

Mock drill conducted at Tondiarpet yard to review disaster preparedness

Chennai, June 13 2024: In a comprehensive exercise to enhance disaster management skills and review disaster preparedness, relief & rescue operations, a Joint Mock Drill was conducted at Tondiarpet Marshalling Yard in the early morning hours of today, the 12th of June 2024. The Safety, Civil Defence and RPF wings of Chennai Division of Southern Railway, in coordination with Central agencies such as the National Disaster Response Force (NDRF), Tamil Nadu Disaster Response

Force (TNDRF) and Metropolitan Disaster Response Force conducted this Mock drill exercise. A team of 400 professionally trained crew and State-of-the-art equipment were deployed for the exercise. The mock drill was carried out as per underlying safety protocols, under the aegis of Shri Ganesh, Principal Chief Safety Officer and Senior officials of Chennai Division namely, Shri Ankur Chauhan, Additional Divisional Railway Manager, Dr.Sobha Jasmine, Chief Medical Superintendent and

Shri M. Balamurali, Senior Divisional Safety Officer, Shri B. Ramakrishna, Senior Divisional Security Commissioner, Shri Nithin Nobert, Dy. Chief Safety Officer/Traffic and Shri Mohammed Shamim, Dy. Chief Safety Officer/Mechanical and other branch officers of the Division. Besides, Senior officials from NDRF namely, Shri T.P.S. Ayyasamy, Commandant, 13th Battalion, Avadi, Tamil Nadu and Shri P. Sudhakar, Dy. Commandant, 4th Battalion, Arakkonam led the team of NDRF

crew. Shri R. Murugan, Additional Divisional Fire Officer, North Chennai led the Fire rescue team. During the four hour long mock drill, an accident scene was simulated using condemned coaches and dummies of passengers. A Self-propelled Accident Relief Train (SPART) with Doctors, paramedical staff, rescue workers, engineers and emergency tools for extricating passengers from debris was sent to the accident spot set up for mock drill. The NDRF, TNDRF and MDF team rehearsed



the rescue and relief operations that are encountered in case of accidents, and clocked the response time to check the preparedness during such incidents

such as: Mobilisation of men, materials and machines to the accident zone Setting up of lighting arrangements

Coach cutting and extricating trapped passengers from the derailed coaches Setting up of emergency control centre

- Emergency medical action to be given to the injured like CPR / first aid and shifting them to nearest medical centres for further treatment,
 - Provision of passenger assistance,
 - Assisting passengers with food and refreshments and
 - Restoration of traffic in the affected section, etc.
- The main objective of the Mock Drill is to evaluate response and readiness in coordination with all departments so as to improve preparedness and ability to respond to any disaster.

Jayant Chaudhary assumes charge of MSDE as Minister of State (Independent Charge)

Chennai, June 13 2024: The newly appointed Hon'ble Minister of State (Independent Charge), Shri Jayant Chaudhary, officially assumed the charge of the Ministry of Skill Development and Entrepreneurship (MSDE) today. Shri Atul Kumar Tiwari, Secretary of MSDE, welcomed the Hon'ble Minister and extended his best wishes, marking the beginning of a new chapter in advancing the

skill development and entrepreneurship landscape. The ceremony at Kaushal Bhawan, New Delhi, signifies a concerted effort to achieve the objectives outlined in the 100-day agenda of the Government of India. Speaking on the occasion, Shri Jayant Chaudhary, Hon'ble Minister of State (Independent Charge), MSDE said, "India has a vast and youthful

population that needs to be empowered with skilling, reskilling, and upskilling opportunities to fulfil their aspirations. This aligns perfectly with the vision of Hon'ble Prime Minister Shri Narendra Modi of a Viksit Bharat, a developed India where every citizen has the opportunity to thrive and contribute to our nation's prosperity. There is a constant need for new and industry aligned skills in all

walks of life, and I am confident that ministry's perpetual efforts will make a tangible impact on the skilling and employment landscape." The ministry is committed to implementing strategic initiatives that bridge the skills gap, including flagship schemes like Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and the National Apprenticeship Promotion Scheme (NAPS). These programs are designed to enhance employability and foster entrepreneurship, equipping individuals with the skills and knowledge needed to thrive in the rapidly evolving job market.



international organizations and industries to create pathways for skilled workers to pursue careers abroad. By embracing digital technologies through platforms like SIDH (Skill India Digital Hub), enhancing infrastructure, and promoting inclusive skill training, MSDE aims to empower individuals and swiftly

enforce high-impact initiatives. These efforts demonstrate our dedication to immediate and tangible progress in the skill development and entrepreneurship sectors, ultimately contributing to a more skilled and empowered India. Shri Jayant Chaudhary is a dedicated advocate for implementing programs

and launches that integrate the deprived into the mainstream of development to ensure the continued growth and development across sectors and the country at large. The Hon'ble Minister brings with him a wealth of experience and a deep commitment to the welfare of the people. He was a member of the

Standing Committee on Commerce, the Consultative Committee on Finance, the Indian Council of Agricultural Research and the Committee on Government Assurances. He has served previously on the Standing Committees on Agriculture and Finance as well as the Committee on Ethics.

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After Kamal Haasan, Vijay Sethupathi gets featured in Burj Khalifa W.I.T Events headed by Merlin organises Vijay Sethupathi-starrer 'Maharaja' music and trailer launch in Dubai in a grand manner

Chennai, June 13 2024: W.I.T (Where in Tamilnadu) Events led by Merlin, an organisation founded in the UAE by women for women, has been successfully coordinating and conducting various events since March 2022.

Aimed at empowering women personally and professionally, W.I.T Events has been making a mark in the UAE by organising various cultural shows and film promotional events. Headed by CEO Merlin, W.I.T Events has carved a niche for itself by holding promotional events in the UAE for Sivakarthekeyan starrer 'Maaveeran', 'Por Thozhil', 'Farhana', 'Jigarhanda Double X' and Karthi's 'Japan'.

Following this, W.I.T Events organised the trailer screening of Vijay Sethupathi's upcoming film 'Maharaja' at Dubai's tallest building, Burj Khalifa, and a music launch event at Silicon Mall of the Emirates to much acclaim.

The trailer of Vijay Sethupathi's 50th film 'Maharaja' was



screened at the world's tallest building, Burj Khalifa. A poster was also released in this function organised by WIT Events headed by Merlin and Fashion Studio. While Tamil film events rarely take place at the Burj Khalifa, 'Maharaja' becomes the second Tamil movie to be previewed at the grand edifice. Earlier a glimpse of 'Vikram' was screened here. Interestingly, Vijay Sethupathi has acted in both the movies.

Vijay Sethupathi, Anurag Kashyap, Mamata Mohandas, Director Nithilan Swaminathan, Producers Sudhan, Jagadish Palanisamy and Editor Philomin Raj were present at the press conference held

earlier. Speaking on the occasion, Vijay Sethupathi said in a lighter vein that the city that once helped him find a job and survive is praising him today.

This was followed by the music launch of the film at Dubai Lulu Silicon Central Mall. In this programme, 10 father-daughter duos from WIT group performed for the song 'Thaye Thaye', which expresses the affection between father and daughter, in the presence of celebrities and won the appreciation of the audience.

Actor Vijay Sethupathi was honoured with a memento by Waleed Abdul Malik Mohammad Ahli,

former Director and current Advisor of the Dubai Department of Economic Affairs. Dinesh Kumar Guruswamy, Founder and Chief Executive Officer of Aetram Group of Companies, Kannan Ravi, Chairman of KRG Group of Companies, Siraj of LINE Investment Company, Murugan Chellaiah, Manager of Fardhan Real Estate Company, Lakshmi Priya, Professor of Dubai Women's College and others attended the function.

W.I.T Events plans to continue to hold cultural programmes to celebrate the pride of Tamil and promotional events for the films of many leading actors in the UAE.

Sashwatha Café inaugurated by Actress Sneha, Anitha Shivkumar & Shivani Sivakumar at Chamiers Road

Chennai, June 13 2024: Sashwatha Cafe is a celebration of South Indian culinary heritage, bringing authentic Udipi flavours and traditional recipes to the modern dining scene. With a commitment to quality and authenticity, Sashwatha Cafe offers a warm and inviting atmosphere where guests can indulge in the rich and diverse tastes of Udipi cuisine. From classic favourites like sambar and benne dosa to innovative dishes, our menu is designed to take you on a flavourful journey across borders, reflecting the essence of Udipi cuisine in every bite.

Sashwatha Cafe stands out with its unique concept of "Flavours across the borders," blending traditional South Indian culinary techniques with contemporary twists. Operating on a Quick Service Restaurant (QSR) business model, we cater to the fast-paced lifestyle of our customers without compromising on the authenticity and quality of our offerings. Our unique selling proposition lies in our



dedication to sourcing the finest ingredients and staying true to the roots of Udipi gastronomy. We pride ourselves on our meticulously crafted dishes that showcase the diversity and richness of Udipi flavours, presented with a modern flair. Whether a comforting bowl of sambar or a creatively reimaged dosa, Sashwatha Cafe promises an unforgettable dining experience that transcends borders and brings people together through the love of food, ensuring quick and efficient service.

About the Founder Anitha Sivakumar, a seasoned businesswoman with nearly 15 years of experience in the hospitality field, has successfully established and run multiple

restaurants in Chennai. Her expertise and passion for the industry have paved the way for her latest venture, Sashwatha Cafe. This new endeavour focuses on delivering vegetarian fast food with an emphasis on comfort dishes that highlight the rich and diverse flavours of Southern India, particularly Udipi-style cuisine.

Ms. Shivani Sivakumar, her eldest daughter, will lead the operations and business development for Sashwatha Cafe. Shivani holds a degree in International Business from the U.K. and shares her mother's passion for food and hospitality. With her fresh perspective and innovative approach, Shivani aims to bring a modern twist to traditional Udipi dishes, ensuring that Sashwatha

Cafe becomes a beloved destination for food enthusiasts.

Speciality Dishes

At Sashwatha Cafe, we take pride in offering a curated selection of speciality dishes that showcase the unique flavours and culinary traditions of Udipi cuisine. Our menu features standout offerings like the Open Benne Masala Dosa, known for its crispy texture and rich taste, and Mangalore Buns, a soft and slightly sweet delicacy. Guests can also enjoy the comforting Chow Chow Bath, a delightful combination of savoury and sweet flavours, and Akki Roti, a traditional rice flour flatbread. For a unique twist, try our Idiyappam Biriyanis, a fragrant and flavorful dish that reimagines biriyani with rice noodles. No meal at Sashwatha Cafe is complete without our signature South Indian Filter Coffee, brewed to perfection for a rich and aromatic finish. These speciality dishes ensure that every visit to Sashwatha Cafe is a memorable culinary journey through the heart of Udipi cuisine.

Flipkart hosts its largest beauty extravaganza: The second edition of Glam Up Fest 2024

Chennai, June 13 2024: Flipkart, India's homegrown e-commerce marketplace, announces the second edition of its highly anticipated Glam Up Fest 2024 on June 14, 2024, at the Jio World Convention Centre, Mumbai. This Glam Up Fest, one of India's largest beauty event gatherings, will feature 3,500+ Beauty and Lifestyle influencers and participation from over 70 top brands across consumer categories. The Glam Up Fest will provide an unparalleled and immersive platform for the lifestyle influencers who will bring the experience of a diverse range of beauty and lifestyle products to life for their followers through social media, showcasing interactive features.

Bringing local and international brands under one roof, this year's Flipkart's Glam Up Fest will be celebrated by India's loved celebrities, including Taapsee Pannu, Siddhant Chaturvedi, Rohit Saraf, Ada Sharma, and Pashmina Roshan amongst others. Celebrities and influencers will engage with immersive brand

booths, leveraging Flipkart's AR and VR capabilities with innovative tools like Virtual Try-On, Video Commerce, Skin Analysers, and more, which provide comprehensive product views and a more enhanced shopping experience. Co-curated experiential brand zones at the venue by Loreal, Lakme, Maybelline, Sugar Cosmetics, Mamaearth, Reebok, Revlon, Neutrogena, and Cetaphil will showcase new launches, deals, and signature collections. The day-long beauty extravaganza on June 14 will include notable brand launches, interactive activities, beauty demonstrations, product trials, and dedicated photo and video stations.

The on-ground gathering will witness participation from Flipkart Leadership, including Manjari Singhal, Head of Business, FMCG and General Merchandise, Flipkart, Hemant Badri, Head of Supply Chain and SVP, Customer Experience and Commerce and Jeyandran Venugopal, Chief Product and Technology Officer at

Flipkart who will share their insights on the Technology Innovations, Beauty and Personal Care Industry.

Ahead of the Glam Up Fest 2024, Manjari Singhal, Head of Business, FMCG and General Merchandise, Flipkart, said, "Flipkart is elevating the beauty shopping experience for its customers with the second edition of Glam Up Fest - our largest beauty extravaganza. This grand event uniting over 3,500 Influencers with a cumulative reach of over 400 million customers, delivering a billion impressions and over 70 popular brands, will enable customers to explore the latest trends, discover new brands, and engage in exclusive interactive activities followed by an on-app Glam Up Sale. At Flipkart, customer growth and satisfaction are at the core of our mission, and offering a wide range of products to meet varying customer demand exemplifies our unwavering commitment to these values. Glam Up 2024 is an iconic celebration of beauty, fashion, and technology. We are determined to revolutionise how Indian shoppers

perceive and interact with products online, unlocking unparalleled value and delivering a seamless shopping experience across the country."

With cutting-edge, technology-driven features and a robust supply chain reaching every corner of India, Flipkart is revolutionising and setting new benchmarks in the beauty industry. The Glam Up Fest is a grand celebration of immersive shopping experiences, reinforcing Flipkart's position as the ultimate destination for all your beauty, makeup, and grooming needs.

The event will be followed by the Glam Up Sale from June 14 to June 17, offering Flipkart shoppers exciting deals on beauty, cosmetics, skincare, and fragrance products across premium and homegrown D2C brands. With this sale, Flipkart continues to increase access to selection and affordability options for shoppers while enabling audiences across different geographies and pin codes to shop for their favourite beauty products.

TruAlt Bioenergy's subsidiary, Leafiniti Bioenergy supplies over 1000 tons of Compressed Biogas to AG&P Pratham in just 5 months

Chennai June 13 2024: TruAlt Bioenergy Limited's ("TruAlt Bioenergy") wholly owned subsidiary, Leafiniti Bioenergy Private Limited ("Leafiniti Bioenergy") has reached a milestone in the bioenergy sector. For the period of January 2024 to May 2024, Leafiniti Bioenergy has supplied over 1,000 Tons of compressed biogas ("CBG") to the city gas distributor, AGP City Gas Private Limited ("AG&P"), breaking the record for the most CBG supplied to AG&P over a 5-month period. This achievement underscores TruAlt Bioenergy's unwavering commitment to sustainable energy solutions and reinforces its position as a prominent and diversified player in the biofuels industry in India.

CBG is a vital component of India's renewable energy

portfolio. Produced from agricultural residue, manure, and other organic residues, CBG serves as a sustainable alternative to fossil fuels, significantly reducing greenhouse gas emissions and supporting a circular economy. The Indian government has been actively promoting CBG through various initiatives, including the Sustainable Alternative Towards Affordable Transportation (SATAT) scheme, which aims to establish a robust CBG ecosystem in the country.

The benefits of CBG are manifold: it aids in waste management, decreases reliance on imported fuels, and provides additional income streams for farmers. Additionally, it can be utilized as a clean cooking fuel, in transportation, and for power generation, showcasing its versatility and potential

to transform the energy landscape.

As India continues its advancement towards renewable energy targets, companies like Leafiniti Bioenergy and TruAlt Bioenergy have a stated objective to be instrumental in driving this transformation. This achievement not only highlights the potential of CBG as a clean energy source but also underscores the importance of collaborative efforts between industry leaders and government initiatives in achieving a sustainable energy future for India.

Speaking on the occasion, Mr. Vijaykumar Murugesh Nirani, Founder and Managing Director of TruAlt: Bioenergy "This milestone is a testament to the dedication and hard work of our team at Leafiniti Bioenergy. We are proud to contribute to

India's bioenergy goals and to work with AG&P in delivering sustainable energy solutions. Our commitment to innovation and sustainability continues to drive us forward."

In a significant recent development, Leafiniti Bioenergy has entered into a non-binding term sheet with GAIL (India) Limited ("GAIL") to establish 10 new CBG plants. This strategic initiative represents an investment of approximately 600 crores and marks a major step forward in expanding India's CBG production capacity. The collaboration with GAIL, a leading public sector natural gas processing and distribution company, underscores the mutual commitment to enhancing the nation's renewable energy infrastructure and accelerating the transition to cleaner energy sources.

Most Indians believe technology, including AI to boost economic growth: HP Study HP accelerates digital equity for over 45 million people: SI Report 2023

Chennai June 13 2024: Most Indians (89%) believe technology is a key enabler in integrating traditionally excluded populations into the economy. This is significantly higher than the global average of 76%, according to an HP global study. HP today unveiled a new study along with HP's Sustainable Impact Report 2023, detailing the company's progress toward comprehensive and bold environmental and social goals.



HP to cultivate AI skills in India

76% of global leaders believe that AI will help drive progress towards sustainability and social impact goals. To promote responsible and effective use of AI, HP will soon integrate AI training to its HP LIFE program. These AI trainings will be offered free of cost under the Digital Business Skills initiative globally, including in India. In line with this mission, HP will soon introduce Next-Gen AI PCs in India, a new category of powerful PCs for work and creation.

"Everyone deserves an opportunity to access the tools needed to thrive in the digital

economy," said Michele Malejki, HP Global Head of Social Impact and Director, HP Foundation. "We know technology can be a great equalizer and a powerful tool to drive progress. Yet, to truly narrow the digital divide in our rapidly evolving world, we must also equip individuals with the skills to use technology."

Additionally, HP is expanding its goal to enroll 27.5 lakh users in the HP LIFE free skills-building program by 2030. This program is run by the HP Foundation. It has already enrolled over 12 lakh users since 2016 globally, enabling them to access job opportunities or start

businesses. Notably, India boasts the highest influx of new users, emphasizing the urgent need for skills development.

Accelerating digital equity for 150 million people by 2030

In its latest Sustainable Impact report, HP announced it has accelerated digital equity for over 45 million people since 2021, nearly a third of its goal to reach 150 million by 2030. This progress is due to innovative partnerships and tailored community solutions, prioritizing those most likely to experience the digital divide.

HP World on Wheels (WoW) program: In 2023, the

WoW program helped 6.13 lakh individuals, nearly 55% of whom were women and girls. These solar-powered mobile learning labs have so far reached 1,200 villages in 14 Indian states, benefiting over 17 lakh people since 2020.

HP Continued Learning Access Program (CLAP): In 2023, this initiative reached approximately 1.58 lakh students in India providing continued learning opportunities, especially during disruptions caused by natural disasters or pandemics.

The HP Accessible Learning for All (ALFA): In 2023, the HP ALFA program significantly helped 5.05 lakh students by providing access to digital classrooms across India.

HP aspires to be the most sustainable and just technology company. HP is committed to continually examining its progress and evaluating further actions to achieve a more equitable and sustainable future. For more information on the study and HP's Sustainable Impact Report, please visit the HP Newsroom.

Apollo Hospitals Stresses Critical Role of Blood Transfusions in Emergencies, Recognises Lifesaving Contributions of Donors

Chennai June 13 2024: In the effort to highlight the critical importance of blood transfusions in emergencies, Apollo Hospitals, one of the pioneers in the healthcare sector, organised a press conference to mark World Blood Donor Day. The event focused on the lifesaving impact of blood donations, particularly in emergencies where every moment counts.

The press conference emphasised the vital role of prompt blood transfusions in emergencies, highlighting how blood donations have served as a lifeline for individuals in desperate need of urgent medical attention. In situations like accidents, where quick response is crucial, timely



administration of blood can mean the difference between life and death. Additionally, the event recognised the incredible people who donate blood; it also featured moving stories from patients, highlighting the significant impact of donated blood on their journeys to recovery. These narratives further underscored the life-saving importance of blood donations and the unity within our community during challenging times.

Dr. Dhavapalani Alagappan, Consultant

and Head, Emergency Dept, Apollo Hospitals, while addressing the gathering said, "As the head of the Emergency department at Apollo Hospitals, I witness firsthand the pivotal role blood transfusions play in saving lives during critical moments. Each donation is a lifeline, directly impacting our ability to stabilize patients on the brink of death. From accidents to medical emergencies, timely access to blood has been the differentiator between life and death.

Our gratitude extends to every blood donor whose selfless act has made a profound difference in countless lives. Your contributions are the unsung heroes of emergency care, and together, we continue to uphold the essence of humanity in the face of adversity."

Apollo Hospitals also highlighted the need for continuous public awareness and education on the importance of regular blood donations, the hospital aims to enhance its emergency response capabilities and save more lives. The event called for more people to become regular donors, emphasizing that every single donation has the potential to make a significant difference in emergency medical care.

Flipkart collaborates with DPIIT to empower Indian Toy Manufacturers and enhance global competitiveness

Chennai June 13 2024: Furthering the agenda to position India as a "Toy Export Hub", Flipkart, India's homegrown e-commerce marketplace, in collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT), organized a workshop aimed at enhancing India's capabilities in the global toy supply chain. The workshop focused on upskilling and reskilling domestic manufacturers to produce innovative and high-quality toys that represent India's rich cultural heritage.



In pursuit of making India a global manufacturing hub for toys, the Government has implemented a series of strategic initiatives, including the formulation of a comprehensive National Action Plan for Toys (NAPT). The key initiatives under NAPT aim to elevate the Indian toy industry through quality enhancement, innovation, and market expansion.

Hundreds of toy manufacturers across India participated in the workshop, which included interactive and expert-led discussions with Flipkart, covering quality improvement, innovation, and adherence to industry standards. The workshop aimed to equip Indian toy manufacturers with the necessary tools, knowledge, and

resources to enhance their competitiveness and help them grow their businesses online. The event was graced by Shri. Rajesh Kumar Singh, Secretary, (DPIIT); Shri. Sanjiv, Joint Secretary, DPIIT; Mohammad Ishar Ali, Director, DPIIT; Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart and Manjari Singhal, Head of FMCG and General Merchandise, Flipkart.

Commenting on the event's success, Shri Rajesh Kumar Singh, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT) said, "We are dedicated to creating a conducive environment for the Indian toy sector to thrive. By collaborating with industry leaders like Flipkart, we are taking significant steps towards making India a leading exporter of high-quality toys. We believe that with the

right guidance and support, India can become a powerhouse in toy manufacturing."

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart said, "Through the Flipkart marketplace, we have been able to provide local toy manufacturers a platform to reach customers across India thereby supporting their growth. We are happy to support DPIIT, Ministry of Commerce's efforts to help strengthen the Toy industry in India, and accelerate India's development as a global toy manufacturing and export hub. This workshop and hackathon will help all participating stakeholders identify opportunities to achieve this goal of the government."

The collaborative workshop by DPIIT

and Flipkart aimed to elevate the Indian toy industry through quality improvement, innovation, and adherence to industry standards, by harnessing the power of e-commerce. New manufacturers joining Flipkart will benefit from streamlined registration, dedicated account setup assistance, personalized account management, and seller support for pricing, fulfillment, and more. Leveraging Flipkart's expertise in data analytics and logistics, toy manufacturers can efficiently navigate e-commerce, reach a broader audience, and achieve sustainable growth. Currently, millions of Indian toy manufacturers thrive on Flipkart's platform. This collaborative initiative promises to usher in a new era of growth and innovation for India's toy industry.

U.S. Mission to India Meets Skyrocketing Student Visa Demand

Chennai June 13 2024: On June 13, 2024, Consular Team India interviewed 3900 student visa applicants during its 8th annual Student Visa Day. Mission India highlights our strong commitment to higher education in the United States and the growing educational ties between the United States and India by organizing robust programming for Student Visa Day, where Mission members and Education USA colleagues interact with applicants to share information on studying in the United States.



also represent throughout the student season." The number of Indians who choose to study in the United States has increased significantly in the past three years. In 2023, the U.S. Mission to India issued more student visas than in 2018, 2019, and 2020 combined. This unprecedented growth reflects the ongoing commitment by the U.S. Government to prioritize students and to facilitate their travel, even as the Mission met a 400 percent rise in demand for all other visas between 2021 and 2023.

The U.S. Embassy and Consulates in India anticipate continued increase in student visa applicants on Student Visa Day and

throughout the student season."

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The U.S. Embassy and Consulates in India anticipate continued increase in student visa applicants on Student Visa Day and

student visa season for 2024 to meet this growing demand.

The United States remains the number one higher education destination for Indian students, with studies showing 69 percent of Indian students prefer a U.S. education to any other destination. Indian students, already the largest group of international graduate students in the United States, go on to gain valuable real-world experience, receiving employment-based U.S. visas or becoming leaders in their fields here in India - reflecting the lifelong benefit of a U.S. education.

Indian students preparing to travel to the United States can learn about the student visa process by visiting bit.ly/EdUSAIndiaPD024 and joining a pre-departure orientation (PDO) hosted by EducationUSA, the official source of information for higher education in the United States.

Samsung Launches 2024 QLED 4K Premium TV Series with Quantum Dot Feature, 4K Upscaling Starting INR 65990

Chennai June 13 2024: Samsung, India's largest consumer electronics brand, today launched the 2024 QLED 4K TV series at a starting price of INR 65990 in India. The 2024 QLED 4K TV line-up comes with a plethora of premium features.

The 2024 QLED 4K TV will come in three sizes - 55", 65" and 75". It is available on online platforms including Samsung.com and Amazon.in, beginning today.

Powered by Quantum Processor Lite 4K, the 2024 QLED 4K TV series provides 100% colour volume with Quantum Dot and Quantum HDR. It also comes with 4K upscaling, which enables users to enjoy high-resolution 4K content; Q-Symphony sound technology, Dual LED, Motion Xcelerator for gaming and Pantone Validation, a trusted symbol of colour fidelity for consumers.

"Content consumption has changed rapidly over the past couple of years with users demanding a more immersive and premium viewing experience. To cater to this demand, we have launched the 2024 QLED 4K TV series which is a stepping-



stone in the world of premium and elevated viewing experiences. The new TV series provides life-like picture quality with the 4K upscaling feature that refines the content on the screen to near-4K levels, taking the overall viewing experience several notches higher," said Mohandeep Singh, Senior Vice President, Visual Display Business, Samsung India.

Quantum Technology

Going beyond industry standards, the 2024 QLED 4K TV series is adept with Quantum Processor Lite 4K a powerful processor that optimises viewing and sound conditions. Additionally, the Quantum HDR feature allows a wide range of contrast in cinematic scale. A billion shades of life-like colours come on screen thanks to Quantum Dot technology, displaying hues accurately even with varied levels of brightness.

Ace Picture Quality

The ultimate 4K upscaling feature delivers superior visual experience - regardless of the resolution of the content users are watching, they can enjoy life-like picture quality as the TVs automatically upgrade to near-4K levels. Moreover, Pantone Validation certifies the accurate expression of over 2000+ colours and Dual LED's innovative backlighting technology brings bolder contrast by augmenting the backlight colour tone to match the type of content being watched.

Designed for the Future

The 2024 QLED 4K TV series displays a seamless AirSlim design, making it blend into the wall like never before. The boundless screen and adjustable stand elevate the home entertainment set-up. The TV series also enhances the sustainability cohort with assistance from SolarCell Remote that can operate without the need for batteries. In addition, AI Energy

Mode provides energy saving benefits.

Brilliant Sound

For a truly immersive content viewing experience, the 2024 QLED 4K TV series features Q-Symphony, OTS Lite and Adaptive Sound features, allowing users to feel the on-screen motion as if it is real. It creates a 3D surround sound effect through real-time content analysis, creating an immersive watching experience.

Gaming Paradise

The 2024 QLED 4K TV series comes with the Motion Xcelerator and Auto Low Latency Mode (ALLM), optimising competency for gamers. Predicting the movement between the frames, these features improve the smoothness of the screen's motion and provide faster frame transition with low latency.

Other Smart Features

The 2024 QLED 4K TV series also features Samsung's TV Plus service comprising 100+ free channels. Furthermore, the built-in Multi Voice Assistant provides customers seamless connectivity, while Samsung Knox, the top-tier security solution, provides a safe home experience.

Hellmann's and SOCIAL launch limited-edition 'Mood Burgers' for World Cup

Chennai June 13 2024: With cricket fever being at an all-time high, get ready to soak up the electric atmosphere with fellow fans at your nearest SOCIAL. Catch every wicket and boundary and fuel your passion for the next big match with Hellmann's and SOCIAL's limited-edition menu: "Hellmann's Mood Burgers". Curated with insights from Certified Mind-Body Eating Coach, Counselling Psychologist &



Integrative Health Coach, Ridhi Golechha, the "Eyes on the Prize Burger" will fuel you up; the "Get Charged Up Burger" is for those truly exciting matches; and for the big

exhilarating matches, the "Drop the Jitter Burger" will help you get into a delightful match-viewing mood. The menu, which is dedicated to fans throughout the month

of June, has three new burgers (with veg and non-veg variants) and will be available across 53 SOCIAL outlets, and delivered to you via Swiggy and Zomato.

Date - 5th - 30th June

Place - 53 SOCIAL outlets across India, and delivered via Swiggy and Zomato

Watch the launch video here: https://www.instagram.com/reel/C70oM4tJT1/?utm_source=ig_web_copy_link.

Rotary Club to organize FIDE rated Chess tournament in Chennai. 2nd edition with total prize money of Rs 600,000

Chennai June 13 2024: The Rotary Club of Madras Industrial City (RCMIC) a 27-year-old premier club is organising the 2nd edition of this mega tournament on 23rd June at the air-conditioned YMCA hall in Royapettah.

According to Past President and tournament Chair Rtn R.Gopinath, this tournament is

dovetailed towards the youth, and is captioned "2nd RCMIC ROTACHESS TOURNAMENT". Our mission is to spread awareness about chess, promote budding FIDE-rated players to pursue their talent, and make this event a hallmark tournament for years to come in the Indian chess circuit.

The Event is a FIDE rated rapid chess tournament in

association with YMCA Physical Activities Committee Royapettah at its air-conditioned hall. This tournament is also approved by the AICF and TNSCA. The total prize money for the tournament is Rs.6.00 lakhs. The club will present cash awards to winners and runners up in various categories with about 75 trophies and certificates.

Last year they more than 550 players

participation. This year we are expecting around 800 players from all over India.

For details and registration, contact 9841061758, email

In all, RCMIC's endeavour is to provide a wholesome experience to the chess enthusiasts @ RCMIC Rotachess Tournament and make it a signature annual event in the Chess Circuit.

Indian Life insurers register record new business figures in May'24; premium collection and policy issuances swell by 31.2% and 11.7% respectively on a YTD basis



Life Insurance Council
Together in service

Mumbai June 13 2024: Life Insurance Council has released updated industry business numbers for the month of May 2024. Amongst several key highlights, new business premiums (NBPs) underwritten by Indian life insurers has achieved a robust Y-o-Y growth of 15.15% in the month of May 2024, with YTD figures recording a 31.2% growth over the same period last year. New business premiums expanded from ₹23,448 Crs in May 2023 to ₹27,034 Crs in May'24, with YTD collections growing even more from ₹36,043 Crs to ₹47,293 Crs this year. Driven by a strong demand for enhanced insurance protection from individual

consumers, new policy issuances too increased by 12.45% on a Y-o-Y basis in May'24, resulting in the addition of new 18,68,096 policies vis-à-vis 16,61,324 policies in the year ago period.

According to data released by the Life Insurance Council, the life insurance industry saw individual single premiums growing by 18.3% on a Y-o-Y basis to close at ₹3,351 Crs for May'24 while YTD growth stood at 21.49%. Individual non-single premiums came in at ₹6,916 Crs and grew by 18.7% in May'24, even as YTD collections settled at 20.14% higher than the corresponding period last year. This strong performance can be ascribed to the fact that

life insurers are increasingly focusing on encouraging first-time life insurance buyers to buy essential life insurance solutions, contributing to the 18.58% growth in combined individual premium collections for the month of May'24 and 20.6% growth on a YTD basis. In the Group policy segment, single premiums grew by 16.7% with monthly collections coming in at ₹15,976 Crs. In fact, the Group policy category witnessed a 13.15% growth in premiums collected in May'24 while new policy issuances expanded by 21.15% on a Y-o-Y basis.

The life insurance industry in India has been making significant strides forward by

expanding access to insurance and making an effort to reach out to areas and segments of the country's population that were previously underserved when it comes to their insurance needs. Towards this end, life insurers added more than 1,30,000 individual life insurance agents, even as they had to contend with an overall 0.2% drop in cumulative agent count due to attrition. Still, the sustained pace of agent addition is being complimented by the high speed of digitisation by life insurers, paving the way for additional gains in insurance penetration that should provide a significant boost to new business premiums in FY25 and beyond.

Chennai June 13 2024: Lenovo, the technology powerhouse, has set a new standard in desktop computers by offering end-to-end customization options for their gaming customers. The brand is providing a comprehensive level of customization on gaming desktops, thereby empowering users to tailor their computing experience to their unique needs and preferences.

Customers can now upgrade their gaming desktops end-to-end across Legion and LOQ gaming desktops. They will be able to avail various type of customization options including:

- Processor upgrade up to the latest Intel i7 14th generation for enhanced performance
- Memory upgrade up to 32GB for improved multitasking capabilities
- Graphic card upgrade up to the powerful Nvidia RTX 4060Ti for a superior gaming and graphic design experience
- Other upgradeable components such as storage options (SSD + HDD), WiFi



connectivity, and front and rear fan selection for better cooling and airflow within the system

Lenovo's 'CONFIGURED BY YOU, FOR YOU', customizable options allow consumers to create a desktop system that suits their requirements, whether for work, gaming, or creative projects and it just takes few minutes to build your own gaming PC.

According to recent Statista reports, India's desktop PC market is experiencing a surge in demand as more businesses and individuals are demanding reliable and affordable computing solutions. Additionally, the demand for customizable PCs is

also on the rise. Built-on-order desktops allow customers to choose the specific components and specifications they want in their computer, resulting in a customized and tailored system that meets their exact needs and preferences.

Commenting on this, Ashish Sikka, Director and Category Head, Lenovo India said, "As the needs of present day consumers diversify, we understand that every user has different needs and preferences when it comes to their computing experience. With our extensive customization options, users can access a high-performance system that is tailored to their requirements, and have

control over the quality and type of components used in their desktops."

To encourage the trend, Lenovo is also offering a limited time offer where customers can avail a 30% discount on graphic card upgrades when customizing their Lenovo desktop.

Lenovo's custom-made desktops are now available for purchase on their website and through select retailers. Customers can get their customized desktop delivered in a period of 4 weeks from the date of order. For more information on Lenovo's custom desktop options, visit - <https://www.lenovo.com/in/en/d/customise-to-order/>.