

Union Minister Dr Jitendra Singh says, total number of registered start-ups on Digital Platform are approximately 189 in Indian Space Sector

Chennai, Feb 08 2024: In a written reply to a question in the Rajya Sabha, Union Minister of State (Independent Charge) Science & Technology; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh said, the following steps have been taken by the Government to encourage the startups to boost India's space programme:

Indian Space Policy 2023 has been released by Government of India, where roles and responsibilities of all the stakeholders contributing to the overall Indian space ecosystems defined.

Various schemes to

encourage and hand hold private sector also announced and implemented by IN-SPACE, i.e., Seed Fund Scheme, Pricing Support Policy, Mentorship support, Design Lab for NGEs, Skill Development in Space Sector, ISRO facility utilization support, Technology Transfer to NGEs and Frequent meet/roundtable with the national and international industries for potential business opportunities.

IN-SPACE has signed around 51 MoUs with Non-Government Entities (NGEs) to provide necessary support for realization of space systems and



applications envisaged by such NGEs, which is expected to increase the industry participation in manufacturing of launch vehicles and satellites.

Total number of

registered start-ups on Digital Platform are approximately 189.

As of now, ISRO has no plans for Deep Space Probes. However, conceptualization

studies are underway for advanced space exploration missions, such as continuation of human spaceflight program, further follow-up missions to moon and

the Bhartiya Antariksh Station.

The "Make in India" initiative in space technology is a strategic approach to boost domestic

manufacturing, innovation, and self-reliance in the space sector. The self-reliance in the space technology caters both upstream and downstream sector.

Indian space program, with substantial contribution from domestic industries, has touched several new highs over the past 5 years, showcasing indigenous capabilities across all segments of space activities. Key achievements include commercial launches of LVM3 & PSLV, development of SSLV, earth observation satellites, navigation satellite, soft landing & roving on the Moon, mission to study the Sun

(Aditya-L1) and major strides towards demonstration of human space flight.

Following are some of the major highlights of Make in India initiative and outcome:

Domestic Manufacturing of Space hardware: Critical technologies and industrial ecosystems are being developed at ISRO as well as through IN-SPACE respectively.

Space system and satellite manufacturing facilities are being established by Indian NGEs.

Launch Vehicles systems realization facilities are being set up by NGEs.

Young Indians will build "Aaj Ka Bharat" and "Naya Bharat": Rajeev Chandrasekhar

Chennai, Feb 08 2024: With a vision to strengthen the growing logistics sector with skilled manpower, Shri Rajeev Chandrasekhar, Hon'ble MoS for E&IT, Skill Development & Entrepreneurship and Jal Shakti felicitated 11 candidates from the first batch of a project under the SANKALP Programme, implemented in the Medinipur district, West Bengal. Logistics Sector Skill Council (LSC), the implementation partner of the project will train 960 candidates, within a year, in job roles like Warehouse

Manager, Warehouse Supervisor and Warehouse Associate with placement opportunities within the region and beyond upon the completion and the certification.

West Bengal is a key human resource hub in India, with the state being the fourth most populous and second most densely populated region in India. It has the potential to be a source for trained and quality manpower for the rest of India. Districts with significant scope for organized employment growth and low



vocational training densities like West Medinipur are being targeted by private vocational training providers operating in B2C as well as B2B vocational training space.

Speaking on the occasion, Shri, Rajeev Chandrasekhar, Hon'ble MoS for E&IT, Skill Development & Entrepreneurship and Jal Shakti, said, "I would like to congratulate all the students today, this is a moment of celebration for us. It is the first time since independence that young Indians have had such unprecedented opportunities when it comes to jobs and entrepreneurship. Under the leadership of PM Narendra Modi ji, we have created a model that includes a robust partnership between public representatives, government, and the industry. It

is because of such efforts over the past 10 years that we have been able to skill, reskill, and upskill young Indians to build "Aaj Ka Bharat" and "Naya Bharat."

The Ministry of Skill Development and Entrepreneurship has been focusing on delivering enhanced outcomes for the candidates through industry partnerships post completion of skill training. Projects such as these not only provide superior skill training but also aim to deliver on placement rates of close to 70% - 75%. These placements extend both within the state and across other parts of India promoting sustainable livelihoods for the beneficiaries.

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Village by village, creating the building blocks for AI tools with work that also educates

Chennai, Feb 08 2024: At 10:30 p.m., after a long day of work, Baby Rajaram Bokale has one more task to complete before she sleeps.

She settles cross-legged on her bed. In one corner, an elaborate shrine to the Hindu deity Krishna glows with colorful strings of lights. A portrait of her late husband, with a full, gray mustache and a direct gaze, hangs above the bed.

She opens an app in her smartphone, and in her clear, resonant voice, she begins to read a story aloud in her native tongue, Marathi, the language of Maharashtra state, where she lives in Kharadi, a bustling suburban neighborhood in the city of Pune.

Bokale's voice, among others, will be used to train AI models in Marathi. But at the same time, she's learning valuable lessons for herself – in this case about personal finance. The story she was reading is designed to deliver practical information in an entertaining way – about how banks work, how to save and how to avoid scammers and frauds.

"Now I'm able to do more interesting things with my smartphone," she says. She learned to pay for items with India's UPI payment system. She also learned how to use the phone for banking, among other things.

Bokale is working for a social impact organization called Karya, Sanskrit for "work that gives you dignity," that describes itself as the "world's foremost ethical data company."

"Earn, learn and grow" is the mantra of Karya, which wants to revolutionize the way datasets are created in India and elsewhere. The group's goal is to lift as many people out of poverty as possible while giving them the tools to thrive in the modern digital economy. At the same time, Karya is building high-quality and ethical datasets with an unconventional workforce.

Those datasets are valuable. While about 80 million people speak Marathi, it's not well-represented in the digital world. In India, if you don't speak Hindi or English, it can be difficult to access technology that helps people thrive – apps, tools and digital assistants that English

and Hindi speakers take for granted. The fact that hundreds of millions of potential customers could benefit from those technologies is why Microsoft and others are in a race to make their products available in those "under-resourced" languages.

"I'm really proud that my voice is getting recorded, and someone is about to learn Marathi thanks to my voice," says Bokale, who is 53, "and also proud that it will make these tools and features available in Marathi."

She runs a small business grinding spices and chili peppers out of her home. "I used what I earned to buy a part and repair my grinder," she says. "That's money I wouldn't normally have."

Karya: Creating high-quality data and alleviating poverty

Karya creates datasets in several Indian languages to train AI models and for research while creating jobs for Indians, mainly in rural areas.

Karya got its start as a Microsoft Research project in Bengaluru in 2017.

Over time, it became clear that Karya had enormous potential, both as a creator of high-quality language datasets in India's many languages and as a way to help lift rural Indians out of poverty with education and income. The project was spun off in 2021 as an organization independent of Microsoft. Its entire operation, including the app that workers use to record and write in their native languages is built on Microsoft Azure and uses Azure OpenAI Service, as well as Azure AI Cognitive Services to validate its data. Microsoft is one of its major clients.

Karya pays workers like Bokale about \$5 USD an hour, far above the minimum wage in India. Over 11 days, Bokale worked about five hours and earned 2,000 rupees, or about \$25 USD. The work is engaging and educational (hence the "learn"), and continued support is intended to help Karya workers prosper with the knowledge they've gained. Further, if the data created by Karya is resold, the workers receive royalties.

Karya's founders have ambitious goals. It is partnering with more than 200 other

nonprofits with the goal of reaching 100 million people by 2030. It hopes that data will serve as the basis for tools that will later serve these same people in their own languages. Karya is attempting to gather and process the datasets in ways that mitigate bias based on gender and other factors. It's one of the reasons Karya is reaching out to diverse groups of people to build more inclusive data.

Manu Chopra, 27, is one of the founders of the company and its CEO. He says the enormous demand for datasets in underserved languages, combined with the fact that 78 percent of rural Indians have access to a smartphone, is an enormous opportunity. Karya is set up to funnel most of its profits into the hands of its workers, retaining enough to support its staff and do more research.

"Let's say the world is going to spend a trillion dollars on building AI," Chopra says. "So over the next 20 years, what percentage of that can I bring directly into the wallets of people who need it the most? We really think that rural India can be an excellent builder of AI, but also an excellent recipient of AI technologies."

Bokale is among the more than 30,000 people who have so far worked for Karya in towns and villages across 24 of India's 28 states.

Making technology accessible in under-resourced languages

AI tools like OpenAI's ChatGPT and Microsoft's Copilot work well in English because of the abundance of written and audio material on the internet in the language. India, a country of 1.4 billion, has 22 official languages, hundreds of other languages and thousands of dialects. About 60 percent of Indians speak Hindi and about 10 percent speak English, leaving hundreds of millions of people without digital tools that can help them thrive in the modern world.

"I think we want to rectify that most of the internet being in English is not a very good place to start," says Kalika Bali, a language technologist and researcher at the Microsoft Research Lab in Bengaluru. She uses data collected by Karya for her research.



"People need to be part of the growth in the digital economy that's spreading everywhere. No one should be excluded from using technology because of their language," she says.

"At Microsoft, we say we want to empower the entire planet, right? And more than half the world's population uses languages other than English."

Bali says that AI has greatly sped up the process of language preservation and its use in large language models (LLMs). This is useful in creating online and AI tools, but also for preserving rare or dying languages.

"Now we can create these copilot kinds of things really quickly," she says. "Previously when we were talking about language preservation, we were talking about efforts that took place over decades, literally. ... All of that can now be shortened to months."

Karya, which says it is on pace to engage with more than 100,000 workers by the end of 2024, seeks participants who need work and education the most – often women in rural areas. In addition to a premium wage, it offers training and other kinds of support when the work is done.

"Technology can really, really help amplify people's desires"

Chopra grew up in a "basti" – an informal settlement – in Delhi and says that the

question was how to save."

Safiya Husain, Karya's chief impact officer, said that the story format proved a success, and that many of the participants read the story out loud to their families and friends.

"They would say, 'I'm going to do this work and read the story to you,'" Husain says. "And they would actually get excited and wonder, 'Oh, what is happening next? Will she get her loan? Or will she have enough money to pay for the wedding?'"

She says that by combining work with education, Karya was trying to treat its workers with respect and create outcomes beyond income that are meaningful. "We were paying people for their time, and we were saying what they were doing was valuable," she says. "It wasn't just, here's a lesson to learn in your spare time."

Husain says she hopes that eventually many of the Karya workers will join the organization in different roles, working as organizers and local administrators. In the big picture, she says, the aim is to put technology to work for everyone.

"When we're collecting data in these languages like Marathi, we're trying to make sure that these communities and these populations, which have millions and millions of speakers, are not being left behind in the technology revolution," she says.

Engaging whole communities in the project

Kalika Bali, the Microsoft researcher, says one of the keys to the success of Karya is that it strives to engage whole communities in the project. Most of Karya's workers are women, and she says they have more "circles of trust" to cross than men.

"The men only need to ask two things: will this work for me, and will I get paid?" she says. "Women have to ask; will my family accept it? Will this bring a bad name to my family and myself by doing this? Is this going to harm me in some way? Only then does it come to the platform and the money."

"The advantage with Karya is that it has created a lot of trust on the ground. They are really engaged with the communities they're



in," she says.

In her neighborhood in Pune, Bokale is a well-known figure who is universally known as Baby Tai, tai meaning "elder sister." She runs an informal financial network with several dozen other women who pool savings monthly and take turns taking a larger amount to use for things like starting a small business or paying school fees. Women often show up on her tree-shaded patio to talk business or just hang out. Her chili and spice grinding equipment is in a small tin shed on one side of the small yard.

Surekha Sanjay Gaikwad, 51, is one of her neighbors and friends. She runs a small grocery store about a half hour from her home. She also reads Marathi into her phone for Karya. Sitting with Bokale on her front steps, she burst into a wide grin when asked what she liked about the experience.

"I couldn't believe I could do it at home," she says. "I don't have to get on a bus again or go anywhere else at the end of the day."

The education component of the work was a plus, Gaikwad said. She learned how to create a fixed deposit at the bank, and she did just that as a way to save

more effectively for her son's college studies.

Over the course of a recent morning, several other women who had worked for Karya stopped at Bokale's home to chat. Meena Jadhav, 55, had used the money to buy material and sewing tools for her tailoring business – she made shirts to sell. Thanks to what she learned, she said, she can now use a savings account and knows how to use an ATM. She didn't know you could withdraw and deposit money without going to the bank.

Another woman used the lessons she learned and the cash she earned to start a savings account for her daughter's education.

They all said they enjoyed the work and found the information about financial planning and online tools useful. An added benefit for the women, Bokale says, was learning that their smartphones could open doors to other kinds of opportunities.

She says many of the other women in the pilot project didn't know how to use a smartphone at all beforehand. "Their husbands and in-laws, they're saying 'Oh, you've learned so many new things, and that's so great.'"

National Physicists Conclave gets a big start at SRM Scientists need to work together to make an impact on science research and output: President of Indian Academy of Sciences



Chennai Feb 08 2024: Scientists need to work together to make an impact on science research and output, said Prof Umesh V Waghmare, President of Indian Academy of Sciences.

He was speaking at the inauguration of National Physicists Conclave 2024 (NPC 2024) at T P Ganesan Auditorium on SRMIST premises at Kattankulathur near Chennai on 7 February. The conclave would go on till 10 February.

The three day event is being organized by Department of Physics and Nanotechnology of SRMIST.

Prof Umesh said events like NPC 2024 are an ideal platform to foster collaboration between scientists working in different realms of science.

It is a welcome to know that science has been receiving a big boost in India. More needs to be done to ensure this witnesses an upward move.

The eminent scientist further said that private institutions have a great role to play in providing

a boost to science and research.

Vice Chancellor of SRMIST Prof C Muthamizhchelvan said the institution had begun its innings in a humble manner as an engineering college in 1985.

It has witnessed a steady growth since then and has currently emerged as a multi-disciplinary institution that offers academic programs in various disciplines, said SRMIST Vice Chancellor.

Institution has obtained deemed university status in 2002. Lot of emphasis is being provided for research in science and technology at the institution, he said.

Publishing quality research papers is always the focus at SRMIST. This has resulted in obtaining good position in Nature Index ratings.

The institution stands at 75th place on a global level and at 25th position in India in as per Nature Index ratings, he said.

Encouraging innovation and

entrepreneurship has been a priority at SRMIST, said Prof Muthamizhchelvan. Two of the startups at SRMIST have graduated while one of them has managed to gain an investment of Rs 200 crore, the other has managed to bag an order for manufacturing about 50 unmanned ground vehicles for Indian Army, he said.

Dr. Kiran Mangalampalli, Convenor, NPC 2024 said this conclave is not merely a congregation, it's a celebration of the relentless pursuit of knowledge, the spirit of inquiry that drives each one of us, and the collective effort to unravel the mysteries of the universe.

Over the next few days, the event would delve into cutting-edge research, engage in enlightening discussions, and forge connections that have the potential to shape the future of physics.

Awards will also be presented to scientists in recognition of their achievements. The awards to be presented

during the conclave are Young Computational Physicist Award, Young Applied Physicist Award, Young Woman Physicist Award, Young Physicist Award, Best Thesis Award and Best Publication of the Year 2023 Award.

The names of the few winners were announced during the inauguration. Among those to get the awards are Dr Vibhor Singh of IISc (Young Physicist Award), Dr Vidya Kochat of IIT Kharagpur (Young Woman Physicist Award).

Dr. Chandan Kumar Ghosh of Jadavpur University (Young Applied Physicist Award), Prof Amrita Bhattacharya of IIT Bombay (Young Computational Physicist Award) and Dr Niladri Modak of IISER Kolkata (Best Thesis Award) are also among the winners announced during the inauguration.

Prof P Malar, Co Convenor of NPC 2024 proposed vote of thanks. Prof D Narayana Rao, Executive Director (Research), SRMIST was among those present.

"Handicap To Opportunities (H2O)" by Abhaya Kumar Srisrimal Jain

Chennai, Feb 08 2024: Padmabhushan Awardee R. Thyagarajan, the Founder & Chairman Emeritus of the Shriram Group and Jaswant Munoth, MD - Munoth Group of Companies and JITO, Director - Apex, Harish L Metha Secretary released the book, "H2O." Handicap to Opportunities: Life Story of Abhaya Srisrimal Jain. Many participated including educationalists and industrialists.

"Handicap To Opportunities (H2O)" by Abhaya Kumar Srisrimal Jain unfolds the riveting journey of an individual transforming challenges into victories. This narrative, rooted in resilience and determination, guides readers through a series of transformative experiences that illustrate the power of overcoming obstacles. The protagonist's life story serves as a beacon of motivation, emphasizing the significance of hard



work, education, and the indomitable human spirit.

As we delve into the essence of this inspiring tale, we are reminded of the limitless potential within each of us to convert adversities into assets. This book not only captivates with its personal anecdotes but also offers invaluable lessons on navigating life's hurdles, making it an essential read for anyone seeking to harness their own challenges into opportunities for growth and success.

In an era where

stories of perseverance and triumph resonate more than ever, "Handicap To Opportunities (H2O)" emerges as a powerful testament to the human capacity, for self-transformation and achievement. It encourages readers to persevere, innovate, and embrace the journey of personal and professional development, making it a timely and timeless addition to any bookshelf.

Abhaya Srisrimal Jain is the Honorary Secretary General of Sri S.S.Jain Educational

Society and is a leading Industrialist and social educationalist. He pioneered the concept of Cord Blood Stem Cell banking in India under the name "LifeCell". He is a great philanthropist and has significantly contributed towards the society & Academics.

In an effort to share his extraordinary life journey with the world, Sanjay Lunia, an esteemed author and Guinness World Record awardee, has penned the compelling biography, "H2O - Handicap to Opportunities: Life Story of Abhaya Srisrimal Jain."

About 50% Indians associate Growth, Aspirations, and Productivity to Their Dedicated Study Space



Chennai, Feb 08 2024: In India, home decor transcends traditional aesthetics, serving as a mirror to cultural values, emotional ties, and the dynamic evolution of living spaces, according to a recent study by Godrej Interio, a business of Godrej & Boyce, the flagship company of the Godrej Group. The study underscores the unique expression of consumers' personalities and values through their choices in home and décor and the intrinsic connection between homes and personal growth.

According to the study, 25% of the respondents prioritize envisioning a personal corner or space when contemplating their initial home purchase, viewing it as a sanctuary for solitary activities and tranquility. In one of the most interesting findings from the study, over 54%

respondents emphasize a direct correlation between their personal development, aspirations, and productivity to their study table and chair. For them, focusing and working efficiently elsewhere is a considerable challenge. Additionally, about 62% involve their child when selecting study tables and chairs for their kids' room. Godrej Interio's 'Homescapes' study also reveals interesting insights on the ongoing debate surrounding logic and rationality versus creativity and innovation. It delves into consumers' attitudes in their most intrinsic domain - their homes. It brings attention to a heightened emphasis on functionality and organizational skills, with 28% of the respondents having identified as 'Order Obsessive,' expressing discomfort if their belongings are even slightly rearranged, even unintentionally by a

maid during cleaning. According to Swapneel Nagarkar, Business Head & Senior Vice President, Godrej Interio, "The 'HomeScapes' study reveals a deep emotional connection between individuals, their families, and their homes. Our research explores consumers' sentiments about a vital aspect of their lives - their homes as a mirror of their existence. Survey data suggests a shift in focus, as people increasingly prioritize both functionality and aesthetics thus ensuring that their homes are well-organised and welcoming. At Godrej Interio, we prioritize comfort and aesthetics, delivering well-designed and functional furniture to enhance your living space."

Godrej Interio champions in products for study spaces that promote aesthetics and comfort, thus enhancing productivity. These

include the Motion Chair featuring the EasyFlex system, designed to promote active seating ensuring optimal support to the back across a range of seated postures. Another noteworthy product is the Thrill Chair which offers a choice of functionalities, personalisation settings and a host of modern textures and colours, making it ideal for contemporary spaces. Their curated sets include study tables like Chocolate V2 Study Table and Adria Workdesk, enabling one to create a functional and productive space within the bedroom. These study tables can be seamlessly integrated into a bedroom or living room and blends well with any interior.

The survey involved 2,822 respondents residing in seven cities, namely Bengaluru, Chennai, Delhi, Hyderabad, Kolkata, Mumbai, and Lucknow.

Aditya Birla Sun Life Digital India Fund Wealth Creation Study

Aditya Birla Sun Life Mutual Fund



Chennai Feb 08 2024: Aditya Birla Sun Life AMC Limited (ABSLAMC), a subsidiary of Aditya Birla Capital Limited and investment manager for Aditya Birla Sun Life Mutual Fund, has reported that Aditya Birla Sun Life Digital India Fund generated more than Rs 3 crore with a monthly Systematic Investment Plan (SIP) of Rs 10,000 in the last 23 years. That implies a compounded annual growth rate (CAGR) of 17% during the same

time. Similarly, a lumpsum investment of Rs 1 lakh has turned to over Rs 15 lakhs in the last 23 years. In other words, a lumpsum investment delivered a CAGR of 12.2% since inception.

The fund was launched on 15th January 2000 with an objective to invest in a range of companies with varying market caps, from blue chip stocks to tech start-ups, providing a diversified portfolio. An investor would likely benefit

from the high growth potential of IT, media, telecom and entertainment sectors.

Commenting on the wealth creation, A. Balasubramanian, Managing Director & CEO, Aditya Birla Sun Life AMC Ltd said, "The two decades plus wealth creation study shows our Digital India Fund has consistently outperformed its benchmark and peers. An investor has been handsomely rewarded with more than Rs 3 crore by means of a simple Rs 10,000

monthly SIP over the last 23 years. The fund's focus on capitalizing on opportunities within the technology sector, which is constantly evolving, is a smart move that aligns with the broader trends and advancements shaping the industry. This approach has resulted in the fund's success and above-average returns, which is a positive sign for investors who are looking for a reliable investment option."

ANNOUNCING THE INAUGURATION OF GLOBAL SCHOOL OF AVIATION IN CHENNAI

Chennai, Feb 08 2024: On 6th February full operations of the much anticipated Global School of Aviation in collaboration with Gulf Aviation Academy, Bahrain begins in Chennai. This 8000 sqft training facility in Chennai located bang on the airport road marks the commencement of a transformative journey in preparing aspiring aviation enthusiasts for successful careers in the fastest growing Aviation industry.

Global School of Aviation is poised to become a beacon of excellence in aviation education, offering comprehensive training programs and fostering a passion for aviation. This school boasts state-of-the-art classrooms, dedicated training facilities, and experienced instructors committed to providing a cutting-edge learning experience.

Global Flight Handling Services is a trusted brand in Indian aviation managing 22 airports covering the length and breadth of India, including divine city airports like Ayodhya and Tirupati.

Global successfully managed handling more than 158 aircraft movements in 48 hours during the most auspicious Pran Prathishtha event of Lord Rama in Ayodhya.



This includes private jet and charter movements of VIP, VVIP and CIPs. These top dignitaries were attended and facilitated by the well trained professional team from Global.

Some of the dignitaries includes Baba Ramdev, Alia Bhatt, Ranbir Kapoor, Katrina Kaif, Amitabh Bachchan, Lakshmi Mittal, Sri Sri Ravishankar and also takes honour in handling the Chief Minister of Uttar Pradesh and other top politicians.

The aviation school will cover various aspects of aviation including cabin crew training, courses in various airport management programs, hospitality and other related topics. Our curriculum is designed to equip students with the skills to perform at their best in this fastest growing industry.

The facility has 3 fully equipped class rooms including one smart class room and lab, mock set up for cabin crew training, library and grooming

room facilities. Faculty comes with wealth of experience from the industry in their respective domains and also part time guest lectures provided by aviation experts.

Global School of Aviation is very proud to be partnered with Gulf Aviation Academy, Bahrain and will leverage this partnership while designing and delivering the courses which would benefit selected students' for international exposure. Global is also partnered with BAGS Ground Services, Thailand which would benefit the students on the job training through various internship programs.

Sarita, (Managing Director) spokesperson of Global School of Aviation says "This school will be nurturing the best of Human resources. Aviation industry poised to grow at a rapid pace from currently having 700 aircrafts to upto 2000 aircrafts and from 130 airports to 200 plus

airports in next one decade. This would open up huge job opportunities on ground as well as in the air for young aspiring talents. The biggest challenge faced is getting trained personnel for various domains within the aviation space. This thought encouraged us to create a modern school with cutting edge technology in the aviation space of our own, to filter and train the best students and offer them placement opportunities in house as well as to other ground handling agents, airport operators and airline companies."

Chief Executive Officer Shriram Iyengar noted that post-Covid-19, the aviation sector has seen huge job opportunities and requires qualified and skilled people. He said that since this training center is located near the airport in Chennai, the youth can use it to develop their skills and create job opportunities.

In the event, Veera Raghavulu-Chairman of Global flight Handling, and training School, Sarita Kumari - Managing Director of Global Flight Handling Services P.Ltd, Mr Nambi - Chief Security Head, Ex RDCOS BCAS, MoCA, & Mr Vikram - HR VP participated & graced the occasion.

Swiggy Partners with Greater Chennai City Traffic Police for Three-Day Road Safety and Traffic Awareness Program

Chennai, Feb 08 2024: On the occasion of Road Safety Week, Swiggy, India's leading on-demand convenience platform has collaborated with the Greater Chennai City Traffic Police and organized a comprehensive road safety and traffic awareness program for its delivery partners in the city. The program was initiated on February 5th to run over a span of three days, covering key locations such as Anna Nagar and Adyar in Chennai.

The program commenced with a safety rally by Swiggy's delivery partners at Anna Nagar, witnessing an impressive turnout of over 100 participants. This was followed by informative traffic awareness sessions led by Traffic Inspector Mr. Shakthivel. The inaugural session was graced by the esteemed presence of Mr. Kumar, Deputy Commissioner of Police Traffic, and Mr. Sundar Raj, Assistant Commissioner of Police.

Following this, the program will extend its reach to delivery partners in Adyar next week before encompassing significant zones across Coimbatore.

The "Road Safety and Traffic Awareness Programme" underscores Swiggy's commitment to promoting responsible driving practices among its delivery fleet. Participants will receive



training on crucial aspects such as traffic rules, helmet usage, case studies, consequences of reckless driving, and parking etiquette. Swiggy has been conducting annual road safety training for its delivery partners in the city since 2018.

"We appreciate Swiggy's proactive approach to road safety challenges as evident from their collaboration with the Greater Chennai City Traffic. Their commitment to ensuring the safety of their delivery partners and the communities they serve is commendable. Such initiatives set a positive example for responsible corporate citizenship in our state," remarked Mr. Kumar, Deputy Commissioner of Police Traffic.

"Road accidents, and resultant fatalities and injuries are a big scourge for India. Every year these cost the Indian economy 4-5 percent of the GDP. Most of the victims are pedestrians, bicyclists, and motorcyclists, with many of them in their prime working age.

Swiggy is committed to the welfare of its delivery partners. By conducting regular road safety awareness programmes in association with police authorities, we hope to improve traffic sensitisation to delivery partners and to improve their safety," said Dinker Vashisht, Vice President, Corporate Affairs, Swiggy.

Parthasarthy, a Swiggy delivery partner who attended the session, expressed appreciation for the initiative. "Considering we delivery partners spend so much time on the road, I am glad that Swiggy and the Greater Chennai Traffic Police organized this session for us. Such sessions help us realize that Swiggy cares about our safety as much as it does about delivering to the customer."

Over the years, Swiggy has conducted drives in different cities across India in its commitment to enabling a safe working environment for its delivery fleet. All delivery partners at

Swiggy are provided with insurance that protects them on the road.

Last year, in an industry-first initiative, Swiggy partnered with Dial 4242 to provide on-demand, free, and fast ambulance services to its delivery partners. Swiggy also has Emergency Support Services (ESS), which encompasses various options to cater to the needs of delivery partners during an emergency or mishap on the road. The ESS includes 24*7 hotline numbers, emergency cards for delivery partners, and a direct link to the local police and ambulance service via an SOS button on the delivery partner app.

For Swiggy, the safety and well-being of its delivery partners and the wider community are paramount. All delivery partners go through a road safety guidance module at the time of onboarding. The platform also conducts safety campaigns offering support and guidance throughout the year.

Toyota Kirloskar Motor Reaffirms Commitment to National Priorities and Atma Nirbhar Bharat Initiatives at the Bharat Mobility Global Expo 2024

Chennai, Feb 05 2024: Toyota Kirloskar Motor (TKM) has displayed its exciting range of advanced green technology product line-up, and its localization initiatives at the Bharat Mobility Global Expo 2024. The display at the pavilion is centred around the theme 'Grow India - Grow with India', underscoring the company's commitment to key national priorities of, 'Atma Nirbhar Bharat', 'Energy Security', and 'Carbon Neutrality' through 'Multiple Pathway Approach' for a brighter and sustainable future.

In its glorious 25 years of operations in India, Toyota has established itself as the bedrock of sustainability and innovation in manufacturing meeting the mobility needs of over 2.3 million consumers, thereby showing a strong commitment to the Indian market. On display at Toyota Kirloskar Motor's pavilion are the full

range of electrified vehicle technologies including Battery Electric Vehicle, Strong Hybrid Electric Vehicle, Fuel Cell Vehicle Flex Fuel vehicle - Strong Hybrid Electric Vehicle, all having common powertrain parts besides CNG, Emergency Response Vehicles. Following are the exciting exhibits.

□ Innova HyCross Strong Hybrid Electric cut body showcasing common electric powertrain parts and the efforts made by TKM to make these in India. This embodies Toyota's commitment to cutting-edge, eco-friendly mobility solutions.

□ The Mirai - Fuel Cell Electric Vehicle which runs on Hydrogen demonstrates Toyota's commitment to the environment, utilizing hydrogen as an energy source, and setting the standard for next-generation, eco-conscious vehicles, promising a cleaner and greener world for future generations.

□ HyCross

Electrified Flex Fuel Vehicle is the world's first Prototype of BS 6 (Stage II) Electrified Flex Fuel Vehicle. This technology brings together the best of higher fuel efficiency of electrified powertrain and the higher substitution of gasoline by ethanol through the flex fuel engine thereby delivering the lowest carbon emission on a well to wheel basis for any technology. It promises the potential of delivering a rapid, smooth energy transition away from fossil fuel consumption and boost the rural economy through ingenious green fuel.

□ Hyryder CNG is for those seeking eco-friendly and economical options demonstrating a varied range of sustainable mobility solutions catering to diverse customer needs providing an opportunity for customers to own a Toyota.

□ Hilux - Emergency Response Vehicles are specially



modified to signify TKM's commitment to providing disaster management solution (fire fighting, rescue, and medical aid) at the time of natural disaster thereby supporting the evolving mobility needs across markets and verticals.

□ TNGA Engine and E-drive display the strong efforts made by Toyota's group companies to localize critical parts showcasing the capability of Indian manufacturing to produce quality parts and build a global competitive eco-system.

Mr. Masakazu Yoshimura, MD and CEO, Toyota Kirloskar Motor and Regional CEO, Toyota Motor

Corporation said, "We are delighted to participate in the Bharat Global Mobility Global Expo 2024, as it provides an excellent opportunity to showcase our cutting-edge green vehicles technologies, reinforces our commitment for the Indian market and demonstrating our alignment with critical national priorities such as 'Atma Nirbhar Bharat', 'Energy security' and 'Carbon Neutrality'.

Over the last 25 years, Toyota has been continuously working to develop a world-class local ecosystem that promotes green mobility solutions and growing our business in line with making India a global

hub for manufacturing. Furthermore, Toyota has been spearheading the skilling efforts for students from economically challenged backgrounds, enabling the creation of world-class skilled manpower thus making a difference to the communities around us and contributing to 'Skill India'. As of now, Toyota Technical Training Institute has trained over 1,000 students from Karnataka and through Toyota Technical Education Program over 12,000 students have been trained from 64 Institutes across 26 states of India. Going forward through rapid advancement in green technological offerings we are paving the way for making 'Ever Better Cars' bringing 'Mass Happiness to All' and 'Leaving No One Behind' and significantly contributing to the growth of society and the nation."

Mr. Tadashi Asazuma, Deputy

Managing Director Sales-Service-Used Car, Toyota Kirloskar Motor & Lexus said, "At Toyota Kirloskar Motor, our participation in the Bharat Mobility Global Expo 2024 goes beyond showcasing vehicles; it's a testament to our commitment to a sustainable and customer-centric future for India. Under the theme 'Grow India - Grow with India,' our display highlights the company's 25-year legacy of meeting the diverse mobility needs of the country and our strong dedication to Localisation, Energy Security, and Carbon Neutrality of India for a sustainable future.

Our wide range of exhibits at the pavilion reflects our unwavering commitment to provide eco-friendly solutions that resonate with our customers and building lasting relationships."

India, a rapidly growing economy, faces a pressing issue of escalating fossil fuel consumption, therefore urgently transitioning

away from fossil fuels is crucial for this, utilizing indigenous energy sources is crucial such as renewable energy, bio energy and hydrogen generated from renewable energy and indigenous ethanol are going to be critical. Committed to India's national goals and being a frontrunner in electrified vehicle technology, Toyota is actively pursuing technologies aligned with the country's energy landscape and its 'Multiple Pathway Approach' has significantly reduced fossil fuel consumption and achieving low carbon emissions on a holistic Well-to-Wheel (W2W) basis in its journey to achieve carbon neutrality.

We welcome you all to join us at the Toyota stall to explore our complete product line with advanced green technologies, crafted to meet the diverse mobility needs of the Indian market while embracing a greener tomorrow.

G Shreekirana Josyer enthralls listeners



Chennai Feb 08 2024: Our flag ship event – the mikeless Sunday kutcheri enters into it's 17th year, this February. This month's Sunday Kutcheri organised by Sundaram Finance Group saw G Shreekirana from

Bangalore giving a good performance enthralling the group of listeners that grew in number as the concert progressed.

He proved adept at mastering the songs presented and drew applause at the end of

each song. His choice of songs was outstanding, as he nearly covered the entire repertoire of various composers

G Shreekirana Josyer was accompanied by G Venkatesha Josyer on the violin and by

Venkatasubramanian on the Mridangam

G Shreekirana Josyer along with the accompanists were felicitated with a memento by Sundaram Finance Group at the end of the performance.

Union Minister Dr Jitendra Singh says, total number of registered start-ups on Digital Platform are approximately 189 in Indian Space Sector

Chennai Feb 08 2024: In a written reply to a question in the Rajya Sabha, Union Minister of State (Independent Charge) Science & Technology; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh said, the following steps have been taken by the Government to encourage the startups to boost India's space programme:

Indian Space Policy 2023 has been released by Government of India, where roles and responsibilities of all the stakeholders contributing to the overall Indian space ecosystems defined.

Various schemes to encourage and hand hold private sector also announced and implemented by IN-SPACE, i.e., Seed Fund Scheme, Pricing

Support Policy, Mentorship support, Design Lab for NGEs, Skill Development in Space Sector, ISRO facility utilization support, Technology Transfer to NGEs and Frequent meet/roundtable with the national and international industries for potential business opportunities.

IN-SPACE has signed around 51 MoUs with Non-Government Entities (NGEs) to provide necessary support for realization of space systems and applications envisaged by such NGEs, which is expected to increase the industry participation in manufacturing of launch vehicles and satellites.

Total number of registered start-ups on Digital Platform are approximately 189.

As of now, ISRO has no plans for Deep Space Probes. However,

conceptualization studies are underway for advanced space exploration missions, such as continuation of human spaceflight program, further follow-up missions to moon and the Bhartiya Antariksh Station.

The "Make in India" initiative in space technology is a strategic approach to boost domestic manufacturing, innovation, and self-reliance in the space sector. The self-reliance in the space technology caters both upstream and downstream sector.

Indian space program, with substantial contribution from domestic industries, has touched several new highs over the past 5 years, showcasing indigenous capabilities across all segments of space activities. Key achievements include

commercial launches of LVM3 & PSLV, development of SSLV, earth observation satellites, navigation satellite, soft landing & roving on the Moon, mission to study the Sun (Aditya-L1) and major strides towards demonstration of human space flight.

Following are some of the major highlights of Make in India initiative and outcome:

Domestic Manufacturing of Space hardware: Critical technologies and industrial ecosystems are being developed at ISRO as well as through IN-SPACE respectively.

Space system and satellite manufacturing facilities are being established by Indian NGEs.

Launch Vehicles systems realization facilities are being set up by NGEs.

Impact of Rising Imports on Domestic Industries

Chennai Feb 08 2024: The Micro, Small and Medium Enterprises (MSMEs) sector plays an important role in the growth of the Indian economy. The share of MSME Gross Value Added (GVA) in All India Gross Domestic Product (GDP) is around 30%. The share of MSME manufacturing output in All India manufacturing output is around 36%. The share of MSME related product exports in All India exports is around 45%. As on 05.02.2024, the number of persons employed in the MSMEs which are registered on the Udyam

Registration Portal and Udyam Assist Platform, are 16,86,64,562 (from 01.07.2020 up to 05.02.2024).

The import data of Man-Made Fibres from China and Bangladesh, is given at Annexure-I. Further, No cases of import of polyester clothes from China and Bangladesh misdeclared as cotton have been reported by Customs field formations and Directorate of Revenue Intelligence during FY 2020-21 up to FY 2023-24 (up to 31.01.2024).

The Government has approved the Production Linked Incentive (PLI) Scheme for Textiles,

with an approved outlay of Rs. 10,683 crore over a five year period, to promote production of Man-Made Fibres (MMF) apparel, MMF fabrics and products of Technical Textiles in the country to enable textile sector to achieve size and scale and to become competitive.

The challenges faced by the MSME sector inter alia include access to affordable credit, technology, informality, lack of infrastructure, shortage of skilled manpower and access to market. To mitigate these challenges, the Ministry of Micro, Small and Medium Enterprises implements

various schemes for the benefit of MSMEs across the country including in the State of Odisha. The schemes/programmes inter alia include Prime Minister's Employment Generation Programme (PMEGP), Credit Guarantee Scheme for Micro and Small Enterprises, Micro and Small Enterprises-Cluster Development Programme (MSE-CDP), MSME Champions scheme, International Cooperation Scheme, Procurement and Marketing Support Scheme (PMS) and National SC/ST Hub (NSSH).

Mahindra Last Mile Mobility Limited asserts dominance as India's No.1 electric three-wheeler manufacturer

Chennai, Feb 08 2024: Mahindra Last Mile Mobility Limited (MLMML), a subsidiary of Mahindra & Mahindra Limited, continues to dominate the electric three-wheeler market, achieving an impressive milestone in FY24. Building on its success, MLMML is India's No.1** electric three-wheeler manufacturer having sold over 1.4 Lakh* electric vehicles to date. MLMML currently has a market share of 9.3%** in the electric three-wheeler space in India. In the L5 EV category, MLMML is the leader with a 55.1%** market share, YTD FY24.

In just eight months, MLMML has demonstrated remarkable growth selling 40000* EVs. This momentum was



fuelled by the launch of two new products Treo Plus as well as the e-Alfa Super rickshaw and cargo variants. This significant achievement showcases the accelerating demand for Mahindra's electric vehicles and highlights the company's commitment to pioneering sustainable last-mile mobility solutions. To meet this sustained demand for three-wheeler EVs, production has been increased threefold.

MLMML's manufacturing plants are situated in Bengaluru, Haridwar and Zaheerabad.

The diverse range of three-wheeler EVs, offered by MLMML, includes the Treo, Treo Plus, Treo Zor, Treo Yaari, Zor Grand, e-Alfa Super, and e-Alfa Cargo.

Ms. Suman Mishra, MD and CEO of MLMML said "In FY24, our customer-first approach has helped intensify our efforts to

electrify the last mile transportation space. Sales of

40000* e-3-wheelers within eight months reflects the inclusive income generation our EVs accord to the drivers. We're committed to enhancing our customer's lives by consistently delivering value-for-money, innovative and sustainable last-mile mobility solutions."

As part of its customer-centricity approach, Mahindra Last Mile Mobility Limited offers the UDAY program. This program, on purchase of a MLMML EV, provides drivers with an accident insurance cover of ₹ 10 Lakh for the first year. This emphasises Mahindra's dedication to ensuring the safety and well-being of its customers.

Centre takes measures to bring qualitative improvement in the overall Haj experience of the Indian Haj pilgrims

Chennai, Feb 08 2024: Government of India is continuously striving to improve the Haj experience for the Indian Haj pilgrims. In pursuit of this objective, a series of reforms were introduced during Haj-2023, based on interaction with various stakeholders. The reforms introduced during Haj-2023 include, inter alia, abolition of discretionary VIP quota for the Government; increase in embarkation points from 10 in 2022 to 20 in 2023; allowing single females under Lady without Mehram category (LWM) to apply without requirement of grouping; direct involvement of Ministry of Health & Family Welfare (MoHFW) and its agencies for Medical Screening and vaccination of pilgrims in India and setting up quality medical infrastructure including hospitals/dispensaries, in Saudi Arabia during the Haj period; making Haj inclusive through special provisions in Haj policy for women, divyangjans and elderly pilgrims; selection of Administrative Deputationists from Central Armed Police Forces (thereby ensuring better professionalism and assistance to pilgrims in Saudi Arabia); deputing senior officers of the states/UTs of the pilgrims in order to assist the pilgrims from the particular

states/UTs; provision for availability of foreign exchange through SBI at competitive rates as per the pilgrims' actual needs instead of mandating the purchase of foreign exchange of a fixed amount for each pilgrim as done in earlier years; doing away with non-refundable application fees of Haj Committee of India (HCoI) pilgrims; reducing the cost of the Haj package of HCoI, by removing non-essential components; reduction in insurance cost charged per pilgrim by HCoI; strict enforcement of taxation laws for Haj Group Organisers (HGOs) leading to better tax compliance by all stakeholders; revamping of the air charter bidding process by making it more broad based and inclusive; and development of Feedback portal for services provided by Haj Committee of India and Haj Group Organisers, wherein feedback of more than 25000 pilgrims was received based on which further improvements in Haj 2024 are on the anvil.

These reforms introduced by the Government have brought in a qualitative improvement in the overall Haj experience of the Indian Haj pilgrims.

Traditionally, a major deterrent in increased participation of Muslim women was the insistence on an accompanying male

Haji, i.e. a mehram for performing this sacred religious pilgrimage. This restriction was done away by Government of India by allowing ladies of forty five (45) years of age or above to apply without Mehram for Haj in 2018 wherein provision was made for eligible women to perform pilgrimage under LWM category in groups of four (4).

During Haj-2023, for the first time, the Government of India allowed single eligible women also to apply for Haj - 2023 under the LWM category individually. The onus of forming a group of four on the individual woman applicants was done away with in Haj 2023. This step resulted in an all time high participation, with more than 4000 successful women applicants applying in Haj 2023, leading to greater confidence, personal freedom and increased social mobility. These initiatives have also acted as positive enablers for gender inclusivity and women empowerment. The number of women applying under LWM category has crossed 5000 during the current Haj which is a growth of 20% over the last year.

In addition to encouraging applications under the LWM category, the following measures have been taken administratively to enable further ease and

convenience of pilgrims under the LWM category:-

Simplification of the process of registration of Application of any single eligible Lady Pilgrim, who intends to apply under the LWM category.

State Haj Committees have been directed to assist in making a group of four or more such eligible applicants.

Dedicated Flights were operated from designated Embarkation Points with Lady Khadim-ul-Hujjaj on board to aid and assist ladies during their Air Travel to Saudi Arabia.

Dedicated Buildings were provided for lodging only Lady Without Mehram Category Hajjis. Dedicated lady coordinators, Haj Officers, Haj Assistants and Khadim ul Hujjaj were deployed for the safety and security of these lady pilgrims and their belongings. In addition, lady doctors, nurses and paramedics were deployed in these buildings to look after the health and hygiene issues.

Special buses were arranged for transport of LWM Category pilgrims during their stay, wherever required, in Saudi Arabia.

This information was given by the Minister of Minority Affairs, Shrimati Smriti Zubin Irani, in a written reply in Lok Sabha today.

4 Celebrated filmmakers of Kollywood launch SANA STUDIOS' "Production No.1" starring Master Mahendran in the lead role !!

Chennai, Feb 08 2024: The most celebrated filmmakers of Kollywood including Director-Politician Seeman, Saran, Arunraja Kamaraj and Kalyaan launched the maiden production of 'SANA Studios'. The movie launch was a Grand ritual ceremony, which witnessed the presence of cast and crew members of the film as well.

This yet-to-be-titled movie, a survival thriller by its genre, is directed by Nawin Ganesh, who earlier directed Srikanth starrer Echo, and is co-produced by Muthu, Santhosh Sivan & Ravi.

While Master Mahendran plays the lead character in this film, Jeevitha is



debuting in Tamil Cinema as the female lead character through this film. Charlie, Kumki Ashwin, KPY Sarath and many others will be essaying pivotal characters in this movie.

Abishek AR is composing music for this film, and his previous recognition work includes 'Game On'. It is noteworthy that he is the arranger

for Music Director Master Mahendran, who has exhibited his tremendous performances in 'Master' and recently acclaimed web series 'Label' is playing a strong protagonist role in this movie. The film, which is a survival thriller, will be shot in and around exotic locales of Chennai and will be completed in a short period.

"Suresh Kamatchi's V House Productions latest venture Director Ram's 'Yezhu Kadal Yezhu Malai' receives excellent acclaim at International Film Festival Rotterdam"

Chennai, Feb 08 2024: Cinema knows no bounds. It's a language of its own, a universal narrative that transcends geographical and linguistic barriers. Tamil cinema, in particular, has consistently proven its prowess in captivating audiences worldwide with its profound storytelling and cinematic brilliance. One such achievement that underscores the universal appeal of cinema is 'Yezhu Kadal Yezhu Malai', a production of V House Productions, led by producer Suresh Kamatchi. The film, directed by one of the most acclaimed filmmaker Ram and starring the dynamic trio of Nivin Pauly, Anjali, and Soori, has garnered fervent admiration from audiences and critics alike at the recently concluded International Film Festival Rotterdam. Selected for



the esteemed 'Big Screen Competition' category, the film had three screenings open to the public, held at the renowned Pathé Cinemas in Rotterdam. 'Yezhu Kadal Yezhu Malai' mesmerized audiences with its captivating narrative and impeccable craftsmanship. The response from international audiences was nothing short of euphoric. Bursting into thunderous applause, they hailed the film as a

true masterpiece, a poetic marvel that seamlessly intertwines mysticism, mystery, action, humour and romance. Many lauded it as a significant milestone in Indian cinema, setting new benchmarks for excellence. For the entire cast and crew, including producer Suresh Kamatchi, director Ram, and the stellar ensemble of actors, the screenings marked a moment of immense pride and joy. Their collective efforts

and dedication to their craft have culminated in a cinematic experience that transcends boundaries and resonates with audiences on a profound level. As 'Yezhu Kadal Yezhu Malai' continues to garner accolades on the global stage, V House Productions remains committed to pushing the boundaries of storytelling and delivering cinematic experiences that leave a lasting impact on audiences worldwide.

'Mangai' is a very special film for me: Kayal Anandhi 'Mangai' is a very brave story: Producer A.R. Jaffer 'Mangai' is a must-watch for both men and women who are attracted to the opposite sex: Director Gubenthiran Kamatchi Anandhi is like a first bench student: 'Bigg Boss' fame Shivin at 'Mangai' trailer launch After Savithri, Smita Patil, Nandita Das and Archana, Anandhi takes up challenging roles: Kavitha Bharathi

Chennai, Feb 08 2024: 'Mangai', a movie produced by A.R. Jaffer Sadiq on JSM Pictures banner and directed by Gubenthiran Kamatchi with 'Kayal' Anandhi playing the lead role is a film about the pride of womanhood. The trailer of the movie was released online by actors Vijay Sethupathi and Arya and director Pa Ranjith.

The film stars Anandhi, Dushi, Shivin of 'Bigg Boss' fame, Rams, Adithya Kathir, Kavitha Bharathi and many others. Theeson, who composed music for 'Kida', has scored music for 'Mangai'. The trailer launch of the film was held in Chennai on Wednesday (February 7). The film's cast and crew and many prominent film personalities participated.

Speaking on the occasion, Executive Producer Karthik Durai said...

"Director Gubenthiran Kamatchi started the film by saying that it is a small budget car journey story. But today it has become a big budget film. Even producer Jaffer Sadiq asked me, what do you mean by small budget; today the project has become like a Shankar sir film. But he provided us everything we asked without saying no. 'Mangai' has come out very well. I request the journalists here to take this movie to the people. Theeson has composed the music very well.

Kathir has given an excellent performance. Anandhi has acted wonderfully. She was never late to the sets even for a day. Dushi is a calm, wonderful person. Thank you, Radhika madam. Thank you all."

Director Gubenthiran Kamatchi said...

"I would like to thank my wife. Because, she was the one who toiled and suffered more than me for fifteen years to help me reach this place. Thanks to producer Jaffer for making my dream come true. JSM Pictures means Jaffer, Salim and Mohideen who are brothers. Seeing them together always gives positivity. Love and gratitude to all three of them. I would like to thank Karthik Durai sir who is like my brother. The most important reason why I am standing here today is Karthik, he overcame various problems for us on the sets. My thanks to Anandhi madam. It was Jaffer sir who said Anandhi would fit well to this character. After listening to the story, Anandhi madam just took two minutes to accept the project. If not for her the film would not have come this far, she is a very sincere artiste. The character played by Shivin madam is just ten-minute long, but it is a very important one. I thank Kathir for coming on board despite being very busy after the release of 'Love Today'. Dushyanth is a good actor and a good driver



because there were many scenes where he was driving a car in the mountains. He stays silent on the sets, but emotes well in front of camera. Kavitha Bharathi sir was very helpful. Since he is a director, he helped with many ideas.

I thank our choreographer Radhika Master. Theeson has composed the music. All four songs have come out beautifully. S.J. Star sir has done excellent cinematography. Thanks to editor Parthiban Antony. Co-director Vikram has been with me since the beginning. Thanks to him as well. 'Mangai' is not a film just about feminism. It's a simple, honest endeavour. In other words, this is a film for men. A must-watch for both men and women who have attraction for opposite sex. Journalists always support movies with good content and they should also support us."

'Bigg Boss' fame Shivin said...

"This is my first stage

after 'Bigg Boss'. I was in a dilemma when I first listened to this story. Because I believe we have a responsibility beyond entertainment and business. I understood that the director Gubenthiran Kamatchi also had the same thoughts. I feel proud to have played this role. Kudos to producer Jaffer sir. Kayal Anandhi is like a first bench student. She talks a lot, but when asked to act, she simply delivers the best."

Cinematographer S.J. Star said...

"Thanks to producer Jaffer sir and director Gubenthiran Kamatchi for giving me this opportunity. The film is a travel story, and a challenging project. In 80% of scenes, the characters travel by car. There were a lot of hurdles in outdoor shooting. The producer was very helpful to us. Both Anandhi and Dushi gave excellent cooperation. Music composer has provided good songs. The

choreographer has done a wonderful job. Same applies to the editor and all other technicians. Thanks to Karthik Durai sir for making all this possible for us."

Music composer Theeson said...

"'Kida' is the film that brought me to this place. It is through that movie that I am getting other opportunities now. Thanks to the team of 'Kida'. All this is because of our Karthik Durai sir. Director Gubenthiran Kamatchi was very supportive. It was a pleasure to work with him."

Choreographer Radhika said...

"This event is almost like success meet. Thanks to director Gubenthiran sir, producer Jaffer sir and Karthik Durai sir for roping me in to this film. The songs were superb. It was a good experience to work in the film. I should mention about cinematographer Star. He maintains silence, but works very fast. I

saw him speaking only today. This team is a great one. I wish them success."

Director and actor Kavitha Bharathi speaking...

"On behalf of 'Mangai' team, I welcome everyone who has come to this event. It was a surprising and happy moment when the director spoke about his wife on this stage. An aspiring filmmaker becoming a director lies in the hands of his wife. This film is an inspiration to those who are trying to become a filmmaker. Anandhi is always up for a challenging role on the lines of Savithri, Smita Patil, Nandita Das and Archana."

Actor Adithya Kathir said...

"When you see Jaffer sir, Salim sir and Mohideen sir, it's like watching Sarathkumar sir-starrer 'Samuthiram.' They are always particular about what needs to be done to make the film better. They

have fulfilled a director's 12-year dream. Our director Gubenthiran sir has made a sure-shot movie. He will definitely go to places. Karthik Durai sir is like Nandhi in Lord Shiva temple, he is happy to raise the living standards of others. I have watched Anandhi's 'Pariyerum Perumal' ten times only for her. She is very friendly and cooperative even in dubbing. The cinematographer never talks. But his frames do the music director has given great songs. Thanks to him and all other technicians. I have never seen a hard worker like Nikil Murukan sir. Thanks to all."

Actress Anandhi said...
"I am very happy, refreshed and positive with the trailer release of 'Mangai'. When I heard the story of 'Mangai' from Gubenthiran Kamatchi sir, I did not want not to miss this movie.

This film is very special for me. Because only some movies fetch good name for actors. This is that kind of movie. The director always thinks from the producer's point of view and the producer always thinks from the director's point of view. The understanding between the two is beautiful in this movie. Dushi has acted wonderfully while driving a car. Working with Radhika Master was lively. My thanks to all our crew. We have made a very good film. This is definitely for all. I request the press and media to support 'Mangai'.

Producer Jaffer said...

"Our cinema journey started with Ameer