

International conference on Material Chemistry draws big crowd at SRM

Chennai Feb 24 2024: The Department of Chemistry at SRM Institute of Science and Technology, Kattakulathur organised the 8th International Conference on Recent Advances in Material Chemistry (ICRAMC-2024) recently. This three-day conference was organized in association with Alternative Energies and Atomic Energy Commission (CEA), France and University Gustave Eiffel, France.

The idea of ICRAMC-2024 was to provide an excellent platform for the world's Material Scientists to share the latest developments in the area of Materials Chemistry. Among those discussed were cutting edge research topics related to materials chemistry, to



name a few: Advanced Energy Materials, Drug Delivery systems, Battery technologies, Functional Materials, Sensors, Hybrid Materials, Surface Coatings, Biomaterials and Bio-devices etc. The conference features plenary lecture, invited and contributed talks as well as poster presentations organized in different sessions. The invited speakers are globally recognized experts in the respective fields. Over 300 technical papers were presented in the conference. The participants were from various countries such as France, South Korea, Singapore, and

Thailand.

The Chief Guest for the event was Prof. G. Mugesh, IPC Department Dean, Division of Chemical Sciences Indian Institute of Science, Bangalore. Also present on the occasion were SRMIST's Vice Chancellor Prof. C. Muthamizhchelvan Dean (Sciences) Dr. D. John Thiruvadigal, Dean (Research) Prof. B. Neppolian. Dr. M. Arthanareeswari, Convenor ICRAMC 2024 welcomed the delegates.

In his speech, Prof. C. Muthamizhchelvan highlighted the journey of SRMIST and its diversity of the courses

and multi-campus university to cater to needs of location, along with key metrics and rankings. He appreciated Chemistry department's research publications and government funded projects.

The chief guest Prof. G. Mugesh, highlighted the step wise development of SRMIST and its current excellence. He said, "It is importance of doing challenging things and dreaming big." He also urged research scholars to take up challenges and convert them into opportunities. He stressed the recent challenges in the chemistry of materials and suggested towards designing and improving materials from lab to market, recyclability, low densities materials and environmental concern.

BJP indulging in financial terrorism, claims Cong Telangana MLA Nanditha killed in road crash

Chennai Feb 24 2024: Secunderabad Cantonment legislator G. Lasya Nanditha, 37, died in a road crash on the Outer Ring Road Patancheru, here in the early hours of February 23.

Nanditha died on the spot before she could be shifted for an emergency. Visuals from the accident scene showed the victim suffered a severe head injury.

The driver of the SUV (Maruthi Suzuki XL6) sustained severe injuries and was shifted to a nearby emergency centre.

According to the

visuals, Nanditha was seated in the second-row seat at the time of the crash.

The Indian National Congress on Thursday accused the BJP Government of "stealing its money from the banks" and imposing "financial terrorism" against the grand old party.

Addressing a press conference at the AICC headquarters here, party general secretary K.C. Venugopal along with general secretary communication Jairam Ramesh and treasurer Ajay Maken, said, "The BJP Government has unleashed financial

terrorism against all the opposition parties, especially the Congress. The BJP is trying to handicap the principle opposition party by stealing its money from the banks, and it is not an attack on the Congress but on democracy."

Venugopal said, "According to the latest information from banks, the BJP has forced the banks to transfer the party's deposit of Rs 65.88 crore to the Government accounts. We got the money through crowd funding, unlike the BJP. The money is from the ordinary party workers, IYC and NSUI. What is

the BJP doing? It is stealing our money."

Calling it a ploy by the BJP Government to stop the Congress, which has been getting stronger due to Rahul Gandhi's Bharat Jodo Nyay Yatra, the Congress leader said, "Just before the Parliament elections, the accounts of the principle opposition party, which is a law-abiding party, are being hijacked by the BJP." Venugopal said that in the history of India, where the Congress too has ruled for many years, such incidents have not happened. Adding to that, this was an attempt to shut the voice of the Opposition.

V House productions Suresh Kamatchi presents Filmmaker Bala directorial Arun Vijay starrer "Vanagaan" Teaser scales 4 Million+ views in Single Day

Chennai Feb 24 2024: Suresh Kamatchi's V House Productions, renowned for captivating film enthusiasts with their exceptional creations such as 'Amaithipadai-2', 'Kangaroo', 'Miga Miga Avarasam', and 'Maanadu', is now preparing to present yet another groundbreaking masterpiece titled 'Vanagaan'.

In this extraordinary film, Arun Vijay takes on the lead role, while the talented Roshini Prakash graces the screen as the heroine. The ensemble cast includes the likes of Samuthirakani, Mysakani, Shanmugarajan, and many other prominent actors, who bring their immense talent to the forefront.

The musical score of 'Vanagaan' is composed



by the maestro G.V. Prakash Kumar, adding a touch of brilliance to the film's captivating narrative.

Director Bala, known for his ability to seamlessly blend commercial and artistic elements, has once again showcased his unparalleled mastery of filmmaking. His collaboration with the esteemed producer

Suresh Kamatchi, who is dedicated to presenting content-driven movies, has piqued the curiosity of audiences, as they eagerly anticipate the magic that will unfold on the silver screen.

The first look poster of 'Vanagaan' has already been unveiled, receiving a warm reception from fans and critics alike. Furthermore, the recently released teaser

has garnered an overwhelming response, with four million fans indulging in its captivating essence within a single day.

The cinematography of 'Vanagaan' is skillfully handled by RB Gurudev and Satish Surya, while RB Nagu brings his artistic vision to life as the art director. Currently, the post-production work is in full swing, ensuring that every aspect of the film is meticulously crafted to perfection.

Arun Vijay's diverse portrayal and striking appearance, coupled with Stunt Silva's exhilarating action sequences and the pulsating music by GV Prakash, will undoubtedly leave audiences yearning to watch the teaser of 'Vanagaan' on repeat mode.

PM to address the 'Viksit Bharat Viksit Chhattisgarh' programme on 24th February

Chennai, Feb 24 2024: Prime Minister Shri Narendra Modi will address the 'Viksit Bharat Viksit Chhattisgarh' programme on 24th February, 2024 at 12:30 PM via video conferencing. During the programme, Prime Minister will inaugurate, dedicate to the nation and lay the foundation stone of multiple development projects worth over Rs 34,400 crore. The projects cater to a number of important sectors including Roads, Railways, Coal, Power, Solar Energy among others.

Prime Minister Shri Narendra Modi will Dedicate NTPC's Lara Super Thermal Power Project, Stage-I (2x800 MW) to the Nation and lay Foundation Stone of NTPC's Lara Super Thermal Power Project, Stage-II (2x800 MW) in Raigarh district of Chhattisgarh. While Stage-I of the station is built with an investment of around Rs 15,800 crore, the Stage-II of the project shall be constructed on the available land of Stage-I premises, thus requiring no additional

land for the expansion, and entails an investment of Rs 15,530 crore. Equipped with highly efficient Super Critical technology (for Stage-I) and Ultra Super Critical technology (for Stage-II), the project will ensure lesser Specific Coal Consumption and Carbon Dioxide emission. While 50% power from both Stage-I & II is allocated to the state of Chhattisgarh, the project will also play a crucial role in improving power scenario in several other states and UTs, such as Gujarat, Madhya Pradesh, Maharashtra, Goa, Daman & Diu, Dadra and Nagar Haveli among others.

Prime Minister will inaugurate three key First Mile Connectivity (FMC) projects of South Eastern Coalfields Limited, Chhattisgarh. While Stage-I of the station is built with an investment of around Rs 15,800 crore, the Stage-II of the project shall be constructed on the available land of Stage-I premises, thus requiring no additional

Coal handling plant in SECL's Raigarh Area. FMC projects ensure the mechanized movement of coal from pithead to coal handling plants equipped with silos, bunkers, and rapid loading systems through conveyor belts. By reducing the transportation of coal via road, these projects will help in easing the living conditions of people residing around coal mines by reducing traffic congestion, road accidents, and adverse impacts on the environment and health around coal mines. It is also leading to savings in transportation costs by reducing diesel consumption by trucks carrying coal from the pit head to railway sidings.

In a step to boost production of renewable energy in the region, Prime Minister will inaugurate the Solar PV Project at Rajnandgaon built at a cost of around Rs. 900 Crore. Project will generate an estimated 243.53 million units of energy annually and will mitigate around 4.87 million tons of CO2 emissions over 25 years, equivalent to the carbon sequestered by

about 8.86 million trees over the same period.

Strengthening the rail infrastructure in the region, Prime Minister will dedicate Bilaspur-Uslapur Flyover to be built at a cost of around Rs. 300 Crores. This will reduce the heavy congestion of traffic and stoppage of coal traffic at Bilaspur going towards Katni. Prime Minister will also dedicate a 50MW Solar Power Plant in Bhilai. It will help in utilization of solar energy in running trains.

Prime Minister will dedicate rehabilitation and upgradation of 55.65 km long Section of NH-49 to two lanes with paved shoulders. The project will help in improving connectivity between two important cities Bilaspur and Raigarh. PM will also dedicate rehabilitation and upgradation of 52.40 km long section of NH-130 to two-lanes with paved shoulders. The project will help in improving the connectivity of Ambikapur city with Raipur and Korba city and will boost economic growth of the area.

Veeraa" - A Musical Ode to the Eternal Battle Between Good and Evil

Chennai Feb 24 2024: Queensland Studios is thrilled to announce the release of "Veeraa," a dynamic new song from the eagerly awaited Tamil adaptation of the comic book "Endwars," created by visionary Amirtharaj Selvaraj. The song premieres on YouTube, bringing to life the epic saga of heroism that lies at the heart of this adaptation. The song was recently launched in Chennai Comic Con in the presence of Director Lokesh Kanagaraj and Chennai comic fans. Crafted by the acclaimed lyricist Madhan Karky and set to an electrifying composition by Jerard Felix, "Veeraa" is more than just a song. It's a battle cry, a narrative woven in melody that encapsulates the ongoing war between forces of good and evil, heralding the rise of a new superhero in the Tamil entertainment landscape.

"Endwars," produced by Queensland Studios and adapted into Tamil



as "IrudhiPor," has already captured the imagination of fans with its gripping storyline and vivid characters. Director Victor Jayaraj's creative vision has been instrumental in bringing this project to life, alongside the remarkable art work by Saurabh and a stunning lyric video created by Paa Studio, making "Veeraa" a feast for both the ears and eyes.

Song Premiere Details:

"Veeraa" is now available for streaming

on YouTube. Fans of the genre and music enthusiasts alike are invited to experience the song <https://youtu.be/YgtOHbGeJQ> Acknowledgments:

Queensland Studios extends its heartfelt gratitude to the entire creative team behind "Veeraa," including @Amirtharaj_S, @madhankarky, @jerard_felix, #Saurabh, @victorjayaraaj, and @paamusicindia. Their collective genius has resulted in a masterpiece that is sure

to resonate with audiences worldwide.

About Queensland Studios:

Queensland Studios is a pioneering entertainment company based in Chennai, India, known for producing content that captivates and entertains audiences across various platforms. With a commitment to excellence and innovation, Queensland Studios continues to push the boundaries of storytelling.

Aditya Birla Group set to disrupt Paint industry with 40% addition to Industry Capacity Birla Opus targets Rs 10,000 Cr revenue within 3 years

Chennai Feb 24: Aditya Birla Group Chairman, Mr. Kumar Mangalam Birla, today announced the launch of products and services under its new decorative paints brand, "Birla Opus", aiming for Rs.10,000 Cr gross revenue within 3 years of full-scale operations. This marks the Aditya Birla Group's entry into the rapidly expanding Rs. 80,000 Cr Indian decorative paints market, with an unprecedented level of upfront investment of Rs.10,000 Cr. Birla Opus business is being set up by the group flagship company, Grasm Industries Ltd.

Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group, said, "India today is teeming with dynamism, audacity, and a penchant for disruption. This India finds a reflection in our paints venture, Birla Opus. The Aditya Birla Group's deep insight into the building materials ecosystem, honed over the years, offers us a unique vantage point. Birla Opus, therefore, is poised to transform the paint industry with a 40% addition to current capacity. No paint company globally has ever launched in one shot—factories, operations, products, and services, at the scale that we are about to undertake. He added, "Birla Opus should be seen as a scale start-up incubated by the Aditya Birla Group. It uniquely combines the agility, energy, and frugality of a start-up with the muscle, reliability, and brand strength of a storied and dynamic conglomerate."

Birla Opus products will be available in Punjab, Haryana, and Tamil Nadu from mid-

March 2024 and across all 1 lakh population towns in India by July 2024. The company aims to expeditiously expand its distribution to over 6,000 towns by the fiscal year end. This will be the fastest & widest pan-India launch by any paint brand.

The Aditya Birla Group Chairman also unveiled the brand logo of 'Birla Opus'. The name 'Birla Opus' embodies the trust that underpins the Aditya Birla brand, with 'Opus' signifying beauty personified. The word 'Opus' is derived from the Latin phrase "magnum opus", which represents a great work of art.

"Birla Opus is all set to redefine standards on creativity, scale, transparency, technology, and sustainability. We are confident that the benefits of the competitive advantage built on the interplay of futuristic technology and pioneering chemistry will be passed on to the consumers through lower costs and consistency of superior quality. Birla Opus promises to simplify the consumer journey making the experience of painting enjoyable and contemporary," stated Mr. Himanshu Kapania, Director, Aditya Birla Group.

Birla Opus will offer the widest range in the industry, with 145+ products and 1200+ SKUs across water-based paints, enamel paints, wood finishes, waterproofing and wallpapers. The products offered will be across consumer segments – economy, premium, luxury, designer finishes and institutional clients. In addition, Birla Opus will present the largest range of 2,300+ tintable

colour choices including 216 iconic Indian colours.

The brand is also set to delight consumers through its direct painting services, PaintCraft. This one-stop-shop for a comprehensive range of products and services, at launch, is an industry-first.

Mr. Rakshit Hargave, CEO, Birla Opus, said, "On the back of strong in-house R&D, and extensive field validations, Birla Opus is committing to a higher product warranty than the leading players across most of water-based products. Birla Opus is also setting a benchmark by offering first-time warranty on enamels and wood finish products. As a customer-centric organisation, Birla Opus is poised to introduce a unique and pathbreaking customer assurance program shortly. As part of the inaugural offer, consumers will get an additional 10% volume on water-based products and contractors will get loyalty benefits across most of our products."

Birla Opus has already enrolled over 300,000 painting contractors and is starting the largest-ever sampling program.

To service the length & breadth of the country, Birla Opus is building the "second largest network" of dealers within the first year, with an aim to create win-win partnerships with dealers. Birla Opus is installing for free, new age compact tinting machines with 40% reduced footprint enabling easier colour adoption. Birla Opus is committed to meet industry standard of 4-hour delivery of its 1200 + SKUs to dealers in

Depot towns through the largest network of 150+ depots integrated with the latest warehousing systems.

At the launch event, Aditya Birla Group Chairman, Mr. Kumar Mangalam Birla "invited the entire spectrum of 100,000+ paint dealers pan India to participate in this industry revolution and transform consumer experience".

Birla Opus has six strategically located, fully automated, integrated, and global scale manufacturing plants with a total commercial capacity of 1,332 MLPA (million litres per annum) - a quantum leap of 40% addition to the current industry capacity. Panipat (Haryana), Ludhiana (Punjab) and Cheyyar (Tamil Nadu) Birla Opus plants were dedicated to the nation today. Chamarajanagar (Karnataka), Mahad (Maharashtra) and Kharagpur (West Bengal) units will commence production over the course of FY 25. All 6 manufacturing plants are fully sustainable with zero liquid discharge and equipped with 4th generation manufacturing technology to manage supply chain processes at lightning speed, zero defects and end-to-end traceability.

The Aditya Birla Group's entry into the paints market signals its confidence in the sector's future bolstered by the government's push for infrastructure development and housing for all. India's economy is expected to reach 10 trillion USD by 2034, with the paints sector set to surpass the Rs 3,00,000 crore mark by that time. Birla Opus is uniquely positioned to capitalize on this dynamic landscape.

CEC reviews TN's preparedness for Lok Sabha polls

Chennai, Feb 24: Ahead of Parliament elections, Chief Election Commissioner (CEC) Rajiv Kumar, accompanied by senior officials of the Election Commission of India, on Friday commenced his two-day review of preparedness for the Lok Sabha elections.

Chief Election Commissioner (CEC) Rajiv Kumar reached Chennai during the late hours of Thursday and

was accompanied by Election Commissioner Arun Goel, Senior Deputy Election Commissioner Dharmendra Sharma, Nitesh Kumar Vyas, Deputy Election Commissioners Ajay Bhadu, Manoj Kumar Sahoo, Principal Secretary Malay Malik and senior officers Narayanan and Anuj Chandak.

CEC met the representatives of as many nine political

parties including the Dravidian majors and discuss the issues on conducting the poll and also hold a review meeting with the district collector and superintendents of police later in the day.

In this advisory meeting, the proposed date of election, polling station, code of conduct etc. will be discussed. It would be followed by the meeting with Collectors and SPs. He

would hold meeting with chief election officers, state police nodal officers of Tamil Nadu, Karnataka and Kerala on Saturday

The CEC would meet the Chief Electoral Officers of Tamil Nadu, Karnataka and Kerala besides the officials from the enforcement agencies before wrapping up his meeting with the Tamil Nadu Chief Secretary and state DGP.

HYPER-LOCAL APP KYN WITH UNIQUE FEATURES LAUNCHED ~ The first-of-its-kind app aims to bring communities together ~

Chennai, Feb 24: Kynhood Technologies, a new-gen media service platform, launched KYN, a first-of-its-kind truly hyper-local App that strengthens communities, today. Dr. Palanivel Thiagarajan, Minister of Information Technology and Digital Services, Government of Tamil Nadu unveiled the app. 'KYN', an acronym for Know Your Neighbourhood, aims to facilitate seamless communication within the hyper local community.

Speaking about Technology at the launch, Dr. Palanivel Thiagarajan, Minister of Information Technology and Digital Services of Tamil Nadu said, "Technology has brought many benefits and positives to many individuals, to society, to countries. Perhaps most of all in the field of education, where it has greatly democratized the access to knowledge. Too many of our children, spend their times on screen, on the internet and we see increasing isolation, increasing polarization in society."

Renault Nissan Automotive India Pvt Ltd (RNAIPL) continues upward trajectory in green energy usage for operations

Chennai, Feb 24: Taking ahead its commitment to achieve carbon-neutral operations by 2045, Renault Nissan Automotive India Pvt Ltd (RNAIPL), the automotive manufacturer located in Oragadam, Chennai, has announced that it has predominantly used green power for its operations during the second half of 2023. On an average, the plant utilized more than 85% green energy every month between July and December 2023, with 100% green energy utilization in September 2023. RNAIPL uses a combination of in-house and externally sourced green energy to produce cars.

Keerthi Prakash, Managing Director, RNAIPL, said: "RNAIPL is committed to reducing the environmental impact of our operations and last year, we announced our comprehensive plan for achieving carbon neutral operations by the year 2045 and becoming water positive by the year 2030. Our latest green energy milestone, with an average use of 85% green energy in the second half of 2023, demonstrates our unwavering dedication to sustainability. We are



He indeed expressed his happiness during the launch. "I think in a platform that can afford the space for local business, local talent, local communities to connect, we will start to see a healthier economy, healthier internet utilization and eventually a healthier society as well. I think this a valuable application for us as a society", added Dr. Palanivel Thiagarajan.

Introducing the app, Ms. Gayathri Thyagarajan, CEO, Kynhood Technologies said, "Kyn is the ONLY platform that triangulates television, print, and social media for the

hyperlocal community. Chennai, our first market, has been divided into 14 zones and each zone will have its own television, print and social media. Kyn is a platform not only for promoting talent - arts, sports, entertainment etc, but will also help home entrepreneurs and small businesses in their neighbourhoods grow their marketplace. Besides this, influencers even with smaller follower count, can make a bigger impact in the neighbourhoods, as there is a finite number of residents in each area. We also provide a great opportunity for established brands to promote and customise

their offerings in each hyperlocal zone. Kyn will have both publisher and user-generated content, all carefully curated to provide users with high-quality entertainment and information about everything in their neighbourhood".

Other guests present at the launch include Vita Dhani, Founder of Dani Foundation & Governing Board Member of the International Table Tennis Federation (ITTF), Tennis legend Mr. Vijay Amritraj, Padma Bushan awardee and scientist Mr. Nambi Narayan and actors Mr. R Madhavan & Mr. Siddharth.



committed to further enhancing our environmental stewardship and contributing to a more sustainable future."

Utilizing Green Energy for Sustainable Operations

RNAIPL uses a three-pillared approach as part of its roadmap to carbon neutrality. These pillars are increasing the share of green energy in the overall mix, aggressively improving efficiencies in energy usage and continuous adoption of energy efficient technology at its Oragadam plant.

RNAIPL's energy portfolio includes a mix of conventional power supplied by the government and various green power sources such as solar power, wind power, and bagasse/cogen power. RNAIPL has plans to transition to 100% consistent renewable energy usage by 2045.

RNAIPL has an in-house solar plant with a capacity of 2.2 MW, which feeds directly into

the in-house solar plant which provided 3% of the total power requirements for the month.

Through its consistent and conscious utilization of green energy, RNAIPL has managed to cut down over 30,000 tons of CO2 emissions between July and December 2023.

Other sustainability initiatives

In addition to renewable energy, the plant is implementing several other strategies to reduce its environmental impact. Water management through rainwater harvesting, effective recycling and reuse of wastewater as well as rejuvenation of water bodies in the community are part of RNAIPL's plan to achieve Water Positive status by 2030. At this time, RNAIPL will be releasing more water back to the environment than it extracts. The plant is also actively working on reducing the energy utilized to manufacture a car. Between 2019 and 2030, the plant is working on achieving a 20% reduction in energy required for producing one vehicle. This will be reduced by a further 30% by 2045.

Between July and December 2023, RNAIPL used on an average more than 85% green energy in its overall energy mix. Notably, in September 2023, RNAIPL achieved a significant milestone by operating entirely (100%) on green power wherein close to half of the total power was sourced from wind farms (49%). Nearly one-third of the power was supplied by bagasse/cogen power (30%) and the rest by solar power including

Samsung Expands Galaxy Ecosystem Experience in India; Announces Pre-book for Galaxy Book4 Series

Coimbatore, Feb 24 2024: Samsung, India's largest consumer electronics brand, today opened pre-booking for Galaxy Book4 series, the most intelligent PC lineup with Galaxy Book4 Pro 360, Galaxy Book4 Pro and Galaxy Book4 360.

Galaxy Book4 series comes with a new intelligent processor, a more vivid and interactive display and a robust security system beginning a new era of AI PCs that offer ultimate productivity, mobility and connectivity. These enhancements not only improve the device but also elevate the entire Samsung Galaxy ecosystem, advancing the PC category and accelerating Samsung's vision of AI innovation for today and tomorrow.

Bringing next level connectivity, mobility and productivity, the Galaxy Book4 series redefines how users interact with their PCs, smartphones, tablets, and other devices, delivering truly connected and intelligent experiences. It is completely interactive



with optimized and familiar touch-based user interface, just like the experience on your smartphone or tablet.

Featuring an intelligent processor for powerful performance, the Galaxy Book4 series has a new Intel® Core™ Ultra 7/Ultra5 processor that combines a faster central processing unit (CPU), a higher-performance graphics processing unit (GPU) and a newly added neural processing unit (NPU).

Talking AI capabilities to the next level, the Galaxy Book4 series features Intel's industry-first AI PC Acceleration program to boost productivity.

The Galaxy Book4 series offers a stunning and interactive display with its Dynamic

AMOLED 2X display assuring clear contrast and vivid colour, whether indoors or outdoors. Its Vision Booster uses an Intelligent Outdoor Algorithm to automatically enhance visibility and colour reproduction in bright conditions, while anti-reflective technology reduces distracting reflections.

The sound quality is equally top-notch with AKG Quad speakers with Dolby Atmos® delivering high octaves and rich bass for clear and crisp sound. All the exceptional features are packaged in this next generation of intelligent PC, which also has a robust security system.

A testament to Samsung's vision of AI-powered innovation, the

Galaxy Book4 series is designed to empower people with higher levels of productivity while exploring new possibilities to enhance their quality of life.

Galaxy Book4 Pro 360, Galaxy Book4 Pro and Galaxy Book4 360 will be available for pre-book starting February 20, 2023 on Samsung.com, leading online stores and select retail stores. Customers pre-booking the Galaxy Book4 series will get benefits worth INR 5000. Consumers can also avail bank cashback worth INR 10000 or upgrade bonus up to INR 8000 on purchase of Galaxy Book4 Pro 360, Galaxy Book4 Pro and Galaxy Book4 360. Consumers can also opt for No-cost EMI up to 24 months.

In addition, Samsung will also host exclusive Live Commerce event on Samsung.com starting February 20. Customers pre-booking the Galaxy Book4 series through Live Commerce event will get an additional instant cashback of INR 8000.

SMFG India Credit Treats 1 Lakh+ Cattle at 6th Pashu Vikas Day, Celebrates Women in Dairy Farming

Chennai, Feb 24 2024: One of India's leading NBFCs, SMFG India Credit Co. Ltd. (Formerly Fullerton India Credit Co. Ltd.), conducted their 6th Pashu Vikas Day (PVD), the largest one-day cattle care camp across the country. These camps were simultaneously held across 460+ locations across 14 states and provided essential healthcare services to over 1 lakh cattle.

In India, more than 8 crore households are directly associated with the dairy sector and women represent 70% of the workforce. To commemorate the efforts of these women, the 6th Pashu Vikas Day celebrated 'Women in Dairy Farming'. This initiative reflects the 'Social' aspect within the ESG framework, emphasizing the significance of gender diversity and inclusion in driving social upliftment.

Apart from cattle care, SMFG India Credit also organised over 300 health care camps for community across the country from Feb 4th Feb 10th 2024 benefitting over 30,000 people. 6th Pashu Vikas Day in its entirety touched and impacted over 1,25,000 lives.

The company's diverse workforce is a strategic enabler as they cater to a Pan



India customer base across 600 towns and 65,000+ villages. Their focus is on ensuring an overall inclusive ecosystem by funding dreams through credit and upskilling rural India for finer livelihoods in the local communities they operate in.

Pashu Vikas Day also witnessed active participation of over 4000 employees across the country, who volunteered and came together on a single day to drive this initiative.

Speaking about the company's social initiatives, Mr. Shantanu Mitra, Chief Executive Officer and Managing Director, SMFG India Credit, said, "More than 90% of our rural customer base is women. A lot of our customers take loans for cattle procurement, which is a large source of income for them. Our community development programs act as catalyst for change and focus on uplifting rural

livelihoods, enhancing overall quality of life and boosting income streams. Beyond livestock welfare, we also actively promote skill development and financial literacy, contributing to the holistic well-being of the communities we serve. At SMFG India Credit, we are dedicated to establishing a strong connect with our customers by fostering inclusive growth in the underserved communities through innovative and sustainable socio-economic initiatives.

Commenting on Pashu Vikas Day, Mr Swaminathan Subramanian, Chief Operating Officer, SMFG India Credit, stated, "At SMFG India Credit, we remain steadfast in our commitment to rural development and our mission to champion robust social initiatives. As a leading credit provider, we aspire to harness the 'Social' aspect of ESG through our

community outreach activities, inclusive programs and a diverse workforce working in unison. With this in mind, Pashu Vikas Day is specifically designed to address the unique healthcare needs of cattle and their owners in rural areas. The event powers aspirations of cattle-owners and focuses on enhancing livestock productivity, subsequently elevating household incomes. Our focus will be to sustainably extend support to the underserved, facilitating empowerment and upliftment of not only our customers, but also the community at large."

Pashu Vikas Day exemplifies the company's unwavering dedication to creating a positive change and fostering sustainable practices in the dairy farming sector. This year, the company has set a new record with the World Records Union for the largest single-day cattle care camps held across the country. In the past few editions, PVD was featured in the 2015 Limca Book of Records for the Largest Single Day Cattle Care Camp organised across India, in 2018 as the World's Largest Single Day Cattle Care Camp by Best of India Records, and in 2019 as the Largest Cattle Care Camp by World Books of Records.

ServiceNow partners with AICTE to develop Job-ready talent, to skill over 10,000 students in the first year

Coimbatore Feb 24 2024: ServiceNow, a leading digital workflow company, today signed a Memorandum of Understanding (MOU) with the All India Council For Technical Education (AICTE) under the Ministry of Education, with a goal to skill over 10,000 students on the ServiceNow Platform in the first year. This MOU is the first step in a strategic partnership with the potential to scale to 25,000 students within three years.

This collaboration provides students global and centralized learning, while building future-ready skills and capabilities. The MOU will create a continuing education path with access to ServiceNow Administrator and Developer courses on the Now Learning platform. Importantly, students will be introduced to emerging AI technologies, providing valuable insights needed by all prospective employees. This is in line with AICTE's vision of offering holistic student development through domain specific skills that lead to accelerated digital career pathways.

According to the latest research by ServiceNow and Pearson, artificial intelligence and automation will require 16.2 million (approx.



1.6 crore) workers in India to reskill and upskill while also creating 4.7 million new jobs in the technology sector. Hence, digital upskilling and reskilling is pivotal across industries for attaining professional growth and thriving in the digital age.

Nick Tzitzon Chief Strategy and Corporate Affairs Officer at ServiceNow, meeting AICTE leadership in New Delhi said, "ServiceNow is excited to partner with AICTE to equip engineering students with the skills needed to thrive in today's digital economy. At ServiceNow we believe digital transformation requires talent transformation and the RiseUp with ServiceNow program is designed to empower young engineers with job-ready capabilities. The MOU will enable AICTE affiliated institutes across India to build a pool of qualified talent that will drive the next wave of tech innovation in India."

Prof. (Dr) T G Sitharam, Chairman -

All India Council for Technical Education (AICTE) said Ensuring our students are prepared for an evolving world is paramount, requiring us to offer them modern skills and greater access to professional growth opportunities. Our collaboration with ServiceNow is aimed at providing students with advanced training in innovative concepts and techniques, alongside motivation to explore cutting-edge technologies tailored to their needs. This partnership underscores our commitment to student upskilling and technological literacy, essential for their future success.

Dr Chandrasekhar Buddha, Chief Coordinating Officer & Chief Executive Officer, Anuvadini, All India Council for Technical Education (AICTE) said Preparing students for a changing world is crucial, necessitating the provision of contemporary skills and enhanced access to professional development. Partnering with

ServiceNow, we aim to equip students with the latest in innovative thinking and technology, encouraging them to engage with new technologies that meet their needs. This collaboration highlights our dedication to enhancing students' skills and tech literacy, vital for their future achievements.

ServiceNow's RiseUp program is a global program designed to skill one million people with in-demand digital skills around the world. In India, ServiceNow has launched the University Academic program and has partnered with 20 universities covering 16 states including Government partnerships, FutureSkills Prime NASSCOM and ICT Academy of Tamil Nadu and trained thousands of students developing job ready talent.

India is igniting ServiceNow's growth globally, with all top 10 technology providers and most of the top five banks in India using ServiceNow products. There is a growing need for skilled workers familiar with implementing ServiceNow to help India's businesses and organisations be at the forefront of the digital wave improving how we work.

Tamil Nadu contributed 6% to Tata Asset Management's substantial net inflows of INR 1,907 crore in equity and arbitrage funds in January 2024

Chennai, Feb 24 2024: The equity mutual funds have witnessed a net inflow of 21,780.56 crore in January 2024, according to the latest data released by the Association of Mutual Funds in India (AMFI). The recently released data highlights the continued growth of the equity mutual funds sector in January 2024, affirming the preference of investors for this investment avenue. Overall, the mutual fund industry in India reported total assets under management (AUM) of Rs 52.89 lakh crore across all schemes.

Breaking down the equity mutual fund category, small-cap funds attracted INR

3,527 crore, while the mid-cap segment saw a substantial inflow of INR 2,061 crore. Sectoral/thematic funds and flexi-cap categories also contributed significantly, with net inflows of INR 4,804.7 crore and INR 2,447 crore, respectively. The positive trend in these categories underscores the diversified interests of investors.

A notable trend is the sustained enthusiasm for mutual funds, evident by the INR 18,838 crore collected through 7.92 crore SIP accounts in January 2024.

Tata Asset Management attracted attention, recording net inflows of INR 1,907 crore in equity and

arbitrage funds in January 2024. Impressively, Tamil Nadu contributed 6% to this figure. While the debt funds as a category saw net inflows of Rs 76,469 crore vis-à-vis net outflow in December 2023, Tata Asset Management's debt MFs witnessed net additions of INR 2,678 crore in January 2024.

"Both the small- and mid-cap funds witnessed continued interest of investors over the last few months. In fact the net inflows has been stable and higher compared to other categories. While the valuation in mid- and small-cap segments might look bit stretched at the moment, but there are several good

investment opportunities where there's liquidity (in the stocks) and future valuations are reasonable. The Government's capital expenditure as a percentage of GDP has doubled over the last few years. At the same time, subsidies as a percentage of GDP have fallen over the same period. These will add to the tailwinds and will propel the economy further. As a result, we expect to see higher growth rates among companies in infrastructure and manufacturing segments," said Chandraprakash Padiyar, senior fund manager, Tata Asset Management.