

Leaders, candidates conclude hectic canvassing Poll campaign ends in TN, booths ready for voting on Apr 19 DMK-Cong, AIADMK-DMDK, BJP-PMK in tri-corner fight

Chennai, April 17 2024: The hustle and bustle of the high octane campaign for the Friday's single phase elections to Lok Sabha in Tamil Nadu ended on Wednesday evening.

Polling will be held for 39 Parliamentary constituencies in Tamil Nadu and the lone seat in the Union Territory of Puducherry.

Along with the Lok Sabha seats, bye-election to the Vilavancode Assembly seat, which fell vacant following the resignation of Congress MLA . S.Vijayadharani, who quit the party and joined the BJP, will also be held.

As the campaigning drew to a close at today evening, candidates, cutting across political lines, made a last ditch effort to woo the voters by indulging in door-to-door campaigning.

The elections will witness a no-holds barred contest in a four-cornered battle between the ruling DMK-led Secular Progressive Alliance (SPA), which is also a key partner of the Opposition-led INDIA bloc at the National level, the AIADMK and the BJP fronts, apart from the Naam Tamizhar Katchi (NTK) of Actor-director Seeman.

This will be the first election faced by the AIADMK under the unitary leadership of its General Secretary and former Chief Minister Edappadi K.Palaniswami

after he took over the party's mantle with the support of the majority of the party members at the General Council meeting in 2022, after a protracted legal wrangle and getting the official recognition of the Election Commission as the sole party leader.

The meeting ousted O.Panneerselvam, also a former CM, for revolting against his decision to restore the party to the unitary leadership and insisted maintenance of status quo of dual leadership led by them.

The whirlwind campaign witnessed virulent attacks against each other as the parties in fray gird up their loins to make a mark in the electoral scenario, in what is seen as an acid test for the three key contenders--the two Dravidian majors and the BJP.

More vociferous and acerbic was none other than the DMK, which went all out in its blistering attack against the BJP-led NDA government at the Centre and also Prime Minister Narendra Modi, besides the AIADMK.

The AIADMK on the other hand, after being circumspect in the initial phase and was guarded against its criticisms against the BJP, with which it had severed its ties after successive poll debacles and in a bid to attract the minority voters, upped its ante against the saffron party as the campaign neared its business end.

The BJP was vocal



against the DMK and the AIADMK, flaying both of them of being corrupt and not concerned about the welfare of the State, while the NTK going it alone as usual, minced no words in flaying the three key parties in the fray.

The BJP had quite often hit out at the DMK for pursuing dynastic politics and was keen on furthering its familial interests, apart from being corrupt. Chief Minister and DMK President M.K.Stalin, who criss-crossed the state to canvass votes, single-handedly shouldered the burden of electioneering along with his son and Sports Development and Youth Welfare Minister Udhayanidhi Stalin, while targeting the Centre in his every election campaign meeting and was also equally aggressive and ripe against its arch rival the AIADMK.

While stating that the election was an ideological battle and that the question is not who should come to power, but who should not come to power, vowed to dethrone the 'fascist' BJP regime and install a new government headed by the INDIA bloc to protect secularism, social justice and federalism.

Such was Mr Stalin's criticism of the BJP that he accused Mr Modi of not caring about the welfare of the State and charged him with not sanctioning funds for the flood relief, Chennai Metro and other projects.

He also alleged that the BJP has failed to fulfill its poll promises in its 10 year rule and was instrumental in increasing the fuel prices and LPG. The recent decision to reduce the LPG prices by the Centre was an eyewash with an eye on the elections.

He also said that the return of BJP, which is hell bent on amending the Constitution and propogating One Nation, One Leader, One election, to the power will endanger country's security and democracy.

Launching a broadside against Mr Modi for not even visiting the flood-affected Chennai and its neighbouring districts and also the southern parts of the state which was ravaged by unprecedented rains recently, Mr Stalin said the BJP has never paid a single paise as relief sought by the State towards flood mitigation and putting the people of the country to untold hardships in the form of demonetisation and introduction of GST and not releasing due Central funds after getting huge amount of tax revenue from the State.

On Modi's frequent visit to Tamil Nadu, the DMK Chief likened it to the visit of seasonal birds to sanctuaries, with the elections in mind. However, this will not cut much ice among the voters as the people of Tamil

Nadu are well aware of it, he noted.

Charging the BJP and Mr Modi with unleashing the Central investigating agencies like the ED, CBI and the IT against its political adversaries, especially in non-BJP ruled States and functioning like a 'washing machine' by roping in politicians involved in corruption cases, either diluting the cases or putting them in cold storage, the DMK President said the BJP should be taught a lesson in this elections.

If the BJP retained power and Mr Modi became the Prime Minister for the third term the democracy will be in peril, he said.

The electoral bonds issue, in which the BJP had received funds from various firms, the arrests of non-BJP leaders including Delhi Chief Minister Arvind Kejriwal in alleged corruption cases, also came in handy for both the DMK and the Congress in sharpening its attack against the Centre. On the other hand, the AIADMK, campaigned by its General Secretary and Leader of the Opposition singled out the DMK in its attack of not fulfilling its 2021 poll promises, including the NEET and criticised it of improper handling of the flood situation in Chennai.

The BJP too was equally critical of both the DMK and the AIADMK accusing them of being corrupt and not being concerned about the welfare of the people of the State and banked on various Central schemes implemented in the State.

The vexatious Katchatheevu, an islet ceded to Sri Lanka through a 1974 pact, turned out to be the main poll plank, especially during the last phase of campaigning after the issue was raised by Mr Modi, accusing both the DMK and the Congress of surrendering the State's right, a point which the DMK repeatedly said it

This time the alliance equations have changed especially in AIADMK, which had severed its ties with the BJP and walked out of the NDA after five successive losses--2019 LS polls, 2021 Assembly polls, civic body elections to the Rural and Urban local bodies and the Erode Assembly seat bypoll--all dominated by the DMK-led alliance which had stormed back to power in the State in 2021 after a ten year hiatus and its President M.K.Stalin became the Chief Minister for the first time.

While the DMK, heading the Front, is contesting in 21 seats (one more than in 2019) after its former ally IJK had quit and joined the BJP alliance, its alliance parties, the Congress is contesting in nine seats, Viduthalai Chiruthaigal Katchi (VCK), CPI and CPI(M) two seats each.

The other partners, the MDMK led by Rajya Sabha MP Vaiko, Kongunadu Makkal Desiya Katchi (KMDK) the Indian Union Muslim league (IUM) were given one seat each.

The DMK has retained the 2019 formula in seat sharing agreements with its alliance, by allotting the same number of seats and also the same constituencies held by their partners, except for swapping three seats held by the Congress, allotting Cuddalore, Mayiladuthurai and Tirunelveli in place of Arni, Theni and Trichy seats.

The DMK front was bolstered with actor-politician Kamal Haasan's Makkal Needhi Maiam (MNM) joining as an ally, but chose not to contest in this polls, while pledging his party's full support to the combine.

As per the agreement, the MNM, which was initially keen to contest in two LS seats, including from Coimbatore Parliamentary Constituency and later decided otherwise, was promised a Rajya Sabha seat in 2025, which will enable Kamal, who had termed his decision of not to contest this polls as a sacrifice, to enter the Parliament.

This is the first alliance venture by MNM after Mr

Kamal, who shared a close rapport with Mr Stalin, founded his party in 2018 and has been contesting alone all along. Kamal also contested the 2021 Assembly polls from Coimbatore South but lost to BJP candidate Ms Vanathi Srinivasan by a narrow margin.

On the other hand, the AIADMK after walking out of the NDA, tried to cobble up a formidable alliance, but only managed to rope in DMK of late actor politician Vijayakanth as its key ally, along with some fringe parties.

The AIADMK will be contesting in 32 seats, the DMDK, now led by Vijayakanth's wife Premalatha (5 seats), while Puthiya Tamizhagam and Social Democratic Party of India (SDPI) will be contesting in one seat each.

In contrast, going by the number of parties in its fold, the BJP might claim it as a stronger alliance that has the formidable Vanniyar outfit Pattali Makkal Katchi (PMK) of Dr.S.Ramados, and the Tamil Maanila Congress (TMC) of former Union Shipping Minister G.K.Vasan, besides ousted AIADMK leader and former Chief Minister O.Panneerselvam and Amma Makkal Munnetra Kazhagam (AMMK) founded by another deposed AIADMK leader TTV Dhinakaran, who is also the nephew of V.K.Sasikala, a close aide of late leader J.Jayalalithaa.

The BJP also has minor parties like IJK of Paarivendhar and Inthiya Makkal Kalvi Munnetra Kazhagam (IMKMK) of T.Devanathan Yadav, New Justice Party (NJP) of A.C.Shanmugam and Tamizhaga Makkal Munnetra Kazhagam (TMMK) of John Pandian..

The BJP is contesting in 19 seats, PMK in 10, TMC in three, while AMMK two and the other allies in the remaining five seats.

Mr Panneerselvam will be contesting as an Independent candidate from Ramanathapuram.

The NTK, the fourth party in fray is contesting in all the seats on its own, as usual.

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Nissan shows in-construction all-solid-state battery pilot line in Japan

Chennai April 17 2024: Nissan today showed its in-construction all-solid-state battery pilot line to members of the media at its Yokohama Plant in Kanagawa Prefecture. The pilot line is aimed to further promote development and innovative manufacturing technologies for the batteries.

Under the Nissan Ambition 2030 long-term vision, Nissan aims to launch EVs equipped with the batteries by



fiscal year 2028.

All-solid-state batteries, which will be game-changers for EVs, have the potential for energy density approximately twice that of conventional lithium-ion batteries,

significantly shorter charging time due to superior charge and discharge performance, and lower costs due to less expensive materials. Nissan plans to use all-solid-state batteries in a wide range

of vehicle segments, including pickup trucks, making its EVs more competitive.

Nissan is conducting wide ranging research and development, from molecular-level battery material research to electric vehicle development, and even city development using EVs as storage batteries. Utilizing this experience, Nissan is stepping up development with the goal of practical implementation.

Shell India celebrates partnership with Atal Innovation Mission, NITI Aayog to promote STEM education

Chennai April 17 2024: Shell India celebrated the successful completion of the first phase of its innovative NXplorers program in over 100 schools across India in partnership with Atal Innovation Mission, NITI Aayog. In alignment with the Government of India's mission to bolster STEM education, this program aims to build the capacity of teachers and leverage the Atal Tinkering Lab (ATL) set-up to promote STEM education and instil a culture of innovation and critical thinking among students.



NXplorers, Shell's flagship STEM education programme, currently runs in 19 countries, including Brazil, China, India, Kazakhstan, Malaysia, The Netherlands, Philippines, Qatar, Russia, and Vietnam. The program is tailored to help young minds develop skills to address complex global challenges at the intersection of food, water, and energy. Recognizing the limitations of traditional, facilitator-led sessions, the program has been designed to be delivered through interactive and participatory workshops. The

program equips educators with the necessary tools and knowledge to effectively deliver NXplorers sessions to students. These teachers are trained, monitored, and supported for a continuous development required to empower students to drive positive change in their communities.

Speaking about the program, Latika Taneja, Head of Corporate Relations, Shell India, said, "Shell is committed to empowering and nurturing young minds to become the change-makers of tomorrow. Our NXplorers program

has already transformed the lives of over 3 lakh students and 2,200 teachers across 1,800 schools in India over the past five years. Our partnership with Atal Innovation Mission, NITI Aayog, is a significant step towards fostering students' creative and purposeful mindset, in line with our unwavering commitment to complement national educational initiatives."

Discussing the ongoing collaboration with Atal Innovation Mission and NITI Aayog, Nuriya Ansari, President, Learning Links Foundation,

added, "Currently, through Shell's NXplorers Program, we have successfully trained 206 coordinators from Atal Tinkering Labs located in Mumbai, Virudhunagar, Belgaum, and Udupi. These trained coordinators have conducted NXplorers workshops, benefiting over 12,000 students. Our partnership with Shell, Atal Innovation Mission and NITI Aayog aligns with our vision of promoting lifelong learning and progress."

The NXplorers program is implemented in government and low-income private schools in India through Shell's partner organizations - Learning Links Foundation and SMILE Foundation. The program is delivered in modules that vary from Juniors to Senior Advance, depending on the grade levels of the students. The program's rigour, from theory to practical aspects, length of engagement with the students (from 6-20 hours per year), and expectations of output quality (from non-functional models to working prototypes) increase progressively as the students advance from Juniors to Senior Advance modules.

KAVACH – Automatic Train Protection System on Southern Railway

Chennai, April 17 2024: Supreme Court has appreciated the Indian Railways' efforts to implement the Anti Collision system of "Kavach" in trains in a PIL case. As a part of the Indian Railway project of implementing the KAVACH, the following is the current status of the same in Southern Railway.

The indigenously developed Train Collision Avoidance system of Indian Railways called "KAVACH" has been developed by the Research Design and Standards Organisation (RDSO) in collaboration with Indian Industry. Southern Railway has been closely associated with its implementation since the development stage and is facilitating

updates to achieve the objective of safety in train operations across Indian Railways. KAVACH is meant to provide protection by preventing trains to pass the Signal Passing at Danger (SPAD) (i.e., Red - Stop Signal) and avoid collision. It activates the train breaking system automatically if the driver fails to control the train as per the speed restrictions. In addition, it prevents collision between two Trains / Locomotives, equipped with functional KAVACH system.

Main Features of Kavach:

- Prevention of Trains / Locomotives Passing Signal at Danger (SPAD)
- Continuous

update of Movement Authority with display of signal aspects in Driver Machine Interface (DMI) / Loco Pilot operation cum Indication Panel (LPOCIP)

- Automatic Braking for Prevention of Over Speeding

- Auto-Whistling while approaching Level Crossing Gates

- Prevention of collision between two Locomotives equipped with functional KAVACH

- SoS Messages during emergency situations

- Centralized live monitoring of Train movements through Network Monitor

- Provision of KAVACH

will be an additional Safety aid to the Loco Pilots to prevent consequences arising out of Signal Passing At Danger (SPAD), to control train speed within specified limits, to display Signal Aspect in Engine cab and to further reduce the probability of train collisions in block sections and on running lines at stations through certain non-signalling based protections.

KAVACH, will be a powerful aid in assisting Railways in realising the Objective of "Zero Accidents" by eliminating train collisions. This is being accorded Top priority towards Modernisation of Signalling Systems on IR.

Lentra, MakeMyTrip, and Redington Limited lead LinkedIn's debut 'Top Midsize Companies' list in India

Chennai, April 17 2024: LinkedIn, the world's largest professional network, today launched the 2024 Top Companies list for India. This eighth annual edition highlights the top 25 large companies and, for the first time, introduces a list of the 15 best midsize companies, where professionals can grow their careers. Based on the activity of millions of professionals on the platform, the list provides insights on in-demand skills, top locations, and the largest job functions within these companies, helping job seekers find their next opportunity.

The list is derived from LinkedIn data and the ranking of companies is based on eight pillars that have shown to lead to career progression such as the ability to advance; skills growth; company stability; external opportunity; company affinity; gender diversity; educational background and employee presence in the country.

Amongst large companies (500+ employees in India), Tata Consultancy Services (#1) retained its top spot this year, followed by Accenture (#2) and Cognizant (#3). Continuing the trend from last year, Financial Services dominated the 2024 list with 9 out of 25 companies from this sector including Macquarie Group (#4), Morgan Stanley (#5) and JPMorgan Chase & Co. (#6). This was followed by companies from the Technology sector, including HCL Enterprise (#12), Amazon (#15) and Mastercard (#17). Companies from the Pharmaceutical industry were also well represented with Bristol Myers Squibb (#8), Novo Nordisk (#24) and Viatrix (#25) making the list.

On the top midsize companies list (250-500 employees in India), SaaS platform Lentra (#1) took the top spot. The list also features several made in India companies including MakeMyTrip (#2), Professional Assistance For Development Action (PRADAN) (#7), Nykaa (#9), and Dream11. With wide representation across travel, financial services, social impact, and fantasy sports, the

list highlights available opportunities in diverse industries for job seekers in India.

LinkedIn data reveals that the in-demand skills that the Top Companies are looking for in the Financial Services sector include Investor Relations, Capital Markets and Investment Banking. Companies in the Technology sector are looking for skills such as Enterprise Software, Data Storage Technologies, Software Development Life Cycle (SDLC), and Artificial Intelligence (AI). Other skills that are on the rise include Revenue Analysis, Nonprofit Management and Mobile Application Development.

Some of the largest job functions that these Top Companies are investing in include Engineering, Consulting, Analyst, Sales, Operations and Finance. Bengaluru continues to lead as the top location where these Top Companies are based and looking to hire talent, followed by Hyderabad, Mumbai Metropolitan Region, and Pune.

"Professionals in India are exploring diverse career paths and seeking top companies that align with their career goals, whether they are large or mid-sized. The 2024 Top Companies list reflects a variety of companies and locations, emphasising strong local culture, growth, and direct impact opportunities. This year's list highlights how companies are investing in employee experiences by initiating upskilling programs, particularly in AI, and offering flexible work arrangements to position themselves as leaders in attracting and retaining talent in today's dynamic job market," says Nirajita Banerjee, LinkedIn Career Expert and India Senior Managing Editor.

Here are the 25 companies that made it to the 2024 Top Large Companies India list:

1. Tata Consultancy Services,
2. Accenture,
3. Cognizant
4. Macquarie Group,
5. Morgan Stanley,
6. Deloitte,
7. Endress+Hauser Group,
8. Bristol Myers Squibb,

9. JPMorgan Chase & Co.,
10. PepsiCo,
11. DP World,
12. HCL Enterprise,
13. EY,
14. Schneider Electric,
15. Amazon
16. Continental,
17. Mastercard,
18. Intel Corporation,
19. ICICI Bank,
20. Michelin,
21. Fortive,
22. Wells Fargo

23. Goldman Sachs,
24. Novo Nordisk,
25. Viatrix.

Here are the 15 companies that made it to the 2024 Top Midsize Companies India list:

1. Lentra,
2. MakeMyTrip,
3. Redington Limited,
4. Info Edge India Ltd,
5. Digit Insurance,
6. NSE India,
7. Professional Assistance For Development Action (PRADAN),
8. Akasa Air,
9. Nykaa,
10. Polycab India Limited,
11. Aprava Energy,
12. SVC Bank,
13. Marico Limited,
14. Dream11,
15. HPCL-Mittal Energy Limited, ##

Methodology LinkedIn uses data to rank companies based on eight pillars that have been shown to lead to career progression: Ability to advance; skills growth; company stability; external opportunity; company affinity; gender diversity; educational background and employee presence in the country. Ability to advance tracks employee promotions within a company and when they move to a new company, based on standardised job titles. Skills growth looks at how employees across the company are gaining skills while employed at the company, using standardised LinkedIn skills. Company stability tracks attrition over the past year, as well as the percentage of employees that stay at the company at least three years. External opportunity looks at Recruiter outreach across employees at the company, signalling demand for workers coming from these companies. Company affinity, which seeks to measure how supportive a company's culture is, looks at connection volume on

LinkedIn among employees, controlled for company size. Gender diversity measures gender parity within a company and its subsidiaries. Educational background examines the variety of educational attainment among employees, from no degree up to Ph.D. levels, reflecting a commitment to recruiting a wide range of professionals. Finally, employee presence in the country looks at the company's number of employees in the country relative to other companies, as a means of capturing companies that provide a diverse work environment and more opportunities for career advancement and networking.

To be eligible for the Top Large Companies list, companies must have had 5,000 or more global employees with at least 500 in India as of December 31, 2023. And for Top Midsize Companies list, companies must be headquartered in India, have less than 5,000 global employees, and at least 250 in India as of December 31, 2023.

Attrition can be no higher than 10% over the methodology time period, based on LinkedIn data. Similarly, organisations that have had layoffs of 10% or more of their workforce based on corporate announcements or public, reliable sources between January 1, 2023 and the list launch, are not eligible. These decisions are made by the LinkedIn News team based on company statements and/or reputable news outlets. Only parent companies rank on the list; majority-owned subsidiaries and data about those subsidiaries are incorporated into the parent company score. The methodology time frame is January 1, 2023 through December 31, 2023. This analysis represents the world seen through the lens of LinkedIn data, drawn from the anonymised and aggregated profile information of LinkedIn's members around the world.

We exclude all staffing and recruiting firms, educational institutions and government agencies. We also exclude LinkedIn, its parent company Microsoft and Microsoft subsidiaries.

TOYOTA WELCOMES TWO NEW ATHLETES TO ITS TOYOTA ASIA TEAM IN THE RACE TO THE OLYMPIC AND PARALYMPIC GAMES PARIS 2024

Chennai April 17 2024: Today, Toyota Motor Corporation (Toyota) launches the next chapter of the "Start Your Impossible" (SYI) global marketing campaign, igniting excitement for the upcoming Olympic and Paralympic Games Paris 2024. The global campaign showcases the power of local communities across the world rallying behind their athletes and emphasises Toyota's belief that no journey is taken alone.

In Asia, Toyota partnered with 11 athletes from India, Indonesia, Malaysia, Nepal, Pakistan, Philippines, Singapore, Thailand and Vietnam in "START YOUR IMPOSSIBLE", Toyota's first ever global corporate initiative. These athletes are set to participate and compete in the Olympic and Paralympic Games Paris 2024. Progressing themselves toward their sporting aspirations, these 11 exceptional athletes will join more than 200 Global Team Toyota Athletes (GTTA), from across the globe, at the



Olympic and Paralympic Games Paris 2024.

The full line-up of 11 Team Toyota Asia athletes include:

- India: Murali Sreeshankar, Athletics
- Indonesia: Ni Nengah Widiasih, Para Powerlifting
- Malaysia: Abdul Latif Romly, Long Jump Para Athletics
- Nepal: Nabita Shresta Table Tennis
- Pakistan: Arshad Nadeem Athletics
- Philippines: Carlos Yulo, Artistic Gymnastics
- Philippines: Ernie Gawilan, Para Swimming
- Singapore: Toh Wei Soong, Para Swimming
- Thailand: Kunvalut Vitidsarn, Badminton

Thailand: Pongsakorn Paeyo, Wheelchair Racing ParaAthletics

Vietnam: Lê Văn Công, Para Powerlifting

Currently, 8 out of the 11 Team Toyota Asia athletes have qualified for the Olympic and Paralympic Games Paris 2024, with other qualifications are still ongoing.

"On behalf of Toyota Motor Asia, we are thrilled that top athletes across Asia will be representing their countries and are heading to the Olympic and Paralympic Games Paris 2024. Each Global Team Toyota athlete in Asia is not only a trailblazer but also a 'Dual Hero', where they champion social causes through Hero Projects that foster a positive change in their community. We

take pride in the unrelenting dedication they have displayed in their respective disciplines, and wish them the best on the international stage," says Preston Tan, Vice President, Toyota Motor Asia Singapore.

As we move toward becoming a mobility company, the "Start Your Impossible" initiative underscores Toyota's dedication to cultivating a society that is more inclusive, sustainable, and mobile empowering each individual to challenge themselves and achieve their 'impossible'.

Being a Worldwide Partner of the Olympic and Paralympic Games, Toyota is committed to providing sustainable mobility solutions that aid in fostering a decarbonised and inclusive society. In the run-up to Paris 2024, Toyota has announced the supply of 500 fuel cell Mirai vehicles as part of its official fleet for this major sporting event. This highlights the company's goals in achieving carbon neutrality and its belief in a multi-path approach towards sustainable mobility.

Samsung Announces New Era of AI TVs in India, Launches Neo QLED 8K, Neo QLED 4K and OLED TVs with Powerful AI Features

Chennai, April 17 2024: Samsung, India's largest consumer electronics company, today announced a new era of AI TVs with the launch of its ultra-premium Neo QLED 8K, Neo QLED 4K and OLED TVs at the 'Unbox & Discover' event at Samsung Opera House in Bengaluru. The 2024 line-up of Neo QLED 8K, Neo QLED 4K and OLED TVs elevate your home entertainment experience with powerful, AI-driven solutions.



CEO, Samsung SouthWestAsia.

"Televisions have emerged as the centerpieces of modern living, seamlessly integrating technology and lifestyle. The rising demand for larger screen sizes in India reflects consumers' preference for premium TVs. We are launching AI TVs that have been designed to set a new standard in visual immersion and sound quality. With the launch of our new range of AI-powered 8K Neo QLEDs, 4K Neo QLEDs and OLED TVs, we are confident of extending our market leadership in India," said Mohandeep Singh, Senior Vice President, Visual Entertainment Display Business, Samsung India.

Neo QLED 8K with new NQ8 AI Gen3 Processor for Clarity, Sound and Smart Experiences

Samsung's flagship TV - Neo QLED 8K is equipped with the advanced NQ8 AI Gen3 processor, marking a significant leap in AI TV technology. The NQ8 AI Gen3 processor features a Neural Processing Unit (NPU) that delivers twice the speed of its predecessor, along with an eight-fold increase in neural networks from 64 to 512 ensuring an exceptional viewing experience with crisp details, regardless of the input source.

Several AI features come together to redefine the big screen experience on the 2024 Neo QLED 8K:

AI Picture Technology brings out the finest details with outstanding clarity and naturalness, including facial expressions and other subtle nuances.

AI Upscaling Pro transforms content to

closely match the 8K display.

AI Motion Enhancer Pro utilizes a sophisticated motion detection algorithm to enhance clarity during motion-intense content, such as sports, helping users enjoy every moment. During a match, it helps in tracking the ball without any distortion, making users feel they are watching the match LIVE in a stadium.

Real Depth Enhancer Pro adds a lifelike depth to the picture and pulls viewers into the scene.

AI Sound Technology helps deliver precise audio with Active Voice Amplifier Pro, which detects background noises and adjusts volume automatically. Object Tracking Sound Pro enriches the audio experience by syncing the sound with on-screen action, creating a more dynamic and engaging viewing experience. Adaptive Sound Pro further refines the audio experience by intelligently adjusting the audio to the content and room acoustics, for a genuinely rich and lifelike sound.

2nd Annual Conference on networking, communications deliberates use of tech. for national growth

Chennai, April 17 2024: Applications of network architecture, protocols, wireless communication, Internet of Things (IoT), and cyber-physical systems in daily life, and contributing effectively to creating Smart homes, Smart agriculture, Smart cities, and Smart transportation, were some of the broad themes that were deliberated at the 2nd annual IEEE International Conference on Networking and Communications ICNWC 2024 held at SRM Institute of Science and Technology, Kattankulathur recently.

Organised by the Department of Networking and Communications, School of Computing, SRMIST, fostering innovation, cooperation, and information exchange



in network architecture, protocols, wireless communication, and IoT were some of the broad objectives of the three-day conference held between 2nd and 4th of April.

In his address, Dr. S. D. Sudarsan, Executive Director of C-DAC, Bengaluru, said India was making significant progress in creating and building supercomputers needed for the nation to function independently. This, he said, would contribute significantly to boost the nation's GDP. He also described how India was already producing its own multicore and semiconductors for 64-bit processors thanks to the DIR-5 initiative. Speaking on the

occasion, Dr. M. S. Sricharan, Group Head, CTE, Talent Skilling, Wipro Ltd., said how the workforce of the future will be measured by "skills, and not by skulls" as an industry transformation. He said that rather than replacing existing jobs, the AI revolution would generate new roles for talented people. To obtain further employment in the field of artificial intelligence, young students need to be well-versed in GenAI and prompt engineering, he added.

Speakers said the government could use networking and communication applications for Public Safety and Emergency Response, Smart

Governance, National Security, Infrastructure Management, Healthcare and Social Services, while the private sector could use networking and communication applications for Business Operations, Customer Engagement, Supply Chain Management, Financial Services, Research and Development. Conference organisers said deliberations also centred around cutting-edge research among researchers with industry experts identifying Research gaps Publication Opportunities.

Dr. Revathi Venkataraman, Chairperson, SRMIST School of Computing, Dr. Annapurani Panaiyappan, Head, Department of Networking and Communications, Dr. M. Thenmozhi, Professor, also spoke on the occasion.

NAMMA KALACHARAM SERIES 8 ISAIYUM AMUDHUM BY SMT. VISHAKHA HARI

Chennai April 17 2024: "When the human being hears music, he has a sense of well-being because these tones harmonize with what he has experienced in the world of his spiritual home." This profound connection between music and our spiritual home was beautifully displayed in the eighth series of Namma Kalacharam.



April is autism awareness month. When there are divine blessings, things happen at the right time. April 4, 2024, was one such day.

The eighth series of Namma Kalacharam was a testament to the power of collaboration and shared purpose. The Rotary Club of Chennai Bharathi, in a harmonious partnership with the Rotary Club of Chennai Legends and Hamsa Rehab, brought this cultural extravaganza to life, marking a significant milestone in Chennai Bharathi's signature projects. This event was a true reflection of our collective commitment to our spiritual home and the preservation of our cultural heritage.

The eighth series, aptly titled "ISAIYUM AMUDHUM," meaning music with a magical power to cure, improve, or preserve something, was a profound exploration of our cultural heritage and curated with the utmost care by the renowned Harikatha artist Smt. Vishakha Hari was a testament to our commitment to preserving and presenting our culture to the Gods' children. The event took place at the

serene Hamsa Rehab in Thoraipakkam.

The evening began with the lamp lighting by Smt. Vishakha Hari, Rtn. Barbara Bedi (chairperson DEI, RI District 3232), Mrs. Radha Ganeshan (founder of Swabodhini Special School), Dr. V. Nagarani (Founder of Hope Public Charitable Trust), and a welcome address by the president of RC Chennai Bharathi, Rtn. Dr. Jayashree Kadambi.

The stage was set full of energy and music as Smt. Vishakha filled the hall with her melodies and her mesmerizing voice. The theme was very well thought out and matched to reach out to each child in the hall. She presented the stories from the Puranas on Pralhadha, Dhruva, the little boy, and the little girl Andal. This was an extremely interactive session where each individual could resonate with their daily lives; through these beautiful stories and a combination of music, she conveyed that children and each individual must be kind, loving, helpful, and empathize at needy times. She also quoted examples from these stories, citing the bravery and honesty of

the three little children and how they had faith in God and, hence, never feared any situation. This made them very successful. God's only children sang along with Vishakha and thoroughly enjoyed the moment, inspiring and motivating the hall.

The event was presented very holistically, and Smt. Vishakha was honored traditionally. The president and her family offered the thamboolam, a garland, and a saree. We extend our heartfelt gratitude to all the participants and organizers who made this event a grand success, showcasing the power of music and our collective commitment to our spiritual home and the preservation of our cultural heritage.

The event saw over 100 people in a packed hall. This included around 50 of God's children.

This day also marked another significant milestone as funds were raised to offer *SAMOOHIKA ANNA DANAM* for the students at the *VIJAYASHRI PATASHALA FOR HARIKATHA* IN KANCHIPURAM. The *sameohika annadanam

project was initiated by our annettes last year, and we are blessed to offer this to the future generation who strive to protect our culture. The cheque of Rs. 80,000/ was handed to Smt. Vishakha Hari. The names of all donors will be engraved as blessings for years to come.

The mega event is planned for May 2024. The anna danam is scheduled to happen for three days in a row.

This was followed by hi-tea, during which the audience was served snacks with the CFGF diet sponsored by Hello Tempeh, samosas, and coffee. All the children received T-shirts. The club also distributed flower saplings to all the guests. Seventy saplings were distributed.

It was an evening filled with joy and bliss—a special thanks to Rtn. Rajeswari Duraipandian did a fantastic job of anchoring the event.

Wholehearted thanks to Smt. Vishakha Hari and her team, thank you for your time together and for giving us a divine experience.

Thanks to Barbara Bedi and Dr. Nagarani for their presence.

We thank Mrs. Radha Ganeshan from Swabodhini School and the entire Hamsa Rehab team for instrumentally getting their students to participate in this event. We also thank all the guests who made their time despite their busy schedules.

We humbly thank Dr. Bala for allowing us to host the event in Hamsa rehab.

Maithree Collaborates with CaratLane to Launch Assisted Employment Scheme for Individuals with Disabilities

Chennai, April 17 2024: Maithree, a pioneering organization committed to empowering individuals with intellectual and developmental disabilities (PwIDDs), launched their first of its kind, 'Assisted Employment Scheme' in partnership with CaratLane, today. The initiative aims to foster inclusivity and provide livelihood security for PwIDDs, recognizing their untapped potential in a conducive work environment. Inspired by the government's MGNREGA policy, Maithree introduces a scheme aimed at providing guaranteed earnings and incentives based on productivity to ensure livelihood security for PwIDDs.



decades, Maithree has championed the cause of PwIDDs, recognizing their untapped potential in a conducive work environment. Inspired by the government's MGNREGA policy, Maithree introduces a scheme aimed at providing guaranteed earnings and incentives based on productivity to ensure livelihood security for PwIDDs.

The goal of the scheme is to facilitate sustained participation, self-reliance, and empowerment among PwIDDs. Through a

structured two-year training program, participants will be prepared for the work culture and equipped with relevant skills.

Mr. Bhaskar Bhat, Director of Tata Sons, said, "It's a privilege to be a part of Maithree's initiative, which illuminates the path toward a more inclusive society. By providing opportunities for individuals with disabilities, we're not only enriching lives but also strengthening the structure of our community."

Under the scheme, eligible PwIDDs will receive a guaranteed monthly remuneration of Rs 2500 for five years, along with incentives tied to their productivity. CaratLane has pledged support for the initiative's first cohort of 100 young adults, reflecting its commitment to corporate social responsibility and diversity. This collaboration marks a significant step towards creating a more inclusive society, where every individual has the opportunity to thrive. By integrating capable young adults into the workforce, CaratLane and Maithree are driving meaningful change and fostering a culture of acceptance and inclusion.

Maithree remains dedicated to enhancing skills and ensuring financial independence for PwIDDs, reinforcing the scheme's long-term impact on livelihood security.

For over three

CLEANMAX AND APPLE PARTNER TO ACCELERATE RENEWABLE ENERGY ADOPTION IN INDIA

Chennai April 17 2024: CleanMax (Clean Max Enviro Energy Solutions), a leading renewable energy provider in Asia for the Commercial and Industrial (C&I) sector, is thrilled to announce a landmark joint venture with Apple. This pioneering partnership aims to bolster renewable energy projects across India, marking a significant step forward in the nation's green energy landscape.

to crucial renewable energy financing, the partnership is enabling industries to transition towards renewable energy sources and optimize their energy expenses. The initiative aims to accelerate the development of renewable energy projects across the country.

The collaboration is grounded in an innovative business model, where the environmental benefits accruing from the financed projects will assist Apple in addressing the emissions associated with its corporate operations in India.

In a post on the Apple newsroom, "To address its growing corporate operations in India, Apple has embarked on a joint venture with leading renewable developer CleanMax to invest in a portfolio of six rooftop solar projects with a total size of 14.4 megawatts.

The added capacity provides a local solution to power Apple's offices, its two retail stores in the country, and other operations in India. Apple first achieved 100 percent renewable energy for its global corporate operations in 2018."

Apple also shared its commitment to its 2030 climate goal. "Clean energy and water are foundational to healthy communities and essential building blocks for a responsible business," said Lisa Jackson, Apple's Vice President of Environment, Policy, and Social Initiatives. "We're racing toward our ambitious Apple 2030 climate goal while taking on the long-term work to transform electrical grids and restore watersheds to build a cleaner future for all."

Kuldeep Jain, Managing Director of CleanMax, shared his excitement about the

venture: "CleanMax is proud of its joint venture with Apple. Our mission is to be sustainability partner to corporates, and we consider this JV to be a big milestone in our journey. It showcases an industry-leading approach to the creation of green energy assets. The growing interest from other consumer brands in such joint ventures is a positive sign of the shift towards sustainability."

As the country accelerates its transition towards a carbon neutral future, corporations are at the forefront of contributing to India's renewable energy targets while realizing cost savings and enhanced energy security. In this landmark shift towards sustainable business practices, Indian corporations are spearheading this paradigm shift.

64% respondents want Narendra Modi as PM Again in Dailyhunt 'Trust of Nation' Survey

Chennai, 17 April 2024: Dailyhunt, India's #1 local language content discovery platform, today unveiled the findings of its comprehensive "Trust of the Nation 2024" survey. The extensive online survey, administered via Dailyhunt, in 11 languages including English, Hindi, and key regional languages, garnered responses from over 77 lakhs participants across diverse demographics and is providing valuable insights into the public sentiment ahead of the 2024 general elections.

of respondents expressing satisfaction with the current administration, under the leadership of Prime Minister Narendra Modi. Notably, 63% believe that the BJP/NDA alliance will emerge victorious in the upcoming general elections.

Key findings from the survey include:

2024 Election Sentiments:

Three out of five respondents (64%) are in favour of PM Narendra Modi's continuance as Prime Minister; 21.8 % of respondents are in favour of Rahul Gandhi

upcoming elections will be won by BJP/NDA alliance

In Delhi, PM Modi is the leading candidate capturing 57.7% of the vote. Rahul Gandhi received 24.2% of the vote, while Yogi Adityanath received 13.7%.

In Uttar Pradesh, PM Modi was the top choice for this year's election, garnering 78.2% of the vote. Rahul Gandhi received 10% of the vote.

In West Bengal, PM Modi emerged as the leading candidate, receiving 62.6% of the vote. Rahul Gandhi, received 19.6% of the vote, while Mamata Banerjee, the regional leader trailed at 14.8%

In the southern states, the picture is more nuanced:

In Tamil Nadu, Rahul Gandhi leads with 44.1% support, while PM Narendra Modi trails closely at 43.2%.

However, Kerala appears to be a close contest, with PM Modi garnering 40.8% and Rahul Gandhi close behind at 40.5%

In Telangana, PM Narendra Modi received 60.1% of the vote. Rahul Gandhi received 26.5% while N. Chandrababu Naidu trailed at 6.6%

In Andhra Pradesh, PM Modi received 71.8% of the vote. Rahul Gandhi received 17.9% while N. Chandrababu Naidu trailed at 7.4%.

Toyota Kirloskar Motor Introduces New Innova HyCross Petrol GX (O) Grade

Chennai, April 17 2024: In line with its 'customer-first' culture and responding to their requirements, Toyota Kirloskar Motor (TKM) today announced the introduction of a new grade in the Innova HyCross the GX (O) petrol variant. The latest addition to the Innova HyCross line-up, boasts of over 10 advanced comfort and technology features thus raising the bar of the value proposition for customers who are seeking for more. Bookings of the Innova HyCross the GX (O) grade is already open with deliveries expected to commence from April 15, 2024.

Key highlights of Innova HyCross petrol GX (O) petrol variant are as follows:

Reenergised Exterior - Front LED Fog lamps, Front & Rear Parking sensors,



Rear Defogger

Superior Comfort Chestnut Themed Interiors, Soft touch materials in Dashboard & Door Panels, Mid-Grade Fabric Seats & Rear Sunshade*

Refined Convenience - Auto AC, 10.1" infotainment system*, Wireless Apple Carplay, Panoramic View Monitor

Offered in 7- and 8-seater options, the GX (O) grade is available in seven dynamic colours - Blackish Ageha Glass

Flake, Platinum White Pearl, Attitude Black Mica, Sparkling Black Pearl Crystal Shine, Silver Metallic, Super White and Avant Garde Bronze Metallic.

Commenting on the new introduction, Mr. Sabari Manohar Vice President, Sales-Service-Used Car Business, Toyota Kirloskar Motor said, "At TKM, we are constantly listening to the market needs thus ensuring that every vehicle we offer aligns with the evolving needs of our customers. The New Innova HyCross

petrol GX (O) grade is a testament to this philosophy which offers enhanced comfort and advanced technology carefully blending the spirit of luxury and efficiency. While the performance remains top-class, the 10+ features is expected to strongly resonate with customers who are looking for a fully loaded petrol version with an attractive proposition aimed at meeting their evolving lifestyle requirements.

Furthermore, we express our gratitude to our customers for their overwhelming acceptance, not only of the Innova HyCross but also of our entire product portfolio. Our commitment to a customer-first approach will continue to drive us, inspiring the creation of innovative products and services in the future."

Apraava Energy and CII Foundation felicitate women leaders for grassroots-level development in Assam

Chennai, April 17 2024: Apraava Energy, India's leading integrated energy solutions provider, partnered with CII Foundation, a leading non-profit fostering inclusive development pan India, to honour 15 women changemakers from Assam. These women leaders have uplifted over 1000 women from disadvantaged communities in the state. Under the 'Empowering Champions of Change' initiative led by Apraava Smart Meter Private Limited, a subsidiary of Apraava Energy, these women were recognized for their contribution in bringing grassroots-level transformation to society.



The women leaders hail from eight districts of Assam, namely, Bongaigaon, Chirang, Dhubri, Goalpara, Golaghat, Jorhat, Kokrajhar, and South Salmara Mankachar. Their area of work includes addressing issues pertaining to domestic violence, livelihoods, re-enrollment of school dropouts, adult literacy, and more. This group of

women will now receive training to enhance their leadership skills and lead district-level community projects aimed at addressing the socio-economic inequalities. Together, they aspire to impact over 15,000 women from the marginalised communities of Assam, in the next year.

Commenting on the initiative, Mr. Rajiv Kumar, Senior Vice President - AMI, Apraava Energy, said, "The primary objective of this program is to recognize and empower women leaders who, despite numerous challenges, remain unstoppable in their efforts to improve the lives of marginalized women in Assam. While we are actively promoting the adoption of sustainable energy solutions in the state through smart meters,

our efforts are also focused on holistic development of communities in the region. We extend our heartfelt gratitude to the Assam Power Distribution Company Limited (APDCL) and CII for their support in this endeavour."

Ms. Bijaya Boro, General Manager - Bongaigaon Zone (Kokrajhar EC, Barpeta EC and Bongaigaon EC), APDCL, along with Mr. Rubul Nath, CEO, Kokrajhar EC and dignitaries from Apraava Energy, presented the laurels to the women leaders. While extending her congratulations on the program, Bijaya, said, "This initiative serves as a powerful platform that will ignite women-led transformation in Assam. I commend Apraava Smart Meter Private Limited and CII

for spearheading this much-needed endeavor, which will motivate and inspire women across the state. My best wishes to the 15 women champions as they continue to be catalysts of change for society."

Apraava currently operates ~254 kms, Kohima Mariani Transmission Ltd. (KMTL) interstate transmission project in Assam. The company is also implementing Advanced Metering Infrastructure in the Bongaigaon EC and Kokrajhar EC that will enable the supply and monitoring of reliable energy to almost 7 lakh customers of APDCL. Apraava's smart meter project in Assam is India's first to 'Go-Live' under Revamped Distribution Sector Scheme (RDSS) rolled out by the Central Government.

As part of its community investment initiatives, Apraava, in collaboration with The Akshaya Patra Foundation, has set up a centralized mid-day meal kitchen that serves nutritious meals to children daily in government schools in Jorhat, Assam.

ISRO develops light weight rocket engines World IT Show 2024 begins in Seoul

Chennai, April 17 2024: World IT Show 2024, the largest information and communications technology exhibition in South Korea, kicked off Wednesday in Seoul to showcase cutting-edge technologies of local and global companies, its organizer said.

The three-day event is themed on "Innovation in everyday life, created by

artificial intelligence (AI)," with 446 companies and institutions from 10 countries, including South Korea, attending, according to the Ministry of Science and ICT.

Tech giant Samsung Electronics Co. plans to present its AI platform, Galaxy AI, allowing visitors to experience AI functions on its latest Galaxy S24 smartphone series, including real-time

translation.

The company said it will also showcase its electronic wallet service, Samsung Wallet, and AI-powered home appliance products.

LG Electronics Inc. will exhibit products based on its "affectionate AI," an on-device AI that has strength in orchestrating and fine-tuning various electronics in a user-

friendly manner.

The products include LG's next-generation mobility vision of "Alphaable" and Alpha 11, an AI processor which powers organic light-emitting diode TVs.

Major mobile carriers, SK Telecom Co. and KT Corp., will also display their AI technologies at the event.