

Stalin inaugurates Rs.8.45 cr completed projects; Foundation laid for Rs. 3.25 cr new projects

Chennai August 05 2024: Chief Minister M.K. Stalin visited and reviewed various ongoing projects in the Kolathur constituency worth Rs.355.23 crores, inaugurated 3rd completed projects costing Rs.8.45 crores, and laid the foundation for new projects valued at Rs.3.25 crores.

Chief Minister M.K. Stalin inaugurated completed projects in the Kolathur constituency worth Rs.8.45 crores and laid the foundation stone for a new Chennai Primary School to be built at Srinivasa Nagar 3rd Main Road at an estimated cost of Rs.3.25 crores.



The Chief Minister also inspected the sewage treatment plant at Venus Nagar, costing Rs.19.56 crores, implemented by the Chennai Metropolitan Water Supply and Sewerage Board, which provides sewerage services to the streets in Venus Nagar and Jayanthi Nagar.

In an event held at Palli Salai in Kolathur, he inaugurated additional classroom buildings and two child development centers built at a cost of Rs.5.04 crores at the Chennai High School and Primary School in Palli Salai, and various facilities including classrooms, staff

rooms, and toilets constructed at Chennai Primary School on G.K.M. Colony 27th Street for Rs.2.55 crores. He also inaugurated 10 high

electric towers worth Rs.86 lakhs in various streets of Kolathur constituency. Furthermore, he laid the foundation stone for a new Chennai Primary School to be constructed at Srinivasa Nagar 3rd Main Road at an estimated cost of Rs.3.25 crores from the Kolathur MLA Development Fund. Minister for Health and Family Welfare Ma. Subramanian, Minister for Hindu Religious and Charitable Endowments P.K. Sekarbabu, Mayor R. Priya, Kalanithi Veeraswamy, MP, MLAs Thayagam Kavi, A. Vetri Azhagan, Joseph Samuel, S. Sudarsanam, Deputy Mayor M. Mahesh Kumar, officials were also present at the event.

DMK announces Ranganayaki as mayoral candidate for Coimbatore

Chennai August 05 2024: The ruling DMK has nominated R. Ranganayaki as its mayoral candidate for the Coimbatore Corporation, with the election scheduled for August 6. Ranganayaki, the

councillor of Ward 29, was selected during a meeting chaired by senior leaders and ministers KN Nehru and S. Muthusamy. In the 2022 urban local body elections, the DMK alliance achieved a sweeping

victory, securing 96 out of the 100 wards in Coimbatore Corporation. Kalpana, the councillor of Ward 19, was subsequently elected as Mayor, becoming the sixth and the first woman Mayor of Coimbatore.

Water discharge from Mettur Dam reduced

Chennai August 05 2024: Following a week of heavy outflow from the Mettur dam, the water discharge has been reduced to 70,000 cusecs as of Sunday.

Officials from the Water Resources Department (WRD) reported that the inflow has significantly decreased to 70,000 cusecs, prompting a corresponding reduction in the

outflow. Despite the reduced discharge, the water level in the dam remains at the full reservoir level of 120 feet. The surplus water is being released through the 16-vent Ellis Saddle surplus sluice gates. Additionally, 500 cusecs are being channeled into the East and West Bank canals of the dam to meet the irrigation needs of the Salem, Namakkal, and Erode districts. Meanwhile, CPM state secretary K. Balakrishnan criticized WRD officials for not releasing water into the Baminiyaru, Vennaru, Vettaru, and Korayaru rivers, despite the heavy discharge in the Cauvery River that ultimately flowed into the sea. In a statement, Balakrishnan alleged that incomplete desilting works in the A and B canals of the Cauvery delta irrigation system have prevented water from being released into these canals. Condemning the WRD officials for delaying the desilting work, he demanded immediate water release into these canals and rivers.

SC upholds Delhi LG's power to nominate aldermen to MCD

Chennai August 05 2024: In a major setback to Delhi's Aam Aadmi Party government, the Supreme Court on Monday ruled that the law "expressly enables" the lieutenant governor to nominate aldermen to the MCD and he is not bound by the advice of the council of ministers in the matter.

A bench of Chief Justice D Y Chandrachud and Justices P S Narasimha and J B Pardiwala rejected the Delhi government's plea challenging the LG's

power to nominate 10 aldermen in the Municipal Corporation of Delhi without the aid and advice of the council of ministers. The apex court pronounced its verdict on the Delhi government's plea after reserving it for nearly 15 months. In its ruling impacting the fraught relationship between the LG's office and the AAP-led Delhi government, the bench said the Delhi Municipal Corporation Act as amended in 1993 "expressly enables the LG to nominate persons having special knowledge to the corporation". It said the power expressed by the statute in the name of the LG, also seen in the context of other provisions, demonstrates the statutory scheme in which the powers and duties are distributed among authorities under the Act. "The context in which the power is located confirms that the LG is intended to act as per the mandate of the statute and not guided by the aid and advice of the council of ministers. The power to be exercised is the statutory duty of the LG and not the executive power of the state. This is how we analysed the constitutional provisions," Justice Narasimha said while pronouncing the verdict on behalf of the bench. The bench said the statutory power under provision 3(3)(b)(1) which deals with nomination of persons having special knowledge was vested with the LG for the first time by the 1993 amendment of the DMC Act of 1957.

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Flipkart Unveils #FlipTrends 2024: What have millions of Indians been shopping for?

Chennai, August 05 2024: In the run up to this year's festive season, Flipkart presents its H1 edition (January to June 2024) of the much-awaited '#FlipTrends' Report, which presents an interesting analysis of the shopping habits of 500 million+ registered Flipkart users.

What are the most popular choices in metros vs. Tier 3+ regions? What are the common and daringly different shopping habits between customers in these regions?

What are some of the unexpected purchases that peaked during certain seasons in 2024 so far?

Are 'seasonal trends' still in or are year-long trends ruling the roost?

Were there any premium products which saw an uptick during the months?

All this and more is presented in this latest edition of the FlipTrends Report by Flipkart.

The FlipTrends Report reveals insights into an array of consumer shopping trends - some expected and many that come as a surprise.

FlipTrends 2024

Findings:

India Ka Lifestyle and Fashion Destination - there's something for everyone!

'Vacation wear' was one of the most searched keywords in the first half of 2024, especially during summer. Women embraced feminine fluidity, defying singular trends by opting for whimsical bows, rosette tops, chic bandeau tops, dresses, comfortable mules, 80s inspired scrunchies, and a palette bursting with gelato pastels.

Men opted for casual wear like round-neck t-shirts, open-knit and textured shirts, zipper polos, and parachute trousers. Other top choices included comfort clothing, resort wear such as printed cord sets and breezy summer shirts. Additionally, men's grooming products saw a significant increase compared to 2023.

Women's western wear and women's ethnic wear were top choices in Bangalore, Chennai, Hyderabad, Kolkata and New Delhi; while women's sarees were at the top of the fashion charts in cities like Agartala, Bhalpur, Medinipur, Muzaffarpur and Puri.



Coming to traditions — there was also an unexpected demand for 'sindoor', almost 24% Y-O-Y growth in 2024 so far, compared to last year.

Nostalgic Flavours Fuel Modern Palates

While modern gastronomy and fusion foods are all the rage, who says that age-old flavors aren't that popular anymore? This year, Indians rediscovered their passion for classic recipes, stocking up on chutneys and achar. An almost 90% Y-O-Y growth has been clocked for 'Pickles & Chutneys' alone, compared to 2023.

Speaking about food, 'Food & Nutrition' was #2 on the shopping list of customers in cities such as Bhubaneswar, Cuttack, Dehradun,

Gorakhpur and Guwahati in 2024 so far.

How has India been beating the heat?

In the midst of sweltering temperatures, consumers are prioritizing freshness and comfort. Fans have surged in demand by 53% on Flipkart from last year, reflecting the quest for cooling solutions. Sunscreen purchases have also increased by 40%, clearly reflecting how people are prioritizing sun protection. Air coolers, another key essential for beating the heat, have witnessed a significant 64% increase in demand compared to the previous year. Cities like Bangalore, Bhubaneswar, Cuttack, Gorakhpur, Hyderabad, Kolkata and New Delhi have

shown a higher demand for personal care essentials such as hair oil, face wash, shampoo, and deodorants, emphasizing consumer focus on staying cool and refreshed.

Monsoon musings

In preparation for this year's monsoon season, shoppers stocked up on essentials like umbrellas, raincoats, and mosquito vaporizers. While beauty and skincare remain top priorities for Flipkart customers throughout the year, makeup kits and fragrances observed a surge in popularity, in the run-up to monsoon.

Smartwatches continue to top the wearables charts

FlipTrends showcases a thriving consumer fascination

longevity and resale value. Bhubaneswar, Cuttack, and Guwahati emerged as top Tier 2 cities and showcased a noticeable preference for such items. Meanwhile, in Tier 3+ cities Agartala, Medinipur, and Muzaffarpur shoppers primarily opted for sturdy handsets and plain mobile protection cases.

Topical Shopping driven by Sports Fever and Festival Frenzy

Sports holds a special place in many Indians' hearts, as seen through their shopping habits on Flipkart in the run up to and during popular sporting events. Searches spiked for items like tennis kits, while sports merchandise and men's tracksuits were top choices as fans nationwide rallied behind supporting their favorite players.

Another aspect that led to spikes in demand are festivals. Traditional wear and puja essentials witnessed strong

demand during festivals like Navratri, Ugadi and Eid al-Fitr. Specifically, products such as sindoor, havan chowki and diyas saw a surge in demand during the festive season of Navratri.

Speaking about the H1 2024 FlipTrends report, Ravi Vijayaraghavan, Senior Vice President - Analytics and Data Science at Flipkart, said, "Consumers today are more discerning and mindful of their choices, gravitating towards seasonal and personalized preferences. At Flipkart, we are delighted to present our FlipTrends H1 2024 report which not only reflects interesting shopping trends but also showcases growth opportunities for e-commerce at large. Our commitment to customer-centricity remains unwavering as we strive to anticipate and fulfill the evolving demands of our diverse customer base. As we move into the festive spirit of things, our focus remains on fostering trust, convenience, and affordability, ensuring that Flipkart remains the ultimate destination for customers evolving shopping needs."

#FlipTrends findings continue to showcase how millions of shoppers from both Metros and Tier 3+ regions continue to choose Flipkart as their preferred shopping destination.

EESLMart Leads the Way with Energy-Efficient Appliances: Transforming Home Efficiency and Sustainability

Chennai, August 05 2024: In today's world, the demand for energy-efficient home appliances is on the rise as homeowners seek to reduce their carbon footprint and save on utility bills. From induction cookstoves to super-efficient air conditioners, energy efficient appliances are designed to promote sustainability without compromising on performance. These cutting-edge products offer substantial energy savings, enhanced performance, and environmental benefits, making them a smart choice for any eco-conscious household.

Recently, EESL went live with its e-commerce website (EESLMart), India's one-stop destination for energy-efficient appliances and solutions. By providing businesses and individuals with its state-of-the-art solutions, EESL aims to promote large-scale adoption of energy efficiency and contribute significantly

to steering India towards an energy-secure future. Here's a closer look at some of the standout appliances from EESLMart:

Induction cookstoves

The 1200W Induction Cooktop by EESL offers efficient and rapid cooking while using less electricity than traditional stoves or gas burners. Its sleek, portable design includes user-friendly touch controls, a digital display, and essential safety features like auto shut-off and overheat protection. Induction technology ensures fast heating and even heat distribution, with precise temperature control for various cooking methods. By reducing energy consumption and cooking times, the cooktop lowers electricity bills and carbon footprints. Supporting the Go Electric campaign, it promotes cleaner energy use and reduces greenhouse gas emissions.

Price: ₹ 1,900.00 incl tax / Unit

20-Watt Int Batten Tubelight

A long tube with a white cover

Description automatically generated with medium confidence

With a light output of 2200 lumens and a power consumption of just 20 watts, this LED tube light/batten is an excellent replacement for conventional models. It offers 10% more light output with the same power consumption. Enhanced with 4 kV surge protection and high voltage protection, it ensures durability and reliability. This product has been quality tested and meets applicable IS standards, making it a superior and energy-efficient lighting solution.

Price: ₹ 180.00 incl tax

1.0 TR Super-Efficient 5 Star AC

EESL's Super-Efficient 1.0 Ton Air Conditioners come with



an impressive Indian Seasonal Energy Efficiency Rating (ISEER) of 6.2. Compared to conventional 5-star ACs, the new energy efficiency technology can save up to 640 units of electricity annually, offering substantial cost savings and environmental benefits. Experience unmatched performance and sustainability with EESL's super-efficient ACs.

Price: ₹ 33,456.01 incl tax

1.5 TR Super-Efficient 5 Star AC

EESL's Super-

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

Price: ₹ 44,141.99

incl tax

BLDC Ceiling Fan-5 Star (with remote)

BLDC Ceiling Fan is meticulously engineered to elevate your cooling experience while prioritizing energy efficiency and performance. With a diameter of 1200 mm and three aerodynamically designed blades, this fan ensures optimal air delivery of over 220 cubic meters per minute. Featuring a 5-star BEE rating, it consumes only 28 to 30 watts of power while maintaining a power factor greater than 0.9, illustrating our commitment to sustainability.

Price: ₹ 2,543.00 incl tax

BLDC Ceiling Fan-5 Star (without remote)

Compatible with a wall-mounted regulator, this fan maximizes convenience while delivering exceptional performance with a service value of 7.33. Enjoy peace of mind with a generous 3-year warranty, knowing your

investment is protected. Operating seamlessly within a wide voltage range of 140 to 285 volts, it ensures consistent cooling performance regardless of electrical fluctuations. Elevate your space with a fan that not only keeps you comfortable but also reduces energy consumption for a greener future.

Price: ₹ 2,543.00 incl tax

Emergency LED Bulb-10 Watt, 1050 Lumens

10-Watt, 1050 Lumens rechargeable inverter bulb with up to 4-hour battery backup. This bulb is also known as emergency LED bulbs. 10W emergency bulbs are specifically designed to provide illumination during power failures or disruptions. Thus, bulbs combine energy efficiency, durability, and emergency functionality to offer a reliable lighting solution for various settings including institutional

environments.

Price: ₹ 459.00 incl tax / Unit

LED Bulb-3 Star

This LED bulb consumes just 9 watts of power, ensuring significant energy savings compared to traditional incandescent bulbs. It is also equipped with a 3-star energy efficiency rating, further emphasizing its eco-friendly and cost-effective nature.

Price: ₹ 75.00 incl tax / Unit

LED Bulb- 6 Watts 5 Star

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

A.M. Jain College Signs MoU with Veranda Learning *The course will provide professional training in Chartered Accountancy to 55 number of students each year

Chennai, August 05 2024: A.M. Jain College, a leading institution in Chennai dedicated to academic excellence, has taken a significant step towards enhancing professional education by signing a Memorandum of Understanding (MoU) with Veranda Learning. The MoU with Veranda Learning is part of the college's skill development initiative, Unnati aims to provide professional training in chartered accountancy courses on campus, benefiting internal and external students.

The on-campus chartered accountancy training program is set to start in mid-August 2024 and will train around 55 students every year. The MoU was signed during its Businessgenics, an inter-collegiate



competition and panel discussion organized to celebrate International Commerce Day.

The course will offer a comprehensive curriculum covering various aspects of accounting, auditing, and finance, taught by experienced professionals. This program is specifically designed to prepare students for the chartered accountancy examinations and is expected to provide students with a significant advantage

in pursuing a career in chartered accountancy.

Udhan Kumar Chordia, Secretary of A.M. Jain College, said, "This partnership with Veranda Learning will give our students a unique opportunity to enhance their professional skills while pursuing their degrees. It aligns perfectly with our goal of preparing industry-ready graduates."

Unnati, the skill development centre of A.M. Jain Group, also offers courses in cutting-edge fields

such as Robotics, Microsoft technologies, Artificial Intelligence, and Drone Piloting. Launched last year, this program is open to students, freshers, graduates, working professionals, and executives, empowering them with skills essential for today's job market.

By providing access to such specialized training alongside academic studies, the college creates a supportive environment for aspiring chartered accountants. The center's openness to both internal and external students express the institution's commitment to broader community development in the field of finance and accounting.

Chiranth, Sarthak star in national motorcycle racing

Chennai, August 05 2024: Two of country's best and brightest Chiranth Vishwanath from Bengaluru and Pune's Sarthak Chavan came up with sensational rides to win a race apiece in the two premier Pro-Stock categories as the third round of the MRF MMSC-FMSCI Indian National Motorcycle Racing Championship concluded at the Madras International Circuit (M I C) at Irungattukottai, about 40 km from here, on Sunday.

Chiranth, starting from P10, dished out a stunning ride to win the Pro-Stock 301-400cc Open race, all but destroying a high-quality field that included multiple National champion Rajini Krishnan (RACR Castrol Power1 Ultimate), riding in his 23rd season after a year's break.

Later, Sarthak scrambled to a brilliant victory in the Pro-Stock 165cc Open race, starting from P5. The two 17-year-old TVS Racing team-mates, in the process, headlined a fresh crop of young riders who have been making a mark in the National Championship this season.

Two Chennai riders, 17-year-old Abdul Basim (Rockers Racing) and 15-year-old Rakshitha Dave topped in the Stock 165cc (Novice) and Girls (Stock 165cc) races, respectively, while Bengaluru's Savion Sabu, who turned 17 three days back, won the Stock 301-400cc (Novice) race with a dominating performance.

Chiranth was at his very best in the Pro-Stock 301-400cc race. He made some six places in the very first of the six-lap race and continued to progress through the field like a hot knife through butter to burst into the lead for a sensational win ahead of Rajini Krishnan and Alwin Sundar (KTM Gusto Racing India). Sarthak, starting from pole, came in eighth after stalling in the very first lap and then rejoining the race. The loss ended Sarthak's streak of five wins, but he continues to provisionally lead the championship table.

Provisional results (all 6 laps unless mentioned): Pro-Stock 301-400cc Open (Race-2): 1. Chiranth Vishwanath (Bengaluru, TVS Racing) (11mins, 03.966secs); 2. A Alwin

Sundar (Chennai, KTM Gusto Racing India) (11:06.905); 3. Rajini Krishnan (Chennai, RACR Castrol Power1 Ultimate) (11:08.457).

Pro-Stock 165cc Open (Race-2): 1. Sarthak Chavan (Pune, TVS Racing) (11:40.093); 2. Jagan Kumar (Chennai, TVS Racing) (11:41.449); 3. Chiranth Vishwanath (Bengaluru, TVS Racing) (11:43.725).

Stock 301-400cc (Novice, Race-2): 1. Savion Babu (Bengaluru, Mad Rabbit Racing) (12:11.176); 2. Raj Kumar (Coimbatore, RDX Torque Racing) (12:11.258); 3. Shyam Sundar K (Chennai, Tachyon Motorsport) (12:15.525).

Girls (Stock 165cc, Race-2, 5 laps): 1. Rakshitha Dave (Chennai, RACR Castrol Power1 Ultimate) (11:02.916); 2. Jagathishree Kumaresan (Chennai, One Racing) (11:08.132); 3. Ryhana Bee (Chennai, Motul Sparks Racing) (11:08.174).

Novice (Stock 165cc, Race-2): 1. Abdul Basim RS (Chennai, Team Rockers Racing) (12:55.289); 2. Kamal Navas (Chennai, Team Rockers Racing)

(13:08.895); 3. Tasmari Cariappa (Mysuru, Motul Sparks Racing) (13:08.982).

Idemitsu Honda India Talent Cup (NSF 250R) Race-2 (8 laps): 1. Siddesh Sawant (Kolhapur) (15:11.679); 2. Savion Sabu (Bengaluru) (15:14.661); 3. Beedani Rajender (Hyderabad) (15:25.784).

TVS One-Make Championship: Open (RR310, Race-2, 5 laps): 1. Senthilkumar C (Coimbatore) (09:52.643); 2. Manoj Yesuadiyan (Chennai) (09:52.644); 3. Ajai Xavier M (Nagercoil) (10:01.808).

Rookie (Apache RTR 200, Race-2): 1. CS Kedarnadh (Tirupati) (13:30.442); 2. Saranjith K M (Thrissur) (13:34.532); 3. Rajivsham AS (Tirupur) (13:41.466).

Electric RTE (4 laps): 1. Sarthak Chavan (Pune) (07:21.134); 2. Chiranth Vishwanath (Bengaluru) (07:28.085); 3. Alwin Sundar (Chennai) (07:29.421).

Media (Apache RTR 200) 5 laps: 1. Praveen Kumar (Chennai) (11:25.490); 2. Charan Karthik G (Pune) (11:34.091); 3. Pratheek Kunder (Mumbai) (11:39.208).

Made-in-India Yamaha Ray ZR 125 witness robust sales performance in Europe

Chennai August 05 2024: India Yamaha Motor (IYM) Pvt. Ltd., announced a significant achievement in their manufacturing history, celebrating the phenomenal success of the Made-in-India, Yamaha Ray ZR 125 Fi Hybrid, in the European Market. This scooter, renowned for its superior quality and cutting-edge features, has captivated consumers across several European markets. The model has witnessed outstanding sales performance in the market with around 13,400 units shipped between January to July period in 27 European countries, highlighting the scooter's exceptional appeal and wider acceptance in these matured markets that are known for their stringent quality standards.

Making a mark in the European markets, also underlines the global quality standards that IYM is adhering to across its portfolio. The commitment and



ability to deliver on all fronts, such as performance, safety, style and practicality, makes the Ray ZR 125 Fi Hybrid a preferred choice in matured markets, such as Europe, where quality truly matters. The consumers have recognized the efforts in delivering a well rounded product and the positive word of mouth has powered further acceptance in European markets including major countries like UK, Spain, France, Italy, Germany, Turkey, Switzerland, Greece and Portugal. IYM began exporting the Ray ZR models to 27 countries in Europe from January this year.

Speaking on the occasion, Mr. Eishin Chihana, Chairman, Yamaha Motor India

other matured markets."

The Ray ZR 125 Fi Hybrid with its dynamic styling and powerful engine, has created a niche for itself among consumers since its inception. It offers a perfect blend of performance and efficiency, making it ideal for urban commuting. Its imposing stance, characterized by its aggressive design, bold colours, and superior performance, sets it apart from the rest and makes it stand out. This scooter is equipped with modern and advanced features, such as a digital instrumental cluster, front disk brakes with UBS, spacious under-seat storage compartment, making it for a comfortable and safe ride. The Yamaha Ray ZR 125 with its light weight, offers exceptional agility, better handling, pick-up, and fuel economy. In addition, it is compatible with E20 fuel, which reduces emissions and helps in cutting down pollution.

18 CUTN students to undergo training at Dexian

Chennai, August 05 2024: Dexian, a global leader in staffing, IT, and workforce solutions, has inducted the first batch of students from CUTN and commenced training after signing the Memorandum of Understanding (MoU) Central University of Tamil Nadu (CUTN). MoU was signed in August 2023 and aims to cultivate a pipeline of tech-savvy talent aligned with industry demands.

The partnership has established an "Excellence Center" at CUTN, dedicated to upskilling and reskilling students. Dexian's role in this initiative includes curriculum development, mentorship, and providing real-world project exposure. The program is designed to bridge the gap between academia and industry, ensuring graduates are



well-prepared for the workforce.

A rigorous selection process by CUTN and Dexian resulted in the choice of 18 postgraduate students from the Computer Science, Mathematics, Statistics, and Economics departments. These students will undergo an 18-month training program with a stipend that combines academic learning with practical industry

experience. Upon successful completion, they will be offered employment opportunities at Dexian. However, the company emphasizes that there is no contractual obligation for students to join Dexian post-training, allowing for maximum flexibility in their career paths.

Prof. M. Krishnan, Vice Chancellor of Central University of Tamil Nadu, who is completing his third

year in office, met with the first batch of trainees today. He extended his appreciation to the students for their selection and urged them to contribute to society.

Prof Natarajan Gopalan, Head of the Department of Epidemiology and Public Health and the director of Excellence Centre, will be supervising the CUTN students who Dexian has selected for training.

Winning Team Sputnik Brain of Samsung 'Solve for Tomorrow' 2022 Represents India at the 'Together for Tomorrow, Enabling People' Digital Olympic Community for Paris 2024

Coimbatore August 05 2024: Samsung Electronics, a Worldwide Olympic and Paralympic Smartphone Partner, hosted an event with the International Olympic Committee (IOC) on July 31 in Paris to launch and promote a new digital community for people including the Olympic and Paralympic Games fans called "Together for Tomorrow, Enabling People."

The event was held at SPOT24, a multi-use exhibition space in Paris dedicated to Paris 2024, and was attended by IOC President Thomas Bach, MD of the IOC's Television & Marketing Services Anne-Sophie Voumard, Paralympic Committee (IPC) President Andrew Parsons, President and Head of Global Marketing Office at Samsung Electronics YH Lee, President of Samsung Electronics Europe Office Il-kyung Sung and Luc Abalo, a former gold-medal-winning French handball player and accomplished visual artist and participant in the Olympian Artists programme led by the Olympic Museum for Paris 2024.

A former Team Korea volleyball player, Yeon Koun Kim, Team GB Skateboarder Andy Macdonald, Australian Para-athlete Madison de Rozario and UK contents creator and The Rapping Science Teacher, Matt Green are going to take part in this project as global ambassadors and will actively share content for Together for Tomorrow, Enabling People via social media.

The "Together for Tomorrow, Enabling People" project was developed by Samsung and the IOC to help Olympic and Paralympic fans around the world experience and engage with the Olympic Movement. The programme is especially focused on younger generations,



with the new community designed around the goal of helping youth participants "solve, move and create in the spirit of the Olympic values."

"Together for Tomorrow, Enabling People" introduces three new community-oriented initiatives. Solve Challenge integrates sport and Olympism with Samsung's Solve for Tomorrow programme, a youth-focused social contribution programme that empowers young people to design innovative solutions using sport and tech to address key social challenges aligned with the priorities of the IOC's Olympism365. Move Challenge encourages fans of the Games around the globe to get up and walk more using Samsung's smart mobile phone. Create Challenge lets participants get creative in an innovative digital artists' community through Samsung's smart device and Spen.

At the launch event, 10 teams that excelled in Samsung's Solve for Tomorrow programme were announced as "Together for Tomorrow, Enabling People" ambassadors. Throughout the Olympic and Paralympic Games Paris 2024, the ambassadors will showcase the solutions they've created to address social challenges and work to engage Olympic fans

around the world. They will also collaborate with the IOC Young Leader as well as diverse initiatives fostered by the IOC to address solutions including the promotion of sustainable development.

During the "Together for Tomorrow, Enabling People" event, the ambassadors shared their Solve for Tomorrow projects designed to address real-world problems. A variety of innovative solutions were presented, ranging from help for people to overcome visual disabilities to new ways to promote worker safety.

"Samsung India is proud of the achievements of Shankar of Team Sputnik Brain, the winners of Solve for Tomorrow, 2022, and wishes him growth and success. We see tremendous potential in his solution to alleviate stress and improve healthcare substantially. We are also proud of the 'Together for Tomorrow, Enabling People' programme that provided the youth with an opportunity to participate in and experience the Olympics values," said SP Chun, Corporate Vice President, Samsung Southwest Asia.

"Samsung Solve for Tomorrow provides an incredible opportunity for youth to effect

positive change through innovative solutions," said Shankar Srinivasan, from Team Sputnik Brain that represented India as a global ambassador for the 'Together for Tomorrow, Enabling People' campaign. Shankar, who developed a non-invasive wearable device that aims to reduce stress, addresses the global need for chemical-free stress relief solutions, wants to improve mental healthcare in the future. "I am overwhelmed and feel honoured to represent my country India at such a prestigious global platform where I presented my innovation and vision to help build a brighter future for our planet", he added.

"I am impressed by the opportunities that Samsung Solve for Tomorrow has given to hundreds of thousands of young people to develop as future leaders," said IOC President Thomas Bach. "They will be our innovators of tomorrow, and I look forward to seeing them tackle various challenges facing our world. We're pleased to join with our Worldwide Partner Samsung to continue to work together to identify and support talented young people at the intersection of sport and technology through the "Together for Tomorrow, Enabling People" initiative."

Prabhakaran, sustained injuries in the accident. Valarmathi, who suffered a fracture, has been admitted to a private hospital, while Prabhakaran was treated as an outpatient at the Government Hospital in Melur.

According to the police, Amirtharaj, who was driving, lost control of the speeding vehicle as it approached the NHA tollgate at Kathapatti, resulting in a collision with the truck parked approximately 100 meters ahead of the toll gate. The truck was en route to Tirunelveli from Musiri.

3 MDMK functionaries killed in road accident near Melur

Chennai August 05 2024: Three functionaries of the Marumalarchi Dravida Munnetra Kazhagam (MDMK) were killed in a road accident on the Tiruchi-Madurai highway early Monday morning. The accident occurred when the multi-utility vehicle they were travelling in collided with a

stationary truck near the Sittampatti tollgate close to Melur.

The police identified the deceased as two brothers, B. Pachaimuthu (50) and B. Amirtharaj (44), along with S. Puli Sekar (42), all hailing from Madurai.

Two others, P. Valarmathi, the wife of Pachaimuthu, and S.

Experts Highlight: 25-30% of Non-Obese Adults Also Face High Bad Cholesterol Levels Regular Screening is Key

Chennai August 05 2024: In today's health-conscious world, understanding the relationship between obesity and bad cholesterol is essential for maintaining optimal heart health. Research by British Medical Journal highlights that high levels of LDL-C (low-density lipoprotein cholesterol), often dubbed as "bad cholesterol," can be present even in individuals who are not obese. This underscores the importance of regular cholesterol screenings for everyone, regardless of body weight and BMI.

Recent guidelines from the Lipid Association of India (LAI) in 2024 emphasize on tailored LDL cholesterol targets approach based on individual risk factors, aiming to promote optimal heart health.

Dr. Nagendra Boopathy S, Professor of Cardiology, Sri Ramachandra Institute of Higher Education and Research, Chennai, says, "Understanding the relationship between obesity and elevated LDL-C levels is essential. In my practice, 25-30% of individuals with high LDL cholesterol are not obese. It's a myth that high LDL happens only in obese patients. Yes, obese patients are at higher risk than non-obese patients.

However, being non-obese does not make an individual immune to high LDL levels. This emphasizes the importance of regular cholesterol screening and lipid testing. According to the latest guidelines from the Cardiological Society of India (CSI) for dyslipidemia management, lipid profile testing should commence at age 18. The new guidelines classify individuals into 'low-risk' or 'high-risk' categories, standardizing the lipid profiling process and enhancing diagnostic accuracy. Recognizing that being non-obese does not guarantee low LDL-C levels is crucial. Early detection by regularly monitoring target LDL-C levels can prevent more serious health issues.

Why Knowing Bad Cholesterol is Crucial

Awareness and monitoring of cholesterol levels are key to a holistic approach to heart health. LDL-C, can cause plaque buildup in arteries, increasing the risk of heart disease and stroke. HDL-C, which is known as the "good" cholesterol helps remove LDL-C from the bloodstream.

Cholesterol levels are crucial indicators of heart health. While a healthy lifestyle, including balanced nutrition and regular exercise, is fundamental, it may not be enough on its

own. Regular lipid and LDL-C screenings are essential. Neglecting these checkups can lead to undetected elevated LDL-C levels, significantly increasing the risk of heart disease.

Metabolic Syndrome and Its Impact on Cholesterol Levels

Metabolic syndrome cluster of conditions including high blood pressure, abnormal cholesterol levels, and excess abdominal fat significantly increases the risk of heart disease, stroke, and diabetes. Effective management of metabolic syndrome requires closely monitoring cholesterol levels to reduce the risk of heart conditions.

Taking a comprehensive approach

Here are a few steps for a healthy heart:-

1. Healthy lifestyle:- Adopting a balanced diet low in saturated fats and engaging in regular physical activity (such as 150 minutes of moderate aerobic exercise per week) are foundational steps.

2. Medications:- When lifestyle changes are insufficient, medications to control cholesterol levels may be necessary. These should be prescribed and monitored by your doctors

3. Managing Comorbidity

Conditions:- Effective management of conditions like diabetes and hypertension is crucial to controlling cholesterol levels and overall heart health.

4. Regular Lipid Profile Screening:- Regular lipid profile screening is crucial for early detection of cholesterol. It helps in timely intervention and supports in reducing the risk of heart attacks and strokes. 5. Managing Individualized LDL-C Targets:- Recognizing that LDL cholesterol targets vary among individuals based on factors like age, overall health, and specific risk factors ensures personalized cholesterol management plans.

Understanding Your Target LDL-C Levels for Better Heart Health

Since each individual's needs are unique, personalized prevention plans based on specific LDL-C goals are essential for effective heart disease management and prevention.

By understanding the link between obesity and bad cholesterol, and through regular lipid screenings, you can take proactive steps toward better heart health. Stay informed about your LDL-C numbers, adopt a comprehensive health approach, and you'll be on your way to reducing the risk of heart disease.

Rotary Club of Nanganallur Elite joined the District 3234 initiative of River Cleaning awareness performed on 4th August at 6AM in the Govt Estate Metro Station.

This is spearheaded by the Club Chairman for Environment Rtn Nagarajan along with Club Secretary Rtn Sivashanmugam..

There was also banners and placards displayed by various other Club Members who participated from RID 3234, the Chairman Rtn Irulandi and Rtn Suresh Jain District Governor Nominee (2026-27) led this initiative which is a great success.

