

YSR Telangana party leader Sharmila joins Congress Transport workers to go on strike from Jan 9

Chennai, Jan 04 2024: Ahead of Pongal, government bus services in Tamil Nadu are likely to face disruption as state transport workers' unions have announced an indefinite strike from January 9, 2024. The unions have placed 6 major demands including better pay, filling of the vacant driver and conductor posts, financial support to all eight transport corporations, and release of pending dearness allowance of pensioners.

The triangle negotiation talks between the state government, Labour Welfare Department, and transport unions that were held last night ended up in failure. With no compromise reached in the tri-party talks, the transport union executives have announced that they will start the strike on January 9.

The prominent transport unions including CITU, AITUC, and HMS unions to

participate in the strike, while the Anna Trade Union Council attached to the AIADMK has said that it will go on strike alone.

Y.S. Sharmila, sister of Andhra Pradesh Chief Minister Y.S. Jagan Mohan Reddy, joins the Congress party, in the presence of AICC chief Mallikarjun Kharge and Rahul Gandhi at in New Delhi on January 4, 2024

Founder of YSR Telangana Party Y.S. Sharmila, the daughter of



former Andhra Pradesh chief minister Y.S. Rajasekhara Reddy and sister of A.P. Chief Minister Y.S. Jagan Mohan Reddy, joined the Congress here on Thursday, January 4, 2024.

Sharmila joined the Congress in the presence of Congress President Mallikarjun Kharge, former president Rahul Gandhi and the other senior leaders. She also announced the merger of her YSR Telangana Congress with the Congress, and said she would fulfil any responsibility given to her.

Sharmila has joined the Congress after months of speculation in the run up to the Telangana assembly

elections and it is widely expected that she will be given an important role in the party. She has had long standing feud with her brother and current Andhra Pradesh Chief Minister YS Jagan Mohan Reddy.

"Today, I am very happy to be merging YSR Telangana party into the Congress party. It gives me immense joy that the YSR Telangana Party is going to be a part of the Indian National Congress from today onwards," she said addressing the

media.

Congress party, she added remains the "largest secular party of our country" and "it has always upheld the true culture of India and built foundations of our nation."

Ahead of the assembly elections Ms. Sharmila had declared that her party would contest on all the 119 seats. But later she backed out, supporting the Congress instead.

Union Home Minister and Minister of Cooperation Amit Shah launches the portal developed by NAFED and NCCF for registration, procurement and payment of tur dal producing farmers

Chennai, Jan 04 2024: Union Home Minister and Minister of Cooperation Shri Amit Shah launched the portal developed by National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED) and National Cooperative Consumers' Federation of India Limited (NCCF) for registration, procurement and payment of tur dal producing farmers in New Delhi today. Shri Amit Shah addressed the national symposium organized on 'Self-reliance in Pulses'.

Union Minister of Agriculture and Farmers Welfare Shri Arjun Munda, Minister of State for Consumer Affairs Shri Ashwini Choubey, Minister of State for Cooperation Shri B. L. Verma and many other dignitaries were present on the occasion.

In his address, the Union Home Minister and Minister of Cooperation said that today we have taken such an initiative through the portal which will facilitate the farmers in selling tur dal by registering in advance through NAFED and NCCF and they will be able to get payment at MSP or more than MSP at market price through DBT. He said that with this beginning, in the coming days the prosperity of farmers, a self-reliance of the country in the production of pulses and nutrition campaigns will be strengthened. With this, our campaign of crop pattern changing will gain momentum and there will also be changes in the areas of land reform and water conservation. He said that today's beginning is the beginning of bringing tremendous changes in the agriculture sector in the coming days.

Shri Amit Shah said that today the country is not self-reliant in the field of pulses, but we have achieved self-sufficiency in green gram (moong) and gram (chana). He said that in an agricultural country like India, the availability of water is increasing and the different weather in different parts of the country is very useful for agriculture. Prime Minister Shri Narendra Modi has put a big responsibility on the farmers producing pulses to make India 'Atmanirbhar' in the pulses sector by the year 2027. He expressed confidence that with the cooperation of farmers, India will become 'Atmanirbhar' in the field of pulses production before December 2027

and the country will not have to import even a single kilogram of pulses.

The Home Minister and Minister of Cooperation said that to make the country Atmanirbhar in the field of pulses, several meetings have been held with the Ministry of Cooperation, the Ministry of Agriculture and other parties in which the obstacles coming in the way of achieving this goal have been discussed. He said that many times farmers producing pulses did not get fair prices due to speculators or any other situation, due to which they suffered huge losses. Due to this, farmers did not like to cultivate pulses. Shri Shah said that we have decided that the farmer who registers himself with NAFED and NCCF even before production, his pulses will be purchased 100 percent at the Minimum Support Price (MSP). Shri Shah said that after registering on this portal, farmers will have laddus in both their hands. He said that if the price of pulses is higher than the MSP when the pulses crop arrives, then a scientific formula has been made to buy pulses from farmers at a higher price by calculating its average and this will never cause injustice to the farmers.

Shri Amit Shah appealed to the farmers to register with NAFED and NCCF and it is the guarantee of Prime Minister Shri Narendra Modi that the government will buy the pulses of the farmers and farmers will not have to wander anywhere to sell it. He expressed confidence that the farmers of the country will leave no stone unturned in making the country Atmanirbhar. The Minister of Cooperation added that a large part of the country is still vegetarian and protein is very important for them,



the only source of which is pulses. He said that the production of pulses has great importance in the country's fight against malnutrition. Pulses are also an important crop for land reclamation because the cultivation of pulses increases the quality of the land. He also said that pulses production requires less water and the falling groundwater level in many parts of the country remains a matter of concern for our future. If the groundwater level is to be maintained and increased, then such crops will have to be selected whose production requires less water.

The Minister of Cooperation said that earlier the farmers had a dilemma that if they produce pulses, they will not get a fair price, but now Prime Minister Shri Narendra Modi has ended the dilemma of the farmers. If the farmers have registered, then it is the responsibility of NAFED and NCCF to purchase the entire pulses at MSP. He said that pulses, in a way, set up a mini fertilizer factory in farmers' field. Providing 30 to 40 kg of nitrogen in one hectare area is a big thing and this has been proved by many experiments. Shri Shah added that it is a good news for the farmers of states like Maharashtra, Madhya Pradesh, Uttar Pradesh, Rajasthan, Andhra Pradesh, Karnataka, Gujarat, Chhattisgarh and Bihar that they can register their land size for pulses. They can be assured that their pulses will be purchased at MSP.

Society (PACS) is moving towards building a larger warehouse, this will solve the problem of shipping crops away. The Minister of Cooperation said that the government will at least give the MSP rate and if farmers get higher prices in the market, they are also free to sell their crops in the market. He appealed to the farmers to adopt pulses and make the country self-reliant in the pulses sector before January 1, 2028 so that India does not have to import even a single kilogram of pulses.

The Home Minister and Minister of Cooperation said that within a very short time, 537 PACS and many FPOs have joined this portal. 480 PACS and FPOs from Gujarat, 227 from Maharashtra, 209 from Karnataka, 45 from Madhya Pradesh and other states have also expressed their desire to join the portal. He said that in the last 9 years, during the tenure of Prime Minister Shri Narendra Modi, there has been a huge change in food grain production. Shri Shah said that the total food grain production in the year 2013-14 was 265 million tonnes and in 2022-23 it has increased to 330 million tonnes. He said that if we analyze any one decade in the 75 years after independence, the biggest growth has been achieved by the farmers of the country under the leadership of Prime Minister Shri Narendra

Shri Amit Shah said that the portal has been designed in a very scientific manner, in which Aadhaar number is verified, unique ID of the farmer is created, it has been integrated with land records and integrated with Aadhaar based payment. There is a system of transferring the value of farmers produce directly to the bank accounts of farmers without any kind of corruption. He said that efforts are also being made to integrate this portal with warehousing agencies on a real time basis. In the coming days under the leadership of Prime Minister Shri Narendra Modi a large part of warehousing is going to come in the cooperative sector. Each Primary Agricultural Cooperative Credit

Modi Ji. He said that during this period there has been a huge increase in the production of pulses but we are not self-sufficient in three pulses and we have to be self-reliant in them.

Shri Amit Shah said that it is a matter of satisfaction that today India is number one in the world in terms of production of pulses, both in area and production. India has 31 percent of the sowing area for pulses in total pulses production. He said that the government has formed a cooperative for export, through which the aim of exporting pulses across the world will move forward and this responsibility rests on the farmers of the country. He said that to increase productivity, a cooperative has also been formed for the production of good seeds. In a few days we will put forward our project to increase the productivity of pulses and oilseeds seeds. We will also conserve and promote our traditional seeds. Along with this, to increase productivity, we have formed a multi-state seed modification committee on a cooperative basis. He also appealed to all PACS to register with the committee.

Shri Amit Shah said that in 2013-14, the country's farmers produced 19 million metric tons of pulses while in 2022-23 it was 26

million metric tons, but we should not be satisfied with this. He said that we have to create such a system in which by 2027 we can not only stop the import of pulses but also export it. The Minister of Cooperation assured the farmers and appealed to them to become members of this portal. He said that with such small efforts we will do a lot of work for the country and this will also make the farmers prosperous. Shri Shah said that Prime Minister Shri Narendra Modi had asked from the ramparts of the Red Fort to double the income of farmers. He said that the opposition parties make fun of it without looking at the figures. Giving figures, the Minister of Cooperation said that in 2014-15, the MSP of Tur was Rs 4350 and today the MSP of Tur is Rs 7000. He said that in Toor alone we have worked to increase the income of farmers by 65%. In the same period, the MSP of green gram (moong) was Rs 4600 which has become Rs 8,558 today, the MSP of black gram (urad) was Rs 4350 which has been increased to Rs 6950, the MSP of gram was Rs 3100 which has been increased to Rs 5440 and the MSP of lentils was Rs 2950 which has increased more than two times to Rs 6425. Shri Shah said that now farmers can sow as much tur, urad and masoor as they want and their income will double without doing anything else.

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ROTARY CLUB OF CHENNAI BHARATHI - BID 2023 ON A BLISSFUL NOTE NAMMA KALACHARAM - SERIES SIX

Chennai, Jan 04 2024: As we approached the end of 2023, the Rotary Club of Chennai Bharathi chose to end the year on a divine and blissful note. The Eve of the New Year, December 31, 2023, was a moment of awe, joy, and bliss as the hall at R R S A B H A , M Y L A P O R E , personified divinity.

The sixth series of the signature project "N A M M A K A L A C H A R A M" saw a blissful journey amidst the presence of chief guests Kalaimamani Nandini Ramani, RI District Governor AKS Rtn. Ravi Raman, district first lady Rtn. Shobana Ravi. The hall was packed with over 550 attendees.

It was a moment of pride and joy as the club conferred with Dr. Jayanthi Kumaresh, Saraswathi Veena, and Smt. Mahalakshmi Ashwin, the founder of Tapas Cultural Foundation, with a L I F E T I M E A C H I E V E M E N T A W A R D 2023 for their exemplary work in music and dance while preserving our traditional art forms and civilization. The awards were presented by chief guests Kalaimamani Nandini Ramani, RI District Governor AKS Rtn. Ravi Raman, district first lady Rtn. Shobana



Ravi.

The awardees and chief guests in their addresses highly appreciated the initiative taken by the club to spread our tradition and culture.

The sponsors (Kauvery Hospital, Elements - Senior Living community, Prime Indian Hospital, VS Hospital, Hamsa Rehab, and Kanaga Dhenu Dairy Farms, MdNd were honored with mementos.

This series aimed to raise awareness of Godhana to support Sadhana Goshala and the use of eco-friendly products to protect nature. As it was New Year's Eve, the Rotary Club of Chennai Bharathi chose a holistic approach to honor the guests and artists. The eco-friendly pooja items and 100 grams of pure cow ghee sponsored by Kanaga Dhenu Dairy farms were hand-packed with hand-woven palm baskets. These baskets are made by villagers in a village near Tiruvallur. Sixty

eco-friendly hampers were distributed to all the guests and artists.

Also, to carry forward the go-green mission, we distributed 100 saplings to all the guests and artists.

This award ceremony was followed by a blissful dance drama performance titled "V I T T A L A D A R S H A N , " performed by the team of Tapas Cultural Foundation under the able guidance of Smt. Mahalakshmi Ashwin. This form of art was the first in the Namma Kalacharam series. This production depicted the story of bhaktas in Pandripur, who were staunch devotees of lord Panduranga, and how the Lord tests their courage and bhakti in various ways. Each artist's performance was par excellence, and each had the darshan of Lord Panduranga. It got tears to our eyes. The audience gave them a standing ovation.

The presence of

annettes made it very eventful.

We wholeheartedly thank all our sponsors—special thanks to Kesar Gift Mart for sponsoring the awards and mementos. We offer our humble gratitude to MdNd for their consistent support.

We express our sincere gratitude to the Tapas Cultural Foundation and the entire team for being a part of this series. We thank Dr. Jayanthi Kumaresh, Kalaimamani Nandini Ramani, and DG Rtn. Ravi Raman and First Lady Shobana, thank you for their gracious presence despite their busy schedule.

Our humble thanks to the members of the Rotary Club of Chennai Bharathi who made their presence. Our sincere thanks to the master of Ceremony Rtr. Vaishalee did a fantastic job of hosting the event. Indeed, it was a great way to end the year 2023.

Edelweiss Financial Services Limited announces Rs 2,500 million Public Issue of Secured Redeemable Non-Convertible Debentures (NCDs)

Chennai, Jan 04 2024: Edelweiss Financial Services Limited ("EFSL"/ "Company"), today announced the public issue of Secured Redeemable Non-Convertible Debentures ("NCDs") of the face value of ₹ 1,000 each for an amount up to ₹ 1,250 million ("Base Issue Size"), with a green shoe option of up to ₹ 1,250 million, cumulatively aggregating up to ₹ 2,500 million ("Issue Limit") ("Issue").

There are ten series of NCDs carrying fixed coupons and having a tenure of 24 months, 36 months, 60 months, and 120 months with annual, monthly, and cumulative interest options. Effective annual yield for NCDs ranges from 8.94% p.a. to 10.46% p.a.

The Issue is

scheduled to open on January 09, 2024 and close on January 22, 2024**

At least 75% of the funds raised through this Issue will be used for the purpose of repayment/prepayment of interest and principal of existing borrowings of the Company and the balance is proposed to be utilized for general corporate purposes, subject to such utilization not exceeding 25% of the amount raised in the Issue, in compliance with the Securities and Exchange Board of India (Issue And Listing of Non-Convertible Securities) Regulations, 2021, as amended from time to time ("SEBI NCS Regulations").

The additional incentive will be a maximum of 0.20% p.a. for all categories of Investors in the

proposed Issue, who are also holders of debentures(s)/bond(s) previously issued by the Company, and/or ECL Finance Limited, Nido Home Finance Limited (Formerly known as Edelweiss Housing Finance Limited), Edelweiss Retail Finance Limited, and/or are equity shareholder(s) of the Company as the case may be, on the preceding working Friday to the deemed date of allotment.

The NCDs proposed to be issued under the Issue have been rated "CRISIL A+/Stable (pronounced as CRISIL A plus rating with Stable outlook) and ICRA A+/rating watch with negative implications".

Trust Investment Advisors Private Limited and Nuvama Wealth Management Limited# are the Lead

Managers of this NCD Issue. The NCDs will be listed on BSE Limited to provide liquidity to the investors.

Nuvama Wealth Management Limited is deemed to be an associate of the Issuer, as per the Securities and Exchange Board of India (Merchant Bankers) Regulations, 1992, as amended (Merchant Bankers Regulations). Further, in compliance with the provisions of Regulation 21A and explanation to Regulation 21A of the Merchant Bankers Regulations, Nuvama Wealth Management Limited would be involved only in marketing of the Issue and as per Regulation 25 (3) of SEBI NCS Regulations and shall not issue a due diligence certificate.

'Veeramangai Velu Nachiyar' produced by Trends Cinemas' J M Bashir and directed by R Aravintha Raj to have Ayisha in title role

Chennai, Jan 04 2024: Produced by J M Bashir under Trends Cinemas banner and directed by R Aravintha Raj, the movie will mark the acting debut of Ayisha, who will play the lead role as Velu Nachiyar.

J M Bashir, who has played Pasumpon Muthuramalinga Thevar in the movie 'Desiya Thalaivar', plays an important character Periya Maruthu in 'Veeramangai Velu Nachiyar'. It is noteworthy that Ayisha is his daughter.

The launch of 'Veeramangai Velu Nachiyar' was held on Wednesday (3 January) at Thevar Mahal in T Nagar, Chennai. Speaking about the film, producer and actor J M Bashir said, "We are very proud to bring



Velu Nachiyar's biography to the screen. It is a great pleasure to have my daughter Ayisha in the lead role."

Bashir further said that it is necessary for today's younger generation to know about the great personalities who fought selflessly for our country and freedom, and because of this, he is bankrolling films

including 'Desiya Thalaivar' and 'Veeramangai Velu Nachiyar'.

Bashir said 'Desiya Thalaivar' is going to hit the screens next month and the shooting of 'Veera Mangai Velu Nachiyar' will start soon after that. He informed that the script of the film has been developed after studying historical

documents.

For 'Veera Mangai Velu Nachiyar', J Sridhar will take care of cinematography and stunts will be choreographed by Miracle Michael. Famous actors and leading technicians will be roped in for the film. Producer J M Bashir said more details about the project will be revealed soon.

AIR MARSHAL VIBHAS PANDE AIR OFFICER COMMANDING-IN-CHIEF MAINTENANCE COMMAND VISITS BASE REPAIR DEPOT NAJAFGARH AIR FORCE

Chennai, Jan 04 2024: Air Marshal Vibhas Pande, Air Officer Commanding-in-Chief, Maintenance Command along with Mrs. Ruchira Pande, President Air Force Family Welfare Association Regional [AFFWA (R)] visited Base Repair Depot, Najafgarh from 03 Jan to 04 Jan 24. He was received by Air Commodore Amit Agrawal, Air Officer Commanding the Base Repair Depot and President AFFWA (L).

The AOC-in-C was briefed about the various operations being undertaken by the Depot after which he reviewed the operational, maintenance and



administrative preparedness. The Air Marshal stated that well-trained 'Agniveervayu' have become integral part of Air Force units and now it is the responsibility of all senior air warriors to groom and train them further.

He interacted with the personnel of the Depot and urged them to keep pace with the new technological advancements. He also stressed upon the need to enhance their skills, maintain proficiency in all roles and continue to excel in performing

their duty with diligence. He exhorted all air warriors to remain physically fit and mentally agile for operational readiness and be vigilant to meet any security challenges.

Indian Toy industry witnesses 52% decline in imports and 239% rise in exports

Chennai, Jan 04 2024: The Indian Toy industry witnessed remarkable growth in FY 2022-23 in comparison to FY 2014-15, with the decline in imports by 52%, rise in exports by 239% and development of overall quality of the Toys available in the domestic market. These observations have been noted in a Case Study on "Success Story of Made in India Toys" has been conducted by the Indian Institute of Management (IIM) Lucknow at the behest of Department for Promotion of Industry and Internal Trade (DPIIT).

The report states that



the efforts of the Government have enabled in creation of a more conducive manufacturing ecosystem for the Indian Toy industry. It highlighted that in a span of 6 years, from 2014 to 2020, these dedicated efforts have led to the doubling of the number of manufacturing units, reduction in dependence on imported inputs from

33% to 12%, increase in gross sales value by a CAGR of 10%, and overall rise in labour productivity.

The report analyzed that India is also emerging as a top exporting nation due to the country's integration into the global toy value chain, along with zero-duty market access for domestically manufactured toys in

countries including UAE and Australia. The report stated that in order to position India as a viable alternative to current toy hubs of the world, i.e., China and Vietnam, consistent collaborative efforts of the Toy industry and the Government are essential for advancements in technology, embracing e-commerce, encouraging partnerships and exports, investing in brand-building, engaging with educators and parents to communicate with children, valuing cultural diversity and collaborating with regional artisans, etc.

U.S. Mission Supports Mysuru's Jayalakshmi Vilas Mansion Folklore Museum Preservation Project

Chennai, Jan 04 2024: The U.S. Mission in India and its implementing partner University of Mysore officially announced the U.S.-funded conservation efforts for the Jayalakshmi Vilas Mansion Folklore Museum in Mysuru, Karnataka on Thursday, January 4, 2024.

This project, funded through the U.S. government's Ambassadors Fund for Cultural Preservation (AFCP), supports the conservation of the West Wing of the Jayalakshmi Vilas Mansion Folklore Museum building and over 6,500 artifacts from across the state of Karnataka. The University of Mysore is partnering with the Deccan Heritage Foundation to lead the restoration and conservation efforts which are expected to be completed by 2025.

Announcing the AFCP grant to the University of Mysore, U.S. Consul General Chennai Christopher W. Hodges said, "The conservation project at the Jayalakshmi Vilas Mansion Folklore Museum is yet another testament to America's friendship and respect for the people of India and its rich cultural heritage. Once completed, I know the Jayalakshmi Vilas Mansion and Folklore Museum will continue to delight future generations of Indians and international visitors."

He added, "Widespread community engagement is at the heart of all of our AFCP projects. The U.S. Mission India AFCP grant of \$300,000 to the



University of Mysore is the second largest AFCP grant awarded in India in the last twenty years. The AFCP project in Mysuru will bring together conservation and museum experts, architects and designers, and skilled craftspeople – all with a shared passion for preserving and protecting India's cultural heritage in Karnataka."

Prof. N.K. Lokanath, Vice Chancellor, University of Mysore expressed his happiness that the U.S. Consulate had identified the University of Mysore to receive the AFCP award. He said that the "restored Jayalakshmi Vilas Mansion Folklore Museum will not only add to the tourist attractions of Mysuru but will serve as a center for research and higher learning for scholars focused on ethnographic traditions of Karnataka." He also noted that the University of Mysore had

received another grant from the U.S. Consulate General Chennai in 2012 towards the conservation of the Oriental Research Institute (ORI) and its priceless collection of 40,000 ancient palm leaf manuscripts and books. The restored ORI building was inaugurated by former U.S. Ambassador to India Richard Verma in 2015.

Deccan Heritage Foundation India Chairperson Ambassador Latha Reddy, stressing the importance of preservation of cultural heritage sites, said, "At Jayalakshmi Vilas Mansion, DHF envisions to establish best practices in architectural restoration and object preservation to create an inclusive polysemic museum that is sustainable in its operations."

Located within the University of Mysore campus, Jayalakshmi Vilas Mansion was built in 1905 as a residence for

Maharajkumari Jayalakshammanni, eldest daughter of Mysore Maharaja Chamaraja Wadiyar X. The majestic building is designed in European Classical style and has four wings. The University of Mysore acquired the Jayalakshmi Vilas Mansion and its surrounding land in 1959 when K.V. Puttappa (popularly known as Kuvempu) was the Vice Chancellor to become a part of the sprawling Manasa Gangothri campus. The museum of folklore was set up by Dr. Javaregowda in 1969.

The Ambassadors Fund for Cultural Preservation is among the U.S. government's most significant cultural initiatives abroad. In the past 20 years, the United States has partnered with India to support 24 AFCP projects totaling over \$2.7 million. They include preservation of the famous Sunderwala Burj, Batashewala Mughal Tomb Complex, and the Arab Serai Complex Gateway within the UNESCO World Heritage site Humayun's Tomb in New Delhi; recording and transcribing endangered folk music of western Rajasthan's Langa and Manganiyar communities; and the preservation of palm leaf manuscripts and rare books at the United Theological College in Bengaluru. Through AFCP, the United States demonstrates American leadership in the preservation of cultural heritage around the world, showing its respect for other cultures.

Indian Railway Association of Gynaecology and Obstetrics Conference begins in Chennai Leading Doctors & Experts in the field of Gynaecology and Obstetrics, Neonatologists from Railways, Indian Medical Association and Multi-specialty hospitals from across the country are participating in the Conference



Chennai, Jan 04 2024: The two-day National Conference of Indian Railway Association of Gynaecology and Obstetrics was inaugurated today, 4th January 2024. The Railway Hospitals of Southern Railway (Perambur Railway Hospital) and Integral Coach Factory in association with the Indian Medical Association of Tamil Nadu are jointly organizing the Indian Railway Association of Gynaecology and Obstetrics Conference (IRAGOCON 2024) in AWTI Auditorium, ICF, Chennai on 4th & 5th of January 2024.

Theme of the Conference

The theme of the conference is 'Empowering Women's Health: Clinical Care Strategies in Gynaecology and Obstetrics'. The conference aims to provide a platform for sharing knowledge, fostering collaborative discussions, and promoting advancements in women's health. This conference has brought together distinguished professionals, experts,

and enthusiasts in the field of Gynaecology and obstetrics for exploring innovative techniques and for establishing the Best Practice Standards for patient safety and satisfaction.

Participation by leading Medical Professionals

Dr. Sugandha Raha, Director General (Railway Health Services), Railway Board, New Delhi, Dr. Aniruddha Kirtania, Principal Chief Medical Director, Southern Railway and other senior Medical and Administrative officials of Southern Railway and ICF.

The conference was held under the aegis of Dr. M. Ravindran, Principal Executive Director (Health), Railway Board, New Delhi, Dr. Aniruddha Kirtania, Principal Chief Medical Director, Southern Railway and other senior Medical and Administrative officials of Southern Railway and ICF.

Principal Chief Medical Directors from all zones of Indian Railways and senior

experts from Indian Medical Association, Tamil Nadu, and other leading medical experts from many popular Multispecialty hospitals in Chennai and other parts of the country participated in the conference.

Panel discussions, Seminars & Workshops

Eminent doctors and experts from the field of Gynaecology and Obstetrics, Neonatologist and Endocrinologist will conduct various educative workshops, panel discussions and seminars on various topics such as Holistic approach in Intra Uterine Therapy, Recent Surgical Advances in Gynecological Malignancies, Endocrinological Disorders in Pregnancy, Vaccines in Pregnancy, Myomectomy - the Nuances, to name a few.

Address by the Guests of Honour

The Chief Guest, Dr. Sugantha Raha, Director General (Railway Health Services), Railway Board lauding the efforts of the Railway medical fraternity, stated that the Conference, with aptly chosen theme on

advance treatment modalities with regard to women health care will be discussed by eminent specialists.

Shri. R.N. Singh, General Manager, Southern Railway and Shri. B.G. Mallya, General Manager, ICF congratulated & encouraged the Healthcare professionals for their commitment to optimal patient health care services and wished grand success for the conference.

Dr. S. Kalyani, the Organizing Secretary of the conference and the Medical Director of the Southern Railway Headquarters Perambur Railway Hospital, and a renowned Gynaecology and Obstetrics Expert elaborated on the theme of the conference and said that the conference is a testament to medical professionals' commitment to excellence in healthcare. She added that the conference created a diverse platform for featuring live Surgical workshops, talks by renowned and expert speakers, interactive sessions, and opportunities for networking.

Anna University awarded Patent for Ground-breaking Tethered Aerial Platform Invention

Chennai, Jan 04 2024: Tethered Aerial Drone Platform is an unmanned Aerial Vehicle tethered to the ground. It is a novel flying methodology where the power supply to the drone is provided from the ground, through a Kevlar-coated glass fiber cable. This innovation enables unlimited endurance, allowing the drone to carry out various activities without the constraints of battery limitations. It can also function as a hybrid system wherein the drone can be detached for free flight as well. Team at Dr Kalam Advanced UAV Research Centre, CASR, Anna University has been granted an Indian patent for pioneering this technology invention "Tethered Aerial Platform" effective for a term of 20 years from November 8, 2018, which marks a



significant milestone in the realm of unmanned aerial systems. This invention by virtue of its unique properties is capable of providing Endless Endurance, Persistent Surveillance and Aerial observation for BVLOS ISR mission, as an Antenna for Telecommunication purposes to establish/increase the range and connectivity of a communication Network, for fire fighting in high rise buildings etc., says Dr K Senthil Kumar, the Professor and inventor at Anna University. The Prototype of the system developed was put on display initially during

Aero India 2017 at Bengaluru. The technology has been perfected and is ready for various applications having successfully deployed during the past 6 years in various use case situations like VVIP security, crowd surveillance, oil spill monitoring etc., It can be launched from shipboard, mobile ground vehicle, and fixed platforms. This Tethered Aerial Platform when attached to Ground offensive Vehicles will be a game-changer for Armed Forces which would revolutionise how we conduct tactical warfare, intelligence gathering,

precision-guided munition strikes, air support to ground troops in a network centric operation, the need of the hour for the entire defence forces. The technology holds out not only the potential of becoming force multiplier, but also as a low-cost solution to meet operational requirements. Above all this in future can reduce and minimize loss of our valuable soldier's life who guard our nation which can never be replaced.

This patented Tethered Aerial Platform is a path breaker, outperforming traditional UAVs by providing unmatched mission safety and operational cost efficiency. Its unlimited flight time and diverse applications make it a versatile and crucial tool for both military and civil purposes.

YAMAHA MOTOR INDIA - PONGAL - SPECIAL OFFERS

Chennai, Jan 04 2024: To celebrate the Harvest Festival - Pongal in the state of Tamil Nadu, Yamaha Motor India announced special offers for its customers in the state. Valid till 31st January 2024, the exclusive offers are currently applicable on Yamaha's 150cc FZ model range, FZ16 and 125cc Fi Hybrid Scooters.

Below are the schemes being offered:



- Benefits upto Rs. 6,000/- or Rs. 1,999/- Down Payment on 150cc FZ-S Fi V4, FZ-S Fi V3 and FZ Fi
- Benefits upto Rs. 7,000/- or Zero Down Payment on FZ-X
- Benefits upto Rs. 4,000/- or Zero Down Payment on 125 Fi Hybrid Scooters - RayZR and Fascino

product portfolio includes YZF-R3 (321cc), MT-03 (321cc), YZF-R15 V4 (155cc), YZF-R15S V3 (155cc), MT-15 V2 (155cc); FZS-Fi Version 4.0 (149cc), FZS-Fi Version 3.0 (149cc), FZ-Fi (149cc), FZ-X (149cc), and scooters like Aerox 155 (155cc), Fascino 125 Fi Hybrid (125cc), Ray ZR 125 Fi Hybrid (125cc) and Ray ZR Street Rally 125 FI Hybrid (125cc).

NO MORE COMPROMISING ON LUNCH THANKS TO KFC INDIA'S ALL NEW LUNCH SPECIALS

Chennai, Jan 04 2024: Raise your hands if thoughts such as "I want something interesting today for lunch." or "I think I'll have lunch later. I have so much work to finish." or "Oh no, aaj lunch main same khaana hai" start running through your mind as the clock strikes lunchtime.

Not anymore! Things are about to change in 2024 with the launch of the all-new KFC Lunch Specials, a range of meals with your KFC favourites priced starting at INR 149 only.

As lunchtime nears, and the hunger pangs reach their peak, consumers can choose from a variety of meals including Longer burgers, Rolls, or Rice Bowlz, paired with the iconic Hot & Crispy chicken, Peri Peri Chicken Strips or Fries, along with refreshing beverages. There's something for everyone as consumers can



choose from a variety of veg and non-veg options. KFC Lunch Specials are available exclusively from 11:00 AM to 4:00 PM at all KFC restaurants. So, get set for a crispy, crunchy, delicious lunchtime, with options starting at INR 149.

Like everything else at KFC, the Lunch Specials comes with the assurance of KFC's 5X Sanitization, Screening, Social Distancing, and Contactless service with Vaccinated teams. All surfaces and frequently touched areas in a restaurant are regularly sanitized, team members and riders are screened regularly for their temperatures.

With the variety of options thanks to KFC Lunch Specials, there is no more compromising on lunch! Enjoy your lunch at all KFC restaurants between 11:00 AM to 4:00 PM for dine-in and takeaway, or order online via the KFC app and website (<https://online.kfc.co.in/>).

Chennai, Jan 04 2024: Hard Rock® announces the opening of Hard Rock Cafe® Chennai, in India. The new establishment will offer a combination of music, entertainment, iconic memorabilia and authentic American cuisine. Tourists and local guests will be able to experience incredible moments in a uniquely designed environment.

Iconic Hard Rock Cafe(R) Opens Its Doors in Chennai's Pharos Hotel

Situated in the heart of the city on Sterling Road, the new establishment is ideally positioned near the consulates of several countries. Hard Rock Cafe Chennai is part of the newly-rebranded Pharos Hotel, part of Aruna Hotel Ltd, and promises to be a hotspot for both tourists and local guests. The 4000 sq ft space invites guests to a culinary concert featuring a repertoire that hits all the right notes. From the headliners like the iconic Legendary Burger and sumptuous Tex Mex to



the encores of Hot Fudge Sundaes and milkshakes, every item on the menu performs a symphony of flavors.

The spotlight shines on the Messi Burger, a culinary ode to the football legend, and the Messi Chicken Sandwich, a crispy chicken fillet creation harmonizing with garlic aioli and mozzarella cheese, served with seasoned fries. These special menu items are sure to have fans cheering for an encore. The beverage lineup shares the stage with standout performances, including the Hurricane, Hard Rock's signature

cocktail that dances with a blend of rum and tropical juices. Each sip promises a journey through Hard Rock's storied history, distilled into every glass.

Amidst the contemporary chic and state-of-the-art setting, the heritage of Hard Rock comes alive in an array of memorabilia that captures the essence of global superstars. The shawl of Iggy Azalea, adorning the walls, whispers tales of her electrifying 'Bounce' performances, while Britney Spears' bikini from Women's Health magazine echoes the pop revolution. In a tribute to

true musical royalty, Prince's purple ruffled shirt exudes the flamboyance and genius that continues to inspire generations. Among the treasured artifacts, the Beatles memorabilia holds a special place, allowing guests to commune with the spirit of the Fab Four as they dine.

"Chennai, with its vibrant culture and rich musical heritage, is the perfect backdrop for the Hard Rock experience. We are thrilled to bring our unique blend of music, entertainment, and culinary delights to this dynamic city. Hard Rock Cafe Chennai is not just a cafe; it's a destination where music and food lovers can enjoy a truly authentic experience. We're excited to welcome guests to make memorable moments with us," says Tom Perez, Vice President of Franchise Operations, Hard Rock International.

AIR INDIA ANNOUNCES APPOINTMENT OF P BALAJI AS GROUP HEAD- GOVERNANCE, REGULATORY, COMPLIANCE AND CORPORATE AFFAIRS

Chennai, Jan 04 2024: Air India today announced the appointment of P. Balaji in a newly created role of Group Head - Governance, Regulatory, Compliance (GRC) and Corporate Affairs.



Balaji started his career with Tata sales, product management, Administrative Services marketing, strategy, and has rich experience M&A and operations. He joins Air India after nearly a decade-long stint at Vodafone Idea Limited, where he

Balaji started his career with Tata sales, product management, Administrative Services marketing, strategy, and has rich experience M&A and operations. He joins Air India after nearly a decade-long stint at Vodafone Idea Limited, where he spearheaded the

regulatory and public policy functions.

Announcing Balaji's appointment, Campbell Wilson, CEO & MD of Air India, said: "We are pleased to have Balaji on board. Having worked in the regulatory and policy space, he brings a wealth of knowledge and experience that will be valuable to the ongoing transformation at Air India. At Air India, we remain committed to building top leadership as we continue to invest in all the resources that are required to take the airline to the upper echelons of global aviation."

TATA AIG rolls out 'Expect the Expected' campaign; promises holistic insurance claim pay-outs

Chennai, Jan 04 2024: TATA AIG General Insurance Company Limited, one of the leading general insurance companies in India, has unveiled its new brand campaign "Expect the Expected" featuring brand ambassador Ranbir Kapoor and renowned filmmaker Rohit Shetty.



The campaign created by Martech network, Wondrlab, is designed to demystify the claims process for customers, as well as, reassure them that TATA AIG will pay out their claims, without any unexpected deductions. Upholding the company's longstanding values, TATA AIG is dedicated to evaluating claims with a holistic perspective, as per terms and conditions.

The "Expect the Expected" campaign showcases brand ambassador Ranbir Kapoor and filmmaker

Rohit Shetty in a humorous rendition of a Bollywood movie shoot. As a result of the filmmaker's hunt for action sequences, Ranbir Kapoor gives keeping shot after shot, and is pushed to continue to do more, as is expected from a Rohit Shetty film. At the end of the video, Ranbir Kapoor is found tending to his injuries, as expected given all the action sequences he has shot. And par for the course - Ranbir Kapoor believes that as action is expected from any of Rohit Shetty's films, one should also expect their claims to be paid by TATA AIG General Insurance.

Speaking about the campaign, Mr. Saurav

firmly believes that, "This campaign not only highlights our approach to claim settlements and our endeavour to simplify the often-complex processes involved, rendering the insurance experience more transparent and customer-friendly. It transcends being a mere initiative or campaign for us, it stands as our commitment to our customers. It is a pledge to be unwaveringly transparent and dependable partners in their journey."

TATA AIG has designed the "Expect the Expected" campaign with a 360-degree approach, with television being the primary medium. In addition to this, the campaign video will be featured across the company's social media channels and other various media outdoor and print.

India Helps Sri Lankan Navy Build 4000 Tonne Capacity Floating Dock

Chennai, Jan 04 2024: The formal keel-laying ceremony of the 4000 tonne capacity floating dock being built for the Sri Lankan Navy with the help of India was held on Wednesday.

The ceremony was held at Dempo Shipbuilding and Engineering Pvt. Ltd. (DSEPL), Goa. India's High Commissioner to Sri Lanka Gopal Baglay along with senior officials of the Sri Lankan Navy and members of the Joint Monitoring Committee of the Floating Dock also joined the program through virtual medium.

The Indian High Commission in Colombo tweeted, "The Keel laying ceremony of 4000T Floating Dock



built by enduring bond of @goashipyardLtd for cooperation, harmony and friendship between @srilanka_navy was held yesterday at Dempo Shipyard Goa. High Commissioner and VAdm Priyantha Perera and continuous development of the Sri Lanka Defence Forces towards realizing India's vision of 'SAGAR' (Security and Growth for All in the Region) doctrine and 'Neighbourhood First'

Speaking on the occasion, High Commissioner Baglay highlighted that this project symbolizes the

policy."

Bagley emphasized that the project to provide floating docks to the Sri Lankan Navy has further reinforced the strong ties between the navies of the two countries. He noted that the floating dock will cater to all the maintenance needs of the Sri Lankan Navy and enhance its maritime security in the region. He thanked all the stakeholders for their contribution to the project and wished for its timely completion.

This floating dock is capable of docking ships of up to 115 meters in length and this project is a testament to the growing maritime cooperation between the two South Asian neighbours.