



# CANARA BANK OFFICERS' ASSOCIATION



# SHE CAN

SHINE THROUGH THE DARKNESS OF MEDIOCRITY



## CHANDRAYAAN III

"14th July 2023 will always be etched in golden letters as far as India's space sector is concerned. Chandrayaan-3, our third lunar mission, will embark on its journey. This remarkable mission will carry the hopes and dreams of our nation."

- PRIME MINISTER SRI NARENDRA MODI

JULY, 2023 | EDITION 06





**SHRI JACOB P C**  
CHAIRMAN

**SHRI K RAVIKUMAR**  
GENERAL SECRETARY

**SHRI RAJIV NIGAM**  
PRESIDENT

# WHAT'S INSIDE ??

JULY, 2023 : EDITION 06

- **General Secretary's Message**
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- **Youth: Driving progress & empowering the nation**

## FROM THE DESK OF GENERAL SECRETARY

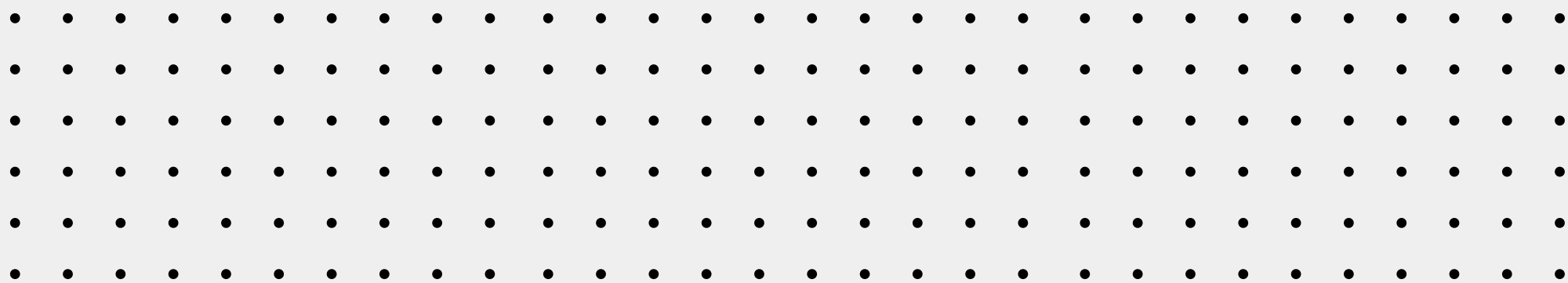
In a rapidly evolving world, global challenges are becoming increasingly complex and interlinked. Women's inclusive development and empowerment plays a vital role towards bridging this complexity, creating gender equality, eradicating poverty and an inclusive economic growth. Women make enormous contributions to economies, whether in businesses, on farms, as entrepreneurs, as employees, or by doing unpaid care work at home.

Our Mother Bank has fundamentally sown the seeds since its inception by encouraging the 32% of work force comprising of women through motivation, recognition and career growth towards the sustainability of our Bank in the industry.

Further, (Y)our CBOA has been setting atypical standards for achieving increasing women's leadership and participation, engaging women in all aspects of enhancing women's economic empowerment by working collectively for a comprehensive progress of the women community in tandem with the organization.

We honor your commitment, leadership and management skills and our tribute to all the Women Canpals of our humble Association who have been perpetually contributing towards prosperity and growth of the orgnaization. Let us all ensure to create a safe environment for us and for the future generations to thrive and prosper.

**VIJAYAWADA OFFICE**  
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- 520008



### CBOA INITIATIVES





## MOONCRAFT

### THE PRELUDE

Chandrayaan-3, India's 3rd lunar exploration mission took off in fourth operational mission (M4) of LVM3 launcher. ISRO is crossing new frontiers by demonstrating soft landing on lunar surface and bringing the Moon closer to us.

The mission objectives ::

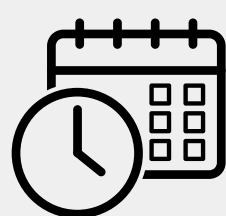
- To demonstrate Safe and Soft Landing on Lunar Surface
- To demonstrate Rover roving on the moon and
- To conduct in-situ scientific experiments.



# CHANDRAYAAN 3

## ISRO'S MOONCRAFT TIMELINES

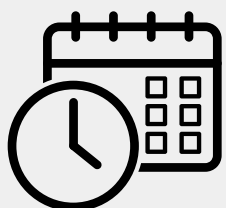
### • LAUNCH OF THE SPACECRAFT



**14 JULY**  
**02:35 PM**

**SATISH DHAWAN  
SPACE CENTRE**

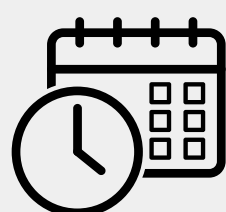
### • ENTERED INTO LUNAR ORBIT



**05 AUGUST**

**FINAL ORBIT**  
REDUCTION MANOEUVRE  
COMPLETED

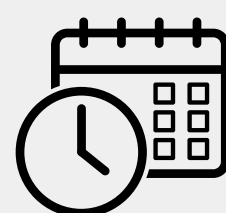
### • VIKRAM LANDER SEPARATION



**17 AUGUST**

**SEPARATION OF  
LANDER AND  
PROPULSION MODULE**

### • ROVER LANDING DATE



**23 AUGUST**  
**05:47 PM EXP**

**MOON SURFACE**  
69.367621 S, 32.348126 E





# THE ROCKET WOMAN OF INDIA

## DR. RITU KARIDHAL SRIVASTAVA



Born: 13 April 1975

Resident: Lucknow, Uttar Pradesh

Education: M. Sc. in Physics, Lucknow University

Children: Aditya, Anisha

Spouse: Avinash Srivastava

Works: Mars Orbiter Mission, Chandrayaan-2

Awards:

- ISRO Young Scientist Award in 2007 from A. P. J. Abdul Kalam, the president of India
- Honorary doctorate by the Lucknow University conferred by Governor Anandiben Patel

**Mangalyaan:** Deputy Operations Director  
**Chandrayaan 2:** Mission Director  
**Chandrayaan 3:** Senior Scientist

She joined as an aerospace engineer in the year 1997 at ISRO. She grew up in a middle-class family which placed great emphasis on education. Lack of resources, coaching institutions and tuitions left her to rely only on her self motivation to succeed. As a child, she knew that her interest was in the space sciences. Gazing at the night sky for hours and thinking about outer space, she wondered about the moon, as to how it changes its shape and size; studied the stars and wanted to know what lay behind the dark space. In her teens, she started collecting newspaper cuttings about any space-related activity and kept track of the activities of ISRO and NASA.



**Dr. Ritu at the launch of Chandrayaan 2 Mission**



**Students at Mahila Vidyalaya with Ritu Karidhal**

She played a key role in the development of India's Mars Orbiter Mission, Chandrayaan 2 & Chandrayaan 3. She dealt with the detailing and the execution of the craft's onward autonomy system.

Mangalyaan was one of the greatest achievements of ISRO. India was the 4th country in the world to reach Mars. It was done in 18 months time and at a far lesser cost to the taxpayers - ₹450 crores only.

When the United Kingdom assumed presidency of the G7 in 2021, Karidhal was appointed by the country's Minister for Women and Equalities Liz Truss to a newly formed Gender Equality Advisory Council (GEAC).



# THE SPACE WOMEN ON TOP



## VANITHA MUTHAYYA

PROJECT DIRECTOR -  
CHANDRAYAAN 2

- She is an Indian Electronics System engineer who has led projects on satellites at the ISRO.
- She was the project director of the Chandrayaan-2 lunar mission of the ISRO.
- She is also the first woman project director at ISRO.
- She has also acted as deputy project director for several satellites including Cartosat-1, Oceansat-2, and Megha-Tropiques.
- She received an award for Best Woman Scientist by the Astronomical Society of India in 2006.
- Vanitha was also involved in the successful Mangalyaan mission to Mars in 2013



## T K ANURADHA

PROJECT DIRECTOR -  
GSAT 9, 17 & 18

- She is also the first woman to become a satellite project director at ISRO and served as a Project Director at ISRO for several Projects.
- She has also served as Project Manager, Deputy Project Director and Associate Project Director for the Indian Remote Sensing and the Indian Regional Navigation Satellite System programs.
- She received "ISRO Team Award 2012" for being team leader for the realization of GSAT-12.
- Her specialty is satellite checkout systems which observes a satellite's performance once it is in space.



## NATARAJAN VALARMATHI

PROJECT DIRECTOR -  
RISAT 1

- She is the project director of RISAT-1, India's first indigenously - developed Radar Imaging Satellite.
- She is the first person to receive "Abdul Kalam Award", instituted by Government of Tamil Nadu in honour of the former president Abdul Kalam in 2015.
- She has been working with the ISRO since 1984 and involved in any missions including Insat 2A, IRS IC, IRS ID, TES.
- She became project director of India's first indigenously-developed Radar Imaging Satellite RISAT-1, which was launched successfully on 2012.



# THE SPACE WOMEN ON TOP



## V R LALITHAMBIKA

DIRECTOR OF IHSP -  
GANGAYAAN MISSION

- She is a specialist in Advanced Launcher Technologies and was leading the Gaganyaan mission to send Indian astronauts to space by 2022.
- She led a team that designed rocket control and guidance systems. She has worked with various ISRO rockets including the Augmented Satellite Launch Vehicle (ASLV), Polar Satellite Launch Vehicle (PSLV) and Geosynchronous Satellite Launch Vehicle (GSLV) and Reusable Launch Vehicle (RLV).[5][1] She has been a part of over 100 space missions.
- ISRO Individual Merit Award and ISRO Performance Excellence Award (2013).



## SEETHA SOMA SUNDARAM

PROGRAM DIRECTOR -  
MARS ORBITER MISSION

- She was the woman who successfully led the Mars Orbiter Mission (MOM), precisely remembered as Mangalyaan.
- Moreover, she has extensively contributed to the development of instruments for the various space-based astronomical experiments which were conducted over the years.
- She is assigned the responsibility as the Principal Investigator of Astrosat which is India's first space telescope that was launched 3 years ago.
- She was even accorded the best woman scientist award for the year 2012 from the Astronautica Society of India.



## NANDINI HARINATH

DY OPERATIONS  
DIRECTOR -  
MARS ORBITER MISSION

- She is a rocket scientist at ISRO and has worked on 14 missions over 20 years at ISRO.
- She is the Project Manager, Mission Designer and served as deputy operations director on the Mars Orbiter Mission, also called Mangalyaan.
- She has co-authored a research paper on mission planning, analysis and operations—Outline of key components.
- She also published a research paper on A Mechanism for Observed Interannual Variabilities over the Equatorial Indian Ocean



# YOUTH

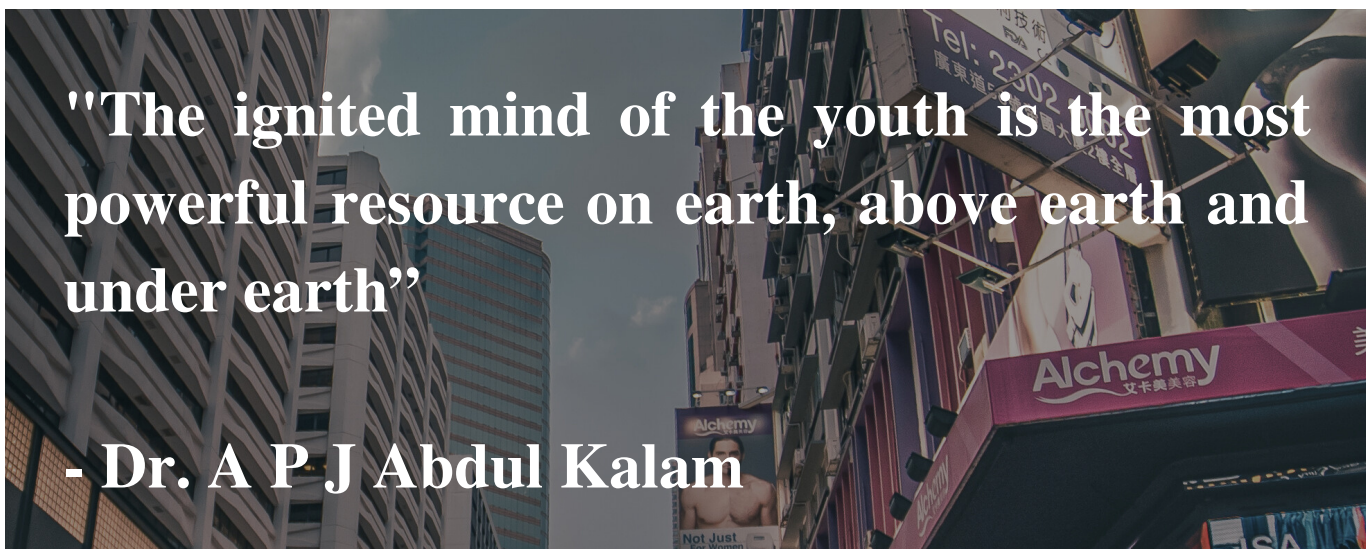
## DRIVING PROGRESS & EMPOWERING NATION



R SANTOSHIMA  
VIJAYAWADA

In today's rapidly evolving world, the role of youth, particularly young women in shaping the banking sector and contributing to the growth of our nation cannot be underestimated. With their fresh perspectives, innovative ideas, and determination, they are driving progress, fostering inclusivity, and taking bold steps towards reshaping the industry. It is necessary to shed light on the valuable contributions of youth and young women in banking, highlight their immense potential and impact they are making on both domestic and global scales.

Young individuals bring a wealth of creativity and a fresh approach to the table, enabling them to understand and adapt to emerging trends and technologies more readily. In the banking sector, where digitalization and innovation are at the forefront, these attributes are crucial. Young professionals are not only quick to learn and harness new technologies but are also adept at anticipating customer needs and preferences, leading to the development of user-friendly products and services. Entrepreneurs such as Ms. Upasana Taku, Co-founder of mobikwik, Ms. Shradha Sharma, founder and CEO of YourStory, Mr. Vijay Shekhar Sharma, founder and CEO of Paytm, Mr. Ritesh Agarwal, founder and CEO of OYO rooms are just a few examples of the many talented individuals in India's Finance and Business



"The ignited mind of the youth is the most powerful resource on earth, above earth and under earth"

- Dr. A P J Abdul Kalam

sectors who are making a positive impact and driving change. Their achievements demonstrate that gender should not be a barrier to success in the industry and inspire others to pursue careers in banking and finance.



Youth are significantly contributing to financial inclusion efforts within our nation. Recognizing the importance of economic empowerment for all individuals, regardless of their socio-economic background, they are actively involved in driving initiatives that expand access to financial services. Through their understanding of marginalized communities and their needs, young professionals are spearheading projects aimed at providing financial literacy programs, microfinance initiatives, and affordable banking solutions to previously overlooked populations. Youth led NGOs like Swadaar FinAccess, PEFI and Goonj are helping minority communities to be more financially inclusive. These efforts are instrumental in empowering individuals, narrowing the wealth gap, and fostering economic growth.

One cannot underestimate the transformative power of young women in the banking industry. Recognizing the gender disparities that continue to persist, they are passionate advocates for gender equality and empowerment. Young female bankers are not only challenging stereotypes and breaking barriers within the industry but are also inspiring the next generation of women to pursue careers in banking. With their determination and leadership, they are transforming workplace cultures, promoting diversity, and closing the gender gap in the sector by “one transaction slip at a time”. Their presence in decision-making roles ensures a more inclusive and balanced industry that benefits society as a whole.

The youth's commitment to sustainable development aligns perfectly with the banking industry's growing focus on environmental, social, and governance (ESG) initiatives. Young professionals are instrumental in integrating ESG principles into the core business strategies of banking institutions. By emphasizing responsible investments, financing green projects, and supporting socially conscious initiatives, they are shaping the industry's contribution to mitigating climate change and addressing social issues. The dedication of young individuals in driving sustainable banking practices is paving the way for a brighter and more equitable future.

The contributions of youth and young women, their innovative thinking, commitment to financial inclusion, advocacy for gender equality, and dedication to sustainable development are reshaping the industry and directly benefiting our society. As we move forward, it is crucial that we continue to amplify their voices, provide them with adequate support, and create an inclusive environment that acknowledges the extraordinary potential they possess. Together, we can build a stronger, more resilient, and prosperous nation.



Team  
She - Can

EDITION : JULY 2023

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