A THUMPING SUCCESS

Close on the heels of World Economic Forum meet, the CII Partnership Summit in Vizag has been a tremendous success, attracting the largest amount of investments in recent times, proving the mettle of Andhra Pradesh and its leadership.
SMOKING HEART!

The first-ever Aerobatic Show in Vijaywada was a big hit, with spectators thronging the Punnami Ghat in large numbers. The three-day event left the city spellbound. A team of UK-based Global Stars gripped the audience with its classy formations and smoke stunts over the banks of the Krishna. Four jets led by pilot Mark Jefferies put up a spectacular show. Formation leader Tom Cassells and other pilots Chris Burkett and Steve Carver smooth sailed several stunning manoeuvres and synchronised smoke acts with panache. Chief Minister N Chandrababu Naidu, Union Minister for Civil Aviation P Ashok Gajapathi Raju, Minister of State for Science and Technology Y S Chowdhary, Andhra Pradesh Legislative Assembly Speaker Kodela Siva Prasad and others attended the event.
A thumping success
Offers of investments poured in at the two-day partnership summit of the Confederation of Indian Industry (CII) held in Vizag.

CM announces Rs 100 cr for Nobel effort

Rare Honour for the Chief Minister

CM launches Divya darshan

Keeping Date with Davos

Rayalaseema gets two lift irrigation projects

Republic day 2017

Indian Science Congress @ Tirupati

K Ramnoth - Multi-faced Genius

Arogya Raksha: Health for All Scheme

Happening Andhra
Various developments across the state of Andhra Pradesh.

Incentivise digital transactions: CMs Committee

Chief Minister’s Social Network

Diviseema Boat Race

Bolly & Holly Bet Big On Telugu Film Market

Reminiscing NTR - ‘Telugu Vaari Gnapakam’
The Importance of Being CBN

Chief Minister Chandrababu Naidu has been one of the very few political leaders who understood the importance of being part of an international business networking group to further industrial development back home.

A regular visitor to the World Economic Forum at Davos for more than a decade now, Naidu has been making use of the opportunity to brand the residuary state as Sunrise Andhra Pradesh.

This year’s visit too saw him meeting a plethora of business leaders and industry honchos to attract investments into the state.

Despite all the malicious propaganda floated around about the Davos trip of the CM, facts and figures speak for themselves. From Airbus CEO, Cisco chairman and Novartis President to McKinsey’s Global Director, Volvo Buses President and BRICS New Development Bank Chief, none of the business leaders would have taken time out to meet unless they consider the exercise worthwhile.

The CM’s presence at the prestigious event has helped further kindle interest in the Sunrise State.

Close on the heels of Davos, the CII Partnership Summit at Vizag turned out to be a huge success. The offers of investment have poured in large numbers – more than double of what the state received last year.

An admiring Union Finance Minister Arun Jaitley paid rich compliments to the leadership in the state, saying that AP was poised to be ahead of the nation’s growth rate by 4 to 5%.

The New Year indeed started on a positive note for Andhra Pradesh with a slew of development activities going on stream during the month.

Arogya Raksha, a Universal Health Coverage scheme for the Above Poverty Line families, was launched on the very first day of the New Year. As are two important lift irrigation projects that would water the arid region of Rayalaseema.

There is still more to do. Rest assured this CM never sleeps!

Ramesh Babu Kandula
Editor
Divya darshan, a programme to provide free pilgrimage to famous temples in the State for the poor, was launched by Chief Minister Chandrababu Naidu in January. He flagged off four Divya darshan buses provided by the APSRTC to the Endowments Department on rental basis. The Chief Minister administered an oath to the beneficiaries that they would visit the temples with utmost devotion and not consider it a pleasure trip.

**Selection through lottery**
Under the scheme, 1.30 lakh people would have the opportunity to visit famous temples. The beneficiaries would be selected through lottery. People between 18 and 70 were eligible to apply and 90 per cent of the beneficiaries would be selected from the poor belonging to the SC, ST and BC communities. The Chief Minister suggested the endowments officials to collect feedback from the participants. The Endowments Department, the Tirumala Tirupati Devasthanams and local temples will be involved in the implementation of the scheme.

Principal Secretary (Endowments) J S V Prasad, APSRTC Managing Director Malakondaiah, Endowments Commissioner Anuradha, Sri Durga Malleswara Swamy Devasthanam Executive Officer A. Surya Kumari and others were present.

**Devotees to be taken to five major temples**
The Government would identify the beneficiaries based on their economic and social backwardness. They would be taken to five major temples, including Tirumala. People from each of the 13 districts will be selected every year under the scheme. It is estimated that Rs. 100 crore per annum would be needed to implement the scheme.

It was estimated that the accommodation and food would cost Rs. 60 crore. As both would be provided at the respective temples, there need not be any special budget for it. The government would have to spend Rs. 40 crore on travel expenses which would be shared by the TTD and the Endowments Department.
CM Chandrababu Naidu has been the only Chief Minister of any state who has been regular to the World Economic Forum at Davos. His visits have helped the fledgling state to be in the reckoning in the highly competitive world of business and investment.

Davos has been a regular haunt for Andhra Pradesh Chief Minister for more than a decade now. This year, he was a Special Invitee at the World Economic Forum's Summit held from 17th to 20th of January 2017.

Naidu, who led the State delegation for the third time consecutively, seized upon the initiative to project the might of the State as an investment destination. The Government made all use of every opportunity to brand Andhra Pradesh No.1 Destination for Corporate Investment.

The Chief Minister held bilateral talks with representatives of about 50 organisations including General Electricals, Jetro, Zaika, Lockheed Martin Corporation, Medtranik, Wageningen University and Research, AECOM, Master Card, Teijin, New Development Bank, Global Health and Health Care, Global Funding etc. He was also Chief Guest in seven sessions of the Summit.

The Chief Minister gave a talk on "Preparing for the City Century and also participated in Board Room discussions on "India and South Asia Regional Strategy Group". Prime Ministers and top leaders from several countries participated in the discussions.

On 18th, Naidu spoke on "India and Emerging Markets in the new phase of globalization" at Boston Consulting Group-CII breakfast session. In the afternoon session, he joined the interactive session --"New Vision for Agriculture-Building and Strengthening Multi-Holder Partnerships."

On 19th of January, Naidu joined the interactive discussion on "Structural Reforms for Inclusive and Sustainable Growth." The same day, he was the Chief Guest at the Confer-
Unfortunately, a few people sought to tarnish the fruitful visit by floating baseless rumours over the trip. The projection of Andhra Pradesh as an ideal investment destination during the CM’s visit cannot be measured in terms of immediate returns. AP has the sole distinction of being part of such a prestigious summit.

On 20th, the Chief Minister was part of a Work Shop on “Country-led Action to achieve the Sustainable Development Goals.”

The Chief Minister visited Zurich on the first day as part of his World Economic Forum (WEF) meeting. He met Stadler Rail AG Executive vice-president Peter Jenelten, business analyst Stefan Rutishauser, and project manager Thomas Zweifel.

Quoting Jenelten, a State Government release said that the Stadler Rail AG has already set up a production unit at Kacharapara in West Bengal, and now plans to establish a spare parts unit at Visakhapatnam. About 3,000 people would get employment if the factory would be established at Visakhapatnam.

“We have plans to expand our operations in India and the U.S. We plan to make India the south-east Asian hub for manufacturing rail coaches and locomotives,” Quoting Jenelten said.

Naidu, during the meeting, said that the State government had initiated process to start metro rails in two cities of the State. The government would introduce world class high-speed trains also. “Andhra Pradesh has many advantages as Union Railway Minister Suresh Prabhu is representing from the AP. The State government will provide necessary infrastructural facilities. Vast coastline, power and water supply, rail and road connectivity were some of the features that make AP the best place to invest,” he said.

At second bilateral meeting with the European Education and Research Council (EERC), the representatives of EERC informed the Chief Minister that they plan to integrate research in educational institutions with manufacturing in factories. Vangapurdu Venkata Nagaraju from Vijayawada is the founder/chancellor of the EERC.

Trittec Company, which makes mosquito nets and meshes, envisaged interest in setting up of a production unit in AP. The company representatives informed the Chief Minister that they need 5000 sq metres of land for setting up the production unit and proposes to provide employment to 400 to 500 people. The company plans to export these meshes to Pakistan, Bangladesh, and Sri Lanka.

**Technical support**

BKW Energie AG expressed interest in providing technical support in increasing the efficiency of the Hydel power projects from 3 per cent to 10 per cent. Naidu pointed out a possible collaboration with the company for the Polavaram project. Stating that AP has plans to build 960 MW Hydel project in Polavaram, the CM said he was looking for new Hydel power technologies from the BKW group.

**Meeting with Satya Nadella**

Chandrababu Naidu met Microsoft Chief Executive Officer Satya Nadella and other delegates representing various MNCs in Davos on the second day on the sidelines of the World Economic Forum meeting.

Naidu explained Nadella various technological initiatives being implemented in AP for real time governance and mentioned that he was keen on increasing digital transactions to 70 per cent by March 2017. Satya offered to collaborate with Andhra Pradesh in the areas of e-Governance and cyber security and stressed the need to nurture hybrid cloud technology which was a great leap in technology. The two agreed to make significant progress in the technology within a year.

The CM also met Marie-Ange Debon, CEO of SUEZ environment, a French company, and told her the State was keen on using their expertise in pollution control in industrial areas, water treatment and waste to energy projects. He invited her to visit AP for feasibility studies.

Office for Economy and Labour, Zurich State Government, General Manager, Bruno Sauter, during his interaction with the CM said a sister-State relationship between Andhra Pradesh and the Zurich State, on which they were very keen, could be worked out.

Naidu also met Hiroyuki Ishige, Chairman, Japan External Trade Organisation, and briefed him how Andhra Pradesh was progressing by making use of technology for poverty alleviation.

Underlining that there was an increase in the number of Japanese companies in AP, Ishige invited Naidu to the investor’s seminar that would be organised in Japan shortly.

The Chief Minister later held a meeting with Nicholas Dirks, Chancellor, University of California, Berkeley. The University was already working with the State and one Solomon Darwin of the University had worked for complete digitisation of Mori village in AP.

Chandrababu Naidu’s bilateral meetings with CEOs of various companies yielded positive results on the last day of WEF meeting.

Felix Marquardt, the president Cy-lance international a Cyber security firm, told Naidu that his company was interested in investing in...
Andhra Pradesh. Vedanta Resources Chairman Anil Agarwal has come forward to open Nand Ghars on a pilot basis in the State on the lines of Nand Ghar schools being operated in north India.

Saudi Aramco CEO Amin H. Nasser told Naidu that his company was interested in starting a refinery in India. A team would visit Andhra Pradesh in the next 15 days to study the feasibility, he said.

Paytm Chief Executive Officer Vijay Shekhar Sharma said that he was keen on bringing every latest initiative of the Paytm to Andhra Pradesh. Sharma explained that starting a bank, 500 million accounts by 2020 and starting digital Paytm bank at every village were some of the targets set by the company.

Explaining about Core Dashboard to Fujitsu’s CEO Nobuhiko Sasaki, Naidu said that various technologies being used for development and welfare programmes in the State. He demonstrated how the Dashboard can be used for real-time monitoring. The representatives from Fujitsu informed that they would send a team to Amaravati to study Andhra Pradesh’s requirements.

In another meeting, Jonathan Schmidt of Lumin World said that his company can supply technology for clean energy technologies even with coal. Solar powered salt water desalination technology and the company was also into waste management, he said. The group will visit AP in February to explore the opportunities.

Naidu asked the Global Fund to Fight AIDS, Tuberculosis and Malaria, a non-profit organisation, to lay emphasis on eradication of dengue fever. Responding to it, Global Fund External Relations Director Christopher Benn said that the Global Fund works for eradication of malaria, tuberculosis, HIV in all the countries. It had already spent $1 billion in India. The organisation proposes to launch India Health Fund shortly, he said.

Sequoia Capital Managing Director Shailendra Singh discussed ways of collaboration between the AP and their company. Sequoia Capital is an American venture capital firm which mainly focusses on the technology industry, he said.

“While you concentrate more on technology, and our government encouraging innovation and incubation, we can work together,” Naidu said.

McKinsey & Company, the global management consultancy, has promised to facilitate Chinese investments in Andhra Pradesh. During CM’s meeting with McKinsey’s Global Institute Director Jonathan Woetzel, the latter said that his firm would take the responsibility of networking 20 most important companies and investors from China. Plans would be finalised in the next three months, he said.

Responding to it, Naidu said that McKinsey’s best talent should form a group to help mobilise finances and investments for developmental activities and plans in Andhra Pradesh and Amaravati.

At another bilateral meeting with Max Neukirchen, Head of Strategy, JPMorgan Chase & Co, the Chief Minister said that FinTech was the right area for them to invest in.

- With Rahul Bajaj, chairman of the Bajaj Group, discussing on various investments opportunities.
- In an interesting conversation with Dirk Hoke, CEO of Airbus, exploring possible collaborations.
- At CII CEOs meeting, the CM explained the diverse investment opportunities in AP & welcomed them to state.
CISCO Chairman John T Chambers lauded the Chief Minister for his interest in digitising the State. To a suggestion by Naidu to set up a digital university in AP, Chambers said that he would constitute a group that would interact with the State government and work in the areas of digital skills, block chain, IoT, and cyber security.

Sandeep Naik, Managing Director of General Atlantic, a US-based growth equity firm, said that they were interested in funding first generation entrepreneurs and startups.

Japan-based Teijin Ltd. president and Chief Executive Officer Jan Suzuki told Naidu that their company was into carbon and aluminium fibres and was exploring the possibility of coming to India.

"Whenever I attend the WEF sessions I look for best practices and emerging new technologies from across the globe. This year the session on New Vision for Agriculture gave me several insights into various practices from different countries. At the same time we could share our own innovative practices such as rain guns and farm ponds. The technology pioneers session was very exciting. I have invited the young professionals who took part to come to Andhra Pradesh so that we could leverage those technologies for faster development," the Chief Minister said on his return from the fruitful trip.

The networking with the who’s who of the business world has been a strong point in the Chief Minister’s visits to Davos and other international business gatherings.

"He has always maintained a packed schedule of meetings in Davos. Many of the investments into erstwhile Andhra Pradesh were the result of those meetings. His meeting with Michael Dell resulted in Dell coming to Hyderabad. The Kuppam project, in his assembly constituency, with Hewlett Packard was the result of his meeting with Carly Florina. He always met a wide range of business executives and political figures and was constantly looking for new and innovative ideas for the development of the state," India Today quoted Randeep Sudan, Adviser, Digital Strategy and Government Analytics, World Bank, who travelled with Naidu during his first stint as Chief Minister.

Several commentators noted how the CM has been showcasing and hard selling the state that is badly in need of funds to build its dream capital Amaravati as well as industry and other entities setting up shop to generate employment.

"We are a new state. United Andhra Pradesh was broadly an industrial state but the new state is primarily agrarian. We need to create wealth and jobs. We need to modernize and industrialize. It is important for us that investors from across the world become aware of the opportunities and the business friendly atmosphere in our state," emphasises Naidu.

He underlined the need for such trips, saying "The WEF meetings give me an opportunity to network with top leaders, investors, industrialists and young pioneers from across the globe and at the same time we are able to showcase very well."
Chief Minister Chandrababu Naidu said his Government’s only agenda is development as he inaugurated two lift irrigation schemes which he said will be of immense help to drought-prone region of Rayalaseema.

My dream of supplying Krishna water to the drought-prone Rayalaseema has become a reality,” he said.

Addressing public meetings after inaugurating the lift irrigation schemes during January, Naidu said the projects mark beginning of a new era. “My only agenda is development. I am developing the State through an array of projects,” the Chief Minister said.

**Muchumarri Lift Irrigation**

The Chief Minister dedicated the Muchumarri lift irrigation scheme to the nation at Muchumarri in Pagidyala mandal in Kurnool district by switching on two pumps to release 474 cusecs from the Handri Neeva project to KC Canal. The scheme was envisaged in 2007 to pump water from 798 feet in the Srisailam reservoir through the Muchumarri scheme to serve the needs of 49,440 acres of ayacut under KC Canal.

He promised to formulate an action plan to draw water from the Pothireddipadu head regulator at 854 feet level in Srisailam reservoir, 834 feet level at Malyala and from the Muchumarri scheme to cater to the needs of KC Canal, Srisailam Right Branch Canal and the Kundu river and drive away drought from Rayalaseema.

Vowing to transform Rayalaseema into “Ratnalaseema,” Naidu said four pumps in the Muchumarri scheme would be fully ready by
March and 12 pumps would be operated at Malyala under the Handri Neeva project.

Steps would be taken to resolve the problem in securing 39 tmcft from the Tungabhadra dam for the benefit of four districts in Rayalaseema, he said. He promised constitution of a water grid. Polavaram was a lifeline for the State and Muchumarri for Rayalaseema. The first phase of the Polavaram project would be completed by 2018, he said.

Responding to a request by TDP in charge of Nandikotkur constituency Mandra Sivananda Reddy to provide permanent government jobs for kin of 300 families displaced by the Srisailam project, as done by Telangana government, Naidu promised to do justice to them. Stating that 1.87 lakh persons of 250 villages were displaced by the Polavaram project, Naidu said no government can provide jobs to all of them.

**Gandikota Scheme**

Chief Minister Chandrababu Naidu commissioned the Gandikota lift irrigation scheme, an integral part of the Galeru Nagari Sujala Sranthi project (GNSS) at Pydipalem in Simhadri palem mandal in Kadapa district and released water to Pulivendula branch canal.

The CM unveiled a pylon, performed pooja and released water from the Gandikota lift irrigation scheme pump house, fulfilling the long-cherished aspirations of the people of Pulivendula constituency.

Thirteen-hundred cusecs of surplus water in the Srisailam reservoir was released from the Owk reservoir in Kurnool district to the Gandikota reservoir, which has a storage of four tmcft, and from there, to Pulivendula branch canal to irrigate a direct ayacut of 41,000 acres and an indirect ayacut of 47,500 acres.

Terming the release of water a historic occasion, the Chief Minister announced release of Rs. 479 crore towards disbursal of compensation to Gandikota project-displaced families in 14 villages.

Naidu promised release of water to Vamikonda and Sarvarayasagar in a week and to the Chitravathi reservoir in a fortnight and give water to horticulture crops and mitigate drinking water shortage.

He said horticulturists in Simhadripuram mandal were earning about Rs. 10 lakh by selling a tonne of oranges for over Rs. 1 lakh. Banana, orange, sweet lime and vegetable growers of the Pulivendula area would become financially strong on getting water for their crops, he said, and called upon them to shed factionalism.

**Linking Godavari-Yeluru Rivers**

As part of the interlinking of Godavari-Yeluru rivers, the Chief Minister laid the foundation stone for the Rs 1,638 crore- estimated Purushothapatham Lift Irrigation Scheme at Pithapuram.

The project would be constructed at Purushothapatham in Seethanagaram mandal to utilise the Godavari river water. The project would be constructed in two phases. In the first phase, lift irrigation system would be constructed to lift 3,500 cusecs river water from Polavaram left canal.

On its completion, the project aims at providing drinking water to the people of Visakhapatnam, East Godavari and North Andhra districts besides increasing the irrigation potential and industrialisation. The Pattiseema irrigation project, constructed on the right canal, by diverting 80 TMC of Godavari water to Krishna river basin for growing crops, was completed within a record one year time. In the same lines the two-phase project is expected to be completed within targeted nine months.

These are only one more step towards making AP drought-free. Thyeg Gandikota scheme will not only provide water to Pulivendula & other regions in Kadapa, but also irrigate lands in the parched Rayalseema region.

- Chief Minister Chandrababu Naidu
The 104th Indian Science Congress conducted in the first week of January at Sri Venkateswara University campus, Tirupati, turned out to be a grand success. The success of the event can be gauged both by the impact it made on the international scientific landscape as well as the serious topics it had taken up for discussion, which will eventually pave the way for development of India on the scientific and technological fronts.

An interesting feature of the science congress is that it has been conducted every year on Jan 3 since its inception. It was in 1914 that the Indian Science Congress Association (ISCA) decided to conduct a meeting with the best brains available in India to develop solutions to the problems plaguing this part of the world. Two British chemists Prof. J.L. Simonsen and Prof. P.S. Mancmahon were instrumental in the formation of ISCA and in setting in motion the process of conducting scientific sessions every year to take stock of the scientific developments around the world and also to apply the same to local issues. Another notable feature is that ever since India’s independence, the event has always been attended and inaugurated by the Prime Minister of the day.

The mega scientific jamboree is considered the ‘Science Face of India’ and is hence watched by the international community with amusement and eagerness. As India is considered a pioneer in several aspects, the developments unfolding at this mega session will have far-reaching effects around the globe. As expected, the five-day event offered solutions to many of the problems that the world is grappling with.

After successfully conducting the previous session at Mysuru, the ISCA chose the temple city of Tirupati for the 104th edition, not just because of its historical connection, but also due to Tirupati’s emergence as the educational hub of Andhra Pradesh, with six universities, national institutes like the Indian Institute of Technology (IIT), Indian Institute of Science Education and Research (IISER) and Indian Institute of Information Technology (IIIT Chittoor) at Sri City. In fact, Tirupati is hosting the event for the second time after a gap of thirty four years. The previous event held in 1983 was under the theme ‘Man and the ocean – resource and development’.

The five-day scientific meet began on a colourful note on Jan 3 with the Prime Minister Narendra Modi formally declaring it open. In his address, he stressed the need for national institutions to understand the importance of inculcating Scientific Social Responsibility, on the lines of Corporate Social Responsibility (CSR). He conveyed to the institutes the idea of sharing their knowledge and resources to the schools, colleges and universities in their vicinity, in the larger interest of spreading scientific fervour across the country. Modi asked the institutes to ensure that the youth get high-end training exposure so that they will get the best jobs in the competitive world. He announced to provide all support to the scientific institutions, including building a strong S&T infrastructure accessible to academia, start-ups, industry and R&D labs, but at the same time, asked them to reach out the benefits of scientific research to the common man.

The Prime Minister expressed concern over the way the scientific agencies are working disconnected with the grassroots situation and the requirements of the society. In this connection, he wanted them to establish a connect with the nearby institutes in a ‘hub and spoke’ model. He also suggested to the institutes to consider utilising the services of NRI/Ph.D. students and outstanding scientists from abroad for long term
The event got a global touch with the participation of Nobel Laureates Ada E. Yonath of Israel, Takaaki Kajita of Japan, William E. Moerner of the USA, Muhammad Yunus of Bangladesh, Serge Haroche and Jean Tirole, both of France, who delivered special lectures at the sessions and also interacted with students of schools and colleges.

research association. He later felicitated Nobel laureates and presented ISC awards for the year 2016. Governor E S L Naraismohan, Chief Minister N Chandrababu Naidu, union Minister for Science and Technology Dr Harsh Vardhan, Minister of State for S&T Y S Chowdary, ISCA President Dr D Narayana Rao and Sri Venkateswara University Vice-Chancellor Prof Avula Damodaram took part in the inaugural.

The response to the science congress was tremendous as the number of registered participants overshoot the expected numbers, and as such, the organisers had to stop accepting spot registrations. Though the physical arrival is restricted by denying spot registration, the organisers made available the proceedings at http://www.isc104.com/TV to ensure ‘virtual participation’ of delegates. Scientists, academicians, researchers and policy makers from national laboratories, universities, national institutes and 200 scientists from abroad attended the sessions, which were divided theme-wise as 'Societal needs', 'National priorities', 'Science and Technology for economic development', 'Frontiers of Science and Technology and higher education' and 'Collaborative activities'.

The event got a global touch with the participation of Nobel Laureates Ada E. Yonath of Israel, Takaaki Kajita of Japan, William E. Moerner of the USA, Muhammad Yunus of Bangladesh, Serge Haroche and Jean Tirole, both of France, who delivered special lectures at the sessions and also interacted with students of schools and colleges. Similarly, international academies such as Malaysian Scientific Association, Sri Lankan Association for the Advancement of Science, Programme d’Appui Strategique a la Recherche Scientifique de Ivory Coast, Bulgarian Academy of Sciences, National Commission for Science, Technology and Innovation (Kenya), Bangladesh Academy of Sciences, The Czech Academy of Sciences, Japan Science and Technology Agency and Singapore National Academy of Science had also deliberated on strategically significant topics.

For the first time, the meet took up for discussion futuristic topics like Gene editing, Offshore wind farm, Blue economy, 5G and Internet of Things, Robotics and Cyber security. The topic 'S&T for the North-Eastern states' was discussed in tune with the Prime Minister’s strategic importance attached to the N-E region for a stronger India. Similarly, many topics taken up for discussion resonated with Mr. Narendra Modi’s dream projects for a better India, such as Digital India, Swachh Bharat and Smart Cities. The highlight was the ‘S&T Achievers Meet’ conducted with the Bhatnagar awardees to discuss the issues preventing scientists from emerging into science leaders.

While Sri Venkateswara University hosted the major sessions and the Women's Science Congress, Sri Padmavathi Mahila Viswa Vidyalayam (SPMVV) hosted the Children’s Science Congress, where a rally was taken out with 3000 students and toppers displaying their exhibits. A special exhibition was conducted with focus on children, considered the future stakeholders of Indian science. Similarly, Sri Venkateswara Institute of Medical Sciences (SVIMS University) hosted a sectional session ‘Medicine including physiology’ for three days with 125 expert talks.

In the valedictory session, Maharashtra and Tamil Nadu Governor Ch Vidyasagar Rao took part as the chief guest, where he expressed concern over falling interest on basic science among students. He regretted that science was no longer the first choice for students and hence the policymakers should initiate steps to nip the trend by making science interesting. In fact, Rao devised a six-point formula to make science education more acceptable to the students. His suggestions are as follows: The R&D institutions should nurture science department of a university in their locality as a centre of national excellence, give enough role for women in science, conduct science fairs for attracting students, recognise and reward the science organisations and groom the science leaders excelling in their chosen fields. He also mooted a policy change in the form of letting students study in their mother tongue till the twelfth standard, a proposal which was initiated by UNESCO.

The five-day event came to a grand close with the ISCA General-President Dr D Narayana Rao passing on the Flame of Torch to Dr Achyuta Samantha, founder of Kalinga Institute of Industrial Technology (KIIT), the General-President elect for the 105th ISC.

- A D RANGARAJAN
Chief Minister Chandrababu Naidu had the rare honour of being invited by a neighbouring country as the Keynote Speaker for their national event. “It is always a pleasure to welcome the iconic Chief Minister of the Andhra Pradesh, Shri Chandrababu Naidu,” the Sri Lankan President said.

Andhra Pradesh Chief Minister N Chandrababu Naidu had the rare honour of being invited as special guest to Sri Lanka at the invitation of President Maithripala Sirisena. Chandrababu Naidu was the ‘Guest of Honour’ at the function held to mark the completion of two years in office of Sri Lanka’s National Unity Government. The event was organised with a focus on economic development under-pinning poverty alleviation and innovation in line with the Sri Lankan President’s declaration that 2017 will be the “Year of poverty alleviation”.

The Chief Minister, who delivered key-note on the topic “Prosperity for All” at the Bandaranaike Memorial International Conference Hall, was earlier hosted dinner on arrival. Naidu was received by Governor of the Western Province K C Logeswaran, State Minister of City Planning and Water Supply Sudarshini Fernandopulle and other officials of the Presidential Secretariat. President Sirisena had highly commended Naidu’s achievements as Chief Minister of Andhra Pradesh in fighting poverty and bringing innovation close to the lives of the people.

The Chief Guest delineated the steps he had taken to modernize his administration with IT solutions and other forms of modern technology. He offered to help Sri Lanka in the use IT and agriculture and proposed that Sri Lanka guide Andhra Pradesh as to how it can improve health, education, and tourism.

The Andhra Pradesh Chief Minister underlined the fact that the new capital of the state, Amaravathi, was a famous center of Buddhism and the home of the First Century AD Buddhist philosopher Nagarjuna.

Referring to the idea behind inviting distinguished Indians to be the Chief Guest on two consecutive anniversaries, President Sirisena said that inviting Indians only reflected the exceptionally close ties between Sri Lanka and India.

Ministers Yanamala Ramakrishnudu, Ch Ayyannaputra and officials accompanied the CM.
The much-awaited Vijayawada airport expansion was made possible by inauguration of a new terminal building in January. Chief Minister Chandrababu Naidu along with Civil Aviation Minister Ashok Gajapati Raju and Urban Development Minister M Venkaiah Naidu participated in the function. The new terminal building at the airport, also known as Gannavaram airport, has been completed at a cost of Rs 135 crore. The new building has thrice the capacity of the current building.

It has 3,000 sq ft exclusive ceremonial lounge which can be used for high level meetings. The runway is being expanded from 2,286 meters to 3,025 meters to handle large aircraft. Officials said once all the expansion works are fully completed, the airport can handle 15 to 20 lakh passengers per annum against the current capacity of six lakh passengers.

Chandrababu Naidu said his Government planned to build airports in all districts. He said the state had already announced aerospace, defence manufacturing policy and also civil aviation policy to attract investment. The state government has also formed an airport development fund.

Ashok Gajapathi Raju said the aviation sector in Andhra Pradesh was growing at a faster pace than the national average. He said when the central and state governments work together, a lot can be achieved and Andhra Pradesh is the best model. Venkaiah Naidu said connectivity was a must to achieve development. He said Prime Minister Narendra Modi was extending all possible assistance to Andhra Pradesh.

The Chief Minister urged the Central government to rename the airport as NTR Airport @ Amaravati and develop it as an international airport. In response, Ashok Gajapathi Raju had suggested the State government to table the proposal in the State Assembly and send it to the Centre so that he could pursue it with the Central government.

Chandrababu Naidu also urged the Central government also to consider setting up the proposed greenfield airport at Krishnapatnam in Nellore district instead of Dagadarthi of the same district as proposed earlier.

Aviation Boom in Andhra
Following the development measures initiated in the aviation sector, the State witnessed 44 percent record growth in air passenger traffic, making Andhra Pradesh the fastest-growing State in the civil aviation sector of the country.

While the Visakhapatnam airport is poised to cross 2 million passengers in FY 2016-17, the Vijayawada airport registered 76 per cent passenger growth in the current fiscal till November.

The footfalls at Vijayawada airport are likely to increase further after the inaugural of the new airport terminal. The Vijayawada airport handled about 4.5 lakh domestic passengers and 8,342 domestic aircraft movements from April to November last year.
The Committee of Chief Ministers, headed by Andhra Pradesh Chief Minister Chandrababu Naidu, submitted a copy of recommendations on encouraging digital economy to Prime Minister Narendra Modi in New Delhi.

The Committee on demonetisation recommended abolition of the Merchant Discount Rate charges (MDR) to incentivise the digital transactions. It has also suggested putting a curb on large transactions and wanted levying of banking cash transaction tax on Rs 50,000 and above.

Capping on maximum allowable cash limit in all types of large transactions is another key recommendation of the committee. It suggested measures to enable all sections of the population to migrate to the digital payments.

The panel has suggested bringing all government insurance, educational institutes, fertilisers, PDS and petroleum sectors within the ambit of digital payments.

Briefing media after submitting the report, Naidu said the committee wants Aadhaar-enabled micro ATM infrastructure in all the 1.54 lakh post offices. He said the non-income tax payees and small merchants should be given a subsidy of Rs 1,000 for purchasing smart phones.

He also said there should be no retrospective taxation to merchants doing digital transactions. Naidu said digital transactions are cost-effective compared to physical currency. The biggest constraint in the exercise is attitudinal changes in the people.

The committee was constituted on November 30, 2016 to prepare a road-map for transition into digital economy post-demonetisation.

The committee said there was a need to strengthen security, expand infrastructure and increase awareness for greater adoption of digital payments. The panel has also proposed tax sops for domestic production of micro ATMs and biometric sensors, along with a subsidy of 50% to merchant points using Aadhaar Pay, which will use fingerprint or iris scan. Further, the panel has suggested that all 1.5 lakh post offices should have infrastructure to deal with Aadhaar-enabled micro ATMs and there should be inter-operability for banking correspondent via Aadhaar-enabled payment system.

Explaining the advantage of digital payments, Naidu said physical currency was costly because of its printing, movement and security while there was no such
On the 21st death anniversary of former Chief Minister and TDP founder-president N T Rama Rao, his memories were brought alive by NTR Trust through a temporary museum set up on the premises of Siddhartha Institute of Hotel Management and Catering Technology in Vijayawada.

Named as ‘Telugu Vaari Gnapakam,’ the museum takes visitors through the life of N T Rama Rao, starting from his birth to death. The museum featured a gallery of 108 photographs and a corridor that includes four mini-theatres and art set-ups that reflected moments from his famous movies. NTR’s 3D and 2D sculptures were also part of the exhibits. In each of the air-conditioned mini-theatres, the life of N T Rama was shown in four parts in the form of motion picture.

Permanent museum in Amaravati

The museum also reveals the prototype of the permanent museum coming up in Amaravati in the next three years. TDP national general secretary Nara Lokesh, who inaugurated the museum and a blood donation drive, said that the permanent museum, called ‘N.T.R. Memorial,’ would be built in the Amaravati region in 10 acres of land.

The proposed permanent museum will have a revolving statue of NTR, library, amphitheatre, galleries, and various other facilities. People visited the temporary museum and veterans from Nimmakuru, the native village of NTR, were brought in buses.

Conference on e-Governance

Chief Minister Chandrababu Naidu kicked off the 20th National Conference on e-Governance held on 9th January 2017 at Visakhapatnam. Talking about India’s recent demonetisation and shift to digital payments, the CM said that no country had witnessed such a massive shift in a short amount of time.

Joining him at the inauguration were several State Ministers and Union Ministers including M Venkaiah Naidu. There was also a host of high profile speakers from both private and public sectors talking on a range of issues like Internet of Things (IoT), Data analytics, Cyber Security, etc. Andhra Pradesh hosting the conference was appropriate as the State has been at the forefront of e-governance providing nearly 725 e-governance service to rural areas. The state tops in energy efficiency and internet connectivity all of which enabled Andhra Pradesh to top the Ease of Doing Business ranking in India. Naidu said that the government will R&D and try to get all technologies available to the general populace, such that real-time governance (RTG) becomes a reality. The foundation for e-governance in Andhra Pradesh, however, was set more than two years ago with the e-office project. The mission was to render every government file in a digital form. While the work still continues, the AP government has provided a link with real-time updates to view the progress so far.

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A THUMPING SUCCESS

Offers of investments poured in at the two-day partnership summit of the Confederation of Indian Industry (CII) held in Vizag. The second consecutive summit attracted more than double the investments compared to last year.

The second consecutive CII Partnership Summit in Visakapatnam held on January 27-28 was hugely successful. Andhra Pradesh secured investment proposals worth Rs 10.54 lakh crore at the two-day Summit, more than double that in the previous such meet held last year.

More than 2,000 delegates from all over the country and abroad attended the summit and deliberated upon important issues relating to the Indian economy and global economy. “It is an immensely happy occasion for me and the people of the State,” the Chief Minister said.

During the summit the AP Government and different companies had signed 665 MoUs entailing a total investment of Rs. 10.5 lakh crores, generating 22 lakh new jobs. “During the CII summit last year, 328 MoUs were signed entailing investment of Rs. 4.67 lakh crores in the State. It is a huge success from the State’s point of view. We will now pursue all the projects and get them grounded as soon as possible,” Naidu said.

He said the PSU oil companies such as the ONGC, the HPCL, and the GAIL were investing huge sums of money in the State, making it the petro hub of the country. In the other sectors, too, agreements had been signed for major projects. “From now on, we will be after you to start work on the projects,” he told the industrialists assembled at the venue.

“This shows the inherent strengths of Andhra Pradesh and the confidence of investors on our governance,” he told the summit.

Some of the big ticket investments include 14 MoUs by AP Infrastructure and Township Development Corporation amounting to Rs40,660 crore, 62 MoUs by AP Capital Region & Development Authority valued at Rs1,24,532 crore, 66 MoUs by Economic Development Board worth Rs3,62,662 crore.

Energy and industry sectors received over Rs2 trillion investments each with roads and buildings raking in Rs
73,970 crore investments. The food processing industry saw as many as 177 MoUs being signed. “Compared to last year, this year the response has been excellent,” said Naidu, adding, “this is more than double of how much we received last time. Next time I am sure things will be better than this.”

The CM assured clearances of files within 14 days for many sectors. He added that the state had a land pool of 35,000 acres, giving ample room for setting up of new facilities.

On the first day of the summit, a total of 128 MoUs were signed between the state and various companies amounting to Rs4.25 lakh crore, Palle Raghunatha Reddy, the state information and public relations, IT and communications minister said. He said this includes 68 MoUs worth Rs4,900 crore worth of investments into the IT department alone which would help create up to 49,000 jobs.

“AP has abundant land, ranked number one in ease of doing business, 24/7 power and talent pool, which makes it very attractive for everyone to invest,” Reddy said.

The second day of the summit saw a total of 537 MoUs worth Rs6.29 trillion being signed. On day one, 128 MoUs amounting to Rs4.25 trillion had been signed. In the last edition of the summit, the government had anticipated Rs2 trillion of investments but got 328 proposals worth Rs4.67 trillion.

The state had received 935 proposals last year amounting to Rs 5.03 trillion investments. Of this, 659 projects amounting to Rs2.82 trillion were already cleared, giving the state a high conversion rate. The CM also stressed on the happiness index of the state along with industrial and economic development.

The two-day summit saw a host of Union ministers and leading industry captains from India and across the globe. Over 2,000 delegates attended the conference and of this 400 were from international delegations.

The central government doled out lakhs of crores in investments across road, port and rail infrastructure. Other big-ticket public sector investments included almost Rs1.43 trillion investments into oil & gas from the petroleum ministry. He said that the state aspires to grow in double digits for the next five years at least to ensure it can overcome the disadvantage of 2014 bifurcation from a unified AP. The state grew 12.23% in the first half of the current fiscal, compared to the national average of 7.2%.

Aditya Birla Group to invest Rs 7,000 cr

Aditya Birla Group said it will invest Rs 7,000 crore in the next two years in Andhra Pradesh, one of the first big-ticket announcements at the start of the second edition of the state’s partnership summit with the Confederation of Indian Industry (CII).

The fresh round of investments would be in addition to the Rs 10,000 crore the group has already invested in the southern state in sectors including retail, telecom and cement.
In a major boost for infrastructure projects in coastal and mainland Andhra Pradesh, Union Minister for Road Transport and Highways Nitin Gadkari said that the state will get projects worth Rs1 lakh crore within the end of the National Democratic Alliance (NDA) government’s term in the centre.

“We are acquiring a 5 million tonnes per annum plant at an investment of Rs 3,000 crore located near Amravati city,” Birla said, adding that the company had set up a 5.6 mtpa plant in the state already.

Union minister for petroleum Dharmendra Pradhan announced investments of Rs78,000 crore by Oil and Natural Gas Corp. Ltd (ONGC), Rs 40,000 crore by HPCL and GAIL.

Gadkari promises Rs1 lakh cr worth of projects

In a major boost for infrastructure projects in coastal and mainland Andhra Pradesh, Union Minister for Road Transport and Highways Nitin Gadkari said that the state will get projects worth Rs1 lakh crore within the end of the National Democratic Alliance (NDA) government’s term in the centre.

“I am promising to the Chief Minister and the people of Andhra Pradesh that before the end of our five years of our government, we will at least give, sanction and start the works for more than Rs 1 lakh crore,” Gadkari said.

Making the announcement at the ongoing AP-CII Partnership Summit, Gadkari announced a host of road, rail and inland water linking projects in the state.

“With our competition with China, our logistics cost is very high,” Gadkari said while adding that developing interlinking of road, rail and inland waterways with ports in AP and other regions. “We want to give 100% priority to that (port connectivity) on how we can reduce the logistics cost,” he said.

Chandrababu Naidu said that the connecting rail, road and ports would bring down the cost of commodities and help improve production.

Gadkari said that the port development had already completed works of Rs1,665 crore in Visakhapatnam—the second biggest in the country—and Rs2,702 crore worth of works were ongoing. “Within the next three months we will award projects of Rs1,200 crore, taking the total investments to Rs6,000 crore,” he said.

The National Highways Authority of India (NHAI) signed two memorandum of understanding (MoUs); one with Department of Roads & Buildings for Rs75,000 crore for development of 3,000 km of roads and the other with the Capital Region Development Authority (CRDA) for Rs23,430 crore for developing 426 km of roads in Amravati.

Naidu announced that the surface transport minister had approved Rs1,000 crore for Central Road fund and the construction of 30 Railway Over Bridges at the cost of Rs3,500 crore.

Apart from this, Gadkari said that the Chief Minister had suggested a six lane highway connecting Raipur (Chattisgarh) and Visakhapatnam and a railway line alongside the highway, for which he said that the centre “would think about it and work together” on the proposed project.

Naidu also said that there was huge amounts of unexploited wealth in the oceans and sought required approvals to allow fishermen to venture almost 1000 nautical miles to “use the ocean’s wealth” more effectively.

Sri City, one of the India’s most successful special economic zones located in Southern part of Andhra Pradesh closer to Chennai, has announced entering into memoranda of understanding (MoUs) with 13 firms involving an investment of Rs 600 crore.

The MoUs were signed in the presence of Andhra Pradesh chief minister N Chandrababu Naidu at the two-day CII Partnership Summit.

Union Minister for Urban Development M Venkaiah Naidu said the Centre had high regard for AP and it would continue to extend special treatment to the State in sanctioning of various projects.

Union Minister of State for Commerce and Industry Nirmala Sitharaman said even though the overall global economic scenario was dull, there was a lot of vibrancy in the Indian economy.

All in all, the second edition of Partnership Summit helped showcase the strengths of Andhra Pradesh as a potential state for investments.
Chief Minister Chandrababu Naidu bestowed a New Year gift on the people of the State by launching the Aarogya Raksha family health insurance scheme. It is intended to provide health insurance cover to every individual in a family on payment of a monthly premium of Rs.100 per head for a year. The Chief Minister said it was a Universal Health Coverage (UHC) scheme for the Above Poverty Line families. Similar schemes targeted at the BPL families would continue, he said, allaying apprehensions in this regard.

Registrations through www.ntrvaidyaseva.ap.gov.in are open till February 28.

Under the Aarogya Raksha, end-to-end cashless services would be rendered for 1044 diseases under secondary and tertiary care through 432 government and private hospitals.

The Chief Minister said that health care spending had come down substantially to about 17 per cent after the government had taken up 30 initiatives last year. He exhorted the students of medicine, nursing, psychology and home science to contribute their best to the improvement of public health through the Swasthya Vidya Vahini.

They would visit villages to prepare disease profiles thereby facilitating better public health management starting from January 2. Government’s health care adviser Jitendra Sarma said the Aarogya Raksha scheme was essential as an estimated three per cent of the population fall below the poverty line every year.

He observed that the World Health Organization had given a call for ‘health for all’ as early as in the 1970s and the emphasis on it had gone up since the adoption of the Alma-Ata Declaration in 1978. AP can now claim to be the first State to fulfil that vision, Sarma asserted, pointing out that the concept of UHC had emerged in 2012.

Highlights of Arogya Raksha:
- Andhra Pradesh is the first and only State in India providing of "Health for All” with an objective of providing quality health to the entire population of the State by launching Aarogya Raksha.
- 'Health for All' Scheme counts to be one of the pioneers in terms of achieving equity and providing accountable and evidence-based good-quality health-care services in the State to assist Above Poverty Line families from catastrophic health expenditure. End-to-end cashless services for identified 1044 diseases under secondary and tertiary care through 400 Government and Corporate Network Hospitals.
- The BPL families and families coming under employees and pensioners health scheme and working journalist health scheme are already covered with quality health care. The remaining population accounting to 32 lacks of families will be covered under "Health for All" in addition to 159 lacks of families who are already covered under various state owned programmes like Dr.NTR Vaidya Seva, Employees Health Scheme and Working Journalist Scheme.
- The families can be registered under "Health for All" from 01.01.2017 upto 28-02-2017 by paying the premium for the entire family for one year with a low premium of Rs.1200/- for individual.
- Unlike other insurance schemes pre existing disease will not be considered. The new born can be registered under the Scheme by paying Rs.100/- per month for the remaining financial months.
- The newly married couple can be registered under one family by paying the entire annual premium.
- The choice of hospital for treatment is with the patient. The entire process from the time of conduct of health camps to the screening, diagnosing , treatment, follow-up and claim payment is made transparent through online web based processing to prevent any misuse and fraud.
- 138 Follow-up services will be provided for a period of one year through fixed packages to those patients who require long term follow-up therapy.
The multifaceted K. Ramnoth, cinematographer, screenwriter, editor, producer, director, put not only his talent but also all his genius into his work. His pioneering efforts in the field of cinematography earned him the epithet, ‘father of South Indian cinematography.’ Interestingly, Ramnoth learnt the art of cinematography and filmmaking by reading books on film technique and watching Hollywood movies. He was considered a guru for many later day great filmmakers including B.N. Reddi.

Early Days
Ramnoth was born in Poojapura, the heart of Tiruvananthapuram, Kerala, surrounded by places of worship. From his younger days Ramnoth was interested in photography and soon after getting his B.A. degree, he went to Madras (now Chennai) to pursue his hobby as a career and joined as an assistant in Kodak Company. While working there, he wrote articles on still photography to the popular magazine, Sound and Shadow. Impressed by his articles the magazine’s publishers Muthuswamy Iyer (‘Murugadasa’) and Appakonam Kula Sekhar (A.K. Sekhar), invited Ramnoth to join their editorial team. The trio soon caught the attention of veteran filmmaker V. Shantaram.

Debut in Movies
For his first Tamil production, Sita Kalyanam (1933) directed by Baburao Pundharkar, Shantaram sought the help of the trio. Of the three, only Ramnoth worked for the film, as a cinematographer and as an assistant director. The next year he found himself to be cranking for its Telugu version produced by P.V. Das under his Vel Pictures banner. Incidentally, it was also the first film to be made in a studio owned by a Telugu man. Till then Telugu films were made either in Bombay, Kolhapur or Calcutta.

Debut with Telugu films
Pinapala Venkata Dasu better known as P.V. Das started his career as a still photographer and built Minerva Talkies in Machilipatnam. With fellow exhibitors, C.D. Swamy, C.P. Saradhi, Jayantilal Thackeray and the Raja of Challapalli as partners he founded Vel Pictures studio in Pithapuram Raja’s bungalow on Eldams Road in Teynampet, Madras with the sole aim of producing Telugu films in the South. It was K. Ramnoth who designed the studio for him.

To help him in his first production which was a remake of the Tamil film, Sita Kalyanam, Das signed cinematographer K. Ramnoth, sound engineer and art director A.K. Sekhar and director Chitrapur Narasimha Rao who were working for V. Shantaram’s Prabhat Film Com-
pany. Ramnoth shot the first half of the film in outdoor locations, again a first for a Telugu film.

During his stint at Vel Pictures, Ramnoth worked for Sri Krishna Leelalu (1935) and for the super hit, Mayabazar (1936) which was directed by P.V. Das. K. Ramnoth’s trick photography contributed largely to the film’s success.

Soon Ramnoth and Sekhar left Vel Pictures and established Karthikeya Studios. B.N. shot some portions of his first production, Grihalakshmi at Karthikeya Studios. Even though the film was a commercial success, differences with his partner H.M. Reddy made B.N. to start his own production company, Vauhini Pictures. He invited Ramnoth and Sekhar to join him.

Fruitful association
In 1938 Vauhini launched its maiden production Vandemataram. Ramnoth wrote a taut screenplay for B.N.’s story besides cranking the camera and editing the movie. A.K. Sekhar worked as the art director and sound engineer while K.V. Reddy held the posts of cashier and production manager. Vandemataram (1939) starring Nagaiah and Kancharanama was a super hit. Then came a series of big hits, Sumangali, Devata, Swargaseema from the banner. B.N. later said that he learnt the art of screen writing from Ramnoth.

In Vel Pictures Tamil film, Bhakthi (1938) based on the life of King Ambareesh, Ramnoth created movie history when he the shot, paddy raining on the parched, famine-stricken land. He shot this marvelous scene using miniature photography for the first time in Tamil cinema.

In 1942, due to fear of the Second World War, many production companies including Vauhini were shut down, temporarily. Ramnoth and Sekhar joined Gemini Studios. Though Kamal Ghosh was the cinematographer for Gemini’s magnum opus, Chandrakekha, at the request of Vasan, Ramnoth shot the famous drum dance scene set to music by Saluri Rajeswara Rao.

He was Tamil icon M.G. Ramachandran’s favourite cinematographer and director as it was Jupiter’s Marmayogi for which Ramnoth worked, that catapulted MGR to superstardom. Ramnoth also cranked cinematography for the internationally renowned film, Udayashankar’s Kalpana.

The short statured affable wizard was liked by everyone from the film field. In 1943, Ramnoth founded the Cine Technicians’ Association of South India (CTA) as an academic forum for film technicians, which is functioning to this day. It is interesting to note that CTA was at first functioned from Nagaiah’s Renuka Films office in T’Nagar, Madras.

As a director, he won critical acclaim for his Tamil-Telugu bilingual, Beedalapatlu (Ezhai Padum Paadu-1950). Ramnoth turned a producer and made, Vidudalai (1954) in Tamil based on John Galsworthy’s ‘First and the Last’ which ran into trouble and even went to the court for its theatrical release. The film’s box office failure led him into financial losses, which showed on his health. In 1956 he succumbed to illness. He was 44. Ramnoth will always be remembered as the pioneer of cinematography in the South.

-M. L. Narasimham
The rich cultural heritage of Andhra Pradesh in its pristine glory is manifested in activities like boat race, kite-flying and musical concerts. Bullock carts are decorated with radiant marigold flowers in full bloom, as thanksgiving for the carrying the yields of soil reaped in abundance. The idol of 'Krishna Veni', deemed to be the personification of sacred River Krishna, is draped in traditional silk costumes.

Sankranti in Diviseema, the island villages nestled between Krishna and Bay of Bengal, close to the confluence point of the river with the sea, acquired new hues and colours with the conduct of traditional boat races. Though the conventional water regatta was first of its kind in Andhra Pradesh, it is celebrated with much fanfare, as the villagers thronged and cheered with rhythms of drums and cymbals. Besides adding euphoria to the traditional fervour of the festival, the boat races showcased the unseen beauty of the Krishna delta tourism. The participation of the youth of the villages in making the arrangements added harmonious connotations to the boat race, which is usually a contest for a few surging boats.

Following the unique traditional practice of fishermen community, in which wives accompany their husbands on fishing assignments on river Krishna, the boat race was conducted for couples. In the competition to row past one kilometre distance between the two river banks at Nagayalanka ghat, women rowers stole the show. Their rippled muscles strike oars through river Krishna to win the line. Many local people turned out in big numbers to see the boating race. The huge response from the crowd indicated the potential of
the area to become a hub for water sports and boat race.

**Overwhelming Response**

About 176 boats from villages of Krishna, Guntur districts participated in the boat race. Differently painted sails of special boats added extra charm to the occasion. The race was kick-started with the overwhelming response from the rowers as well as the public at ‘Sri Ramapaada Kshetram’ in Nagayalanka mandal on January 13. The idol of ‘Krishna Veni’, deemed to be the personification of sacred River Krishna, was draped in plain traditional silk costumes, conveniently caught the eyes of all the spectators from different villages.

Among the 50 couples participated, three couples, led by Oleti Venkateswara Rao, Revula Haribabu and Nagidi Sambasiva Rao won the prize money of Rs. 5,000 each. In the group boating category, Nagidi Nagababu led Gangapurtrulu team won the first place while Bommadi Venkateswara Rao and Gopireddi Sriniva Rao teams won the second and the third places. As many as 32 teams each comprising five members participated in the boating race.

**Cultural fete Celebrated**

Besides the boat race, various cultural activities of fun and frolic marked Sankranti festivities. A highlight was a Rangoli competition. The rich cultural heritage of Andhra Pradesh in its pristine glory, was manifested in other activities like kite-flying, gobbemmalu, musical concerts & cultural dances by women and school children. Bullock carts were decorated with radiant marigold flowers in full bloom, as thanksgiving for the carrying the yields of soil reaped in abundance. The depiction of Hindu gods in classical attire fascinated the visitors. Dance performance by fishermen, cultural activities by school children were another special attraction. Women were much enthusiastic to take part in conventional tag-of-war game.

Speaking on the occasion, L V Subrahmanyam, senior official of Sports Authority of Andhra Pradesh (SAAP), announced that the Nagayalanka ghat would be developed to make it a water sports hub in future. Tourism Secretary N Srikanth said Nagayalanka should be known for boat race in coming years, as the tag will help Diviseema to tap its tourism potentiality. Another guest of honour, Krishna District Collector Babu A interacted with the winners of the boat race. Deputy Speaker Mandali Buddha Prasad presented prizes to the winners and thanked the officials. The Andhra Pradesh Tourism Development Corporation (APTDC), in collaboration with Andhra Pradesh Language & Cultural department and State Cultural Society, along with Swachh ‘Nagaayalanka’ society, conducted the event and Venkatramayya Charitable Trust is extending necessary support for the race.
The success of Tamil & Malayalam dubbed films in Andhra Pradesh and Telangana has opened doors for Bollywood and Hollywood to make inroads in the hinterlands of the two Telugu speaking states. Here’s a sneak peek about the latest trend in the industry...

In late December, 2016 when Aamir Khan star-rer Dangal hit the screens across the world, it was evident that the film had the perfect recipe for a blockbuster. Not only did it rewrite all previous records in Hindi cinema, the film went on to become a roaring success in the Southern states as well with bulk of the revenue coming from cities like Hyderabad, Bangalore and Chennai. According to some trade analysts, Dangal now holds the record for being the highest grossing Hindi film in South India. Disney India, who co-produced the film, released the film in Telugu and Tamil as well, which helped the film to reach a wider audience in smaller towns and cities across South India.

To put things in perspective about how well the film did, particularly in urban areas, sample this - An upmarket multiplex in Hyderabad registered a jaw-dropping Rs 1 crore from ticket sales of Dangal during its 30 days run and it was still drawing huge crowds despite the release of three eagerly-anticipated Telugu films during Sankranthi. In Tamil Nadu, the film had already surpassed previous records of Hindi films by raking in Rs 9.65 crores (nett) in just 10 days.

As a matter of fact, Aamir Khan isn't the only star whose films are making in roads in the hinterlands of Andhra Pradesh, Telangana, Tamil Nadu, Kerala and Karnataka. The fact that the South Indian market is slowly warming up to Hindi cinema, beyond the urban pockets, lends credence to the Mumbai-based studios’ strategy to expand the market. At one
point of time, an Indian film grossing more than Rs 500 crores seemed out of question. But today, we already have as many as four films - Dangal, PK, Bajrangi Bhaijaan and Baahubali, which have crossed the number. This year, with the release of Baahubali - The Conclusion, it’s quite possible that there will be a new addition to the list. And going by how aggressively studios are promoting their content, especially by dubbing them in multiple languages, it seems quite possible that an Indian film could soon hit the magic figure of Rs 1000 crores at the box-office.

For the record, Andhra Pradesh & Telangana have been the hotbed for dubbed films for several years now. While the turf has traditionally been the citadel of films originating from Tamil Nadu and Kerala, the arrival of Bollywood studios adds a new dimension to the trend. It’s no secret that audience, in general, is yet to warm up to the idea of subtitles, although studios have been pushing for mandatory subtitles for several Hindi films in multiplexes, the trend hasn't yet percolated to single screens. If they want to reach out to more people, it leaves them with only one option - to dub films in local language. Recently, Hrithik Roshan, Yami Gautam starrer Kaabil was dubbed in Telugu as Balam and the makers went on a promotional blitzkrieg to promote the Telugu version. As a result, the Telugu version alone has grossed close to Rs 2 crores in its first week of release.

The success of some of the big-budgeted films, so far, is likely to open more doors for future projects of top stars in the two Telugu speaking states. Starting with Hrithik Roshan’s Kaabil, several high-profile films are expected to be dubbed in Telugu later this year including those starring Salman Khan, Shah Rukh Khan, Akshay Kumar, Ranbir Kapoor among several others. Even Jackie Chan, Sonu Sood starrer Kung Fu Yoga has found takers in South India. The film will be dubbed in Telugu, Tamil and released under Kalpana Chitra banner.

On the other hand, with so much action happening in Bollywood and how it’s betting big on regional markets, Hollywood studios aren't far behind. The success of Avatar, 2012, XXX - Return Of The Xander, and Jungle Book (in recent times) has come like a major shot in the arm for major studios like Universal, Paramount, Sony Pictures, 20th Century Fox among others to look into tapping into more markets in South India. And once again, dubbed films are going to lead the charge for Hollywood studios.

With studios like Warner Bros, Disney unveiling plans to continue working on sequels of films set in the Marvel and DC universe, there's no dearth of content in the coming few years. And Telugu-speaking populace will be awaiting the release of all these tentpole franchises, just like how people have come to terms with dubbed content from Tamil and Malayalam cinema for a while now. This, in turn, poses a challenge for low-budget films in Telugu which have been struggling to find theatres. Along with dubbed films from South, they'll have to now compete with Hindi and English films as well. In the end, it’s the audience who is spoilt for choice.

- Hemanth Kumar CR
Chief Minister Chandrababu Naidu promised his Tamil Nadu counterpart O Panneerselvam to extend all possible help in addressing Chennai’s drinking water crisis.

At the same time, Naidu said the Krishna River Water Management Board (KRWMB) would have to decide the quantum of water to be released by Andhra Pradesh and Telangana from the Telugu Ganga project.

The agreement to provide water to Chennai from the Telugu Ganga project was entered into with the Tamil Nadu government much before bifurcation of the State.

“After bifurcation, both Andhra Pradesh and Telangana would have to honour the agreement and share the amount of water to be released to Tamil Nadu,” Naidu told Panneerselvam when the latter met him at the Interim Government Complex at Velagapudi, near Vijayawada.

The Tamil Nadu Chief Minister said the drinking water sources in Chennai had a total storage capacity of 11.5 tmcft. But even before the onset of summer, the water available was only 1.5 tmcft. Unless water from the Telugu Ganga project was released, the drinking water problem cannot be solved, Panneerselvam said.

Responding to it, the Chief Minister said that Andhra Pradesh had already released 1 tmcft of water on January 9. The government would be able to release more after assessing the availability in Somasila and Kandaleru, he said. “The government will have to consider the issue of standing crops in Nellore district and other places,” Naidu said.

Before the Krishna board decided the issue, Naidu suggested to the Tamil Nadu Chief Minister to mount pressure on the Union government to see to it that Karnataka and Maharashtra too released their share as per the 1983 agreement. Both Karnataka and Maharashtra would have to release 5 tmcft each.

A.P. Planning Board Vice-Chairman C Kutumba Rao later told the media that Naidu also took up the issue of Rs. 443 crore dues to be released by Tamil Nadu as its share in the Telugu Ganga project. Panneerselvam agreed to release some portion of it immediately.

Water Resources Department officials of both the States would meet in Tirupati shortly to discuss these issues, he said.

Teaching of Telugu in Tamil Nadu schools and checking red sanders smuggling were the other issues that came up for discussion, Kutumba Rao said.
CM Chandrababu Naidu is an active social media user. Many of you have been actively following his activities with admiration. Here are a few snapshots from his Twitter account and those on him.
ORNATE & ELEGANT

Chandragiri Fort
Chandragiri fort, a flaunting monument of historical elegance, in remote corners of Andhra Pradesh, is considered to be one of the greatest testimonials that form a vast part of Indian heritage. Located at 14 kilometers away from pilgrim town Tirupati, Chandragiri fort is known for the graceful and timeless architecture of the past. Archaeological evidence hints that it belongs to the late medieval period. According to historians, the visual grandeur became capital of the Vijayanagara Empire, after Hampi was ruined by Muslim invaders during the Battle of Talikota in 1565. However, it is believed to be built in 1,000 A.D.

The three-storeyed Raja Mahal (King’s Palace) and the smaller Rani Mahal (Queen’s Palace) are part of the Chandragiri fort. A considerable portion of the fort lies atop of the overlooking hills. The central tower of Raja Mahal rises high in the midst of two storeys. The unique architecture of the fort is Indo – Saracenic architecture, which was prevalent during the period of Vijayanagara dynasty. It is also said that the materials- bricks, lime mortar and stone- were used in the making were bastions and steep moat. No timber was used as construction material. The queen’s space is sophistication in its own self. Floors with ornamental Sikharas are unique to Rani Mahal.

Long Saga of History
Chandragiri fort was actually built by the Yadavarayas. It was under their rule for over three centuries. Later, the fort came into the grip of the famous Vijayanagara Empire, from where it gained prominence in 1568 AD. Gradually, the powerful Vijayanagara Empire disintegrated into smaller kingdoms, ruled by the Nayaks. When Chandragiri was under Damarla Venkatadri, a nayaka ruler in first half of 17th century, he allowed the East India Company to set up business on a strip of beach close to San Thome. It was the beginning and on that sandy strip the Company built Fort St. George, which turned out to be the springboard for British rule in the sub-continent. This great fort was later seized and annexed to the Golconda regime. Before sinking into the oblivion, it came under the rule of Mysore. Thanks to the renovation by the Archaeological Survey of India (ASI), the structures look rather new.

how to reach:

By Air: By air accessing of this fort is also possible as Tirupati is the nearest airport. From aerodrome, a maximum of 22 kilometers way is left to reach this fort. Road transport is easily available.

By Rail: Tirupati is also well connected with all major trains across the country. Tirupati is also the nearest railway station and the fort is located at 17 kilometers from the station.

By Road: A sound and dense road network is available in Tirupati. National Highway and state highways both cross the Tirupati. Besides it, various link roads within the city and also in outskirts of Tirupati are in good condition. Private tour operators and AP-SRTC also run their bus services with full amenities to this place on reasonable charges.

accommodation

Haritha Hotel, Tirupathi (Srinivasam)
With air-conditioned suites and rooms and standard rooms, the Haritha Hotel is the perfect base to stay.
Being a world-class pilgrim city, Tirupati has 3-star accommodation.
Patanjali herbal and food park in Nellore

Baba Ramdev’s Patanjali Group is mulling to expand their business activities to Andhra Pradesh at the earliest, and felt the Krishnapatnam industrial area seemed to be a well-developed, potential place for their future operations in the south. Stating that they were fully satisfied with the industry-friendly facilities created at the port area, Baba Ramdev observed that they would soon take a decision on establishing the Patanjali Herbal and Food Park.

LNG terminal in Andhra Pradesh

AG&P (Atlantic, Gulf and Pacific Company), a global player in LNG solutions, including LNG terminals and supply chain, and Hyderabad-based Hindustan LNG, have signed a memorandum of understanding to supply tolled gas to power stations in East Godavari region of Andhra Pradesh. Under the agreement, AG&P will provide an integrated solution to deliver regasified LNG through a new LNG import terminal that it will also design and build in Andhra Pradesh.

Padma Awards

Eight eminent persons made the two Telugu States proud by bagging the Padma Shri awards, for their distinguished service in various fields. Those from Telangana to be conferred the Padma Shri are renowned sculptor Aekka Yadagiri Rao, Dr. Mohammed Abdul Waheed from the field of medicine, Chandrakant Pithowa, retired distinguished scientist and Director, Electronics and Instrumentation Group, BARC and ECIL, Daripalli Ramaiyah, social worker committed to bring back India’s green cover and BVR Mohan Reddy, entrepreneur, founder and Executive chairman Cyient and former Chairman NASSCOM. Tripuraneni Hanuman Chowdary from civil service, V. Koteswaramma from literature and education and Chintakindi Mallesham from Science and Engineering are the Padma Shri awardees from Andhra Pradesh.

ITC to develop World Trade Centres

Geneva-based International Trade Centre, which has specialisation in trade and investment data, has showed keen interest in extending its expertise for the development of the proposed World Trade Centres by Andhra Pradesh government in Visakhapatnam and Amaravati. This figured during the discussion between ITC Executive Director Arancha Gonzalez and Chief Minister N. Chandrababu Naidu at the CII Partnership Summit-cum-Sunrise AP Investment Meet.

Amaravati Declaration

National Women’s Parliament (NWP) will adopt a resolution christened as ‘Amaravati Declaration for Women Empowerment’ on the last day of the three-day conference which is slated to begin from February 10. A women empowerment run will also be organised as part of the conclave. Andhra Pradesh Legislative Assembly is organising the event in association with Pune-based MIT School of Government. Addressing a press conference recently in Vijayawada, NWP Chairman and Assembly Speaker Kodela Sivaprasada Rao said that various sessions, debates and discussions would be organised at Women’s Parliament. The sum and substance of these debates would be incorporated in Amaravati Declaration. About 5,000 people were expected to participate in the run, which would be organised from Tummalapalli Kshetrayya Kalashetram to PWD Grounds on Bandar Road, he said.

VIT’s AP campus to operate from July 2017

After bifurcation of the State, Chennai-based Vellore Institute of Technology (VIT) is the first University to set up campus in Amaravati, the new capital of Sunrise Andhra Pradesh. The VIT campus will start operating from the next academic year, in July 2017. Admission-seekers will have to write the mandatory VIT Engineering Entrance Examination (VITEEE) to secure a seat. The last date for submitting the application is February 28, 2017. The cost of the application (offline) is Rs. 990 and (online) Rs. 970. The computer-based VITEEE will be held from April 5 to April 16, 2017 in 120 cities across India and abroad.

Concession for senior citizens in RTC buses

The AP State Road Transport Corporation (APSRTC) has announced 25 per cent concession in bus fares for senior citizens. The Corporation’s Executive Director, Operations, said the concession would apply in A/C buses also. He said senior citizens (60 years and above) must show their original Aadhar card as their age proof while buying the ticket or booking it online. However, the subsidy component will not be applicable to other components such as reservation fee, toll plaza user fee and passenger cess.

Expedite ATP Highway: CM

Chief Minister N Chandrababu Naidu directed officials to finalise the prestigious Amaravati-Anantapur Express Highway project alignment immediately. Stating that
the Express Highway will be the first greenfield project in the nation, he said a railway line would also come beside the road. The Chief Minister underscored the need for completing the land acquisition process for the Express Highway in five districts including Guntur, Prakasam, Kadapa, Kurnool and Nellore and wanted them to ensure the completion of the road within two years.

Survey on rail connectivity to Amaravati

South Central Railway (SCR) General Manager Vinod Kumar Yadav said the Rail Vikas Nigam Limited (RVNL) had completed survey on connectivity to the new State Capital, Amaravati, and a report had been submitted to the Railway Board for approval. Once the Board gave the nod, the work would begin, he said. “The approximate cost of the project is Rs 2,679 crore. The work consists of 56 km of a double line from Yerrupalem to Nambru via Amaravati and 50 km of single line from Pedakurapadu to Amaravati-Sattenapalli and Narsaraopet,” Yadav explained.

Sky Tower to come up in Vizag

Standing tall at 120 metres from the sea level, India’s tallest tower is coming up atop Kailasagiri Hills very soon. Mumbai-based Bombay Amusements Ltd, the promoters of the project is partnering with Hyderabad-based Swarnamukhi EXIM Pvt Ltd to execute the project. A special purpose vehicle would be launched for the Rs 70-crore project. The tower, to be built by a German-based manufacturing company, will be made of special steel and at a height of 120 meters, will have the capacity to withstand a wind speed of 300 kilometres per hour.

3 tourist festivals in three months

Determined to promote East Godavari district in the tourism map and to attract domestic and international tourists, the Andhra Pradesh government already conducted two out of the proposed three tourist festivals in the East Godavari district. The NTR Beach Festival was held from January 12 to 15 at Kakinada, the Konaseema Festival was conducted from January 23 to 26 in Amlapuram. The third one, the Agency Festival will take place from March 26 to 28 in Rampachodavaram. It has been decided to make these festivals annual calendar events, Deputy Chief Minister Nimmakayala Chinarajappa asserted, while taking part in Konaseema festival.

Invest in AP: Palle urges NRIs

Minister for IT, NRI Affairs and Information Palle Raghunath Reddy appealed to NRIs to invest in the State and take advantage of all the incentives extended by government. Addressing the ‘Yuva Pravasi Bharath Summit’ at Bengaluru on the second day, he said that the Andhra Pradesh Chief Minister had been giving several concessions and incentives for IT industrialists and for the youth for setting up industries. He also held discussions with IT Minister Priyanka Kargil, Industries Minister Desh Pande and Deputy Speaker Shiva Shanker Reddy on replicating some of the useful things being implemented by the Electronics capital of India.

AP’s objection to GST law

Andhra Pradesh opposed the definition of ‘State’ in the draft Integrated Goods and Services Tax law, saying it would force states to forgo revenue that is due to them. "The definition excluded the jurisdiction of territorial waters abutting the coastal states. The state has been levying VAT (Value Added Tax) on the transactions taking place in the territorial waters extending up to 12 nautical miles from the coast since independence,” Andhra Pradesh Finance Minister Yanamala Ramakrishnudu said in a statement.

Ongole to get two more eToilets

After receiving overwhelming response to the two eToilets introduced in the town, the Ongole Municipal Corporation introduced two more eToilets. The civic body introduced two eToilets earlier in Ongole at the new and old vegetable market areas. These unmanned and automated cleaning system toilets feature self-cleaning mechanism with pre flush and post flush, automatic platform cleaning and LED indicators. The civic officials found that the eToilets are receiving tremendous response from the public. They say that with the response of about 400 people using these toilets daily, they have decided to introduce two more eToilets at Kothapattanam bus stand area and Chimakurthy Eye Hospital area on Kurnool road.

First of its kind seminar on Ayurveda

A three-day national seminar on ‘Naari Swasthya Vivechana 2017’ was held at Indian Medical Association(IMA) hall in Vijayawada. The seminar organised by Department of Prasuthi Tantra and Stree Roga sponsored by Ministry of Ayush, Government of India, New Delhi. Dr CL Venkat Rao, Executive Vice-Chairman, Swachh Andhra Mission, who was at the programme as a special guest said that it is for the first time that a national seminar on Ayurveda is being conducted since Dr NRS Government Ayurvedic college which was established in the year 1922.
The national flag was hoisted by Governor E S L Narasimhan to mark the 68th Republic Day at Indira Gandhi Municipal Corporation Stadium (IGMC) in Vijayawada. The colourful event was marked by several contingents marching in perfect synchronisation.

REPUBLIC DAY 2017
The construction of the Rajagopuram of the Srikalahasti temple, the tallest and the beautifully ornated monumental temple tower, is complete and an Atirudra Yagnam was held at the temple on January 18 for the occasion. The 144-feet-tall gopuram with 35 feet high base and 22 storeys was built at a cost of Rs 45 crore. As many as 180 sculptors and 160 masons were involved in the construction. The brick work, patch works and painting was done by Navayuga Engineering and Construction Company. The older Rajagopuram, built by Vijayanagara king Sri Krishnadevaraya in 1516 AD to commemorate his victory over Gajapathi kingdom, collapsed on May 27, 2010. The construction was taken up by Navayuga Engineering and Construction Company’s chairperson Chintha Visweswar Rao at a cost of Rs 45 crore. Nine gold-plated Kalasams (pitchers) would be set up on the gopuram. They would be six feet tall and of 3 feet in diameter. The earthen platform at the base is still strong and is of Vijayanagara era.
Andhra Pradesh
The sunrise state

APIIC, one of the key facilitators and enablers of industry in the state. The Corporation mandated to attract industrial investments and provide infrastructure, is the key to the state unprecedented development drive. APIIC has developed many industrial parks and SEZ’s with focus on IT, Biotechnology, Pharma, Electronics, Food processing, Automobile and engineering. Many fortune 500 companies are operating in the SEZ’s created by APIIC.

Advantage Andhra Pradesh

- Biggest Land bank with reliable land title
- Most affordable land rates and supporting infrastructure
- Transparent online system for land allotment
- APIIC constitutes local authority for each industrial park for self governance
- Single window approvals for Industries
- Specially designated Escort Officers to expedite project clearances
- Power surplus state with competitive tariffs
- Attractive incentives and special development packages
- Model state for implementation of E-Biz project of Government of India
- Abundant minerals and agricultural commodities
- Longest Coast line ~ 974 Kms ~ 3rd in India with 3 deep draft ports
- Largest producer and exporter of Fish and aquaculture produce
- Strategic location with best local and global connectivity
- Proactive government with dynamic leadership- mission mode development strategy
- Strong Agri resources • Large mineral deposits • Skilled manpower

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