







VOLUME - 3

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Request for verification in 7 days Refund if EVM found defective SC allows verification of micro controller of EVMs, rejects pleas for EVM-VVPAT verification Suggests bar codes on voting slips

VVPAT verification, VVPAT slips. and physical deposit of VVPAT slips while "We have given two for effective functioning of the polling system as the second phase of Lok underway.

Justice Sanjiv Khanna days." Justice Khanna and Justice Dipankar further directed the Datta passed their order Election Commission in two separate but (ECI) that the burnt concurring judgments memory in the in which they microcontroller EVM elaborately discussed shall be checked by a the protocols and team of engineers after technical aspects.

Chennai, April 26 all the pleas that 2024: The Supreme demanded paper ballot Court Friday rejected voting, complete EVMpleas for paper ballot VVPAT verification, voting, complete EVM- and physical deposit of

Justice Khanna said, suggesting measures directions. One direction is after the completion of the symbol loading process, the Symbol Sabha election got Loading Unit should be sealed. The SLU should A bench comprising be stored at least for 45 the declaration of The bench rejected results on a request by said such a request was



number 2 and 3.

The apex court suggested having an electronic machines for counting votes, and bar codes on voting slips.

The court further any candidate in serial to be made by the

The expenses for the Khanna said. verification (of the program) are to be that blindly distrusting borne by the candidates a system can lead to

aggrieved candidate to be tampered with, the within 7 days after the expenses will be came on a batch of writ declaration of results. refunded, Justice petitions filed by the

Justice Datta said case the EVM is found suspicions.

loading process, the VVPAT systems has Symbol Loading Unit been questioned for a should be sealed. The while. Many critics SLU should be stored at have cited instances of least for a period of 45 days. The burnt memory in the and discrepancies microcontroller EVM between electronic and shall be checked by a team of engineers after the population of the declaration of Germany and what is results on a request by candidates in serial ? We are in our 60s now number 2 and 3, such a The Court's orders request to be made within 7 days after the there were paper declaration of results. Association for

completion of symbol

the verification (of the that his home state West program) to be borne by Bengal has more the candidates making population than the request, in case the Germany. EVM is found to be

"We have given two tampered, the expenses directions. One will be refunded," said direction is after the Supreme Court.

The reliability of malfunctioning printers, paper jams, paper records."What is the population of India and we know what used to happen earlier when ballots." Dipankar "The expenses for Dutta further observed

Amrit Bharat Station Scheme: Redevelopment works of Chennai Park Station gather momentum

Chennai, April 26 factor in the Chennai of 10.68 Crores under new Booking Office The Executive Lounge railway station, situated Section of the Chennai Scheme. in the heart of the city Division. This bustling and opposite to the railway Station is Chennai Central undergoing a

Scope redevelopment work at Chennai Park:

Chennai Park Beach - Chengalpattu Amrit Bharat Station (G+1) with Executive facility will benefit both Lounge. The New incoming and outgoing of Booking Office passengers to rest, relax

facilitates easier ticketing and rejuvenate during and ensures a better their short stay at the ticketing experience. station.

Provision of new canopy at entry with waiting space near booking office/cafeteria. Upgraded waiting areas ensure a more

comfortable and enjoyable experience for

passengers. Resurfacing of flooring of platforms. Smooth and even flooring facilitates easier movement for all passengers, including Differently abled passengers or those carrying heavy luggage.

Development of pedestrian walkway towards MRTS stations and Poonamallee high road entry.

Provision of new platform shelters and replacement of old roofing sheets. Additional platform shelters and seating

arrangements protects modern signage will completion, with the passengers from enhance and redefine ongoing efforts to install harsh weather the travel experience for lifts, canopy conditions thereby all. ensuring a comfortable

Democratic Reforms

(ADR), and others

seeking to have the

VVPATS along with

the EVMs

railing. This facility ensures smooth travel for differently-abled, sick and senior citizens besides making the station user-friendly.

Provision of 1A, 1&2. Passenger Information Display system, Improved Public Announcement system

CHENNAI PARK RAILWAY STATION

Provision of CCTVs. This modern Provision of facility is a precautionary improved facilities and lifts (3 Nos) for the measure undertaken to better infrastructure, existing FOB, including ensure safe and secure Chennai Park station is provision of hand journey for passengers.

> Over 50% of the above redevelopment

> Works such as platform shelters and andmark tower construction are nearing

enhancements, and telecom upgrades.

With a host of set to redefine passenger

Further, as part of the works have been Amrit Bharat Station completed, including Scheme, similar the resurfacing of upgrades are underway flooring on Platforms at various stations across the Chennai Beach -Chengalpattu section which include Chennai Beach, Chennai Park, St. Thomas Mount,





GEM Hospital Inaugurates Fatty Liver Clinic -Free Liver Camp till 4th May 2024 - Launch of 'Know Your Liver' Initiative -

Chennai, April 26 2024: GEM Hospital, India's premier Gastroenterology, laparoscopic and Robotic surgery hospital inaugurated a Fatty Liver Clinic and Free Liver Camp in Chennai Liver Day celebrations, this Free Liver Camp Liver screening Apr'24 till 4th May'24.

Speaking on the occasion, Dr. C. Palanivelu, Chairman -GEM Hospitals stated, "We are glad to open a holistic Fatty Liver called 'Know Your Liver' Clinic at our GEM is also launched to create Hospital in Perungudi more awareness about and to conduct this Free Fatty Liver to general Liver Camp which will public. Anyone can just media, Dr. P. benefit numerous people scan the below given QR Senthilnathan, Director in the city with various code with the help of GEM Hospital Chennai health issues. Specialists their smart phone and get said, "As we always say from our hospital will their doubts cleared 'Prevention is better than 96 provide free about fatty liver", he cure', people can make consultation for Liver further added. problems and procedures like GEM Hospital Chennai Fibroscan, Liver



"A new campaign

Dr. S Asokan, CEOsaid, "The need for a Function Tests, Test for focused super speciality

today. As a part of World Hepatitis B&C Virus, clinic is for advanced Ultra Sound Scan, Fatty treatment and for and identification of diseases will be held from 24th vaccination are to be at an early stage. We are carried out at a very also very delighted to nominal cost for launch 'Know Your required patients Liver initiative during throughout this camp the inauguration of the new clinic. GEM

hospital will continue to

organise many such

campaigns in future for

needy people".

Addressing the use of this free consultation camp to get to know about their present liver condition.

disease will help the patients to get the right 2024: Dish TV, has treatment at the right taken a path-breaking un foreseen circumstances."

Dr. Vinoth Kumar $M \quad e \quad d \quad i \quad c \quad a \quad 1$ Dr. Magnus Jayaraj, Liver Transplant Surgeon will provide comprehensive liver related treatment for the camp".

From 24th April 2024 4th May 2024

Address GEM Hospital, M.G.R Road,

Perungudi, Chennai-

10.00 AM to 2.00 PM

For Appointments Early detection of Contact: 89258 45768.

Dish TV Revolutionizes Entertainment with 'Dish TV Smart+' Services, Offering TV and OTT on Any Screen, Anywhere

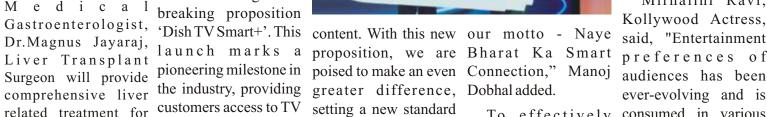
time which will initiative to redefine eventually avoid any the entertainment experience in India. The leading DTH He further added, provider in a first-of-"Specialists team led by its-kind move has announced its groundbreaking proposition launch marks a the industry, providing greater difference, customers access to TV those who participate in and OTT content on for immersive and any screen, anywhere, a c c e s s i b l e without any additional entertainment cost. It ensures experiences. The convenience, launch of 'Dish TV flexibility, and Smart+' Services e n h a n c e d represents more than entertainment options, just a proposition; it empowering customers embodies the vision to to tailor their viewing redefine entertainment

experience.

Chennai, April 26

With the 'Dish TV Smart+' service, all Dish TV and D2H customers, including new as well as existing subscribers can enjoy popular OTT apps along with their chosen TV subscription pack. The 'Dish TV Smart+' services ecosystem enables entertainment on any screen, anywhere, anytime through Watcho-the OTT Super App, Smart devices including settop boxes, and smart android STBs. Dish TV will also collaborate with top TV and customer satisfaction is Mobile Original non-negotiable, and Equipment every decision is Manufacturers (OEMs) centered around to seamlessly integrate delivering value and their services into these convenience. 'Dish TV devices, thereby Smart+' Services not enriching the overall user experience.

Commenting on the new proposition, Manoj Dobhal, CEO of Dish TV India Limited, stated, "Since its new ways for people to enjoy their favourite family, staying true to



consumption in India, which is getting smarter and bigger. In a market flooded with screen, anywhere. options, customers For existing often find themselves subscribers, Dish TV overwhelmed. We aim will leverage its to simplify their channels and choices by offering a platforms, employing holistic and complete push notifications, inentertainment solution. app notifications, and We firmly believe that

Mr. Sukhpreet Singh, Corporate Head of Marketing, Dish TV & Watcho, said, "With 'Dish TV Smart+' Services, we're not just introducing a new proposition; we're leading a paradigm shift in entertainment customers by providing consumption. Through our multi-channel access to entertainment marketing approach, we are committed to directly engaging with consumers, ensuring the forefront of our broad awareness and adoption. As a brand, we prioritize staying Services, we are ahead of trends and catering to all needs of adapting to evolving a modern Indian audience preferences. Customer satisfaction

emailers. Meanwhile,

for new customers, the

emphasis will be on TV

and digital channels to

offering.

is at the heart of our strategy, and we are committed to delivering unparalleled entertainment experiences that cater to their diverse preferences and lifestyles."

Mirnalini Ravi,

Kollywood Actress, said, "Entertainment preferences of ever-evolving and is To effectively consumed in various communicate this formats by individuals, visionary proposition, the platforms may be Dish TV has initiated a different but it is a comprehensive must-have for all. Dish marketing campaign TV Smart+ Services spanning multiple caters to this need, channels, including offering a personalized Television, Digital, entertainment Print, and Corporate experience for outreach, aiming to everyone. With this amplify its message of revolutionary offering entertainment by Dish TV, viewers accessibility on any can easily access their favorite shows and movies anytime and everywhere. It's like having entertainment hub tailored just for you. It's definitely meeting my entertainment needs, and I'm delighted to be a part of it."

Dish TV's transition

from a DTH operator to ensure widespread a complete visibility and entertainment provider awareness of the emphasizes its commitment to meeting evolving consumer preferences, and innovation, and its mission to elevate the entertainment experience for millions of households nationwide, setting a new standard for entertainment delivery and heralding a paradigm shift in the industry. prioritizing customer needs and leveraging strategic collaborations, Dish TV paves the way for future innovations, further enhancing the entertainment experience for consumers nationwide.

DP WORLD'S BEYOND BOUNDARIES INITIATIVE EMPOWERS YOUNG CRICKETERS IN NEW DELHI

Chennai, April 26 DP World, a 2024: leading global provider of smart end-to-end supply chain solutions, today continued its efforts to improve accessibility to cricket around the world delivering 500 cricket kits to grassroots academies at the Aerocity Ground, Delhi Boundaries initiative.

of a global mission to Adhendru Jain from DP Beyond Boundaries players can succeed." support the growth of World cricket, delivered via 50 representatives from Ahmedabad, Chennai, Delhi Capitals, "As repurposed shipping Delhi Capitals' Men's D u b a i, containers, ensuring that and Women's teams, Johannesburg. grassroots cricket clubs who interacted with and have the kits, equipment, helped distribute the Adhendru Jain, Vice Initiative and DP World's inception, Dish TV has and facilities needed to cricket kits to the young President, Rail and dedication to nurturing transformed the play the sport. These two beneficiaries from seven Inland Terminals, DP talent at grassroots level. e n t e r t a i n m e n t latest containers will academies across Delhi World Subcontinent, It's heartening to witness consumption benefit 500 young NCR. DP World is the commented: "Sports, in the positive impact of landscape, pioneering players from academies Global Logistics Partner our opinion, is for such endeavours, including Bal Bharati of both the Men's and everyone and has ensuring that every and Bal Bhavan in the Women's teams of the enormous positive aspiring cricketer can Delhi region. The two Delhi Capitals franchise. impact on individuals as pursue their passion. We containers, which have unique exterior painted launch, seven out of the communities it engages cricket to unite 2024: relationship with the city as changing rooms and Beyond Boundaries at the grassroots level, this vision with us." resting pavilions for the Initiative's return to should have access to the beneficiaries.

Ricky Ponting and pledge of 2,500 kits in beyond boundaries and



a n d Initiative in Mumbai,

Including today's well as on the believe in the power of Boundaries Initiative International Cricket hence, through our countries and six has said. was attended by leading Council partner, DP Beyond Boundaries continents to distribute Delhi Capitals players World promised to Initiative, we are the remaining containers David Warner, Anrich donate 10 kits for every delighted to back the at strategic locations Nortje, Yash Dhull, and 100 runs that were Men's and Women's around the world, with Poonam Yadav, in scored in a World Cup teams here in Delhi. We further launches planned addition to Head Coach, match. This led to a believe that sports can go globally for 2024.

Sunil Gupta, CEO,

advocates for the spirit of cricket, we commend Launching the event, the Beyond Boundaries

'Kerala Cong leaders want to join BJP' Chennai, April 26 Assam Chief Minister

Meanwhile, BJP

artwork that captures the fifty planned containers with. Our commitment communities and Congress leaders from spirit of cricket and its have now been unveiled towards cricket, transform lives, and we Kerala have globally. This Delhi therefore, is to make sure are grateful for partners approached BJP of Delhi, will also serve launch also signifies the that players, especially like DP World who share leaders and held discussions to form a DP World will regional party to align India following the 2023 game. We are dedicated continue to leverage its with the BJP, Assam The launch event of ICC Men's Cricket to supporting talent at interconnected global Chief Minister the latest Beyond World Cup. As an every opportunity and network across 74 Himanta Biswa Sarma

Sabha elections, the in Chennai and Delhi."

A few told a news channel.

both traditional

television and OTT

platforms are

indispensable in

today's age, and with

our proposition, we aim

to reaffirm their equal

"At Dish TV,

only benefit our

them with unparalleled

but also ensures that

their preferences and

satisfaction remain at

endeavours. With

'Dish TV Smart+'

importance."

sources told UNI that "People close to a three-time Congress MP contesting against a union minister in Kerala have also approached Himanta Biswa Sarma. They also met BJP and RSS Discussions were leaders and held held in Delhi and discussions in October further decisions in 2022, November 2022 this regard will be and November 2023. taken after the Lok Discussions were held



discussions to join the the sources added. ruling BJP after take place before the Lok Sabha elections. 2026 Assembly

"They held elections in Kerala,"

Responding on the breaking away from issue, the Assam Chief the Congress. Minister claimed that However, many currently these talks p o l i t i c a l were put on hold and it developments will will resume after the

Apollo Hospitals Group becomes the largest hospital network to have the most JCI Accreditations

2024: Apollo excellence. Hospitals Group announced its seventh consecutive accreditation by the Joint Commission International (JCI) for its Flagship Hospital, Apollo Greams Road. This prestigious recognition reaffirms Apollo's steadfast dedication to excellence in healthcare

delivery, patient safety,

and quality outcomes.

The journey towards in Delhi in 2005, marking a significant milestone in Apollo's commitment to meeting global healthcare standards. Since then, Apollo Hospitals across various locations have embarked on similar journeys, striving for excellence in healthcare provision.

and the hospital recently completed its 7th JCI reaccreditation in March 2024, demonstrating consistent adherence to international standards. Similarly, Apollo Hospitals in Hyderabad initiated their JCI journey in 2006 and achieved their 7th JCI reaccreditation concurrently with Chennai in March 2024.

In Bangalore, the JCI journey commenced in 2008, with the hospital achieving its 6th JCI reaccreditation in October 2023, showcasing sustained commitment to quality and safety. Kolkata's journey began in 2009, and the hospital recently completed its 5th JCI reaccreditation in September 2021, further solidifying its

Chennai, April 26 d e d i c a t i o n t o accreditation, hospitals practices in healthcare

In Ahmedabad, the journey began in 2016, leading to the hospital's 3rd JCI reaccreditation in June 2022, reflecting c o n t i n u o u s improvement in healthcare standards.

Additionally, Apollo Hospitals' commitment to excellence extends to newer facilities like the Apollo Proton Cancer Centre (APCC), which commenced its JCI journey in 2020. The APCC recently completed its 2nd JCI reaccreditation in June Vice Chairperson, 2023, demonstrating a Apollo Hospitals Group In Chennai, the strong dedication to Said: "We are deeply healthcare standards.

The culmination of these successful reaccreditations reflects Apollo Hospitals Group's unwavering dedication to providing world-class healthcare services across its network of hospitals, ensuring patient safety, and delivering superior quality outcomes.

JCI accreditation is a prestigious recognition bestowed upon h e a l t h c a r e organizations that demonstrate adherence to rigorous standards of care. For Apollo Greams Road, this accreditation signifies a steadfast dedication to excellence in healthcare delivery, encompassing patient safety, quality of care, and effective leadership and governance. To achieve

measurable outcomes, safety. e n s u r i n g comprehensive and rigorous standards are met across various

aspects of healthcare

delivery. care practices.

Ms Preetha Reddy,

reaffirm our promise to accreditation. provide exceptional care, fostering trust and confidence in every patient we serve. Together, we proudly uphold the Gold Seal of Approval, ensuring that our patients receive nothing but the very best in healthcare."

globally recognized professional organization dedicated satisfaction. to promoting best

Joel A. Roos, President International Accreditation, Quality December 2023, patients, it ensures International commitment to healthcare services, organization. m a i n t a i n i n g instilling confidence Congratulations to you, affiliation with a JCI- this recognition and

JCI evaluates journey began in 2006, upholding global honoured to once again hospitals on key receive the prestigious parameters including echoes the growing JCI accreditation, a patient safety, quality of body of research testament to our care, and leadership and highlighting the enduring dedication to governance. These profound impact of delivering unparalleled parameters are exercise may have on healthcare services. interconnected, with the quality of life for This achievement improvements in one individuals being underscores our area positively treated for metastatic relentless pursuit of impacting others. breast cancer. Staying excellence and Measures such as active complements u n w a v e r i n g infection control, metastatic breast cancer commitment to global clinical outcomes, and treatments by standards of quality and effective leadership bolstering physical patient safety. With contribute to achieving strength, reducing each accreditation, we and maintaining fatigue, and improving

> healthcare services, ensuring confidence, safety, and access to care. For doctors, it represents a commitment to Joint Commission excellence, continuous International (JCI) is a improvement, and

Importance of Personalized Treatment and **Exercise Strategies for Metastatic Breast Cancer**

must adhere to 1182 quality and patient 2024: In the dimly lit it's important to curate feel empowered, and resilience. This positive of weights and the consultation with your approach to care." rhythm of treadmills, Anisha finds solace. Improvement, and Diagnosed with Patient Safety, Joint metastatic breast cancer C o m m i s s i o n three years ago, her JCI accreditation International said: "It is journey has been a Navi Mumbai started its holds significant with great pleasure that roller coaster of journey in 2017 and importance for both I inform you of the emotions and physical achieved its 3rd JCI patients and healthcare decision to grant Joint challenges. In the quiet reaccreditation in professionals. For C o m m i s s i o n moments between conversations with her highlighting a access to high-quality Accreditation to your doctor, discussing treatment options and strategies to enhance JCI accreditation began international standards. and trust in the care and all the other leaders her quality of life, provided. For doctors, and staff for achieving Anisha discovered a haven in the act of accredited hospital your commitment to exercise. For Anisha, signifies a commitment provide quality care on sweating it out at the to professional an ongoing basis. The gym is not just about excellence and citizens of India should physical fitness; it's her c o n t i n u o u s be proud that Apollo sanctuary, a place improvement in patient Hospitals is focusing on where she finds mental this most challenging fortitude and resilience goal - to continuously to combat the daunting raise quality and patient reality of living with safety to higher levels." metastatic breast

Anisha's story mood. Along with the For patients, JCI traditional realms of accreditation signifies a treatment, exercise is certain standard of emerging as an ally, quality and safety in offering a holistic

Chennai, April 26 the disease. However, journey with resilience, of empowerment and oncologist.

In the multifaceted

journey of metastatic regular physical breast cancer, activity into metastatic embracing a holistic breast cancer treatment approach is paramount. plans can provide a Dr. Raja. T, Director, myriad of benefits. Medical Oncology, Some recent studies Chennai said, "A exercise can help crucial aspect of common symptoms p r o v i d i n g such as fatigue, pain, comprehensive care to and anxiety associated metastatic breast cancer with metastatic breast patients is to encourage cancer. Additionally open communication evidential support has between the patients shown that regular and their healthcare exercise also helps providers. Such patients in improving conversations help in sleep quality and establishing trust, overall functional promote partnership, status while going and facilitate informed through treatment. The decision-making. preferable-effect study, treatment should shift prospective trial management continues towards advanced conducted in five to evolve, the therapies that cater to European countries integration of exercise the individual patient's plus Australia, showed into comprehensive approach marks the and high-intensity beginning of a new era exercise program for 9 in personalized care for months had a positive metastatic breast cancer effect on cancer-related lifestyle factors such as metastatic breast exercise, diet, nutrition, cancer. and physical activity play an essential role in improving treatment outcomes and the overall well-being of the patient. By releasing endorphins diagnosed with integrating these and reducing stress metastatic breast cancer approach to managing elements into the hormones, physical can maintain active and the physical and treatment plan, patients activity fosters a sense fulfilling lives. psychological toll of can navigate their

How Staying Active Importance of Can Complement your Embracing Holistic Metastatic Breast **Cancer Treatment**

Incorporating Apollo Hospitals, have shown that regular Besides, the focus of a randomized, metastatic breast cancer needs and enhance their that participating in a care strategies hold quality of life. This supervised, moderate- immense promise. patients. In addition to fatigue and quality of clinical treatment, life in patients with

Nissan Rolls Out Free Nationwide

AC Check-up Camp for customers

gym, amidst the clinks your exercise regime in commit to a holistic mindset and enhanced emotional well-being can empower individuals to take a more engaged approach to their overall care

> Furthermore, the findings underscored the significance of a symbiotic relationship between personalized treatment plans and tailored exercise regimens, in consultation with your oncologist. From aerobic exercises to strength training and mind-body practices such as yoga and meditation, the key lies in finding activities that resonate with each individual, fostering a sustainable and enjoyable approach to

As the landscape of

Anisha's journey exemplifies the transformative power of exercise, illuminating a path towards resilience, strength, and inner peace. By embracing a Moreover, exercise holistic approach that helps with the includes innovative psychological distress treatment options and often associated with a personalized fitness cancer diagnosis. By regimens, women

Keen on strong economic ties with India: Wickremesinghe

Chennai, April 26 Sri Lanka is 2024: looking to accelerate greater economic cooperation with India with the tourism sector taking the lead, the island nation's President Ranil Wickremesinghe said on Thursday.

India's status as a rising economic giant and Sri Lanka's location as a strategic logistics hub will complement each other in driving forward the two economies, he said while addressing the opening of Indian firm ITC Hotels' first overseas property, said. ITC Ratnadipa here.

this icon (ITC Ratnadipa) will help increase tourism into Sri Lanka, more particularly from India. Now these are part of the vision statement which



(Narendra) Modi and I signed last year on how do we integrate our economies and we get closer," Wickremesinghe

The economic "I have no doubt that background, the Lanka will have here." convertibility of Indian rupees, all have now been laid, he said, adding,"so this is the start. I think more than any other sector we identified this

He further said, "Information technology is another area that we will be moving fast on and there are many other projects that India and Sri

Highlighting how the two countries stood to gain from greater cooperation, he said,"India is now one of the rising economic giants and we, Sri Lanka,

is in a crucial location for logistics, and next to

tourism sector, Wickremesinghe said, "I between 15th April to have no doubt that for 15th June 2024 at all many years, Sri Lanka will Nissan authorized be the appropriate place to service workshops spend holiday. In time to across India where all come it would be easier for a person in Bengaluru, Chennai or Hyderabad to for a wide range of jump into a plane and services and discounts. come here than go to the Nissan's highly skilled northern part of India."

hotel, which is one of the conduct the AC checkbiggest investments in Sri by an Indian firm at Genuine spare parts Lankan hospitality sector around Rs 3,000 crore, he ensuring a seamless said,"I hope this will service experience. encourage many other hotels, many other and invest here."

2024: Nissan Motor India has announced a two-month long free AC check-up camp for its

Chennai, April 26

customers across the country, reaffirming its commitment towards customer centricity and service excellence. Nissan will conduct the Specifically for the AC check-up camps customers are eligible and trained service Referring to ITC's new professionals will up camp, using Nissan

All Nissan and companies from other Datsun vehicle owners parts of the world to come can schedule a service appointment for the



check-up through the 120 service workshop can benefit from NISSAN ONE App or network, which discounts on the Nissan Motor India currently caters to all parts/accessories (as per w e b s i t e Nissan and Datsun dealer discretion), up to (www.nissan.in) with branded vehicles. ease. This initiative not only enhances Nissan's promise of a hassle-free ownership experience but also serves as a token of appreciation and drop to customers for customer confidence opting for PMS in the Nissan brand. The service camps will be Maintenance Service). held across the company's extensive

The camp will offer a comprehensive 20point check-up that includes a free car top wash, and a free pick-up (Periodical Additionally, customers

20% discount on labour charges and up to 10% on Value Added Services (VAS). The company encourages all Nissan and Datsun to take advantage of these exclusive offers and ensure optimal performance and longevity of their vehicles.

Bayer partners with the Government of India's Common Service Center (CSC-SPV) and Gram Unnati to facilitate last mile delivery of agri-inputs to smallholder farmers

Chennai, April 26 Bayer, a global enterprise with core competencies in the life science fields of healthcare and agriculture, announced its partnership with the Ministry of Electronics and Information with access to quality communities. agri-inputs through digital capability building and strengthen rural livelihoods and farm incomes. The partnership will support farmers in Telangana, Andhra Pradesh, Karnataka, Tamil Nadu and Kerala in the first phase of execution. Besides access to the entire range of Bayer's agri-solutions from seed to harvest, farmers can also avail of crop-specific agronomic advisory through CSC's online platform.

CSC-SPV aim to potential to enhance their governance platform, is empower over 500,000 livelihoods sustainably." (0.5 million) smallholder farmers over the next two



Simon-Thorsten

Wiebusch, President,

Bayer South Asia said, "Smallholder farmers are vital in ensuring food and nutritional security in the country and Bayer is dedicated to empowering them through the expansion of access to & CEO, Gram Unnati essential agricultural inputs and expert delighted to work with agronomic guidance, Bayer CropScience and driven by digital innovation and collectivization. Our association with the breaking association. We Government of India's Common Service Center As part of the MoU, and Gram Unnati will Smallholder farmers will help bring us closer to our be able to access timely shared goal of crop advisory, transfer of empowering farmers as good agricultural we bridge the gap to practices and access to remote farming premium Bayer products communities, promote through CSC's online financial literacy and portal. Gram Unnati will foster an entrepreneurial facilitate farmer spirit leading to mobilization and ensure optimized resource market linkages. utilization, and Together, Bayer and maximizing farm collaborative e-

Technology (MeitY)'s years. To facilitate easy & CEO, CSC-SPV said. Common Service Center access to quality inputs, "We are excited to (CSC-SPV), a strategic agronomic support, and collaborate with Bayer cornerstone of the encourage agri- and strengthen our eproject platform for National e-governance technology knowledge commerce platform to plan which aims to usher transfer based on the scale support to Alliance' led by Bayer rural India into a digitally latest practices, Bayer smallholder farmers empowered era and foster will also nurture agri- through our technologythrough which the a knowledge-based entrepreneurs by powered ecosystem. By economy. The strategic leveraging village-level leveraging our synergies collaboration aims to entrepreneurs of CSCs with Bayer Crop Science provide Indian farmers from within the local Limited, we envision sustained enhancements in rural agriculture within

the identified centres.

This partnership will

tailored solutions, to

community and agri-

entrepreneurs." Aneesh Jain, Founder said: "We are extremely CSC e-Governance to play the role of a key facilitator in this groundare already developing a system with CSC e-Governance to enable farmers to sell their end produce through the VLE network. This collaboration will enable farmers to get timely access to high quality agri inputs, thus further improving their crop quality and yields too."

The CSC scheme, a part of the Digital India Sanjay Rakesh, MD programme. The Special late 2020. programme. The Special

aims to facilitate the delivery of government, private and social sector services to Indian citizens through the CSC network. It supports linkages, connecting villages in India through high-speed internet and scaling the delivery of products & services to reach the last mile.

It also offers a robust

'Better Life Farming

CropScience Limited,

company can further contribute to sustainable income enhancement while promoting marketoriented agriculture practices and services amongst smallholder enable last mile access to farmers. Under the partnership, Bayer will better support the rural also facilitate womenfocused training on financial literacy, management and agribusiness practices. Furthermore, the company aims to strengthen the capacities of Farmer Producer Companies (FPCs) in alignment with their needs to enhance business and financial management. The collaboration will also support the scaling up and increased adoption of Bayer's digital interventions amongst smallholder farmers, across the country.

> The newly announced partnership follows an ongoing pilot engagement project running between Better Life Farming centres and CSC in Jharkhand's Lohardega district since

which was co-created in

collaboration with the

Rainforest Alliance in

2003. The program now

includes over 150 ,000

Nestlé India launches the much-awaited NESPRESSO

Chennai April 25 The muchawaited NESPRESSO, the pioneer in premium coffee with its range of exclusive coffees will be launched in India by the end of 2024. The NESPRESSO coffees and machines will be available in both original and professional systems, to serve domestic and professional consumers. exported to Nestlé The first NESPRESSO boutique is intended to be opened in Delhi, before expanding to other key cities. NESPRESSO will also be sold online through e-commerce platforms. This launch will bolster Nestlé India's premium coffee offerings.

certified B CorpTM - plays extraordinary coffees. In a pivotal role in driving recent years, coffee coffee innovation, consumption in India has discovering unparalleled witnessed a surge, with a c o f f e e b l e n d s, discernible trend towards formulating new recipes, in-home consumption. A and offering a premium growing young coffee experience for population, exposure to consumers. All global trends, and new NESPRESSO coffees are experiences has in Switzerland and Nestlé.'



markets worldwide.

Suresh Narayanan, Chairman and Managing Director, Nestlé India said, "I am very happy that NESPRESSO will soon be available for consumers, coffee aficionados and coffee connoisseurs in India, to unlock new experiences NESPRESSO a and discover

to see the brand continue the country. to grow in this promising coffee market."

manufactured in high established India as one of on high-quality beans in over 90 markets and quality, state of the art the fastest-growing through the NESPRESSO has a network of over 800 manufacturing factories coffee markets for AAA Sustainable boutiques in QualityTM Program, approximately 500 cities.

coffee farmers across 18 countries. Around 600 NESPRESSO agronomists work directly with farmers, providing training and resources to improve coffee quality, farm Guillaume Le Cunff, productivity and CEO of Nestlé sustainability. By selling NESPRESSO S.A., said, high quality coffee to "I am delighted that we NESPRESSO, the will be introducing farmers receive a NESPRESSO to coffee premium which could lovers in India. For almost improve their income and 40 years, NESPRESSO a more secure livelihood. has been committed to Over 93% of coffee is elevate the coffee sourced sustainably experience through our through the NESPRESSO signature taste, and our AAA Sustainable commitment to QualityTM Program. sustainability embodied NESPRESSO has been in our firm belief that sourcing high quality coffee can be a force for green coffee from India good. After sourcing since 2011 and works green coffee from India directly with around since 2011, I am excited 2,000 coffee farmers in

Headquartered in Lausanne, Switzerland, NESPRESSO focuses NESPRESSO is available

Hindustan Coca-Cola Beverages completes its multi-state initiative of upskilling 25,000+ youth

Hindustan 2024: Coca-Cola Beverages (HCCB), one of India's leading FMCG companies, has announced the successful completion of its multi-state upskilling initiative of sales and marketing training for 25,000+ youth. This milestone marks a significant acceleration in narrowing the skill-gap, boosting employability, resonating with HCCB's commitment to youth empowerment announced in August last year.

Chennai April 25

Y4D Foundation. Spanning across 8 Indian states including Bihar, Maharashtra, Telangana, Tamil Nadu, Madhya Pradesh, Andhra Pradesh, Gujarat, and Odisha, the program aimed to equip recent graduates, university students and college dropouts who are 18 years and above with job-relevant skills. The program was designed to cater to the varied needs, interests, and proficiency levels of youth from different backgrounds, enabling e f f e c t i v e comprehension. In addition to access to online platforms and guidance from industry professionals, the initiative also connected learners with local industries and entrepreneurial prospects to facilitate employment.

online training and 6 India." hours of face-to-face interaction. It is a selfpaced learning program hosted on Learning Management System (LMS) which the



Career Guidance.

Reflecting on this milestone, Mr. Himanshu Priyadarshi, Chief Public Affairs, Communications & Sustainability Officer, Hindustan Coca-Cola

various state program and including with the necessary enhancements.

The initiative was Personal Branding, this milestone, our increase our customers partnership with the Development and further investments in loyalty. I also started inclusive and impactful stronger in the market."

opportunities," he Beverages, said, "This beneficiaries of the inclusive growth. announcement marks program from Alongside the the culmination of our Maharashtra, Ms. significant achievement strategic initiative to Dipali Salunkhe said, of empowering 25,000 upskill 25,000 youths in "When I enrolled in the youth, the company has sales and marketing Sales and Marketing also equipped 25,000 across multiple states. Training Program by women with digital and This endeavor is a core HCCB, it transformed financial literacy component of our my professional training and is sustained commitment journey. Prior to the advancing 'campus to to drive meaningful program, working in the corporate' programs for empowerment in our hospitality field, I students under communities. By underestimated the Telangana Academy for equipping these young importance of effective Skill and Knowledge individuals with communication and (TASK). The essential sales and customer relations in community programs marketing skills, we my industry. However, by HCCB have enhance their the program changed benefitted over employability and this perspective when I 7,50,000 individuals actively foster their gained valuable with the installation of professional and insights and practical Water ATMs and RO e c o n o m i c skills in these areas. units providing safe, development. This Upon implementing the clean drinking water in initiative is aligned with learnings from the multiple states, The sales and our corporate values training sessions, I classrooms equipped marketing initiative is a and resonates deeply noticed a significant with smartboards in 30-hour program. This with the national goals improvement in my local schools enabling includes 24 hours of for a more developed interactions with digital learning, customers and Sustainable "We thank the colleagues alike. Agricultural Practices Thanks to the program, training for farmers and governments for Iam more confident and other vocational supporting this competent in my role, trainings as well as employment-focused and feel empowered infrastructural

from Gujarat, Mr. Chintu Ghevaram Prajapati said, "I used to run my family's optical business in a traditional manner, and it was not making much money. After the Sales and c o n d u c t e d i n P r o f e s s i o n a l focus shifts towards base and gain their socio-economic using digital marketing e m p o w e r m e n t and social media after programs, ensuring we the program which has continue to provide made our business

Another beneficiary

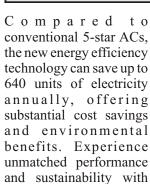
HCCB remains committed to champion "One of the initiatives that foster

EESLMart | Product Portfolio and Specifications

Chennai, April 26 LED Bulb- 6 Watts 5 Star. A 6-watt LED Bulb promises to deliver a remarkable 30% energy savings while maintaining the same level of light intensity as a 9-watt LED bulb. With a minimum lifespan of 25,000 hours, it ensures enduring brilliance, maintaining over 70% of its luminance even after 6,000 hours of use. Featuring a wide beam angle exceeding 120 degrees, it disperses light evenly, creating a welcoming ambiance in any environment.

1.0 TR Super-Efficient 5 Star AC

EESL's Super-Efficient 1.0 Ton Air Conditioners come with an impressive Indian Seasonal Energy Efficiency Rating Efficient 5 Star AC (ISEER) of 6.2.



1.5 TR Super-



EESL's Superconventional 5-star ACs, Efficient 1.5 Ton Air the new energy efficiency Conditioners with triple technology can save up to inverter technology come 640 units of electricity with an impressive Indian annually, offering Seasonal Energy substantial cost savings Efficiency Rating and environmental (ISEER) of 5.8. benefits. Experience Additionally, unmatched performance maintenance is effortless and sustainability with with self-cleaning EESL's super-efficient technology along with hydrophilic and nano coatings on copper parts. 0.9, illustrating our Compared to conventional 5-star ACs, sustainability.

technology can save up to 640 units of electricity annually, offering substantial cost savings and environmental benefits.

the new energy efficiency

BLDC Ceiling Fan- 5 Star (with remote)

BLDC Ceiling Fan is meticulously engineered to elevate your cooling experience while prioritizing energy efficiency and performance. With a diameter of 1200 mm and three aerodynamically designed blades, this fan ensures optimal air delivery of over 220 cubic meters per minute. Featuring a 5-star BEE rating, it consumes only 28 to 30 watts of power while maintaining a power factor greater than commitment to