

10th consecutive month since June last year to set a new temperature record, the European Union's climate agency said Tuesday. The Copernicus Climate Change Service (C3S) said the average temperature of 14.14 degrees Celsius in March was 1.68 degrees Celsius higher than the month's average for 1850-1900, the designated pre-industrial reference period. "The global average temperature for the past 12 months (April 2023-March 2024) is the highest recorded, at 0.70 degrees Celsius above the 1991-2020 average and 1.58 degrees Celsius above the 1850-1900 pre-industrial average," the climate agency said. C3S said the global average temperature breached the 1.5 degrees Celsius threshold for an entire year for the first time in January. A permanent breach of the 1.5 degrees Celsius limit specified in the Paris Agreement, however, refers to long-term warming over many years. According to climate scientists, countries need to limit the global average temperature rise to 1.5 degrees Celsius above the pre-industrial period to avoid the worst impacts of climate change. Earth's global surface temperature has already increased by around 1.15 degrees Celsius compared to the average in 1850-1900, a level that hasn't been witnessed since 1,25,000 years ago, before the most recent ice age. This warming is considered the reason behind record droughts, wildfires and floods worldwide. The rise in global average temperature is attributed the sequence of climate records toppling in both air temperature and ocean surface temperatures, with the 10th consecutive record-breaking month. "The global average temperature is the highest recorded, with the past 12 months being 1.58 degrees Celsius above pre-industrial levels. Stopping further warming requires rapid reductions in greenhouse gas emissions," said Samantha Burgess, deputy director of C3S. Globally, 2023 was the warmest year in the 174-year observational record, with the global average periodic warming of the ocean surface in the central and eastern tropical Pacific Ocean — typically has the greatest impact on global climate in the second year of its development. The continuing, albeit weaker, El Nino and predicted above-normal sea-surface temperatures over much of the global oceans are expected to lead to above-normal temperatures over almost all land areas until May and influence regional rainfall patterns, the World Meteorological Organisation (WMO) said in a March update.

Chandigarh (JAG MOHAN THAKEN), April 9: Addressing the media, PPCC Chief, Amarinder Singh Raja Warring, remarked, "As a resident and farmer of Punjab, I extend my gratitude to the Congress High Command and the manifesto team for addressing crucial issues pertinent to our state. The proposed changes and assurances outlined in the manifesto will be diligently executed upon our victory. It is noteworthy that many prevailing schemes and policies, fundamental to our nation, were initiated during Congress governance. We aim to build upon these foundations, rectifying a decade of distress under the Narendra Modi-led BJP government." Continuing his discourse, Warring emphasized, "The Congress, historically committed to

national development, has introduced pivotal initiatives such as MGNREGA, ensuring a minimum of 100 days of employment, and the Right to Information Act, instrumental in upholding democratic principles. Despite attempts to politicize welfare programs such as the Right to Food by PM Modi by adding his own image to all food supplies, our commitment to serving the people remains steadfast. This legacy of genuine assistance will persist under Congress leadership post the 4th of June." Adding to the discussion, Punjab Congress In-charge, Devendra Yadav, said, "This manifesto stems from extensive research, spearheaded by Shri Rahul Gandhi Ji, who, alongside senior party members, traversed the nation over the past year to grasp the pulse of the people. From

Kanyakumari to Kashmir and beyond, Rahul Gandhi has engaged with citizens, synthesizing their concerns into this comprehensive document. Crafted through meticulous deliberation with experts, this manifesto embodies the collective voice of our nation.

Punjab's interests have been meticulously considered, ensuring its representation and welfare." LOP Partap Singh Bajwa underscored, "Over the past decade, certain individuals have disproportionately benefited during this BJP rule. Through this manifesto, we aim to

amplify the grievances of the populace and advocate for equitable representation. Following a decade of ruin under the BJP government, justice will finally prevail via our guarantees. We will also urge the AICC to integrate the Old Pension Scheme into the manifesto, a sentiment echoed by numerous

gress NYAY Patra: Raja Warring

CUO holds International Conference on “Science and Technology in Ancient Indian Literature in Modern perspective”

Koraput, (KCN): A three day International Conference on “Science and Technology in Ancient Indian Literature in Modern Perspective” was inaugurated at the Central University of Odisha on Monday, organised by the Department of Sanskrit. The Seminar to be continued during 8-10 April 2024 was graced by eminent Vice-Chancellors from four Universities and other delegates. The Programme was formally inaugurated by the Vice Chancellor of the University Prof. Chakradhar Tripathi. Other dignitaries present on the dais were Professor Shrinivasa Varakhedi, Vice Chanellor, National Sanskrit University, New Delhi; Professor GSR Krishna Murty, Vice Chancellor National

Sanskrit University, Tirupati, Professor Hareram Tripathi, Vice Chancellor, Kavi Kulaguru Kalidas Sanskrit University, Ramtek, Professor Laksmi Nivas Panday, Vice Chancellor, Kameswar Singh Darbhanga Sanskrit University, Bihar, Prof. V.C.Jha, Consultant, Academic, Central University of Odisha. Prof. Narasingha Charan Panda, In-charge Registrar and Finance Officer of the University, who is also the Convener of the International Seminar gave the welcome address. The Vice-Chancellor Prof. Tripathi conveyed his best wishes for the Conference and hoped that the Seminar discourses would be very much fruitful. Prof. N.C. Panda welcomed



all the guests and said, it is a unique seminar that five Vice-Chancellors are present on the same dais. Speaking on the occasion Prof. Varakhedi focused on development of Sanskrit language not only in the field of literature but also in development of science and technology. “If we want to achieve developed India, we should revive the ancient

Indian traditions of all disciplines including science and technology”, he said. “India was economically a rich country but due to plundering from various foreign aggressions it became poor subsequently. But we will fight back for development. For this purpose the indigenous knowledge should be developed”, he said.

Prof. Krishna Murty, in his speech urged for reviving of Sanskrit language and literature for development of

overall literature in the nation. He said that Sanskrit language should be multi faceted and mixed with all disciplines

for studies. Plantation and science are interrelated to each other. So plantation would lead to scientific development, he said. Prof. Hareram Tripathi hoped that this international seminar would be very much fruitful and helpful in developing the Sanskrit language all over the world. Prof. Panday focused on growth of Indian traditional knowledge system including development of Sanskrit language, which is rich in knowledge and heritage. Prof. Jha said that the proceedings of the Seminar should be

properly documented and shown to the nation so that this seminar will be unique. Dr. Birendra Sarangi, Faculty member of Sanskrit proposed the vote of thanks. The programme was anchored by Dr. Pradeep Chandra Acharya. The inaugural function was attended by number of delegates all over India, faculty members and students of the University. Prior to the inaugural programme a plantation programme and a millet food festival were organised on the occasion.

Lok Sabha Polls 1,210 Candidates To Contest Across 13 States In Phase Two

New Delhi: As many as 1,210 candidates across 13 states and Union Territories (UTs) will be contesting the phase 2 of the Lok Sabha elections 2024. The Election Commission of India (ECI) has informed that for Lok Sabha elections 2024 phase 2, the poll body has received 2,633 nominations forms filed for 88 Parliamentary constituencies across 12 states and UTs for phase 2 of the Lok Sabha elections 2024. In a press release, the Election Commission said, “1206 candidates from 12 States /UTs

along with 4 candidates from Outer Manipur PC to contest elections in phase 2 of Lok Sabha Elections 2024. A total of 2633 nominations were filed for 88 PCs across 12 States/UTs going for polls in phase 2 for the Lok Sabha Elections 2024.” “The last date for filing nominations for phase 2 for all 12 States/UTs was April 4, 2024. After the scrutiny of 2633 nominations filed, 1428 nominations were found to be valid. The last date for withdrawal of candidature for all 12 States/UTs was April 08,

2024,” the polling body mentioned. “In phase 2, Kerala has a maximum of 500 nominations from 20 Parliamentary Constituencies, followed by 491 nominations from 14 PCs in Karnataka. Minimum of 14 nominations were received from one PC in Tripura. 16-Nanded Parliamentary Constituency in Maharashtra received a maximum of 92 nominations,” it said. The Election Commission also mentioned in its press release that “15 ACs in

Outer Manipur PC will go to polls on 19.04.2024 (Phase 1) and 13 ACs in this PC will go to polls on 26.04.2024 (Phase 2). There are 4 contesting candidates from Outer Manipur PC which has been notified in Gazette notification issued on April 5, 2024.” Meanwhile, the poll body has directed the Ministry of Home Affairs (MEA) to deploy 100 more companies of the Central Armed Paramilitary Forces (CAPF) in West Bengal to conduct a free and fair Lok Sabha election, according to sources.

Gunfight between Maoists, security forces in Odisha’s Bargarh

Bargarh(KCN): A gunfight broke out between Maoists and security forces in Odisha’s Bargarh district, police said Tuesday. The exchange of fire took place inside a dense forest on Gandhamardan Hills in Paikmal police station area, they said.

The elite Special Operations Group (SOG) along with the District Voluntary Force (DVF) launched a search operation Saturday after getting a tip-off about the presence of Maoists in the area. Around 5.40 pm

Monday, as the Maoists spotted the security forces, they opened fire, police said. Soon, a gunfight broke out but the Maoists managed to flee, they said. “After the gunfight, the area was searched thoroughly and several

items were found. Police have intensified the search operations,” an officer said. However, there was no report of any injury or casualty in the gunfight, he said. Additional forces have been mobilised to intensify the search, he added.

Odisha: BJP seeks action against senior cop for ‘favouring ruling party’

Bhubaneswar(KCN): A delegation of the Bharatiya Janata Party (BJP) led by ex-Odisha unit president Samir Mohanty lodged a complaint with the state Chief Electoral Officer (CEO) seeking action against senior police officers for “openly supporting” the ruling Biju Janata Dal (BJD) in violation of the instructions issued by the Election Commission (EC). The party has specifically targeted DS Kutey, an Additional DG rank official, who is posted as special secretary in the Chief Minister’s Office for the last nine years. The BJP Monday alleged that the ruling



party has “cunningly manipulated” the instructions of EC regarding the immediate transfer of the officers either posted in their home districts or have completed three years at a place. “In a planned manner, he (Kutey) has been threatening the public officers mainly Superintendents of Police and IICs of police stations to favour the BJD in various ways

including transport and distribution of cash in the Election,” the BJP said. The party also alleged that police officers in the state were not registering FIR on complaints filed by opposition political parties. The SPs and IICs have allegedly been seeking the permission of Kutey before registering any FIR and initiating investigation.

The BJP delegation demanded scrutiny of Kutey’s Call Detail Records by seizing his mobile phones to unearth how he is manipulating and monitoring election campaigns of the BJD in a clandestine manner. They also sought Kutey’s transfer to ensure free and fair elections in the state. Meanwhile, the BJD wrote a letter to the Chief Election Commissioner, Rajiv Kumar alleging that BJP leaders and its candidates in the state have been giving transfer threats to various government officials on election duty by blatantly misusing the name of Election Commission, if the officials did not support BJP candidates.



MAHARISHI PLAY SCHOOL

Nurturing awareness Moulding Future

2024-2025

ADMISSION OPEN FOR

PLAY GROUP (2+) to Onwards

A great Place to grow @ MPS

Call now for Application:

25% reservation as per RTE Act (2009)

MAHARISHI PUBLIC SCHOOL

N-3 B/14-15, IRC Village,
Nayapalli, Bhubaneswar

PH. 2558884 / 2550786 / 8984600700 (M)

E-mail : maharishipublic13@yahoo.com



Find us on
facebook.com/maharishiplayschool



FOLLOW US
ON TWITTER
twitter.com/maharishiplayschool

CLASSIFIED

CAUTION

Readers are advised to make appropriate enquiries while responding to advertisements in these columns. The Kalinga chronicle publication does not vouch for any claims made by the Advertisers. The Printer, Publisher, Editor and Owner of The Kalinga Chronicle Publications shall not be held responsible/liable for any consequences, in case such claims are found to be false.



AUTOMOBILE

SALE

Kawasaki Bajaj
in tiptop condition
for sale
Contact: 2555326

PURCHASE

Required a Marshal/
Commandor / Bolo in
good condition. Contact
: 555763



REAL ESTATE

SALE

Flats ready for
possession before
Rathayatra at Puri near
Seabeach for sale.
Contact : 9861078308

Residential plots at
Pahala close to NH-5
and near Pata Railway
Station, Bhubaneswar for
immediate sale.
Contact : 0674-2556733

Residential plots at

CLASSIFIED ADVERTISEMENT TARIFF

Classified advertisements are released daily. The normal classified advertisement is charged @ Rs. 5/- per word up to maximum number of 50 words. Any extra word will be Rs. 8/- per word. The minimum charges for any classified advertisement is Rs. 100/-. The options for bold lettering and outlining are also available and are charged @ 7/- and 10/- per word respectively. Extra charges for photographs Rs. 100/- For Box No. Rs. 100/-

HIRE

For hiring of Car / Jeep
/ Bus on monthly basis.
Contact : 2555763



BUSINESS

Saving 10,000/- for high
return, extra earn and
foreign trip opportunity,
1238904001.
Independent business
work from home, train-
ing in Singapore,
1338014287.



MATRIMONIAL

BRIDE WANTED

Wanted bride for
Shandayat Boy, 37plus,
Baste no bar, 0674-
555763

GROOM WANTED

Wanted Groom any
service / business family
or a Brahmin Girl.
Contact 2555226

Gohira Chhak in front of
CV Raman Engineering
College beside NH-5,
near Tamando. Contact
: 9238691168

PURCHASE

Simplex / Duplex
building at BBSR
contact: 9437002509

ACCOMMODATION

WANTED

Required Single / Double
/ Triple Storied North East
facing building at Puri.
Contact 9437143483



TOURS & TRAVELS

We provide luxury coach
buses (16, 25, 32, 41, 52
seater) for Pienio,
Excursion, Marriage.
Maa Santoshi Travels,
Contact : 9961079437
For Luxury Passenger
vehicle, Contact :
Sagacity Tours & Travels,
Acharya Vihar,
Bhubaneswar,
Ph. 2540219

WANTED

Required Driver/Peon/
Attendant/ Aya

Please Contact-8984600400

ACCOMMODATION WANTED

Required double/Single/ Multi
storied Bungalow type North or
East Facing independent build-
ing At-Nayapalli, Jayadev Vihar,
V.S.S. Nagar, Mancheswar,
Rasulgarh, Sallashree Vihar,
Niladri Vihar.

Please Contact- 8338870595

'Maidaan' Review: Ajay Devgn strikes a goal, yet again

Ajay Devgn's 'Maidaan' is a biopic on the life of pioneering football coach, Syed Abdul Rahim. The film immortalises the unsung hero, says our review.

Listen to Story

India celebrated its 'golden era' in football, even earning the moniker of 'Brazil of Asia' in the 1950s. During this time, with players like Chuni Goswami, P K Banerjee, Peter Thangaraj, Tulsidas Balaram, Jarnail Singh, and Pradyut Barman, the team ended in fourth place at the 1956 Olympics and won gold at the Asian Games in 1951 and 1962. While they played hard on the turf, Syed Abdul Rahim was the man who created and coached this team.

'Maidaan', starring Ajay Devgn, acers the job of celebrating the passion and love of 'Rahim saab' towards the sport and how he put India on the world map.

However, the film is not jingoistic or only highlights his big feats - it's more about the roadblocks he faced during his stint. It's about how he fought politics, media animosity, and regional biases to build a team that could



fight against the best. 'Maidaan' is about a family that stands by this man's deep passion, asking him to choose football rather than spend his last few months with them. It is about how 'jazbaa' (enthusiasm) is all that you need to fight the toughest opponents on any field. And when you are 'that' good at what you do, you do win over your naysayers one day.

Director Amit Ravindernath Sharma is used to making 30-second advertisements, and 'Maidaan' gives him a chance to helm something more than 300 times longer. He did falter in the first half of the 180-minute film, as the slow pace tests your patience. However, in

the second half, he headbutts it out of the park with an engaging screenplay and some delightful camera work. Special mention to sports directors of photography, Fyodor Lyass, Tassaduq Hussain, and Christopher Reed. Given football is a sport of movement, probably for the first time, go-pro cameras have been used in a feature film, adding to the nail-biting experience. The matches are gripping and make you cheer for the players and even shed a tear at their failure.

Also, the best biopic or period film is the one that makes you want to Google more about it. 'Maidaan' scores full points with that, as many

in the audience were slyly searching more about the players or even the tournaments that Syed Abdul Rahim coached, while in the theatre.

After '83', this film has also struck gold when it comes to casting. The team not only got actors who looked like the original players but also trained them to play like professionals. Chaitanya Sharma aka Slow Cheeta and Amartya Ray stand out as PK Banerjee and Chuni Goswami. So do Davinder Gill and Tejas Ravishankar as Jarnail Singh and Peter Thangaraj, respectively. Priyamani, as Rahim's wife, may have just a few scenes, but her pleasant screen presence and highly expressive face do leave an impact.

Coming to Ajay Devgn, the superstar is on a roll after 'Shaistaan' emerged as a sleeper hit earlier this year. He sheds his 'Singham' personality and embodies the part of the coach so naturally. He is known to emote through his eyes, and he does that in 'Maidaan' so well. Even with a quiet demeanour and subtle personality, he stands his ground with his players and the authorities. The film also allowed him to tap into many shades of a human personality, as Rahim tries to perfect the part of a husband, father, and coach. He is also marvellous in the emotional scenes, especially when he sees the love of his life - football - slipping away from him.

However, we would have to give a yellow card to the dialogue and music department of the film. Apart from the 'Team India' song, none of the AR Rahman compositions really stand out in the film. Given that sports films are high on adrenaline, we also expected some more dialoguebaazi that could pump things up. There is an SRK-esque '70-minute' coach diktat

like 'Chak De', as Rahim talks about the power of 'one' as a team and position in the game. But given Rahim's soft personality, the makers may have chosen to underplay it, keeping things quite non-dramatic.

However, one of the sequences where Ajay's character calls out a senior sports journalist, Roy Choudhury (played brilliantly by Gajraj Rao), and uses Elvis Presley's statement - 'Don't criticise what you don't understand. You never walked in that man's shoes' - did have the theatre whistling.

'Maidaan' is not only a treat for football enthusiasts but also quite a delight for movie lovers. It immortalises the unsung hero, after whom India never qualified for the Olympics. Rahim, in one scene, says 'Kismet haathon se nahi, pairon se likhi jaati hai (destiny is written by foot, not hands)'. While it was the truth back then, you realise in reality, luck favours the brave, and SA Rahim was truly Indian football's Braveheart.

'12th Fail' to release in China, director Vidhu Vinod Chopra shares excitement

Vidhu Vinod Chopra's celebrated film '12th Fail', starring Vikrant Massey and Medha Shankar in lead roles, is set to make its mark in China. The film's release in China signifies a milestone in Chopra's career and highlights the global appeal of Indian cinema.

Chopra, known for his masterful storytelling, expressed his enthusiasm about bringing '12th Fail' to Chinese audiences. He said, "As a filmmaker, I believe storytelling transcends borders. Bringing '12th Fail' to China is not just about reaching a new audience, but about sharing universal human experiences that resonate regardless of geography. '12th Fail' is based on a story of honest people, and I am sure that people everywhere will relate to the struggles and perseverance of the characters. I'm excited to see how Chinese audiences connect with it."

'12th Fail' is based on a 2019 book of the same name, depicting the early life and struggles of IPS officer Manoj Kumar Sharma. The film's narrative, coupled with Chopra's distinctive directorial vision, has earned it love from critics and fans alike.



'Love Sex Aur Dhokha 2': Ektaa Kapoor introduces trans woman Bonita Rajpurohit



Ektaa Kapoor has introduced Bonita Rajpurohit, a trans woman, who plays the role of Kulu in 'Love Sex Aur Dhokha 2'. The upcoming film will release in theatres on April 19. 'Love Sex Aur Dhokha 2' makers introduced Bonita Rajpurohit, a trans woman, who plays the role of Kulu in the film. After the teaser launch that gave a glimpse of a gripping and shocking tale, Ektaa Kapoor has now introduced a trans woman protagonist, on the big screen.

Ektaa Kapoor, who is known to give opportunities

to many new talents, recently became the first producer to launch a transgender woman as a lead on the big screen in 'Love Sex Aur Dhokha 2'. Bonita Rajpurohit will be seen playing the character of Kulu in the film, glimpses of which we all have seen in the teaser. Earlier, trans woman, Trinetra Haldar Gummaraju created a buzz with her presence in 'Made in Heaven 2.' She is yet to make her big screen debut.

The makers shared a video on Instagram showcasing Bonita Rajpurohit's journey and

how Bonita landed the role in 'Love Sex Aur Dhokha 2'. Director Dibakar Banerjee mentored Bonita in acting. Remarkably, this will be the first time a transgender woman will be seen playing a lead role in a theatrical Bollywood film.

Balaji Motion Pictures, a division of Balaji Telefilms and Cult Movies, presents a Dibakar Banerjee production, 'Love Sex aur Dhokha 2', produced by Ektaa R Kapoor. The film is directed by Dibakar Banerjee and will be released on April 19, 2024.

Kartik Aaryan's 'Aashiqui 3' not being produced by T-Series. Read statement

Bhushan Kumar's T-Series has released a statement and officially stated that they are not involved in the production of Kartik Aaryan's upcoming film, 'Aashiqui 3'. Earlier, it was announced that Bhushan Kumar, Anurag Basu and Kartik Aaryan will be joining hands for the next installment in the Aashiqui franchise.

In an announcement on Wednesday, March 6, T-Series clarified that Vishesh Films and Mukesh Bhatt are the joint owners of 'Aashiqui 3.'

"T-Series wishes to clarify that we are not presently involved in the development or production of Aashiqui 3. If and when Aashiqui 3 is initiated, T-Series and Vishesh Films / Mukesh Bhatt being joint owners in the franchise, shall produce it jointly only. We categorically deny any ongoing rumours suggesting that Aashiqui 3 is being produced under a

different title by T-Series. Our proposed film to be directed by Anurag Basu is neither Aashiqui 3 nor part of the Aashiqui

The first part, which released in 1990, featured Rahul Roy and Anu Aggarwal in the lead. The sequel, starring Aditya Roy



franchise. We sincerely appreciate the ongoing support and enthusiasm of our fans," the statement read.

"Our commitment lies in consistently delivering top-notch content, and we eagerly anticipate future ventures with our esteemed partners," it added.

Kapur and Shraddha Kapur, came out in April 2013. The third part is expected to feature Kartik Aaryan in the lead. On the other hand, Tripti Dimri has been the talk of the town following the historic success of 'Animal' and the makers feel that she would set the screen on fire with Kartik Aaryan. The two will also be seen sharing screen space in 'Bhool Bhulaiyaa 3.

Changing Role of Media in Social Life



Emergence of social media, changed the course of history. Many believe that the Internet has aided the democratization of information; anybody may post anything on the Internet and have it heard. The Internet has broken down artificial barriers such as geographical borders and socioeconomic divides and has aided in forming a global community, seamless marketplaces, and common customers.

Role of Media in Social Life

The media plays a significant role in shaping our social lives and how we interact. Previously, media was primarily consumed through traditional television, radio, and print platforms. However, with the proliferation of the internet and social media, the media landscape has changed dramatically, and the role of media in our social lives has

also evolved.

Domain of Impact

The social impact of media has been observed in four main domains -

Changing Ways of Interaction

One major change in social interaction is the shift towards online and digital communication. The internet and social media have provided new ways to connect and share information, ideas, and experiences. For example, social media platforms such as Facebook, Instagram, and Twitter allow people to create profiles, share content, and connect with friends and strangers worldwide. These platforms have also provided new opportunities for individuals and organizations to reach and engage with large audiences. There has been an issue of creating a false sense of self on these platforms, which is then reinforced through the validation one gets here. The adolescent population, still in a crucial and malleable stage of development, tends

to get drawn to these platforms as they provide escapism from their own complicated lives. This may significantly impact their identity and self-concept. Vijay GarG and colleagues have found that social media use in adolescents is associated with low self-esteem and self-worth. The anonymity of these platforms is inviting for those who find face-to-face interaction tenuous. However, there is a risk of cyberbullying and delving further into isolation that comes with investing too much in this artificial reality. Researchers found that communication with strangers in chat rooms increased feelings of isolation and dejection and decreased companionship. Delving further into the isolation that comes with investing too much in this artificial reality. Communication with strangers in chat rooms increased feelings of isolation and dejection and decreased companionship. Increasing the

Amount of Content to Consume

Another change in the role of media in social life is the increase in the amount of content available to consume. The internet has made

by these websites, one finds an attempt to gather a social media user's data and sell it to third parties keen on getting their products to the world. The problem is that the average user

collect vast amounts of data on their users, including information about their activities, interests, and connections. This data is used to personalize the user

to protect user data from unauthorized access. There have been numerous instances of data breaches and other security lapses that have exposed user data to potential misuse or abuse. In addition, there are concerns about how social media companies use data for targeted advertising. Some argue that these companies have too much control over the information presented to users and can create a biased or distorted view of the world.

beliefs may be more likely to accept and believe false or misleading information. This can lead to the spread of misinformation and undermine the credibility of news and other sources of information. In addition, echo chambers can contribute to forming extremist views, as people may be more likely to encounter and engage with extreme or fringe viewpoints. This can increase the risk of radicalization and seriously affect individuals and society.



it easier for people to access and share almost unlimited information and entertainment. This has led to a proliferation of content, including news articles, videos, podcasts, and more, which can be accessed anytime, anywhere. This has led to concerns about fractured attention spans being a symptom of regular social media use. An issue parallel to the abundance of information is one of data privacy. Through the terms and conditions listed

needs to be aware of this privacy breach and may not actively moderate what they share on these platforms. The issue will be discussed in greater detail in the following paragraphs.

Dwindling Privacy

The issue of data privacy in social media has gained increasing attention in recent years as people have become more aware of the amount of personal information collected and shared online. Social media platforms such as Facebook, Instagram, and Twitter often

experience and target ads to specific audiences. However, there are several concerns about how social media companies handle data privacy. One concern is that users may need to be fully aware of the extent of the data that is being collected and how it is being used. This can make understanding the potential risks of sharing personal information online difficult. Another concern is that social media companies may need adequate safeguards

This phenomenon is often associated with social media, as people tend to follow and engage with accounts that align with their beliefs and views. The problem with echo chambers is that they can contribute to the polarisation of society by limiting exposure to alternative viewpoints. This can make it difficult for people to understand the perspectives of others and hinder the exchange of ideas and the ability to find common ground. People exposed only to information that aligns with their

Conclusion

The media has played a significant role in shaping our social lives and how we interact. The shift towards online and digital platforms and the increased amount of content to consume have created new opportunities for connection and engagement. However, these changes have also raised concerns about their impact on individuals and society.

Retired Principal Educational columnist malout , Punjab

The name of the era is inbuilt while it is scripted



If the driver is not concerned about the damage, the Bulldozer can bulldoze anything. It is seen that a driver is generally an employee or a hired person. The owner is often someone else. Sometimes the bulldozer and driver both are hired. In Indian politics now, 'bulldozer' and 'bulldoze' are much used jargon. It is not only bulldozing buildings and slums occupied or constructed illegally, it is also bulldozing philosophies and ethos born and cherished by its people in the land of diversities, India where many are by birth marginalised. The allegation is, "the present governance/politic is smashing the democratically founded

institutions". Philosophies and ideologies are being bulldozed. Socialism, egalitarianism, ecumenism, is not only formatted and cherished in Universities and intellectuals' minds, rather philosophies and ideologies are the untold outcry of all living human beings existing among masses or found among multitude living below the poverty line including many rich and well to do citizens. In India, I believe more than 20 percent of the population are landless. Together, women occupy less than 5 percent of total private lands of the entire nation. Food and Health of more than 20 percent of the population is under the grace as well as will of governments. 10-15 percent Children below 14 years would be out of school. Children 0-5 of Mushahari of Bihar, Hoo of Jharkhand, Kutia in Kalahandi, Odisha

would be over 70 percent and are under the clutch of malnutrition, stunting, wasting and are underweight. Excluding few, lion share of SCs, STs and SEBCs are suffering from untouchability, deprivations and discriminations of different kinds in public and private life. Deprivations and discrimination are not only in recruitments and political platforms of many political parties, also in bus stops, trains, hospitals, hotels, offices, villages, towns and cities. Opportunities of health, education and livelihood is not known to over 30 percent due to illiteracy and lack of information, data, census report, and knowledge and lack of availability, affordability, accessibility and quality of information from formal sources of the country, though we are in the age of digital revolution. Right to information is out of free

and fare use and it is beyond the reach of common mass so far its use and impact is concerned. FIR is not received and FIR copy is not given back instantly, is a regular complaint. Under such situations, the nation sees, voices of personalities like Subramanian Swamy, Raghuram Rajan, Arvind Kejriwal statesman and academician or pandits of Universities are stamped as against the government. Mohua Moitra, Rahul Gandhi etc, faced suspension from parliament, and it is renounced as, "the bulldozer is working well". Statue of Sardar Patel, New Parliament VISTA, Ram Mandir New, are the Historical monuments of this age to be remembered in the History along with the names of the present regime with Human Development Report on India. But I am afraid

the current Era will also be remembered with Pulwama, Manipur, Hathras, Javahar Neheru University along with the plight of 74 primitive tribes including Malto, Mushari, Hoo, Kutia. It's an era, the media is in the hands of corporates. The highest number of editors and journalists resigned from media houses. It's an era when national appreciations, trophies, accolades and awards are surrendered back by artists, sports persons and intellectuals of distinctions. Beauty lies in the beholder. Jay Shri Ram, Modi Mantra, Har Har Mahadev, Safron color are the media High lights of this era. The majority liked these symbols and slogans in this era. The names that are condemned mostly in this era are, Mohatma Gandhi, Pandit Javahar Lal Neheru, then Mughal and British

Empire. Eras are branded and admired with socio-economic prosperity. Eras are also branded and admired with art, architecture, techniques and technologies. Development experts have promulgated development theories based on socio economic principles, philosophies, systems and structures and have named them like socialism, capitalism, marxism etc. States and governances are branded like, egalitarian, democratic, theocratic, military, dictatorship, totalitarian etc. Approaches are promulgated like philanthropy, welfare, development, empowering etc. The current Era 2014-2024 is likely to continue for another ten years or more and this period of India will be defined by economists, sociologists and political scientists. They will define it with different

parameters. The prime presumed consideration of parameters would be, Gross Domestic Product, Economic Growth, Social Cohesion, Technology, Art and Architecture, Law and Justice, Freedom and Peace. The name would not be shocking because, the name of the era would be picked up from the current valued media and literature that are being written and encrypted not only by Indians of different disciplines but also by foreigners in print and electronics media. Era writes the things that are bubbling and boiling in the hearts of poor and rich, marginalized and preferred, minority and majority, illiterate and literate, victor and vanquished, rulers and ruled. This is an era where making legislations are made by the highest panchayat, Parliament and judgements have been

passed by the Supreme Court. And will be passed in days to come. The judgement on Kashmir, Ram Mandir and Babri Masjid will be ever remembered. The legislations made on women, children, farmers, laborers and businessmen, will ever be referred to. But the greatest judgement and verdict is given by time and History records it. Meak and mighty, all are subjected to history and time. Concern is not the name of the era, but the healing of wounds. End shows erosion. Bleeding speaks the damage. The era witness the weaknesses of electoral system, i.e. the vote share of elected governments, may be 31 to 38 percent in a multy party democracy, but it impacts the entire 100 percent.

Advocate and Social worker Bhawanipatna, Kalahandi, Odisha 766001 Phone:9437104303

AAP files a complaint against Sukhbir Badal for violating ECI directions during the campaign

Chandigarh (JAG MOHAN THAKEN), April 9: The Aam Aadmi Party (AAP) on Tuesday filed a complaint to the Election Commission against Shiromani Akali Dal president Sukhbir Singh Badal for violating the directions of ECI regarding the political campaign. The complaint was filed by the senior AAP leader and FM Punjab Harpal Singh Cheema. In a letter addressed to the Election Commission of India and Chief Electoral Officer Punjab, AAP leader said that Sukhbir Badal used a child for his campaign during his Punjab Bachao Yatra which is a political campaign, claims a release issued by the AAP. Under the leadership of Harpal Singh Cheema, along with Harchand Singh Barsat, Dr Sunny

Ahluwalia, Malvinder Singh Kang and Tarunpreet Singh Sondh, AAP's delegation reached the office of Punjab's chief electoral officer in sector 17, Chandigarh to officially file this complaint. The release divulges the letter states that on 06.04.2024 Sukhbir Singh Badal, President Shiromani Akali Dal (Badal) during his election campaign 'Punjab Bachao Yatra' at Raikot between 1:07:02 PM and 1:08:10 PM, has violated the directions/ instructions issued by the Election Commission of India when he made a child raise Slogans of Shiromani Akali Dal Zindabad and Vote for Akali Dal. The party also submitted the video graphed proof of the incident. It further said that this

activity of Akali Dal and Sukhbir Singh Badal is also a violation of the mandate of the Judgment of the Hon'ble Bombay High Court in its Order dated 4th August, 2014 in PIL No. 127 of 2012 (Chetan Ram Lal Bhutada Vs. State of Maharashtra and others) which had stressed the need to ensure that political parties do not allow participation of minor children in any election related activities. All political parties and candidates are required to ensure strict compliance with the Child Labour (Prohibition and Regulation) Act, 1986, as amended by the Child Labour (Prohibition and Regulation) Amendment Act, 2016. But Sukhbir Badal flouted not only the directions of the ECI but also the law that prohibits



using children for political activities.

Briefing the press, Harpal Singh Cheema said that Sukhbir Badal made a Child raise Slogans of Shiromani Akali Dal Zindabad and vote for Akali Dal. He passed the mic to the child and asked him to address the gathering. Cheema said that it is

low even for Sukhbir Badal. This is a very unfortunate incident and the Election Commission should take the strictest possible action against the SAD president to set an example. He said that these traditional political parties and dynast politicians of Punjab are habitual rule breakers. He said that during the SAD-

BJP government they flouted every rule and law and established mafia rule in Punjab. Now once again, in his 'Pariwar Bachao Yatra' by using a child for his election campaign Sukhbir Badal proved that he has no regard for election commission guidelines or our laws. On 16 March 2024, the

Code of Conduct was imposed in the country, guidelines were issued regarding how all political parties and government work will be done. During his 'Pariwar Bachao Yatra', Shiromani Akali Dal chief Sukhbir Singh Badal made the children chant the slogan Akali Dal Zindabad and asked them to appeal for votes for the Shiromani Akali Dal. This said act of Sukhbir Singh Badal using the child for his election campaigning is a clear-cut violation of the directions issued by the ECI in their letter No. ECI/PN/11/2024 Dated: Feb 5, 2024 wherein the ECI has refrained the Political parties on the use of Children in election campaigns. The law of the country also says that any child who is below 18 years of age

cannot be made to campaign in the elections. But SAD and Badal flouted the guidelines and the law because they don't believe in the law. So, the strictest possible action should be taken against the Shiromani Akali Dal and Sukhbir Singh Badal, legal action should be taken too for breaking a law. Cheema further said that they are not taking out any 'Punjab Bachao Yatra', it is a 'Pariwar Bachao Yatra' because for ten years they looted Punjab, established sand mafia, transport mafia and promoted drug mafia. Now when people see them for who they are, they have rejected them. To save their family's political career Sukhbir Badal is doing this 'yatra' where he does not even follow proper guidelines or laws.

Total Number of Third Gender Electors in Rise in First Phase Lok Sabha Poll on April 19

Kolkata, (KCN): The first phase of General Election 2024, three districts in West Bengal-Cochbehar (SC), Alipurduar (ST) and Jalpaiguri (SC) are going to polls on April 19, 2024. This time the total number of polling stations for these three districts is 5814. Out of the three districts, the number of polling stations is highest in Cochbehar district (2043). It is followed by

Jalpaiguri (1904) and then Alipurduar (1867). This year total 5,62,61,08 electors will be exercising their franchises from these three P a r l i a m e n t a r y Constituencies on April 19, 2024. Out of these, 2,86,24,94 are males and 2,76,35,06 are females. The total number of third gender voters are 108. If we consider the 2019 Lok Sabha poll, the number of electors in

these three Constituencies have definitely increased this time. The number of third gender electors in these three Constituencies have also increased this time. During the 2019 Lok Sabha poll, the total number of electors were 5,18,17,12 out of which 2,65,65,64 were males and 2,47,23,83 were females. The number of third gender electors was 63 only.

A PRECIOUS GIFT from a Aniruddha



Kolkata, (KCN): Aniruddha Bhunia is a talented artist from Vidyasagar Shishu Niketan, Midnapore, who is a student studying in class 8. Recently during actor/activist/teacher of

Method Acting, Bobby Chakraborty's 419th Anti Addiction Campaign in his school, Aniruddha presented his beloved 'Bobbydada' with this beautifully drawn portrait, along with the mantra - I am

the king of my mind' sketched on it. Later during the life changing session Bobby selected him as the all important '1st soldier' who is given the responsibility to carry forward Bobby's movement against addiction and harmful social trends among the youth, in his/her institution. According to Bobby, Aniruddha is one of the most well mannered, well brought up and talented boy, he has come across, among thousands of children he meets on a regular basis, through his awareness program. He considered Aniruddha's gift to be extremely precious. We wish little Aniruddha, all the best in his life and career ahead.

New Delhi (KCN): The Supreme Court said today it will hear on April 16 a batch of pleas seeking cross-verification of the votes cast with Voter Verifiable Paper Audit Trail (VVPAT).

The VVPAT is an independent vote verification system which enables an elector to see whether his vote was cast correctly. It generates a paper slip which can be viewed by the voter. It is kept in a sealed cover and can be opened in case of a dispute. A bench of Justices Sanjiv Khanna and Dipankar Datta, which could not take up the petitions related to Electronic Voting Machines (EVM), said it will consider all pleas in the matter for hearing on next Tuesday. The seven-phase Lok



Sabha polls will begin on April 19. The top court had said on April 3 it would hear next week the plea filed by NGO Association for Democratic Reforms (ADR) along with other matters, after advocate Prashant Bhushan sought an urgent hearing. On April 1, the top court had sought responses from the Election Commission and the

Centre on a plea by activist Arun Kumar Agrawal seeking a complete count of VVPAT slips in polls as opposed to the current practice of tallying slips from only five randomly selected EVMs from each assembly segment comprising a p a r l i a m e n t a r y constituency. The ADR has sought the court's direction to the

poll panel and the Centre to ensure the voters are able to verify through VVPATs that their vote has been "counted as recorded". The petition has sought matching the count in EVMs with votes that have been verifiably "recorded as cast" and to ensure that the voter is able to verify through VVPAT slip that his vote, as recorded on the paper

slip, has been "counted as recorded". The plea has said the requirement of the voters verifying that their votes have been "recorded as cast" is somewhat met when the VVPAT slip is displayed for about seven seconds after pressing the button on the EVM through a transparent window. "However, there is a complete vacuum in law as the ECI has provided no procedure for the voter to verify that her vote has been 'counted as recorded' which is an indispensable part of voter verifiability. The failure of the ECI to provide for the same is in the teeth of purport and object of the directions issued by this Court in ... Subramanian Swamy versus Election Commission of India (2013 verdict)," the plea said.

Chief Election Commissioner Rajiv Kumar Gets 'Z'-Category Security Cover



New Delhi: The Union government has provided Chief Election Commissioner Rajiv Kumar with a Z-category VIP security cover of armed commandos in view of potential threats, official sources said on Tuesday. The Union Ministry of Home Affairs has entrusted the Central Reserve Police Force with providing a contingent of about 40-45 personnel for the task, the sources said. A threat perception report prepared by central security agencies had recommended a strong cover for Chief Election Commissioner (CEC) Kumar. The move comes amid preparations for the seven-phase general elections that begin on April 19. The armed commandos will accompany the CEC during his travels across the country, the sources said. Kumar is a retired IAS officer of the 1984 batch. He took charge as the 25th CEC on May 15, 2022.

China Couldn't Encroach An Inch Of Land Under Modi Government: Amit Shah

L a k h i m p u r, Assam (KCN): Asserting that China couldn't encroach a "single inch" of land under the Narendra Modi government, Home Minister Amit Shah on Tuesday claimed that people will never forget how former PM Jawaharlal Nehru said "bye-bye" to Assam and Arunachal Pradesh during the 1962 Chinese aggression. Addressing an election

rally in Lakhimpur, he said the BJP-led government at the Centre secured the country's border with Bangladesh and stopped infiltration. "During the Chinese aggression of 1962, Nehru had said 'bye-bye' to Assam and Arunachal Pradesh. People of these states can never forget that," Mr Shah said. "But now, China could not encroach even a single inch of our land.

Even in Doklam, we pushed them back," he added. He said that Assam's border with Bangladesh was earlier "open for infiltration". "Then the Modi government came at the Centre, and the Himanta Biswa Sarma's government here. Now, we can say that infiltration has stopped," Mr Shah said. He alleged that the previous Congress



government in Assam did injustice to the state, and scores of youths were killed in different violent movements and insurgency-related incidents. "Under the Modi government in the last 10 years, peace accords were signed and 9,000 youths surrendered," he said. Amit Shah noted that the Armed Forces (Special Powers) Act has been withdrawn from 80 per cent of areas of the state.

"They signed the (Assam) Accord but did not fulfil the clauses. We signed the Bodo Accord and within two years, all clauses were fulfilled," he said. Hitting out at the Congress manifesto, Amit Shah claimed that it favoured the Muslim personal law. "Himanta Biswa Sarma has stopped child marriages. In Uttarakhand, there is the UCC," he said, drawing

a comparison. Amit Shah said the development of the Northeast is centre to the overall growth of the nation, and urged the people to vote for the NDA candidates in all the seats of the region. "There are two alternatives before you—to vote for Rahul Gandhi and INDIA Alliance, or vote for the Modi-led BJP," he said, urging people to ensure a third term for the BJP-led government at the Centre.

Awareness On Forest Fire

Baripada(KCN):

There is a massive move to create awareness on Forest Fire. While the Odisha Government has funded nearly Rs.20 Crore for preventing Forest Fire in the State, Forest Officials are actively engaged in such a move.

Special Relief Commissioner Office sources said that especially Similipal Biosphere has been allocated Rs.8 Crore and they are taking up various

activities in this regard.

Similarly, Rs.10 Crore has been given to contain Forest Fire to PCCF Odisha, said sources.

More funds will be made available to save flora and fauna in Odisha Forests, which is rich in Green Cover, said sources.

"Similipal Biosphere reserve is fully prepared to tackle forest fires with grants from SRC Odisha. Fire lines to prevent spread of forest fire, modern



equipment & state of the art vehicles have helped to contain the

forest fire & spread awareness among the villagers," said PCCF

Wildlife Susanta Nanda on X. ACS Forest

Environment & Climate Change, Satyabrata Sahu

rushed to Similipal to have 'On The Spot' review on Forest Fire. He was happy to see that Chief Wildlife Warden, Shri Nanda and his Team of Officers are fully engaged in tackling Forest Fire in Similipal.

Director Similipal ITR Prakash Jogineni and DFO Samrat Gowda have joined hands to carry out the initiatives.

Various jingles, video and interesting materials are prepared on

preventing Forest Fire, which is shown to the people across the Similipal Biosphere Region.

The Department of Forest, Environment and Climate Change has formed a total of 367 squads to take immediate measures to douse the flames in case of forest fire.

DoEFCC has distributed 2,365 safety kits and over 4000 fire gloves to the officials.

Besides, 330 vehicles have been solely engaged to tackle forest fire and other necessary measures, the officials said.

The Story of Vaisakhi in Sikhism

Bhai Himat Singh Ji, the first Khalsa (Suddha Purush) who was the son of Odisha from Puri.



On the Vaisakhi day of 1699 (the first day of the month of 'Vaisakh' in the Sikh calendar), Guru Gobind Singh Sahib, the tenth Guru, formalized the concept of Saint-Soldier by introducing the Amrit ceremony (the formal initiation ceremony).

He transformed the Sikhs into a family of soldier saints, known as the Khalsa Panth.

The Guru requested the Sikhs to congregate at Anandpur on Vaisakhi. According to the Sikh tradition, he asked for a volunteer who was prepared to give his life for his faith to come into the tent.

One came forward, whom he took inside a tent. The Guru returned to the crowd alone, with a bloody sword. He asked for another volunteer and repeated the same process of returning from the tent without anyone and with a bloodied sword four more times. After the fifth volunteer went with him into the tent, there was confusion and unease among the crowds.

The Guru returned with all five volunteers, all safe. He called them the PanjPyare and the first Khalsa in the Sikh tradition.

Each of the initiates was instructed to keep the five K's: Kes (uncut hair), Kangha (a small comb), Karra (an iron bracelet), Kachera (a white undergarment), and Kirpan (a small curved sword of any size, shape or metal). The title of Khalsa refers to people whose life and spirit are solely the property of the One Universal Creator and not of any king, dictator, or even a messenger of

the Creator. The Sikh faith was founded on the idea that there is only one Universal Creator and that all people are therefore equal, regardless of their religion, gender, ethnicity, color, caste, or other attributes.

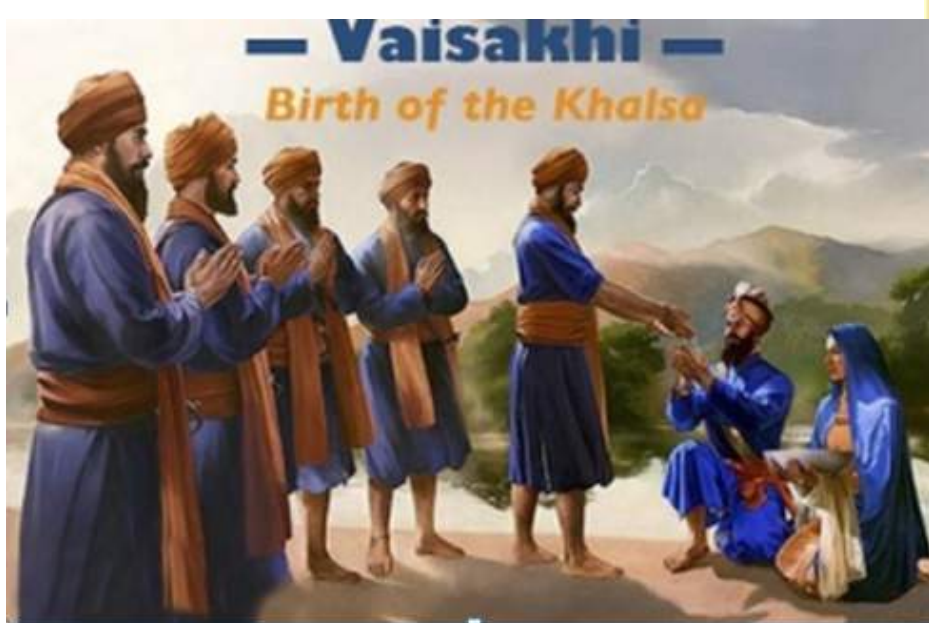
A collective name given to the first five Khalsa

Order of the Pure Ones.

Sikh all over the world celebrate the festival of Baisakhi, a holiday with a special religious significance, observed each year on April 13 or 14.

How is the festival of V A I S A K H I celebrated?

Yellow and orange are the traditional colors of Vaisakhi. They reflect the spirit of rebirth and sacrifice of the PunjPyare, but they are also a color of joy and festivities. When Vaisakhi is celebrated in Punjab, the bright yellow wheat fields are ready for harvest.



is PanjPyare. The PanjPyare who were baptized by Guru Gobind Singh Ji were -Bhai Daya Singh, Bhai Dharam Singh, Bhai Himmat Singh, Bhai Mohkam Singh, and Bhai Sahib Singh.

All five of the men were then seen emerging with the Guru, each wearing an orange suit and bib. These colors are symbols of Sikhism. In a novel and distinctive ceremony known as pahul, which Sikhs now refer to as the baptism ceremony known as Amrit, he baptized the five. Then the Guru asked those five baptized Sikhs to baptize him as well. This is how he became known as Guru Chela both teacher and student. Then he proclaimed that the PanjPyare, also known as the Five Beloved Ones, would embody the Guru himself: "Where there are PanjPyare, there am I. When the Five meet, they are the holiest of the holy." Thus with these principles, he established Panth Khalsa, the


Vaisakhi celebrations begin at the gurdwara, a place of worship for Sikhs. All gurdwaras are beautifully decorated where the religious services take place. Many people enjoy parades and special processions through the streets called "Nagar kirtans". 'Nagar' means town, and 'kirtan' means singing hymns from the Guru Granth Sahib, the Sikh holy book. The Guru Granth Sahib is carried in a place of honor throughout processions. Celebrations traditionally also include the reading of scriptures out loud and chanting of hymns. During the Baisakhi processions, children and youth demonstrate their skills in martial arts to the accompaniment of musical bands, making the event more colorful.

Food is also served for free, this is known as 'Langar' which is part of the Sikh culture. Langar serves as a powerful way to socialize and connect with others who join.


The Punjabi farmers thank God, on the special occasion of Vaisakhi, for a plentiful harvest and pray for a good one in the coming year. Many Sikhs choose the day of Vaisakhi to be baptized into Khalsa. A large celebration is held in Anandpur Sahib, the city where Guru Gobind Singh founded the Khalsa order.

Vaisakhi, which celebrates the Sikh spirit, highlights the blending of the spiritual and temporal worlds and provides valuable ways to do so through a common set of beliefs and customs. Countries beyond the Indian subcontinent with significant Sikh populations hold notable public celebrations by coming together with their local communities at gurdwaras to pray and meditate on principles advocated by Sikhism. It is a day for Sikhs to renew and rekindle loyalty to the Guru and their faith.

Sadhana Patri
Bhubaneswar
Mob-8908202641



2024-2025



ADMISSION OPEN

Maharishi Public School, Baripada

STD-NURSERY TO VIII

ENROLL YOUR CHILD TODAY


(Special discount for new admission before 15.03.2023)

Find the Difference

- Small Classes
- Experienced, trained & loving teachers.
- Individual attention to each child.
- Regular meditation and yoga.
- Unique exam system, evaluation & Principles etc.

25% reservation as per RTE Act (2009)

MAHARISHI PUBLIC SCHOOL
Baghra Road, Baripada
For details
Contact :
Call-9438102188, 06792-255227
Time : 8.00 A.M. to 12.00 noon
E-mail- mps.bpd@gmail.com

 Find us on
Facebook.com/Mps, Baripada

Aarka 2024 Ignites Innovation and Fun at KLH Global Business School

Bhubaneswar(KCN): KLH Global Business School, located at the Kondapur Campus, is well-known for its frequent organization of international week-long seminars, guest lectures, workshops, and summits. These events are all dedicated to the comprehensive development of its students. Consistent with its progressive mission, the university was excited to host Aarka 2024, a student-organized, two-day Management Fest. This highly anticipated inter-college festival was

expected to attract many students from different colleges, offering them a stage to exhibit their managerial prowess and athletic abilities. The fest was set to be an unforgettable celebration. The inauguration of the fest by Mr. Bharadwaj K, Vice President & Branch Business Head of HDFC Bank Limited, Hyderabad, served as a source of inspiration for the students. His engagement with the attendees went beyond simple dialogue, providing them with a

potent motivational boost. Dr. G. PardhaSaradhi Varma, Vice Chancellor of KL Deemed to be University, remarked, “Aarka is more than a competition; it is a festivity of student potential. We encourage our students to fully manage this event, thereby enhancing their leadership and collaborative skills. Ranging from management simulations to artistic endeavors, this inter-college festival united students from different backgrounds, offering a venue for them to display their skills and



fuel their competitive spirit.” The event's agenda was impressively diverse, with numerous activities designed to engage a wide array of interests. Cultural events included

a Meme Show by Meme Circus, a Dance Show by Dancing Feet, a Singing Show by Vocal Vibes, a Drama Show by The Dramatizers, a Ramp Walk by Eternal Grace, a Treasure Hunt by Clue

Crew, a Painting Competition by Color Carnival, alongside DJ sessions, Live Band performances, and the Mr. Aarka and Ms. Aarka contests, ensuring broad participation.

Participants were also able to indulge in Managerial Events such as Talent Avengers hosted by HR Club, Brand Buddies by Marketing Club, Movie Marathon by Film Club, The Titans by Young Managers, and a Treasure Hunt competition by Clue Crew. For those inclined towards creativity, there were events like Doodling, Poster Making, Post Card Making, and Product Photography. Additionally, the festival featured unique attractions like a pet show, a blood camp, and opportunities to meet well-known celebrities. The fest concluded with an award distribution

ceremony, marking a grand end to this remarkable event. Aarka 2024 invited attendees to dive into a realm of innovation, creativity, and enjoyment. Sharing the excitement, T. Sri Harshitha, 3rd year BBA student said, 'Attending Aarka 2024 at KLH Global was an eye-opener for me. It was more than just showing off our skills; it was about learning, growing, and connecting with others. The energy was amazing, and participating with other students really broadened my perspective. I gained so much—new insights, valuable leadership experience, and memories to last a lifetime.

DSP Mutual Fund launches DSP S&P BSE Liquid Rate ETF Offers easy cash management with ample liquidity and low risk

Mumbai :DSP Mutual Fund announced the launch of DSP S&P BSE Liquid Rate ETF (DSP BLRETF),an open-ended scheme replicating/ tracking S&P BSE Liquid Rate Index. The Fund offers investor easy cash management with ample liquidity and low risk. The scheme is suitable for investors who have money lying idle in margin account which doesn't yield any returns; instead, parking money in units of DSP BLR ETF may help them earn additional returns. The scheme invests in overnight instruments with 1D maturity.

DSP S&P BSE Liquid Rate Index generally has a lower volatile return profile due to investment in low-risk securities in overnight markets. Apart from better utilization of money lying idle and generating no return in broker's account, DSP BLR ETF can also be used as cash equivalent margin for trading (subject to NSE and BSE approval). A minimum of 95% and up to 100% of the scheme shall be invested in low-risk instruments like Tri-Party REPOs, Repo in Government Securities, Reverse Repos and any other

similar overnight instruments as may be provided by RBI and approved by SEBI. The New Fund Offer for DSP BLR ETF will open for subscription on March 15th, 2024, and will close on March 20th, 2024. “DSP S&P BSE Liquid Rate ETF is designed to always let investors' money remain in action and hence makes it a useful product for brokers with large retail clients, PMS providers, F&O brokers, Institutions who invest in direct equities HNIs and retail investors who trade on the stock exchange,” says Anil Ghelani, CFA, Head – Passive Investments & Products, DSP Mutual Fund.

Eastern Command of Indian Army & Red FM Celebrate Vijay Diwas With The Guts & Glory - Salute 71

Bhubaneswar : 93.5 RED FM, India's leading private radio and entertainment network is thrilled to announce its partnership with the Eastern Command of the Indian Army to commemorate Vijay Diwas with a grand celebration titled "Guts and Glory - Salute 71." This event aims to pay tribute to the historic victory of the 1971 war and honor the brave soldiers who made it possible. As part of this unique initiative, Red FM will captivate its audience on-air with narrations of intriguing

war stories that depict the valiant efforts of the Indian armed forces during the 1971 war. Listeners will have the opportunity to learn about the heroic deeds of our soldiers, their unwavering spirit, and the sacrifices they made to ensure our nation's victory. Red FM will also collate all stories as episodes under a podcast, which will be available on various audio streaming platforms. Reflecting on the announcement, Lieutenant General Rana Pratap Kalita,

said “I am delighted to know that Red FM has taken the initiative to narrate stories of valour and courage of our soldiers who fought in the 1971 war. In our vision to salute the bravery of the heroes, we are delighted to present to you Guts & Glory - Salute 71, as part of this year Vijay Diwas Celebration. We are hopeful to present a deeper insight into the triumphant moment of Indian history." Speaking on the announcement, Nisha Narayanan, Director & COO, RED FM, and

Magic FM, said, “On the occasion of Vijay Diwas, we are elated to be joining hands with the Eastern Command of the Indian Army to honor the lives of the 1971 war veterans. Our army men live through times that are unimaginable to us. The sacrifice of our veterans is truly unfathomable but as a brand, we are looking forward to commending the valor of the keepers of our nation. The Guts & Glory - Salute 71 initiative will also recognize the unsung

heroes who walk amongst us as common citizens. We are hopeful that these stories will enrich us with empathy and esteem for the gallant troops who made the ultimate sacrifice for our freedom.” The initiative will be rolled out in 12 East-Indian stations namely, Kolkata, Bhubaneswar, Asansol, Siliguri, Agartala, Patna, Muzzafarpur, Jamshedpur, Guwahati, Shillong, Aizwal, and Gangtok. Tune in to 93.5 RED FM to listen to these stories.

Isuzu Motors India to roll-out 'ISUZU I-Care Pre-Summer Camp' across India



Bhubaneswar(KCN) : In a constant endeavour to reaffirm ISUZU's commitment to provide best service and ownership experience, Isuzu Motors India will be conducting a nation-wide 'ISUZU I-Care Pre-Summer Camp' for its range of ISUZU D-MAX Pick-ups and SUVs. This service camp is aimed at offering customers exciting benefits and preventive maintenance checks for a hassle-free driving experience during the season across the country. An initiative of 'ISUZU Care', the Pre-Summer camp will be organised across all ISUZU authorised dealer

service outlets, between 19th to 24th March, 2024 (both days inclusive). During this period, customers can also avail special offers & benefits for their vehicles. Customers visiting the camp will receive the following :- Free 37-Point Comprehensive Check-up. 10% discount on Labour. 7% discount on Parts. 7% discount on Lubes & Fluids. 20% Discount on Retail RSA purchase. Free Top Wash. Free 'REGEN' etc. The Pre-Summer Camp will be organised at all authorised service facilities of ISUZU located in

Bhubaneswar, Ahmedabad, Baramulla, Bengaluru, Bimavaram, Bhuj, Calicut, Chennai, Coimbatore, Delhi, Dimapur, Durgapur, Gandhidham, Gorakhpur, Gurugram, Guwahati, Hyderabad (Kukatpally & L.B.Nagar), Indore, Jaipur, Jaigaon, Jalandhar, Jammu, Jodhpur, Kochi, Kolkata, Kolhapur, Kurnool, Leh, Lucknow, Madurai, Mandi, Mangalore, Mehsana, Mohali, Mumbai, Navi Mumbai, Nagpur, Nashik, Nellore, Noida, Pune, Raipur, Rajahmundry, Rajkot, Siliguri, Surat, Tirupati, Trivandrum, Trichy, Vadodara, Vijayawada and Visakhapatnam.

Airtel Xstream Fiber unlocks its NEW All-in-One plans

Bhubaneswar: To serve the needs of premium households who want the next generational connectivity and entertainment experience, Bharti Airtel (“Airtel”), India's premier communications solutions provider, has once again raised the bar in the home broadband segment with the launch of three new all-in-one plans built for the evolving entertainment needs of today's connected homes. Vir Inder Nath, CEO – Homes, Bharti Airtel had this to say: “Our new plans are built for India's emerging entertainment needs. Through these bundle offers we plan to offer our discerning customers great value, convenience and unlock a multi-faceted digital experience.”

Increased broadband consumption in Indian homes has given rise to the phenomena of hybrid viewing, where families are looking to consume OTT content on the TV screen along with linear TV without the hassle of managing multiple subscriptions and devices. Airtel's plans are the first of their kind in terms of catering to the evolving entertainment needs of the whole family and come with: Subscription to 17 premium OTTs to go with unlimited data. This includes Netflix, Amazon Prime, Disney+ Hotstar and Airtel Xstream Premium ((SonyLiv, Lionsgate, Hoichoi and 11 more OTTs). 350+ TV channels covering the best of linear TV. Airtel 4K Xstream TV Box* that allows you to enjoy OTT and linear TV content with a single device and single remote.

WHEC recognizes Amrita Vishwa Vidyapeetham as excellence worldwide in Gender Equality

Barcelona: Amrita Vishwa Vidyapeetham was invited to the UNESCO World Higher Education Conference (WHEC), which recently took place in Barcelona, Spain. UNESCO recognized Amrita as one of five universities of excellence worldwide for its performance in gender equality. The WHEC aims to reshape ideas and practices in higher

education to ensure sustainable development for the planet and humanity, as well as to define and prepare a roadmap for a new era of higher education. As the world comes out of COVID-19, the WHEC's goals and strategic scope remain, and the new timeframe represents an opportunity to deepen and expand common efforts of knowledge production,

policy dialogue, exchange, and networking. Swami Amritaswarupananda Puri, President of Amrita Vishwa Vidyapeetham, participated in a round table called “Universities' Contribution to Gender Equality: A global perspective”. Adding to his views Swami Amritaswarupananda expressed how Amrita is

making a difference in terms of gender equality and which policies have been put into place at the university level. Gender equality is number five in the United Nations' list of 17 Sustainable Development Goals (SDGs). He explained how the culture of gender equality is not implemented only in terms of policies within Amrita, but also practiced in spirit.

The round table included Dr. Gloria Bonder, UNESCO Chair on Women, Science and Technology; Dr. Ricardo Vilanueva Lomeli, Rector General, University of Guadalajara; Ms. Elizabeth Shepherd, Leader of the Consultancy team, Times Higher Education; and Dr. Victoria Galan-Muros, Chief of Research and Analysis,

