

**Chief Secretary launches career guidance programme in Tamilnadu**

Chennai, May 08 2024: The Chief Secretary Shivdas Meena launched the 2024 edition of "Kalloori Kanavu" program at the Anna Centenary Library in Chennai.

N. Muruganandam, Additional Chief Secretary, Taraz Ahmed, Secretary, Department of Special Programme Implementation, Secretary, J. Kumaraguruparan, Department of School Education, District Collector Rashmi Siddarth were present at the event.

The Naan Mudhalvan initiative, a

comprehensive career guidance program designed to support and empower students who have recently passed their 12th standard exams.

This initiative has been empowering students since 2022. The 2022 edition of Kalloori Kanavu successfully benefitted over 75,000 students across the state.

The program will be inaugurated on wednesday, May 8th, 2024, at 9:30 AM at the Anna Centenary Library in Chennai, Tamil Nadu.

Kalloori Kanavu aims to equip students with the knowledge and resources they need to



make informed decisions about their future careers. The program will provide exposure to various career paths, and selection modes for higher education, facilitate education loans, and offer individual counseling sessions. Students attending the program will be given a valuable Kalloori Kanavu

Booklet containing information on various fields of study.

Secretary, Department of Special Programme Implementation, Secretary, Department of School Education, Vice Chancellor, Anna University, Vice Chancellor, Dr. MGR University were present at the event.

The program will feature presentations by domain experts who will provide students with valuable insights into what a career in those specific fields will be like. This will include: Career Guidance: Jayaprakash Gandhi, Engineering: Vice Chancellor, Anna University.

Arts, Science, Humanities: Sujith,

Charles Godwin. Law: Justice Vimala, (Retd.), Bank Loans: Vanangamudi, Motivation: Bharathi Baskar, Motivational Speaker and Medicine: Vice Chancellor, Dr. MGR University.

Following the inauguration in Chennai, the Kalloori Kanavu program will be conducted across all 38 district headquarters in

Tamil Nadu from May 8th to May 13th, 2024. Nodal universities will be setting up stalls at each location to provide students with even better clarity on their educational opportunities. These stalls will showcase the various programs offered and answer any questions students may have.

This program offers a unique opportunity for students to explore their career potential and understand the different pathways available to them. The Naan Mudhalvan initiative encourages all 12th-standard passed students

in Tamil Nadu to attend the Kalloori Kanavu program.

Chief Secretary inaugurated 'Naan Mudhalvan Kalloori Kanavu' project' at a function held at the Anna Centenary Library in Chennai. N. Muruganandam, Additional Chief Secretary, Taraz Ahmed, Secretary, Department of Special Programme Implementation, Secretary, J. Kumaraguruparan, Department of School Education and District Collector Rashmi Siddarth were present at the event.

**Chennai's Amirta explores new avenues in the field of Education Launches International College of Aviation with world class infra Assures 100% placement, international exposure**

Chennai, May 08 2024: Chennais Amirta has launched its International College of Aviation, with 100% placement assurance and international exposure with world class infrastructure.

Chennais Amirta group of institutions, pioneer in the field of Hotel Management for the past 14 years has now crossed a milestone by stepping into the field of Aviation with its new International College of Aviation in Mount Road, near Thousand lights metro.

During the launch event the Operational Head of Chennais Amirta Suren welcomed the

gathering. During his speech he said, "The name Chennais Amirta means Quality. Chennais Amirta has been beacon of education for the past 14 years. With lots of laurels in its path, Chennais Amirta has created a record in the 120 year history of Culinary Olympics by securing a gold medal, for the first time this February. To adorn our path with more and more success Chennais Amirta is happy to enter into the field of Aviation following our huge success in the field of Hotel Management", he concluded.

The chief guest for the event Scientist, Visiting professor of Anna University, Dr. E.K.T.

Sivakumar while addressing the gathering said, "I have been associated with Chennais Amirta Educational Institution for a long time. Apart from being an educationalist, I have also established a foundation called ESRO and through that I have been guiding rural students by providing scholarships for their higher educations. The chairman of Chennais Amirta Bhoominathan has been an active member in the organization.

Knowledge is a huge investment that anyone can make. It can take you to places that you cannot imagine. With a huge vision and mission in hand, Boominathan has



given a forefront in the field of education, wherein students can make use of the opportunities available by developing their skills.

I have contributed to the global development with nanotechnology. From that I could say that technology speaks and can elevate the life of students. In the path of technology, now Chennais Amirta has launched its International Aviation College. I wish them all success in their process of lighting lives through education," he said.

The Chairman of Chennais Amirta group of Institution, Boominathan while addressing the gathering on the launch of Chennais Amirta International Aviation College said, "With the launch of Chennais Amirta College for Hotel Management in the year 2010, we created a revolution in the field of Hotel Management by providing practical and industry-focused education, first of its kind in the industry. We have raised the standard of hotel management with quality skill based

education.

Today, we can see the importance of cookery shows and chefs in national and international televisions. We are happy to have been a major contributor to the industry. We are proud to have provided assured placements, creating a record of more than 25,000 job placements till date.

Today, we are excited to step in to the field of aviation with our new Chennais Amirta International College of Aviation. Just like the field of hotel management, aviation has increased demand for

skill based expertise. In Chennai Airport around 3000 skilled people are required to take care of various activities from crew members to those managing Avionics technology, Air traffic control, Aircraft operations support and many more. We have a total of 137 airports in India, thus 4 lakh 11 thousand requirements for skilled people. But there are only very few skilled experts available on field.

To bridge the gap through education, we have launched our Chennais Amirta International College of

Aviation with 3 year degree, diploma and skilled based programme. We will be functioning at our newly constructed campus at Mount Road, near Thousand lights metro with world class infrastructure. In short through Chennais Amirta we create skilled experts who stands out from the crowd. With our series of programs we request the students to make use of the opportunity and Learn easy, travel the world with Chennais Amirta, he concluded.

CEO of Chennais Amirta Kavitha Nandakumar during her address said, "Winners don't do different things, but they do things differently. Chennais Amirta group of Institutions has marked huge successes by doing things differently. We have been a pioneer in the field of hotel management and now I am sure that we will also become a pioneer in the field of aviation with our newly launched Chennais Amirta International college of Aviation. We thank our backbone and pillar of our support, the chairman

Boominathan", she concluded.

Chief Academic Director Leo Prasad said, "Today is the happiest day in Chennais Amirta, as we stand with our new baby, International College of Aviation. Chennais Amirta has been cultivating the next generation, opening its doors of endless activities. Being a lighthouse of excellence our International College of Aviation is all set to create the next generation of Aviation leaders", he said.

I have a 32 year of experience in hotel management industry. I have worked at various universities. But I can say that out of all other universities and institutes Chennais Amirta, with its excellence has become a role model for other management institutes. The Chairman of our college has never made any compromises on the quality of the education provided in Chennais Amirta. So there is no doubt that Chennais Amirta International College of Aviation will reach great heights in near future, he concluded.

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## Toyota Kirloskar Motor Introduces Innova Crysta GX+ as a New Standard Grade

Chennai, May 08 2024: Toyota Kirloskar Motor (TKM) today announced the introduction of new grade, GX+, in the Innova Crysta lineup. Inspired by the company's focus on customer centricity, the new grade boasts of enhanced features thus reflecting TKM's commitment to delivering excellence tailored to the customer preferences. Reinventing the Innova Crysta line-up, the newly introduced Innova Crysta GX+ grade is loaded with 14 additional features, harmoniously blending functional and aesthetic enhancements, elevating the overall driving experience.



Key highlights of Innova Crysta GX+ include functional features such as rear camera, auto-fold mirrors, DVR, as well as aesthetic enhancements like diamond-cut alloys, wooden panels, and premium fabric seats. Offered in 7- and 8-seater options, the GX+ grade is available in five exciting colours i.e., Super White, Attitude Black Mica, Avant-Garde Bronze Metallic, Platinum White Pearl and Silver Metallic each adding a unique flair to the versatile palette of the vehicle.

Commenting on the new introduction, Mr. Sabari Manohar Vice President, Sales-Service-Used Car Business, Toyota Kirloskar Motor said, "Ever since its launch in 2005 Innova brand has earned an unshakable reputation of being the segment leader by setting industry benchmarks. Synonymous to quality and trust, Innova has served the diverse mobility needs of generations of Indians and continues to hold the

same aspirational value. Time and again our endeavour at TKM has been to keep the brand relevant and multi-functional, based on the evolving customer trends, in line with our customer-centric approach.

The newly introduced Innova Crysta GX+ grade complement our existing line-up of Innova Crysta. The newly introduced features are a leap forward in terms of offering more value through enhanced features and multi functionality. We are confident that the new introduction will continue appeal to a wider audience of customers thus reinforcing Innova's legacy of being India's most loved MPV."

### Robust performance:

The performance of Innova Crysta GX+ sets a new benchmark for power and efficiency in its class with a robust 2.4L Diesel Engine with a 5 speed Manual Transmission with Eco and Power drive modes. The powerful GD diesel engine is equipped with considerable enhanced torque in the low and medium speed ranges. Additionally, the vehicle ensures an improved suspension with pitch and bounce control, keeping cabin movement to a minimum and maintaining a smooth

ride on rough roads.

### Tough Exterior:

The exterior boasts a blend of toughness and sophistication. With a sleek and contemporary design, the Innova Crysta exudes elegance and refinement on every journey. Its meticulously refined exterior features such as the bold front grille, and sturdy bumper not only enhance aesthetics but also elevate functionality, ensuring a commanding presence on the road. Further distinguishing the Innova Crysta GX+ are its imposing silver surround piano black grille and an enticing diamond-cut alloy that underlines its bold stance, adding to its allure.

### Comfortable Interiors:

The interior of the Innova Crysta GX+ sets an example in comfort and convenience with a host of innovative features. Like every other Innova, luxury and comfort are at the core of the new Innova Crysta GX+ with wood finish interior panels, auto-fold mirrors, DVR spelling unparalleled refinement and class.

### Advanced safety offerings:

Safety remains a top priority for Toyota, and the Innova Crysta GX+ is no exception. Equipped with a comprehensive

suite of safety features, including Rear Camera, SRS Airbags, Vehicle Stability Control, and Hill-Start Assist Control, the vehicle offers peace of mind for both driver and passengers. The Anti-Lock Braking System (ABS) and high strength GOA body structure further enhance safety on every journey.

### Value Added Services:

The New Innova Crysta GX+ Grade is complemented by an array of value-added services such as Extended Warranty & Toyota Genuine Accessories, focusing on affordability and flexibility that will be beneficial to the customers. Other options include upto 7-year finance schemes, low EMI with increased affordability, pre-approved funding for value added services and Toyota Smart finance [ Balloon Finance] to support aspirational buying and present customers with a wide variety of choices. Other value benefit services include Toyota's newly introduced 5-year complimentary Roadside assistance, warranty standard warranty of 3 years/1,00,000 km, which can be extended to 5 years/2,20,000 km at a nominal cost.

In addition, the company also recently launched an industry-first "Awesome New Car Delivery Solution" that extends vehicle logistic services till delivery touchpoints by eliminating possible drive down of new cars by the dealer staff to the delivery location. As an industry first, the new initiative will enable Toyota dealers to transport new vehicles from dealer stockyards to their sales outlets on a flat-bed truck.

## Samsung Eyes INR 10,000 Crore Sales from TV Business with the Launch of 2024 Neo QLED and OLED AI Televisions in India

Chennai, May 08 2024: Samsung, India's largest consumer electronics brand, is aiming to hit the INR 10,000 crore sales milestone for its television business in India, with the launch of its 2024 lineup of AI televisions. According to analysts, no television brand has achieved this significant milestone in India so far.

"With the launch of our new range of AI-powered 8K Neo QLEDs, 4K Neo QLEDs and OLED TVs, we are confident of driving our revenues and extending our market leadership

in India this year. In 2024, we are looking at achieving a milestone of INR 10000 crore in revenue from our TV business in India. Our Neo QLED 8K AI TVs promise an immersive viewing experience with lifelike picture quality



and premium audio," said Mohandeep Singh, Senior Vice President, Visual Display Business, Samsung India.

Citing data from research firm Omdia, Samsung said it is India's number one television brand with 21% volume market share as of 2023. Samsung said it is the biggest TV brand in India for the last five years, according to Omdia.

The newly-launched Neo QLED 8K, Neo QLED 4K and glare-free OLED TVs come with transformative power of Artificial Intelligence (AI), helping improve consumers' lifestyles,

Samsung said. The new AI-powered Neo QLED 8K, Neo QLED 4K and OLED TVs redefine the home entertainment experience and offer new innovations across accessibility, sustainability and enhanced security with the power of AI.

Samsung's new AI-powered televisions come with several AI features such as AI Picture Technology, AI Upscaling Pro and AI Motion Enhancer Pro. With the AI Energy Mode, consumers can save power without compromising picture quality.

Samsung Neo QLED 8K is available in two models, QN900D and QN800D, and in sizes of 65, 75, and 85 inches. The Neo QLED 4K is available in two models, QN85D and QN90D, and in sizes of 55, 65, 75, 85 and 98 inches. Samsung OLED TV will be available in two models S95D and S90D in sizes of 55, 65, 77 and 83 inches.

With the new Samsung televisions, users can have peace of mind as these televisions come with Samsung Knox that helps secure every feature, app, and platform. Samsung's Neo QLED 8K range starts from INR 319990,

Samsung's Neo QLED 4K range starts from INR 139990,

Samsung's OLED range starts from INR 164990.

## Data Patterns supports construction of school for children with special needs

Chennai, May 08 2024: Data Patterns (India) Limited (NSE: DATAPATNS | BSE: 543428), a vertically integrated Defence and Aerospace electronics solution provider catering to the indigenously developed defence products industry, has supported in the construction of a new building for Jayam Special School, a school for children with Autism, ADHD, Intellectual Disability, slow learning and learning Disability. This contribution stems from their enduring commitment to the community.

The new building of Jayam Special School was inaugurated at Ayapakkam, Chennai by Mrs. Rekha Murthy Rangarajan, Promoter and Whole-time Director, Data Patterns (India)



Limited. The company has contributed Rs. 29 Lakhs for construction of four classrooms in the new building. This generous contribution has helped build the school which has a play area, hydrotherapy facility, lift for disabled children, OT classrooms, separate hall for baking & confectionaries, computer room and an Auditorium along with classrooms.

Mrs. Rekha Murthy Rangarajan, Promoter and

Whole-time Director of Data Patterns said "Embracing our commitment to social responsibility, it warms my heart that we could construct four classrooms in the new building of Jayam Special School. We believe in nurturing the potential of India's youth, thus fostering a brighter future for generations to come. Knowing that we're making a tangible difference in the lives of those who need it most, fills me with immense joy and pride. Through our

unwavering support for education, we aim to empower specially-abled children and transform communities. Here's to creating more opportunities for education and empowerment in our community!"

Jayam Special School has 174 children enrolled, with hostel facility and follows State Board syllabus for education. This new building will help in improving the quality of life for the children while also supporting their educational and vocational needs. Data Patterns holding true to its value of community empowerment has made this contribution towards education of these specially-abled children and their future, thereby ensuring a self-sustainable life for them.

## Navin's 'Homes Worth more than Gold Campaign' to Mark this Akshaya Tritiya

Chennai, May 08 2024: Navin's, the most Trusted Brand has announced a new campaign to mark the auspicious occasion of Akshaya Tritiya. The Akshaya Tritiya campaign is across Navin's fast move-in 2 & 3 BHK homes across Chennai at Medavakkam, Thirumudivakkam & Valasaravakkam. For homebuyers who's looking for a quality homes with values that are worthier than gold on the auspicious day are assured of homes with irresistible offers, plus up to 32g\* gold.

Akshaya Tritiya - an auspicious Indian festival aiming to secure a prosperous future for home buyers and

property investors. Buying property on this day is believed to bring long-term prosperity and fortune to the buyer.

### Offers:

- Buy 2&3 BHKs at Navin's Hillview and get 16 - 32 grams Gold at Thirumudivakkam.
- Buy Premium 2&3 BHKs Navin's Hanging Gardens and avail up to 32 grams Gold at Valasaravakkam.
- Buy Super Smart 2&3 BHKs and get 16 - 32 grams Gold at Navin's Starwood Towers Vengaiwasal, near Medavakkam.

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Tritiya with Navin's homes across their projects at Medavakkam, Thirumudivakkam and Valasaravakkam. These offers include up to 32 grams of Gold + Irresistible offers to all homebuyers across their 3 Projects during this auspicious period.

Navin's homes offer fast move-in homes with superior Construction Quality, highest appreciation potential, high rental yield, providing investors with a reliable source of steady income. The company encourage customers to prioritize investments that offer enduring value, both in terms of financial returns and quality

standards.

Commenting on the occasion, Mr. Navin, Director at Navin's, said, "Our Akshaya Tritiya campaign is a gift to all those aspiring and dreaming of a new home with utmost quality & value, this festival adds a lot of excitement to buyers. We chose this auspicious time as a lot of property ownership is linked to such dates and we wanted to partake in the joys of homebuyers. The properties listed on the campaign are functionally elegant homes taking to consideration the changing preferences of customers are located at well-connected neighbourhoods of Chennai."

## Sarveshwar Foods Ltd Launches Free certified Sona Masuri Paddy Seeds Distribution Initiative in UT of Jammu & Kashmir

Chennai, May 08 2024: Sarveshwar Foods Ltd. has announced a pioneering initiative aimed at supporting farmers in the Jammu & Kashmir Union Territory through free distribution of certified Sona Masuri paddy seeds, known for their high quality and yield potential, to farmers across the region. Sarveshwar aims to empower the farming community by providing the seeds of export-oriented rice varieties.



Free distribution of certified seed of Sona Masuri paddy will be done at Sarveshwar procurement facilitation center under this program. This initiative reflects Sarveshwar Foods' dedication to empowering local farming communities and promoting agricultural development in the area.

In light of the economic challenges confronting farmers in Jammu & Kashmir, Mr. Rohit Gupta, Chairman of Sarveshwar Foods Ltd, has announced a

compassionate initiative. Under the supervision of the Agriculture Specialist team, Sarveshwar has resolved to distribute paddy seeds free of cost. This distribution will specifically target non-basmati growing areas of Jammu. The primary aim of this program is to extend support to the farmers, prioritizing their welfare and interests in the state.

Sona Masuri Rice is a variety of medium-grain rice mainly grown in Southern India. One of the unique features of Sona

Masuri rice is its ability to absorb flavors and spices easily, making it an ideal ingredient for preparing a variety of Indian dishes. Additionally, it has a lower glycemic index compared to other varieties of rice, making it a healthier choice for people with diabetes. Sona Masuri Rice, due to its increasing popularity, is also finding its position in the international market, mostly exported to countries with a large Indian diaspora.

The distribution will

benefit around 1000 farmers across various regions, including Paragwal, Mirpur, Garkhal, Akhnoor East, Panjtoot, Kour, Jourian, Bakour, Hamirpur in Akhnoor West, and Paharpur, Maharajpur, Haripur, Chadwal, Hariachak in the Kathua Sector. By targeting these areas, Sarveshwar Foods Ltd aims to maximize the outreach of its initiative and ensure that farmers in need receive essential support for their agricultural endeavors.

Sarveshwar Foods Ltd initiative to distribute certified Sona Masuri paddy seeds free of charge in the Jammu & Kashmir Union Territory represents a significant step towards enhancing agricultural sustainability and rural development in the region. By leveraging its expertise and resources, Sarveshwar Foods is not only supporting local farmers but also contributing to food security and economic growth in the area.

## Breakthrough Surgery at MGM Healthcare Restores Quality of Life for Young Lady with Small Bowel Syndrome

Chennai, May 08 2024: Nivetha, a young 25-year-old professional hailing from Chennai, has triumphed over a challenging health journey with the successful completion of a groundbreaking surgical procedure at MGM Healthcare. Nivetha's struggle with Familial Adenomatous Polyposis (FAP) led her through a series of health complications, culminating in a life-changing surgery performed by Prof. Dr. Anil Vaidya, M.D., Chair and Director, Institute of Multi-Visceral and Abdominal Organ Transplant at MGM Healthcare.

Familial Adenomatous Polyposis (FAP, a rare genetic disorder, necessitated the removal of Nivetha's large intestine in 2018 (at a hospital in Chennai), followed by subsequent surgeries due to complications such as desmoids tumors obstructing her small intestine and abdominal wall. Despite facing significant hurdles and a weight plummet to 30 Kgs, Nivetha's unwavering determination

brought her to the care of Dr. Anil Vaidya at MGM Healthcare in April.

Under Dr. Anil Vaidya's expert guidance, Nivetha underwent a small bowel transplantation couple of months ago, a milestone procedure that marks a turning point in her recovery journey. The surgery involved the removal of tumors and restoration of vital digestive function, allowing Nivetha to reclaim her ability to eat and enjoy life's simple pleasures.

"I am immensely grateful to Dr. Anil Vaidya and the entire team at MGM Healthcare for their exceptional care and expertise," shared Nivetha. "This surgery has truly transformed my life, allowing me to return to work and enjoy the things I love."

Dr. Anil Vaidya, renowned for his expertise in multi-visceral transplant surgery, emphasized the significance of this achievement. "Nivetha's case underscores the importance of advanced surgical interventions in restoring quality of life for patients facing complex

digestive disorders." stated Dr. Vaidya. "We are thrilled with her progress and look forward to supporting her continued recovery."

He also added, "In this complex transplant procedure, we replaced the shortened small bowel of the patient with a healthy small bowel (from the donor). Post-transplant, the patient regained her ability to digest food, returned to normalcy, and was weaned off total parenteral nutrition (TPN) in due course. She was discharged within a week of the transplant. The patient has shown phenomenal progress post-surgery and has fully recovered. Nivetha's successful journey from illness to wellness exemplifies the impact of cutting-edge medical care available at MGM Healthcare. Her story serves as an inspiration to others grappling with similar health challenges.

Intestinal transplants are very complex and rare across the world, and very few doctors have a specialization in such transplants. MGM Healthcare is honored to

have played a pivotal role in restoring her health and vitality. The hospital remains committed to pushing the boundaries of medical innovation and delivering unparalleled care to patients from around the world. Nivetha's case emphasizes the importance of a multidisciplinary approach and the tenacity of four medical fraternity to save a life. Her recovery is a testament to the power of perseverance, advanced medical techniques, and unwavering family support.

MGM Healthcare provides a robust clinical program for pancreatic, intestinal, and multi-visceral transplant under the leadership of Prof. Dr. Anil Vaidya, who is an authority in all facets of pancreatic, intestinal, and multi-visceral transplant. Any patient with severe gastrointestinal conditions, including short bowel syndrome, obstructed intestines, stomach, pancreas, liver, intestinal, and/or kidney failure, can benefit from comprehensive multi-visceral transplant program at MGM Healthcare Chennai.

## India's National Apprenticeship Promotion Scheme Fuels Inclusive Growth

Chennai, May 08 2024: India is witnessing a remarkable transformation in its approach to skill development through the National Apprenticeship Promotion Scheme (NAPS). Launched in August 2016, this ambitious initiative has emerged as a game-changer, bridging the gap between formal education and industry demands while addressing the pressing issues of youth unemployment and underemployment.

The enrollment of apprentices has witnessed remarkable growth over the past few years. In the financial year 2018-19, the total number of enrolled apprentices stood at 35,333. However, this figure has skyrocketed to an impressive 931,406 in the current financial year, 2023-24. This staggering increase represents a significant Compound Annual Growth Rate (CAGR) of 74.76% over the five-year period.

Compared to the previous financial year, 2022-23, the current year's enrollment has seen a substantial 26.08% year-over-year increase. The total number of apprentices registered in the financial year 2022-23 was 738,704, while in the current financial year, 2023-24, the figure has reached 931,406.

Leading this surge are states like Maharashtra (263,239), Tamil Nadu (101,519), Gujarat (83,611), Karnataka (78,497), and Uttar Pradesh (71,378), reflecting the scheme's widespread impact across the nation.

NAPS has proven to be a mutually beneficial program, fostering growth

and innovation within businesses while providing valuable on-the-job practical training and opportunities for aspiring professionals. This symbiotic relationship is driving inclusive economic development, empowering individuals from diverse backgrounds, and nurturing personal and professional growth across sectors.

The transformative power of NAPS is best exemplified through the inspiring stories of its beneficiaries. Ranjana, a homemaker from Satna, Madhya Pradesh, embarked on an apprenticeship in lab technology, not only gaining employment post the apprenticeship training but also becoming a significant earner for her family, challenging traditional gender roles and paving the way for financial independence.

Similarly, Vishal, hailing from a modest background in Uttar Pradesh, seized the opportunity to participate in an apprenticeship program. Despite financial constraints, his dedication and newfound expertise as an Assembly Line Operator enabled him to secure a job and support his family, breaking the cycle of poverty.

Shivam's journey from Pilibhit, Uttar Pradesh, to becoming an Automotive CNC Machining Technician at an Aurangabad-based automobile engineering company is another testament to NAPS's transformative impact. Faced with uncertainty about his future after completing his studies, Shivam enrolled in an automotive course through

the National Skill Development Corporation (NSDC). His apprenticeship not only provided him with valuable skills but also empowered him to financially support his family.

These success stories, along with countless others across various companies, illustrate how NAPS is aiding individuals in transcending barriers and fostering inclusive growth.

NAPS aims to bolster apprenticeship training nationwide by offering stipend support, enhancing capacity, and advocating for rapid growth. Its objectives include fostering skilled manpower, incentivizing establishment participation, facilitating upskilling opportunities, and encouraging apprenticeship enrollment in small enterprises and underserved regions, thereby contributing to inclusive economic development and effectively addressing the skills gap in the country.

The National Apprenticeship Promotion Scheme-2 (NAPS-2), an extension and successor of the earlier NAPS initiative, further reinforces this commitment by providing apprenticeship training across India and offering partial stipend support to apprentices engaged under the Apprentice Act of 1961 through Direct Benefit Transfer (DBT) of Rs 1500 per month. It aims to enhance the apprenticeship ecosystem by focusing on capacity building and providing advocacy assistance to stakeholders.

In managing the apprenticeship programme in the country, the National Skill Development Corporation (NSDC) plays

a pivotal role. It oversees the operation of the apprenticeship portal, which serves as a platform for facilitating the enrollment process. Additionally, NSDC is responsible for disbursing partial stipend support to apprentices, both for designated and optional trades, through the Direct Benefit Transfer (DBT) mechanism. Beyond these, NSDC also undertakes capacity-building initiatives for stakeholders involved in the apprenticeship program. This includes organizing awareness campaigns, trade fairs (melas), workshops, seminars, and other events aimed at promoting the program and engaging with various participants.

Furthermore, NSDC acts as an advocate and promoter of the apprenticeship program through advocacy and promotional activities. These efforts are designed to raise awareness about the program's benefits and encourage wider participation from industries, employers, and potential apprentices.

As India continues its journey towards becoming a global economic powerhouse, NAPS stands as a catalyst for change, paving the way for a brighter and more prosperous future for the nation. By fostering inclusive skill development and creating employment opportunities, this pioneering scheme is not only empowering individuals but also shaping a workforce that is future-ready and adaptable to the ever-evolving demands of the industry.

## Uniting for Hope: Thalassaemia Welfare Society Hosts Awareness Event with Actress Suhasini Maniratnam

Chennai, May 08 2024: The Thalassaemia Welfare Society hosted a landmark event on Thalassaemia Day, dedicated to enlightening the public about thalassaemia, the genetic blood disorder that impacts countless lives worldwide. Esteemed actress Suhasini Maniratnam honored the event as the chief guest, reinforcing the mission to enhance awareness and prevention strategies.

Thalassaemia major is a genetic condition that results in reduced capacity of the body to generate adequate red blood cells resulting in severe anemia. A carrier of Thalassaemia has no symptoms at all and if both partners are carriers there is a 25% likelihood of their child having Thalassaemia Major.



Children with this severe form of thalassaemia need regular blood transfusions to stay alive. In India, thalassaemia trait prevalence stands at 3.9%, with an estimated 40 million carriers and 10,000 annual births of Thalassaemia Major. Awareness and a simple blood test during early pregnancy can prevent new births of affected children in our country.

Ms. Suhasini Maniratnam, acclaimed

actress, expressed, "Our collective responsibility is to comprehend and tackle the hurdles encountered by those with thalassaemia. I am privileged to contribute to this pivotal event by the Thalassaemia Welfare Society and urge all to partake in this vital cause." Empower a woman with this knowledge and inspire them to participate in making a future of "Thalassaemia Free India"!

Dr. Revathi Raj, Pediatric Hematologist at

Apollo Hospitals Cancer Centre, remarked, "Thalassaemia represents a significant health challenge in India. It not just a medical condition; it's a call to action for compassion, awareness, and solidarity. Our collective efforts can empower communities with knowledge, provide essential care, and advocate for a future where no child has to endure the burden of thalassaemia."

The occasion shed light on thalassaemia's impact in India, diagnostic practices, therapeutic avenues, and preventative tactics. Domain experts facilitated interactive discussions to dispel prevalent myths and underscore the significance of prompt detection and intervention.

## CSIR - Jigyasa Hosts Student-Science Connect program on Climate Change

Chennai, May 08 2024: Jigyasa Division of the Council of Scientific and Industrial Research (CSIR)-National Institute of Science Communication and Policy Research (NISCP) hosted a Student-Science Connect program titled "Impact of Climate Change: Food and Water Sustainability" today at the Vivekananda Hall, CSIR-NISCP campus, New Delhi.

The program aimed to engage school students and inspire action towards sustainable development through science education. A total of 55 students participated



in the program from two schools: Kendriya Vidyalaya BSF Camp Chawla and Cambridge School, Srinivasapuri, New Delhi.

Prof. Ranjana Aggarwal, Director, CSIR-NISCP said, "In response to the pressing issue of climate change, we have launched the 'Wrinkle Achche Hain' campaign in which staff will wear non-ironed

clothes to encourage energy conservation. Our goal is to raise awareness about climate change and inspire students to actively participate in environmental conservation and energy-saving practices. Through this student-science connect program, we are dedicated to nurturing a generation that is aware of their environmental impact and equipped to

make a positive difference." The event also featured an engaging activity called "Doing Science is Fun," led by Shri Amit Kumar Sharma from the Nirbhaya Science Museum, MCD, New Delhi. A visit to the SVASTIK Exhibition was also a part of the event. Principal Investigator and Nodal of the CSIR-NISCP Jigyasa project, Dr. Suman Ray (Principal Scientist), Dr. Shiv Narayan Nishad, Senior Scientist and Dr. Kanika Malik, Sr. Principal Scientist CSIR-NISCP were also present for the event.

## Rushil Decor Ltd. Board to Meet On May 09 to Consider Q4FY24 Financial Results and Dividend

Chennai May 08 2024: One of the leading suppliers of sustainable MDF and laminates, has announced that its board will meet on May 09, 2024 to Consider, approve and take on record the Audited Financial Results for the fourth quarter and year ended 31st March, 2024 and to Consider the proposal for Recommendation of Dividend on the equity shares of the Company for the financial year ended 31st March, 2024.

Earlier, the company said that it is poised to double its exports to INR 500 crores within the next 3-4 years, leveraging a synergistic



strategy that encompasses the initiation of a laminates project and an augmentation of the proportion of value-added products in overseas markets. The company had also added earlier that "In the month of December, the company's Chikmagalur plant in Karnataka not only achieved its highest-ever sales

volume but also demonstrated exceptional operational efficiency, surpassing 120% in capacity utilization. Rushil Decor's Eco-Friendly MDF segment has achieved a noteworthy milestone with value-added products now constituting 52% in value terms. Looking ahead to Q4FY24, the company aims to further elevate this proportion to 55%. This targeted approach is anticipated to have a substantial positive impact on its overall realizations, reinforcing its dedication to product diversification and enhanced value creation."

## Samsung India Launches Two High Capacity Power Banks with Super-Fast Charging

Chennai May 08 2024: Samsung, India's largest consumer electronics brand, today announced the launch of two power banks that have been designed for convenience of users on the go. The 20000mAh power bank comes with 45W super-fast 2.0 charging and the 10000mAh power bank supports wireless charging and 25W super-fast wired charging, offering users great options to keep their devices charged on the go.

The 45W 20000mAh power bank, priced at INR 4299, supports triple port charging capability and can charge three devices simultaneously. Users can not only charge their smartphones, but



can also charge headphones, gaming consoles, cameras or laptops concurrently with added convenience and far less hassle. Using high-quality lithium-ion batteries, Samsung's 20000mAh power bank supports low current charging and is compatible with mainstream smartphones and digital devices, meeting users' high daily demand for power. The 25W 10000mAh super-fast power bank,

priced at INR 3499, can charge a wide range of devices including smartphones, watches, buds and digital devices. The dual-port charging capability of the power bank allows users to plug in and power two devices at once. Additionally, the Qi certified power bank can charge a wide range of digital devices wirelessly with up to 7.5W.

The power banks are made with UL-certified recycled materials which help reduce carbon emissions and conserve the planet's precious resources.

Available in Beige colour, the power banks are on sale on Amazon, Samsung.com and at leading retail stores.

## Railways effectively manages the water supply arrangements at Dr MGR Chennai Central and Chennai Egmore Railway Stations

Chennai May 08 2024: A section of the media has wrongly reported that there is water scarcity at Chennai area railway stations. In this connection, Railways would like to highlight the efforts taken by the Railway administration to effectively manage the water requirements during the ongoing summer season.

Water supply arrangements in Chennai area

The water supply demand at Dr MGR Chennai Central and Chennai Egmore (including coach watering arrangements) is mainly being met with water supply from Chennai Metro Water Supply & Sewerage Board and with available resources in Railway premises.

Basin Bridge Coaching Depot, which maintains around 45 trains, has a demand of 51.72 lakh litres of water per day, of which

38.11 lakh litres is being met by Chennai Metro Water Supply & Sewerage Board (CMWSSB) and 13.61 lakhs litres is being met through Borewell and supply by lorries.

Dr MGR Chennai Central railway station requires 11.63 lakh litres of water per day for maintenance and coach watering. Of this, 0.85 lakh litres is being met by Chennai Metro Water Supply & Sewerage Board (CMWSSB) while Borewell and lorries supply 10.77 lakh litres every day.

The demand of 3.5 lakh litres per day at Chennai Suburban Terminal (MMC) is being fully met by Chennai Metro Water Supply & Sewerage Board (CMWSSB).

Chennai Egmore railway station posts a demand of 23.70 lakh litres per day of which 5 lakh litres is supplied by Chennai Metro Water Supply & Sewerage

Board (CMWSSB) and 18.70 lakh litres is being met through Borewell and supply by lorries.

From the above, it is evident that there is no shortage of water till date and the requirement of 90.56 lakh litres of water per day is fully met through the combined resources of Chennai Metro Water Supply & Sewerage Board and through Railway borewell/tanker lorries. All the trains maintained at Basin Bridge and Gopalsamy Nagar Depot at Chennai Egmore are cleaned using recycled water and watering of coaches is being done during daily maintenance.

Water supply arrangements at enroute stations

Southern Railway has made standby arrangements for watering at Katpadi, Jolarpettai, Salem and Erode stations in Chennai - Erode/Bengaluru route.

All pass-through trains skipping Dr MGR Chennai Central are watered at either Katpadi or Jolarpettai based on operational feasibility. Similarly, standby arrangements for watering has been made at Chengalpattu, Villupuram, Madurai and Tirunelveli for Trains in the Chennai Egmore - Tirunelveli sector.

Railway Officials responsible for watering of coaches at stations are sensitised and mandated to monitor the water supply and availability in real time basis without any lapse.

Passengers can use the Rail Madad app for lodging complaints about lack of services in trains and in the stations which will help the Railways to serve better.

Southern Railway appeals to passengers and rail users to avoid wastage of water at railway stations and on board trains.

## Fabless semiconductor startup Mindgrove launches India's first indigenously designed commercial high-performance MCU chip

Chennai May 08 2024: Mindgrove Technologies, a Peak XV Partners-backed fabless semiconductor startup, has launched India's first commercial high-performance SoC (system on chip) named Secure IoT. The RISC-V-based chip will allow Indian Original Equipment Manufacturers (OEMs) to use an Indian SoC in their products and help reduce the cost of their feature-rich devices, without compromising on high-end features. The chip is estimated to cost 30 percent less than other chips in the similar segment.

Secure IoT is a high-performance microcontroller clocked at 700 MHz. It is the only Indian chip that is commercially available in this segment. Mindgrove's chip is designed to provide programmability, flexibility, security and superior computing power for controlling applications on a wide range of connected smart devices. This chip - can control everything from



wearables like smartwatches to smart city devices like connected electricity, water, and gas meters to connected home devices like smart locks, fans, speakers, as well as, as well as EV battery management systems and control systems, amongst others.

"The pandemic revealed the wide gap between high-end and low-end players in the embedded systems space, with the latter prioritizing cost and volume over the chip's actual performance," says Shashwath TR, CEO and Co-Founder of Mindgrove Technologies. "Thus, we set out to design chips that target the middle market.

'Right-sizing' has been the key differentiating factor when it comes to Mindgrove, giving it an edge over others, with enhanced flexibility, adaptability, security and cost-efficiency coupled with a robust support system."

In addition to selling the chip, Mindgrove offers design support to Indian brands to accelerate innovation and scale of production in India, which will be a significant step towards self-sufficiency and global positioning in the semiconductor and electronics space. Talking about the market for these chips, Shashwath added, "India consumes over a billion chips a year and anywhere between 10 to

50 million of them can be replaced by Secure IoT. Further, there is widespread demand for microchips worldwide, and we expect global buyers to be excited about a new option from India," he added.

The IITM Pravartak Technologies Foundation and IIT Madras Incubation Cell incubated start-up highlighted that the chip has had a successful MPW tape-out, the silicon industry term for prototyping, at the 28nm node, and that reference boards will be available for OEMs to try out in the coming weeks.

Secure IoT offers a wide range of features, such as a large number of I/Os, key security algorithms implemented as hardware accelerators, secure boot, and on-chip one-time programmable memory. The chip is intended to be used with bare metal code or any microcontroller RTOS (real-time operating system), thus opening up arenas like traffic control systems, autonomous vehicles, medical equipment, etc.

## LAY'S DROPS LIMITED-EDITION DHONI PACKS: FANS RUSH FOR EARLY ACCESS IN GURUGRAM

Chennai, May 08 2024: Cricket legend MS Dhoni's legions of fans in Gurugram were treated to a thrilling spectacle today as Lay's unveiled its highly anticipated limited-edition Dhoni collector's packs. Hosted exclusively at Le Marche, South Point Mall, the event sparked excitement among fans eager to be among the first to own these commemorative packs before their nationwide release.

Following a social media post announcing the launch, Lay's set the internet abuzz. Eager to be among the first to own a piece of Dhoni's magic, supporters lined up early in the morning, mirroring Dhoni's legendary on-field



intensity in their dedication. The store doors opened to a rush of excitement as fans secured their limited-edition packs, many leaving with beaming smiles and a sense of having a prized possession.

This exclusive early access allowed fans a coveted chance to celebrate their cricket hero, MS Dhoni, even before the nationwide launch. The vibrant packs offer a unique opportunity to own a piece of Dhoni's legendary spirit

– both celebrate excellence and pure joy. The early access frenzy was a sixer, proving fans are amped to collect these keepsakes. We expect these limited-edition packs to be a prized possession for Dhoni devotees of all ages, making every match an unforgettable celebration."

Saumya Rathor, Category Lead - Potato Chips at PepsiCo India, kicked off the launch with excitement, stating, "With our limited-edition Dhoni packs, fans now have a new way to connect with their hero. These packs are a celebration of the colossal fandom that surrounds Dhoni, offering a unique collector's item for his die-hard fans. Dhoni's legendary spirit aligns perfectly with Lay's

## IIT Madras Startup 100 Mission

Chennai, May 08 2024: The IIT-Madras faculty, students and researchers on Wednesday celebrated the successful design, manufacturing and bootup of India's first commercial RISC V-based secure IoT system on chip by Mindgrove Start-up.

The event was held at the IIT-Madras campus to promote a culture of innovation and entrepreneurship among students.

The Institute also commenced a series called 'Triumph Talks' focused on the 'IITM Start-up 100 Mission' and also to mark this success, today.

As on date, IIT Madras Incubation Cell has incubated 351 start-ups, which have attracted



a total investment of Rs. 10,425 crore from Angel Investors and VC and have a combined valuation of Rs. 45,000 Crore. The start-ups generated Rs. 3,600 crore in revenue during 2022-23 Financial year, created more than 10,000 jobs and filed 210+ patents.

Prof. V. Kamakoti, Director, IIT Madras, outlined at the beginning of 2024 the vision of the

Institute to incubate at

least 100 start-ups in the calendar year.

"To conceive of a start-up idea, and then forming a company and manufacturing a chip and finally booting it up, sitting in India, is a very complex task and I take this opportunity to congratulate Mr. Sharan Srinivas J., a PhD Student at IIT Madras, and Mr. Shashwath TR, CEO and Co-Founder of Mindgrove Technologies, and the entire team,

comprising students from IIT Madras and other institutions, for bringing this great success, especially when India is gearing up in the area of Semiconductors. India is getting multiple semiconductor fabs and assembly units", he said.

Prof. Kamakoti saod "I am sure there will be a lot of customers who will use this clip. I take this opportunity to request all the big Indian industries and Automobile manufacturers such as Tata Group of Companies, Mahindra & Mahindra Automobile manufacturer, and infrastructure building companies like L&T to have a serious look at this chip and start using it in their installations. This is how we can build an Aatmanirbhar Bharat."