

# Goa to Host the 37th National Games with a Record 43 Sports Disciplines

Chennai, Oct 06 2023: Goa Chief Minister Dr. Pramod Sawant and the State Sports Minister revealed that Goa is set to make history by hosting the 37th edition of the National Games, featuring a record-breaking 43 sporting disciplines in a Press Conference today. The event promises to be a celebration of athletic prowess, camaraderie, and is to feature the introduction of several exciting sports disciplines. Compared to the previous edition in Gujarat, which featured 36 disciplines, and Kerala's 2015 edition with 33, this year's National Games will be the largest ever.

Chief Minister Dr. Pramod Sawant stated his vision for Goa, saying, "We aspire to establish a thriving sports ecosystem in Goa. Just as tourists have long enjoyed our beautiful beaches, we now aim to attract sports enthusiasts from around the globe. Events like Ironman and the World Table Tennis event have showcased our capabilities in hosting international sporting events. With state-of-the-art infrastructure developed for the National Games, we invite sports associations and national federations to utilize these facilities year-round. Our objective is to elevate sports in Goa to new heights."



competitions, with cycling and golf being held in Delhi.

The 37th National Games will mark the debut of several new sports disciplines on the medal stage, including beach football, roll ball, golf, sepaktakraw, sqay martial arts, kallyarapattu, and pencak silat.

Additionally, yachting and taekwondo are making a triumphant return to the Games after their exclusion during the last edition. To celebrate tradition, the sports of lagori and gatka have been included as demonstration sports, adding a unique and cultural dimension to the event.

Goa Sports Minister Shri Govind Gaude emphasized the significance of this historic event, saying, "The 37th National Games is not merely an event; it's a wellspring of inspiration for sports enthusiasts and athletes across India. As we prepare to host this momentous event in the heart of Goa, we are not only celebrating sports

but also preserving the legacy of the Asian Games. Our goal is not just to promote participation but to ignite a passion for sports in every individual, from every corner of our diverse nation. Together, we will make the 37th National Games an event to remember, a symbol of unity, and a stepping stone for the

future of sports in India."

Secretary of Sports & CEO, NGOC Smt. Swetika Sachan expressed her enthusiasm for the upcoming sports event, saying, "Our vision for the National Games 2023 in Goa extends beyond sporting excellence. It's about fostering lasting friendships and embracing the true spirit of sportsmanship. We invite the media to join us in amplifying Goa's exceptional sporting spirit and prowess. Together, let's script a historic chapter in Indian sports."

The National Games have previously featured the participation of prominent Indian athletes such as Neeraj Chopra, Sania Mirza, Mirabai Chanu, Sajan Prakash, and Manu Bhaker.

Shri Amitabh Sharma, Chairman of the National Games Technical Conduct Committee (GTCC) for the Indian Olympics Association, urged the nation to prepare for the most significant sporting extravaganza yet, with over 10,000 athletes converging for excellence. He said, "This event represents the grandest amalgamation of talent, with the inaugural coastal rowing event making history in India. We invite the nation to witness this extraordinary spectacle of sportsmanship and diversity."

As preparations gather momentum, Goa extends an open invitation to the nation and the world to be a part of this extraordinary celebration of athleticism and the spirit of sports.

# Northern Region Farm Machinery Training and Testing Institute inks Memorandum of Understanding with Mahindra

Chennai, Oct 06 2023: The Northern Region Farm Machinery Training and Testing Institute (NRFMTTI), Ministry of Agriculture and Farmers Welfare, Govt. of India based in Hisar, Haryana, has signed Memorandum of Understanding (MoU) with one of India's foremost manufacturers of tractors and

agricultural machinery Mahindra and Mahindra Ltd., Mumbai. This strategic partnership aims to foster skill development among the youth, equipping them with the necessary expertise for a career in the field of farm mechanization.

The MoU outlines a collaborative effort to offer comprehensive

training programs that will prepare young individuals for the challenges and opportunities in the agricultural machinery industry. The primary objective of this partnership is to bridge the gap between industry requirements and the skill sets possessed by the youth, ultimately strengthening the

workforce in the farm mechanization sector.

Key Highlights of the MoU:

**Skill Development Programs:** NRFMTTI and the leading agricultural machinery manufacturer will jointly design and implement skill development programs tailored to the specific needs of the farm machinery industry.

**State-of-the-Art Facilities:** Mahindra will develop world-class training facilities, laboratories, and experienced faculty to ensure high-quality training for the enrolled students.

**Industry-Linked Curriculum:** The training curriculum will be designed to align closely with industry demands, ensuring that graduates are job-ready upon completion of their training.

**Internship and Placement Support:** The partnership will facilitate internship opportunities for students within the manufacturing company, providing them with practical exposure to real-world industry operations. Additionally, the manufacturer will actively participate in NRFMTTI's placement efforts, aiding in job placements for



graduates.

Speaking on this momentous occasion, the Director of NRFMTTI, Dr. Mukesh Jain expressed his

enthusiasm for the collaboration, stating, "This partnership marks a significant step in our mission to prepare the youth for a prosperous

future in the agricultural machinery industry. By combining NRFMTTI's expertise in training and the Mahindra and Mahindra's industry

knowledge, we are confident in our ability to nurture skilled professionals who will contribute to the growth of the sector."

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## 'The action of Tiger 3 had to be spectacular!' : Salman Khan reveals what to expect from the film before its trailer launch on October 16

Chennai, Oct 06 2023: Superstar Salman Khan is set to unveil the trailer of Yash Raj Films' Tiger 3 on October 16th and he reveals that the team of the film 'has really pushed the envelope of action'! The YRF Spy Universe film, Tiger 3 is set to release on the big Diwali window.

Salman says, "People have seen Ek Tha Tiger, Tiger Zinda Hai and films from the YRF Spy Universe. So, it was important to give them something very new visually, something that was amazingly unique. The team has really pushed the envelope of action with Tiger 3. It had to be spectacular. There was no other option."

The internet is in frenzy with anticipation of the trailer of Tiger 3, directed by Maneesh Sharma. This film is set to reveal the next chapter of how Aditya



Chopra is shaping the YRF Spy Universe that has so far delivered a 100 percent blockbuster result at the box office. The YRF Spy Universe Films are Ek Tha Tiger, Tiger Zinda Hai, War, Pathaan and now Tiger 3.

Salman says he was a child on the set looking at the massive action scenes that were elaborately planned for him to shoot.

He says, "The team has tried and executed things that have never been seen in an Indian film. I loved being a

part of these massively mounted action sequences and I was like a child when I was doing those scenes! We will tease you with many such big moments when we unveil the trailer of Tiger 3, which is going to be our next marketing asset of the film."

Salman says Tiger 3's storyline is full of twists and turns as super agent Tiger sets off on a life-threatening mission to save the day.

He says, "Expect the unexpected from the trailer & the film and get ready for an action entertainer that will have a really intense storyline. For me, Tiger 3's story is what hooked me instantly. I couldn't believe what Adi and the team had come up with! This is definitely Tiger's most dangerous mission and he has to risk his life to stand a chance."

## Sivakarthykeyan Launches 2nd Single 'Kannaadi Kannaadi' From Natural Star Nani, Shouryuv, Vyra Entertainments 'Hi Nanna'

Chennai, Oct 06 2023: As part of musical promotions, the makers released the film's second single- 'Kannaadi Kannaadi'. Sivakarthykeyan did the honours of launching the song. "Father - daughter bond is always ethereal This song #KannaadiKannaadi from @NameIsNani 's #HiNanna will be special to all fathers and daughters " wrote Sivakarthykeyan.

'Kannaadi Kannaadi' establishes a cute love shared by a father and his dear little girl. However, this song is not about how flawlessly the dad manages to get his little girl ready, but about his emotional attachment with her, being a single parent.

Hesham Abdul Wahab has landed the right notes for the



perfect tune for a song this unique and standalone. He has also added emotions to the number, in his own voice. The song flows on violin, flute, acoustic, and bass guitars, making it one of the best soulful numbers in recent times. Madhan Karky depicted the adoration of the father for his daughter with some

beautiful lines. Nani and Kiara Khanna's lovely chemistry beautified the visuals. 'Kannaadi Kannaadi' becomes an instant hit for its superb composition, singing, lyrics, and visuals.

The wholesome family entertainer has Sanu John Varughese ISC cranking the camera, while Praveen

Anthony is the editor and Avinash Kolla is the production designer. Satish EVV is the executive producer.

'Hi Nanna' is scheduled for release in Tamil, Telugu, 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 ISC, Music Director: Hesham Abdul Wahab, Production Designer: Avinash Kolla, Editor: Praveen Anthony, Executive Producer - Satish EVV, Costume Designer: Sheetal Sharma, PRO: Nikil Murukan.

## Jharkhand Governor Sri C P Radhakrishnan releases 'Sai Sahasranamam' Telugu book in Chennai

Chennai, Oct 06 2023: Amudha Surabhi Editor Tirupur Krishnan, Harijan Sevak Sangh Tamil Nadu State President Pidikiti Maruthi and Filmmaker Vasanth S Sai receive the devotional book Jharkhand Governor Sri C P Radhakrishnan released the Telugu version of 'Sai Sahasranamam' book at a function held in Sai Baba temple, Jaishankar Street at West Mambalam in Chennai. The book was



translated in Telugu by P Srinivas, President, Shri Shirdi Sai Seva Samaj. Copies of the book were received from the Governor by Amudha Surabhi Editor Tirupur Dr Krishnan,

Harijan Sevak Sangh Tamil Nadu State President Pidikiti Maruthi and Filmmaker Vasanth S Sai. Jharkhand Governor Sri C P Radhakrishnan lauded the author for

translating the book. He also presented educational assistance to beneficiaries on the occasion. Shri Shirdi Sai Seva Samaj Secretary S Srinivasan rendered the welcome address. Author of the book P Srinivas thanked everyone who attended the event. Former Secretary of All India Sai Seva Samaj S Seshadri and philanthropist C Gopalan spoke on the occasion. Ratnam Raja Gopalan delivered vote of thanks.

## Vice Admiral Krishna Swaminathan AVSM VSM assumes charge as Chief of Personnel Indian Navy

Chennai, Oct 06 2023: Vice Admiral Krishna Swaminathan assumed charge as Chief of Personnel on 06 Oct 23. The Flag Officer was Commissioned into the Indian Navy on 01 Jul 87 and is a specialist in Communication and Electronic Warfare. He is an alumnus of National Defence Academy, Khadakvasla; the Joint Services Command and Staff College, Shrivenham, United Kingdom; the College of Naval Warfare, Karanja; and the United States Naval War College, Newport, Rhode Island, USA.

A recipient of the Ati Vishisht Seva Medal and Vishisht Seva Medal, the Admiral has held several

key operational, staff and training appointments in his naval career including the command of missile vessels INS Vidyut and Vinash; the missile corvette INS Kulish; the guided missile destroyer INS Mysore and the aircraft carrier INS Vikramaditya.

On promotion to the Flag rank, he served as Chief Staff Officer (Training) at Headquarters Southern Naval Command, Kochi and played a key role in the conduct of all training in the Indian Navy. He was also instrumental in raising the Indian Navy Safety Team that oversees operational safety across all verticals of the Navy. He then went on to head the work up organisation

of the Navy as the Flag Officer Sea Training, after which he was privileged to be appointed as Flag Officer Commanding Western Fleet. After commanding the Sword Arm, he was appointed Flag Officer Offshore Defence Advisory Group and Advisor Offshore Security and Defence to the Government of India, and thereafter as Chief of Staff of the Western Naval Command. The Flag Officer was later Controller Personnel Services at NHQ, a position he held till assuming his current assignment.

Admiral Swaminathan's educational qualifications include a BSc degree



from Jawaharlal Nehru University, New Delhi; MSc in Telecommunications from Cochin University of Science and Technology, Kochi; MA in Defence Studies from King's College, London; MPhil in Strategic Studies from Mumbai University; and PhD in International Studies from Mumbai University.

## Yogi Babu and Pramod Shetty play lead roles in 'Sannidhanam P.O', an emotional comedy film directed by Amuthasarathy and produced by Sarvata Cine Garage in association with Shimoga Creations



Chennai, Oct 06 2023: Set in the backdrop of Sabarimala, 'Sannidhanam P.O' to be simultaneously made in Tamil, Malayalam and KannadaA new film bankrolled by Sarvata Cine Garage in association with Shimoga Creations with Madhu Rao and Shabeer Pathan as producers has been titled 'Sannidhanam P.O'. Directed by debutant Amuthasarathy, the movie starring Yogi Babu and Kannada

actor Pramod Shetty in lead roles will simultaneously be made in Tamil, Malayalam and Kannada languages with Sabarimala as the backdrop. Speaking about the film, director Amuthasarathy said, "Sannidhanam P.O. will narrate the story of a mother's search for her son who went missing when he was a child.

The film will strike a balance between family sentiments and comedy. Sithara plays the mother and Yogi Babu the son. Kannada

actor Pramod Shetty plays the other lead role."Speaking further, he said, "The shoot will soon begin in Chennai and will continue at locations including Pollachi. Sannidhanam P.O will be a right mix of humour and emotions." Varsha Viswanath, Menaka Suresh, Moonnar Ramesh, Vinod Sagar and Ashwin Haasan are playing key roles in 'Sannidhanam P.O'. Ajinu Ayyappan has written the story and screenplay, while director Amuthasarathy has penned the dialogues.

Cinematography will be by Vinod Bharathi, Editing by Pon Kathiresh, Costume Designing by Nadaraj, Make-up by Shibukumar, Art by Vijay Thennarasu, Stunts by Merattal Siva and Public Relations by Nikil Murukan. Shooting for Yogi Babu and Pramod Shetty starrer 'Sannidhanam P.O' produced under the banners of Sarvata Cine Garage and Shimoga Creations by Madhu Rao and Shabeer Pathan and directed by Amuthasarathy is set to begin soon.



## ABP Network's 'Roots & Rhythms' Enthral Delhi with Soul-Stirring Performances

Chennai, Oct 06 2023: ABP Network, a distinguished leader in the Indian media industry, marked a triumphant debut with its latest musical endeavour, "Roots & Rhythms," at the Indira Gandhi Indoor Stadium in New Delhi on September 30th. The grand event witnessed an overwhelming response, drawing a crowd of approximately 12,000 attendees.

"Roots & Rhythms" served as a portal into the rich tapestry of India's musical traditions, offering a diverse lineup of acclaimed artists who left the audience captivated. The concert featured the sensational Badshah, injecting a contemporary twist into Indian music, Shilpa Rao showcasing her versatility across

various genres, and Papon, deeply rooted in Indian culture, delivering a mesmerizing performance. Together, they orchestrated an unforgettable musical experience for the diverse audience.

The musical extravaganza celebrated the unifying power of music in 'New India,' transcending boundaries and fostering unity. ABP Network meticulously curated "Roots & Rhythms" with the objective of inspiring unity and celebrating India's diverse musical heritage.

On the heels of the concert's resounding success, Avinash Pandey, CEO of ABP Network, expressed his jubilation, stating, "I'm absolutely delighted with the phenomenal

turnaround we witnessed at the concert. The roaring crowd, the thunderous cheers, and the overall success of the event validate that we accomplished something truly extraordinary. This isn't just a concert; it's an exploration of the powerful stories that music can weave. Through 'Roots & Rhythms,' we sought to create an immersive experience that goes beyond the stage, connecting our audience with the heart and soul of India's musical heritage. Bringing three big artists together on one platform is a testament to our commitment to pushing boundaries and creating unique experiences."

"Roots & Rhythms" stands as a testament to ABP Network's

dedication to bridging cultural gaps and bringing people of all ages and backgrounds together. It serves as a platform for celebrating India's musical heritage while embracing contemporary sounds, crafting memories that resonate with the nation's passion for music.

The resounding success of "Roots & Rhythms" firmly establishes it as a must-attend musical event for both music enthusiasts and those looking to immerse themselves in India's rich cultural heritage. ABP Network's commitment to promoting and preserving the nation's artistic legacy shines brightly through this event.

## Coca-Cola India and ICC Introduces Recycled PET National Flags of 10 Playing Nations for the ICC Men's Cricket World Cup 2023

Chennai, Oct 06 2023: As the ICC Men's Cricket World Cup 2023 begins today, Coca-Cola India and ICC aim to bring together the country's excitement for cricket with a commitment to sustainability. During the match opening ceremony of the ICC Men's Cricket World Cup 2023, Coca-Cola India and ICC introduced National Flags made from post-consumer PET bottles. These PET bottles were recycled to produce yarn which was subsequently used for the flags. These flags will be used during the 'national anthem ceremony' before each match takes place in the stadiums.

Heralding a new era of environmental responsibility, Coca-Cola India has enabled creation of national flags of the ten playing



nations, and ten ICC unity flags. This makes Coca-Cola India the first company in the world to introduce recycled PET national flags in the sport of cricket, setting a precedent for future events.

Approximately, 11,000 PET bottles were used for creating one national flag and approximately 2000 bottles were used to create an ICC Unity Flag. The flags are manufactured by GoRevise by Ganesha Ecoverse Limited

which is engaged in manufacturing recycled yarn and garments. A dedicated team of 100 workers devoted 25 days and over 300 hours to bring these magnificent flags to life.

Thums Up and Limca Sportz are the official beverage and sports drink partners for the ICC Men's Cricket World Cup India 2023. Coca-Cola India will undertake many activations during the World Cup, including online and offline fan and consumer

engagements, to build awareness around waste management.

Arnab Roy, Vice President, Marketing, Coca-Cola India & Southwest Asia, "Coca-Cola has a mission to support sustainability efforts as an integral part of all sporting events. Aligned with this mission, we take pride in unveiling national flags made with recycled PET at the ICC Men's Cricket World Cup 2023 today. With these recycled national and ICC Unity flags we are dedicated to advancing the principles of a circular economy."

With sports being an integral part of both the organisation's DNA and cricket being the biggest sporting in India, Coca-Cola India and ICC are committed to creating a sustainable sporting experience in this world cup.

## RBI Monetary Policy

*Virat Diwanji, Group President and Head Consumer Bank Member, Group Management Council Kotak Mahindra Bank Limited*

Chennai, Oct 06 2023: Virat Diwanji, Group President and Head Consumer Bank, is with the Kotak Mahindra Group for over the last two and a half decades. Virat is part of the Bank's Group Management Council that drives and oversees the Kotak Mahindra Group's growth charter.

In his long innings at Kotak, Virat has led over 10 diverse business lines cutting across Assets and Liabilities and has been instrumental in metamorphosing many business divisions into success stories at Kotak. He took on the mantle of managing the branch banking business in

November 2007 with the primary responsibility of establishing bank branches as a point of product distribution, transaction processing and differentiated customer experience.

Some of his career milestones include managing the first JV of the Group with an overseas partner, Ford Credit as its Managing Director and incubating & growing two niche customer segments of the consumer banking business viz. Priority & NRI Banking. In the recent past, Virat has successfully managed the integration of ING Vysya Bank's retail distribution network

with the branch banking network of Kotak, a melange of not only business but culture, talent and a unified vision.

Virat firmly believes in the mantra of 3P X 2P, i.e. driving Profitability, Productivity and Performance through an active interplay of People (Talent/Teamwork) and Processes (Control/Compliance/Customer).

Virat is passionate about mentoring budding talent and has groomed several business leaders at all levels.

He began his career with the management



consultancy division of A. F. Ferguson & Company in 1988. He joined Kotak in 1994.

Virat takes a keen interest in cricket and has played the Cooch Behar Trophy (Under-19), the C K Nayudu Trophy (Under-21) and the Rohinton Baria Trophy (Inter-University).

## Bureau of Indian Standards conducts 1176 exposure visits for students across India

Chennai, Oct 06 2023: The Bureau of Indian Standards (BIS), the National Standards Body of India, has informed that they have organized 1176 exposure visits for students across India. As per their official statement, "BIS remains committed to conducting these exposure visits on a regular basis and from 2021 till now, a total of 1176 exposure visits were organized for students across India. The objective is to effectively contribute to India's mission of building a quality conscious nation".

The statement further read, "Under the landmark initiative "Learning Science via Standards", the Bureau of Indian Standards (BIS) has introduced a series of

Lesson plans. These meticulously curated lesson plans primarily focus on everyday products, strategically selected for their alignment with educational curricula and industrial relevance. By immersing students in these lesson plans, BIS seeks to instill an appreciation for quality and standards, empowering them to confidently navigate real-world scenarios in their future pursuits."

Further, it was informed through the statement that, "this initiative aims to equip students with a profound understanding of scientific concepts, principles, and laws by showcasing their practical applications in

the manufacturing, functioning, and quality testing of various products, as outlined in pertinent Indian Standards. It will help in bridging the gap between theory and real-life use of science education which will enable students to relate the concepts of science to their actual applications and also promote a culture of quality and standardization in the country."

"As part of this initiative, a comprehensive series of 52 lesson plans has been prepared, with 40 of them readily accessible on the official BIS website. The "Learning Science via Standards" series is in continuum with an earlier BIS initiative under which

Standards Clubs are being established in educational institutions across India. Till date, around 6939 Standards Clubs have already been formed in various schools and colleges across the country, having more than 1.75 lakh student members. To initiate the activities under these Clubs, more than 5300 science teachers have been trained to act as mentors. The Clubs undertake student-centric activities like Debates, Quiz and competitions, including standard-writing competitions. BIS provides financial support to these Clubs for undertaking upto 3 activities in a year." read the statement.

## Schneider Electric launches 60 cities Innovation Yatra: reaffirms its commitment to India's growth in Amrit Kaal

Chennai, Oct 06 2023: Schneider Electric, the global leader in the digital transformation of energy management and next-gen automation solutions, today launched the Schneider Electric Innovation Yatra to mark the 60th anniversary of company's operations in India.

This carbon neutral yatra will travel to 60+ cities in India, aiming to highlight Schneider Electric's 60-year journey in the country and the continued commitment to support nation building by imparting knowledge around advancements in IoT, Electricity 4.0, Digitization & Sustainability within the Energy management and NextGen automation space. It aims to spread the message of sustainability and digitization by connecting with over 20Mn+ citizens, corporates, industry experts, policymakers, partners, customers, farmers, electricians, institutes, government, and more. The eco-friendly mobile hub is powered by recyclable materials & renewable Luminous solar panels

and showcases IOT enabled solutions, connected product offers, journey of the group in India, contribution & commitment to India's growth and a special 'Green Yodha' Sustainability Zone.

Speaking at the launch event, Deepak Sharma, Zone President - Greater India and MD & CEO, Schneider Electric India said, "Our 60 years of presence in India is a testament to our enduring commitment to the nation's progress. Schneider Electric now has 37000+ employees, 30 manufacturing sites in India, making it the 3rd largest market & one of the 4 global hubs for the group. The Schneider Electric Innovation Yatra is a unique platform to connect & engage with our stakeholders, celebrate our achievements, and showcase our commitment to driving sustainable innovations and digitization. We believe, the vision of building resilient and sustainable India during Amrit Kaal, can be achieved through collaborative actions. I am deeply indebted to our customers, partners and employees for their continued trust and

support"

Highlighting the company's focus on responsible marketing, Rajat Abbi, Vice-President- Global Marketing, Chief Marketing Officer, Schneider Electric India, said, "I am elated to see the launch of the Schneider Electric Innovation Yatra. This carbon neutral Yatra will cover the length and breadth of the country to create awareness around sustainable, digital and NextGen automation solutions. This unique campaign is an extension of our flagship Green Yodha initiative aiming to reach a wider and diverse audience, and have more stakeholders join the good fight against climate change. Our marketing playbook has 4P's purpose, partnerships, planet and performance and this initiative will have a unique blend of digital, physical, social and omni-channel presence reaching millions of Indians"

Schneider Electric is present in the Indian market with multiple popular brands including Schneider Electric, L & T Electrical & Automation, Luminous, AVEVA, to

name a few.

Schneider Electric is a leader in Energy management, NextGen automation and Sustainability solutions for diverse industry segments. L & T Electrical & Automation (E&A) offers a wide range of products, solutions and turnkey services for electricity distribution, automation, and control, across various sectors. Luminous Power Technologies is a trustworthy brand with a wide range of innovative products in the power backup, and residential solar space. AVEVA is a global leader in industrial software, driving digital transformation and sustainability - offering partnership for our customers from Grid to Plug, Equipment to enterprise, component to cloud.

The Schneider Electric Innovation Yatra will connect with India's diverse ecosystem, from citizens to corporates, from farmers to institutions and more. It aspires to simplify climate change for the masses by showcasing innovative solutions and create Green Yodhas, the climate warriors of tomorrow.



## Cummins India launches "REDEFINE 2023" to inspire next generation of business leaders

Chennai, Oct 06 2023: Cummins India, one of the leading power solutions technology providers in the country, launches 'REDEFINE 2023', the latest edition of its national level business school (B-school) case study competition. Open to students from 18 partner B-schools in India, this year's case study theme will be focused on "Unlocking the Power of Digitalization in the Aftermarket: Enhancing Efficiency, Customer Experience, and Competitive Advantage in B2B Business Environment."

REDEFINE is an annual B-School engagement initiative focused on nurturing the business leaders of tomorrow. Each year, it presents students with a unique real-world industry challenge to demonstrate their strategic, innovative, and analytical skills. Featuring multiple rounds, the competition is set to commence on October 8, 2023 and will culminate with a two-day grand finale event to be hosted at the Cummins India Office Campus in Pune, Maharashtra on November 20-21, 2023. The winning team will be awarded a cash prize and



offered the opportunity to join Cummins India's mentorship program.

Sharing her views on the competition commencement, Anupama Kaul, Human Resources Leader, Cummins India said, "Our annual B-school case study competition, REDEFINE, is designed to empower and guide emerging talents, unlocking their innate potential to become the future leaders and trailblazers. This competition cultivates a growth mindset among management students, enabling them to apply their leadership skills, business acumen, and knowledge to develop innovative strategies to solve real-world business challenges. We are eager to collaborate with and gain valuable insights from some of the brightest young minds representing our

country's leading business schools. Learning is a lifelong pursuit and REDEFINE is a unique opportunity for students to hone their skills and prepare for the challenges and opportunities of tomorrow."

Elaborating on the rationale behind organizing the case study competition, Subramanian Chidambaram, Strategy Leader, Cummins India added, "In today's complex and ever-changing world, innovation is essential for businesses to thrive. At Cummins, we believe that the best way to innovate is to collaborate with a diverse range of stakeholders, including governments, academia, industry bodies, and communities. Our REDEFINE case study competition is designed to spark the creativity of

young minds and encourage them to develop innovative solutions to real-world business challenges. I am confident that the students will find the case study intellectually stimulating and their insights will be invaluable for us."

In addition to the case study, the students will have the opportunity to participate in interactive sessions with the Cummins India leadership. To enhance awareness of Cummins' business and brand among emerging talent, the company will also host a separate quiz competition for the students to assess their grasp of business trends, technology, and understanding of Cummins.

In 2022, REDEFINE received a tremendous response with over 1800 student registrations from 12 partner B-schools. Team Vision from Xavier Labour Relations Institute (XLRI), Jamshedpur (Delhi Campus) was the winner of REDEFINE 2022. Team QuadrAngles from Narsee Monjee Institute of Management Studies (NMIMS), Mumbai was the first runner-up.

## Luminous Power Technologies launches ConnectX App to track the performance and efficiency of rooftop solar systems



Chennai, Oct 06 2023: Luminous Power Technologies, a leading provider of energy solutions, today launched its cutting-edge energy management solution, the ConnectX App. The App aims to provide Luminous' customers a powerful tool for managing and monitoring their Luminous solar product range, specifically inverters and associated systems. The App was launched at the Renewable Energy India Expo held at the India Expo Centre, Greater Noida where the company also showcased its widest range of roof-top solar solutions.

Packed with a suite of rich features, this innovative app is designed to empower consumers by providing them with real-time monitoring and data on energy consumption, solar energy generation, and inverter performance. In doing so, the application enables users to make informed decisions about their energy usage, fostering sustainable energy practices while reducing reliance on traditional grid sources.

According to Preeti Bajaj, CEO & MD, Luminous Power Technologies, "At Luminous, we envision a future where intelligent, interconnected solutions empower individuals and businesses through enhanced energy management. The user-friendly design, and features like real-time monitoring and data on energy consumption, make this App the perfect solution leading

to optimised solar system performance. We are committed to simplifying energy management for the people and lead the way in smart energy solutions, with a strong focus on innovation and sustainability."

With the launch, Luminous Power Technologies aims to reach consumers across residential, commercial, and industrial sectors. The app's versatility is designed to cater to a diverse consumer base and ensure that advanced energy management is accessible to users in various markets and sectors. The ConnectX App is compatible with Luminous' range of Solar products, including Solarverter Pro, Hybrid, PCU, and NXI GTI Series. The users will benefit from access to real-time data and insights, informing them about power generation, energy usage patterns, as well as performance and health of the inverter through notifications and update.

The Luminous ConnectX App offers a user-friendly design, ensuring a smooth experience. It features an easy login process, effortless Wi-Fi configuration, seamless data synchronization, and intuitive visualization of energy flow. Detailed device information is easily accessible, and users can connect with Luminous through social media platforms and accessible assistance and support services. With a visually appealing colour scheme and both dark and light modes, the app caters to users

with varying levels of technical expertise. Its intuitive interface ensures effortless navigation and access to essential information.

The Luminous ConnectX App sets itself apart by offering a comprehensive solution for energy management, combining real-time data visualization, historical analysis, insights, and customer support. It aims to establish a new benchmark for user-friendly and feature-rich energy management tools, some of which are as follows:

**? Real-Time Monitoring:** Users can immerse themselves in real-time energy flow with intuitive animations, gaining immediate insights into solar energy generation, consumption, and storage (battery backup). Users can get access to comprehensive details about their inverter, battery, and solar system.

**? Financial benefits:** Users can make financially informed decisions with ROI calculations and track energy savings over time. The app empowers users with insights into energy consumption and solar power performance, enabling optimized energy usage. This can potentially reduce utility costs, improve system efficiency, and maximize solar energy utilization.

**? Historical Trends:** Analyse past data on solar generation, home

consumption, and power cuts to fine-tune your energy strategy.

**? Environmental Contributions:** Stay connected to the green revolution with insights into your environmental contributions.

**? Energy Independence:** Reduce your dependence on traditional grid energy sources and minimize your carbon footprint.

**? Customization:** Enjoy a personalized experience with the option to switch between light and dark mode themes.

Currently available for Android users, Luminous is actively working towards developing an iOS-compatible version that is expected to be available by the end of this year. Future updates will include support for non-solar products and upcoming offerings from Luminous. The users can leverage FOTA or Firmware-over-the-Air whenever a newer Firmware version is available and upgrade the app whenever a newer version is available at play store. While users can currently monitor inverter and connected device data, control over connected devices will be made possible in future versions.

The consumers can download the Luminous ConnectX App from the Google Play Store, tailored for Android devices. The setup process involves creating an account, entering the unique inverter serial number, and configuring the IoT device for real-time data access.

## NIESBUD implements 3-day capacity building programme across 4 locations to boost existing enterprises

Chennai, Oct 06 2023: With aim to create, foster, and promote the spirit of entrepreneurship amongst India's youth, the National Institute for Entrepreneurship and Small Business Development (NIESBUD) conducted a three-day Capacity Building Programme for Existing Enterprises for Scaling up Business Activities between 27th to 30th September 2023. The programme was supported by the Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Programme, working under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE).

The three-day programme included 12 sessions on different topics including Micro Lab, Characteristics of an Entrepreneur, Entrepreneurial Motivation, Self Analysis, Creativity, Psycho-Social behaviour analysis for confidence building; Understanding Risk Taking and Goal Setting Behaviour for Enterprise Development, Types of Enterprises, Entrepreneurship Support Ecosystem, Procedures and Formalities of Bank Finance; Preparation of Business Plan Regulatory Compliances for Small



Businesses, Entrepreneurial Taxation (GST), Online process of GST Registration, FSSAI Registration Process, and GEM Registration Process.

As a part of the project, NIESBUD is also providing mentoring and handholding services to the candidates after completing the capacity-building programmes for scaling up their business activities for a duration of 2 years.

Lauding the initiative, Shri Atul Kumar Tiwari, Secretary, Ministry of Skill Development & Entrepreneurship, said, "In today's rapidly evolving business landscape, equipping small-scale entrepreneurs with essential skills is not just a necessity but a strategic imperative. Such programs offer practical insights and ongoing support, enabling entrepreneurs to compete on a larger scale, while also nurturing their dreams of playing a pivotal role in India's

economic transformation. These capacity-building initiatives are the cornerstone of economic empowerment, providing individuals with the tools they need to succeed in an ever-evolving business world, ultimately strengthening our nation's entrepreneurial spirit and economic resilience."

During this programme, Meta conducted a masterclass for providing digital marketing skills to build capacities of existing and budding entrepreneurs. The masterclass is a part of the three-year Education to Entrepreneurship initiative between the MSDE, NIESBUD and Meta. Under this collaboration NIESBUD and Meta aim to provide access to five lakh entrepreneurs in digital marketing skills over the next three years.

The partnership will also focus on different aspects of value chain development by bringing

together common enterprises as collectives, provide focused support in particular dimensions such as accounting, marketing, production, quality management, diversification, technology, etc.

Additionally, stakeholders will assist the beneficiaries with branding, and digital marketing, facilitate handholding support through e-mentoring platform, provide business development ideas and strategies.

Launched in 2018, Skill Acquisition and Knowledge Awareness for Livelihood Promotion ("SANKALP") is a programme of the MSDE with loan assistance from the World Bank. It aims to improve short term skill training qualitatively and quantitatively through strengthening institutions, bring in better market connectivity and inclusion of marginalised sections of the society.