

**AIADMK to contest 32 seats in Tamil Nadu**

Chennai, March 21 2024: AIADMK led by Edappadi K Palaniswami will contest in 32 constituencies Tamil Nadu in the general elections on April 19.

The party has also nominated candidates for Puducherry LS seat and bypoll to Vilavancode assembly constituency in Kanyakumari.

In continuation of his first list of 16 candidates,

Palaniswami on Thursday announced the second list of another 16 candidates. In all, the AIADMK will take on arch-rival DMK in 18 seats. The AIADMK candidates whose names were announced on Thursday are: G Premkumar (Sriperumbudur), S Pasupathi (Vellore), R Ashokan (Dharmapuri), M Kaliyaperumal (Tiruvannamalai), ex-MLA R Kumaraguru



(Kallakurichi), P Arunachalam (Tirupur), D Lokesh Tamilselvan (Nilgiris),

Singai Ramachandran (Coimbatore), A Karthikeyan (Pollachi), P Karuppaiah (Trichy), N D Chandramohan (Perambalur), P Babu (Mayiladuthurai), Panangudi A Xavierdas (Sivaganga), R Sivasamy Velumani (Tuticorin), Shimla Muthuchozhan (Tirunelveli) and Pasiliyan Nasareth (Kanyakumari). The party has also nominated Puducherry Ilaingar Pasarai

G Ilampengal Pasarai secretary G Tamilvendan for the lone seat in the Union territory of Puducherry. Party women's wing deputy secretary U Rani has been fielded in Vilavancode assembly seat that will go to bypoll along with general election.

The Vilavancode seat went vacant following the resignation of Congress MLA S Vijayadharani who joined BJP.

**ED raids AIADMK leader Vijayabaskar, Chennai-based real estate group**

Chennai, March 21 2024: The Enforcement Directorate on Thursday carried out searches against AIADMK leader and former Tamil Nadu minister C

Vijayabaskar apart from a Chennai-based real estate group as part of separate money laundering investigations, official sources said.

About 25 premises

are being covered by the central agency as part of the two cases, the sources said.

Vijayabaskar, a former health minister, is an AIADMK



strongman from Pudukkottai in Tamil Nadu. The searches against him are based on a state vigilance (DVAC) investigation of 2022 linked to an alleged case of

possession of disproportionate assets, they said.

The premises linked to real estate group Gsquare and linked entities in and around Chennai city are also being searched as part of an investigation under the provisions of the Prevention of Money Laundering Act (PMLA), the sources said.

**All accounts frozen, we cannot campaign: Rahul**

Chennai, March 21 2024: Congress president Mallikarjun Kharge and former presidents Sonia Gandhi and Rahul Gandhi on March 21 in

a news conference trained their guns on the ruling BJP over the "freezing" of the party's bank accounts. Addressing a press conference, the

Congress President said that it was a "dangerous game" and demanded a "level playing field."

Former party chief

Sonia Gandhi accused Modi of carrying out "a systematic effort to financially cripple the party".

Questioning why



Constitutional action against Congress, it is criminal of the Congress party's bank accounts but Congress president Mallikarjun Kharge said that such action points to the absence of a level playing ground. On questioning why constitutional authorities have not intervened so far, Rahul Gandhi said the assertion is that India is a democracy is a "lie".

Rahul Gandhi said "20% of India vote for us and we are not pay Rs.2 for anything. We can't book slots for advertisement or even buy a rail ticket for our leaders to travel," said Rahul Gandhi. This is not freezing effort to financially cripple the party".

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Established in 2008 by Dr. R. Sathy Narayanan IIT Madras, he is the founder of Oasis Grace Engineering Projects Pvt Ltd in Chennai. He has worked for 40 years in the field of Engineering and Architecture. He has a rich experience in the field of Project Management and Construction. He is a member of various professional bodies and has been awarded several awards for his contributions to the industry.

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## Adani Vizhinjam Port wins International Safety Award

Chennai March 21 2024: Adani Vizhinjam Port Private Limited (AVPPL) has won an International Safety Award for calendar year 2023 from the British Safety Council in recognition of its commitment to keeping workers and workplaces healthy and safe.

AVPPL is one of 269 global organisations to win a Distinction in the International Safety Awards 2024, of the total 1,124 that won the award. The organisations span all sectors with significant representation from the

construction, manufacturing, oil, gas, mining, power and utility sectors. Winners were drawn from 49 countries worldwide with 269 organisations awarded a Distinction, 456 a Merit and 399 a Pass.

Now in their 66th year, the International Safety Awards recognise and celebrate organisations from around the world that have demonstrated their commitment to preventing workplace injuries and work-related ill-health during the previous calendar year.

They also acknowledge organisations that have shown commitment to well-being and mental health at work.

Ashwani Gupta, CEO, APSEZ, said, "This achievement underscores our unwavering commitment to maintaining the highest safety standards across all our operations. It's a testament to the dedication and hard work of our entire team, and it reaffirms our position in building the safest port in the country."

Mike Robinson, Chief Executive of British

Safety Council, said, "The vision of British Safety Council is that no one should be injured or made ill through their work anywhere in the world. Achieving this requires more than complying with legislation; it means people committed not only to health and safety but also to workplace well-being and impelling others to follow suit. Our heartfelt congratulations to Adani Vizhinjam Port Private Limited; all of those working there should be enormously proud of their achievement."

## Invoicemart clocks Rs 100,000 crores of MSME Invoice financing

Chennai March 21 2024: Invoicemart, India's largest Trade Receivables Discounting System (TReDS) platform, announced that it has successfully enabled MSME Invoice Financing of ₹1 lakh crores, making it to be the 1st TReDS platform to reach this level and establish itself as the leading supply chain portal in the fintech space.

Invoicemart has witnessed exponential growth in invoice financing volumes since FY23 and has now registered more than 28000+ MSMEs across 5000+ postal codes transacting on the platform. Currently, Invoicemart is enabling monthly financing of ₹5000+ crores and is actively supported by the participation of all the ecosystem players.

Aligning with the RBI's announcement in June 2023, on the expansion of TReDS, Invoicemart has started Direct Settlement of MSME invoice payments via TReDS, thereby helping Corporates, CPSEs, PSUs etc. smoothen the MSME supply chain payment process. Invoicemart has also signed MoUs with various State Governments and facilitated a leading municipal corporation to pay its MSMEs through TReDS at extremely competitive rates.

Invoicemart is the preferred TReDS platform for almost 1600+ Corporations, CPSEs, PSUs etc. Post signing MoUs with four State Governments, Invoicemart is now gearing up to penetrate

deep into the MSME space and help the states raise awareness among the MSMEs. The Digital enablement and use of digital public infrastructure also led to a surge in MSME registration, where it has now clocked 1000+ registrations over the last two months.

The ease of access to credit for MSME via invoice financing on the marketplace is indeed becoming a game changer and Invoicemart is proudly leading the way in TReDS. With more than 25 lakh of MSME invoices getting financed through the platform at an approximate value of ₹1 lakh crores, it has been proven that if anchor Buyers (Corporates, CPSEs, PSUs etc.) actively adopt TReDS and necessary regulatory

cum government support is provided many more MSMEs can benefit through this innovative tool.

Speaking on this new milestone, Prakash Sankaran, MD & CEO, Invoicemart, said, "We are seeing increased participation by Corporate and Government Buyers on one side and the Banking system including NBFC/Factors on the other. Invoicemart's superior technology and strong customer service are driving this growth. In FY24, we also saw a change in pace of participation from our Financiers including the largest public sector banks. The Government's adoption of TReDS including State Government Business will positively impact the outlook going forward."

## Axis Bank announces the winners of SPLASH, a pan-India competition for Art, Craft and Literature

Chennai March 21 2024: Axis Bank, one of the largest private sector banks in India, announced six national winners of SPLASH, an annual Pan-India competition on Art, Craft, and Literature for children in the age group of 7-14 years. All six finalists will be felicitated with scholarships of Rs. 1 lakh each, exciting hampers, and electronic gadgets from partners such as Hamleys, Faber Castle, American Tourister and BoAt and the runners-up will be awarded Rs. 50 thousand each.

Winners under the age group of 7 - 10 years:

Art: Shivash Soni from GDGPS, New Delhi

Craft: Yashvi Premkumar from Senthil Public School, Salem, Tamil Nadu

Literature: Krithika Reddy from City International School Aundh, Pune, Maharashtra



Winners under the age group of 11 - 14 years:

Art: P. Akshitha from The Presidential School, Visakhapatnam, Andhra Pradesh

Craft: Devayudh Das from Delhi Public School, North 24 Parganas, West Bengal

Literature: Stuti Jain from D.A.V. Public School, Ludhiana, Punjab

Marking a new milestone, the competition witnessed entries from over 6.8 lakh participants from all over the nation, which has increased by

36% year on year. Through this initiative, the Bank has generated a cumulative reach of over 50 million by conducting the competition physically (both physically and digitally), ensuring that every child has an opportunity to showcase their talent.

Speaking on the initiative, Anoop Manohar, Chief Marketing Officer, Axis Bank, said, "We would like to thank all the participants and congratulate the winners for their remarkable contribution in making this competition a huge success. We firmly believe that the young

minds hold the power to create, mould and change the world for a better tomorrow and we, at Axis Bank want to be part of this journey, in building a better community for our next generation. Through Splash, we endeavour to encourage the young minds to express their ideas, thoughts, and views through creative medium such as arts, craft and literature and will continue to do so."

With an aim to instil the thought of kindness and foster a sense of goodwill amongst the new generation, Axis Bank reached out to over 1,900+ schools and activated its 5000+ branches. These participants were adjudged by jury panel comprising Vikrant Shitole, a revered artist from Art Society of India; Disha Katharani, Co-Founder of Imagimake; Savio Mascarenhas, Group Art Director at Amar Chitra Katha; and Rajiv Chilaka, CEO of Green Gold Animation.

## YES BANK Partners with Indian Olympic Association as Official Banking Partner for Paris Olympics 2024

Chennai March 21 2024: YES BANK is excited to announce its partnership with the Indian Olympic Association (IOA) as the Official Banking Partner for Team India at the Paris Olympics 2024. This significant collaboration was unveiled during a special event at YES BANK's Mumbai headquarters. The announcement saw the presence of YES BANK's top executives including Mr. Prashant Kumar, Managing Director and CEO; Mr. Rajan Pentel, Executive Director; along with notable members of the IOA - Dr. P.T. Usha, President, IOA and Honourable Member of Parliament, Rajya Sabha; Shri Raghuram Iyer, CEO, IOA; Ms. Mary Kom, Chairperson, Athletes Commission and London Olympics 2012 Bronze Medalist; and Paris bound Indian Olympic athletes Ms. Manu Bhaker, Ms. Rajeshwari Ria Kumari, Ms. Parveen Hooda and Mr. Dhiraaj Bommadevara.

This partnership aims to demonstrate the strength an ecosystem plays in nurturing Olympic talent. In line with this, YES BANK launched the campaign 'Milkar Jitayenge', highlighting the shared effort behind every victory. YES BANK's brand philosophy, 'Life Ko Banao Rich', aligns with this partnership, emphasising life's richness in experiences and memories. As our athletes compete globally, their achievements contribute to our national memory and pride, creating a



legacy of shared experiences.

Mr. Prashant Kumar, MD & CEO, YES BANK, stated, "India's achievements in international sports have inspired the nation. The Olympics hold a significant place for Indians, uniting us in support of our athletes. YES BANK is committed to supporting Team India in their pursuit of excellence, reflecting our dedication to national pride and achievement."

YES BANK also introduced 'YES Glory', a special savings account proposition for the Indian Olympic contingent heading to Paris 2024. This gesture from YES BANK extends best wishes to the athletes and acknowledges the importance of their families in their journey. The benefits of 'YES Glory' will also be available to the athletes' immediate family members.

Benefits of YES Glory include:

- Complimentary Welcome on-board Taj voucher
- Complimentary Orthopedic consultations
- Zero cross-currency mark-up on International spends
- Complimentary Medical insurance

YES Glory Gold Debit Card (Limited edition exclusive Debit card, specially designed for our champion athletes)

Complimentary International lounge access

About the association IOA President Dr. P.T. Usha said, "I am extremely excited about the collaboration between the Indian Olympic Association and YES BANK, where YES BANK will serve as the exclusive banking partner for the Paris 2024 Olympic Games. This collaboration not only signifies a strong alliance but also paves the way for enhanced financial support and services for our athletes. The launch of the YES Glory Debit Card is a testament to our commitment to empowering our athletes with innovative solutions, ensuring they can focus wholeheartedly on their Olympic journey without financial concerns."

The partnership between YES BANK and Indian Olympic Association has been facilitated by IOS Sports & Entertainment. Mr. Neerav Tomar, CEO & MD, IOS Sports & Entertainment said on this partnership, "We are delighted to onboard YES BANK as the sponsor of #MilkarJitayenge."

## Authored article | Godrej Consumer Products | Holi-Proof Your Hair

Chennai March 21 2024: Embracing vibrant festivities like Holi or experimenting with new hair colours can be an exhilarating way to showcase your personality. Yet, it's essential to be mindful of the impact such activities can have on your hair's health. Post-celebration, you might find your hair feeling a tad drier than usual.

The colours used during these festivities can potentially damage your hair due to their chemical composition. But fret not! With proper pre- and post-care, you can revive your hair's natural lustre and vitality. By pampering your hair with nourishing deep conditioning treatments and using gentle products, you can ensure that your locks stay healthy and radiant long after the colourful festivities. Shailesh Moolya, National Technical Head at Godrej Professional, shares the perfect pre and post-Holi hair care routine just for you.



Pre Holi-Hair Care Tips

Use a leave-in oil: Before playing Holi, apply a generous amount of leave-in oil to your hair. This will create a barrier between your hair and the colours, making it easier to wash out the colours later. The Keracare Macadamia Oil helps to transform your hair into soft, smooth and shiny tresses.

Tie your hair: Tie your hair up in a bun or a braid to prevent it from getting tangled or damaged during the festivities.

Wear a hair cover: Cover your hair

with a scarf, bandana or a hat to protect it from the harmful effects of the colours.

Post Holi Hair Care Tips

Rinse your hair with cold water: After playing with colours, rinse your hair as soon as possible to remove the pigments. Cold water helps to remove the colour particles without stripping the natural oils from your hair. Make sure to use a mild shampoo to avoid further damage to your hair.

Avoid heat styling: Avoid heat styling tools like blow dryers and straighteners immediately after playing Holi. This can further damage your hair.

Hydrate with a shampoo: Not just any shampoo but your post Holi hair care routine should have hydrating ingredients to combat the dryness caused by the colours, like the Probio Honey Moisture Shampoo at least thrice a week to cleanse your

Team India for the upcoming Paris Olympics. YES BANK has been a great promoter of sports since long and this partnership with Team India for the Olympic games not only signifies their dedication to development of sports in the country, but also our shared vision of empowering Team India to achieve unparalleled success at this year's Paris Olympics. We are excited about the great things we are going to accomplish together for Team India and I would like to thank the Indian Olympic Association for bestowing us with this responsibility and their trust as the official commercial partners for Team India."

Mr. Kumar further said, "Through our collaboration, we aim to inspire our nation to view the Olympics not merely as a quest for medals, but as a celebration of the collective effort behind our athletes' journey to glory on the global stage. We would like to encourage a broader appreciation for the entire sporting ecosystem, emphasising the collective effort behind every medal won. Our banking proposition launched today is an extension of this partnership and aims to elevate banking experiences for our athletes and their families. YES BANK is committed to empower athletes and fostering a culture of collective achievement. Together, we believe that with dedication and collaboration, we will indeed #MilkarJitayenge."



## Tata AIA Life launches Tata AIA Rising India Fund

Chennai March 21 2024: Tata AIA Life Insurance (Tata AIA), one of India's leading life insurers, has launched the Tata AIA Rising India Fund, a Fund that opens a unique avenue for consumers to participate in India's growth story. The New Fund Offering (NFO) will remain open until March 31, 2024, with units being offered at an NAV of Rs. 10 per unit during the NFO period.

The Rising India Fund will invest in key sectors and companies, that are driving the Atmanirbhar Bharat story. These include infrastructure, manufacturing, banking, digital, defense, etc. The fund will invest in companies across market caps and would be sector agnostic, enabling the fund manager to harness diverse opportunities driving India's growth engine.

On the NFO launch, Harshad Patil, Executive Vice President, and Chief Investment Officer (CIO) of Tata AIA, said, "In the recent years, India has displayed its global influence by becoming the fastest growing major economy. Through this new fund, we would like to offer our consumers an avenue to participate in and



benefit from this incredible journey. Our consumers have always benefited from the long-term growth potential of the Indian equity market by investing in the ULIP funds that Tata AIA offers. We will continue to strive towards generating the alpha in our fund performance. With a robust driven research process and a bottom-up stock selection approach, we are committed to providing lasting value and returns to our policyholders.

A person wearing glasses and a suit

Description automatically generated

Mr. Harshad Patil

Executive Vice President, and Chief Investment Officer (CIO) of Tata AIA

To generate capital appreciation, 70%-100% of the fund's investments will be made in equity and equity-related instruments and 0%-30% in debt and money market instruments. The Tata AIA Rising India Fund offers investors the choice of investing across market caps in one fund, featuring

high-quality, diversified portfolios and strong performance potential.

Mr. Samit Upadhyay, President - CFO & Head of Products and Propositions of Tata AIA, said, "At Tata AIA, we are committed to craft innovative insurance solutions that cater to diverse requirements of consumers including financial security, wealth creation as well as health & wellness. The New Fund Offer, Tata AIA Rising India fund, can be availed along with our unique Param Rakshak (PR) series, featuring Pro-Fit, Param Rakshak solution, Param Rakshak Plus solution, etc. These solutions are embellished with attractive features that not only deliver superior, consistent, and risk-adjusted long-term returns but also prioritize the safeguarding of your loved ones' future. We are confident that consumers will find the PR series proposition with the new fund offer quite attractive and meeting their investment cum

insurance needs".

A person in a suit

Description automatically generated

Mr. Samit Upadhyay President - CFO & Head of Products and Propositions of Tata AIA

Tata AIA policyholders can invest in this fund through multiple products including Pro-Fit, Param Rakshak solution, Param Rakshak Plus solution, Param Rakshak II solution, Param Rakshak ROP solution, Param Rakshak IV solution, Param Rakshak Pro solution, Param Rakshak Elite solution. This offers consumers the unique opportunity to benefit from the long-term growth potential of equity while securing their loved ones with the protection of a life insurance cover.

Tata AIA Life has consistently introduced new investment opportunities in recent years with its diverse portfolio of Unit Linked Products. These offerings consistently outperform benchmarks, delivering superior returns. The table below shows the performance of multiple Tata AIA ULIPs across diverse themes.

## TATA AIG Introduces 'Travel Guard Plus' - A Comprehensive Travel Insurance Solution with Enhanced Features

Chennai March 21 2024: TATA AIG General Insurance Company Limited, a leading general insurance provider, has launched "Travel Guard Plus", a comprehensive travel insurance product that redefines complete coverage for travellers with an array of bundle plans. TATA AIG's Travel Guard Plus has been meticulously designed to meet people's diverse travel needs with a wide range of plans where 41 different types of covers has been packaged to meet the need of customers.

TATA AIG's Travel Guard Plus provides coverage for a range of situations including

Loss of Personal Baggage, Compassionate Travel / Stay, Accommodation extension, Up-gradation to Business class, Personal Accident in India, and Instant Gratification that allows travellers to get instant money in case of any flight delays or cancellation on real-time basis. These enhancements aim to elevate the overall travel experience and setting new standards in a travel protection, ensuring travellers have access to extensive coverage tailored to their needs with the ease of claims.

Amongst the many product enhancements,

one significant transformation is the customization of plans. Customer can choose from 3 add-on bundles - Cruise Bundle, Travel Plus Bundle, Accident Bundle which caters to cruise related contingencies, frequent flyer cover, coma cover, adventure sports cover. The plans have been customised in addition to the base plans. Moreover, the policy also provides optional assistance services which allows travellers to customize their coverage even further.

Speaking about the new TATA AIG Travel Guard Plus, Mr. Saurav Jaiswal, President & Chief Operating Officer, TATA AIG

General Insurance Co. Ltd. said, "At TATA AIG we are excited to announce the launch of Travel Guard Plus, which demonstrates the company's unwavering commitment to its customers' needs by providing all-encompassing insurance solutions. With our Travel Guard Plus policy, travellers can embark on their adventures with a sense of assurance, as they have a safeguard against unexpected circumstances. Our emphasis is on ensuring a stress-free experience tailored to each traveller's specific requirements."

## Sony India announces BURANO, the newest addition to CineAlta family of high-end digital cinema cameras

Chennai March 21 2024: Sony is pleased to announce the new BURANO camera as part of the CineAlta lineup - the company's top line of digital cinema cameras. The new BURANO features a sensor that matches the colour science of the VENICE 2 and is specially designed for single-camera operators and small crews. This camera combines exceptional image quality with high mobility and is the world's first [iii] digital cinema camera with a PL-Mount to feature in-body image stabilisation. In addition, the compact housing includes for the first time both a thinner than - before electronically variable ND filter structure alongside the optical image stabilisation mechanism, a technological feat never achieved previously. When removing the PL lens mount, the camera can be used with E-mount lenses and supports fast hybrid AF and subject recognition



AF, even perfect for fast-moving subjects.

"With BURANO, step into the world of infinite creativity. It is the ultimate camera for professionals in mainstream cinema, OTT/web series, advertising, and documentary production as it delivers engaging content that captivates audience. With its cinematic prowess, this camera pushes the boundaries of digital cinematography. It is a wonderful addition to our existing range of digital cinema cameras seamlessly joining our CineAlta family. In essence, BURANO is the tool of choice for a wide spectrum of narratives across various genres

and industries." said Mukesh Srivastava, Head of Digital Imaging Business at Sony India.

1. Powerful 8.6K Full-Frame sensor with Dual Base ISO & 16 stops2 Latitude

Using the widely appreciated colour science of the VENICE cameras, BURANO features an 8.6K full-frame sensor that shares most of the VENICE 2 specifications enabling it to work alongside that camera in all types of productions. The sensor features dual base ISO of 800 and 3200 and 16 stops [iv] of latitude to produce stunning images even in the most challenging lighting conditions.

Like all cameras in Sony's full-frame

Cinema Line, BURANO will have the ability to shoot at full-frame, Super 35, and also features a de-squeeze function for anamorphic lenses. It can film at frame rates including up to 8K at 30 frames per second, 6K at 60 frames per second or 4K at 120 frames per second [v].

BURANO features a compact and lightweight body for high mobility, approximately 32mm shorter and 1.4kg lighter than the VENICE 2 camera. BURANO is housed in a rugged magnesium chassis, making it suitable for filming in the most challenging environments. The camera and accessory packaging bags materials are made primarily of plant-based cellulose [vi] instead of plastic as part of Sony's efforts to be environmentally conscious. Moreover, a moulded pulp cushion is used on the camera as the cushioning material, thus not using expanded polystyrene.

## IIT-Madras unveils NeoStand electric standing wheelchair

Chennai March 21 2024: In a path breaking initiative, the Indian Institute of Technology, Madras (IIT-Madras) has developed 'NeoStand', India's most customizable Electric Standing Wheelchair, which has been developed indigenously for the benefit of wheelchair users.

The 'NeoStand' was launched at the IIT campus on Wednesday evening in the presence of IIT-Madras Director Prof. V. Kamakoti, eminent dignitaries, generous supporters of this project, faculty, researchers and users of these rehabilitative devices.

NeoStand is a compact standing wheelchair with easy-to-use navigation for its motorized standing mechanism.

At the touch of a button, wheelchair users can effortlessly transition from sitting to standing, opening a world of possibilities--be it engaging in eye-level conversations, reaching for a book or simply enjoying a cup of coffee standing by a counter.

The project development was led by Prof. Sujatha Srinivasan, Head, TTK

Center for Rehabilitation Research and Device Development (R2D2), IIT Madras, who also led the development of 'Arise,' India's first manual standing wheelchair, and NeoBolt, the country's first motorized add-on for wheelchairs.

This device has been commercialized and is being taken to the market through NeoMotion, an IIT Madras-incubated start-up.

Addressing the launch event, Prof. Kamakoti said "these are very important translational research works guided by faculty of IIT Madras that have great social impact." NeoStand redefines the wheelchair experience with its user-centric design. It promises users the freedom to sit for prolonged hours and stand comfortably when needed reducing the risk of secondary health complications. Its compactness ensures easy manoeuvrability through tight spaces, enhancing accessibility.

The seamless transition between sitting and standing, with an option to pause midway, underscores

its innovative approach to improving users' quality of life and social participation, he said.

Highlighting the benefits of this innovation, Dr. Henry Prakash, Associate Medical Superintendent, Christian Medical College, Vellore, said, "Today as we navigate the complexities of accessibility, affordability, and societal attitudes, let us keep in mind that the advancements in this field of assistive technology is not a technological imperative, but a moral one too." For the majority of wheelchair users across the globe, the ability to stand is far-fetched. Standing is essential for better blood circulation, and digestion, preventing health issues like pressure sores and crucial for daily activities.

"Currently, users are often dependent on external help and some need to use orthoses. For persons with severe disabilities who have compromised upper body strength, this is a significant challenge, and a manual standing wheelchair is inadequate", he said.

The team at IIT

Madras set out to tackle this challenge faced by wheelchair users - the necessity and difficulty of standing. The team was committed to providing users with yet another device aimed at enhancing their independence and health.

The journey of NeoStand from concept to reality was supported by a collaborative ecosystem.

The project was sponsored by Tata Elxsi under its corporate social responsibility initiative.

The development and design were spearheaded by the TTK Center for Rehabilitation Research and Device Development (R2D2) at IIT Madras and NeoMotion, which took the lead in bringing this product to the marketplace.

Mr. Sudhakar Rao, Member, Board of Directors, Tata Elxsi and Chairman of CSR committee, Tata Elxsi, said "the launch of a new product for the differently abled signifies a turning point in our endeavour to foster inclusiveness and empowerment for individuals who face mobility challenges.



## Godrej Interio Delivers Exceptional Interior for SEEPZ Mega Common Facilitation Centre (CFC) in Mumbai

Chennai March 21 2024: Godrej & Boyce, the flagship company of the Godrej Group announced that its business Godrej Interio, India's leading furniture solutions brand, in home and institutional segments, has completed the interior work of the Mega Common Facilitation Centre (CFC) at SEEPZ, Andheri. The project, spanning across 75,000 sq.ft, encompasses a cutting-edge facility spread across six floors. This initiative, led by the Ministry of Commerce, represents a significant project aimed at establishing an iconic centre equipped with cutting-edge technology to support innovation, design and manufacturing of gems and jewellery products.

Godrej Interio undertook the entire civil interiors, MEP, office interiors and workspaces, security, HVAC, firefighting and BMS. India's first mega common facility centre is an engineering marvel with pleasing interiors. With a Main Entrance featuring an expansive Exhibition Area, state-of-the-art



Technology & R&D facilities, a Machinery Service Centre, a Training Centre, and an Exhibition Hall, this center serves as a crucial hub for domestic and international jewellery makers. The CFC provides different facilities like 3D printing, hall marking and also provide skilling for artisans, including specially abled individuals.

Sameer Joshi, Sr. Vice President (B2B), Godrej Interio said, "The establishment of the Mega CFC, boasting world-class infrastructure, will serve as a catalyst for the inherent skills within the gems & jewellery manufacturing industry, particularly benefiting MSMEs. By democratizing access to innovative technology, it promises to reshape the industry's landscape

significantly. It will play a crucial role in advancing the cause of doubling the SEZ export target from \$7 billion to \$15 billion, unlocking approximately \$30 billion in untapped potential. We are delighted to collaborate with the Ministry of Commerce in advancing the cause of Aatmanirbhar Bharat. This partnership not only marks a milestone in jewellery exports but also creates job opportunities for our nation's youth. Looking ahead, we aim to pursue similar partnerships, expand our reach, and contribute meaningfully to the nation's infrastructure development. Presently, our Turnkey Projects business contributes 20% of our B2B turnover and is poised for a 20% CAGR until FY25." [1][2]

Godrej Interio has executed over 1500+ projects covering more than 100 million sq. ft. across diverse sectors such as Corporate Offices, Government Offices, Banking, Infrastructure (including Metros, Airports, Museums and Auditoriums), Healthcare, Hospitality, Warehouses, and Retail spaces. In FY23, the turnkey infrastructure solutions business achieved revenues exceeding INR 300 Cr. Godrej Interio is committed to strengthening its market position through the infrastructure line of business by offering comprehensive end-to-end solutions from conception to completion. The team's skilled architects, interior designers, and project managers work closely with the contracting party to provide a seamless experience. The company's offerings also include general contracting, design, and execution of everything from interior design to MEP to security and surveillance to AV systems.

## "DO NOT MISUSE ALARM CHAINS IN TRAINS"- An appeal to passengers Proper grievance redressal mechanism to be used for deficiencies in services on-board

Chennai, March 21 2024: Southern Railway appeals to passengers to avoid pulling alarm chains in trains for trivial reasons and it has to be resorted to only during emergency situations. Alarm chains are provided in trains for passengers facing safety or security issues to attract the attention of loco pilot and guard of the train.

Pulling of Alarm Chain, without reasonable and sufficient cause is a punishable offence under Section 141 of Indian Railways Act, 1989. The penalty includes imprisonment up to one year or fine or Rs.1000/or both.

Alarm Chain Pulling (ACP) is adjudged as one of the major factors for the delayed operation of trains services, pan-India. Any unusual stoppage of a train will



not only affect the punctuality of that particular train, but also of all the trains running behind it besides consuming the valuable time of Rail passengers. It is observed that there are many instances of resorting of Alarm Chain Pulling by non-travellers on board who have actually come to send off their kith and kin but have failed to deboard on time before the train depart and this causes inconvenience to co-passengers as well as impacting the punctuality of trains.

Though the Indian Railways is striving hard to maintain the punctuality of trains,

incidents of Alarm Chain Pulling (ACP) in trains continues to affect the punctuality of train services.

Southern Railway is operating, on an average, 1200 Mail/Express trains daily, apart from 609 EMU / MEMU Suburban trains daily carrying 19.38 lakh passengers daily. During the year 2023-24 (till date), Southern Railway had registered 2,632 cases for unauthorized Alarm Chain Pulling and in this, 2,618 persons have been arrested and prosecuted with a fine amount of Rs. 15,45,165/- collected from them.

Railways appeal to the travelling public to refrain from alarm chain pulling to maintain the punctuality of trains. In case of any emergency or grievance, the traveling passengers should first inform the Traveling Ticket Examiner in charge of the concerned coach for necessary redressal. Also, rail users are advised to contact RailMadad Helpline 139, which is a one-stop solution for all rail-related complaints and grievances. RailMadad App can also be downloaded by Android/ios users through the App store.

## Apollo Proton Cancer Centre Trains International Doctors for Proton Beam Therapy

Chennai, March 21 2024: Apollo Proton Cancer Centre (APCC), the first and largest Proton Therapy Centre in South Asia and the Middle East, is poised to revolutionize global healthcare. In collaboration with Belgium-based IBA, a global leader in proton therapy, APCC, in its series of training programs on PBT, recently completed imparting training to its first batch of eminent doctors from Indonesia and Vietnam. Through this initiative, India becomes the first country in Southeast Asia to host a specialized proton beam therapy training program for international oncologists.

Being the first Indian cancer centre to launch the training program in PBT, it marks a new chapter in collaborative cancer treatment and solidifies its position as a front-runner in knowledge sharing and advancing global cancer care. Similar training programs are in the pipeline for oncologists from Kazakhstan, Malaysia, Slovenia and Philippines.

Proton Beam Therapy has emerged as a highly precise and effective radiation treatment for various cancers, offering targeted tumor treatment while minimizing damage to surrounding healthy tissues. So far, APCC



has treated over 1400 patients, the youngest being a 10-month-old boy, and has achieved remarkable clinical outcomes, elevating the quality of life of cancer warriors.

E. Mr. Didier Vanderhasselt, Ambassador of Belgium to India, honored the event as its chief guest, and said, "From the historic beginnings of diplomatic relations between Belgium and India to the present day, where pioneering advancements in healthcare stand testament to our enduring collaboration. Belgium is proud to support initiatives that drive innovation and excellence in cancer care."

In a powerful statement marking the occasion, Dr. Preetha Reddy, Executive Vice Chairperson of Apollo Hospitals Enterprises Limited, emphasized the transformative impact of their collaboration with IBA. "This alliance is a testament to our dedication to forging global healthcare partnerships. By uniting our strengths

and expertise, we significantly enhance our collective capacity to tackle cancer worldwide. The training program is a landmark event in our partnership, facilitating an unhindered exchange of knowledge across frontiers. It equips oncologists globally with cutting-edge insights into Proton Beam Therapy. This collaboration is a clear manifestation of our unified vision to democratize access to innovative treatments worldwide, heralding a new era in healthcare where advanced solutions are within reach for everyone."

Dr. Nguyen Thi Minh Hue, Radiation Oncologist, Cho Ray Hospital, Vietnam, said, "Participating in the specialized training program at Apollo Proton Cancer Centre is an exceptional opportunity to enhance our skills and knowledge in Proton Beam Therapy. We look forward to acquiring valuable skills and knowledge during the training program which will enable us to better serve our patients and contribute to the

development of cancer care in Vietnam."

Dr. Febriono Basuki Raharjo, HOD-Radiation Oncology, Dharmais National Cancer Center, Indonesia, said, "Being part of the proton beam therapy training initiative at APCC, it is a game-changer for Indonesian oncologists. India stands as a beacon of world-class expertise in cancer care, and the Centre exemplifies this commitment to excellence. Through this training, we aim to bring the benefits of PBT to more patients in Indonesia and beyond, ultimately improving cancer care outcomes in our region."

The training program at APCC is meticulously designed to enhance the skills and knowledge of oncologists from diverse backgrounds, fostering collaboration and knowledge exchange to drive further innovation in cancer treatment. Through this initiative, APCC and IBA aim to empower doctors with the expertise necessary to deliver superior cancer care to patients across the region.

## Ramky Infrastructure Limited secures two contracts worth INR 216.65 crores for the reclamation of Chennai's Kodungaiyur dumping ground through Biomining

Chennai March 21 2024: One of the country's leading environmental infrastructure solutions provider, Ramky Infra set to take up the reclamation of Kodungaiyur, Chennai dumping ground through bio mining. This initiative complements the Chennai city's efforts to effectively deal with the growing legacy waste and achieve 100% waste segregation by 2030 under the Swachh Bharat Mission 2.0 (SBM 2.0). This also helps reclamation of land and improvement of environment.

Ramky Infra has entered into two contracts worth INR 39.88 Cr & INR 176.77 Cr (exclusive of GST) for package 2 & package 5 respectively

with the Greater Chennai Corporation (GCC) for the reclamation of Kodungaiyur dumping ground through biomining. The contract sets a time frame of 2 years and 4 months for the execution of the project.

Spread across 252 acres, the 50-year-old dumping ground accumulated about 66 lakh tonnes of unsegregated solid waste and about 3000 tonnes of waste arrives at Kodungaiyur every day. This waste accumulation poses severe pollution concerns and may also result in fires at the dumping yard. Therefore, reclamation through biomining is of utmost significance to address these challenges. It is a

scientific process of excavating, segregating and treating the legacy municipal solid waste.

In the realm of eco infrastructure development, Ramky Infra has already demonstrated technological capability through their previous projects and expertise in effluent & leachate treatment. Speaking about the Kodungaiyur project, Mr. Yancharla Rathnakara Nagaraja, Managing Director, Ramky Infrastructure Limited said "This is a remarkable project taken up by the Ramky Infra to clear the legacy waste at the Kodungaiyur dumpsite and redefine the Chennai urban landscape to achieve the ambitious goal of 100% segregation by

2030. This Biomining project stands as a testament to our environmental stewardship and commitment towards sustainable development. It also enhances our capability in providing solutions to complex environmental challenges. We look forward to commence the reclamation with sheer competence".

The company has demonstrated experience in various sectors such as water and wastewater treatment, transportation, roads, irrigation, electrical and industrial construction (including SEZs & industrial parks), buildings (including residential, commercial & retail property).