



Pics: SD Subbu

Ganga Hospital to launch 'Air Ambulance' in Kovai

Coimbatore, June 24: Ganga Hospital is to launch the country's first hospital-based Air Ambulance tomorrow. Directors of the hospital, Dr S Raja Sabapathy and Dr S Rajasekaran said that this initiative will revolutionise Emergency Healthcare in the region and added that it is a proud moment for Coimbatore since it is the first time a hospital has started an air ambulance program. Air Chief Marshal BS Dhanoa, Chief of Air Staff, Indian Air Force will be inaugurating the service in a function presided over by SK Srivastava, Commissioner of Income Tax, Noida.

The salient features of the service includes Ganga Air Ambulance is a Twin engine Augusta Westland Helicopter, which has

been exclusively designed for aeromedical transport of patients. Unlike many other helicopters which are also used for transporting VIPS and people, this is exclusively built for air ambulance needs.

Dr Raja Sabapathy and Dr Rajasekaran said that this special helicopter first was brought into India to fill in the mandatory requirement during the Formula 1 car races. The facility is launched by agreement with the New Delhi based company OSS Air.

The helicopter can take in a patient on a stretcher and has the facilities for resuscitation, provision of oxygen during transport, pulse and blood pressure monitoring equipments. Patients can be ventilated during transport and it even has got a

defibrillator to take care of cardiac arrest.

Four paramedical personal have been specially trained as per the requirements of the Director General of Civil Aviation requirements. one of them will accompany the patient.

The Directors of Ganga Hospital told that either the trained paramedical person or a doctor will accompany the patient. Two pilots will be available all the time and in addition to the patient and the medical personal one attendant of the patient can travel along with the patient during transport. The helicopter will have a range of 220 kilometer which it can fly to and forth without the need for refueling and double the distance one way. Calculating the flight distance, the range

will cover the whole of TamilNadu and Kerala and most of Karnataka, Andhra Pradesh and Telangana. The helicopter will be based at the Ganga Helipad at the Ganga Nursing College premises. The Ganga Helipad is a DGCA approved helipad and it is the only DGCA approved private helipad in the whole of Tamil Nadu, Kerala, Andhra Pradesh and Telangana.

The helicopter service will be available from the Ganga Helipad from sunrise to sunset. The helicopter and the pilots are approved for night flying and during nights the helicopter can fly only between airports.

Dr Raja Sabapathy and Dr Rajasekaran said that almost all the districts in Tamil Nadu and the Southern states have

at least one temporary helipad.

Efforts are on the way to list all the available helipads in the region which will simplify the mobilization of the injured. It will be of great use to the people who are not easily accessible by road or take a longer time like shifting patients from hill stations - a trip to Ooty from Coimbatore can be covered in 10 minutes whereas it will take about 3 to 4 hours by road, which can make all the difference in the quality of care to the patient.

The Ganga Air Ambulance Service will be available not only for the patients of Ganga Hospital, but for all the hospitals in the region. They felt that it will be a great boon for all the hospitals in the four

southern states. Apart from trauma patients the Helicopter service can also be used for cardiac, neurological and paediatric emergencies and for quick transport of organs in Organ Donation.

Dr Raja Sabapathy and Dr Rajasekaran felt that since it is launched by a hospital, it will have the advantage of higher efficiency, and lower cost to the end user, the patients.

Air Marshal Anil Behl, Director General of Medical Services (Air Force) Retd., District Collector T N Hariharan, Commissioner of Police A Amalraj, Inspector General of Police, Western Range A Pari will offer felicitations.

UBM to host expo on occupational safety, health

Coimbatore, June 24: UBM India announced the launch of the 4th edition of Occupational Safety & Health (OSH) on June 29 and 30. The expo aims to bring together renowned Indian and International exhibitors, consultants, business experts and key government officials on an industry platform to exchange global best practices and seek solutions for challenges pertaining to workplace safety and health.

The expo is supported by Gujarat Safety Council, Indian Technical Textile Association, Indian Society of Ergonomics, National Small Industries Corporation, The International Powered Access Federation (IPAF) and Aerial Platform Association of India (APAOI).

OSH is the largest trade show in the occupational safety and health industry in India and will bring the industry on a single platform. The expo will facilitate ways to incorporate best practises at the workplace, especially to promote

health and safety within it.

The show will see the participation of prominent players of the industry including Amazon, Acme Safetywears Limited, Accent Industries Ltd., Bata India Ltd., Euro Safety Footwear India Pvt. Ltd., Motorola Solutions India Pvt. Ltd., Mallcom (India) Ltd., Midas Safety Pvt. Ltd., Oshkosh India Private Limited, Prolite Autoglo Limited, TATA Communications, Tribe, Toughscaff Pvt. Ltd., Udyogi International Pvt. Ltd., Uniphos Envirotronic Pvt. Ltd. and Victor Imports, among others.

OSH will also include a two-day knowledge sharing seminar and workshop that will focus on topics such as 'Adoption of Industrial Best Practices To Achieve World Class Safety', 'Accident and Incident Investigation', 'Creating Psychologically Healthy Workplaces', 'Workplace Ergonomics', 'Women and OSH - A Holistic Approach' and 'Safety Issues in the Construction Industry'.

Max Fashion 50% offer on 'End of season sale'

Coimbatore, June 24: Max Fashion, the one stop family shopping destination makes sure they fill the longest days of the year with some exciting offers. Get up to 50% off on over 60,000 products for men, women and kids. From formals to party wear, athleisure to casuals, new accessories to haute footwear, you can find everything under one roof.

Now you can shop within the comfort of your home by logging on to www.maxfashion.com.

Free shipping can be available on orders above Rs 999. Bonus offer for online shoppers: Get extra 10% off on shopping of Rs 1999 or more. Cash back offer: Enjoy 5% additional cash back using SBI credit and debit card on a transaction of Rs 2500 and above.

Tata Tea campaigns on women safety

Coimbatore, June 24: Tata Tea launched its iconic campaign Jaago Re 2.0 - 'Alarm Bajne se Pehle Jaago Re' - earlier this year urging people to pre-act before tragedies hit. The campaign is now moving into its second phase urging people to drive the change they wish to see. While the first phase of the campaign showcased the 'reactive' nature of people and introduced a new form of activism - 'pre-activism'; the second phase aims to inspire people to pre-act and drive a behavioral change by signing petitions on issues currently plaguing the country - Women Safety and Sports Encouragement.

This positive attitude will translate into a safe environment for women in the future where they are respected. Tata Tea's petition for women safety is therefore to make 'gender sensitization' programs compulsory in school curriculums to teach young minds to



respect men and women equally. Each petition is followed by a pledge for the parents to practice and teach gender sensitivity to their children.

Commenting on the new phase of the Jaago Re 2.0 campaign, Sushant Dash, Regional President - India, TataGlobal

Beverages, said, "Pre-activism is about nipping the problem in the bud. In this phase, we are aiming to create over 1Mn pre-activists who will sign the petition and pledge to bring about a real change. In addressing issues as pressing as crimes against women,

we need to bring about a shift in attitude and teach young children to respect all genders. Therefore, gender sensitization at grass-root levels is critical to bring a wave of change and create a more gender equitable society.



Greenovation initiative by Shell Lubricants and CII

Coimbatore June 24: Following the success of the first four editions of Shell Lubricants Global Lecture Series at Imperial College, London; Tsinghua University, Beijing, IIT Madras and IIM Bangalore, Shell Lubricants, the global market share leader in finished lubricants organised the 5th edition of the lecture series in collaboration with the Confederation of Indian

Industries to envision and deliberate on the theme "Greenovation- The Future of Mobility".

Key experts from the government, industry and companies shared ideas on commercially viable, environmentally sustainable and affordable fuel choice.

The discussion aimed at analysing the prospects of the future mobility and how green innovation can help to achieve energy

security.

Addressing the 5th edition of the Shell Lubricants Global Lecture series, Mansi Madan Tripathy,

Country Head -Shell Lubricants India Cluster, said, "Through the Shell Lubricants Global Lecture Series, we aim to partner with companies and academic groups to overcome the most exciting technological challenges".

The event was attended by leading experts from the various platforms that included both academic institutions and the industry. Distinguished speakers across sectors presented their perspectives in a panel discussion. Comments were made back and forth on specific mobility challenges and solutions, the emission norms and recent trends in green energy.

Zee Cafe partners with BBC worldwide for British dramas

Chennai, June 24: The British will soon arrive on your television screens. Zee Café, the English entertainment channel in India, has partnered with BBC Worldwide to bring award winning premium British dramas. Starting from 26th June, 2017, Zee Café will host the Nexa presents BBC First block with 11 brand new shows set to air every weeknight at 10 PM. Promising to captivate audiences, the new line-up of shows on Zee Café includes War & Peace, Fleming: The Man who would be Bond, Class, SS-GB, Maigret, Doctor Foster, Top of the Lake, The Kettering Incident, New Blood, From Darkness



and Thirteen.

British dramas are known for great stories which are unpredictable, thrilling, complex and engaging. In a television space cluttered with American shows, Zee Café aims to break the norms of the industry with the best from the world of British dramas

for its constantly evolving viewers.

Talking about the association, Punit Misra, CEO - Domestic Broadcast Business, Zee Entertainment Enterprises Limited (ZEEL) said, "ZEE is recognized as a pioneer in the broadcast industry for delivering great content to viewers

across the world. Similarly, the BBC is known for its world class entertainment. In an unprecedented age of TV drama, we believe we can connect with audiences who are hungry for nuanced storytelling that will immerse and entertain them."

"This rich catalogue of unforgettable dramas is in line with our brand promise of 'All Eyes on New' and will significantly enhance our channel portfolio. From edgy new perspectives to shows that immortalize classics, we believe that this block of BBC First will be irresistible to the discerning Indian viewer who values premium content," he adds.



More than 600 students, including girl students participated at the Yoga Exercise held at the Pattiveeranpatti NSVV Higher Secondary School as part of the International Yoga Day.