

PM inaugurates, dedicates to nation and lays foundation stone for multiple development projects worth more than Rs 17,500 crores in Jorhat, Assam
Lays foundation stone for projects under the Prime Minister's Development Initiative for North Eastern Region (PM-Dev INE) scheme

Chennai, March 09 2024: Addressing the gathering, the Prime Minister expressed gratitude for the huge crowd present on the occasion and also acknowledged 2 lakh people joining from 200 different places in the state. Shri Modi also noted the lighting of thousands of diyas by the people of Kolaghat and said that the love and affection of the people make for his biggest asset. He affirmed giving momentum to the development of Assam by laying the foundation stone and dedicating to the nation development projects worth about Rs 17,500 crores today pertaining to the sectors of health, housing and petroleum.

Talking about his visit to Kaziranga National Park, the Prime Minister called it a unique national park and tiger reserve and underlined the attraction of its biodiversity and ecosystem of the UNESCO World Heritage Site. "70 percent of the

single-horned rhinos are in Kaziranga", he said. He also talked about the experience of finding wildlife such as swamp deer, tiger, elephant and wild buffalo. The Prime Minister pointed out how the rhino became endangered due to negligence and criminal collaboration and recalled the hunting of 27 rhinos in a single year in 2013. This number was brought down to zero in 2022 by the efforts of the government. Greeting the people of Assam on the golden jubilee year of Kaziranga, the Prime Minister exhorted the citizens to visit the national park.

The Prime Minister mentioned unveiling the magnificent statue of Veer Lachit Borphukan today and said, "Veer Lachit Borphukan is the symbol of Assam's valor and determination". He also recalled celebrating his 400th birth anniversary with great pomp and honor in 2002 in New Delhi and bowed before

the brave warrior.

"Vikas bhi aur Virasat Bhi' development as well as heritage has been the Mantra of our double engine government," said the Prime Minister. He said that Assam has made rapid strides in infrastructure, health and energy sectors. Health infrastructure like AIIMS, Tinsukia Medical College, Shiv Sagar Medical College and Cancer Hospital in Jorhat will make Assam a medical hub for the entire northeast, he said.

The Prime Minister also touched upon the dedication of Barauni - Guwahati Pipeline under PM Urja Ganga Yojna to the nation. He informed that the gas pipeline will connect the Northeastern grid with the national grid and help supply gas to 30 lakh homes and more than 600 CNG stations, thereby benefiting people from more than 30 districts of Bihar, West Bengal and Assam.

Speaking about the

inauguration of the expansion of Digboi Refinery and Guwahati Refinery, the Prime Minister said that the previous governments had neglected the long-standing demand of the people to expand the capacity of refineries in Assam. He emphasized that with the efforts of the present government, the total capacity of refineries in Assam will now double while that of Numaligarh Refinery will triple. "Development of any region takes place at a fast pace when intentions for development are strong", he added.

He congratulated 5.5 lakh families who got their pucca house today. He said that these houses are not just houses but are fitted with amenities like toilets, gas connections, electricity and piped water connection. Till now 18 lakh families have been provided such houses, he informed. He expressed happiness about the fact that most of these houses are in the name of the



women.

Reiterating the government's commitment to make the life of every woman of Assam easy and improve her savings, the Prime Minister mentioned yesterday's decision of reducing the price of a gas cylinder by Rs 100 on Women's Day. Schemes like Ayushman Cards are also benefiting women. Under the Jal Jeevan Mission, more than 50 lakh households have received piped water connections in Assam. He also reiterated his commitment to creating 3 crore Lakhpati Didis.

Highlighting the historic transformations that took place in Assam after 2014, the Prime Minister mentioned providing land rights to more than 2.5 lakh landless natives and connecting about 8 lakh tea garden workers with the banking system leading to the transfer of government benefits directly into their bank accounts. This, the Prime Minister said, closed all the doors for middlemen.

"Development of Northeast is imperative for a Viksit Bharat", the Prime Minister asserted. He further said "Modi considers the entire

Northeast his family. That is why we are also focussing on the projects that are lying pending for years", he said. He mentioned projects like the bridge on Saraighat, Dhola-Sadiya Bridge, Bogibeel Bridge, extension of railway broad gauge till Barak Valley, Multi-modal Logistics Park, Jogighopa, two new bridges on Brahmaputra River and 18 waterways in the Northeast as opposed to 1 in Assam in 2014. He said that these projects created new possibilities in the region. He also mentioned the UNNATI Scheme which was

approved in the last Cabinet meeting in new form with expanded scope. The Cabinet has also increased the MSP for Jute which will benefit the jute farmers of the state.

The Prime Minister expressed gratitude for the love and affection of the people and said that every Indian is his family. "The love of the people is ushered upon Modi not only because he believes that 140 crore citizens of India are his family, but because he is also serving them day and night", the Prime Minister said, highlighting that today's occasion represents this belief. He concluded by congratulating the citizens for the development projects of today with chants of 'Bharat Mata ki Jai' echoing through the scene.

Chief Minister of Assam, Dr Himanta Biswa Sarma and Union Minister, Shri Sarbananda Sonowal were present on the occasion among others.

Chief Minister of Tamil Nadu, M.K.Stalin, inaugurated 4 Mobile Command and Control Centre (MCCC) Vehicles

Chennai, March 09 2024: The Mega City Policing project envisaged under the Modernization of State Police Forces (MPF) scheme at a cost of Rs.93.50 crores aims to equip Police with latest technology & Gadgets to tackle internal security challenges effectively. Under this scheme, comprehensive city-wide surveillance is ensured through the integration of 3090 AI powered CCTV cameras installed at 1030 locations which would be integrated with existing Command-and-Control Centre, 753 Vehicle Tracking devices, 7 Aerial Tracking & Surveillance Drones, and 7 Mobile Command and Control Centre Vehicles (MCCC) are sanctioned.

In the first phase, 4 Mobile Command and Control Centre Vehicles (MCCC) are ready to be deployed for city surveillance & monitoring. Further, 2250 cameras have been installed and operational and 650 vehicles are installed with Automatic Vehicle Location System (AVLS) for real time monitoring.

Mobile Command and Control Centres (MCCC) built on



rugged vehicles equipped with drones and CCTV cameras that are required to stream video feeds to Integrated Command-and-Control Centre at GCP. MCCC Vehicles are to be strategically positioned across the city during Public Meetings, Protests/Agitation and the situations demanding enforcement of Law & Order for monitoring and to capture the real-time video feed of an incident.

Drones stationed in MCCC units with Night Vision Integrated cameras and PA systems, an aerial perspective for enhanced situational awareness and may also be used to monitor



and correct Traffic Flow and congestion. The features of MCCC contributes to efficient communication during emergencies.

The Hon'ble Chief Minister of Tamil Nadu, Tr.M.K.Stalin, inaugurated 4 Mobile Command and Control

Centre (MCCC) Vehicles today (08.03.2024) at the Secretariat.

In this event, Tmt.P.Amudha, IAS, Principal Secretary of Home, Prohibition & Excise Department, Tr.Shankar Jiwal, IPS, Director General of

Police/HoPF/TN,Tr.Sandeep Rai Rathore, IPS, Commissioner of Police, Greater Chennai Police, Tr.Prem Anand Sinha, IPS, Additional Commissioner of Police, (South), GCP and Senior Police Officers participated.

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U.S., India Forward Together for Women: Warner Bros. Discovery and U.S. Consulate General Chennai Host India Premiere of "The Color Purple"

Chennai March 09 2024: Leading global media and entertainment company Warner Bros. Discovery and the U.S. Consulate General Chennai jointly hosted the India premiere of "The Color Purple" at PVR Sathyam theater in Chennai on March 7, 2024, to mark Women's History Month and International Women's Day (March 8). Acclaimed filmmaker Pa. Ranjith, a strong advocate for the rights of the marginalized on and off screen, was the chief guest. The audience included women and human rights activists, academics, journalists, filmmakers, artists, college students, government and law enforcement officials, legal experts, and members of the diplomatic community. The 2023 movie is a musical adaptation of the novel of the same

name written by noted American author Alice Walker, for which she won the Pulitzer Prize in 1983.

The Color Purple screening is one of many events U.S. Consulate General Chennai has lined up in March to celebrate Women's History Month, commemorating and encouraging the study, observance, and celebration of the vital role of women in the history of America and the entire world. The Color Purple narrates the remarkable journey of Celie, an African American woman growing up in rural Georgia in the early 1900s, who survives several years of gender-based violence with her self-realization and determination to confront her abusers.

U.S. Consul General Chennai Christopher Hodges, in

his welcome remarks, said, "The screening of The Color Purple is part of a series of activities organized by U.S. Consulate General Chennai to celebrate the courageous women who have helped build fairer, more just societies around the world. While women around the world continue to be the primary victims of gender-based violence and discrimination, countries like the United States and India have taken several progressive measures toward the socio-economic empowerment of women and girls to break the cycle of abuse and violence. We hope The Color Purple and stories of many remarkable women continue to inspire us to strive for a world where love, compassion, and equality exist among all of us."

The Color Purple



(2023), directed by Blitz Bazawule, stars Fantasia Barrino, Taraji P. Henson, Danielle Brooks, Colman Domingo, Corey Hawkins, H.E.R., and Halle Bailey. It is co-produced by Oprah Winfrey, Steven Spielberg, Quincy Jones, and Scott Sanders. The 1985 version of The Color Purple starred Whoopi Goldberg, Danny Glover, and Oprah Winfrey in lead roles and was directed by Steven Spielberg.

The Color Purple releases in theaters across India on International Women's Day, Friday, March 8.

Breaking barriers: Women entrepreneurs reshaping Insurance advisory in Tamil Nadu

Chennai March 09 2024: The insurance sector has traditionally leaned towards a male-dominated demography. India as a nation is severely underpenetrated at a figure of a mere 4%, compared to the global average of 7%. Shockingly, this underpenetration is mirrored in gender diversity leaning towards male domination, thus underscoring the need for shift within the industry.

In the changing dynamics of our society there is a growing necessity for diverse abilities and perspectives. As we continue to embrace a more inclusive approach, women are increasingly contributing their unique talents to the insurance

industry with a broader range of skills and experiences. Insurtech platforms reach the remotest locations, bridging gaps and bringing opportunities to women in every corner of the country. Tamil Nadu takes pride in leading the way with an impressive female-to-male ratio of 30:70 among insurance advisors connected with Turtlemint.

The Insurance industry now necessitates a certain level of integration with digital solutions making knowledge and adaptability key factors for success. Women advisors are making strides and showcasing entrepreneurial drive by gaining new skills and domain knowledge.

Women are breaking gender barriers and bringing change through technology to unlock their vast potential. Tools for personality development and learning sales techniques are a need of the hour. Such accessibility opens doors for aspiring women advisors across the nation.

Such is the story of Shanmathi Ramdas, a 31-year-old insurance advisor from Salem, Tamil Nadu. With a background in the accounts department of a company, Shanmathi started her journey in 2022. After 1.5 years of service, she has found a powerful ally in Turtlemint, revolutionizing the way she conducts her business.

"Working with the Turtlemint app has enabled me in more ways than one. It has given me the freedom to be able to do my business even when I am at home. I get to learn and keep myself updated, all through an app. Selling insurance digitally makes my life really easy, and has given me a lot of self-confidence" said, Shanmathi.

Turtlemint's innovative POSP (Point-of-Sale person) platform offers a comprehensive set of tools that help in honing those skills and advance careers of the advisors. Enabling and equipping home-makers to pursue financial independence through multilingual solutions.

Sreeleathers Selfie Kolam Contest ~ Over 2000 participants across all age groups ~ Wildly popular selfie Kolam contest to be held every year ~



Chennai March 09 2024: Sreeleathers, a leading leather footwear and accessories company, facilitated the winners of an online selfie Kolam contest in a colourful ceremony held at the Sreeleathers, Purasaiwakkam store, Chennai.

The Chief Guest for the occasion Dr. SR Sam Paul, Chairman, Paulsons group of companies along with Mr. Sushanto Dey, Partner, Sreeleathers, presented prizes and

gifts to the contest winners and participants during the event.

The selected top 50 entries were facilitated with special Kitchen necessities gifts in a grand prize function held at the Sreeleathers, Purasaiwakkam store.

The competition, aimed at fostering pride in Tamil culture and arts, was held during the auspicious month of Margazhi, between December 15, 2023 and January 20, 2024. Participants were provided with a



WhatsApp number to share their creative selfie Kolam photos.

There was an overwhelming response from the public after being held for the first time in 2020, and when the competition opened for 2024, it attracted over 2000 Kolam entries from across Tamil Nadu.

Speaking on the occasion, Mr. Sushanto Dey said, "Every year this event gets more special for us. This overwhelming response and

participations make us realise that our state still follows the tradition and also pass it to the next generation"

Mrs Pujarini Dey, Partner, Sreeleathers said, "While taking care of the household, family and outside work, the women of our state are the real members that instil culture. It is a small token of appreciation for holding the society together. We are proud to be associated and appreciate the chance given to us"

India's longest running and unique records book, the Limca Book of Records unveils its 2024 edition

Chennai March 09 2024: Limca, Coca-Cola India's homegrown heritage brand, proudly announces the 33rd edition of India's longest-running record and reference book, Limca Book of Records. Continuing its theme of 'India at her Best', the 2024 edition is a veritable chronicle of the country's achievements in 2023 and those that have stood steadfast over the years. True to its legacy of pioneering an archive of Indian records, it features a comprehensive collection of feats of extraordinary tenacity, stories of stunning performances and triumphs of never-say-die achievers. The book puts out the best Indian real-life stories of perseverance, patience, and performances. From a recap of the record-breaking show at the Asian Games 2022 to the highlights of the newly designed Sansad Bhavan, the book celebrates India's headlining achievements.

Showcasing a diverse set of records ranging from medical marvels to technological breakthroughs, from athletic triumphs to

architectural feats, and from a rich literary landscape to community endeavors, the book reflects an inspiring narration of purpose and passion.

The pick of the year, however, is the sports section. The year 2023 particularly witnessed remarkable success marked by the 100-plus medal haul at the Asian Games 2022 in Hangzhou, China. Moreover, Neeraj Chopra's historic gold in the men's javelin throw at the IAAF World Athletics Championships in Budapest earned India a grand spot on the global stage.

In addition, with multifaceted master strokes such as the largest flower carpet; Prabhat Koli the world's youngest swimmer to complete the Ocean's Seven Challenge; the largest all-woman moving pyramid on motorcycles; Aditya-L1 the country's first solar probe; and Ganga India's first cloned cow, the book is a testament to the best that India witnessed in 2023.

Commenting on the launch, Vatsala Kaul Banerjee, Consulting Editor, Limca Book of Records 2024 said, "The Limca Book of

Records is a fascinating chronicle of the ingenuity, talents, and achievements of Indians from all walks of life. For more than 30 years, the book has created a legacy of accomplishments both inspired and inspiring. We extend our heartfelt gratitude to all our applicants and offer our congratulations to recordholders for pushing boundaries and displaying an exceptional range of achievements that make this book unique and our country proud!"

Complimenting the various achievements recorded, Ruchira Bhattacharya, Senior Director, Marketing - Hydration, Sports and Tea Category, India and South-West Asia Operating Unit at The Coca-Cola Company said, "The Limca Book of Records is an iconic and time tested IP that celebrates the indomitable spirit of humanity and the limitless potential that resides within each individual, pushing us beyond limits. This spirit is very much in line with the Limca brand ethos of never stopping or the spirit of what we say RukkMatt (Never Stop). For decades now, the

Limca Book of Records has been encouraging people to pursue their dreams and outdo expectations. As we salute another year of unwavering commitment to passion, we offer our heartiest congratulations to laureates across domains for their towering achievements. I must also take this opportunity to congratulate the Limca Book of Records team for bestowing this iconic list of accomplishments for time immemorial."

Inspired by Limca's lemony flavour which provides refreshment like no other and celebrates those who keep moving forward despite exhaustion, the Limca Book of Records serves as a source of inspiration for individuals who persevere through challenges and setbacks to chase their dreams and passions.

The awe-inspiring stories of grit and glory can be read in the 2024 edition, now available online and at all leading bookstores.

Link to the Limca book of records video: <https://we.tl/t-dCV6b67xR1>.

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Auto major donates, car for students to test, develop products SRMIST, Renault Nissan Tech. ink pact for partnership in technology, education

Chennai March 09 2024: SRM Institute of Science and Technology India's premier higher education institution in engineering, technology, management, law, arts and science, and global automobile major Renault Nissan Technology and Business Centre India (Renault Nissan Tech.) entered into a Memorandum of Understanding on Recently.



The partnership will pave the way for driving advancements in automobile technology and education, while serving as a platform for innovation in research and developing skilled talent.

As a part of the pact, Renault Nissan Tech. also handed over a car to SRM's Fab Lab, giving students an opportunity to test and develop products directly on the vehicle, paving the way for researchers to explore and arrive at sustainable mobility solutions.

Sharing his views, Mr. Philippe Pelletier, Vice President, Human Resources, Renault Group, said the partnership between industry and academia was paramount for nurturing talent, advancing skills, and conducting research in

automotive technology and education. "Our shared vision will facilitate this journey towards developing innovative, cutting-edge solutions and exchanging knowledge, paving the way for excellence that will shape the future of the industry. Our partnership with SRMIST is a testimony of this collaboration."

Mr. Shantanu Patil, Director, Directorate of Entrepreneurship and Innovation, SRMIST, said the primary focus of the MoU would be to develop cooperation between two organisations in the area of electric mobility, Centre for Emerging Technology, and the Automotive Department to bring together the demands of the industry and have the same developed through skills of researchers and students. "They

(Renault Nissan Tech.) are also looking to come here as 'professors of practice' to introduce new courses and also have our faculty as part of immersion programmes so that faculty can go there and work, as part of SRMIST's academic programmes," he said.

Mr. Patil also said that Renault had also donated a car to DEI's Fab Lab and the idea behind this was to give opportunities for students to test and develop products directly on the car to help them understand industry needs better, giving them a chance to develop solutions specifically for their cars.

Some of the key features of the MoU would be to engage in collaborative projects that leverage the strengths of SRMIST and Renault Nissan

Tech. to address industry challenges and contribute to academic research, align academic programmes with industry needs to enhance skills and employability of graduates. It will create chances for students to gain real-world experience through internships, training sessions and workshops will keep SRMIST faculty and Renault Nissan Tech. staff updated with the latest global trends and technologies.

Dr. S.Ponnusamy, Registrar, Ms. Eva James, Vice President, Global Service Delivery, Renault Nissan Tech., and Mr. Senthil Kumar Ramakrishnan, Deputy Vice President, Renault Nissan Tech. among others were also present on the occasion.

Girl students get a glimpse of the auto industry at Renault Nissan Automotive India Pvt Ltd (RNAIPL)

Chennai, March 09 2024: For 25 girl students from Vadakupattu and Chennakuppam government schools in Tamil Nadu, the first day of March was a day of discovery and inspiration. They were invited by Renault Nissan Automotive India Private Limited (RNAIPL), for a special factory visit. The visit was part of the International Women's Day celebration, which aims to empower and inspire young girls to pursue their dreams and aspirations.

Embracing this year's International Women's Day theme of 'Inspire Inclusion', RNAIPL is committed to empowering young minds through visits and workshops showcasing careers in automotive manufacturing.

who were accompanied by four teachers, were greeted by the leadership team of RNAIPL and given a brief introduction to the company and its history. They were then shown the lineup of RNAIPL cars and allowed to touch and feel the cars, experience them, and understand the mechanics of the cars.

The highlight of the visit was a 50-minute tour of the Vehicle and Powertrain Assembly shopfloors at RNAIPL, where the girl students got to witness the car manufacturing process firsthand. The tour was led by women employees of RNAIPL, who explained the various steps and stages of production and answered the queries of the curious and enthusiastic students. The girl students also took notes

of the explanations and showed keen interest in learning more about the industry.

After the tour, the students and the RNAIPL employees had an interactive session. Mr. Keerthi Prakash, Managing Director of RNAIPL, addressed the students and emphasized the importance of education and hard work for achieving success. He also praised the women employees of RNAIPL for their dedication and contribution to the company and encouraged the girl students to look up to them as role models.

The session continued with a breakout session, where the women employees of RNAIPL shared their personal stories of growth and development in the company. They also

motivated the students to pursue their passions and overcome the challenges they may face in their lives.

The visit was not only a fun and educational experience for the girl students, but also a meaningful and rewarding one for the RNAIPL employees. They felt proud to share their knowledge and skills with the young minds and to make a positive impact on their lives.

RNAIPL is committed to the sustainable development and wellbeing of the communities in its neighbourhood. Through its Corporate Social Responsibility (CSR) programme, RNAIPL has supported infrastructure upgrade in several local schools including Vadakupattu and Chennakuppam.

HP Unveils Program Enhancements for Partners including New AI MasterClass Training & Certification

Chennai March 09 2024: Today at the Amplify Partner Conference, HP Inc. (NYSE: HPQ) announced new groundbreaking benefits aimed at accelerating partner growth through the Amplify™ Partner Program. New benefits include the industry's first role-based artificial intelligence (AI) partner training and certification program, together with a new Growth Play opportunity, tailored for AI Data Science. Powered by HP's broad portfolio of >100 AI-enabled solutions and the company's Future Ready strategy, HP is unlocking new opportunities alongside partners to support long-term sustained growth.

"HP's Amplify Partner program stands out as an industry-leading partner program – the only channel program in the industry to go beyond performance-based

models – encompassing capabilities, collaboration and unrivaled performance," said Kobi Elbaz, SVP and General Manager, Global Channel, Sales Innovation and Operations at HP. "Partners are essential to unlocking growth opportunities and serving customers and we aim to provide the right program, the right training, and the right growth opportunities and benefits to make it easier to sell our world-class products and services. Together we have the Future Ready portfolio, operations, and partners to win."

Industry's First Role-Based AI Partner Training & Certification Program

AI is rapidly unlocking new market expansion and operational possibilities for HP and partners, accelerating partner execution, and optimizing customer

experiences. For the full potential of AI to be realized, users and participants of AI technology must have confidence in its integrity, by working with a vendor they trust.

Launching May 1, 2024, HP's Future Ready AI MasterClass, powered by HP University, will be comprehensive in scope covering a range of topics designed to equip partners with the knowledge they need to educate and advise customers on the right AI products and solutions to meet their needs. HP is working with NVIDIA to develop the initial series of advanced training modules. Subsequent releases, involving further Alliance Partners, aim to consistently augment the expertise and capabilities of HP Amplify partners, enabling them to stay ahead in the swiftly

changing AI landscape.

"Designers, engineers, and creatives need the latest tools and capabilities to harness the potential of AI for their everyday workflows," said Bob Pette, Vice President of Enterprise Platforms at NVIDIA. "Our work with HP will help empower their partners to utilize HP products and solutions, powered by NVIDIA, to cater to customer AI needs across the entire channel ecosystem."

"With HP, we feel prepared for the future; their commitment to innovation and their unwavering support gives us the confidence to face any challenge that comes our way," said Alessandro Cattani, Chief Executive Officer, Esprinet Group. "Our trust in HP is steadfast – they've proven to be a reliable partner that's dedicated to our success."

Geheni Thilakesh QUOTE ON Women's Day

Chennai, March 09 2024: Geheni Thilakesh, Assistant Manager at Saks India, - PGP in Business Intelligence & Business Analytics, Chennai.

"Hailing from a background where women weren't encouraged to pursue higher education and were expected to marry early, I faced my fair share of challenges. But I refused to succumb to societal expectations and not let them dictate my future. Despite pressures urging me to settle down after graduation, I was determined to break free

from the confines of tradition as I knew I had much more to offer.

I had an extremely strong desire for self-improvement, especially working in a field that is ever evolving. Fuelled by my passion, I embarked on a transformative journey to uncover my true potential by upskilling myself with Great Learning. With a background in Business Management, I enrolled for a PGP in Business Intelligence & Business Analytics. Great Learning provided me with the tools and resources needed to

thrive in this dynamic field, equipping me with cutting-edge knowledge and practical skills essential for success. I greatly enjoyed the courses and modules led by my industry experts, which empowered me to strive for more in my own career.

Since I already had a background in Business Management, I felt this would help me open bigger and better doors for me. Armed with newfound knowledge, I not only secured a 100% raise but shattered stereotypes that I have continued to face since the very first day. Today I

work as an Assistant Manager at Saks India and I have been actively pushing for more inclusivity in this industry, striving to create a culture where everyone's voice is heard and valued. I have always looked up to other women who have successfully broken barriers as it is a reminder that no obstacle is insurmountable, and every dream is attainable with courage and perseverance. I hope my journey stands as a similar reminder, helping other women to follow their dreams."

More than 7 in 10 Urban Indian Women are protected by Life Insurance: Max Life IPQ 6.0 Survey

Chennai, March 09 2024: The sixth edition of Max Life's flagship survey, the India Protection Quotient Survey (IPQ)*, conducted in partnership with KANTAR, the world's leading marketing data and analytics company, has revealed a notable uptick in women's ownership of life insurance products, rising from 59% in IPQ 1.0 to an impressive 73% in IPQ 6.0. Also, for the first time, working women have surpassed men in life insurance ownership, with 79% now owning life insurance plans.

As per the survey, the financial protection levels amongst urban Indian women have surpassed the 40-point mark for the first time, increasing from 33 to 41 points over the past 6

years. However, the financial protection levels of homemakers' have seen a marginal dip from 38 in IPQ 5.0 to 36 in IPQ 6.0, highlighting the need for bolstering their financial well-being. In contrast, the protection quotient of working women has increased from 43 in IPQ 5.0, to 47 in IPQ 6.0.

Despite a positive trend in life insurance ownership, a significant gender gap in financial preparedness persists. Urban India's men take the lead in financial protection at 46 points, surpassing the overall average for urban India of 45 points. The financial protection gap between men and women in urban India is primarily driven by a huge disparity in life insurance awareness levels, with men

boasting a Knowledge Index of 64 while women lag at 54 points. According to IPQ 6.0, women's financial security remains at 64%, yet to recover to pre-pandemic levels of 65%, as per the IPQ 1.0 study.

IPQ 6.0 has revealed that urban India's women demonstrate a strong commitment to safeguarding their families from life's uncertainties, gradually closing the gap with men, whose life insurance ownership is at 76%, vs 73% for women. The erstwhile sizeable gap of 9 percentage points with men in IPQ 1.0 (68% for men vs 59% for women), is now down to only 3 percentage points.

Prashant Tripathy, CEO and Managing Director, Max Life said,

"As we celebrate International Women's Day, it is important to reflect on the financial readiness of women. The insights from the latest IPQ 6.0 survey underscore the remarkable strides women have taken in proactively securing their financial well-being through life insurance investments. However, the survey also sheds light on the enduring gender disparity in financial awareness. This requires intensive actions to empower women to assert control over their financial state. Hence, the collective call to action for the industry is to support the cohort with tailored solutions that help realize the inclusive vision of 'Insurance for All'."

British Council launches Women in STEM Scholarships for 2024-25

Chennai March 09 2024: British Council, the UK's international organisation for educational opportunities and cultural relations, in partnership with UK universities, has announced the launch of British Council Scholarships for Women in STEM programme. This prestigious scholarship is designed for female STEM graduates wanting to pursue their Masters' in the UK.

The presence of women in STEM fields is essential for promoting diversity, ensuring a range of perspectives, and driving innovation. Their presence not only addresses gender disparities but also enriches the workforce with unique skills, ultimately advancing scientific and technological progress for the benefit of society. According to the Global Gender Gap Report 2023 by the World Economic Forum, women account for 27% of India's STEM workforce. This represents a small fraction considering that women make up nearly 43% of STEM graduates in India.

25 scholarships are reserved for women STEM scholars from

India and other South Asian countries. These are across five UK higher education institutions: Queen Mary University of London, Anglia Ruskin University, Greenwich University, The University of Southampton and Coventry University. The scholarships will empower the beneficiaries to advance their careers in STEM and facilitate their ability to drive research and innovation in their home country by immersing them in the expertise of the UK's esteemed STEM fields. The UK is currently ranked third in the world for citable research, with 55.2% of all UK publications the product of international research collaborations.

The scholarship will cover tuition fees, stipend, travel costs, visa, health coverage fees, and English language support. The scholars can pursue courses like Data Science, Computer Science, Pharmaceutical Science, Electronic and Electrical Engineering, Mechanical Engineering, Engineering Management, Civil Engineering Management,

Intelligent Healthcare, Actuarial Science, among others.

Rittika Chanda Parruck MBE, Director Education India, British Council, said, "Almost half of the world's population is female and represents half the potential brain power of researchers and innovators. The global challenges facing the world can only be addressed through science and research and we cannot solve these problems with one hand tied behind our backs, with only one half of the population working towards the solutions. Gender equity is not just a nice idea, it is essential for the progress of mankind. Through programmes like the Women in STEM Scholarships, we aim to provide the financial assistance needed for women to pursue their education and unleash their full potential in STEM fields, thereby driving transformative change and contributing to the sustainable development goals in a more meaningful way."

Since 2020, the programme has awarded over 300 scholarships. In the 2023-24 global cohorts, 92 scholars were enrolled in their

selected courses. So far, 52 Indian women have been awarded the scholarships and pursued their one-year postgraduate studies in the UK. Through these scholarships, British Council maintains its commitment to creating opportunities for women to succeed in a globalised world and gain global credentials in STEM fields.

The scholarship aims to inspire young women to remain in STEM fields by supporting their progression towards leadership roles and fostering networking opportunities with peers both in their region and in the UK. The scholarship also welcomes applications from women with dependents, offering additional support. The application deadlines vary depending on the university, typically between March and April 2024.

For more details about the eligibility criteria, or other information including a full list of participating UK universities, available courses and university-specific deadlines, please visit: <https://www.britishcouncil.in/study-uk/scholarships/womenstem-scholarships>.

Max Life Expands Portfolio with 'Smart Wealth Advantage Guarantee Elite Plan': An HNI proposition which prioritises Guaranteed Returns and Lifelong Protection

Chennai March 09 2024: Max Life Insurance Company Ltd. ("Max Life" / "Company") has announced the expansion of its Guaranteed solutions portfolio with the introduction of the all-new Smart Wealth Advantage Guarantee Elite Plan – SWAG Elite Plan (UIN – 104N138V01). Building on the success and consumer affinity garnered by its 'SWAG' series of offerings such as SWAG Par Plan and SWAG Pension Plan, Max Life continues its commitment to delivering innovative solutions that cater to the needs of the modern consumers.

As consumers increasingly seek diverse investment

avenues to maintain a balanced financial portfolio, Max Life remains steadfast in its commitment to meeting this demand through a continuous stream of innovative and varied offerings. The SWAG Elite Plan stands as a testament to this commitment, providing customers with a comprehensive solution that aligns with their evolving financial needs and aspirations. This new offering has been specifically customised for the 'High Net-worth Individual' (HNI) segment.

The new offering enables the customers with a unique blend of benefits, including guaranteed returns and lifelong protection for

future generations. With a focus on flexibility, the offering enables customers with the freedom to choose between taking a lump sum amount at the end of the survival benefit period or letting it accrue over time. Furthermore, the plan provides for whole life protection, ensuring that life insurance coverage continues till the death of the life insured. Policyholders can also opt to customize their plans by choosing from multiple premium payment and survival benefit period options.

Prashant Tripathy, Managing Director and CEO, Max Life, said, "With India's increasingly aspirational financial needs, today,

individuals seek comprehensive insurance solutions that offer adaptability and long-term financial security. Our latest offering, Smart Wealth Advantage Guarantee Elite Plan addresses this very need, providing a unique blend of savings options and lifelong protection to enable the HNI segment to meet their goals, while also ensuring their loved ones are protected at every stage. Innovation lies at the heart of Max Life's ethos, and the SWAG Elite plan is reflective of our commitment to empower customers to build a financially secure future for themselves and their families."

Godrej Interio's 'HomeScapes' Study Spotlights India's Women Embracing Career Ambitions and Empowerment Journey

Godrej interio

Chennai, March 09 2024: "In the rapidly evolving and dynamic milieu of contemporary India, a noteworthy change is underway in how individuals engage with their homes, as uncovered by the 'HomeScapes' study conducted by Godrej Interio, a business under Godrej & Boyce, the flagship company of the Godrej Group. The research illuminates the unique expression of individuals' personalities and values through their choices in home decor, underscoring the intrinsic connection between homes and personal development.

Over the years, there has been a notable transformation in the role of women in India, evolving from traditional homemakers to empowered homeowners, as revealed by a recent survey conducted by ANAROCK. The study indicates that 47 percent of polled women property-seekers fall within the

age bracket of 25-35 years, with an additional 41 percent in the 35-45 age bracket. The Women's Day edition findings of the Godrej Interio 'HomeScapes' study unveil intriguing shifts in women's behavior, emphasizing the significance of personal space and its correlation to their growth, thereby highlighting the increasing career aspirations and empowerment of women in India. According to the study, 42% of women have established a home workstation, surpassing the 36% recorded for men. Additionally, 69% claim that their personal career achievements are the proudest topic of discussion when entertaining guests, compared to 64% of men. This underscores the growing career aspirations and empowerment of women in the country.

Commenting on the trend Swapneel Nagarkar, Senior Vice President & Business

Head, Godrej Interio, "The findings from the 'HomeScapes' research underscores the deep emotional connection between individuals, their families, and their homes. Our study delves into women sentiments regarding a pivotal aspect of their lives—their homes as a reflection of their identity. The survey data emphasizes that socio-economic progress has empowered women to assert their rights, challenging the conventional perception of them solely as caregivers and positioning them as strong, empowered decision-makers within their households. At Godrej Interio, we take pride in crafting furniture that transcends mere visual appeal, providing features tailored to complement the modern lifestyle of the Indian Women. Our furniture seamlessly integrates into today's women home and lifestyle, embodying both style and practicality."

Additionally, the study also reveals that historically confined to domestic roles, contemporary women in India have undergone a remarkable shift, gaining decision-making agency and financial independence. According to survey data, 59% of women believe that the modern open kitchen concept has enhanced the participative nature of the cooking and dining experience. This perception marks a departure from traditional kitchens, often secluded and associated primarily with women's responsibilities. As more women pursue education and enter the workforce, they significantly contribute to household incomes, reshaping family dynamics. For instance, the 'HomeScapes' research reveals that over a quarter of women (27%) believe that the 'dining table hierarchy' no longer exists, allowing all family members to sit wherever they choose.

Aditigautam gives a good performance

Chennai March 09 2024: This month's Sunday Kutcheri organized by the Sundaram Finance Group had Aditigautam giving a good performance. The crowd gathered on Sunday morning was appreciative and enjoyed her performance.

Aditigautam is in her 8th standard at Vels



Global School, the end of the show Keelkittalai and her mother Dr. Nithyakalyani, spoke at

platform to encourage young talent.

Aditigautam was accompanied by V. Srivarshini on the violin and by Pazhani R. Madhavkrishna on the Mridangam.

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

Amrutanjan's Comfy Empowers Women Police Officers with Period Pain Relief Initiative

Chennai, March 09 2024: Amrutanjan Healthcare, a 130-year-old leader in health and wellness, announced its International Women's Day initiative to support women police officers in Chennai with its women's hygiene brand, Comfy.

Comfy a fast growing brand in the women's hygiene category offers a wide range of high-quality products at accessible prices, including sanitary napkins, menstrual cups, tampons, and period



pain relief roll-ons.

Recognizing the dedication of Chennai's women police officers, Amrutanjan's Comfy distributed Period Pain Relief Roll-ons to 5,500 officers as part of the #PowerToBeYou

campaign, aiming to increase menstrual health awareness and empower women in the workforce.

Amrutanjan Healthcare acknowledges the critical importance of menstrual health,

especially in demanding professions like law enforcement. Through initiatives like Project Disha, the company is committed to supporting women's well-being and productivity by addressing period poverty and taboos.

Comfy Period Pain Relief Roll-On, with its 100% ayurvedic formula, provides effective relief from cramps, demonstrating the company's dedication to women's comfort and health.