

INDIA - FRANCE BILATERAL NAVAL EXERCISE VARUNA
'Indian Naval Ship Tabar & LRM R P8I Aircraft Participate in the 22nd edition of IN - FN Bilateral Exercise VARUNA in the Mediterranean Sea'

Chennai Sep 06 2024: Indian Navy's frontline stealth frigate, INS Tabar commanded by Captain MR Harish had recently visited Toulon, France from 29 Aug 24 to 01 Sep 24 and later upon departure participated in the 22nd edition of IN - FN Bilateral Exercise VARUNA from 02 - 04 Sep 24 in the Mediterranean Sea. In addition to INS Tabar, Indian Navy was represented by the ship borne Helicopter; LRM R Aircraft P8I,

whereas French side was represented by FS Provence, Submarine Suffren, Aircraft F20; Atlantique2, fighters MB339 and Helicopters NH90; Dauphin. A series of advanced naval operations were conducted during the present edition of bilateral exercise, involving enhanced tactical manoeuvres, advanced anti-submarine warfare exercises, FLYEX, Air Defence Exercise, live weapon firings, PHOTO-EX and Steam



Past, seamlessly integrating assets of both the navies in all three domains viz air, surface and sub-surface.

The bilateral exercise VARUNA which began in 2001 is the backbone of IN- FN relationship and has evolved significantly over the years towards enhancing interoperability and exchange Best Practices. The conduct of 22nd edition of VARUNA in the Mediterranean Sea marks a significant milestone in the maritime domain between India and France displaying Indian Navy's outreach and commitment towards sustained operations far away from IOR. VARUNA also exemplifies the commitment of Indian and French Navies towards enhancing interoperability through collaborative efforts. The Indian Navy remains committed to fostering partnerships with like-minded navies across the world.

Department of Agriculture & Farmers' Welfare Initiates First-Ever Stakeholder Consultation on Kharif 2024 Pulses Production Outlook

Chennai Sep 06 2024: The Department of Agriculture and Farmers' Welfare (DA&FW) under the Chairmanship of Smt. Shubha Thakur, Additional Secretary, convened a stakeholder consultation today at Krishi Bhawan, New Delhi. This is the first time such a discussion has been organized ahead of the release of

first advance estimates for the Kharif 2024 season, which are scheduled for October 2024. Key stakeholders, including the India Pulses and Grains Association (IPGA), the Indian Institute of Pulses Research (IIPR), the Department of Consumer Affairs (DOCA), Samunnati, AgriBazar and Agriwatch were present and actively

engaged in the discussions. The primary objective of this consultation was to gather crucial insights and early assessments from stakeholders regarding the current pulses production outlook for the Kharif 2024 season. These contributions will be integral to formulating the first advance estimates. During the



meeting, participants shared valuable expertise on a range of condition assessments and the estimation

methodologies. According to initial ground-level reports presented by the stakeholders, the outlook for Tur & Moong production is promising for the upcoming season. The consultation concluded with all stakeholders reaffirming the importance of continued collaboration and regular information exchange between the Ministry and industry experts. This cooperative approach is essential for enhancing the accuracy of crop estimates and ensuring timely interventions in the agricultural sector. This initiative represents a significant step toward improved precision in crop production estimates.

K Dwarak Hari **Chennai boy triumphs with gold at State level gymnastics after 6 heart surgeries**

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Chennai Sep 06 2024: 10 year old Arumbakkam, Chennai, won the gold medal in Level 4 Gymnastics Competition. Meanwhile, his younger brother, 8-year-old K. Hari, secured the gold medal in the Level 2 gymnastics category. The boy who has achieved this remarkable feat has undergone 6 Heart Surgeries. This is not the first success for the brothers. Dwarak has previously won gold three times in gymnastics competitions, while Hari has taken the top spot twice. The fact that both brothers have consistently excelled in their respective categories makes their achievement even more remarkable.

Tamil Nadu Sports Development Authority in collaboration with the Chennai District Gymnastics Association, organized a State-Level Gymnastics competition from August 31 to September 1. It attracted school children aged 6 to 17 from various districts across Tamil Nadu. The competition took place at the Velachery Swimming Pool Complex in Chennai.

K. Dwarak, a 10-



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Union Minister Ram Mohan Naidu Inaugurates Digi Yatra Facility at 9 More Airports

Chennai, Sep 06 2024: Union Minister for Civil Aviation, Shri Kinjarapu Rammohan Naidu, today inaugurated the Digi Yatra facility for nine airports at Visakhapatnam International Airport and virtually launched this facility for eight other AAI's airports, namely Coimbatore, Dabolim, Indore, Bagdogra, Ranchi, Patna, Raipur, and Bhubaneswar airports.



During the launch event, the Aviation Minister highlighted how Digi Yatra simplifies the cumbersome task of managing multiple documents—boarding passes, ID proofs and luggage tags while navigating the airport crowd. The Airport entry time for a passenger has reduced from an average 15 seconds in manual process to 5 seconds. Over 55 lakh users have already downloaded the app, and more than 3 crore passengers have used Digi Yatra to travel.

Since its launch of

the first Digi Yatra facility at three airports, New Delhi, Varanasi, and Bengaluru, on December 1, 2022, the total number of Digi Yatra-enabled airports will become twenty-four, including nine airports of today.

The Minister further highlighted the significance of Digi Yatra's introduction, stating "Its introduction was very well in time, during the COVID-19 pandemic, when the need for minimising physical contact became more urgent than ever. Digi Yatra offered contactless and paperless processing at key airport checkpoints. Since its inception, the system has helped save thousands of sheets of paper daily across airports, supporting our broader goal of sustainable development in the aviation sector."

On the issue of data security, Shri Naidu reaffirmed the government's commitment, said, "Even on the floor of Lok Sabha, I have emphasised that Digi Yatra is built on a foundation of robust data security. Today also, I would like to put it very clearly that there is no central storage of passengers' Personally Identifiable Information (PII). All passenger data is encrypted and stored securely in their smartphones, shared only temporarily with the origin airport, and destroyed within 24 hours of departure. Privacy of every traveller is paramount for us, and the Ministry of Civil Aviation would not compromise on it."

Digi Yatra is a transformative digital initiative of the Government to enhance the passenger

experience with seamless, contactless, and paperless boarding at airports based on Facial Recognition Technology (FRT). It helps travellers pass through various checkpoints at the airports through paperless and contactless processing using facial features to validate their identity and travel details.

Shri Murlidhar Mohol, Union Minister of State for Civil Aviation and Cooperation and Union Civil Aviation Secretary, Shri Vumlung Vualnam also joined the event through video conferencing. Shri M. Suresh, Chairman, AAI, Sri Sri Bharat Mathukumilli, Member of Parliament for Lok Sabha (Visakhapatnam), and Shri P.G.V.R. Naidu (Gana Babu), Member of Legislative assembly of Andhra Pradesh, Shri P.K. Thakur, DDG, MoCA and other senior officials of MoCA and AAI were also present during the event.

IS 14680: 2024 Landslide Control Measures - Guidelines

Chennai, Sep 06 2024: Bureau of Indian Standards (BIS), Madurai conducted Manak Manthan – Discussion on Indian Standard IS 14680: 2024 Landslide Control Measures - Guidelines at District Collector Office, Tenkasi on 5th September 2024 under the guidance of Shri A.K. Kamal Kishore IAS, District Collector Tenkasi. 41 participants attended the meeting which was held in physical mode. The participants represented various officials from State Government Departments such as Agriculture Department, Directorate of Medical & Rural Health Services, District Rural Development Agency (DRDA), Forest Department, Geology and Mining, Tourism Department, Highway Tamilnadu Road Sector Project, National Highway Authority of India, Workforce Recruitment Program (WRP), Water Resources Department (WRD), Regional



Transport office, Tamil Nadu State Transport Corporation (TNSTC) and Tamil Nadu Water Supply and Drainage Board (TWAD)

IS 14680 : 2024 covers guidelines for selection of various landslide control measures for effectively correcting slope instabilities such as landslides and to reduce landslide occurrences in hill areas. In recent times the landslide problems have considerably increased due to unplanned man-made construction works and increasing requirements for

modern living. Hence, this standard has been formulated with a view to understand the general landslide phenomenon in the hills and their evaluation mainly for planning effective correction measures.

Shri A. K. Kamal Kishore IAS, District Collector Tenkasi delivered the inaugural address. Shri S. Jeyaseelan, District Revenue Officer, Tenkasi attended the meeting. Smt. Hemalatha Panicker, Joint Director, BIS, Madurai presented a brief introduction on core activities of BIS, Standardization,

Conformity Assessment Scheme and features of BIS CARE App. An in-depth presentation on the salient features of IS 14680 : 2024 Landslide Control Measures — Guidelines was given by her.

After the presentation a detailed open house discussion was held and several queries regarding the standards were clarified. Participants were also requested to send technical queries/comments pertaining to this Indian Standard by email.

Biotechnology will usher in the next revolution, similar to IT revolution: Dr. Alka Sharma, Senior Advisor, Department of Biotechnology

Chennai, Sep 06 2024: Dr. Alka Sharma, Scientist and Senior Advisor Department of Biotechnology has said that Biology will steer the next technology revolution in the world. Speaking at a workshop for journalists on BioE3 Policy: Biotechnology for Economy, Environment and Employment organised by Press Information Bureau, Chennai, she said the Union cabinet on the 24th August 2024 approved the policy which would enable bio-based processes for clean, green and prosperous India and set a bio-revolution in the next 30 years.

Explaining the need for the policy, Dr. Sharma said the unsustainable pattern of material consumption, resource utilization and waste generation has led climate change related problems such as burning forests, melting glaciers and a

drastic decline in biodiversity. Pointing to waste generation, she said plastic waste is a huge problem, out of 8.7 tonnes of plastic waste produced between 1950 and 2021 only 11% has been recycled which is making out planet unsustainable. These challenges are being addressed by the BioE3 policy by harnessing the power of high performance biomanufacturing.

Stating that the policy was formulated after wide ranging consultation with all stakeholders, Dr Alka Sharma said it is aligned with the Union Budget 2023-2024 emphasis on green growth and the Prime Minister's vision of net zero carbon emission. She said one of the overarching approaches is to set a path towards biobased chemical from petro-based chemicals to make out planet sustainable.

Listing the salient features of the policy



Dr Sharma said focus on Biomanufacturing would be on 6 sectors including Bio-based chemicals and enzymes, functional foods and smart proteins, precision biotherapeutics, climate resilient agriculture besides carbon capture and its utilization, futuristic marine and space research.

Bio-Enablers including Bio-Artificial Intelligence (AI) Hubs, Biomanufacturing Hubs and Bio-foundries will be set up

nation-wide to augment discovery and translational research across the six sectoral verticals prioritized under biomanufacturing initiative. These cross-cutting Bio enablers will be used for bridging the gap between 'lab-to-pilot' and 'pre-commercial' scale manufacturing of commercially viable bio-based products, she said

Prof. Guhan Jayaraman, I.I.T. Madras spoke about the science behind Bioprocess

engineering/Biomanufacturing. He said apart from nurturing employment, creating a sustainable environment, the BioE3 policy would also create employment opportunities for a skilled work force. Listing the challenges, Prof Guhan said transition towards green fuels is a major challenge of biomanufacturing. He said the key bottleneck being lignocellulose, several biotechnology-based methods are being

tried to break lignocellulosic bonds to produce sustainable high value molecule as well as fuels. A rich source of lignocellulose being wheat/rice straw, he said this will open up employment in the rural sector, since it would be economical to set up biomanufacturing units near the source of the raw materials.

Dr. Dharani, NIOT, Chennai made a presentation on Ministry of Earth Sciences initiative on "marine living and

non-living resource exploration" and the diverse opportunities that exist in the Marine Biotechnology sector. Dr. Dharani also informed about the Deep Ocean mission of the Ministry of Earth Sciences and the objective of the Deep Ocean Mission Vertical 3 and Vertical 6 to harness the marine bioresource through engineer and biotechnology means.

Dr. A. Vamsi Krishna, Department of Biotechnology spoke on Space Biomanufacturing

which is one of the sectors under the Biomanufacturing initiative of DBT. He said with the Space sector opening up and Space tourism becoming a reality by 2050, Space Biomanufacturing is being pursued by many countries world over. He said there are twin challenges of micro gravity and radiation in space are to be tackled in the first instance. Further physiological changes in the astronauts after a prolonged stay in space are to be addressed before this sector becomes a reality.

Additional Director General, Press Information Bureau, M. Annadurai, in his key note address, said the centre is organising workshop on BioE3 Policy in various parts of the country to educate the media on the path breaking policy initiative of the centre, which will set a bio-revolution in the next three decades.

GOAT The concert is stolen by Thalapathy Vijay's charisma, age-defying charm, and thrilling climax

Chennai Sep 06 2024: Thalapathy Vijay's film GOAT (Greatest of All Time) premiered to mixed reactions. The first half was engaging, but many felt the second half lost momentum and became predictable. However, the last 20 minutes managed to revive the film, leaving audiences with a satisfying conclusion. Directed by Venkat Prabhu, the movie features an ensemble cast and follows an elite anti-terrorist unit facing dark secrets from the past.

Despite the lag in the middle, the final moments of "GOAT" or "Greatest of All Time" managed to redeem the film to some extent. The last 20 minutes, in particular, brought back the energy and drama, leaving audiences with a satisfying conclusion. While the movie followed a relatively predictable plot, its strong performances and climactic finish helped balance the experience, making the overall viewing more enjoyable.

Thalapathy Vijay's highly anticipated film "GOAT" or "Greatest of All Time" hit the theatres today, drawing a mix of reactions from fans and critics alike. The film's opening moments captured attention with an engaging start, packed with a variety of characters and surprising scenes. Many found the first half to be interesting, with enough twists to keep the audience entertained, according to the reviews shared on social media.

The Tamil Nadu government has granted permission to AGS Entertainment Private Limited to organize special screenings of Thalapathy Vijay's latest movie, "GOAT." This decision allows cinemas across the state to host these special shows on the first two days of the film's release, Thursday and Friday. According to an order from the Tamil Home (Cinema) Department, all cinema theatres special shows on Thursday and Friday.



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This move came after A G S Entertainment submitted a formal request to the state government seeking permission for these special shows, particularly for the initial days of the movie's release. Upon receiving the Commissioner's positive report, the Tamil Nadu government invoked its powers under Section 11 of the Tamil Nadu Cinemas (Regulation) Act of 1955.

The decision to allow these special shows comes amid growing anticipation for "GOAT," as Thalapathy Vijay, one of Tamil cinema's biggest stars, commands a massive

fan following. His popularity often results in high demand for tickets during the opening days of his movies, and "GOAT" or "Greatest of All Time" is no exception.

Vijay's rising popularity isn't limited to just the entertainment industry. The actor has also ventured into the political arena by launching his own political party, Tamilaga Vettri Kazhagam (TVK).

Meanwhile, trade analysts have projected "GOAT" to be a massive box office hit. The film's advance bookings have been described as phenomenal, with expectations of a record-breaking opening. Vijay's star power, combined with the special screenings approved by the government, sets the stage for an impressive box office run for the film. According to an afternoon report by Sacnilk, "The Greatest of All Time" earned around Rs 18.2 crore India net so far on its first day for all languages.

Prime Minister Narendra Modi is very sensitive towards the flood situation in Andhra Pradesh and Telangana; on the instructions of the Prime Minister, Chief Minister Chandrababu Naidu is working with full sensitivity: Shivraj Singh Chouhan

Chennai Sep 06 2024: Union Minister for Agriculture and Farmers' Welfare and Rural Development Shri Shivraj Singh Chouhan is on a two-day visit to Andhra Pradesh and Telangana. Shri Chouhan visited today first Kesarpalli of Gannavaram Assembly Constituency in Vijayawada, Andhra Pradesh and interacted with farmers. The Minister conducted an aerial survey of crop damage of flood affected areas in Meenavalu, Peddagopavaram, Mannur, Kattleru of Telangana and an aerial survey of Khammam and Munneru flood affected areas. The Union Minister met the people in Khammam and discussed their problems. Shri Chouhan said that we are working to provide immediate help. No

one needs to be disappointed, we will work together and the Central Government will take the people out of this crisis. The Central Government is standing with the State Government and we will take the farmers out of every crisis.

The Union Minister said that he discussed with the farmers in Khammam district of Telangana about their losses. During this, a farmer was telling about the loss of his crops in the floods, then Agriculture Minister Shivraj Singh Chouhan called him and hugged him, wiped his tears and encouraged him. He said, Prime Minister Narendra Modi has sent me to understand your pain, you have lost your crops, but he will not let you lose your life. He further said, I am from a farmer family, I can feel the pain of my farmer brother, but this pain, these tears will



not remain, we will provide appropriate compensation. The farmer told the Union Minister that you have done a lot for the farmers in Madhya Pradesh, now take care of us. After which Shri Shivraj Singh Chouhan said that first of all we will assess the crop damage and soon we will provide appropriate compensation. We will ask the banks not to recover loans from farmers in times of crisis. We will not let be a shortage of fertilizers and seeds

for the next crop. He said that the crisis is unprecedented, Prime Minister Shri Narendra Modi is sensitive, we will work together with the state government to normalise the lives of the farmers.

Shri Chouhan said that today he visited the farms of the farmers and enquired about their losses. The entire crops of the farmers - banana, turmeric and vegetables have been destroyed. Farmers in this area do

horticulture on a large scale and there are also farmers who do farming on lease, on farming on lease the farmers have to give a large part of the crop or money. They have invested their money and the crop has been completely destroyed, but we have come to tell the farmers that on the instructions of Prime Minister Shri Narendra Modi, the Chief Minister of the state is working with sensitivity. Union Minister Shri Shivraj Singh listed four priorities and said -



first - to help the farmers initially, second - to make arrangements so that they get the benefit of crop insurance scheme, third - to make arrangements for farmers who work by taking land on lease and fourth - how farmers can take the next crop, these issues are before us, but solutions will be found on these issues under the leadership of Chief Minister Shri Chandrababu Naidu.

Shri Shivraj Singh Chouhan said that Prime Minister Shri

Narendra Modi is very sensitive about the flood situation in Andhra Pradesh and the Chief Minister of the state Shri Chandrababu Naidu is also concerned. Shri Chouhan said that I have seen tears in the eyes of Chandrababu Naidu. He said that there has been loss, but the State Government under the leadership of Chief Minister Shri Chandrababu Naidu is working with full competence and sensitivity and the Central Government

will provide full support to them. Presently work is being done to provide immediate assistance from SDRF worth Rs 3,448 crore which is already with State which also includes the Centre's share. After providing immediate assistance, the government will think about how farmers will get fertilizers and seeds for the next crop. Efforts are continuously being made to solve the problems of farmers.

"Dispelling Common Breastfeeding Myths: Facts Every New Mother Should Know"

Dr. N K V Vigneshwar, MD Pediatrics (AIIMS Rishikesh), Fellowship in Neonatology (NNF), Associate Consultant, Rainbow Children's Hospital, Guindy

Chennai, Sep 06 2024: Bottom of Form Motherhood is a deeply fulfilling journey that fosters a unique bond between a mother and her infant. One of the most important components of this link is nursing, which has various advantages for both mother and child. However, breastfeeding is plagued by myths and misconceptions. It is critical to confront and debunk these myths so that mothers receive proper information and assistance. Let's look at some common myths regarding breastfeeding and throw light on the facts to help support and empower new mothers.

Myth: Breastmilk is not enough to nourish a baby

Fact: Breast milk is intended to provide a baby's nutritional requirements during the first six months, including important proteins, lipids, vitamins, and antibodies. It responds to your baby's changing demands, providing optimal support for their growth and

development. **Myth:** Mothers with small breasts cannot produce enough milk

Fact: The frequency and effectiveness of how a baby drinks, determines milk production, not breast size. The key is nipple stimulation and desire, which allow the body to produce adequate milk regardless of breast size.

Myth: Colostrum, the first milk produced is unsuitable for the baby

Fact: Colostrum is extremely valuable to newborns, supplying critical nutrients, antibodies, and growth hormones. It promotes immune system development, improves digestion, and maintains healthy gut flora, giving infants a good start.

Myth: Breastfeeding mothers cannot eat certain foods

Fact: Most breastfeeding women need not severely restrict their diets. A balanced diet is essential, but there is no need to avoid certain foods unless they pose problems for

the infant. **Myth:** You should not breastfeed your baby when your baby is sick

Fact: If your baby is mildly to moderately ill and can be cared for at home, breastfeeding provides essential fluids and nutrition, boosts immunity, and helps soothe the baby, aiding in a quicker recovery.

Myth: Breastfeeding after a C-section is impossible

Fact: Breastfeeding can start soon after a C-section, and skin-to-skin contact can help, with many mothers successfully breastfeeding with the right support. Top of Form Bottom of Form

Myth: You must always wash your breasts with soap and water before breastfeeding

Fact: Cleaning your breasts before feeding isn't needed; natural secretions can actually enhance the breastfeeding experience.

Myth: Eating yellow-colored foods will increase jaundice in your baby

Fact: Jaundice in

newborns is caused by the normal changes in babies' blood that happen after birth.

Myth: Breastfeeding mothers should not exercise

Fact: Exercise is safe and beneficial for breastfeeding mothers and can enhance overall health and well-being.

Myth: The formula is as good as breast milk

Fact: In contrast to formula, breast milk delivers superior nourishment and antibodies that guard against illnesses.

To summarize, addressing and refuting common breastfeeding myths is critical for providing new mothers with appropriate information and support. Understanding the facts behind these myths helps improve the nursing experience, ensuring that both mother and baby benefit from this important and natural link. By emphasizing evidence-based facts, we can create a more supportive and informed atmosphere for breastfeeding families.

Fade-proof your fragrance: Easy tips to smell fresh all day long

Chennai Sep 06 2024: Ready to turn heads with a fragrance that leaves a lasting impression? We get it between India's energetic pace and extreme weather conditions, keeping your scent going strong can be a challenge. But don't let anything dampen your fragrance game. We're here to equip you with insider secrets to unlock a captivating aroma that stays with you from the first rays of dawn till the last whispers of dusk.

Layer your fragrance: Layering is the secret to a long-lasting scent. Begin with a scented body wash or shower gel, followed by a scented body lotion. This creates a fragrant base that helps your perfume adhere better to your skin, making it

moisturized as well. When you finally spritz on your perfume, the scent will be more pronounced and enduring.

Target your pulse points: To maximize the longevity of your perfume, apply it to your pulse points areas where your skin is naturally warmer and can diffuse the fragrance more effectively. These include your wrists, neck, behind your ears, and the inside of your elbows. A light mist on your hair can also ensure you leave a trail of your delightful scent as you move.

Reapply as Needed: Lastly, don't hesitate to reapply your perfume when needed.

A quick spritz can rejuvenate your scent and keep you feeling fresh and confident.

Make sure you apply sparingly to avoid overwhelming those around you.

Choose the perfect scent: The journey to an enchanting scent begins with selecting the perfect perfume. Use a fragrance that complements your personality and suits the occasion. For a refreshing and invigorating aroma, try ITC Engage l'amante Aqua, it has fresh fragrance, and its green lavender notes are ideal for keeping you feeling revitalized throughout the day

According to fragrance expert Nikita Dumbani, understanding different fragrance notes is important for the longevity of the perfume. She further explains "Creating a fragrance that stays throughout the day

involves understanding the science of scent diffusion. It is important to understand the fragrance notes, as it helps intensify the fragrance according to one's preference. Furthermore, by layering them and targeting pulse points where warmth enhances diffusion, and occasionally reapplying, you ensure your scent stays vibrant from morning to night."

Embrace these simple steps, and discover a world where your fragrance makes a statement, no matter what your day brings. With a little know-how and the captivating allure of a scent like ITC Engage l'amante Aqua, you'll be turning heads and leaving a trail of confidence wherever you go.

PRESIDENT OF INDIA'S GREETINGS ON THE EVE OF GANESH CHATURTHI

Chennai Sep 06 2024: The President of India, Smt. Droupadi Murmu in her message on the eve of Ganesh Chaturthi has said: -

"On the auspicious

occasion of Ganesh Chaturthi, I extend my warm greetings and best wishes to all Indians living in India and abroad.

This festival of joy and enthusiasm gives

the message of social harmony and brotherhood. Bhagwan Ganesh is a symbol of knowledge, wisdom and prosperity. This festival motivates us to

be humble and dutiful, and also promotes social cohesion.

On this occasion, let us take a pledge to collectively build a peaceful and prosperous India".

Building Champions: How Future Indian Athletes Train for Success



Chennai Sep 06 2024: In the world of sports, where every millisecond and inch matters, the path to becoming a champion is built on dedication, strategy, and resilience. From rigorous core strength exercises that enhance performance to advanced equipment and a solid understanding of nutrition, every element of their training is carefully designed.

Let's celebrate the dedication and effort shaping the next generation of Indian sports stars, featuring the inspiring stories of athletes like Shailli Singh and Poorva Hitesh Sawant, nurtured by the Anju Bobby Sports Foundation and supported by Anandana, The Coca-Cola India Foundation.

As Anju Bobby George, Olympian Indian Long Jumper & Chairperson - Anju Bobby Sports Foundation, aptly puts it, "Becoming a champion is not just about talent; it's about building the right foundation. Strengthening the core, mastering nutrition, and investing in recovery separate good athletes from great ones. This journey requires more than just physical effort; it's about commitment and smart training."

1. Focus on Core Strength

Core strength is crucial for athletic performance as it

enhances stability, agility, and power. A strong core stabilizes the spine and pelvis, enabling efficient energy transfer during physical activities. Sports science shows that a robust core can improve overall biomechanics, reduce the risk of injury, and enhance performance in dynamic sports.

Incorporate compound movements such as squats, deadlifts, and lunges. Add kettlebell swings, medicine ball throws, and hip thrusts to build functional strength. Start at 25% intensity and gradually increase to 60-70%. These exercises not only build strength but also improve agility and coordination. For instance, Shailli Singh, a rising star in the long jump, emphasizes the importance of core stability in her training regimen, which has helped her achieve national records and compete on the international stage.

2. Contrast Training

Contrast training is an effective technique for enhancing various physical attributes critical to athletic performance, such as strength, power, speed, and agility. This method involves performing a heavy resistance exercise set immediately followed by a power exercise with a similar biomechanical pattern (e.g., a barbell back squat followed by a squat jump). Athletes like Poorva Hitesh Sawant have benefited from this method,

which has improved her explosive power and overall performance in the triple jump. The advantages of contrast training include efficient results, high work density, and potential injury prevention.

3. Master Nutrition Fundamentals

Nutrition fuels training, aids recovery and supports overall health. A balanced intake of carbohydrates, proteins, and fats is essential for optimal performance. Sports science emphasizes that proper nutrition can enhance muscle recovery, improve endurance, and optimize energy levels for peak performance.

Focusing on macronutrient balance carbohydrates for energy, proteins for muscle repair, and fats for endurance. Proper hydration and the intake of essential vitamins and minerals are vital to supporting the body's physiological functions, enhancing endurance, and preventing injuries.

4. Invest in Advanced Equipment

Advanced equipment plays a pivotal role in giving athletes that crucial edge. From cutting-edge footwear designed to enhance speed and stability to state-of-the-art gear, that minimizes the risk of injury, the right equipment can be a game-changer.

5. Prioritize Recovery and Rest

Recovery is when the body repairs and grows stronger. Incorporate strategies like active recovery sessions, and proper sleep hygiene, and opt for ice baths and compression therapy. Overtraining can lead to burnout and injury; hence athletes prioritize recovery as part of their training regimen. Listening to their bodies and allowing ample time for recovery is crucial for maintaining peak performance.

Including active recovery sessions, maintaining proper sleep hygiene, and using recovery tools like ice baths and compression therapy could help athletes maximize recovery.

Moreover, top-quality track, field,

and gym equipment are essential for athletes aiming to excel. Susmita, a long jump competitor, has greatly benefited from advanced equipment tailored to her needs. Her high-performance gear, developed with insights from sports science, has contributed to her consistent improvements and reduced the occurrence of injuries.

Anandana- The Coca-Cola India Foundation, has been supporting the women athletes of the Anju Bobby Sports Foundation by providing essential amenities and world-class gym equipment, enabling them to train effectively and reach their full potential.