

## The inaugural services of Kasaragod- Thiruvananthapuram Central and Tirunelveli - Chennai Egmore Vande Bharat Express flagged off by Prime Minister

Chennai, Sep 25 2023: Narendra Modi, Hon'ble Prime Minister flagged off 9 Vande Bharat Express services in various parts of the country today, 24th September, 2023 through video conferencing from New Delhi. Shri Ashwini Vaishnaw, Hon'ble Union Minister for Railways, Communications, Electronics & Information Technology, Shri Raosaheb Dadarao Patil Danve, Hon'ble Union Minister of State for Railways, Coal and Mines and Smt. Darshana Vikram Jardosh, Hon'ble Union Minister of State for Railways & Textiles participated in the function through video conferencing.

Of the nine Vande Bharat trains, two Vande Bharat services, namely, Kasaragod - Thiruvananthapuram Central Vande Bharat Express and Tirunelveli - Chennai Egmore Vande Bharat Express were flagged off from Kasaragod in Kerala and Tirunelveli in Tamil Nadu.

At Kasaragod, Shri V. Muraleedharan, Hon'ble Union Minister of State for External Affairs and Parliamentary Affairs, Shri V. Abdurahiman, Hon'ble Minister for Sports, Minorities Welfare, Wakf, Haj, Post & Telegraph and Railways, Kerala Govt., Shri Rajmohan Unnithan, Hon'ble MP and Shri N.A. Nellikunnu, Hon'ble MLA graced the Ceremonial function marking the inauguration of Kasaragod - Thiruvananthapuram Central Vande Bharat Express through Alappuzha. This Vande Bharat is of the new colour scheme.

At Tirunelveli, Dr



Tamilisai Soundararajan, Hon'ble Governor of Telanaga and Lt. Governor of Puducherry, Dr L. Murugan, Hon'ble Union Minister of State for Information and Broadcasting, Fisheries, Animal Husbandry & Dairying, Shri Gnanathiraviam, Hon'ble MP, Shri P.M. Saravanan, Hon'ble Mayor of Tirunelveli, Shri Nainar Nagenthran, Hon'ble MLA and Shri Abdul Wahab, Hon'ble MLA graced the Ceremonial function marking the inauguration of Tirunelveli - Chennai Egmore Vande Bharat Express.

At designated stations enroute, Ceremonial functions are being held according to a warm welcome to the inaugural specials of Kasaragod - Thiruvananthapuram Central Vande Bharat Express and Tirunelveli - Chennai Egmore Vande Bharat Express. Elected representatives, Govt. officials, railway passengers, students and the general public participated in large numbers.

The inaugural specials will be received and accorded a warm



reception at the destination stations, namely, Thiruvananthapuram Central, Chennai Egmore and Dr MGR Chennai Central.

Details of Regular Services of Vande Bharat trains in Southern Railway:

The regular services of Vande Bharat Trains inaugurated today will commence operations as detailed below:

**Train No. 20631 Kasaragod - Thiruvananthapuram Central Vande Bharat Express (Except Tuesdays)** will leave Kasaragod at 07.00 hrs o-n and from 27th September 2023 and reach Chennai Egmore at 13.50 hrs, the same day.

**Train No. 20665 Tirunelveli - Chennai Egmore Vande Bharat Express (Except Tuesday)** will leave Chennai Egmore at 14.50 hrs o-n and from 25th September, 2023 and reach Tirunelveli at 22.40 hrs, the same day.

**Train No. 20666 Tirunelveli - Chennai Egmore Vande Bharat Express (Except Tuesday)** will leave Tirunelveli at 06.00 hrs o-n and from 27th September 2023 and reach Chennai Egmore at 13.50 hrs, the same day.

o-n and from 27th September 2023 and reach Chennai Central - Thiruvananthapuram Central at 15.05 hrs, the same day

**Train No. 20677 Dr No. 20666/20665 Tirunelveli - Chennai Egmore - Tirunelveli Vande Bharat Express**

**Train No. 20665 Chennai Egmore - Tirunelveli Vande Bharat Express (Except Tuesday)** will leave Chennai Egmore at 14.50 hrs o-n and from 25th September, 2023 and reach Tirunelveli at 22.40 hrs, the same day.

**Train No. 20666 Tirunelveli - Chennai Egmore Vande Bharat Express (Except Tuesday)** will leave Tirunelveli at 06.00 hrs o-n and from 27th September 2023 and reach Chennai Egmore at 13.50 hrs, the same day

**Train No. 20678 Vijayawada - Dr MGR Chennai Central Vande Bharat Express (except Tuesday)** will depart from Vijayawada on and from 25th September 2023 at 15.20 hrs and reach Dr MGR Chennai Central at 12.10 hrs, the same day.

Advance Reservation for the above three Vande Bharat services are open.

## India - Japan expand collaboration to create Sustainable Global Business Breakthrough Ecosystem for societal-manufacturing

Chennai, Sep 25 2023: The first Joint Coordinating Committee for the effective implementation of the technical cooperation of the Project of Sustainable Global Business Breakthrough Ecosystem (SGBBE) was held on 21 September, 2023. Chaired by Ms. Manmeet K Nanda, Joint Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), it saw participation from representatives of the Government of India, Japan International Cooperation Agency (JICA) India, Embassy of Japan as well as from industries - Confederation of Indian Industry (CII), and academia such as IIT Madras, IIT Kanpur and



IIT Madras, IIT Kanpur and IIM Calcutta to enable an inclusive and productive discussion. The participants shared the next steps for the upcoming months and required inputs for expected achievements; development of capacity of Indian counterparts for implementing collaborative programs, creation of multiple sub-programs relate to business matching, startup support as well as Industry 4.0, and achievements of tangible

results in investment promotion and startup development through the project.

A technical cooperation project, the SGBBE aims expansion of the collaboration in terms of business opportunities in industries and academia between India and Japan with establishing the system of the institutional business cooperation and gaining capability of sustainable management independently. Under the SGBBE, JICA provides support activities 1) to promote collaboration between Indian and Japanese industries through Industry 4.0, business matching and startup, 2) to promote support for Indian Higher Education Institutions (HEI) related to innovative education including entrepreneurship and startup in collaboration, and 3) to enhance the

managerial capacity of support services related to businesses between India and Japan, jointly with DPIIT, Ministry of Education, CII, IIT Madras, IIT Kanpur and IIM Calcutta etc. as well as various Japanese governmental, industrial and academic institutions.

The project is expected to establish business breakthrough ecosystem for societal-manufacturing with Industrial 4.0 and startups leveraging past assets of India-Japan industrial and human resources cooperation. The Project is also aligned with the achievement of Sustainable Development Goals 8 (Decent Work and Economic Growth) and 9 (Industry, Innovation, and Infrastructure).

Speaking on the occasion, Mr. SAITO Mitsunori, Chief Representative, JICA India Office said, "JICA

has engaged in various activities to contribute to enhance manufacturing competitiveness of India including 2 technical cooperation projects that trained more than 1300 Indian visionary leaders. The SGBBE is launched to create substantial business between Japan and India focusing on Industry 4.0, Startup and ecosystem for business interactions to interconnect the needs and seeds of business of both Japan and India. It also stands firmly in line with the vision of Honourable Prime Ministers of Japan and India to achieve a target of 5 trillion yen of investment and financing from Japan to India."

The Record of Discussions for the technical cooperation Project of Sustainable Global Business Breakthrough Ecosystem (SGBBE), was signed in December 2022 by the

Government of the Republic of India with the Japan International Cooperation Agency (JICA) and the Project commenced on 18th August. This project will be conducted as one of the initiatives under the India-Japan Industrial Competitiveness Partnership (IJICP), which was agreed upon by the Governments of Japan and India—Ministry of Economy, Trade, and Industry (Japan) and Ministry of Commerce and Industry (India)—in December 2019.

JICA's contributions to strengthening business ecosystem between India and Japan including manufacturing and startups through various partnerships and interventions are part of its commitment to help the nation achieve its development goals.

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## Bayer CropScience's Farmer Voice Survey reveals that more than 70% of farmers have already seen large impacts of climate change on their farm, across 8 countries

Chennai, Sep 25 2023: 71% of farmers say that climate change already has a large impact on their farm, and even more are worried about the impact this will have in the future. 73% have experienced increasing pest and disease pressure. On average farmers estimate that their incomes had reduced by 15.7% due to climate change in the past two years. One in six farmers even identifies income losses of over 25% during this period.



These are some of the key findings from the "Farmer Voice" survey, published today, which reveals the challenges facing farmers around the world as they try to mitigate the impacts of climate change and adapt for the future. To conduct the "Farmer Voice", life science company Bayer commissioned an agency to independently interview 800 farmers globally, representing farms large and small from Australia, Brazil, China, Germany, India, Kenya, Ukraine, and the United States in equal numbers.

Farmers expect the repercussions of climate change to continue. Three-quarters of them globally (76%) are worried about the impact that climate change will have on their farm, with farmers in Kenya and India most concerned. Rodrigo Santos, Member of the Board of Management of Bayer AG and President of the Crop Science Division, commented: "Farmers are already experiencing the adverse effects of climate change on their fields and at the same time they play a key role in tackling this huge challenge. This is why it is so important to put their voice front and center. The losses reported in this survey make the direct threat climate change poses to global food security crystal clear. In the face of a growing world population, the results must be a catalyst for efforts to make agriculture regenerative."

Economic challenges are compounding farmer

pressures

While climate change is a dominant overarching theme, economic challenges are the biggest priority over the next three years. Over half (55%) of farmers placed fertilizer costs among the top three challenges, followed by energy costs (47%), price and income volatility (37%), and the cost of crop protection (36%). The importance of fertilizer costs becomes most apparent in Kenya, India, and Ukraine.

In Ukraine, 70% of farmers named fertilizer costs as one of the top three challenges, showing that the concrete materialized consequences of the war pose big pressures on farmers in the country. In addition, 40% named general disruption due to war and conflict as a top challenge. Apart from that Ukrainian farmers share many of the same characteristics of their global peers, for example more than three-quarters (77%) state that climate change has already largely impacted their farm.

Farmers are taking steps to mitigate climate change and value innovation

More than 80% of surveyed farmers are already taking or planning to take steps to directly apply measures to reduce greenhouse gases. The top focus areas are using cover crops (43% do so already or intend to do so), using renewable energy or biofuels (37%) and using innovative seeds to reduce fertilizer or crop protection use (33%). Alongside this, every farmer claims to already apply or plans to apply measures to help biodiversity. Over half (54%) say they already apply measures to protect insects, such as insect hotels, or plan to do so in the next three years.

To be ready for the future, farmers value

innovation. Over half (53%) of them say access to seeds and traits designed to better cope with extreme weather would most benefit their farm. A similar number (50%) called for better crop protection technology. 42% said that better access to irrigation technology would benefit their farm. Looking at their practices, improving efficient land use, diversifying crops, and better soil health were ranked as the most important routes to success.

Spotlight: Indian smallholder farmers are focused on mitigating risk

In addition to the global survey where farmers were interviewed independently, Bayer interviewed 2,056 Indian smallholder farmers from its customer base. It is a unique glimpse into the perspectives of smallholders who are key to securing the world's food supply. Currently, their biggest challenges are high labor and fertilizer costs. Yet they are also impacted by climate change: Many of them expect reduced crop yields (42%) and higher pest pressures because of changing weather (31%). Unlike commercial and large-scale growers, the smallholders interviewed in India are focused on mitigating risks, prioritizing financial security through insurance (26%) and infrastructure (21%).

When asked about the future, 60% said they would benefit most from access to digital technologies and modern crop protection. Despite all the challenges, Indian smallholders remain optimistic: 8 in every 10 farmers feel positive about the future of farming.

The survey results are a valuable indicator of smallholder priorities and needs in India, contributing to

Bayer's smallholder farming strategy with the goal to support 100 million smallholders by 2030. In 2022, the company reached 52 million with its products and services.

Farmers agree on global challenges

Overall, the "Farmer Voice" survey shows that farmers around the world largely share a common view about the challenges of today and the prospects for the future. While there are slight differences between countries, the overarching issues of climate change and economic pressures are of similar concern to all. "Farmers are facing multiple and related challenges. But despite this, we found that they are hopeful - almost three-quarters say they feel positive about the future of farming in their country," said Rodrigo Santos. "This is impressive and encouraging. The views expressed by farmers in the report need to be widely seen and understood. They are a call to action for the entire food system to innovate, collaborate, and deliver the solutions farmers need - and we as Bayer are eager to play a leading role in these efforts. There is little time to waste."

The Farmer Voice is a survey among 800 farmers equally split between Australia, Brazil, China, Germany, India, Kenya, Ukraine, and the United States. The survey was conducted independently by Kekst CNC. Farmers were selected randomly from each market. The respondents did not know that the survey was being conducted on behalf of Bayer until it was complete, and Bayer had no input on the sample selection. Interviews took place between April and July 2023. Additionally, 2,056 smallholder farmers in India were surveyed with a shortened questionnaire. These farmers were associated with the Better Life Farming ecosystem, farmers of Bayer-supported Farmer Producer Organizations, and farmers enrolled in Bayer's Sustainable Rice Program. These interviews were conducted between May and June 2023.

## Mahindra Unveils Bolero Neo+ Ambulance, Priced at Rs. 13.99 Lakh

Chennai, Sep 25 2023: Mahindra & Mahindra Ltd., the leading SUV maker in India, proudly announces the launch of the Bolero Neo+ Ambulance today. Built to fully comply with AIS:125 (Part 1) norms that govern the Type B Ambulance segment, the Neo+ stands out for its superior OEM-level of build quality coupled with a versatility that will appeal to buyers in big cities, smaller towns and upcountry locations.

The Neo+ shares the same tough underpinnings of the Bolero Neo, launched in 2021, but with a longer wheelbase for a more spacious cabin and a more powerful 2.2L mHawk engine to suit the requirements of ambulance owners and operators across different markets.

The Bolero Neo+ Ambulance is priced at ESR Rs. 13.99 Lakh,



with a Government e-Marketplace (GeM) pricing of Rs. 12.31 Lakh.

Mr. Nalinikanth Gollagunta, CEO - Automotive Sector, Mahindra & Mahindra Ltd., said, "With the launch of the Bolero Neo+ Ambulance, we reinforce our commitment to nation-building. The Bolero

brand has long served sectors meant to improve and secure communities and the public at large. Ranging from the Police, Army and Paramilitary forces, to government departments engaged in firefighting, forestry, irrigation and public works, all have relied on Bolero-badged SUVs for its robustness

and performance in diverse operational environments. The Bolero Neo+ Ambulance, with its versatile performance, continues this legacy by expanding accessibility to healthcare services, especially for, but not limited to, those in the remote areas of smaller towns and upcountry locations.

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## Nissan drives World Cup fever with ICC Trophy Tour 2023

Chennai, Sep 25 2023: As the Official Partner of the ICC Men's Cricket World Cup 2023, Nissan is bringing the excitement of the tournament to cricket fans across India. The official tournament Trophy Tour began on 27 June '23, after a journey around the globe, the trophy is back in India visiting major shopping malls in Delhi, Mumbai, and Chennai, where people can view the trophy and



take amazing 360-degree photos with the coveted silverware.

This is a unique opportunity to celebrate Nissan's long-standing partnership with the ICC and engage with

the greatest symbol of cricketing glory, the ICC Men's Cricket World Cup Trophy.

Nissan has also introduced the all-new Nissan Magnite KURO Special Edition, to

commemorate the ICC Men's Cricket World Cup 2023. The Big, Bold, Beautiful Nissan Magnite KURO Special Edition features an all-black exterior and interior, making a premium, imposing and stylish statement, blend of elegance and sophistication.

Pre-bookings are now live across Nissan dealerships, nationwide, and on Nissan's website <https://book.nissan.in/>.

## SmartTerra and Solinas Integrity Awarded INR 1 Crore and 75 Lakhs Each as Winners of The/Nudge Prize: Ashirvad Water Challenge 2023

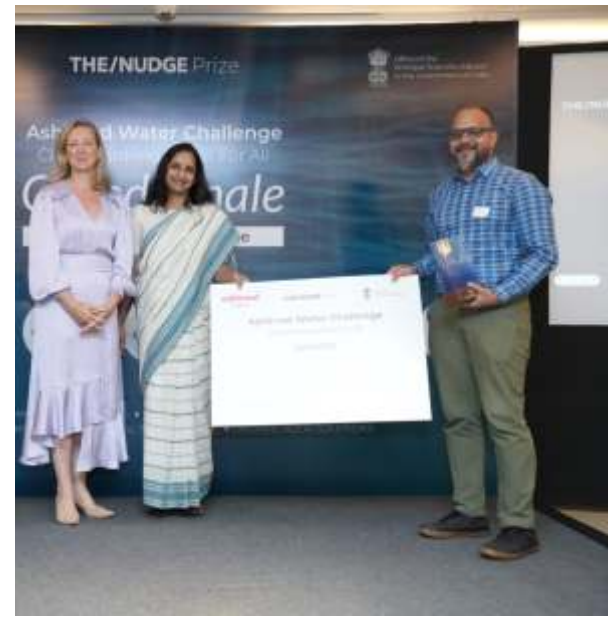
Chennai, Sep 25 2023: The/Nudge Centre for Social Innovation (CSI) and Ashirvad by Aliaxis, in partnership with the Office of the Principal Scientific Adviser to the Government of India, announced SmartTerra and Solinas Integrity as the winners of the Ashirvad Water Challenge (AWC) on September 18, 2023. The start-ups were awarded INR 1 crore and 75 lakhs respectively after being shortlisted from among 140+ applicants through a rigorous selection process involving expert evaluations and field assessments. The competition, which began in February 2022, aimed to address the critical issue of Clean Drinking Water for All.

'The/Nudge Prize: Ashirvad Water Challenge' supported by Ashirvad, an Aliaxis company, aims to find innovative, scalable and impactful technology-driven solutions to India's water crisis, and widen clean drinking water access to improve health and hygiene across urban and rural communities.

SmartTerra's AI-powered data analytics platform helps water utilities find leaky pipes and suspect/faulty water meters to reduce water loss, while Solinas Integrity's "Endobot" robotic solution secures pipeline infrastructure by detecting leaks and contaminations.

The winners were selected by a jury on the basis of their solution's impact, economic feasibility, sustainability, scalability and its ability to address water purification, storage, distribution, recycling, and accessibility.

Line De Decker, Aliaxis' Chief People and Sustainability Officer commented, "Sustainable water management is at the heart of what we do at Aliaxis. It is our collective responsibility to preserve water and ensure access to clean water for everyone. The/Nudge Ashirvad Water Challenge gives a much-needed boost to affordable and cutting-edge technology that solves real problems,



like our winners have done in finding solutions to water loss and water contamination. We are so pleased with the impact that this prize has had and we congratulate each of the finalists for the change they have participated in. The potential of all the finalists has been so impressive to see and I am so proud to announce that we are committed to a second edition of this challenge."

Bangalore based SmartTerra, launched in 2020 by Gokul Krishna, (co-founder, CEO), Giridharan Sengaiah (Co-founder, COO) and Navaneethan Santhanam (co-founder, Chief Scientist), has developed an AI-powered data analytics platform to monitor leakage, bursts, low pressure and other issues in urban waterways/ water networks and suspect meters. During the pilot phase of the challenge, they identified 11 invisible leaks and exhibited 77% accuracy in localizing losses. Their platform is already operational in Coimbatore, Kolkata, Pune, Bangalore, the Philippines, and Cambodia, serving municipalities, and large and single cities.

Solinas Integrity, based out of Chennai was founded in 2018, by Divanshu Kumar (Founder & CEO), Bhavesh Narayani (Co-founder & Director), Moinak Banerjee (Co-founder), has created a robotic solution called "Endobot" to detect leaks and contamination in pipelines. This solution addresses water wastage and contamination in pipeline distribution, a problem that affects

key lever, but their passion to deliver impact and value is what assured me of their success in this endeavor!", shared Kanishka Chatterjee, Director of The/Nudge Prize.

For the final selection, Ecociate Consultants led an independent evaluation by a team of water & commercial experts. They conducted field evaluations, and in-depth interviews to gauge the impact, scalability, replicability, economic feasibility, social outcomes, environmental sustainability, and organizational readiness of the solutions.

The grand jury that selected the final winners was comprised of experts in the water/social value sectors including Akosua Boakye-Ansah (Lecturer/Researcher in Water Services Governance, IHE Delft), VK Madhavan (Chief Executive, WaterAid India), Sunderrajan Krishnan (Executive Director, INREM Foundation), Sai Pramodh (AVP - Investments | SME, Caspian Impact Investments), Vishwanath S (Zenrainman) (Trustee, Biome Environmental Trust) and Yogendra Kumar Singh (Director, Department of Drinking water and Sanitation, Ministry of Jal Shakti, Govt of India).

Ecosystem partners who supported the participants through the challenge included Jal Jeevan Mission, Caspian, INREM Foundation, Indus Water Institute, WaterAid, IHE Delft and others.

The grand finale of The/Nudge Prize: Ashirvad Water Challenge was held at India Habitat Centre, New Delhi, on September 18, 2023 and was attended by several key dignitaries from the water sector. This event also marked the announcement for the launch of the second edition of the Ashirvad Water Challenge which is expected to open for applications in November 2023. This challenge is one of the largest to be seen in India, to address innovation & scale for developing sustainable livelihoods at the intersection of Water and Livelihoods.

## NTT DATA Invests in Future Workforce with New Training for Engineering Students

Chennai, Sep 25 2023: NTT DATA, a global leader in digital business and IT services, has established three Full Stack Computing Centers of Excellence (CoE) in collaboration with the reputed R.M.K. Group of Engineering Colleges in Chennai affiliated to Anna University, Tamil Nadu.



Indian Technology industry[i] is currently witnessing an "employability gap" in engineering graduates," shared Niranjan Kumar, Senior Vice President, NTT DATA Services. "NTT DATA is committed to nurturing talent by providing them with training platforms on emerging technologies, ensuring their seamless integration into the future tech workforce."

The three colleges associated with this initiative are R.M.K. Engineering College, R.M.D. Engineering College and R.M.K. College of Engineering and Technology. These institutions hold an accreditation from the

NAAC and NBA. This strategic partnership aims to ensure that the colleges are equipped to nurture students' education in alignment with industry requirements.

The initiative's first phase aims to engage 500 students across the three colleges, focusing on third- and fourth-year engineering students specializing in Computer Science Engineering and Information Technology. This is a first-of-its-kind industry-academia CoE partnership for NTT DATA in the country.

NTT DATA conducts continued research and

development on new technologies and the investment in the CoEs is a testimony to the organization's commitment to shaping engineers of the future. The association will involve crafting curricula aligned with industry trends and engaging closely with each college to analyze syllabi while addressing industry gaps. This initiative entails a diverse learning program, including train-the-trainer workshops, guest lectures, conferences, and e-learning.

Vidya Ratna Thiru Dr. R.S. Munirathinam, Founder Chairman and Shri R.M. Kishore, Vice-Chairman, RMK Group of Institutions, said, "We are looking forward to collaborating with NTT DATA on this pioneering endeavor, which aligns perfectly with our commitment to providing students with holistic education. Our institutions' readiness to embrace innovative learning models ensures that our students are well-equipped to meet industry demands and excel in their careers."

## Kochi International Book Festival begins on 1st December

Chennai, Sep 25 2023: The 26th edition of Kochi International book festival will be held at Ernakulathappan Grounds, Kochi, from 1st to 10th December 2023. Over 300 publishers and book sellers will be participating in the event.

As part of the book fest, Kochi Literature Festival will also be

held from 6th to 10th.

The pre event program- Children's book festival in 100 schools, was inaugurated on 5th September and will conclude on October 31st. 'Varnotsavam' all Kerala painting and literary competition for students and cultural yatra, will also be held as curtain raiser.

The 10 day event will host over 200 writers from all over India, representing 15 languages. Seminars, award for young writers, S Ramesan Nair Prize for poetry, and Madambu kunjuttan Prize for short story writing will be presented, during the festival. The festival will conclude on 10th December. Adv. M. Sasisankar, Festival Director disclosed.

One of the most prestigious literary awards, Balamani Amma award for



## Empowering Tomorrow's Maestros: HCL Concerts Announces Winners of 'The Carnatic Quest 2023'

Chennai, Sep 25 2023: HCL Concerts, a platform dedicated to identifying, nurturing and supporting the next generation of talent in the Indian classical performing arts space, today announced the winners of third edition of 'The Carnatic Quest', organized in association with Chennai based Rhapsody Music Foundation. A one-of-a-kind Indian music contest was specifically designed to recognize and empower exceptionally talented Carnatic musicians in the age group of 18 to 30 years. The contestants showcased their prowess across five categories including Vocals, Violin, Veena & Mandolin, Flute, and Percussion (Mridangam/Kanjeera/Ghatam/others).

The winners of The Carnatic Quest were chosen after four rounds of evaluation held over a period of three months. Among the 30 finalists, seven remarkable artists were crowned as India's finest Young Carnatic musicians by notable jury members including Vidwan Sri. Sikkil Gurucharan (foremost young performing Carnatic musician), Vidwan Sri. H K Venkatram (Indian classical music violinist and Philanthropist.), Vidushi Smt. Jayanthi



Kumaresh (renowned Indian Veena musician), Vidwan Sri. Shashank (accomplished flutist from India) and Vidwan Sri. B C Manjunath (globally-renowned Indian Mridangam player). The winners will have the opportunity to perform and display their artistry on the renowned HCL Concerts platform.

Winners of the Third HCL Concerts Carnatic Quest include:

- ? Vocals
  - o Dhharini Veeraraghavan from Mumbai
  - o Aditi B Prahalad from Bangalore
- ? Veena & Mandolin
  - o B Saiharinni from Chennai
  - o Ujaya Vigneshwar from Chennai
- ? Violin
  - o Sumanth Manjunath from Mysore
- ? Flute

o Sreejith G Kammath from Cherthala  
 ? Percussion  
 o Kripals from Kochi

Announcing the winners, Anshul Adhikari, Head, HCL Concerts said, "Third edition of The Carnatic Quest has been an incredible journey, finding hidden gems and celebrating the brilliance of Carnatic music. The dedication and artistry demonstrated by the participants have left an indelible mark on our hearts. We extend our heartfelt congratulations to the winners, whose talents have illuminated this competition. The winners of The Carnatic Quest have not only showcased their exceptional musical expertise but have also become torchbearers for the future of Carnatic music, embodying the spirit of innovation and tradition in perfect harmony. Their

achievements are a testament to the enduring power of this art form, which continues to captivate audiences around the world."

HCL Concerts and Rhapsody Music Foundation introduced and conceptualized The Carnatic Quest in 2020 for the age groups of 15-30 years. Following its immense success, they expanded their efforts with the Carnatic Quest Junior Edition in 2022, catering to Carnatic musicians in the age group of 12-18 years. The third edition of this remarkable competition in 2023 has once again garnered overwhelming participation from Carnatic musicians across the country. This platform is envisioned as a virtual musical pilgrimage, drawing in Carnatic music enthusiasts while actively encouraging and promoting Indian classical music across various age groups.

## Vi enhances the spirit of Ganeshotsav 2023 with Live Darshan of Ashtavinayak shrines, Lalbaugcha Raja and Dagduseth Ganapati on the Vi App

Chennai, Sep 25 2023: The annual Ganesh festival is just around the corner and Maharashtra is eager to welcome the state's most beloved deity, Lord Ganesha. During the ten-day Ganeshotsav between September 19-28, 2023, residents of Maharashtra dress up in their festive attire, feast on modaks and visit innumerable Ganesha pandals dotting nooks and corners of cities, towns and villages in the state.

It is also the time when devotees from different locations in

India will throng to the Ashtavinayak shrines, as well as line up to get a view of the iconic Lalbaugcha Raja in Mumbai and Dagduseth Ganapati in Pune, the most celebrated and visited Ganesha Idols. To ensure that its valued users across the country can conveniently experience the divine presence of Lord Ganesha leading telecom operator Vi will be live streaming Live Darshan of Lalbaugcha Raja, Dagduseth Ganapati as well as four Ashtavinayak shrines, through the Vi App and Vi Movies & TV App.

Vi users can immerse themselves in the daily rituals and 'aartis' of Lalbaugcha Raja and Dagduseth idols during the entire ten-day festival from the comfort of their home. Accessible on the mobile phone through the Vi Movies & TV App or Vi App in partnership with Shemaroo, the daily 'aartis' will be broadcast live.

On Anant Chaturdashi, the concluding day of Ganeshotsav, Vi users will have the unique opportunity to virtually join the live-streamed visarjan procession of

Lalbaugcha Raja, as lakhs of followers bid a fervent farewell to Ganpati Bappa. Vi has also set up specially designed LED screens at select Vi stores in Mumbai. These screens will broadcast the Live Darshan of Lalbaugcha Raja all through the day, ensuring that both visitors and the wider public can get the opportunity to bask in this divine experience.

Live Darshan of Morgaon, Siddhatek, Ranjangaon and Theur deities will continue to be available for Vi users even after the ten day Ganeshotsav concludes.

## realme launches realme narzo 60x 5G with 33W SUPERVOOC Charging & realme Buds T300 with 30dB active noise cancellation starting from INR 12,999 & INR 2299 respectively

Chennai, Sep 25 2023: realme, the Most Reliable Smartphone Service Provider in India, unveiled newest additions to its smartphone & AIOT portfolio, the realme narzo 60x 5G and realme Buds T300. These new additions to realme's legacy of innovation are crafted to provide users with an unrivaled experience. The realme narzo 60x 5G, the Next 5G Speed Frontier is dedicated to meeting the demands and aspirations of the Indian youth, solidifying its position as a pioneer in the field of next-gen technology. Meanwhile, the realme Buds T300, is built with a cutting-edge design and exceptional sound quality, delivering its users an immersive audio experience like never before.

Commenting on the launch, a realme spokesperson said, "At realme, we are committed to pushing boundaries for



delivering innovative cutting-edge technology to our users. With our "Dare to Leap" spirit, we are delighted to introduce two remarkable products that embody this vision - the realme narzo 60x 5G and the realme Buds T300. The realme Narzo series has been a favorite for many of our users, boasting an impressive user base of 14 million in India. This series signifies the evolution of smartphones, incorporating cutting-edge technology and innovative design to empower users to stay at the forefront of technology trends while expressing their unique individuality. We are confident that with these new

launches realme will further cement its position in the Indian 5G smartphone and AIOT market."

realme narzo 60x 5G, the Next 5G Speed Frontier combines a powerful camera, fast charging, a massive battery, an eye-catching design, slim form factor, a capable 5G chipset, ample RAM for multitasking, and generous storage capacity. It features a 50MP AI camera to allow its users to showcase their creativity to the fullest. The 33W SUPERVOOC Charging solution with a massive 5000mAh battery charges the smartphone up to 50% in just 29 mins. The

realme narzo 60x 5G is powered by the MediaTek Dimensity 6100+ 5G Chipset that ensures faster data speeds and smoother online experiences. The smartphone comes with Dynamic RAM options of up to 6GB, paired with an additional 6GB of RAM and 128GB Storage to provide users with smooth and efficient multitasking, allowing them to run multiple apps and switch between tasks seamlessly. The InterstellarX design with the 7.89mm ultra-slim body adds a touch of uniqueness to set it apart from other smartphones and makes it comfortable to hold and carry in your pocket. The realme narzo 60x 5G is available in two stunning colors: Stellar Green and Nebula Purple and comes in two storage variants priced at INR 12,999 (4GB+128GB) and INR 14,499 (6GB+128GB).

## Bharti AXA Life Insurance launches Wealth Maximizer-a return of all charges ULIP plan exclusively available on PolicyBazaar

Chennai, Sep 25 2023: With the aim of catering to the twin needs of the customers, i.e. financial security and wealth creation, Bharti AXA Life Insurance has partnered with PolicyBazaar to launch Bharti AXA Life Wealth Maximizer (UIN: 130L121V01, A Unit Linked, Non-participating Individual Life Insurance Plan) a one-of-its-kind ULIP plan in the industry. The unit-linked, non-participating individual life insurance plan is the only plan in the ULIP category providing 118% return of all charges applicable during the premium paying term such as premium allocation charges, admin charges, fund management charges, etc., ensuring a guaranteed refund of 118% on 100% payment of charges.

Along with return of all charges, after the premium payment term, the fund is also offering Loyalty Additions of 0.2% of the fund value credited

to the fund at the end of each policy year up to maturity to reward the patronage of the customers. The plan, in addition to the significant investment value, also provides the customers with a crucial life cover of 10 times the annual premium to shield the financial future of their loved ones.

Speaking at the launch of the product, Nitin Mehta, Chief Customer Officer and Head - Marketing, Digital business & Online sales at Bharti AXA Life Insurance said, "Bharti AXA Life Wealth Maximizer has been created with benefits previously unavailable in any ULIP plan to help our valued customers realize their financial goals, which often changes with time and circumstances. Along with life cover, we have put a special emphasis on capital formation requirement of the customers by offering best-in-industry investment funds. As Indian market continues to achieve stellar growth among

other global economies, this plan provides a great opportunity for our customers to compound their wealth and play their part in scripting India's growth story. With PolicyBazaar onboard, we believe this association will enable us to connect with a wider range of customers and deliver the benefits of the product."

Adding to the significance of the partnership, PolicyBazaar's Chief Business Officer, Santosh Agarwal said, "We are truly elated to partner Bharti AXA Life in bringing Bharti AXA Life Wealth Maximizer plan among our precious customers. With our shared synergies and goal to make insurance accessible and simplified for all, we believe that this partnership will create value for both the entities and help each other cater to our customers with this uniquely valuable product."

The maximum maturity age for availing the plan is 65 years across all kinds of premium paying terms. The premium range begins with minimum of Rs. 2,000 on monthly mode. The plan also presents the customers with the flexibility to choose from different premium modes according to their convenience, ranging from monthly to yearly basis.

To ensure optimum returns for the customers, the plan provides the customers with a total of eight funds, comprising best-in-class funds in the market which have been among the top-performing funds in the market for past few years. Customers also have the facility to choose any or all of the eight investment funds. Out of the eight funds, Bharti AXA Life recently released its first mid-cap fund - Emerging Equity Fund organization with an aim to provide long-term capital appreciation through investing in a portfolio of mid-cap companies.