

# *Live Wire*

Veritas Finance Private Limited

October 2023



# INDEX

EDITORIAL	03
THIRUKURAL 517	04
LEADERS INSPIRE	05
CUSTOMER CORNER - TRUE STORIES	07
GEM OF THE MONTH	08
ESI MEDICAL CAMP	09
LITTLE ONE'S, OF VERITAS FAMILY	13
THE FIRST AASHIRWAAD!	14
WALKATHON WINNERS	18
FESTIVALS & CELEBRATIONS	20
CYBER SECURITY AWARENESS	21
TIME IN HISTORY - KONARK SUN TEMPLE	25
NEW BRANCHES	27

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# *Editorial*

Veritas remain steadfast in our commitment to conduct business ethically, socially, and environmentally. We are a moral and progressive company that places a high priority on creating value for all stakeholders. We are glad and excited that we are working with more than 6000 employees.

This edition is a special one carrying a quick round up of the last quarter. Every year since 2003 October has been recognized as Cyber Security Awareness Month (CSAM). Our goal is to create awareness and to ensure that every individual stays safe and secure online through our promotion of this.

Our other celebrations on Independence day, Raksha Bandhan, Ganesh Chaturthi, Friendship day etc and our usual treats like Thirukkural, Leaders inspire, Gem of the month, Aashirwaad, New Borns of Veritas family, Time in history, New Branches makes this edition complete.

Congratulations to Walkathon winners and to the active participants. Thanks to everyone for making this edition a lively and enjoyable one.

We would be glad to have your thoughts, feedback, suggestions etc. Please write to us at [hr@veritasfin.in](mailto:hr@veritasfin.in) to make this even better.

**Happy reading!!!**

**Editorial Committee**





## THIRUKURAL 517

இதனை இதனால் இவன்முடிக்கும் என்றாய்ந்து  
அதனை அவன்கண் விடல்.

பால்: பொருட்பால்

அதிகாரம்/Chapter: தெரிந்துவினையாடல் / Selection and Employment

### English

IthanaI Ithanaal Ivanmutikkum Endraaindhu  
Adhanai Avankan Vital.

### Hindi (हिन्दी)

इस साधन से व्यक्ति यह, कर सकता यह कार्य ।  
परिशीलन कर इस तरह, सौंप उसे वह कार्य ॥ (५१७)

### Telugu (తెలుగు)

చేయువారి తరము చేష్టల తరమును  
కాల తరము దెలియ కార్యమగును. (౫౧౭)

### Kannada (ಕನ್ನಡ)

ಈ ಕಾರ್ಯವನ್ನು ಈ ಸಾಧನದಿಂದ ಇಂಥವನು ಮುಗಿಸಬಲ್ಲನು ಎಂಬುದನ್ನು  
ಪರಿಶೀಲಿಸಿದ ಮೇಲೆ ಆ ಕೆಲಸವನ್ನು ಅವನಿಗೆ ಒಪ್ಪಿಸಬೇಕು.

விளக்கம் : இந்தச் செயலை, இன்ன காரணத்தால், இவன் செய்து  
முடிப்பான் என்று ஆராய்ந்து, அந்தச் செயலை அவனிடமே செய்யுமாறு  
விட்டு விடுதல் வேண்டும்

### Explanation

Assured this man will do this task this way, Leave it to him.

'This man, this work shall thus work out,' let thoughtful king command;

Then leave the matter wholly in his servant's hand.

After having considered, "this man can accomplish this, by these means",

let (the king) leave with him the discharge of that duty.

# LEADERS INSPIRE

*Effective leadership is not about making speeches or being liked. Leadership is defined by results, not attributes.” — Peter Drucker*



**Mr. Idhaya Jothi**

*Senior Assistant Vice President -  
Operations*

I am elated to inform you all that I have completed 8 years and thankful to Mr. Prakash sir who has been my mentor for my successful completion of 8 years in veritas family. During this eight year, I got to learn so many things. I don't consider it a private person's pleasure, I am proud and happy to say that this has been achieved through a joint effort.

I would like to express my sincere gratitude to all my colleagues who have contributed to this.

I have become a part of this big family and now I have grown up as an 8-year-old child in the company. I would like to thank everyone who has been a part of my journey and made it unforgettable.

I promise to continue to put the best of my heart and soul into my work and continue to contribute to the growth and success of our company.

Future to steps.

Fully formalized with all key areas to provide the best service to our customers.

**Idhaya Jothi**

“

*Jothi sir is one of the earliest employees of Veritas and his contributions to build the operation process from scratch is remarkable. He shares his product & process knowledge and best practices with the entire team and constantly encourage team to deliver the best. I was the first one to have joined in ops department and was completely inspired by Jothi sir's ability to guide us throughout and we all look up to him for a lot of support and guidance. We have learnt a lot from him, especially when it comes to ensuring a seamless process even during the challenging times like 2015 Flood, Covid lockdown.*

**Manikandan R**, Manager - Operations

”

“

*I've been here for 7 years, reporting to Mr. Idhayajothi. He is a happy, easygoing person who constantly respects people. Its always more inspirational and positive impact to work in his team. He is more attention to detail person and been very planned and well organized on providing a clear guidelines / Supervision to us. He always provides us the best support and encourage us on personal and official success. We have benefitted a lot at your vast expertise and knowledge during every stage of assistance. Thank you so much, excellent opportunities provided and being a wonderful person in our life*

**Murugan N**, Manager - Operations

”

“

*From the first day that I joined the team, you made me feel incredibly welcome and appreciated, and you never stopped pushing us to be the absolute best we can be. Your guidance and mentor ship have not only helped me navigate challenges but have also empowered me to take on new responsibilities and excel in my role for the past Six years. There's no way I'd be able to make this transition without your guidance and support. You created a positive and inclusive work environment where open communication, collaboration, and continuous learning are encouraged. Your leadership style fosters a sense of trust and camaraderie among the team, making it a pleasure to work under your guidance. Thank you!!*

**Surya Prakash S**, Manager - Operations

”

“

*To someone three in one: an amazing boss, mentor, and manager. Since I started working here, your counsel and direction have been invaluable to me. You help us with all of our tasks without even batting an eye, you have shown me so much support over these 6 years, and I am grateful and thank you for imparting your expertise to everyone. I am looking forward to having the opportunity to keep doing exceptional work with you and this company. Here is to a bright future! Many thanks again.*

**Muthukrishnan P**, Manager - Operations

”

# CUSTOMER CORNER TRUE STORY

**Mr. Gurusamy,**  
*Meat Shop Owner, Senthamaram*



I'm Gurusamy, and I reside in Senthamaram, a village close to Tenkasi town. I have been running a Mutton stall business in the same location for the last 10 years, after taking over from my father. We have been renting this place for about 30 years. I have approached several National Bank Financial Corporations (NBFCs) to get a loan for business development but have not gotten a loan.

Veritas Finance Private Limited helped me by providing me with an instant loan of 5.50 Lakhs to fulfil my dream.

I am very grateful to the team of Veritas for the fast turnaround, easy documentation and on-time disbursement of the loan. I have also made on-time monthly loan payments without fail for the past five years. My dream of business development has come true. Thanks to Veritas. The team of Veritas is very customer-friendly and stands out from the rest of the players in the NBFC space. I am pleased to be associated with Veritas on this matter.



**Mr. Jeyaraman,** Asst. Branch Business Manager,  
Sankarankovil with the customer **Mr. Gurusamy**

“

My dream of business development has come true.  
Thanks to Veritas.

”

**Mr. Gurusamy,**  
*Meat Shop Owner, Senthamaram*

# GEM OF MONTH

## MSME RURAL

**KOMMU HOSANNA,**  
*Senior Sales Manager,*  
*Vinukonda, Andhra Pradesh*

## MSME URBAN

**GOODA NAVEEN KUMAR,**  
*Senior Sales Manager,*  
*L B Nagar, Telangana*

## HOME LOANS

**SIVAKUMAR THAVASI MANI,**  
*Relationship Officer,*  
*Nagercoil, Tamil Nadu*



What my  
Manager  
says about  
me



Our Vinukonda Branch Employee **Kommu Hosanna** (Employee Id - V07250) is doing a wonderful Job. In a span of a year, he won JFM contest Gold Coin for 3 consecutive months. He was the best performer in the months of July, August in ML Loans in Pan India Level. He is also maintaining a good relationship with our branch staff. We wish him "*All the Best for his Bright Career*".

**M. Naresh**, *Vinukonda branch, Branch Business Manager*

We are proud to have a best sales manager **Gooda Naveen Kumar** from our L. B. Nagar branch. His hard work and perseverance made it possible. The main reason for this success is the best service he did, getting their reference, mostly shop to shop sourcing.

The key attributes for his success are: Staying in touch with customers every day, Speaking politely, Taking feedback for his service from every customer. We wish a great success.

**Dakur Naresh**, *Branch Business Manager - MSME Urban - Sales, L.B. Nagar Branch*



In our Nagercoil branch employee Mr. Sivakumar, Relationship Officer has started in journey with us from 06-12-2022. He is from insurance field. Though he is new to Home Loans field, he has showed good business productivity after taking one month training from us. March month he has achieved more than 1 crore disbursement and was a pan India topper in individual achievement. From March'23 he has given consistency business every month and has achieved every contest rewards. From joining to Aug month his total disbursed value is around Rs. 6.25 crores. He is a role model of our Nagercoil branch employees.

**Anuraj.R**, *Assistant Area Business Manager – Home Loans, Nagercoil*



# ESI Medical Camp

Here are a few glimpse of the ESI medical camp happened at the Vizag, Bhopal, Indore and Hyderabad.

## VIZAG

22-May-23



# BHOPAL

05-June-23



# INDORE

05-June-23



# HYDERABAD

11-Aug-23



# Little one's, of Veritas Family

"A new baby is like the beginning of all things-wonder, hope, a dream of possibilities."  
- Eda LeShan

Here at Veritas we take in pleasure in celebrating the arrival of a new generation into the lives of our employees.  
Below are the little one's pretty pictures for you.



Baby Boy  
JEBA RAJ J  
29-06-2023



Baby Girl  
SURESHKUMAR.M  
16-06-2023



Baby Boy  
KRISHNA  
27-08-2023



Baby Girl  
MANIKANDAN N  
22-08-2023



Baby Boy  
ANIL KUMAR  
27-08-2023



Baby Girl  
UPASANA MUNSHI KARAR  
18-07-2023



Baby Boy  
KASINATHAN  
05-07-2023



Baby Girl  
ARUNKUMAR G  
23-06-2023



Baby Girl  
GOKULA KRISHNAN R  
01-06-2023



Baby Girl  
MADESH.R  
05-07-2023



Baby Girl  
SHANMUGARAJAN S  
18-07-2023



Baby Boy  
BANTU BHASKAR  
25-06-2023



Baby Boy  
MANDA HANUMANTHA RAO  
28-07-2023



Baby Girl  
O.VEERA SWAMY  
10-06-2023



Baby Boy  
KAMBLE SHILPA  
09-06-2023



Baby Girl  
MARUTHU PANDI G  
04-07-2023



Baby Girl  
GURUDU GANESH  
15-07-2023



Baby Boy  
THIRUPATHI SHERE  
14-06-2023



Baby Boy  
REDDAVENI PRASHANTH  
23-06-2023



Baby Girl  
SILAMBARASAN RAMU  
19-07-2023



Baby Boy  
PRAVEENRAJ R  
28-06-2023



Baby Girl  
PURNA CHANDRA PANDA  
18-07-2023



Baby Girl  
SHAIENDRA SINGH MUKATI  
10-07-2023



Baby Boy  
KARTHI K  
07-08-2023

*Welcome Baby!*

Please share your new born's picture with us at [hr@veritasfin.in](mailto:hr@veritasfin.in)

# LASTING MEMORY - THE FIRST AASHIRWAAD!

Anything that is experienced for the first time gives tremendous happiness to us and our parents. our first step, our first day to school, first flight, first graduation first job and definitely the first salary. VERITAS makes the first salary even more special, emotional and memorable by bringing the parents to collect their child's FIRST PAY CHEQUE. Because We know the day is ought to be celebrated and we help them celebrate it!

**Wishing you the same excitement everyday, as you progress into the journey of WORK!!**



DEEPAK YADAV



KISHORE R S



ADDANKI SURESH GOPI



M SANJAI KUMAR



NAVEENRAJ SATHYANARAYANAN



ANKIT BARMAN



ANAMIKA PUROHIT



RANI LACHHETA



ANUJ VISHWAKARMA



AANCHAL PATIDAR



RITIK MALVIYA



VINAY PATEL



SHUBHAM JHA



ALLDON RICHE K



RAUNAK BANERJEE



JUJAVARAPU VENKATESH



LAKHAN RATHOD



VIVEK R



GUNA S



NIMAI JANA



GOKULRAJ



AKASH RATHOR



GANDU BHAVANARAYANA



ANGOTH THIRUMAL



E RAMKI



PALLAGANI SAMBASIVARAO



UMESH KATKURI



YOGESH H



ACHHI BALAYESU



NANDHIPAMU DHARMARAO



MANNEM NARENDRA KUMAR



KONGARA SANDEEP



PANKAJ KELWA



RAMPATI VISHNU VARDAN



PRASAN VANAHALLI



SURESH



MANJUNATHA



KALYANKUMAR VENKATESH



KALAIYARASAN V



SAGAR



LAKSHMIRANGANATHA D M



MANJUNATHA BALNAYUNI



BATTULA ASHOK KUMAR



MURAVANI NIKHITHA



PALLAVI



SURYAPRAKASH

# LASTING MEMORY - THE FIRST - AASHIRWAAD

## Employee Words



"From the day of joining Veritas, I have a friendly atmosphere in the company. The guidance and support is very much grateful by the Managers and Senior staffs. Thank you so much for the salary which I have received on date and time. I am truly grateful for the trust and confidence you have place and I am excited to continue working hard and contributing to the success of the company."

**Mr. KALAIYARASAN**, Junior Sales Manager

" This moment holds significant meaning to me as it symbolizes the commencement of my professional journey within the esteemed confines of Veritas Finance. From the outset, I have been welcomed with warmth and professionalism by my colleagues and superiors and I truly appreciate the support and guidance. I have received during my initial days. Thank you for the opportunity and I am excited about the challenges and opportunities that lies ahead.

**Mr. ALLDON RICHE**, Management Trainee



I'm Shubham Jha, Management Trainee at Vidisha branch (M.P) since 5th June 2023. I am learning with Veritas family. This is my first job so it was a memorable moment for my entire family. Aashirwaad ceremony was a great event to encourage the new beginners. I with my parents feel proud and happy on receiving my first salary cheque and gift in the Aashirwaad ceremony organized by Veritas family. Thank you Veritas family for organizing such a memorable ceremony.

**Mr. SHUBHAM JHA**, Management Trainee, Vidisha

I have joined Veritas few months back as Branch Credit Manager. I have learned lot of new things and i am fully satisfied with my work. I am happy to receive Aashirwaad gift. Thank you.

**Mr. NAVEENRAJ SATHYANARAYANAN**, Branch Credit Manager



I am Vinay Patel, I would like to thank veritas for giving me this opportunity to start new journey in corporate world.

I would like to thanks veritas family making this occasion receiving my first salary more memorable. It's truly an honour to be a part of this remarkable team, and I'm filled with excitement about the journey that lies ahead.

Thank you veritas family for this wonderful opportunity. **Mr. Vinay Patel** - Management Trainee - Ujjain

I am Anamika purohit..I would like to thank Veritas Family making this occasion of receiving my first salary more memorable. It feels amazing when you do something and gets rewarded for it. Veritas is a company where you gets that opportunity. My parents felt the same Joy by being present at the ceremony. Thank you Veritas Family :)

**Anamika Purohit** - Management Trainee - Bhopal





*I am Anuj Vishwakarma, and I am very grateful to be a part of Veritas, thank you for providing me this opportunity.*

*It's not about always opportunity but also the working environment and the people whom we work with. Getting my first salary and it was lots of emotions rollercoaster when it comes to paying my hard work and dedication in this wonderful event.*

*This wonderful initiation by Veritas family who make this ceremony amazing, and I am grateful to be a part of it.*

**Anuj Vishwakarma - Management Trainee - Jabalpur**



*I am Aanchal Patidar, to start with I would like to thank Veritas for giving me an opportunity to contribute and work in this fabulous working environment.*

*Making our parents feel proud is one thing which every child dreams of, Veritas made my dream true, when I received my first pay in front of my parents. That was the wonderful feeling to experience.*

*Thank you Veritas family for initiating such ceremony which make the memorable day much more memorable.*

**Aanchal Patidar - Management Trainee - Mandsaur**

*I am glad that my first work experience is here. Thank you, Veritas family, for your words of encouragement and support. It is unforgettable moment for me to be honored with my parents. Once more I would like to thank you Veritas for trusting and showing faith in me. I am now definitely more sure about my career decisions that I'll be taking going forward. I assure you that I will put all my skills and talents to good use and do great work.*

**Rani Lachheta - Management Trainee - Indore**



*I am Ankit Barman , I would like to thank Veritas for giving me an opportunity to contribute and work in this fabulous working environment.*

*Making our parents feel proud is one thing which every child dreams of, Veritas made my dream true, when I received my first pay Cheque in front of my parents. That was the wonderful feeling to experience.*

**Ankit Barman - Management Trainee - Dhamnod**



# WALKATHON WINNERS



**Congratulations to  
the winners of the Bumper Prize**



**KUMAR S,** Vellore



**ANJAPPA.N,** Uppal



**AVIK CHAND,** Panskura

***Congratulations!***

*to all the participants who have consistently pursued walkathon...*

***Keep Walking!***





# WALKATHON WINNERS



As a part of the employee wellness programs the walkathon Challenges was conducted. The 100 days challenge was finished by a really good count of employees. Of which here we have displayed a few testimonials of those who received Bicycle, Watch & backpack as a token of encouragement.



**Sudip MJ,**  
Team CRM

The walkathon, a dedicated and consistent walking activity, has had a positive impact on my overall well-being. Through participating in this walkathon, I not only enjoyed the event itself but also experienced several notable benefits. One significant outcome was a substantial weight loss of 5 kg, which has contributed to improving my overall health and boosting my self-confidence.

Additionally, engaging in regular walking as part of the walkathon has positively influenced my sleep patterns, allowing me to achieve better quality sleep during the night. Moreover, the walkathon has provided a structured opportunity for me to set aside dedicated time for self-care

First of all, I would like to thank you for being one of the participants of this event. I would like to thank Human Resource Department for conducting "Walk & Rock" 100 days challenge and all other staff of our organization for their support and commitment for health and fitness awareness.

It has been overall an excellent successful 100days walkathon Challenge, MHealth AI App myself motivated me to participate in the "Walk & Rock" Challenge effectively. I can feel the changes in my body and mind that, Strengthen my bones and muscles maintain a healthy weight and lose body fat, fresh and relax mind. Such events should be regularly planned and conducted so that It has made us a better life style. I was really surprised for the gifts. Once again thanks to Management and all others as the participants in this event.



**Kanimozhi A,**  
Deputy Manager  
Finance



First, I would like to thank "Veritas" for the wonderful opportunity given to participate in "VERITAS -100 DAYS WALKATHON CHALLENGE". In this challenge, I won Watch and I am eagerly waiting to receive the wonderful Gift. Now walking has become my routine, It keeps my mind relaxed throughout the day. Please organize these types of Challenges regularly. Once again thanks to Veritas and I'm eagerly waiting for the next new "CHALLENGE".

**SHANTHINI.I,** Front Office Manager - Madurai

I'm glad that I took "100 days Walkathon Challenge" in 2023 and also, I stood as a winner of the contest. Thanks to Veritas for conducting Walkathon challenge to keep us healthy and fit.

**Kumar S,** Executive - Operations- Vellore

# Celebrations



CRM Team, HO



Legal Team, HO



Selfie



Kolam

# CYBER SECURITY Awareness Month October 2023

Since 2003, the month of October has been designated as Cyber Security Awareness Month (CSAM) to raise awareness and emphasize the importance of cyber safety and digital security. This effort was brought to life through a collaboration between the U.S. Department of Homeland Security and the National Cyber Security Alliance. CSAM was created to ensure that every individual stays safe and secure online. Below are the simple actions from CISA and others designed to keep your online accounts safe. not only during October, but every day throughout the year.



### 3 Easy Ways to Stay Safe Online

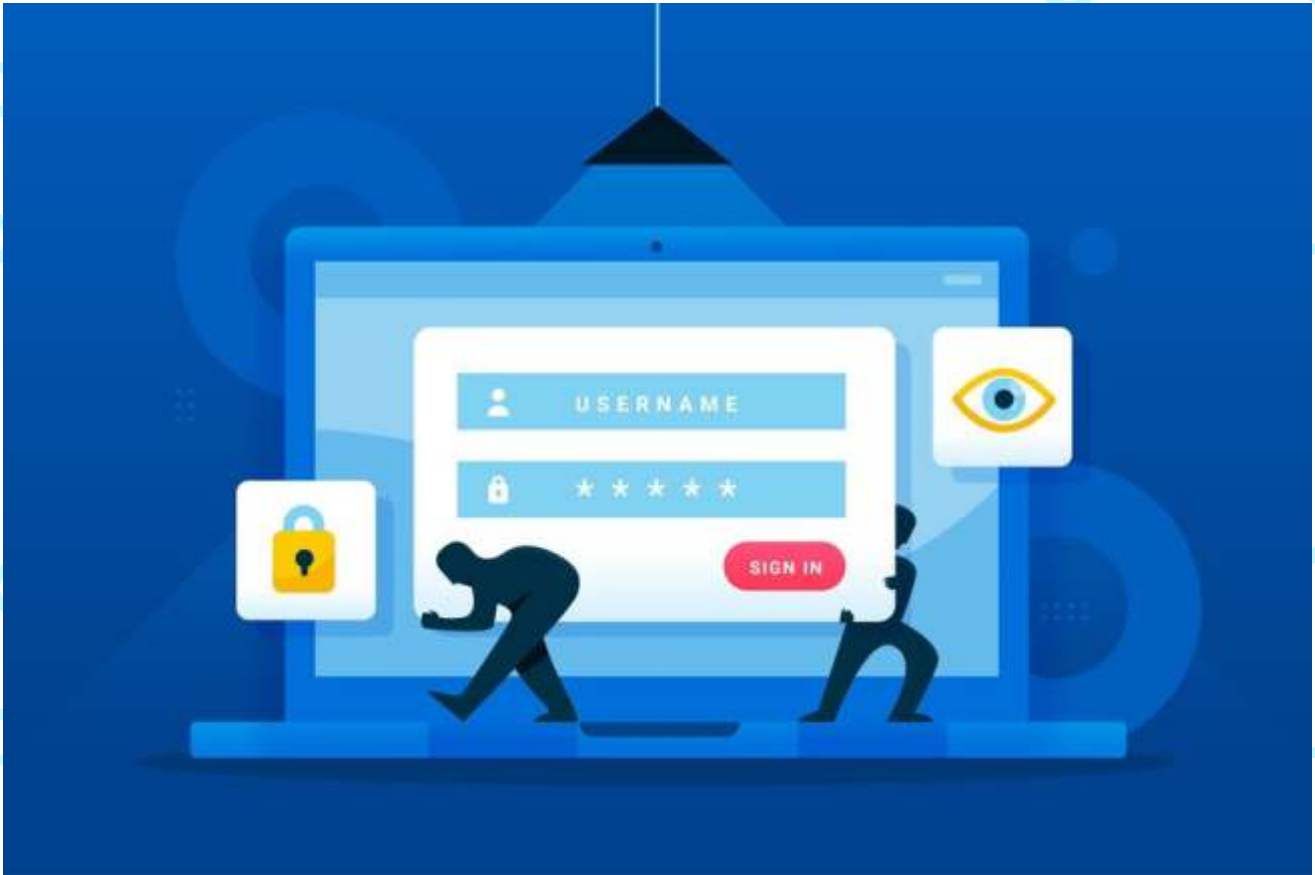
We can all collaborate to build a safer, more trusted digital world! By learning the four simple steps we can take to stay safe online at home and work.

#### 1. Use Strong Passwords

Passwords need to be long, random and unique. Once you get up to about 15-20 characters, they become much harder to crack.

To make your passwords easier to remember, you can use a passphrase of a handful of unrelated words strung together, such as "GrandmafootballCheeseburgerhat" or "IamhappyaboutHotsauceburger."

Avoid personal details that can easily be guessed or answered by Googling or mining social media. Your dog's name, the model of your first car or the university you graduated from may be important to you, but they're bad password material. Don't recycle your passwords and use them on multiple accounts -- no matter how good you think they are. That way, you limit the fallout if one of your passwords is compromised. That also goes for the personal questions and answers you use to reset those passwords.



## 2. Always use multifactor authentication



If your password does get compromised, a second layer of protection will go a long way toward protecting your account. Multifactor authentication, also called MFA, two-factor authentication and two-step verification, requires that someone trying to access your account enter a second form of identification before getting in.

MFA works in a host of different ways. It could be a code generated by an app, a biometric like a fingerprint or Face ID, or a physical security key that you insert into your device. Yes, MFA slows down the login process. But if MFA is available, turning it on is a must.

One word of warning: If you can, avoid MFA systems that text a code to your smartphone. Why? SIM swapping, in which cybercriminals steal your phone number by calling your wireless provider and having it switch your number to a new phone and SIM card. It does happen, and if criminals take over your phone number, they'll get that text message too.

### 3. Beware of Phishers



These days, many cyberattacks and data breaches -- both big and small -- start with a phishing attack. These are scam emails or other kinds of messages that try to trick people into handing over money or personal information under false pretences.

While most of them still show up as emails, phishing also now comes in the form of social media posts, text messages (smishing) and even QR codes (quishing).

These days, phishing is easier than ever thanks to the advent of readily available artificial intelligence tools like ChatGPT. They make it much easier for scammers, especially those who aren't native English speakers, to write nearly infinite numbers of legitimate-looking and highly customized emails.

Attackers could be pretending to be a charity looking for donations to help the victims of hurricanes or the war in Ukraine. They also could masquerade as a member of your office's IT team or a friend who wants you to check out a great deal at your favourite retailer.

Regardless of their form, the objective is usually the same: The attackers are looking to steal credentials, money or personal information.

To avoid being scammed, experts say, ignore emails and other messages from people and groups you don't know, and don't open any attachments. They could contain computer viruses. If you're concerned about an email's authenticity, pick up the phone and call the person who supposedly sent it.

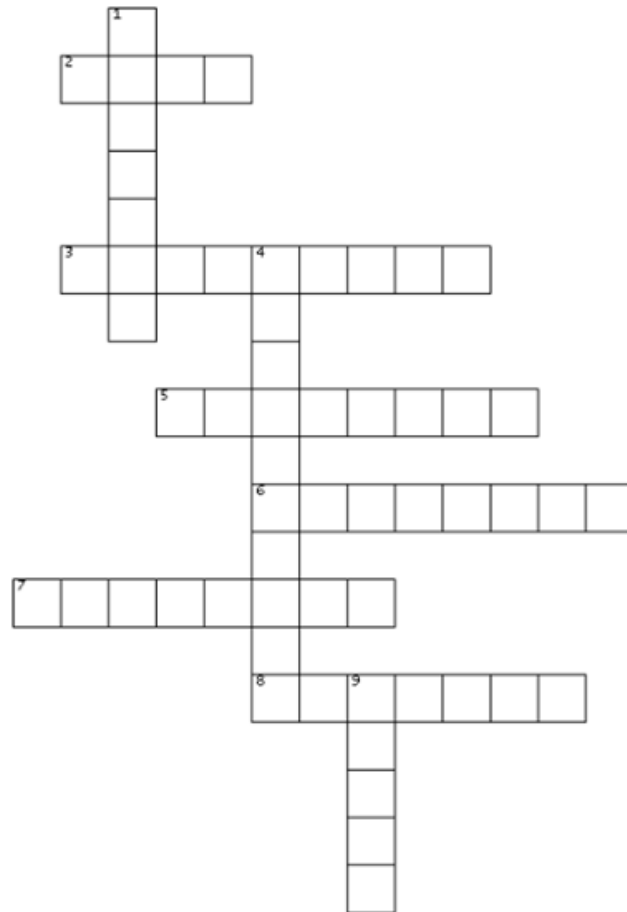
A recent cyber-attack that happened on a leading Casino in Las Vegas that cost the company \$100 million and allowed the hackers to steal customers' personal information. These hackers breached the network using social engineering, stole sensitive data, and encrypted over a hundred ESXi hypervisors. The impact of the IT system outage, which continued for an extended period, was substantial as the cyberattack disrupted a broad range of its business operations.

Better yet, help stop phishing by reporting it. If you're concerned about a work email, let your company's IT staff know by sending over an email to [isg@veritasfin.in](mailto:isg@veritasfin.in).

#### **Protecting Your Digital Fortress**

*Cybersecurity isn't just an individual endeavor; it's a collective responsibility. By practicing good cyber hygiene, you not only protect yourself but also contribute to a safer digital ecosystem for everyone. As we bid farewell to Cybersecurity Awareness Month, let's remember that cybersecurity is not a one-month affair—it's a continuous journey. Stay vigilant, stay secure, and keep building those digital walls to protect your data, your privacy, and your peace of mind in our increasingly digital world.*

# CYBER SECURITY PUZZLE



## Questions :

### Top – Bottom

1. Malicious software, or any program that is intentionally harmful to a computer, network or server.
4. The process of converting data into a code to prevent unauthorized access.
9. Stealing of information stored on computers, servers,

### Right – left

2. A Person who gather information on users, steal data and documents, or disrupt data-related activity.
3. Secure or Guard a thing against damage caused by outside forces
5. A security system that monitors and filters network traffic to protect against unauthorized access.
6. A security measure involving a unique secret combination used to authenticate users.
7. A common cyberattack method that involves deceiving individuals into revealing sensitive information
8. Interconnection of the systems.

**Solve the puzzle and send it to [sudhakaran.sp@veritasfin.in](mailto:sudhakaran.sp@veritasfin.in)**

**Hurry Up!**

**First 5 Persons from Branches & 5 persons from HO will get *surprise gift!***



## *Time in history -Konark Sun Temple*



An Architecture Marvel of Eastern India and A symbol of India's heritage, Konark Sun Temple, commonly known as Konark is situated in the eastern state of Odisha (earlier known as Orissa), India and is one of the eminent tourist attractions. Konark houses a massive temple dedicated to the Sun God. The word 'Konark' is a combination of two words 'Kona' and 'Arka'. 'Kona' means 'Corner' and 'Arka' means 'Sun', so when combines it becomes 'Sun of the Corner'. Konark Sun Temple is situated on the north eastern corner of Puri and is dedicated to Sun God. Konark is also known as Arka khetra.

Odisha has four different khetras or regions. Legend says that after killing the demon Gyasur, Lord Vishnu placed his four Ayudhas, things that he holds in his four hands, at several places to commemorate the victory. He placed the Sankha(conch) at Puri, Chakra(disc) at Bhubaneshwar, Gada(mace) at Jajpur and Padma(lotus) at Konark. So Konark is also known as Padma khetra.

Sun Temple of Konark, built in the middle of 13th century, is a massive conception of artistic magnificence and engineering dexterity. King Narasimhadeva I, the great ruler of the Ganga

dynasty had built this temple, with the help of 1200 artisans within a period of 12 years (1243-1255 A.D.). Since the ruler used to worship the Sun, the temple was considered as a chariot for the Sun God. Konark Temple was designed in the form of a gorgeously decorated chariot mounted on 24 wheels , each about 10 feet in diameter, and drawn by 7 mighty horses. It is really difficult to understand, how this huge temple, every inch-space of which was so wonderfully carved, could have been completed within such a short time. Whatever that might be, the konark temple even in its present ruined state, still a wonder to the whole world. Great poet Rabindranath Tagore wrote of Konark: "Here the language of stone surpasses the language of man".

Around the base of the temple there are images of animals, foliage, warriors on horses and other interesting structures. On the walls and roof of the temple beautiful sensual figures are carved. Sun temple of Konark is a masterpiece of Orissa's medieval architecture.

The Konark temple is widely known not only for its architectural greatness but also for the sophistication and abundance of sculptural work.



Konark is an exceptional mixture of marvelous temple architecture, heritage, exotic beach and salient natural beauty. The large structure of Konark Temple seen today is actually the Jagamohana (also known as Assembly hall, Audience hall or Mukhasala) of the temple. The main temple tower which enshrined the presiding deity has fallen off and only the remains can be seen. Even in its ruined state it is a magnificent temple reflecting the mastermind of the architects that imagined and constructed it.

In spite of the decay over the centuries the beauty of this monument is still amazing. To ensure the stability of the 13th century monument, the British (India was under British rule at that time) started major conservation work in 1901. They cleared the sand, debris and plants around the temple, which revealed the broken wheels, horses, the nata mandapa and many damaged sculptures.



To avoid collapse, they took the ultimate step to preserve the Jagamohana, sealed all the entrance gates and filled the whole structure with sand.

It took three years to complete this and we are fortunate enough that the Jagamohana is standing safely till date. Archaeological Survey of India took charge of the Konark temple in 1939.

To Preserve this superb specimen of old Indian Architecture the interior was filled in by order of The Hon'ble J.A. Bourdillon C.S.I. Lieutenant Governor of Bengal A.D. 1903.

### Interesting facts about Konark Sun Temple

#### Location :

Konark Sun Temple is located on the eastern coast of India in Puri, Odisha. It is about 65 km from the capital city of Bhubaneswar.

#### Heritage site of global importance :

Konark Sun Temple is a UNESCO World Heritage Site known for its exquisite architecture and intricate stone carvings. It is one of the most impressive temples in India where architecture is concerned.

#### Temple deity :

The temple is dedicated to the sun god, also known as Surya. Surprisingly, sun temples are not as popular as other temples in India, but they are of great cultural and religious significance. Some of the most significant sun temples in India are the Konark Sun Temple in Odisha, Modhera Sun Temple in Gujarat, and Martand Sun Temple in Kashmir.

#### Architectural marvel :

The temple is in the shape of a chariot, with exquisitely carved wheels and galloping horses. The temple's architecture is an excellent example of the Kalinga style of architecture. The temple also features elaborate stone carvings depicting scenes from Hindu mythology.

#### Astronomy at Konark

The first rays of the sun fall on the temple's main entrance, and it's interesting to know that the iconic wheel also works as a sundial. Also, it tells the exact time.

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