable to getting shingles and reinforced the need for such patients to get vaccinated.

IZZHAAR - The Premium Luxury Gifting Purveyor, Launched New Studio inaugurated by Wedding Vows Founder N DakshinaaMurthi in Chennai

Chennai, Sep 05 2023: After unveiling the dazzling new studio in Juhu, Mumbai, Izzhaar launched a new store in Chennai, Tamil Nadu. On the exciting new endeavour inaugurated in the presence of N DakshinaaMurthi, Founder and Chief Executive Officer of Wedding Vows.

Izzhaar, as a luxury gifting brand, has become a prominent name in the world of premium gifting with its elegant and opulent gifting choices. Visitors could expect to explore a variety of vintage and bespoke gift alternatives at the store, offering a one-of-a-kind and immersive gifting experience.

Every gift box at Izzhaar is artistically designed, blending fine artwork with a dedicated attention to detail to convey grandeur and reflect timeless beauty. Each box is handmade and assembled to showcase the rich traditions and culture of Indian heritage, not only for clients in the country but also around the globe. N DakshinaaMurthi's presence at the studio's inaugural event added to the brand's prominence and dedication. Known for his expertise in understanding and building value connections, his endorsement of Izzhaar



was a testament to their dedication to ability and transcendence.

"As we continue to relentlessly pursue our goal of providing high-quality products and services, we were grateful to everyone who supported this momentous milestone. Our intent to revolutionize the world of gifting enters an exciting new phase with the debut of Izzhaar in the south. I wanted to express my sincere thanks to N DakshinaaMurthi for gracing the event. Your unwavering support stimulated strength amongst us," said Ruchita Bansal.

For those seeking distinctive and tailor-made gifts, the new Izzhaar store in one of the four major cities promised to be a paradise. The Izzhaar team continues its quest to transform traditional

gifting and provide remarkable gifting experiences to their clients with a broad choice of gifting solutions catering to diverse occasions and preferences.

Available at:

Gurugram - 773 & 775, Udyog Vihar Phase V, Sector 19, Gurugram, Haryana-122016

Mumbai - 1st floor, 19-28/29, Juhu Church Road, Above Poetry By Love & Cheesecake, Besides Prithvi Theatre, Juhu, Mumbai 400049

Website - <https://izzhaar.co.in/>

FB Link - <https://www.facebook.com/IzzhaarbyCoreDesigns/>

Instagram Link-

https://www.instagram.com/izzhaar_coredesigns/

https://www.instagram.com/izzhaar_gourmet/

https://www.instagram.com/izzhaar_junior/

Every great journey has a humble beginning. It all started with a small in-home workshop for Ruchita Bansal, the creative director and founder of Izzhaar, who has come a long way from designing small-scale wedding handbags and envelopes to conquering the wedding gifting industry with her vision and innovation. Now Izzhaar is a young unconventional organization delivering bespoke gifting solutions and more. We love to explore radical explorations of traditionality infused with modernity which is stretched beyond the frontiers of conventional artwork.

Mr.Jhaathin Krisen, Mr. Anupam Bansal, Mr Lakshmi Ganthan & Vijaynandini participated & graced the inaugural event.



Chennai based A.M. Jain College inaugurated their Tamil Forum on 04.09.2023. The inauguration was done by legendary film maker S.P. Muthuraman. A.M. Jain College's Principal N. Venkatraman and Head of Tamil Department, V Ishwaran were also part of the event. Around 650 students participate in the forum.

(L - R) V Ishwaran, Head of Tamil Department, A.M. Jain College, film maker S.P. Muthuraman, N. Venkatraman, Principal, A.M. Jain College and B. Mahavir, Vice Principal, A.M. Jain College.