

Voter turnout in first four phases 66.95% ~451 million people have voted so far Commission calls upon voters to come out and vote in large numbers in the coming phases

Chennai, May 16 2024: Don't get surprised, if you receive a call from Cricket legend and ECI National Icon, Sachin Tendulkar, appealing voters to cast their vote during the ongoing Lok Sabha election. As a part of its outreach to enhance the voter turnout, ECI has introduced an array of various interventions, to appeal and motivate voters to cast their vote, during the ongoing elections. Lok Sabha Elections 2024 has seen the voter turnout at polling stations of about 66.95% so far, as approximately 451 million people have voted during the first four phases of ongoing General Elections.

essential pillars of voter awareness programme. It's really heartening to see that on Commission's request, different institutions, influencers and celebrities having significant reach are working enthusiastically on pro-bono basis," said Shri Rajiv Kumar, Chief Election Commissioner. Further, he added, a high voter turnout, would be a message from Indian voters to the world, about the strength of Indian Democracy. He urges all the voters to cast their vote in huge numbers, as voting day is not a holiday but a day of pride, by participating in the festival of democracy.

Whatsapp messages/alerts. These activities are carried two/ three days prior to poll and even on the poll day, in regional languages, with an appeal to vote.

2. Voter awareness during IPL matches: ECI has collaborated with BCCI for voter awareness activities during the ongoing IPL season. The voter awareness messages and songs are being played at different stadiums during the cricket matches. The most innovative aspect of this campaign is the administration of voter's pledge by cricket legend Sachin Tendulkar, in a pre-recorded video message, at various IPL venues. Further, voter awareness messages are integrated into cricket commentary. Cricketers from 10 IPL teams have encouraged voters to participate in the Lok Sabha Elections 2024 with their recorded voter awareness messages.

personalised messages have begun on polling day. Google India is contributing through its iconic feature of Google Doodle on Poll Days and banners appearing on YouTube, Google pay and other Google Platforms.

5. Retail Association of India has been actively engaging with voter awareness activities, through their retail network, whereby retail chains are encouraged to celebrate election as the festival.

6. Vast network of post offices and banking institutions was utilised by ECI to reach out to a wide and diverse audience across the length and breadth of the country.

8. Voter awareness announcements have been integrated in the Public Address System at all railway stations. The logo stickers are used in coaches of the superfast trains.

9. In collaboration with the Ministry of Petroleum & Natural Gas, hoardings on voter awareness have been installed in about 16,000 retail outlets.

10. In collaboration with the Ministry of Civil Aviation, airlines are making an inflight announcement with an appeal message to participate in the ensuing elections. Voter guides are being kept in aircraft seat pockets. Apart from this, many airports are providing space for display of voter awareness messages. Selfie-points have been installed at airports in 10 major cities viz. Delhi, Mumbai, Kolkata, Bengaluru, Hyderabad, Ahmedabad, Lucknow, Patna, Chandigarh, Pune.

12. Sansad TV is creating short films on Unique Polling Stations setup in remote corners of the country by the election machinery after navigating difficult terrains to demonstrate the challenges in ensuring voting at the last mile.

13. AMUL, Mother Dairy and other milk co-operatives have started branding their milk pouches with the message 'Chunav Ka Parv, Desh ka Garv' and encouraging voters through social media platforms. AMUL is also encouraging voters with its unique messaging through AMUL Girl Topical advertisement in newspapers.

14. Prasar Bharati: Doordarshan has produced, various short films including appeal from the Constitutional functionaries like Hon'ble President of India, Vice President of India, Chief Justice of India among others. Further, unique polling stations are being covered by the regional Kendra's, for its audio-visual documentation.

16. Bike app Rapido has been encouraging voters with a free ride for voting.

17. Payments app PhonePe has integrated voter awareness message in their app and is actively encouraging voters.

18. Grocery App Blinkit changed its logo to "Inkit" for the elections, incorporating a message encouraging people to "Go out and Vote" as a tagline.

19. BookMyShow has launched an integrated campaign, titled "Aaj Picture Nahi, Bigger Picture Dekho," for raising awareness among voters.

20. MakeMyTrip is running a campaign titled 'MyVoteWalaTrip', whereby discounts are offered, to citizens, going for voting.

21. Food delivery platforms such as Zomato and Swiggy are disseminating voter awareness messages through their platforms and social media activities.

22. Tata Neu app, serving as the Tata Group's group-wide consumer-facing mobile

app, prominently features the "Cast Your Vote" animated banner on its homepage, with additional initiatives currently underway.

23. Uber India is reaching out to voters through multi-channel messaging (in-app, emails, push notifications), offering discounts for rides to polling stations, and amplifying voter awareness messages on social media platforms.

24. Urban Company has launched 'I Have Voted Campaign' to encourage voters.

25. Truecaller is enhancing its layout by displaying voter awareness message during outbound calls.

26. Some other independent initiatives are Mankind Pharma #VotingVirgin campaign, clothing brand Neeru's "Vote ki Taiyaari" TVC, Tinder's "Every Single Vote Counts" campaign, creatively curated social media post by Matrimonial sites like Jeevansathi.com etc and discounts for voting by popular brands such as Shoppers' Stop, MakeMyTrip, Chroma and many more brands.

ECI has enhanced its targeted interventions to reach out to every eligible voter. The Commission led by CEC Shri Rajiv Kumar along with ECs Shri Gyanesh Kumar and Shri Sukhbir Singh Sandhu further directed CEOs of the States going to poll in 5th, 6th and 7th phase to timely distribute voter information slips to all electors and enhance outreach activities.

"Commission strongly believes that partnership and collaboration are

Various voter awareness drives and campaigns being carried out by stakeholders are as follows:

1. Telecom Service Providers such as Bharat Sanchar Nigam Ltd., Bharti Airtel Limited, Jio Telecommunication, Vodafone-Idea Ltd. are reaching out to every mobile user in the respective Parliamentary Constituency through push SMS/ Flash SMSs, Outbound dialling calls to mobile users, RCS (Rich Communication Services) messaging and

3. A voting day alert was sent to all Facebook users pan India to inform and aware the voters about the General Elections and to nudge them to participate in the festival of democracy.

4. WhatsApp

a. Department of Post has over 1.6 lakhs post offices and 1,000 ATMs and 1,000 digital screens b. There are over 1.63 lakh bank branches and 2.2 lakh ATMs across public and private sector banking institutions.

7. In collaboration with the Ministry of petroleum and Natural Gas, the Parliamentary Elections campaign logo "Chunav ka Parv, Desh Ka Garv" has been integrated with IRCTC portal and tickets.

11. Cinema theatres across the country are playing ECI voter awareness films and ECI Song Main Bharat Hoon, Hum Bharat Ke Matdata Hai on regular intervals, as a part of Public Service awareness (PSA) film.

15. Music App Spotify is running a campaign 'Play Your Part', and they have issued print advertisements, and

22. Tata Neu app, serving as the Tata Group's group-wide consumer-facing mobile

and many more brands.

Mines Ministry Organizes Workshop on Offshore Mining

Build Your Future With Us
 RTN.DR.R.SATHYANARAYANAN
 Director
 +91 9340130497
 +91 8148231942

Oasis Grace
 Engineering Projects Pvt.Ltd
 No. 15, North Meera Street,
 Siliguda Colony,
 Vadapalali, Chennai 600019

25⁺ Years of Excellence
 25⁺ Countries
 500⁺ Projects
 20⁺ Years of Excellence

Our Projects

- Projects in India
- Projects in India
- Projects in India
- Projects in India
- Projects in Bangalore
- Projects in Chennai

Chennai, May 16 2024: The Ministry of Mines held a workshop on Offshore Mining at New Delhi today. The occasion was graced by Secretary, Ministry of Mines, Shri V.L. Kantha Rao; Secretary, Ministry of Earth Sciences, Dr. M. Ravichandran and Additional Secretary, Ministry of Mines, Shri Sanjay Lohiya. Officials from other Central Government Ministries and Departments and from various State Governments, Government organizations, PSUs, mining companies, potential bidders and members of industry associations also attended the workshop.

Secretary, Ministry of Mines Shri V.L. Kantha Rao, in his keynote address, emphasised on the importance of offshore mining in creating strategic advantage for the country by fuelling industrial growth, generating employment and providing energy security. He also assured the gathering that the future outlook of the

offshore mining is positive and that the Ministry of Mines is undertaking various strategic initiatives for development of this nascent sector. He also encouraged start-ups and private companies for developing technology for undertaking offshore mining activities in India and highlighted that the Ministry of Mines and Ministry of Earth Sciences would facilitate funding for such initiatives. Further, he welcomed more suggestion and feedback from industry bodies on the draft rules to facilitate ease of doing business and for promoting development of offshore mining sector in India. He also urged the industry to start preparing and planning for participating in the upcoming auction and undertaking offshore mining activities.

Dr. M. Ravichandran, Secretary, Ministry of Earth Sciences in his address emphasised on

environment friendly offshore mining development in India. He highlighted the importance of developing technology to harness the maritime potential of India and requested collaboration, knowledge sharing from industry stakeholders to make India a pioneer in offshore mining.

Officials from Ministry of Mines gave an overview of the Offshore Areas Mineral (Development and Regulation) Act, 2002 (OAMDR Act) and the draft rules which were placed in public domain for stakeholder consultation. The draft rules framed are

available in the website of Ministry of Mines (mines.gov.in). The Ministry also informed that some identified offshore mineral blocks in the Exclusive Economic Zone of India for mining lime-mud, polymetallic nodules (containing critical minerals like cobalt and nickel) and construction sand will be put up for auction soon.

During the workshop, sessions were conducted by experts from Geological Survey of India, Ministry of Earth Sciences, Directorate General of Hydrocarbon, National Institute of Oceanography, Goa and

National Institute of Ocean Technology, Chennai.

Domestic and international players also participated actively in the workshop and provided key insights into the technology available for offshore exploration and mining, industry expectations and suggestions. The workshop concluded with questions and answers session wherein Additional Secretary, Ministry of Mines addressed queries raised by various stakeholders who attended the workshop physically and virtually.

PASSPORT | MSME | PAN | AADHAAR
FSSAI | PATA | LEGALHEIR
2,4 WHEELER INSURANCE
PROPERTY TAX, EB - NAME TRANSFER
STATE AND CENTRAL GOVT
AUTHORISED FRANCHISEE
ALL ONLINE SERVICES

இ-சேவை மையம்
 ஸ்டார் பெரூல் கோல் ஸ்ட்ரீட்
 11, SOUTH PERUMAL KOIL STREET, VADAPALANI, CHENNAI - 600 026.
8148231942 / 8144337349
வாடா இ-சேவை மையம்

New & Renewable Energy Secretary addresses World Hydrogen Summit 2024, highlights India's vision and capabilities in Renewable Energy and Green Hydrogen

Chennai, May 16 2024: Secretary, Ministry of New & Renewable Energy, Government of India, Shri Bhupinder Singh Bhalla addressed the World Hydrogen Summit 2024 in Rotterdam, Netherlands on May 15, 2024, highlighting India's strategic vision and capabilities in the domain of renewable energy and green hydrogen production.

The Secretary underscored the comprehensive nature of the National Green Hydrogen Mission, comprising components such as pilot projects, research and development (R&D) initiatives, and skill development programs. "This holistic approach reflects the government's commitment to fostering innovation, collaboration, and capacity-building across the hydrogen value chain. Moreover, the Mission's focus on piloting projects and advancing R&D underscores India's commitment to nurturing a vibrant ecosystem for green hydrogen technologies, fostering the emergence of cutting-edge solutions and best practices."

The New & Renewable Energy Secretary reiterated India's position as a global leader in renewable energy affordability, emphasizing the nation's low cost of renewable energy. "With competitive pricing, India presents an attractive landscape for domestic and international investments in renewable energy projects, aligning with the nation's commitment to transitioning towards sustainable energy sources." The Secretary



highlighted India's integrated grid infrastructure as a key enabler for the seamless integration of renewable energy sources into the national energy mix. He told the Summit audience that this integrated grid not only enhances grid stability and reliability but also enables the strategic placement of renewable energy plants, optimizing efficiency and minimizing the need for long-distance transportation and storage of hydrogen.

India's abundant pool of skilled engineers serves as a cornerstone for the successful implementation of renewable energy and green hydrogen projects, said the Secretary. "With world-class expertise in engineering, procurement, and construction (EPC) services, India offers a robust talent pool capable of executing projects with efficiency and precision. This availability of skilled personnel at a reasonable cost further enhances India's competitiveness in the global market for green hydrogen production."

The Secretary highlighted India's ambition to emerge as a

leading exporter of green hydrogen. Asserting India's clear vision and commitment to sustainable energy practices, he underscored the nation's determination to play a pivotal role in the global hydrogen economy. "With a strategic focus on scaling up production, India aims to capitalize on emerging opportunities in the international market for green hydrogen, thereby reinforcing its position as a key player in the global energy transition."

The Secretary assured the World Hydrogen Summit delegates of India's capability to meet any scale of production demand for green hydrogen, provided there is sufficient market demand and support. This confidence stems from India's robust renewable energy deployment strategy, as outlined in its Nationally Determined Contributions (NDC). Highlighting the rapid scale-up of renewable energy infrastructure in the country, the Secretary informed the audience that India's current installed electricity capacity is

from non-fossil-fuel sources, with projections indicating a rise to 50% by 2030.

The Secretary's keynote address showcased India's leadership, ambition, and capabilities in the domain of renewable energy and green hydrogen production. He pointed out that with a strong emphasis on affordability, infrastructure development, skilled personnel, ambition, and scalability, India is poised to emerge as a key player in shaping the global hydrogen economy and advancing sustainable energy solutions on a global scale. He said that the National Green Hydrogen Mission stands as a testament to India's commitment to fostering innovation and collaboration towards a greener and more sustainable future.

The National Green Hydrogen Mission is a flagship initiative of the Government of India, aimed at fostering the development and adoption of green hydrogen technologies in India. With a target of establishing 5 million tonnes of annual green hydrogen production capacity by 2030, the mission represents a significant step towards realizing India's ambitions in the hydrogen economy. The Government has made substantial progress in this regard, having awarded tenders for incentives to support green hydrogen production of a total of 412,000 tonnes per annum. Additionally, tenders have been awarded for the establishment of electrolyser manufacturing capacity amounting to 1,500 MW per annum, further bolstering India's capacity to produce green hydrogen at scale.

IIT Madras to host SPIC MACAY's 9th International Convention from 20-26 May 2024

Chennai, May 16 2024: Indian Institute of Technology Madras (IIT Madras) will host Society for the Promotion of Indian Classical Music And Culture Amongst Youth's (SPIC MACAY) 9th Annual International Convention from 20th to 26th May 2024. The institute had previously hosted the convention twice – 1996 and 2014.

It is a week-long festival of Indian culture in which more than 1,500 students and volunteers gather from across India and the world. Participants get an outlook of the Indian culture, heritage and ethics as they interact with great artists.

The Convention is open to only school and college students who have registered for the event. Their entire accommodation and food will be provided free of cost as they get to experience the best of classical Indian arts in its full glory for a week.

Looking forward to hosting the event, Prof. V. Kamakoti, Director, IIT Madras, said, "Culture is the spine of every country. As a country, we are proud of the variety of cultural activities performed across Bharat. SPICMACAY brings all of them to our IIT Madras campus. Looking forward to the events."

The SPIC MACAY Newsletter May 2024 issue focused on the 9th International Convention can be viewed and downloaded from the following link - https://drive.google.com/file/d/1SYuB11RjW0dBFOoQ3fE_Re8dFp5alznm/view?usp=sharing

Speaking about the event, Prof. Sathyanarayana N. Gummadi, Dean Students said "This is third time that IIT Madras is co-organizing



this event which SPICMACAY. Faculty, UG, PG and research scholars team of around 150 and above are actively participating in smooth conduct of this event. This is a great platform for IIT Madras community to experience the rich cultural festival for one week."

Activities during the convention range from classical music & dance events. We are extremely happy to collaborate with IITM and wish for a long term alliance."

The idea of organizing the convention is to create a unique ashram-like atmosphere to leave an impact on the new generation. This also resonates with SPIC MACAY's core purpose - to have every child experience the inspiration and mysticism embodied in Indian and World heritage. The vision is to reach every child by 2030.

The main supporter of this convention is Tata Consultancy Services. This is SPIC MACAY's flagship event which is held every year at a reputed educational institution in the county.

As is being done every year, the Convention will feature some of the finest and best artists from all over the country. Some of the artists performing at the convention include Pt. Hari Prasad Chaurasia (Hindustani Flute), Ustad Amjad Ali Khan (Sarod), Vid. Padma

Further, Ms. Suman Doonga, Vice

Chairperson, SPIC MACAY, said, "SPIC MACAY stands on the shoulders of its four main pillars: Artists, Institutions, Sponsors and Volunteers. IIT Madras, an eminent institution, is an important pillar of support for our movement. It is one of the few institutions that has a vibrant cultural scene, and hosts several classical music & dance events. We are extremely happy to collaborate with IITM and wish for a long term alliance."

The idea of organizing the convention is to create a unique ashram-like atmosphere to leave an impact on the new generation. This also resonates with SPIC MACAY's core purpose - to have every child experience the inspiration and mysticism embodied in Indian and World heritage. The vision is to reach every child by 2030.

The main supporter of this convention is Tata Consultancy Services. This is SPIC MACAY's flagship event which is held every year at a reputed educational institution in the county.

As is being done every year, the Convention will feature some of the finest and best artists from all over the country. Some of the artists performing at the convention include Pt. Hari Prasad Chaurasia (Hindustani Flute), Ustad Amjad Ali Khan (Sarod), Vid. Padma

(Sarod), Vid. Padma

Subrahmanya (Bharatanatyam), Vid. Sudha Ragunathan (Carnatic Vocal), Vid. Seshampatti T. Sivalingam (Nadaswaram), Vidushi A. Kanyakumari (Carnatic Violin), Pt. Ulhas Kashalkar (Hindustani Vocal), Pt. M. Venkatesh Kumar (Hindustani Vocal), Ustad Shahid Parvez Khan (Sitar), Vidushi Sunayana Hazarilal (Katak) Ustad Wasifuddin (Dhrupad), Vid. Jayanthi Kumaresh (Saraswati Veena), Vid. Ashwini Bhide Deshpande (Hindustani Vocal), Shri Margi Madhu Chakyar (Koodiyattam) and Vidwan Lagudi GJR Krishnan (Carnatic Violin).

The convention will also have five-day long workshop intensives by eminent artists and craftspersons such as Carnatic Vocal by Vidwan Neyveli Santhanagopalan, Gurbani by Dr Alankar Singh, Sattriya by Guru Gopiram Burha Bhakat, Kathak by Vid. Sunayana Hazarilal, Mohiniyattam by Dr Neena Prasad, Odissi by Vidushi Madhavi Mudgal, Pung Cholom by Khumukcham Romendro Singh, Purulia Chhau by Shri Tarapada Rajak, Hatha Yog by Swami Tyagraj and Saraswati, Puppetry by Sudeep Gupta, Dhrupad by Ustad Wasifuddin Dagar. Different types of craft intensives such as Tikuli painting (Bihar) by Shri Ashok Kumar Biswas, Gond Tribal painting (Madhya Pradesh) by Shri Bhajju Shyam, Mughal Miniature painting (Rajasthan) by Janab Shakir Ali, Roghan art (Gujarat) by Janab Abdul Gafur Khatri, Mask making (Majuli Assam) by Shri Hemchandra, Terracotta (Tamil Nadu) by Shri VK Munusamy, will also be conducted.

April 2024 exports show positive growth, however continued buoyant order bookings remains the key for its renewed growth: FIEO President, Ashwani Kumar

Chennai, May 16 2024: Reacting to the April, 2024 merchandise export figures, FIEO President, Mr Ashwani Kumar said that starting the new financial year 2024-25 on a positive note with US\$ 34.99 billion and growth of over 1% compared to US\$ 34.62 billion of April 2023 is good sign even during such challenging times. This

not only shows the determination of the resilient exports sector but also efforts and hard work, which the exporting community is putting together. The ongoing Russia-Ukraine war coupled with various major geo-political tensions including the Red Sea crisis and Israel-Hamas conflict has also made the international trade scenario much tougher

for the Indian exporters, added Mr Kumar. We further hope that exports will start showing better growth numbers with improved demand in the European Union, UK, West Asia and the US, which has given boost to the order bookings by over 10% and has come as sign of recovery for labour-intensive sectors of exports including Leather & Leather

products, Footwear and Apparels. With fresh orders also expected to show some positive beginning, FIEO President Mr Kumar reiterated that tariff war between US and China may come as an opportunity for the country's exports sector.

FIEO Chief said that key sectors which have shown positive growth during the month of April 2024,

include electronic goods, drugs & pharmaceuticals, organic & inorganic chemicals, petroleum products, plastics & linoleum, cotton yarn/fabs./made-ups, handloom products etc., spices, cereal preparations & miscellaneous processed items, tea, coffee, tobacco, carpet and handicrafts excl. handmade carpet. Overall exports of

(goods and services) increased to US\$ 64.56 billion during the month from US\$ 60.40 billion in April 2023. While the overall imports increased to US\$ 71.07 billion compared to US\$ 63.03 billion in April 2023 increasing the trade deficit to US\$ 6.51 billion compared to US\$ 2.62 billion of April 2023, said FIEO President. Mr Kumar also added that though

there is increase in imports mainly due to petroleum products, gold, pulses and vegetable oil but the increase in petroleum products and gold import will lead to increase in exports of petroleum products and gems & jewellery with a time lag.

FIEO President, Mr Ashwani Kumar further reiterated that the need of the hour is to take steps on the liquidity front with

deeper interest subvention support and continuation of interest equalisation scheme. Besides, addressing the Middle East geopolitical situation, Red Sea crisis challenges by ensuring availability of marine insurance and rationale increase in freight charges. The sector also needs easy & low cost of credit, marketing support and conclusion of some of the key FTAs with UK, Peru and Oman soon.

Microsoft launches Fourth Annual Work Trend Index Report - India Findings

Chennai, May 16 2024: Microsoft and LinkedIn today released the India findings of the 2024 Work Trend Index on the state of AI at work. The report titled, "AI at work is here. Now comes the hard part" shows how, in just one year, AI is influencing the way people work, lead and hire. The report spotlights employees' strong desire for AI integration in the workplace, the opportunities it creates for career growth, and the emergence of AI power users[1] in the future of work.

Microsoft and LinkedIn partnered for the first time for the fourth Work Trend Index to provide a comprehensive view of how AI is shaping work. The findings are based on a survey of 31,000 people in 31 countries, labor and hiring trends on LinkedIn, trillions of Microsoft 365 productivity signals and research with Fortune 500 customers.

The report highlights insights every leader and professional needs to know about AI's impact on work, talent and hiring in the year ahead:

1. Employees want AI at work—and won't wait for companies to catch up:

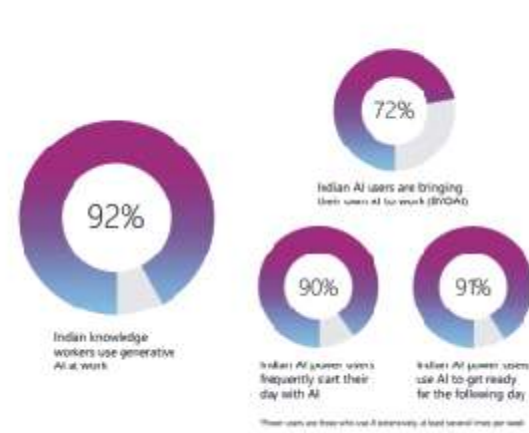
India's workforce is very optimistic about AI. Ninety-two percent of knowledge workers in India use AI at work as compared to the global figure of 75%, reflecting employee confidence in AI to save time, boost creativity, and focus. Ninety-one percent of leaders in India also believe their companies need to adopt AI to stay competitive, 54% worry their organization lacks a plan and vision for implementation.

While leaders feel the pressure to turn individual productivity gains into organizational impact, employees aren't waiting to reap the benefits: 72% of Indian AI users are bringing their own AI tools to work (BYOAI). The data is clear: people are turning to AI to be more productive and creative at work. The opportunity for every leader is to channel this momentum into ROI.

2. For employees, AI raises the bar and breaks the career ceiling:

In a world where AI mentions in LinkedIn job posts drive a 17%

How Indian employees are using AI at work



2024 Work Trend Index Annual Report from Microsoft and LinkedIn

jump in response rate, it's a two-way street: organizations that empower employees with AI tools and training will attract the best talent, and professionals who skill up in AI will have the edge.

For India's leaders, AI skills are now a top priority when it comes to hiring, with 75% stating they wouldn't hire someone lacking in AI skills, outpacing the global average of 66%. Interestingly, AI skills outweigh experience, with 80% of leaders in India preferring to hire a less experienced candidate with AI skills, over a more experienced candidate without them.

As of late last year, there has been a 142x increase globally in LinkedIn members adding AI skills like Copilot and ChatGPT to their profiles and a 160% increase in non-technical professionals using LinkedIn Learning courses to build their AI aptitude.

3. The rise of the AI power user—and what they reveal about the future:

Four types of AI users emerged in the research—from skeptics who rarely use AI to power users who use it extensively, with novices and explorers in between. Compared to skeptics, AI power users have fundamentally reoriented their workdays with 90% of Indian AI power users beginning their day with AI and 91% relying on it to prepare for the next day. They are also 37% more likely to seek guidance from co-workers regarding useful prompts and 47% more likely to experiment with AI.

AI power users are nearly 20% more likely to receive training, particularly on prompts and role-specific AI usage, compared to other employees. They are also 65% more likely to receive

communication from the CEO on generative AI, 34% more likely from the function or department lead, and 44% more likely from their manager's manager.

Irina Ghose, Managing Director, Microsoft India and South Asia said, "Data from the Work Trend Index shows that AI is now a reality at work, with India having one of the highest AI adoption rates among knowledge workers, at 92%. The rate of diffusion we're seeing across sectors, from BFSI to healthcare to ITES and the public sector has been very encouraging. This AI optimism presents a tremendous opportunity for organizations to invest in the right tools and training, to unlock efficiencies for employees and ultimately drive long term business impact."

Ruchee Anand, Head of Talent & Learning Solutions at LinkedIn said, "AI is transforming the world of work, reshaping the talent landscape and nudging both individuals and organizations to embrace change. The demand for AI expertise has seen a remarkable 17% jump from last year, echoing LinkedIn platform insights and findings of the Work Trend Index. We've seen professionals in India over index on learning while also adding AI skills to their professional toolkit. As the workforce looks to tap into the benefits of AI, it's crucial for leaders to boost their organization's AI capabilities through thoughtful investment in both technology and talent."

Use of generative AI at work has nearly doubled in the last six months, globally. LinkedIn is seeing a significant increase in professionals adding AI skills to their profiles. However, with every second leader in India

worried that their company lacks an AI vision and employees bringing their own AI tools to work, leaders have reached the hard part of any tech disruption: moving from experimentation to tangible business impact.

On the sidelines of the report, Microsoft announced new capabilities in Copilot for Microsoft 365 to help people get started with AI, and LinkedIn announced over 50 learning courses that are being made free to empower professionals at all levels to advance AI aptitude.

Some of the new capabilities introduced in Copilot for Microsoft 365 include: Copilot will become more conversational by suggesting follow-up prompts or asking clarifying questions to provide the best response possible.

A new chat interface in Copilot will proactively offer timely recommendations based on recent activity, like "You missed Tuesday's sales meeting. Here's a quick summary" or flagging an important email for follow up.

The prompt box in Copilot will now have an auto complete experience, allowing users to get better results from their prompts. If you've already written the prompt, a new rewrite feature will turn basic prompts into rich ones, grounded in your work meetings, documents and emails.

Updates to Copilot Lab will allow employees to create, publish, and manage prompts that are expressly tailored to their team.

In addition to the 50 new AI learning courses available for free through July 8, LinkedIn offers:

AI-powered coaching with personalized content and conversational learning.

AI-powered personalized takeaways on LinkedIn Feed offering insights, ideas and actions.

AI-powered tools to assess fitment for a role based on experience and skills match, plus advice on how to stand out and suggestions for skill building.

30 Remarkable years of partnership - Mercedes Benz India and ExxonMobil India

Coimbatore May 16 2024: ExxonMobil, a global leader in synthetic motor oils, recently commemorated 30 years of successful partnership with Mercedes-Benz India. The milestone event held at the Mercedes Benz India facility at Chakan, Pune, highlighted the enduring collaboration between the two pioneers, and their commitment to furthering innovation and mutual growth in the sector.

ExxonMobil has worked closely with Mercedes Benz to develop and supply synthetic motor oils meeting the evolving needs of their growing luxury portfolio in India comprising the A-Class Limousine, Mercedes Maybach S 580 limousines and SUVs like GLE and GLS to name a few.

Mercedes Benz has relied on ExxonMobil to meet the lubrication needs of its premium and luxury cars to high-end consumers through their strong service and after-sales care network in India. This partnership has



encompassed testing, field trials, and supply of high-quality fully synthetic engine oils to both the factory and service networks in the country. The partnership has delivered trust and value to the needs of an evolving sophisticated, modern, and ambitious consumer base in India, ensuring that their engines perform at utmost efficiency.

ExxonMobil has strengthened its presence in India with its investment to build a world-class lubricant-manufacturing plant in Maharashtra. Pioneering in the science of synthetic lubrication, it was the first to introduce synthetic lubricants globally with the launch of Mobil 1™ in 1974. Mobil 1™ has since maintained its status as the most trusted and advanced synthetic motor oil brand

globally. Mobil 1™ has been setting new standards in engine performance and protection, making it the lubricant of choice for leading OEMs across the world.

Santosh Iyer, Managing Director & CEO, Mercedes-Benz India, said: "Mercedes-Benz and ExxonMobil share a common milestone of completing 30 years in India, having a shared vision of enhancing customer trust through continuous innovations. ExxonMobil has been our most trusted partner supporting Mercedes-Benz customers and dealer network with our motor oil supplies, especially during the peak of supply disruptions triggered by the pandemic. ExxonMobil's products and services match our world-class offerings in India and underscore the customer passion

that drives our collaborative spirit."

Vipin Rana, CEO ExxonMobil Lubricants Pvt. Ltd., said: "Our long partnership with Mercedes-Benz India is testimony to the cutting-edge lubrication technology, trusted by global automobile majors, and our unwavering focus on ensuring supply chain security and reliability to the Mercedes-Benz dealers across India. As Mercedes-Benz India charts their next era of growth, we are committed to supporting their journey by providing best-in-class engine oils designed for their cars and enabling their dealers to delight the customers. It is a very proud moment for us to celebrate our 30-year association in India as we also celebrate the 50 years of Mobil 1™, our flagship synthetic engine oil providing the ultimate engine protection. ExxonMobil remains committed to Indian consumers, alongside our OEM partners, in our role as a key player in driving growth in the country's automotive sector forward."

IIT Mandi Researchers Pioneer Eco-Friendly Electromagnetic Interference Shielding Solution

Chennai, May 16 2024: Indian Institute of Technology Mandi researchers have produced biodegradable natural fibre-containing composites tailored for various applications, particularly in Electromagnetic Interference (EMI) shielding.

Composite materials, blending two or more substances, have been utilized since ancient times. Clay and straw, among other materials, were historically combined to create composite bricks for construction. Today, natural fibre-reinforced composites, such as Jute and Hemp, are making a comeback due to environmental concerns, finding diverse applications in different sectors.

One area where composites are increasingly used is Electromagnetic Interference (EMI) shielding. The proliferation of electronic devices in recent years has led to a new form of pollution known as Electromagnetic Interference. Such interferences can affect the functions of electronic systems across industries such as radar systems, military controls, and networking infrastructure. EMI

shielding materials are essential to protect electronic devices and systems from EMI interference.

A team of researchers from IIT Mandi and VTTT Finland, led by Dr. Himanshu Pathak, Associate Professor, and Dr. Sunny Zafar, Associate Professor of the School of Mechanical and Materials Engineering, alongside their research scholar, Mr. Aditya Pratap Singh at IIT Mandi, and Dr. Siddharth Suman, Research Scientist at VTT Technical Research Centre of Finland, have initiated a mission to develop a composite material. This material aims to provide robust EMI shielding while adhering to eco-friendly principles.

The team has developed a distinctive mixture comprising kenaf fiber (known as Deccan Hemp/Ambari in local languages) and High-Density Polyethylene (HDPE). Kenaf, recognized for its strength and low density as a natural fiber, acts as an optimal reinforcement material, augmenting the mechanical properties of the composite while diminishing its environmental impact. Additionally, HDPE, a commonly utilized recyclable plastic, adds to

the composite's eco-friendly characteristics.

For EMI shielding, the composite must be an electrical conductor. The researchers incorporated carbon nano tubes (CNTs) to confer electrical conductivity to their composite. A blend of 16% kenaf fibre and 5% CNTs was found to exhibit superior EMI shielding, surpassing 30 dB, and exceptional mechanical strength.

Speaking about the developed composite, Dr. Himanshu Pathak, Associate Professor, School of Mechanical and Materials Engineering, IIT Mandi, said, "Cultivating a sustainable future demands innovation that enhances performance while minimizing environmental impact. Our work in developing eco-friendly EMI shielding materials combines technological advancement with ecological responsibility."

In the past, EMI shielding relied on metals but suffered from drawbacks such as limited flexibility, high weight, and susceptibility to corrosion. In recent decades, researchers have shifted focus to plastic-composite materials due to their inherent flexibility, lightweight

nature, ease of processing, chemical resistance, and scalability to address these shortcomings in metal-based shielding materials.

The application potential of this innovative composite material is vast, spanning from electronic equipment casing to overhead bins and unmanned aerial vehicles (UAVs).

Speaking about the applications of the developed composite, Dr. Sunny Zafar, Associate Professor, School of Mechanical and Materials Engineering, IIT Mandi, said, "The developed composite holds immense promise for real-world applications, ranging from electronic equipment casing to overhead bins and unmanned aerial vehicles (UAVs). The composite's versatility and sustainability make it an asset in addressing contemporary challenges while promoting environmental responsibility."

The details of the study have been published in the prestigious journal, Polymer Composites, and can be accessed at <https://doi.org/10.1002/p.c.28075>.

Samsung Launches Three New Refrigerators Featuring Next-Generation AI Inverter Compressor in India

Coimbatore May 16 2024: Samsung, India's largest consumer electronics brand, today announced the launch of three new refrigerators that ensure smarter living for Indian homes by helping consumers customise their choices. The new refrigerators feature Samsung's next generation Artificial Intelligence-powered Inverter Compressor. The AI Inverter Compressor, the heart of Samsung's new refrigerators, transforms the traditional internal design by optimizing motor and energy efficiency while saving electricity costs.

Samsung's eighth generation compressor brings AI to the fore - marking a revolutionary change from its first compressor introduced 27 years back. The AI Inverter Compressor comes with a segment-leading 20-year warranty, guaranteeing long-lasting performance and energy efficiency.

The new AI refrigerators come in three models - the 809L 4-Door Flex French Door Bespoke Family Hub™ Refrigerator in Clean Charcoal + Stainless Steel colour, and the 650L 4-Door Convertible French Door models' in Clean White in glass finish and Black Caviar in steel finish.



“Samsung is entering a new era of home appliances with Bespoke AI, offering refrigerators featuring a high-efficiency AI Inverter Compressor that delivers exceptional performance. By utilizing the AI Energy Mode, consumers can achieve energy savings of up to 10%. Samsung remains committed to developing AI Inverter Compressors and associated technologies, ensuring that our refrigerators provide long-lasting reliability and reduced energy consumption,” said Saurabh Baishakhia, Senior Director, Digital Appliances Business, Samsung India.

The AI Inverter Compressor boasts noise levels of less than 35 dB/A during a typical operation, comparable to the tranquillity of a serene library. Unlike traditional fixed-speed compressors, this advanced technology responds promptly to minor fluctuations in temperature. It generates optimal cool air while minimizing energy usage by

adaptively modifying the motor velocity based on factors such as surrounding temperature, operational mode, and even temperature shifts resulting from door openings and closings.

Samsung 809L Family Hub™ AI Refrigerator comes with 80 cm Family Hub™ Screen with the innovative "AI Vision Inside" feature, allowing users to effortlessly manage food inventory through internal cameras that can identify 33 food items while AI technology helps in providing recipe suggestions. The 650L Convertible French Door AI refrigerators come with integrated Wi-Fi connectivity through which users can remotely monitor and manage the refrigerator's settings.

Furthermore, to increase the energy efficiency and durability of the AI Inverter Compressor, Samsung has been continuously researching, developing, and improving the manufacturing process of the internal motor,

ball bearings, pistons, valves, and other components. As a result, the AI Inverter Compressor has achieved an internal motor efficiency of over 95 percent. Compared to the previous compressor, the new AI Inverter Compressor's energy efficiency in the low-speed operation range of 950-1,450rpm (the range in which refrigerators typically operate) has also increased by more than 10 percent. Furthermore, the new AI Inverter Compressor has more than quadrupled the leveraged inertia during the motor's operation compared to the conventional model.

Prices and Availability

809L 4-Door Flex French Door Bespoke Family Hub™ Refrigerator:

Clean Charcoal + Stainless Steel colour: INR 355000

650L 4-Door Convertible French Door refrigerators:

Clean White colour in glass finish: INR 188900

Black Caviar colour in steel finish: INR 172900

The three new refrigerators are now available on Samsung.com, retail stores, and other e-commerce platforms.

Siemens introduces Sustainable solution to recycle used tyres by RE-TYRE

Chennai May 16 2024: Siemens has recently introduced Re-Tyre, a UK based technology company aimed at bringing a greener revolution in the tire industry worldwide. RE-TYRE presents FDPT, a patented technology, which is a sustainable solution to reduce the carbon footprint in the Tyre Industry. Re-Tyre has developed a Machine that converts scrap / rejects tires into zero waste, 100% recycled, clean and separate product called ACTIVE-R.

Another highlight of

this machine is that it doesn't require any big infrastructure or logistics, it only needs water, electricity and internet accessibility to run. This event was attended by the R&D heads of Apollo Tyres, Continental Tyres, TVS Tyres, Goodyear, Deloitte, Yokohama and many other the major industry leaders who experience the texture of ACTIVE-R, which is the ready ingredient to make fresh tires.

This machine has been developed by RE-TYRE in United Kingdom after stringent research of 15+ years at

the Imperial College London. Being of Indian Origin, The Founders of RE-TYRE Mr. Shravan Bansal & Mr. Sanchit Bansal, have set an ambitious target to commence the mass production of the machine in India with a vision to make India the first country to get a Red-Zone Industry into Green Zone by zeroing down the PCR tires scrapes into 100% sustainable ingredient.

Mr. Shravan Bansal said “We would like to first introduce this technology to all Tyre manufacturers for their factory rejects as they

can optimise the final produce according to their desired composition. The technology then can further be handed-down to their dealer network as well.”

The Event was attended by Mr. Peter Haan - Head Global Business Development, VM Tire Siemens, Mr. Leo Arul - Head VM Tire, Siemens India and Ms. Ankita Kambale - Vertical Business Development Manager, Siemens Digital Industries and many more.

Golden Jubilee Celebrations of CVRDE (DRDO), Avadi

Chennai May 16 2024: The inaugural event of Golden Jubilee celebrations was held with great enthusiasm in the presence of Secretary, Department of Defence Research & Development and Chairman, Defence Research & Development Organisation (DRDO) at Combat Vehicles Research & Development Establishment (CVRDE), Avadi, Chennai on 16 May 2024.

Combat Vehicles Research & Development Establishment (CVRDE), one of the premier establishments of DRDO, under Ministry of Defence, has played a significant role for enhancement of country's self-reliance in defence cutting edge technologies for the past 50 years. To commemorate this



momentous journey, the inaugural event of Golden Jubilee celebrations was commenced at CVRDE, Avadi, Chennai on 16 May 2024.

Dr Samir V Kamat, Secretary DD (R&D) and Chairman, DRDO is the Chief Guest and Prof. Prateek Kishore, OS & DG(ACE) is the Guest of honour of the function. Other Dignitaries viz., Directors from DRDO Hqrs/ labs, Army, Navy, Central & State Government officials, Industry Partners have also graced the function.

The event was started with traditional welcome dance. The achievements of CVRDE were highlighted by eminent veterans through the recorded video, which was telecasted during the function. While addressing the gathering, the chief guest appreciated the CVRDE's efforts for achieving the self-reliance in Armored Fighting Vehicle (AFV) categories and insisted to focus more on innovations, to adapt the emerging scenario in Defence Ecosphere. During his special address, the

guest of honor expressed his gratitude to all the veterans who have immensely contributed to the success of the establishment.

Following the golden jubilee celebrations, the CVRDE flagship products were displayed in the form of exhibition and the features of each system's were explained to the delegates. In the afternoon session, a panel discussion was held in the topic “Tank Warfare in 21st Century – The operational & technological requirements” wherein, the expert's perspective was shared between the eminent personalities of Indian Armed forces, DRDO & Industry partners, which is beneficial for CVRDE fraternity to meet the futuristic challenges.

CSIR-Structural Engineering Research Centre (CSIR-SERC) and CSIR Madras Complex celebrates National Technology Day

Chennai May 16 2024: National Technology Day was celebrated with great enthusiasm on 15 May 2024, by CSIR-Structural Engineering Research Centre (CSIR-SERC) and CSIR Madras Complex (CMC).

The function was presided over by Dr. N. Anandavalli, Director, CSIR-SERC and Coordinating Director, CMC. Dr. Chandrika Kaushik, Outstanding Scientist & Director General – Production Coordination & Services Interaction (PC & SI), Defence Research and Development Organization (DRDO), New Delhi, was the Chief Guest of the function. Dr. Anandavalli welcomed all the participants on the eve of the National Technology Day and mentioned that this day is being celebrated since 1999 to mark India's technological prowess. She briefed on the National Technology Day and said that this day is celebrated every year to commemorate India's three significant technological achievements namely, to mark the anniversary of the POKHRAN nuclear tests of 1998, first flight



of the indigenously designed HANSA lightweight aircraft and the development of the surface to air missile TRISHUL. Referring to this year's National Technology Day theme - Promoting Clean and Green Technologies for a Sustainable Future, she briefed on the green and sustainable technologies developed by CSIR-SERC and the technological interventions by CSIR-SERC that acted as solutions for complex engineering problems.

Dr. J. Rajasankar, Chief Scientist, CSIR-SERC, introduced the Chief Guest to the audience. Dr. Chandrika Kaushik delivered the

National Technology Day lecture on Structures: From Engineering Marvels to Exploratory Science. In her lecture she gave a brief on the genesis of National Technology Day and remembered the achievements of the nation's scientist, engineers and technologists. Referring to this year's theme, she said that the scientific community should collectively work towards achieving a sustainable future. She spoke in detail on the evolution of structures from primitive to skyscrapers, ancient engineering marvels of Tamil Nadu, engineering structures from research community, evolution of

structural material, innovation in structural component technologies, trends in architectural process, bio-inspired structures and tough engineering challenges that lie before us. She highlighted that ancient Indian civilization had rich diversity of structures and created many finest architectural masterpieces that withstood even fierce natural disasters. She called upon the scientific community to collaborate meaningfully and harness the expertise of various organizations to create sustainable solutions for betterment of the society.

Dr. G.S. Palani, Chief Scientist, CSIR-SERC, proposed vote of thanks.

Ministry of Development of North Eastern Region Launches Swachhata Pakhwada

Chennai May 16 2024: The Ministry of Development of North Eastern Region (MDoNER) has taken a significant step towards promoting cleanliness and environmental sustainability with the launch of Swachhata Pakhwada. The event commenced today at Vigyan Bhawan (Annexe), New Delhi, and will run from 16th May to 31st May 2024.

During the inaugural ceremony, team MDoNER took the Swachhata Pledge, reaffirming their commitment towards cleanliness activities and spreading the message of the Swachh Bharat Mission. Led by the Secretary, MDoNER, the pledge emphasized the



adoption of best cleanliness practices in all aspects of life.

A group of people standing around a table Description automatically generated Secretary, MDoNER, stressed the importance of making Swachhata initiatives sustainable throughout the year. He urged all staff members to actively participate and implement cleanliness practices throughout the

year. A group of people sitting in a meeting Description automatically generated

As part of Swachhata Pakhwada, various activities will be undertaken, including community awareness programs on eco-friendly initiatives, discouraging the use of plastics, waste management, plantation drives, and street plays (Nukkad Natak).

Throughout the duration of the Pakhwada, MDoNER & Its Organisations will conduct regular cleanliness inspections across all its divisions and surrounding office premises to ensure proper sanitation and record management. Additionally, a cleanliness drive and voluntary clean-up activities (Shramdan) will be organized to maintain the cleanliness of Vigyan Bhawan (Annexe) and its surroundings.

Swachhata Pakhwada reflects MDoNER's commitment to promoting Swachh Bharat, not only within the organization but also in the wider community.