

Modi files nomination from Varanasi

Chennai, May 14 2024: Prime Minister Narendra Modi filed his nomination from the Varanasi Lok Sabha seat after offering prayers at the Dashashwamedh Ghat and the Kaal Bhairav temple here.

Uttar Pradesh Chief Minister Yogi Adityanath was among those present at the collectorate when Modi filed his papers.

He is eyeing a hat-trick in the Varanasi Lok Sabha seat, which he had won for the first time in 2014.

In a post in Hindi on

X, Modi said, "My relationship with my Kashi is amazing, inseparable and incomparable... all I can say is that it cannot be expressed in words!"

The prime minister held a dazzling roadshow in Varanasi a day ago and vowed to do a lot more to serve the holy city in his third term. A day later, he posted a clip from his Monday's roadshow on 'X' and said, "The love and blessings that my family members of Kashi showered on me during the road show has become an unforgettable



moment in my life."

Voting in Varanasi will take place in the seventh phase on June 1.

Modi is the sitting Member of Parliament (MP) and the Bharatiya Janata Party (BJP) candidate from Varanasi. He won the seat in the 2014 and 2019 Lok Sabha Polls.

This time he is contesting against Congress party's Ajai Rai and Bahujan Samajwadi Party's (BSP) Athar Ali Lari. In the 2019 poll Modi won the seat by nearly 4.8 lakh votes, a big jump

from the 3.72 lakh winning margin in 2014.

Among other leaders from BJP and allies who attended PM Modi's nomination-filing event in Varanasi included Bihar chief minister Nitish Kumar, Uttarakhand chief minister Pushkar Singh Dhami and Madhya Pradesh chief minister Mohan Yadav. RLD chief Jayant Chaudhary, LJP leader Chirag Paswan, Apna Dal (S) president Anupriya Patel, and SBSP president Om Prakash Rajbhar were also present.

VIT Chancellor Viswanathan receives SUNY Doctorate of Laws

Chennai, May 14 2024: Founder and Chancellor of Vellore Institute of Technology (VIT) Dr. G. Viswanathan received the State University of New York (SUNY) Honorary Doctor of Laws Degree during Binghamton University's convocation ceremony in the USA recently.

The honorary doctorate was conferred on Dr. G. Viswanathan by Binghamton University

President Harvey Stenger.

Dr. G. Viswanathan has been conferred the honorary doctorate for his contributions to international higher education.

"Chancellor Viswanathan has been a pioneer for expanding access to higher education in India and partnering with institutions around the world," Binghamton University President

Harvey Stenger said.

Binghamton University Provost Donald Hall, Dean Prof. Srihari Krishnaswamy, the Member of Assembly Ms. Donna A. Luppardo, the Member of Senate Ms. Leaa Webb, VIT Vice Presidents Mr. Sankar Viswanathan, Dr. Sekar Viswanathan and Dr. G. V. Selvam, Assistant Vice President Ms. Kadhambari S. Viswanathan and Dr. R. Seenivasan, Director,



International Relations, VIT were also present during the convocation ceremony.

Meanwhile, a felicitation function for Dr. G. Viswanathan was organised in Washington

DC, USA, in which dignitaries including Kannan Srinivasan, Senator, Member, Virginia House of Delegates, Dr. P. Karunakaran, Head, Education Wing, Embassy of India, Washington DC, Bala Swaminathan, President, Federation of Tamil Sangams in North America (FETNA), Dr. Veera Venugopal, President, Tamil Nadu Foundation, Dr. Prabu David, Provost, Rochester Institute of Technology, Dr. Jeyachandran, Former Senior Professor, Montclair State University, New Jersey, Dr. Sridevi Sarma, Vice Dean, Johns Hopkins University, Baltimore, Maryland, Dr. Paneer Selvam, Senior Professor, University of Arkansas, Dr. V. Raju,

Provost, VIT Bangalore and Indirani Radhakrishnan, Advisor, VIT Alumni Association, North America and office bearers of VIT Alumni Association North American chapters also took part in the function. It may be pointed out that VIT Founder and Chancellor Dr. G. Viswanathan was conferred honorary doctorate by West Virginia University, USA in 2009.

Damaging impact of heat waves on vital organs

Chennai, May 14 2024: Researchers from the University of California, Irvine have found evidence of the molecular causes of the damaging impact heat stress causes on the gut,

liver and brain in the elderly. These findings point to the potential of developing precise prognostic and therapeutic interventions.

These organs have a

complex and multidirectional communication system that touches everything from our gastrointestinal tract to the nervous system. Whether it is our brain affecting hunger or

the liver influencing mental health, understanding the gut-liver-brain communication or "axis" is crucial to protecting human health.

Their study, which was conducted on mouse models, is one of the first to fill the knowledge gap on the effects of heat stress on a molecular biological conversation.

"Inflammation in the brain and spine contributes to cognitive decline, compromises the ability to form new neurons and exacerbates age-related diseases," said corresponding author, Saurabh Chatterjee, a professor of environmental & occupational health at the UC Irvine Program in Public Health. "By investigating the effects of heat stress on the gut-liver-brain crosstalk, we can better protect our increasingly vulnerable aging population."

Using RNA analysis and bioinformatics to analyze elderly, heat-stressed mice, Chatterjee and his team found evidence of heat stress-affected genes in the brain and liver. A significant increase in the production of ORM2, a liver-produced protein, was observed in the heat-stressed mice.

The control group of unstressed mice did not show a change, providing proof of organ dysfunction in the heat-stressed mice.

Researchers believe that increased secretion of ORM2 is a coping mechanism that may be due to gut inflammation and imbalance. In addition, ORM2 may impact the brain through a leaky blood-brain barrier, emphasizing intricate multi-organ crosstalk.

Additionally, the study shows the potential to use ORM2 for targeted biomarker interventions to prevent liver disease in heat exposure. This observation advances molecular insights into the pathophysiology of



adverse heat events and will serve as a foundation for future research.

"Our findings have the potential to be used for the development of prognostic and therapeutic markers for precise interventions," said Chatterjee. "In a dynamically changing global landscape, the

imminent threat of climate change is evident in rising temperatures, raising concerns about intermittent heat waves. Our heating planet is undoubtedly leading to acute and chronic heat stress that harms the health of our aging population."

Additional authors

from UCI Public Health include members of the Environmental Health and Disease Laboratory: doctoral students Subhajit Roy (the first author), Punng Saha, Dipro Bose, Ayushi Trivedi and Madhura More; and Christina Lin, Jie Wu and Melanie Oakes with the UCI genomics high-throughput facility.

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Nissan establishes new Sales and Service network in Salem, Tamil Nadu

Chennai, May 14 2024: Nissan Motor India Pvt. Ltd. (NMIPL) today inaugurated a new state-of-the-art dealership and a service workshop in Salem, Tamil Nadu. The addition of the new sales and service customer touchpoints to Nissan's pan-India network demonstrates the company's growing commitment to the Indian market and its valued customers.

The new Skyline Nissan Showroom in Salem has a total area of 3300 sq. ft, while the state-of-the-art Skyline Nissan service workshop is spread across a total area of over 15000 sq. ft. The new showroom and service workshop are equipped with high quality amenities and are staffed by



knowledgeable, well-trained, and passionate sales and service professionals, to ensure that customers enjoy a seamless car-buying and ownership experience.

Commenting on the opening of the new touchpoints, Mr. Saurabh Vatsa, Managing Director, Nissan Motor India Pvt Ltd (NMIPL), said, "The addition of new customer touchpoints in Salem reflects our commitment to excellence and superior customer service. Skyline Nissan's showroom and service workshop are designed to

offer exceptional experiences, serving as hubs of automotive excellence. We are focused on expanding our network throughout this fiscal year and aim to surpass 300 touchpoints, reinforcing our dedication to providing unparalleled support to our customers and strengthening our presence in the Indian market."

As part of Nissan's steadfast commitment to the Indian market and to meet the evolving customer needs, the company expanded its Nissan Magnite family

with two significant additions: the Magnite EZ-Shift and the Magnite KURO Special Edition in October 2023. These latest additions to the bestselling Nissan Magnite family promise to deliver the highest value to customers in India, offering a range of benefits that cater to diverse needs.

In line with this commitment, Nissan Motor India operates on a PHYGITAL distribution approach, providing a hassle-free, one-stop solution to customers for all their needs. This approach offers a seamless and convenient experience with an integrated offline-online payment option, which can be accessed at the customer's preferred showroom.

Actor Mohan-starrer 'Haraa' audio launched in style 'Haraa' produced by Coimbatore S P Mohan Raj and G Media Jaya Sri Vijay to be released across Tamil Nadu by Elma Pictures on June 7

Chennai, May 14 2024: Actor Mohan is the rarest breed of actors in Tamil Cinema, who has consistently delivered box-office hits. He owns a fan-base beyond age groups. He is now making a comeback in cinema by playing the lead in 'Haraa'. Marking the special occasion of his birthday, the audio launch 'Haraa' happened in Chennai. The event was attended by the film's crew and eminent personalities from the industry.

On the occasion, actor Mohan was involved in philanthropic activities by giving educational aids to the underserved school kids and sewing machines to women to earn their livelihood.

'Haraa' produced by Coimbatore S P Mohan Raj and G Media Jaya Sri Vijay will be released across Tamil Nadu by Elma Pictures on June 7. The film has music by Rashaanth Arwin.

Here are some excerpts from the audio launch event.

Actor-Director K Bhagyaraj said...

"It's great to see the audio launch celebration of 'Haraa' on the special occasion of Mohan's birthday. It's gladdening to see the fans gathered here for this moment. Fans have been Gods for both me and Mohan. I am here to reveal something you all don't know about Mohan. Cinema industry functions on certain practices, but you wouldn't have seen Mohan participating anywhere. He would always be focussed on his work. You can spot it with his physic, he is maintaining it till today.



Maestro Ilaiyaraaja has been the elixir of many actors through his songs, but he has always been special when it comes to Mohan. Mohan would give an impression to everyone that he has crooned a song himself. I have seen this similarity with Sivaji Ganesan sir, a Hindi superstar, and Mohan. Director Vijay Sri G is doing different and unique pattern of movies. He featured Charu Haasan in as protagonist, Nikhil Murukan as actor, and delivered successive hits. He has now re-launched Mohan as hero through this movie. After watching the songs, I am confident that Mohan will raise the bar of success with this movie. This will be a breakthrough in the career of Mohan. I am sure that the success meet of this film will be as grand as this audio launch. My best wishes to the entire team."

Director Vijay Sri G said...

"Mohan sir fans are the main reason behind making this event successful. The audiences and fans will shortly know about the film's content. The entire cast and crew have worked hard to give their best towards this film. Mohan sir was never concerned about who are part of this project, and he

gave me complete creative freedom. He would always look towards encouraging them in exploring their talents. All the songs were filmed during the challenging situations. Mohan sir will be seen in a different dimension in this film. If I am back today to normalcy after a road accident, it's mainly because of Mohan sir's kind gesture. He took care of me and made sure of rescheduling the shoot based on my comfortability. Mohan's sir movies have been successful mainly because of his performance. This film will be a delightful entertainer for everyone."

Actor Mohan said...

"I am so much privileged to have such wonderful fans, and would never get tired of thanking them. I owe them a lot. I thank them for showering their love irrespective of my presence and absence in the industry. Many people ask me why I don't act regularly. People who know me know that I act only if I like the story. I agreed to this film only after Vijay Sri G reworked the story for 7 times. I am awe-stricken by the support and love extended by Coimbatore people. Everyone in the team

worked so hard. Vijay Sri G has made this film in such a way that it will appeal to the interests of 2K kids as well. Music director Rashaanth Arwin is the showstopper today. He has delivered tremendous songs for this film, and the one based on father-daughter bonding will be liked by all. This film has proved that a good cinema with unique content will be received very well in trade circles. It has happened with this project. Kovai Brothers, after watching the film, have appreciated the movie. The film is getting ready for release on June 7 by Kovai Brothers. This will be a treat for everyone. Thank you all."

'Haraa' is produced by Coimbatore S P Mohan Raj in association with G Media Jaya Sri Vijay. The film has an ensemble star cast comprising Anumol, Kaushik of 'Kaalangalil Aval Vasantham' fame, 'Powder' fame Anitra Nair, Yogi Babu, Charu Haasan, Suresh Menon, Vanitha Vijaykumar, Mottai Rajendran, Singampuli, Deepa, Mime Gopi, Chaams, Santhosh Prabhakar and many others. Rashanth is composing music, Prahath Muniyasamy is handling cinematography and Guna is editing this movie.

EPSI Roundtable Discussion on Higher Education in India Educational institutions in engineering have a greater role to play in nation building: AICTE Chief. Scholarships to encourage core engineering students

Chennai, May 14 2024: Educational institutions for engineering have a greater role to play in the process of nation building, said Prof T G Sitharam, Chairman of AICTE.

He was speaking at the inauguration of a round table discussion on 'Higher Education in India: Opportunities and Challenges in the context of NEP Implementation' at SRM Institute of Science and Technology premises at Kattankulathur near Chennai today.

The event was organised by Education Promotion Society for India (EPSI) in association with SRM Institute of Science and Technology (SRMIST). There are a lot of AICTE approved educational institutions for engineering and they graduate over 1.4 million students every year. These students have always kept India in great strides.

Pointing towards the well-known Indian space venture Chandrayaan, Prof Sitharam said the role of students coming from these engineering educational institutions had a prominent contribution.

Radio Room, an innovative storytelling app and audio OTT developed by media stalwarts offers exciting listening experience with apt voices, exclusive music and special sounds

Chennai, May 14 2024: Regional Storytellers head AL Venkatachalam aka Venky needs no introduction in media circles. After leadership roles in Vijay Television and Puthu Yugam TV, he created many quality content (films, web series, television programs) as an independent producer and director.

With Venky's vast experience and rich knowledge, a new initiative called Radio Room is all set to be launched. An innovative storytelling app and audio OTT by Regional Storytellers, Radio Room was introduced in a big way in Chennai. Popular writer Rajesh Kumar, director Suresh Krishna, director Sasi, director Stanley, director Gautham



Engineering talent generated in India has proved its mettle across the globe, it has tasted success. It is a matter of great pride that engineers from this nation have set their foot in the most popular companies located on foreign shores.

Our talent has become globally well-known, we have achieved a lot, this has to be taken to the next level and NEP has a major role to play in it.

We are the third largest country in bringing out research publications. Our position stands the same in patent producing, he said. This has to be taken to the next level.

Stressing the need to encourage core engineering, he said they would soon be bringing about 5000 scholarships for students to attract them towards core engineering disciplines. He further said NEP has various fine points and stressed towards implementation of it.



Vasudev Menon, actor John Vijay and many other film personalities took part.

Aimed at providing an engaging and immersive experience, Radio Room is not an "Audio book". Stories and Novels are converted into audio dramas with interesting and apt voices, original music and captivating sound effects to make it a thrilling listening experience.

Radio Room has stories by legendary and popular writers and by writers from the middle

learning. It is happy to note that there is a change in that situation now, and private institutions also have earned a great name in the field of education.

Their fame in the field of engineering and other fields stands high, he said. There is more to be achieved and institutions like AICTE must be the facilitators for the progress of higher education in the country, he said.

Dr M R Jayaram, Chancellor of Ramaiah University of Applied Sciences, Bengaluru said the interest of the students must be the top priority. Governments, universities, state governments and colleges have to work together for that, he said.

Private institutions must play a bigger role in fostering knowledge development. There should be a greater stress on outcome-based education, he said.

D P Singh, former chairman of UGC also spoke. Dr H Chaturvedi, Alternate President of Education Promotion Society for India (EPSI) welcomed the gathering. P Palanivel, Secretary General, EPSI proposed the vote of thanks.

Content creation is in progress in the Non-fiction genre and includes Health, Wellness, Travel and Spirituality to start with.

Radio Room has come into being with the dedicated and committed efforts of Venky and the able support of Vijay Reddy and Mounika Reddy. Regional Story Tellers is collaborating with Lytus Technologies, a stalwart firm in the platform creation and innovation scene.

Exciting times ahead as this new story telling app Radio Room emerges on the scenario with the promise of delivering wholesome and meaningful content. The two firms that are collaborating are going to soon come out with a Video OTT and Online Television channels.

Voltas & Voltas Beko unveil special Consumer Offers for the Summer of 2024

Chennai, May 14 2024: Voltas Limited, the undisputed market leader for Room Air Conditioners in India, is geared up to offer ultimate comfort in the summer season by unveiling their Summer Offer. The offers will contain an exciting array of irresistible deals on select Voltas and Voltas Beko products. As a trusted brand known for innovation, quality, and customer satisfaction, Voltas is thrilled to announce these exclusive summer offers to help seamless home upgradation and enhance the spirit of summer. These exclusive offers are valid from 1st April to 30th June 2024 across all Voltas authorized dealers in India.

As the summer season peaks, customers look forward to upgrading their cooling

appliances to create a comfortable environment at home and offices. With the Summer Offer from Voltas, customers can now avail up to instant cashback on a wide range of Air Conditioners, Air Coolers, Refrigerators, Dishwashers, Washing Machines, Microwave Ovens and other products of Voltas and Voltas Beko. The company is also offering an attractive zero down payment options, making it easier than ever for customers to upgrade their homes with top-of-the-line appliances. With a fixed EMI of just Rs. 1,088 per month, customers can enjoy the convenience and comfort of Voltas products without compromising on their budget. For customers looking for a more flexible payment option, Voltas has introduced long-term EMIs for up to 18

months. The customers can get an instant cashback offer of up to 17.5% on select credit and debit cards across Voltas and Voltas Beko products as well. This would enable customers to spread out their payments and enjoy the benefits of using Voltas appliances.

The extended warranty of up to 5 years on exchange on select products is an add-on offer that can be availed by the consumers. This assures the customer that they can rely on the durability and reliability of Voltas appliances for years to come. Additionally, the Summer Offer includes a lifetime warranty on the inverter compressor, ensuring that customers receive the highest level of quality and performance.

Commenting on the Summer Offer, Mr.

Pradeep Bakshi, MD & CEO, Voltas Limited said, "We have a uptick in consumer demand this season and expect a continued growth for the rest of the season. To meet this growing demand of the consumers, Voltas is happy to launch its Summer Offer which ensures cost savings while offering intelligent solutions suited for the consumers. With our products, we seek to offer comfort and convenience to our customers by providing a wide variety of cashbacks and financing options at all our authorized outlets."

The Summer Offer is available with all authorized Voltas partners nationwide. Customers are encouraged to visit their nearest store to take advantage of these exciting offers before the offer ends.

Ministry of Skill Development and Entrepreneurship (MSDE) and Mahindra & Mahindra forge a partnership for the flagship Drone Didi Yojana; skilling women to become drone pilots

Chennai May 14 2024: Ministry of Skill Development and Entrepreneurship (MSDE) signed a Memorandum Of Understanding (MoU) with Mahindra & Mahindra Ltd., India's leading Farm Equipment company and the world's largest tractor manufacturer by volume, to conduct two Pilots under the Drone Didi Yojna. Launched earlier this year, the scheme aims to train 15,000 women to operate drones for agricultural purposes such as fertiliser sowing, crop monitoring and seed sowing, thereby creating new livelihood opportunities for women through imparting skills in new technology areas.

Under this partnership, MSDE and Mahindra will conduct two pilots at National Skill Training Institutes (NSTI) at Hyderabad and Noida to skill 500 women in exclusive batches of 20 women only. The 15-day curriculum approved by the Directorate General of Civil Aviation will be delivered through RPTO (Remote Pilot Training Organisation) instructors at these Centers.

"We are excited to announce our partnership with Mahindra & Mahindra Ltd., leveraging their agricultural expertise for comprehensive training. Two NSTIs in



Hyderabad and Noida have been chosen for the pilot program, with the goal of empowering rural women in agriculture. This collaboration advances our mission of upskilling women for nation-building, particularly through the successful implementation of the Drone Didi program in empowering women in emerging trades. I firmly believe that this collaboration with Mahindra will advance our vision, equipping women with the skills needed to contribute to nation-building. Building on our past successful collaborations with leading technology industry partners, this initiative represents the beginning of many collaborative projects with Mahindra. Through rigorous training methodologies and hands-on learning experiences, we will equip our students with the practical skills and

competencies required to excel in their chosen fields and make meaningful contributions to the nation's socio-economic growth," says Shri Atul Kumar Tiwari, Secretary, MSDE.

Speaking about the initiative, Dr Anish Shah, Group CEO & MD, Mahindra Group said: "Aligned with our Rise philosophy, the Mahindra Group is committed to empowering the women with the skills necessary to join the workforce and achieve financial independence. The pilot under the Drone Didi Yojana represents a first-of-its-kind convergence of women, farming, and technology. We are absolutely delighted to provide technology training to grassroots women and ensure that agriculture is equipped for the future."

Within this partnership, the NSTIs will provide infrastructure for

running the training programme, hostel for participants and tap into local Women Self Help Groups and NGOs to mobilise participation. Mahindra Group will provide initial set-up support through simulation machinery/drones, simulator controller, simulator software, Desktop computer with i5 Processor and trainers, and meet the operating costs for the duration of the Pilot project, including the cost of DGCA License Holder Instructors at the centres.

The learnings and outcomes from the Pilot project will assist MSDE in scaling up the Drone Didi Yojana at identified NSTIs/ITIs across the country. As a further support to the intent of the Drone Didi Yojana, Mahindra will soon roll out Drone training for women at the company's skilling centres at Zaheerabad, Telangana and Nagpur, Maharashtra.

Boost efficiency with HP's AI-Enhanced Laptop Squad

Chennai, May 14 2024: Efficiency is the key to success in today's fast-paced world, whether you're a passionate gamer, a creative visionary, or a corporate leader. HP's innovative laptops leverage the power of AI to elevate your productivity across all domains. Dive into a range of HP laptops designed to streamline tasks and empower your workflow, helping you achieve more with ease and precision.

1. Hustle with HP Spectre line-up

HP Spectre x360 is a versatile 2-in-1 laptop designed to conquer your productivity goals. The light-weight laptop effortlessly switches between laptop and tablet mode to work from anywhere and tackles any project with lightning-fast performance owing to the latest Meteor Lake technology. AI-powered features streamline your workflow and boost efficiency, so you can focus on what matters most. This powerhouse is ideal for busy professionals who multitask and are always on the go. The



Spectre x360 comes in two sizes, 14-inch, and 16-inch, starting at INR 1,69,999/- and INR 1,79,999/- respectively, and is available for purchase at the HP Online Store and e-commerce platforms. (The HP Spectre x360 14 - HP online store and ecommerce sites; HP Spectre x360 16 - HP online store and ecommerce sites).

A computer with a blue flower on the screen

Description automatically generated

2. Level Up Gaming with HP OMEN Transcend 14

The sleek HP OMEN Transcend 14 laptop packs an NVIDIA GeForce RTX 4060, delivering buttery smooth gameplay and mesmeric visuals. It seamlessly powers

3. AI Enhanced Creativity with HP Envy x360 14

The HP Envy x360 14 is designed for creators who value both style and portability. With a minimalist and lightweight (1.4 Kgs) design that exudes sophistication, the laptop boasts a beautiful 14-inch OLED touch display. Powered by Intel® Core™ Ultra processors, it delivers seamless performance, tackling demanding applications like Adobe Photoshop with ease. An innovative Neural Processing Unit (NPU) further optimizes battery life by 65%, letting you work longer without interruption. The HP Envy x360 14 stands out as the first HP laptop to integrate a Microsoft CoPilot button, unlocking the power of generative AI. This allows you to work with speed, convenience, and stunning visual clarity. Available in Shadow Black and Ceramic White, starting at INR 1,74,999, at HP Online stores and ecommerce websites.

A couple of laptops on a table

Description automatically generated

through demanding games and creative tasks alike with the latest Intel Core Ultra processors. The OMEN Transcend 14 features local AI capabilities that AI enhances performance for a gaming experience like no other. The innovative cooling system, co-engineered with Intel, ensures peak performance during intense sessions. Designed for gamers who demand the best, the OMEN Transcend 14 lets you conquer every challenge, in-game and out. It is available in Shadow Black and Ceramic White, starting at INR 1,74,999, at HP Online stores and ecommerce websites.

Starbucks Brews Emotion, Love and Appreciation This Mother's Day, Bringing Families & Store Partners Closer Than Ever

Chennai, May 14 2024: Starbucks celebrated Mother's Day with a heartfelt campaign, 'It starts with your Mom' that highlights the profound connection between a mother and her child. Bringing back 'It Starts with Your Name' campaign, Starbucks reinvigorated culture through continued investments in their partner (barista) and customer relationships. Partners proudly replaced their Starbucks apron tags with the names of their beloved moms, celebrating the occasion across 424 stores in India.

A touching video, #ItStartsWithYourMom that captures the essence of wishing



your mother and spending time with her, emphasizing the emotional connection and shared experiences that bring families together over a cup of your favourite beverage at Starbucks. From coffee dates with your best friend (aka Mom) to spilling the tea with your favourite gossip buddy, Starbucks helps you celebrate Mom in all her glorious roles.

You can watch the

brand video: here

Starbucks extended the celebration in-store across its 424 stores in India. Baristas surprised guests with cup sketches that added a personalized element to their moment and brought together new coffee experiences. Starbucks commitment to experience remains unparalleled, and Mother's Day is yet another testament to reinforcing Starbucks' mission to being the

unique 'Third Place' experience for customers between work and home.

Kajal Jamnik, Starbucks Partner (Barista), TATA Starbucks shared her experience, "As Starbucks partners, we wear many hats, but this Mother's Day, we wore our hearts on our sleeves, literally! Having our moms' names on our aprons badges was a small gesture with a big impact that reminded us, and hopefully our customers, of the incredible women who have shaped our journey. It was a day filled with love, appreciation, and a whole lot of delicious coffee."

Birla Opus's Interactive Expo Reaches Chennai ~ Birla Opus embarks on a strategic mission to strengthen its reach with a series of expos across 175+ towns in India! ~

Chennai May 14 2024: Aditya Birla Group enters the Rs. 80,000 Cr Indian decorative paints market with 'Birla Opus' launched in February 2024, investing Rs.10,000 Cr upfront. Committed to growth, the company plans six manufacturing facilities by 2025. With Chennai, Birla Opus expands nationwide with brand expos in 175+ towns. The company heralds its market presence through an extensive outdoor campaign too, starting May 15, 2024 onwards Birla Opus products will be available across India through a strong dealer network.



directed towards healthcare, social upliftment, environment, and education in the neighboring villages in Tiruvannamalai district. Benefiting over 4130 villagers, the company has also ensured that the village now has access to safe drinking water, renewable energy, better sanitation, adult education programs, etc.

Mr. Rakshit Hargave, CEO, Birla Opus, said, "We are committed to reaching every corner of Bharat through expos at over 175+ locations and welcoming the trade partners i.e. Dealers, Painters, Contractors, Architects and Interior designers across these locations to come and experience the full range of products from the house of Birla Opus Paints. These expos will play a pivotal role in helping us build deep long-lasting relationships with our trade partners."

Aiming to foster and strengthen relationships with trade partners particularly dealers, painters, contractors, architects and interior designers, the expos are designed to demonstrate Birla Opus's range of products, product USPs and provide a platform to the trade partners to come and experience the superior product quality and range.

Birla Opus has embarked on a mission to be one of India's leading paint brands, offering an extensive portfolio of 145+ products and 1,200+ SKUs, covering water-based paints, enamels, wood finishes, and wallpapers, featuring

2,300+ tintable color options. Having garnered overwhelming response in previous expos formats and dealer meets across geographical locations, the Birla Opus team is excited to take this forward to 175+ locations to strengthen connect with the trade fraternity across the nation.

Birla Opus gives an ode to the vibrant state of Tamil Nadu as part of its shade catalogue. Whether it is the rich textile heritage of Kanjeevarams or the majestic temples and its intricate Gopurams gracing the skyline in

the region, it has inspired Birla Opus to present some unique shades dedicated to the state; in the tints of yellow aptly named as 'Chennai at 2pm', 'Kanjeevaram Birds', 'Madurai Gopuram' amongst many others.

In its efforts as a nation builder, Birla Opus launched one of its plants in Cheyyar, TN at the beginning of this year. With a capacity of 206 MLPA, the plant now successfully manufactures water-based paints, colorants, and distempers. As a community building initiative, Birla Opus also undertakes projects

If you are a part of the trade fraternity and want to know more, join us at the Birla Opus Expo at YMCA Royapettah, No 24, West Cottage Road, Indira Garden, Royapettah, Chennai, Tamil Nadu, 600014 on May 16, 2024 (Thursday) & May 17, 2024 (Friday) and experience the full range of products offered by Birla Opus.

Yogurt reduces Type 2 diabetes risk

Chennai May 14 2024: Sharp-eyed grocery shoppers may notice new labels in the dairy aisle touting yogurt as way to reduce the risk of Type 2 diabetes.

That's because the U.S. Food and Drug Administration recently said it's OK for producers of yogurt to make that claim even though the agency acknowledged that it's based on limited evidence.

Danone North America, the U.S. branch of the French firm that makes several popular yogurt brands, asked the FDA in 2018 for clearance to make what is known as a "qualified health claim." FDA gave Danone the nod in March.

The way FDA sees it, there's some support but not significant scientific agreement that eating at least 2 cups of yogurt per week may reduce the risk of developing the disease that affects about 36 million Americans.

Those are claims that lack full scientific support but are permitted as long as the product labels include



disclaimers to keep from misleading the public.

They have been allowed for dietary supplements since 2000 and for foods since 2002, ever since the FDA faced lawsuits challenging the standard of requiring scientific agreement for product claims. Back then, lawyers successfully argued that such standards violated free speech rights guaranteed in the U.S. Constitution.

Rather than fight proposed label changes in court, the FDA created a new category, separate from authorized health claims, in which products must prove significant scientific agreement among qualified experts that they reduce the risk of a disease or a health-related condition.

Examples of qualified health claims include reports that consuming some types of cocoa may reduce heart disease and that cranberry juice might cut the risk of recurrent urinary tract infections in women.

Danone submitted information from studies that observed participants over time and found a link between eating yogurt and lower markers of diabetes. The FDA agreed that there is "some credible evidence" of benefit of eating yogurt as a whole food, but not because of any particular nutrient in it.

In other words, there is no direct evidence that yogurt can prevent diabetes only weak evidence that eating yogurt may be associated with

reducing certain biomarkers that are related to increase risk of the disease.

Critics questioned approval of the claim, saying it's not based on gold-standard randomized controlled trials that could have proven whether yogurt actually reduces Type 2 diabetes risk.

No single food can reduce the risk of a disease tied to overall diet, the advocacy group Center for Science in the Public Interest said. In fact, the label change might raise the risk of diabetes by encouraging consumption of yogurt types that include added sugars and mix-ins such as cookies and pretzels.

Marion Nestle, a food policy expert, said qualified health claims based on limited evidence are "ridiculous on their face."

Thunderstorm Titans Crowned the First Cue Sports Premier League Champion Manan Chandra stars in Thunderstorm Titans' victory

Chennai May 14 2024: Thunderstorm Titans won the first edition of the Cue Sports Premier League 2024 organized by Bowring Institute, Bengaluru. Thunderstorm Titans led by R Santosh won 4-1 out of 7 games against Summer Tuskers led by Sourav Kothari. Rajesh Bajaj, Director of Embassy Group and Raghavendra Y R, Chairman of Billiards – Bowring Institute handed over the trophy to the winners in the presence of Top Actress Ragini Dwivedi, and Mr. H S Srikanth, Secretary of Bowring amongst



other dignitaries.

In the first match of the final, Snooker Singles, Manan Chandra of Thunderstorm Titans defeated Sourav Kothari from Summer Tuskers to take an early lead in the final. The second, third and fourth matches of the finals were snooker doubles that saw Titans Beating Tuskers in the first and second doubles, while Tuskers

won the third doubles.

In the 5th Frame R Santosh, the Captain of the Titans defeated D Rajkumar on the black ball to take the championship.

13-time national champion, Manan Chandra grabbed all the attention in the finals as he showed tremendous concentration and perseverance to grind out a closely contested long-drawn match that

ultimately sealed the win for the Titans. Manan Chandra was chosen as the best player of the tournament. Emerging Player of the league was Daivik Bansi, Highest break of the league was by Brijesh Damani, Best pair of the league was Sri Hari and Kushal.

Results: Frame Score: Thunderstorm Titans 4-1 Summer Tuskers.

India Helps in Building Capacities for Sri Lankan Start-ups

Chennai May 14 2024: Earlier this week, Invest India and the International Solar Alliance (ISA) in partnership with the Indian High Commission in Colombo, organised a one-day workshop, bringing together Sri Lanka's solar start-up ecosystem. The event aimed to introduce participants to the SolarX Start-up Challenge: APAC Edition and its benefits. The workshop included detailed sessions outlining the features and advantages of participating in the SolarX Start-up Challenge.



Deputy High Commissioner of India, Dr. Satyanjal Pandey, delivered the keynote address, highlighting the growth potential of the

renewable energy sector in India and opportunities for collaboration. He also spoke about upcoming initiatives designed to support Sri Lanka's start-up ecosystem in this field. Participants included representatives from Sri Lanka's leading incubators and universities.

The Indian High Commission later posted on X, "Building capacities of Sri Lanka Start-ups! @investindia & @isolaralliance with

@IndiansInSL, organised a workshop for SolarX Start-up Challenge. In the keynote, DHC @DrSatyanjal emphasised on opportunities for collaboration in RE sector & #Indian initiatives to support Sri Lanka's start-ups."

SolarX Start-up Challenge, driven by Invest India, ISA and CIFF, aims to crowd source implementable, cost-effective, scalable, and innovative solutions to some of the persistent

challenges faced by the solar energy sector of the member countries. The first edition was focused on the African region. The second edition will focus on the APAC region, aiming to promote innovation and discover local solutions, with the over-arching objective of capacity building. The Challenge offers a USD 15,000 prize a long with opportunities for mentorship and market access assistance.

Overall, the event fostered collaboration and knowledge-sharing among key stakeholders in the solar start-up ecosystem, while also emphasising the increasing opportunities for growth in the renewable energy sector.

Sedentary lifestyle puts strain on young hearts

Chennai May 14 2024: According to a recent Finnish study, high levels of sedentary behaviour and physical inactivity from childhood strain the heart in adolescence.

High cardiac workload predicts heart failure and other heart diseases. In light of the findings, increasing moderate and vigorous physical activity from childhood onwards is particularly important in preventing heart diseases.

In a collaborative study by the Faculty of Sport Sciences at the University of Jyväskylä and the Institute of Biomedicine at the University of Eastern Finland, sedentary behaviour and physical activity were followed from childhood to

adolescence for eight years.

The study showed that adolescents accumulating high levels of sedentary behaviour and low levels of moderate to vigorous physical activity from childhood onwards had a higher cardiac workload in adolescence.

Cardiac workload was particularly high in adolescents accumulating low levels of vigorous physical activity.

In addition, high levels of sedentary behaviour and low levels of physical activity were associated with a higher total body fat percentage.

Body fat percentage partly explained the associations between

sedentary behaviour, physical activity, and cardiac workload.

Light physical activity was not associated with cardiac workload.

The results emphasise the importance of increasing physical activity, especially moderate and vigorous activity, reducing sedentary behaviour, and preventing overweight from childhood to prevent heart diseases.

"Youth spend nine to ten hours a day being sedentary," says Dr. Eero Haapala from the Faculty of Sport and Health Sciences at the University of Jyväskylä, "and only one in ten adolescents accumulated 60 minutes of daily moderate to vigorous

physical activity. These are worrying figures."

"High levels of daily moderate to vigorous physical activity should be a normal part of childhood and adolescence as it improves heart health, but also general well-being," Haapala emphasises.

The study is based on the ongoing Physical Activity and Nutrition in Children (PANIC) study conducted at the Institute of Biomedicine at the University of Eastern Finland. Sedentary behaviour and physical activity levels were followed for eight years from childhood to adolescence in 153 adolescents. Heart function and strain were measured in adolescence.