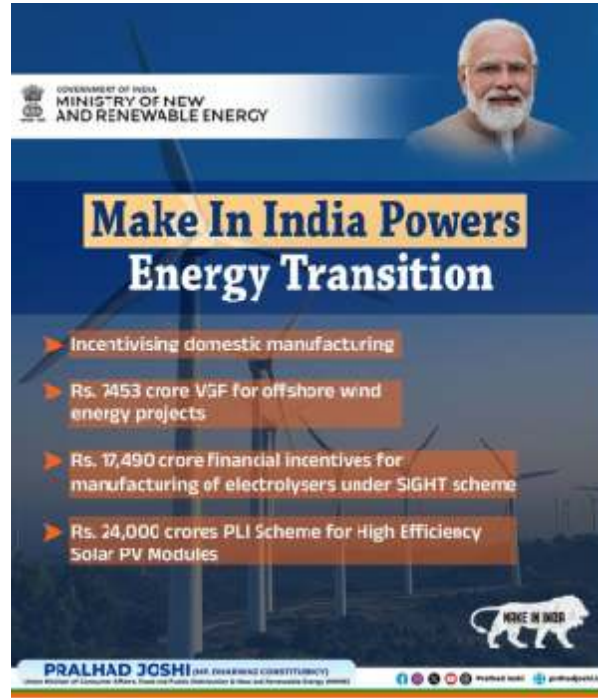


Make in India Powers Energy Transition: Fuels renewable energy equipment boom
India's solar PV module manufacturing capacity increases from 2.3 GW to 67 GW under 10 years of Make In India

Chennai, Sep 26 2024: As "Make in India" initiative of Government of India completes 10 years, it has been proven to be a driving force in promoting investment, fostering innovation, and building world-class infrastructure to transform India into a hub for manufacturing, design, and innovation. It continues to play a pivotal role in developing a robust manufacturing sector for renewable energy in the country. One of the key focuses of the Government is to support and incentivize domestic manufacturing in the renewable energy sector. The renewable energy equipment manufacturing sector in India is well-positioned to meet domestic demand and serve the global market through exports, establishing India as a key player in

the renewable energy manufacturing space. Union Minister for New and Renewable Energy Shri Pralhad Joshi posted on X "India's renewable energy sector has contributed immensely to the #10YearsOfMakeInIndia. From PLI to VGF, we are extending all possible support to our domestic industries. We are committed to establishing India as a major global player in the complete value chain of clean energy solutions." Measures taken to promote domestic renewable energy equipment manufacturing Several measures have been taken by the Union Government to promote the domestic manufacturing of renewable energy equipment, such as solar PV modules,

cells, and upstream components like ingots, wafers, and polysilicon. These efforts also include the manufacturing of wind turbines, electrolysers for green hydrogen production, and battery energy storage systems for utility-scale electricity storage applications. The Government's efforts span financial, fiscal, and policy measures aimed at bolstering domestic production. Financial incentives include the Production Linked Incentive (PLI) scheme for setting up fully or partially integrated manufacturing units for solar PV modules and upstream components. Additional support measures include Viability Gap Funding (VGF) for stationary Battery Energy Storage System projects and incentives for



manufacturing electrolysers and green hydrogen production under the National Green Hydrogen Mission. Fiscal incentives include concessional customs duties on inputs required for domestic manufacturing, waivers on import duties for specific capital goods needed for solar PV cell and

Requirement (DCR) in schemes like PM Surya Ghar: Muft Bijli Yojana, PM-KUSUM, and CPSU Scheme Phase-II, where Government subsidies are provided. Other policies include linking PLI amounts to local value addition, Quality Control Orders for solar equipment, and approved lists of models and manufacturers for solar and wind technologies. Boost to Solar PV manufacturing Solar PV manufacturing remains a significant focus of the Government's efforts. The Government is committed to making India self-reliant (Atmanirbhar) in solar PV manufacturing and establishing India as a major player in the global value chain. This commitment is demonstrated by the

Rs. 24,000 crores outlay for the PLI Scheme for High-Efficiency Solar PV Modules and additional policy interventions, such as the imposition of basic customs duties and domestic content requirements. Since 2014, India's installed solar PV module manufacturing capacity has grown from 2.3 GW to approximately 67 GW, thanks to various measures under the "Make in India" initiative. This increase makes India capable of meeting domestic demand while also catering to exports. The country has seen rapid growth in solar PV module production capacity, jumping from 8 GW in 2021 to 67 GW per year in the last 3.5 years alone. Furthermore, over 48 GW of fully or partially integrated

solar PV module manufacturing projects are currently under implementation under the solar PLI scheme. Once completed, these projects will attract an investment of approximately Rs. 1.1 lakh crores and create direct employment for around 45,000 people. The solar PLI scheme will also bring cutting-edge solar PV module manufacturing technology to India, reducing the country's dependence on imports. With the solar PLI scheme and the Government's supportive policy framework, India is projected to achieve 100 GW per year of solar module production capacity by 2026, which will not only satisfy domestic demand but also contribute to earning foreign exchange through exports.

Kauvery Hospital Vadapalani Launches India's First 'Cardiac Shock Team' for Rapid Life-Saving Response

Chennai, Sep 26 2024: Kauvery Hospital Vadapalani is proud to announce the launch of India's first integrated Cardiac Shock Team, setting a new benchmark in advanced cardiac care. This innovative team is designed to provide rapid, coordinated intervention for patients suffering from cardiac arrest/ cardiac failure following acute cardiac dysfunction aiming to prevent the critical delays in treatment that can often lead to fatal outcomes.

Accessible through a dedicated helpline, the Cardiac Shock Team streamlines care by acting as a single point of contact for patients, caregivers, and families. By eliminating the need to navigate multiple departments, the team makes sure that life-saving interventions are administered without delay, delivering seamless care during the most critical moments. At the heart of this initiative is the provision of quaternary care a highly specialized



level of medical care that extends beyond traditional tertiary services. Quaternary care includes advanced treatments such as rare and complex procedures, and specialized care in areas like cardiac surgery, and transplantation. This level of care, offered at select centers like Kauvery Hospital, integrates Mechanical Circulatory Support (MCS) systems to stabilize patients in critical condition and is available 24/7. The Cardiac Shock Team comprises a multidisciplinary group of experts, including cardiologists, cardiac surgeons, anesthesiologists, and intensivists, who collaborate to provide the best possible

treatment in life-threatening situations. This coordinated approach is crucial, as untreated cardiac shock significantly increases the risk of mortality. The launch of the Cardiac Shock Team was officiated by Thiru Ma Subramanian, Minister of Health and Family Welfare, Tamil Nadu, with special guests Prof. S. Thanikachalam, Chairman and Director, Cardiac Care Center, SRMC & RI, and Dr. Aravindan Selvaraj, Co-founder and Executive Director of Kauvery Group of Hospitals. Speaking at the event, Prof. S. Thanikachalam highlighted the critical importance of the service saying, "Cardiac shock is a

medical emergency that requires immediate, coordinated care. The Cardiac Shock Team at Kauvery Hospital ensures that no time is wasted in delivering the right intervention, ultimately saving countless lives." Dr. Aravindan Selvaraj, Co founder and Executive director, Kauvery Group of Hospitals, added, "With the introduction of the Cardiac Shock Team, we are redefining how cardiac emergencies, most critical cardiac patients are managed. Our dedicated helpline offers immediate access to expert care so that patients receive timely, life-saving interventions. This initiative establishes a new standard in cardiac care and will

undoubtedly reduce mortality rates from cardiac arrest." Building on international best practices, Kauvery Hospital's Shock Team model integrates advanced technologies and specialized skills to handle complex cases, such as those requiring mechanical circulatory support systems like ECMO, Impella and LVAD devices. These interventions support patients as they recover or to prepare for procedures like transplants, offering a lifeline for the most critical cases. As a next step Inspired by the success of National cardiogenic shock initiative (NSCI) in USA Kauvery Hospital Vadapalani will commission a Cardiac

Shock Team a first-of-its-kind initiative in India. Based on international protocols, the team will consist of a minimum of three doctors on call, including a cardio vascular surgeon, a cardiologist, and a cardiac anesthetist, supported by a physician assistant trained in echocardiography and perfusion. The Shock Team will coordinate closely with the emergency response teams at Kauvery group of hospitals and other referral centers under a Shock Alert protocol. Once a Shock Alert is activated, all stakeholders, including the patient's primary cardiologist, will collaborate via a dedicated online group, ensuring real-

time communication and decision-making throughout the patient's treatment until discharge. A dedicated physician will be guiding the patient's care and working closely with the Shock Team to determine the most effective interventions, including MCS placement at the referral center or transfer to Kauvery Vadapalani for specialized treatment in the newly established Shock ICU. Kauvery Hospital remains at the forefront of emergency medical services, consistently introducing advanced care models and life-saving technologies that set the standard for excellence in patient outcomes.

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MORE THAN 5 LAKH PEOPLE DOWNLOAD KYN APP IN SIX MONTHS OF ITS LAUNCH

Chennai, Sep 26 2024: KYN (Know Your Neighbourhood), India's first and truly hyperlocal app, has crossed 5,00,000 downloads since its launch in February 2024. This new-gen media service platform by Kynhood technologies which strengthens communities, is winning hearts in a big way.



publisher and user-generated content, all carefully curated to provide users with high-quality entertainment and information about everything in their neighbourhood. The specially-curated shows that we host on our app are also receiving positive feedback."

Sharing details about the significant milestone, Gayathri Thyagarajan, CEO of Kynhood Technologies said, "We are elated at the response to KYN App. We connect people to their neighbourhood and provide opportunities for everyone in the community to make a place for themselves, showcase their talents and support individuals and small businesses to succeed in each hyperlocal zone. KYN is the only platform that triangulates television, print, and social media for the hyperlocal community. Chennai, is our first market. KYN has both

In the last six months, KYN has curated an impressive repository of over 3,000 hyperlocal blogs featuring stories in the lifestyle, sports, entertainment and human-interest genres across 19 zones of Chennai. The app also launched four entertainment shows—covering a wide spectrum from fashion to fitness, including Chef

Deena's culinary showcase 'Chennai on Plates', Influencer Pooja Shankar's fashion & lifestyle show 'Madras Singari', TV host and actor Farina Azad's fitness show 'Fit-O-Fit' and the 'Local Show' featuring celebrity interviews. These shows together have garnered 2 crores+ views digitally.

KYN has successfully onboarded over 150 hyperlocal influencers and 1,100 hyperlocal partners in Chennai and enjoys a robust social media following of 75,000+.

Beyond content creation, KYN actively fosters local talent through on-ground initiatives such as the KYN Karnival, Residential

Engagement Program (REP), Corporate Engagement Program (CEP), and the TAKE ONE short film contest. The platform also supports entrepreneurs by offering free uploads to enhance hyperlocal visibility.

KYN has established itself as an exceptional platform for exploring neighbourhoods, showcasing individual talents, and elevating local businesses, embodying its tagline—'Namma Area, Namma Pride, Namma App'—a true reflection of community pride.

KYN has partnered with the Greater Chennai Corporation (GCC) along with 30 other volunteer/corporate groups for the GCC led 'Namma Chennai, Safe Chennai' initiative and will assist in mobilising and streamlining volunteer registration to ensure effective communication across neighbourhoods for the upcoming monsoon preparedness.

Data User Conference on the Periodic Labour Force Survey 2023-24 to be held on September 26, 2024, at Gokhale Institute of Politics and Economics, Pune

Chennai, Sep 26 2024: The National Statistics Office (NSO), Ministry of Statistics & Programme Implementation (MoSPI), is pleased to announce a one-day Data User Conference focusing on the results of the Periodic Labour Force Survey (PLFS) 2023-24. The event will take place on September 26, 2024, at the Gokhale Institute of Politics and Economics (GIPE), Pune. The primary objective of this conference is to enhance stakeholders' understanding and promote the effective utilization of this valuable data for policymaking and research.

have been released, providing estimates of important parameters of employment and unemployment. Now the seventh Annual Report, based on the survey conducted from July 2023 to June 2024, is being introduced. The latest PLFS report was published on September 23, 2024, and will be a key focus of discussion at the conference. Both the quarterly bulletins and annual reports are accessible on the MoSPI website: www.mospi.gov.in.

The PLFS provides continuous labour market data, replacing earlier Quinquennial surveys. It offers key insights into rural and urban employment, disaggregated by gender and age, helping policymakers design and assesses labour policies, social security measures, and reforms. The survey also tracks trends in workforce participation, educational

attainment, and skill levels, providing a comprehensive view of labour dynamics. It highlights gender disparities and informs the need for targeted educational and skill development programs to meet evolving market demands.

The Chief Guest for the conference will be Dr. Vijay Kelkar, Chairman, Pune International Centre. Notable speakers include Dr. Ajit Ranade, Vice Chancellor of GIPE and Dr. Saurabh Garg, IAS, Secretary, MoSPI. The conference will be attended by stakeholders such as professors and research scholars from renowned institutes, students, officers of MoSPI and other Central Ministries/Departments, officials from various international organisations and Media.

During the event, various key concepts,

definitions, results, techniques to use unit-level data, and methodologies including the use of multipliers and an assessment of data quality of PLFS will be discussed. This will be followed by panel discussion and an interactive session for open discussions which will contribute to in depth discussions and exchange of ideas. Approximately 150 participants are expected to attend the conference.

The conference will also be streamed live on YouTube, ensuring broader access for those unable to attend in person. Participants can view the live stream at <https://youtube.com/live/O5VfdgNHUnI?feature=share>.

Data users are encouraged to register for the conference through open registration, with confirmations being sent via email to be selected participants.

HP Wolf Security Uncovers Evidence of Attackers Using AI to Generate Malware



Chennai, Sep 26 2024:

At HP Imagine, HP Inc. (NYSE: HPQ) today issued its latest Threat Insights Report revealing how attackers are using generative AI to help write malicious code. HP's threat research team found a large and refined ChromeLoader campaign spread through malvertising that leads to professional-looking rogue PDF tools, and identified cybercriminals embedding malicious code in SVG images.

The report provides an analysis of real-world cyberattacks, helping organizations to keep up with the latest techniques cybercriminals are using to evade detection and breach PCs in the fast-changing cybercrime landscape. Based on data from millions of endpoints running HP Wolf Security, notable campaigns identified by HP threat researchers include:

Generative AI assisting malware development in the wild: Cybercriminals are already using GenAI to create convincing phishing lures but to date there has been limited evidence of threat actors using GenAI tools to write code. The team identified a campaign targeting French-speakers using VBScript and JavaScript believed to have been written with the help of GenAI. The structure of the scripts, comments explaining each line of code, and the choice of native language function names and variables are strong indications that the threat actor used GenAI to create

the malware. The attack infects users with the freely available AsyncRAT malware, an easy-to-obtain infostealer which can record victim's screens and keystrokes. The activity shows how GenAI is lowering the bar for cybercriminals to infect endpoints. Slick malvertising campaigns leading to rogue-but-functional PDF tools: ChromeLoader campaigns are becoming bigger and increasingly polished, relying on malvertising around popular search keywords to direct victims to well-designed websites offering functional tools like PDF readers and converters. These working applications hide malicious code in a MSI file, while valid code-signing certificates bypass Windows security policies and user warnings, increasing the chance of infection. Installing these fake applications allows attackers to take over the victim's browsers and redirect searches to attacker-controlled sites. This logo is a no-go—hiding malware in Scalable Vector Graphics (SVG) images: some cybercriminals are bucking the trend by shifting from HTML files to vector images for smuggling malware. Vector images, widely used in graphic design, commonly use the XML-based SVG format. As SVGs open automatically in browsers, any embedded JavaScript code is executed as the image is viewed. While victims think they're viewing an image, they are interacting with a complex file format

that leads to multiple types of infostealer malware being installed.

Example of code likely written with the help of GenAI

Example of a fake PDF converter tool website, leading to ChromeLoader

Patrick Schler, Principal Threat Researcher in the HP Security Lab, comments:

"Speculation about AI being used by attackers is rife, but evidence has been scarce, so this finding is significant. Typically, attackers like to obscure their intentions to avoid revealing their methods, so this behavior indicates an AI assistant was used to help write their code. Such capabilities further lower the barrier to entry for threat actors, allowing novices without coding skills to write scripts, develop infection chains, and launch more damaging attacks."

By isolating threats that have evaded detection tools on PCs – but still allowing malware to detonate safely – HP Wolf Security has specific insight into the latest techniques used by cybercriminals. To date, HP Wolf Security customers have clicked on over 40 billion email attachments, web pages, and downloaded files with no reported breaches.

The report, which examines data from calendar Q2 2024, details how cybercriminals continue to diversify attack methods to bypass security policies and detection tools, such as:

At least 12% of email threats identified by HP Sure Click bypassed one or more email gateway scanners, the same as the previous quarter. The top threat vectors were email attachments (61%), downloads from browsers (18%) and other infection vectors, such as removable storage – like USB thumb drives and file shares (21%). Archives were the most popular malware delivery type (39%), 26% of which were ZIP files.

Dr. Ian Pratt, Global Head of Security for Personal Systems at HP Inc., comments:

"Threat actors are constantly updating their methods, whether it's using AI to enhance attacks, or creating functioning-but-malicious tools to bypass detection. So, businesses must build resilience, closing off as many common attack routes possible. Adopting a defense-in-depth strategy – including isolating high-risk activities like opening email attachments or web downloads – helps to minimize the attack surface and neutralize the risk of infection."

HP Wolf Security[i] runs risky tasks in isolated, hardware-enforced virtual machines running on the endpoint to protect users, without impacting their productivity. It also captures detailed traces of attempted infections. HP's application isolation technology mitigates threats that can slip past other security tools and provides unique insights into intrusion techniques and threat actor behavior.

The welfare of our employees is our top priority The average monthly salary is 1.8 times - Samsung India

Chennai, Sep 26 2024: "At Samsung India, the welfare of our employees is our top priority. The average monthly salary of our full-time manufacturing workers at the Chennai plant is 1.8 times the average salary of similar workers employed at other companies in the region. Our workers

are also eligible for overtime pay and other allowances and we provide a workplace environment that assures the highest standards of health, safety and welfare, including free shuttle bus and meals.

In addition, at our Chennai factory, full-time employees make

up the majority of our total workforce, which we believe is the highest level compared with other manufacturers in the region.

Moreover, the average tenure of our manufacturing workforce is more than 10 years, which underscores the satisfaction our

workers have in working for the company.

We are committed to resolving all issues including wages, benefits and working conditions by negotiating with our workers directly, and we urge them to return back to work at the earliest."

Flipkart's B2B App 'Flipkart Reset for Business' to Empower Sellers of Refurbished Products

Chennai, Sep 26 2024: Flipkart, India's homegrown e-commerce marketplace's group company, today announced 'Flipkart Reset for Business', a dedicated mobile app designed to empower small and big sellers of refurbished products across the country to reach last-mile customers. The platform offers a user-friendly interface for a hassle-free experience with a vast selection of quality-assured refurbished smartphones and accessories. It aims to empower a wider network of sellers with an organized refurbished products market, promote the use of refurbished products, and contribute to building a more sustainable circular economy.

The demand for refurbished products is surging, especially in India's tier 2 and 3 cities. However, sellers of refurbished products face significant challenges, including consumer skepticism about quality of

refurbished products, inconsistent device supply, complex logistics, and a lack of standardized refurbishment practices. Flipkart Reset for Business addresses these pain points by offering a robust and reliable platform to meet the growing demand for refurbished products while supporting sellers' success. The B2B app stands out for providing unparalleled flexibility with no minimum order quantities (MOQs), allowing sellers to purchase products in small or large quantities depending on their needs. Additionally, Flipkart Reset for Business provides:

Comprehensive Warranty and Quality Assurance: Rigorous testing and a 74-point quality check back every product with a warranty, instilling confidence in sellers and their customers

Streamlined Onboarding: A hassle-free onboarding process ensures sellers

can quickly start their business on the platform

Competitive Pricing and Exclusive Offers: Sellers can benefit from attractive deals and event-based offers available on the platform

Pan-India service network: Seamless delivery and doorstep pick up service in case there is an issue with the device across India, ensuring a smooth buying experience for sellers at the convenience of their retail outlets

Dedicated Support: A specialized team provides expert guidance on product selection, promotions, and post-purchase assistance.

Ashutosh Singh Chandel, Senior Director & Business Head, Recommerce at Flipkart, said, "The recommerce industry is growing rapidly, fulfilling the aspirations of millions of customers to own devices at affordable prices. As per a report by Redseer, the refurbished electronics

goods market in India could grow to \$11 billion in gross value by March 2026. This presents a massive opportunity for sellers of refurbished products. With the B2B app from Flipkart Reset, Flipkart aims to level the playing field for sellers by offering a platform to tap into this demand. By providing access to high-quality and affordable refurbished products seamlessly, we're empowering sellers with an organized market while promoting sustainable consumption. With a strong reputation for reliability and customer satisfaction, Flipkart is enabling a thriving circular economy ecosystem where sellers flourish, customers benefit, and the environment is protected."

Currently, the platform services 800+ cities across 29 states. Flipkart aims to expand the Flipkart Reset for Business program significantly. Currently, the platform sells smartphones and accessories.

FASTA PIZZA OPENS ITS 10th OUTLET - KATUPAKKAM, CHENNAI A milestone for Fasta pizza, now growing bigger and better!

Chennai, Sep 26 2024: Fasta Pizza a well known premium vegetarian pizza brand is thrilled to the grand opening of its 10th outlet in Kattupakkam, Chennai. This exciting milestone marks a significant achievement for the brand, which has been delighting customers with its delicious pizzas. Fasta pizza has also been providing fresh Italian sourdough pizzas, with no preservative added, in-house sauces for all its delicacies since 2020.

The new Kattupakkam outlet offers a spacious dining area with over 30 seats, providing a



comfortable and inviting atmosphere for customers to enjoy their favourite pizzas. The menu features a wide variety of classic and specialty pizzas, along with mouthwatering sides and refreshing beverages.

To celebrate the

grand opening, fasta pizza is inviting the public to join them today. There will be special offers, exciting activities, and delicious food to enjoy.

Speaking about the grand opening, Mr. Sanjay Thakrar, Founder, Fasta Pizza

said, "We are excited to bring fasta pizza to Katupakkam. We believe our commitment to quality ingredients, exceptional taste and excellent customer service will make us the most favorite pizza spot in Chennai very soon!"

India's love for Baskin-Robbins grows as brand opens its 1000th Location in India and the SAARC Region

Chennai, Sep 26 2024: Baskin-Robbins, the iconic American ice cream brand and the largest QSR ice cream chain in India and the world, proudly announces the grand opening of its 1000th location in the vibrant suburb of Andheri, Mumbai. This significant milestone marks a new era in its three-decade-long journey of delighting Indian and SAARC region consumers.

Spanning over 750 square feet, the new Andheri outlet is the largest Baskin-Robbins location in Mumbai and amongst its largest in the country, symbolizing the brand's ongoing commitment to offering premium, innovative dessert experiences to its customers. The grand opening event, attended by key stakeholders, industry leaders, and brand loyalists, was a celebration of Baskin-Robbins' remarkable growth story in India and the SAARC region.

Since its entry into the Indian market in 1993 with Graviss Foods, master franchisee for Baskin-Robbins in India and the SAARC region, Baskin-Robbins has consistently adapted to the unique preferences of Indian consumers, making it a household name synonymous with indulgence and quality. The opening of the 1000th location is a testament to the



brand's successful strategy of using quality ingredients and offering a variety of flavours, which has fuelled its expansion across 290+ cities, including metropolitan hubs, as well as popular tourist and emerging non-metro markets, and made it one of Baskin-Robbins' largest global markets.

Baskin-Robbins' journey in India and the SAARC region has been characterized by continuous innovation, from introducing new flavours and formats to expanding its retail footprint through a mix of large locations, kiosks, and modern trade channels. It was one of the first brands to offer ice cream cakes, ice cream pizzas and ice cream "rocks"—bite-sized ice cream treats for easy snacking—in the region.

The brand's ability to adapt to local market conditions and consumer preferences has been instrumental in its success, making it not just an international brand operating in India and the SAARC region, but an integral part of the consumer experience. Baskin-Robbins offers its popular signature

flavours, like Mississippi Mud, Honey Nut Crunch and Bavarian Chocolate, and has also introduced menu items that draw from local sweet delicacies, like Gulab Jamun, Caramel Milkcake, and Rabdi Jalebi. In addition, it was one of the first ice cream businesses in the country to aggressively adopt online ordering several years ago and the first to have a loyalty program for its customer base.

"It's an exciting day for us at Graviss Foods, the master franchisee for Baskin-Robbins in India and in the SAARC region, along with Inspire Brands, as we come together to celebrate the launch of Baskin-Robbins' 1,000th location in the region," remarked Mr. Gaurav Ghai, Chairman, Graviss Group. "This milestone reflects our shared values, deep commitment and exceptional execution in this market."

"We are thrilled to celebrate this momentous occasion of opening our 1000th location in India," said Michael Haley, President and Managing Director, International, Inspire

Brands. "We would like to thank Graviss Foods for being such a strong franchisee in the region for over 30 years, and congratulate them, as well as the Inspire international team, for achieving this accomplishment. Baskin-Robbins' success here is a reflection of our commitment to delivering exceptional and innovative experiences tailored to the Indian palate. We are proud to be a leader in the QSR space and excited to further expand our footprint in this vibrant market."

"As India continues its upward march towards becoming one of the world's leading economies, Baskin-Robbins is committed to being a part of this journey, contributing to the economy, creating jobs, and delivering happiness to consumers through continuing innovation in our products and services," added Vikram Seth, Managing Director, Graviss Foods.

To cope with growing demand, The Graviss group recently set up a new manufacturing facility for Baskin-Robbins in India. With the 1,000th location milestone in India and the SAARC region, the brand is poised for even greater growth in the coming years, driven by ongoing innovation, strategic expansion, and a deep understanding of the evolving Indian market.

Ashwini Vaishnav attends Swachhta Hi Seva, 2024 campaign in New Delhi

Chennai, Sep 26 2024: The Union Minister for Information and Broadcasting Shri Ashwini Vaishnav took part in a series of events as part of the Swachhta Hi Seva, 2024 campaign at Soochna Bhawan hosted by Central Bureau of Communication (CBC), emphasizing the importance of cleanliness and environmental stewardship.

The minister administered oath to officers and staff of Ministry of Information and Broadcasting at Soochna Bhawan



where participants where participants Narendra Modi, a committed to promoting cleanliness and sustainable practices within their spheres of influence.

In continuation of the 'Ek Ped Maa ke Naam' campaign launched by Prime Minister Shri

Narendra Modi, a sapling plantation drive was also initiated by Shri Ashwini Vaishnav highlighting the dual objective of cleanliness and environmental conservation. He also distributed saplings to the employees and

underlined individual responsibility towards the environment.

The Minister was accompanied by Shri L Murugan, Minister of State for Ministry of Information and Broadcasting, Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Chairperson, Press Council of India, officers from the Ministry of Information and Broadcasting, Media heads from other wings of M/o I&B and officers/officials in large number were also present during the events.

Cummins India Kicks Off "REDEFINE 2024", B-school Case Competition: Focusing on Digital Solutions for Sustainability

Chennai, Sep 26 2024: Cummins India Limited ("Cummins India"), one of the leading power solutions technology providers, has launched 'REDEFINE 2024', its annual business school (B-school) case study competition. This competition challenges aspiring business leaders to use their strategic, innovative, and analytical skills to address real-world business challenges.

Themed "How Digital Solutions Enable Sustainability in Traditional Businesses?", this year's competition encourages participants to leverage digitalization to advance sustainability within traditional sectors. It focuses on how digital solutions can strengthen Environmental Social and Governance (ESG) reporting, identify opportunities for the reduction of Scope 1, 2, and 3 emissions, and



improve operational efficiency.

Sharing her views on the competition's commencement, Anupama Kaul, Human Resources Leader, Cummins India said, "At Cummins India, we are committed to inspiring and nurturing future leaders to navigate and shape the evolving business landscape. Since its inception, our case study competition has been integral to this goal. As the growing adoption of sustainability and technology reshape our world, it is crucial to harness technology to create a more sustainable environment. REDEFINE 2024 offers an exceptional platform for students

to progress and excellence in our industry."

The competition is open to first and second-year students enrolled in two-year flagship PGP/PGDM/PGDBM/MBA programs from 18 partner B-schools in India. It will culminate in a two-day grand finale at the Cummins India Office Campus in Pune, Maharashtra, on November 14-15, 2024. The winning team will receive a cash prize and an exclusive invitation to join Cummins India's mentorship program, designed to nurture the next generation of business leaders. In addition to the case study, participants will also engage with Cummins India leadership through multiple interactive sessions.

Last year, REDEFINE attracted a staggering 3,752 students across 938 teams representing 18 of the country's premier B-schools.

to demonstrate how digitalization can drive meaningful change."

Subramanian Chidambaran, Director – Corporate Strategy, Cummins India added, "Through REDEFINE, we aim to empower students to think beyond conventional approaches, encouraging them to explore how technology can transform traditional industries and create a more sustainable future. Innovation thrives on diverse perspectives and collaborative effort. By engaging with tomorrow's leaders, we aim to gain fresh insights and drive innovative solutions, reflecting Cummins India's commitment

Mental Wellbeing and Mindfulness Orientation Program

Chennai, Sep 26 2024: On September 22, 2024, the Goodwill Trust, in collaboration with Alliance Club of Chennai Super Kings, organized a Mental Wellbeing and Mindfulness Orientation Program at Arun Children's Home in Purasaiwakkam.

The event, attended by 25 children and 5 staff members, was initiated by Alliance Club of Chennai Super Kings President Allai. Dr. Bharathi Natesan,



techniques to empower participants.

Ø A session on saying "NO" to teach boundaries.

Ø Sharing feelings and expression activities for emotional development.

Ø Role-play exercises to build confidence through real-life scenarios.

This initiative aimed to enhance the mental well-being and mindfulness of the children.

along with Director. Allai. D. Magnell Marshall and Member Allai. Raju Natarajan.

The program highlights included:

Ø Meditation to promote relaxation and focus.

Ø Fun activities to engage the children.

Ø Self-Defence



As part of the Ongoing 'Swachhata Hi Seva Campaign 2024', Indian Bank today, 25.09.2024, organised a Walkathon led by Shri S L Jain, MD&CEO along with Executive Directors of the Bank. The event held in Royapettah saw enthusiastic part.



TATA.ev celebrates 'Festival of Cars' with amazing prices on EVs

Salem, Sep 26 2024: TATA.ev, the pioneer of India's electric mobility revolution, has announced never-before prices on its bestselling models, Tiago.ev, Punch.ev and Nexon.ev, as part of its 'Festival of Cars' celebrations. Focused on making EVs more accessible to mainstream customers, prices have been reduced by up to ₹ 3 lakh for the Nexon.ev and up to ₹ 1.20 lakh for the Punch.ev.

TATA.ev has been passing on the benefits of localization and technology improvements to customers, and has been able to bring ICE price parity with Curvv.ev launched last month. With this special offer, TATA.ev is bringing the prices of the best-selling Nexon.ev on par with ICE models as well for a



limited time. In addition, festive offers on Punch.ev and Tiago.ev have also brought their prices closer to that of their ICE counterparts. Apart from these irresistible prices, customers will stand to enjoy extremely low running costs, silent and easy drives plus features from two segments above.

Customers can additionally enjoy 6-month free of cost charging at any of the over 5,500 Tata Power charging points across the country, making both

inter- and intra-city journeys hassle free as well as cost free. Now is the ideal time for customers to book and drive home their favorite EV at the best prices, as this special, festive offer is available only for a limited period, till 31st October 2024.

Announcing this never before celebration, Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd., said, "Our singular purpose at TATA.ev is to mainstream EVs, by

breaking barriers and making EVs more accessible to regular car buyers. With these special, limited period prices, we are breaking the high acquisition cost barrier for EVs, and bringing EV prices closer to similar petrol and/or diesel-powered vehicles. Customers now have the perfect opportunity to start enjoying our new age, high-performance, zero emission and zero noise EVs, which also offer low running costs and greater driving comfort. Customers will additionally benefit immensely from the complimentary public charging offering at Tata Power chargers. We look forward to welcoming customers at their nearest Tata Motors and TATA.ev showrooms as they join the EV revolution."

Servotech Power Systems Ltd. Board Approves Issues of Convertible Warrants to Promoter

Chennai, Sep 26 2024: Servotech Power Systems Ltd. India's largest EV Charger manufacturer, has announced that in its board, in its meeting held on 23 September 2024, it approved the issue of 58,50,000 convertible at a price of Rs. 167.40 per share, aggregating up to Rs. 97.93 Cr to Sarika Bhatia, Promoter of the company.

Recently, the company secured a substantial contract to build 11 DC Fast EV charging stations from Bangalore Electricity Supply Company Limited (BESCOM). This contract involves Servotech installing public electric vehicle (EV) charging stations



at 11 Regional Transport Office (RTO) premises across Karnataka. The project will significantly enhance the charging infrastructure for electric vehicles, making it more convenient for EV owners to charge their vehicles across various regions of Karnataka.

Servotech will manage the entire project execution, from planning and design to final installation. This includes developing a comprehensive plan for

the installation of EV charging stations at each RTO location, ensuring optimal placement and capacity. High-quality charging stations will be manufactured, tested, and inspected to meet strict safety and performance standards. Additionally, Servotech will provide warranty support and handle all necessary electrical connections and power supply arrangements.

Earlier, the company secured a substantial contract for installing 12

EV charging stations from the Agency for New and Renewable Energy Research and Technology (ANERT), Department of Power, Govt. of Kerala. Under this contract Servotech has to build 12 electric vehicle (EV) charging stations with 30KW Fast DC EV Chargers at the various locations of Kerala Motor Vehicle Department. This contract involves Servotech supplying, commissioning, and construction of EV charging stations.

175th meeting of SR Zonal Official Language Implementation Committee held

Chennai, Sep 26 2024: The 175th meeting of the Zonal Official Language Implementation Committee (ZOLIC) was held today, the 25th of September 2024 at South Railway Headquarters. Shri Kaushal Kishore, Additional General Manager, Southern Railway chaired the Meeting. Shri Shailesh Kumar Tiwari, Principal Chief Signal and Telecommunication Engineer and Chief Official Language Officer, Shri C. M. Ravi, Principal Chief Medical Officer, Shri Sahdeo Singh Purty, Deputy General Manager, Official Language along with other Senior officials of Southern Railway participated in the



meeting.

Shri Kaushal Kishore, Additional General Manager, Southern Railway, in his keynote address mentioned that the Union Government has envisaged to promote the Official Language as well as strengthen the local languages by creating an environment of composite culture as mentioned in the Constitution. The AGM also urged the Railway employees to

work towards linguistic development.

Shri Shailesh Kumar Tiwari, Principal Chief Signal and Telecommunication Engineer accorded a special mention to the 4th All India Official Language Conference held recently. He noted that the gap between official language and public language has been effectively bridged owing to the usage of simple and

easy language.

Shri Kaushal Kishore, Additional General Manager later released a help literature compiled by the Official Language Department of Southern Railway titled 'Diet for Irritable Bowel Syndrome'. The trilingual booklet published in Tamil, Hindi and English will immensely benefit the patients visiting Railway Hospitals for treatment.

Shri Sahdeo Singh Purty, Dy. General Manager, presented the special report on the achievements of the Department and highlighted the annual activities. The vote of thanks was given by Ms. Binita Soy, Senior Officer in the OLIC Department.