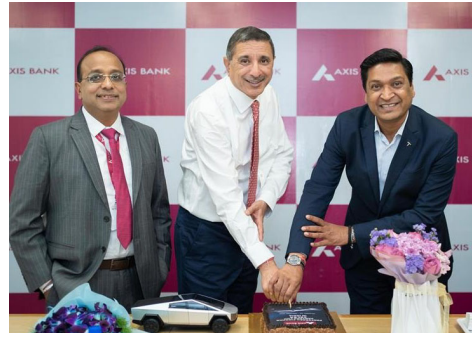


Axis Bank becomes preferred financier for Tesla to enable seamless EV financing

Guwahati: Axis Bank, one of the largest private sector banks in India, today announced that it has become a preferred financier for Tesla, offering tailored financ-



ing solutions and a differentiated customer experience for Tesla customers. This collaboration underscores Axis Bank's commitment to accelerating electric mobility in India by delivering innovative, customer-centric financing solutions that support the transition towards sustainable transportation. The collaboration will

be rolled out pan India, empowering customers across major metros and emerging EV hubs to access convenient, digitally enabled-financing options aligned with Tesla's global ownership experience. The offering aims to simplify the Tesla purchase journey by reducing entry barriers and ensuring a smooth, convenient onboarding experience for customers. Commenting on the collaboration, Munish Sharda, Executive Director, Axis Bank, said, "As electric mobility gains momentum in India, Axis Bank is proud to collaborate with Tesla to help accelerate this transition. Through this collaboration, we are bringing together world-class electric vehicles with innovative, tailored financing solutions and seamless customer engagement. This makes it easier for customers to adopt sustainable mobility without compromising on convenience or flexibility. This initiative reflects our continued focus on responsible banking and future-ready solutions."

Anubhuti Kala Parishad organises Cultural Festival

Anubhuti Kala Parishad organises Cultural Festival, Degree, Diploma Courses of Arts, Science, Commerce, Competition, Job Mela of Movie, Music, Painting & Business Development from 10 March 2026 onwards for 3 Months near Ganeshguri & Beltola. People who want to join may call to 8486747551 or Mail ID anubhutikalaparishad1@gmail.com

Also Anubhuti Kala Parishad organises a memorial meeting remembering Eminent Personalities Such as Parag Sarma (theatre Actor), Dr. Zubeen Garg, Bhitoli Das, Nilpawan Baruah, Dipali Barthakur who were supported during the making of the movies "Artist's Journey of Life", "Anubhuti Kala Parishad" & Music Album "Ringkumani". The cultural meeting was held on 09 & 10 March 2026 at its own premises.

Moreover, Bijit Sarma, Director-Producer-Actor of International mustiling Films "Anubhuti Kala Parishad" & "Artist's Journey of Life", music Album "Ringkumani" is also going to felicitated & Awarded in International Pilar Award 2026 on 5th April 2026 as International Eminent artist. He already Won International Best Movie Award by Natun Gonomadhyam on 26 January 2026. Felicitate by NEBCUS, & won Netaji Subhash Chandra Bose Award. Also nominated for 2026-27 year Netaji Subhash Chandra Bose Award.

An AI driven climate imperative for the North East

In February 2026, India hosted a grand India AI Impact Summit 2026 at Bharat Mandapam, New Delhi garnering major global headlines and attracting over 100 nations and 1.5 million+ participants. With global tech leaders and country heads attending the event, the theme of this summit was Sarvajana Hitaya, Sarvajana Sukhaya meaning 'Welfare for All, Happiness for All'. It focused on inclusive, human-centric and responsible AI for global good and covered aspects of governance, sustainable development and technology democratization for shared prosperity. Historically, the conversation around AI in India has largely centred on economic growth, start-up ecosystems and digital transformation. But interestingly, the event showcased new thinking on solving complex challenges like climate change as it brought together experts to talk on cross-cutting issues like agriculture, gender, socio-economic well being in times of climate change and geopolitical shifts. While all the limelight generally falls upon national issues, an intensifying climate crisis begs a more urgent and regionally grounded question - how can AI support climate resilience particularly in ecologically fragile regions such as the state of Meghalaya and the wider North East? The extraordinary richness of the North East needs no introduction. But increasingly growing climate vulnerability is threatening the region in real time. Extreme weather events like erratic rainfall, flash floods, landslides and shifting agricultural cycles have moved away from being anomalies to recurring disruptions in the region. In such a fragile landscape AI needs to be more than a trend- perhaps a tool which helps strengthen adaptation through thoughtful design and responsible deployment. AI for Climate Resilience in Meghalaya For Meghalaya one of the most immediate use cases of AI lies in disaster preparedness. The state's river systems directly interact with the Brahmaputra and Barak basins that are already highly-sensitive to extreme rainfall and flooding events. The AI-powered flood prediction system can use current rainfall information and river depth data together with past weather data to make better forecasts. Earlier warnings can translate directly into actionable strategies on safer evacuations, better crop planning and reduced economic losses. Similarly, the hilly tracts of the state are prone to landslide and prediction models powered by machine learning can help analyse terrain data, soil saturation levels and rainfall intensity to identify high-risk zones. In mountainous districts where a single landslide can sever connectivity for days such predictive tools can save lives and critical infrastructure. Forest monitoring is another promising area. Over 70 percent of Meghalaya's forests are managed by communities. Satellite imagery analyzed through AI can detect changes in forest cover. It can provide early signs of fire - making a case for forest fire early warning systems too. Additionally, it can help mark illegal encroachment and landscape degradation far more quickly than traditional monitoring systems. If

these AI use cases are paired with responsive local institutions like village councils and forest management committees, they can significantly strengthen on-ground action and reduce any latency. For a region recognized as part of the Indo-Burma biodiversity hotspot AI tools can enhance conservation outcomes without placing additional strain on already limited state resources. AI-driven image recognition from camera traps and acoustic sensors can assist in tracking species populations, mapping migration corridors and identifying threats. The



Role of Community Knowledge But it is important to consider that technological advancement itself does not guarantee resilience - it is a mere enabling lever requiring contextual human guidance and here comes the role of community knowledge. North East's ecological stability has long depended on community-led stewardship of its land, forests and rivers through customary governance systems and these knowledge systems are rooted in generations of lived experience. The strength of AI systems depends on training data and the assumptions which define their system design and so integrating community knowledge into digital models can significantly improve their contextual accuracy. Predictive models that depend on meteorological data can be improved through the use of traditional indicators which show seasonal changes and soil behavior and water flow. This integration is not merely symbolic but functional. Community institutions can validate satellite-based forest alerts, verify biodiversity data and analyze climate model anomalies through their local knowledge. Therefore, the best approach to achieve community resilience would require a hybrid model using AI to assist but not supplant community stewardship. Addressing Policy Gaps But to meaningfully integrate AI in achieving the climate goals of North East would also require addressing key policy gaps. First, the AI ecosystem needs to establish environmental sustainability as its first requirement. The operation of data centres together with digital infrastructure systems results in substantial energy and water resource consumption. The absence of specific guidelines which mandate renewable energy utilization and resource management practices leads to AI expansion activities that jeopardize climate protection commitments. Second, the data governance frameworks need to establish safeguards which protect the rights of local communities. Ecological data which emerges from community-conserved forests and indigenous territories should not

Stella, Leimapokpam and Tenzing crowned 22nd Sunsilk Mega Miss North East 2026

Guwahati: In a glittering celebration of confidence, culture, and contemporary elegance, Stella Rica Khongsni from Meghalaya, Leimapokpam Ghanapari Devi from Manipur, and Tenzing Choden Sherpa from Sikkim were crowned winners of the 22nd Sunsilk Mega Miss North East 2026 at a spectacular Grand Finale held in Guwahati. In keeping with the pageant's progressive format, the three winners will share equal honours and responsibilities as titleholders. The 22nd edition followed an extensive eight-state audition process conducted both on-ground and online, drawing participation from hundreds of young women across the Northeast. Following a rigorous selection process, the shortlisted finalists underwent an intensive grooming and mentorship programme in Guwahati, culminating in a high-voltage finale that evaluated contestants on poise, intelligence, personality, confidence, and stage presence. Conceptualised by fashion entrepreneur Abhijeet Singha, the pageant is produced by Mega Entertainment and marketed by Mega Activation, continuing its longstanding vision of empowering women from the region and "Taking India to the World Stage." Congratulating the winners, Abhijeet Singha said, "Twenty-two years of Sunsilk Mega Miss North East is a testament to the resilience, ambition, and global readiness of young women from our region. Stella, Ghanapari, and Tenzing represent not just beauty, but strength of character and cultural pride. Over the years, our winners have carried the Northeast to international platforms with distinction, and I am confident that this year's titleholders will embrace the global opportunities ahead and continue that legacy." The newly crowned winners will receive professional rep-

resentation, advanced grooming, brand endorsements, public relations advisory, and national-level exposure. They will also be considered for international pageant representation and global fashion platforms, reinforcing the pageant's established track record of enabling contestants to compete at prestigious international competitions and modelling circuits abroad. As the Title Sponsor, Sunsilk celebrated the individuality and confidence of the winners, the event was further supported by Furniture Partner Nilkamal, Beverage Partner Coca-Cola, and Fashion Partner Trends. The pageant was also supported under the Incredible India banner, spotlighting the cultural richness and global potential of the Northeast. In addition to the main titles, several special awards were presented recognising individual excellence across distinct categories. Purpura Drema from Arunachal Pradesh was honoured as Incredible India Mega Miss Tourism 2026, celebrating her potential to represent the region's cultural and tourism identity on wider platforms. Sarah Malsawmtlungi from Mizoram received the Nilkamal Miss Popular title, reflecting strong public support and engagement. Tenzing Choden Sherpa from Sikkim was awarded Coca-Cola Miss Refreshing Beauty, acknowledging her vibrant presence and charisma, and Sanu Kumari from Assam was conferred the Sunsilk Sway Icon title for her distinctive style and confident stage appeal. These recognitions further highlighted the diversity of talent showcased at the 22nd Sunsilk Mega Miss

North East 2026 Grand Finale. The Grand Finale brought together fashion, performance, and celebration of regional diversity, reaffirming Sunsilk Mega Miss North East as one of



the most influential women-centric platforms in the region. With the crowning of Stella Rica Khongsni, Leimapokpam Ghanapari Devi, and Tenzing Choden Sherpa, the 22nd edition marks another significant milestone in the journey of a platform that continues to inspire young women from the Northeast to aspire, achieve, and represent India on the world stage.

AIG Hospitals launches ZAP-X® gyrosopic neuro-radiosurgery platform

Hyderabad: AIG Hospitals today announced the launch of the ZAP-X® Gyrosopic Neuro-Radiosurgery® Platform, the first installation of its kind in South India and only the second in the country, marking a major advancement in the treatment of brain tumors and complex neurological disorders. Designed exclusively for intracranial radiosurgery, ZAP-X enables doctors to treat brain lesions with extreme precision that too without open surgery, without incisions, and as a day-care procedure. The system delivers highly focused radiation beams with sub-millimeter accuracy, targeting tumors and abnormal tissues while sparing healthy brain structures. For patients, this means a completely non-invasive treatment that is painless, requires no hospital stay, and allows them to return to normal life quickly. Brain tumors and related neurological disorders represent a growing health burden in India. Traditionally, many of these conditions have required complex neurosurgery involving craniotomy, prolonged hospitalization, and significant recovery time. Stereotactic radiosurgery has emerged globally as a safer alternative for carefully selected cases, and the introduction of ZAP-X at AIG Hospitals brings one of the world's most advanced neuro-radiosurgical technologies to patients across South India. Speaking on the occasion, Dr. D. Nageshwar Reddy, Chairman, AIG Hospitals, said "At AIG Hospitals, our vision has always been to bring the most advanced medical technologies to patients in a manner that makes high-quality care both accessible and patient-centric. The introduction of the ZAP-X Gyrosopic Radiosurgery Platform represents a major step in that direction. Conditions that once required complex brain surgery can now be treated with extraordinary precision, as a day-care procedure and without a single incision. For patients and families, this means less trauma, faster recovery, and renewed hope. We believe this technology will sig-

nificantly benefit patients across Telangana, Andhra Pradesh, and neighboring regions, while further strengthening Hyderabad's position as a center of excellence for advanced neurological care." The ZAP-X platform is designed to treat a wide range of intracranial conditions, including benign and malignant brain tumors, brain metastases, arteriovenous malformations (AVMs), trigeminal neuralgia, and other complex neurological disorders. Highlighting the clinical scope of the technology, Dr. Subodh Raju, Director & Head - Neurosurgery, AIG Hospitals, said "Modern neurosurgery increasingly focuses on precision and minimal invasiveness. With ZAP-X, we are able to treat several brain conditions that previously required open surgery or complex radiotherapy protocols. This includes benign tumors such as meningiomas and acoustic neuromas, malignant tumors, vascular malformations, and severe facial pain conditions like trigeminal neuralgia. AIG Hospitals has built a strong multidisciplinary ecosystem involving neurosurgeons, radiation oncologists, neuroradiologists, and medical physicists, ensuring that each patient receives a carefully coordinated treatment plan. Our goal is to deliver the best possible outcomes while preserving neurological function and quality of life." One of the areas where ZAP-X is expected to make a particularly significant impact is in the treatment of brain metastases, tumors that spread to the brain from cancers elsewhere in the body, most commonly from the lung, breast, or melanoma. Brain metastases are among the most common brain tumors worldwide. Traditionally, treatment options have included open surgery or whole-brain radiation therapy, which can expose large areas of the brain to radiation and may lead to side effects affecting cognition and quality of life. In contrast, ZAP-X allows doctors to target only the tumor deposits with extreme precision, minimizing radiation exposure to healthy brain tissue.

Turkish Airlines becomes launch partner of Google for next-generation baggage locating experience

Turkish Airlines, the airline flying to more countries than any other, has entered into a collaboration with Google, marking yet another milestone in its digital transformation journey aimed at enhancing the travel experience for its guests. As a launch partner of Google's new Find Hub "share item location" feature, Turkish Airlines now accepts Find Hub-generated location links as part of its official baggage recovery process, enabling faster and more efficient resolution for guests with misplaced or delayed luggage. Through this collaboration, passengers traveling with a Find Hub-compatible tracker tag or network accessory attached to their baggage can generate a secure, location link directly from the Find Hub app and share it with a Turkish Airlines baggage representative, giving the airline's teams the precise information they need to locate and return bags with greater speed. Passengers

simply open the Find Hub app, select their missing item and tap "share item location" to generate a unique, secure URL. This link can then be provided to a Turkish Airlines representative, who will be able to view the item's location as it updates. Passengers remain in full control throughout: sharing can be stopped at any moment from within the app, links automatically expire after seven days, and sharing is disabled automatically once the item is detected back with its owner. All location data is encrypted, ensuring that passenger privacy is protected at every step. Turkish Airlines Ground Operations Vice President Mehmet Yildirim, said: "At Turkish Airlines, we continuously invest in cutting-edge, data-driven digital solutions to enhance the end-to-end travel experience of our guests. By integrating innovative technologies such as Google's Find Hub, we are delighted to

be among the first global carriers to offer passengers enhanced baggage tracking and recovery capabilities, delivering a faster, more seamless, and more reassuring experience across our network of over 350 destinations worldwide." Erik Kay, Vice President of Engineering, Google said: "Find Hub is a truly unique experience for Android users thanks to our open ecosystem that gives people the freedom of choice and a crowdsourced network of over a billion devices to help find your lost or misplaced items and devices no matter where they are. We are proud to work with partners to help make finding your belongings simple and seamless on Android." This partnership further demonstrates Turkish Airlines' passenger-first mindset and its sustained commitment to integrating best-in-class technology into every stage of the travel experience.