

leader Surjit Singh Rakhra also spoke on the occasion. Other present leaders included Mr Jaspal Singh Chatha. Later the SAD president also led the Punjab Bachao Yatra in Shutrana constituency where he received an overwhelming response with thousands of people lining up on the roads to meet and greet him. Mr Badal, who was accompanied by senior leader Kabir Das, said people had made up their minds to ensure all Delhi based candidates forfeited their deposits besides committing to extend wholehearted support to the SAD.

six minutes. Drink tea or coffee to freshen up, said state transport commissioner Amitabh Thakur.

“Resume the journey, only when you feel completely refreshed. Be extra careful when driving at night. Not only drivers but also passengers should be careful in this regard and monitor the driver’s driving style and warn. The risk of roadway sedation increases when passengers fall asleep,” he said.

CUO holds Special Seminar with IGNCA, New Delhi on Bharatiya Gnyan Parampara Ke Alok me Kala aur Sahitya

Koraput, (KCN): Under the three days International Seminar of the Department of Sanskrit, the Central University of Odisha held a special technical session on Bharatiya Gnyan Parampara ke Alok me Kala aur Sahitya, jointly with Indira Gandhi Centre for Arts and Culture (IGNCA), New Delhi at its Sunabeda Campus on 09 April 2024. As the IGNCA team is on a visit to Central University of Odisha on a field study, a Special session was held in joint collaboration under the chairmanship of the Hon'ble Vice-Chancellor of the Central University of Odisha Prof. Chakradhar Tripathi. Others present on the dais were Prof. Arun Bharadwaj from IGNCA, Prof. Lakshmi Nivas Panday, Vice-Chancellor, Darbhanga Sanskrit University, Prof. D.C. Choubey, South East Asian Studies, IGNCA, Prof. Narasingha Charan Panda, In-charge

Registrar and Finance officer of the University, Prof. Anil Kumar from IGNCA and Prof. Sudhir Lal, IGNCA. Prof. Tripathi in his presidential address expressed happiness that the joint collaboration will bring fruitful results in future in the area of education and research. It will also be helpful in reviving our old glory, which always speaks for good health and richness. Western culture is eating the fabric of the society and we should revive our own culture for growth of India, he said. He hoped that through collaboration with IGNCA, our university would initiate numerous academic, cultural, and research activities in the region and extend its reach globally. Prof. N.C. Panda delivered the welcome address and explained the purpose of the seminar. He focused on the revival of traditional culture in the field of science, technology,



medicine and related fields. Prof. Lakshmi Nivas Panday, in his speech said that India itself is a glorious country geographically and culturally. Indian knowledge system is unique in the world. Not only knowledge and culture, India was rich in skill development also. Its time to revive these traditions. Both Sanskrit and Sanskriti (Culture) are important for India, he said. Prof. Arun Bharadwaj explained the objective of the establishment of IGNCA and said that it

has to show the historical and mythological importance of India. For this purpose IGNCA presently has seven projects in the field of reviving the traditional glory of India, he said. Special modules are being developed to train State and Central Government employees to learn traditional knowledge system, he said. Prof. Choubey said that more studies should be made on establishing India's past link with South East Asian nations. Prof. Lal delivered the

key note address and spoke on the special venture of IGNCA in digitizing the old glories of India especially the Bhagabat Gita. He said that the purpose of the website on Gita is to

negotiate the gap between traditional and modern India. Hence, Gita is available on website in oral, textual and audio-visual form, he said. Prof. Anil Kumar said that more such field

studies should encouraged among the students for the cultural growth of the locality. Dr. Sourav Gupta, the Nodal Officer of the CUO-IGNCA field visit from CUO presented the report on the ongoing joint field study programme and explained the purpose of the Seminar. Prof. Bharat Panda, Professor of Education delivered the vote of thanks and the Programme was anchored by Srishti Mukherjee, student of CUO. Before the seminar the Vice Chancellor of CUO Prof. Chakradhar Tripathi inaugurated the exhibition "Shabd, Akshar, Bhasa", prepared and presented

by the students of IGNCA. On the occasion the proceedings of the International Seminar on "The Journey of Development in India: Reflections in Economic and Communication Scenario", published in book form was inaugurated by the delegates on the dais. The Book is edited jointly by Dr. Sourav Gupta from JMC Department and Dr. Minati Sahoo from Economics department. All the students of IGNCA, who are on the tour, students of CUO, faculty members and staff were present on the occasion.

IIMT holds International Conference on Computational Finance and Business Analytics



Bhubaneswar (KCN): An International Conference on computational Finance and business analytics was held at IIMT, K a n t a b a d a , Bhubaneswar under the presidentship of Professor (Dr.) Srikanta

Patnaik, Director IIMT. Participating in the discussion, he said that computational finance has a special significance on the functioning of industries and trade for which it gives profit to the entrepreneur. At the outset, Fransis Bartilochi,

Professor, Dept. of Economics, University of Perugia, Italy told through Zoom that both computational finance and business analytics are required to fulfil the basic aim of the entrepreneur towards integrated progress of the

companies. Prominent social activist and former information commissioner of Odisha, attending the Conference as a Chief Guest Shri Jagadananda addressed that the forest products and agricultural products collected by local Adivasis in undivided Koraput district are sold in chiefly in local hata carrying on head. Associate Professor Mrs. Soma Mitra address the theme of the Conference. Whereas Prof (Dr.) Pramod Ku. Prusty, Dean Academics and Prof (Dr.) Jagamohan Pattanayak, Dean Administration & Student Welfare introduced the guest and extended the vote of thanks respectively.

Central University of Odisha (CUO) Forges Alliance with IGNCA to Preserve Traditional Knowledge

Koraput, (KCN): On Wednesday, April 10th, 2024, a significant press conference convened at the Koraput campus of the Central University of Odisha (CUO), Koraput, unveiling plans for a momentous collaboration with Indira Gandhi National Centre for Arts (IGNCA), New Delhi. The purpose of this gathering was to announce the forthcoming Memorandum of Understanding (MoU) between the CUO and the IGNCA, under the aegis of the Ministry of Culture. This alliance aims to safeguard and promote traditional knowledge. At present, 55 representatives from IGNCA are conducting a field tour of the Koraput region, hosted by CUO, in a joint effort between the two institutions. During the press meet, Prof. Chakradhar Tripathi, the Hon'ble Vice-Chancellor of CUO, underscored the



institution's commitment to the dual pillars of education and research, highlighting the potential of partnering with IGNCA to offer specialized courses in cultural studies, with a particular focus on tribal culture. Prof. Arun K Bhardwaj, Head of the Indian Literature Department at IGNCA, elaborated on the collaborative efforts for knowledge exchange and documentation. He lauded CUO as the sole Central University collaborating with IGNCA in pursuing specialized studies in Temple resources, Natural resources, and Tribal traditions. The

partnership also entails the introduction of online courses for the dissemination of cultural knowledge and studies, along with the preservation and documentation of traditional knowledge in digital formats. In addition to the formal proceedings, attendees were treated to an exhibition showcasing the rich flora and fauna of the region, courtesy of students from CUO's Department of Biodiversity and Conservation of Natural Resources (DBCNR). Furthermore, a display featuring various products crafted from millets, a staple of the Koraput

region's traditional cuisine, captivated visitors. The press meet saw the presence of distinguished individuals from both CUO and IGNCA, including media personnel, members of CUO's Media Committee, and key functionaries. Among them were Prof. Anil Kumar, (Professor of Tribal Studies, IGNCA), Dr. Bharat Panda (Professor of Education), Dr. Padma Charan Mishra (Associate Professor & HoD, Dept. of Business Management) Dr. Sourav Gupta (Coordinator of IGNCA Visit), Dr. Nikhil Gouda (Associate Professor, J&MC) and Dr. Phagunath Bhoi (PRO, CUO).

Social worker Keshavchandra Banerjee of Burdwan district of Bengal will be honored in Delhi



New Delhi: (KCN) :Hamara Saubhagya NGO, which every year selects social warriors from all over the country who play an important role in keeping humanity alive in their state and society. They keep doing good work to improve the beautiful society and help the needy, helpless people, orphans, children and the elderly by becoming helpful to them. Social worker Keshavchandra Banerjee, a resident of Burdwan district of Bengal, will be honored with Hamara Saubhagya NGO 2024 Samajik Yodha Award for his good work.

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Kartik Aaryan mobbed in popular Kolkata eatery after 'Bhool Bhulaiyaa 3' shoot

Kartik Aaryan, who is in Kolkata for 'Bhool Bhulaiyaa 3', was mobbed outside a popular eatery. The actor was seen dressed as his character in the film, Rooh Baba, as he walked out of the eatery.

Kartik Aaryan was seen enjoying a meal at a popular Kolkata eatery, Flurys. He was seen dressed in his character, Rooh Baba's outfit, post 'Bhool Bhulaiyaa 3' shoot. The actor was mobbed on his way out, with an array of fans flocking outside for a glimpse of the actor. Kartik even obliged some of his lucky fans for selfies.

Kartik, on his Instagram stories, posted a glimpse of Kolkata streets upon



his arrival in the city on Monday night.

Kartik Aaryan started the shoot of 'Bhool Bhulaiyaa 3' on March 9.

He offered prayers at his home mandir (temple) before starting 'Bhool Bhulaiyaa 3' shoot. Sharing a photo, he

wrote, "Starting The Biggest Film Of My Career Today #Shubharambh #BhoolBhulaiyaa3 (sic)."

Anees Bazmee, who helmed 'Bhool Bhulaiyaa 2', is directing the sequel. The film is touted to be bigger than ever with OG

Manjulika aka Vidya Balan returning to the 'Bhool Bhulaiyaa' franchise after garnering critical appreciation for her performance in the 2007 film, starring Akshay Kumar. Before the official announcement, IndiaToday.in exclusively shared, "The makers are leaving no stone unturned to ensure that 'Bhool Bhulaiyaa 3' raises the bar for the audience as well. The film will see Vidya Balan return as Manjulika after the first film. Vidya was offered the part, and she was really kicked about getting into the character of Manjulika once again." 'Bhool Bhulaiyaa 3' will reportedly release on Diwali 2024.

Kareena's Black Widow To Alia's Sehmat Khan Syed, 10 Leading Ladies Who Will Inspire You This Women's Day



In a diverse landscape of compelling characters across various platforms, women have taken centre stage, embodying strength, resilience, and unwavering determination. From the powerful Helen Black in Audible's 'Marvel's Wastelanders: Black Widow,' voiced by Kareena Kapoor Khan to the fearless Sehmat in 'Raazi,' on Prime Video, each of them capture the audiences with their indomitable spirits. Their stories, filled with courage and resilience, serve as a beacon of inspiration, just like this year's theme of accelerating progress and encouraging women to embrace their own strength and forge ahead. Whether they're fierce warriors or brilliant minds, these women smash stereotypes and teach us how to be badass and stand out on our own. Here are ten remarkable ladies from whom we can draw inspiration this Women's Day!

Helen Black voiced by Kareena Kapoor Khan and Lisa Cartwright voiced by Masaba Gupta
Podcast: 'Marvel's Wastelanders: Black Widow'

Platform: Audible
Meet Helen Black, a powerful woman bestowed with the power to save the universe voiced by Kareena Kapoor Khan and Lisa Cartwright, the genius mastermind voiced by Masaba Gupta, who play the role of robust female characters in this podcast series. Helen, a fierce, powerful and intelligent character clashes with Lisa who doesn't take herself seriously but is

uniquely intuitive and smart. Both the ladies take the lead in their own distinct charm assuming the roles of a superhero and spy respectively. A one-women deadly fighting force, Helen makes her moves smartly throughout the series, giving the audience a distinct audio experience.

Ash voiced by Prajakta Koli

Podcast: 'Marvel's Wastelanders: Hawkeye'

Platform: Audible
With a tale of justice, resilience and hope, Ash, voiced by Prajakta Koli, plays the role of Hawkeye's estranged daughter. Her life takes a tragic turn when she loses the love of her life in a sudden accident. Driven by her youth and impulsiveness, she becomes motivated to seek justice, vowing to finish whoever is responsible. Turning to her father for help, she soon discovers that he, too, has a mission of his own. Pooling their motives of hope and vengeance, the series shows the heartwarming relationship between father-daughter duo Ash and Hawkeye as they collaborate to put an end to those manipulating this emerging dystopian era. Tune into this immersive experience of justice only on Audible!
Zarah Kaul voiced by Kubbra Sait
Podcast: 'Aakhri Sawaal: Interviews Before Execution'

Platform: Audible

To discover unspoken revelations with the fearless Zarah Kaul, don't forget to tune into the riveting series of 'Aakhri

Sawaal: Interviews Before Execution' on Audible. The story revolves around the character of psychologist Zarah Kaul who seeks out to complete her late father's unfinished book, 'Interviews Before Execution.' With immense bravery, and gratitude towards her father, she interviews condemned murderers on death row single-handedly, unravelling the mysteries behind their crimes.

Jenabai voiced by Kalki Koechlin and Gangubai voiced by Radhika Apte
Mukesh Ambani presented AI project for all Indian citizens
Grimaldi

Audiobook: 'Mafia Queens of Mumbai'

Platform: Audible
Meet the strong and resilient Mafia Queens, Jenabai and Gangubai, the female dons and masterminds narrated by Kalki Koechlin and Radhika Apte respectively. They bring to life the unforgettable tales of influential women in Indian history. Despite enduring the trauma of sexual assault, in this Audible shows, you will know how Jenabai who was the first mafia queen of the Mumbai underworld, climbed her way up in a predominantly male-dominated society; while Gangu finds the inner strength to stand tall and ensures her voice is heard, being a source of inspiration for countless women today.

Kavya Kulkarni voiced by Mithila Palkar

Podcast: 'Little Things: Jab Dhruv Met Kavya, Season 1'
Platform: Audible

Kavya, a down-to-earth girl, faces life's challenges with grace and unwavering determination, refusing to compromise on her deeply held values. The podcast narrates the chapters of Kavya and Dhruv's lives before their paths intertwined, tracing the story of their initial meeting and the journey that led them to become inseparable soulmates. Kavya, narrated by Mithila Palkar, undergoes a remarkable evolution from a nervous individual to a mature and grown-up woman, catalysed by her encounter with Dhruv—the love of her life. As their paths intertwine, Kavya's character unfolds, revealing layers of patience, love, and newfound wisdom, painting a vivid portrait of her growth into a more self-assured and empowered version of herself.

Amrita Sabharwal played by Taapsee Pannu

Film: 'Thappad'

Platform: Amazon Prime

In a powerful story, Amrita, a survivor of domestic abuse, bravely refuses to stay silent. When her husband crosses the line by slapping her at a party, she takes a stand for justice.

Choosing equality above all, Amrita fearlessly presses charges against him, firmly rejecting his oppressive actions. Her unwavering strength becomes a beacon of inspiration, showcasing the resilience and determination of women who refuse to yield to injustice.

Sehmat Khan Syed played by Alia Bhatt

Film: 'Raazi'

Platform: Amazon Prime

Introducing Sehmat Khan, a fearless force of courage and sacrifice, where her name becomes synonymous with extraordinary! Once an ordinary college-going girl, she willingly set aside her dreams, youth, and college life to embark on a mission. Her selfless dedication involved providing crucial and confidential information to the Indian Agency, transforming her into a symbol of resilience and unwavering commitment to a greater cause. Her role highlighted her utmost sacrifice and dedication to her country.

'Fateh' Actor Sonu Sood Receives Deepfake Video From Follower; Urges Fans To Be Aware Of Cyber Criminals



Actor Sonu Sood was in for a rude shock when he received a screen recording of a deep fake video call from a follower recently. In the deep fake video call featuring Sood, the impersonator interacted with a family in need of funds for medical treatment, assuring them of financial assistance. The actor-philanthropist took to his social media handle to voice his concerns about cybercrime.

The post read: "My film FATEH is inspired by real life incidents involving Deep Fake and fake loan apps. This is the latest incident where someone tried to extract money from an unsuspecting family, by chatting with them through video call pretending to be Sonu sood. Many innocent individuals fall into this trap. I request all of you to be vigilant if you receive such calls. #fateh"

Interestingly, inspired from such events, the actor turned writer and director for his new thriller, Fateh. Sood wrote the story after one and a half years of research and interviews with victims, cybercrime police officers, and ethical hackers. He essays the role of a tech-savvy investigation agent who is on a mission to protect the country from cybercrime.

Grammys Reduce Nominees From 10 to 8 In Top 4 Award Categories

Grammys has announced to reduce the number of nominees in four of its award categories - Album, Song, Record of the Year, and Best New Artist - from 10 to 8, Variety reported on Friday. An announcement in this regard was made after the Recording Academy updated its rules and guidelines following its semiannual board of trustees meeting. The number of nominees for those categories was increased from eight to ten in November 2021, just before the nominees for 2022 were announced -- a surprising and perplexing turn of events, given that such changes usually occur after the annual board meetings, Variety reported. While three new award categories were announced earlier this week, the reduction in the number of nominees in four award categories was announced on Friday. An Artificial Intelligence (AI)-related rule was also introduced, effectively stating that only human creators are eligible for awards; however, as with all things AI, the vast possibilities that the technology makes possible in this still-developing area necessitate an extensive series of caveats, Variety further reported. While Recording Academy CEO Harvey Mason Jr. stated at the time that the change was "an incredible opportunity for us to honour more artists and shine a light on more great music, and potentially offer a greater chance for more genres of music to be honoured", some speculated that it was done to ensure Taylor Swift received a best new album nomination for her album 'Evermore' and thus increase the chance that she would appear on the show and boost its rating, as reported by Variety.

DR. B. R. AMBEDKAR FOUGHT FOR EQUITABLE DISTRIBUTION OF LAND, MONEY, AND RESOURCES

Prof.Sunil Goyal



Dr. Babasaheb Ambedkar is one such great thinker, leader and intellectual of its time in India who has not only changed the life of millions of untouchables but shaped India as a biggest democratic nation by writing its constitution. What is well known about Dr. Ambedkar is his fights against Caste system in India, but what is not known is how Dr. Babasaheb Ambedkar had also impacted the Indian economy.

Dr. Babasaheb Ambedkar had made in-depth study of Indian Agriculture, wrote research articles, organised Seminars and Conferences in order to solve the problems of agriculture and farmers, also led farmer's movement. His thoughts on agriculture are found in his article "Small Holdings in Indian and their remedies"(1917)and also in "Status and minorities"(1947).He mentioned that holdings of lands by few people is an acute problem of Indian agriculture which has various disadvantages, like difficulties in cultivation and utilization and resources, increasing cost, low productivity, inadequate income and low standard of living. According to Dr. Ambedkar productivity of agriculture is related to not only with the size of holdings of land but also with other factors such as capital, labour and other inputs. Therefore, if capital, or labour etc are not available in adequate

quantity and quality, then even a large size land can become unproductive. On the other hand, small size land become productive if these resources are available in plenty. With this thought the 'Land Ceiling Act' is passed after Independence.He also mentioned about the slavery and exploitation of Labour bounded under caste system is extremely bad for economic development and fought for its abolition.His other suggestion for solving agriculture problem is collective farming, economic holding of land or equal distribution of land, large scale Industrialization, provision of money, water, seeds and fertilizers by the government, cultivation of waste land by allotting waste land to landless labour, minimum wages to labours, control and regulation of private lenders of loan to farmers.

Ambedkar's main concern s was the nature of land holdings, especially their fragmentation and division into unproductive and economically in viable structure. He criticized the existing definition of economic holding which was defined from the point of view of consumption rather than that of production. he remarked, "any definition, therefore, that leans on consumption mistakes the nature of an economic holding which is essentially an enterprise in production. What is more important for the purpose of production is the process of combining the factors of production." The basic problem of Indian agriculture was that it was unable to generate surplus which ultimately led to scarcity of capital. This resulted in the inefficient use of

resources, surplus labour and superfluous employment which by raising the cost of production culminated in low agricultural productivity. Thus, the process of overall economic growth gets adversely affected. Ambedkar was of opinion that the process of consolidation of holding could eradicate the ill effect of uneconomic holding and usher in the



progress of the cultivators. He favoured successful growth of industrialization and described that how agriculture is improved by the reflex effect of industrialization. He stated "Industrialization facilitates consolidation. It is a barrier against future subdivision a n d consolidation."Ambedkar was of the opinion that the state should acquire all the agricultural land held by private individuals like the owners, tenants or mortgages and pay them compensation equal to the value of land. The state should provide the land required into farms of standard size and should let out the farms for cultivation to the residents of the villages.

Dr. Ambedkar was not in favour of linking the rupee with gold and r e c o m m e n d e d establishment of a fully managed in-convertible currency with fixed limit of issue. Ambedkar stated "It is much better to introduce a currency

system which will do away with the exchange standard and also the gold standard reserve" According to Ambedkar the pure gold standard comprises use of gold in some form convertible standard, paper money is also issued in addition to gold coins and is pledged to be redeemable in gold. In contrast under the gold exchanged standard the medium of exchange comprises only paper

money which is kept exchangeable at fixed rates with gold and authorities back it up with foreign currency reserves of such countries as on the gold standard. Ambedkar vehemently criticized Keynes and other supporters of the gold exchanged standard and argued in favour of the gold standard of a modified form. In his evidence before the royal commission on Indian currency and finance 1925 Ambedkar proposed the following steps for the reform of Indian currency:Stop the coinage of rupees by absolutely closing the mints to the government as they are to public, open a gold mint for the coinage of a suitable gold coin, fix a ratio between the gold coin and the rupee, rupee not to be convertible in gold and gold not to be convertible in rupees, but both to circulate as unlimited legal tender at the ratio fixed by law.Ambedkar favoured gold currency and wanted

to close down the mint as this will eradicate the money inflation and imbalances in internal payments. For the flexibility in currency, he was of the opinion that Gold is a suitable measure for the flexibility of money. Ambedkar demonstrates how centralization of government finances which prevailed in India during 1833 through 1871, was a failure on account of faulty fiscal system

marked by injurious taxes and unproductive or extravagant expenditure. The system of Imperial Finance was started in India in 1833. It became so elaborated note in 1858 when the crown took over from the East India Company that no province had any separate power for legislating any separate financial resources. The imperial government was responsible in law but did not administer the country whereas the provincial governments administered the country but had no responsibility in law. Under this system budgets were prepared by the provincial government but the responsibility for the finding ways and means for financing them rested on the government of India. There was practically no power of creating or modifying any appointments in service. The restriction involved provided the Government of India with an opportunity to interfere with all the details of

provincial administration." These led to extravagant demands and since the government of India did not possess the necessary machinery to appraise the demands and to control the expenditure, it often had to yield. Government finances came under severe strain and it was realized that the provincial government must draw up their own revenue and expenditure budgets. Accordingly, the regime of

provincial budgets came into force in 1871. Provincial finance was introduced in the form of budget by assignment (as referred by Ambedkar) during 1871-72 through 1876- 77. Under this scheme financial responsibilities of certain departments of administration were delegated to the provinces and the receipts accruing from the imperial from those services were handed over to them with fixed lump sum assignment from the treasury. According to Ambedkar this scheme led to high taxes and made taxation more iniquitous. The next phase in the evolution of provincial finance was the budget by assigned revenue which was operational during the period 1877-78 through 1881-82. It gave the provinces certain sources the yield of which largely depends on good management for the growing needs of the

provincial services. The third phase in the process of evolution of provincial administration was the scheme of budget by shared revenues. According to Ambedkar the earlier schemes were deficient as the sources of revenues assigned to provinces had little room for enlargement over the time. But the new scheme of shared revenues specific revenues was collected either by the imperial government of provinces and a portion of the proceeds was allotted to the other. The is scheme was most successful and lasted for 38 years and in 1920-21 major fiscal reforms were introduced in 1921 which in the opinion of Ambedkar were not induced by any inherent defects in the system. Thus, Ambedkar dealt in detail with the mechanism of finance of the centre- provincial government under the old phase.

B R Ambedkar emphasized on the nationalization of economy. He was of the view that state should manage the economy that the production might reach the optimum level and the benefits must not be taken away by the capitalist. The benefits must be distributed equally. He stood for the p r o g r e s s i v e transformation of society, removing glaring social and economic inequalities that were due to the capitalist system. BR Ambedkar was a firm believer of socialism. According to him, "state socialism is essential; for India's industrialization. Private economy cannot do so and if it makes an attempt, it would give way to economic disparities, as it can be visualized in the case of Europe. It is a warning bell for India."His view on nationalisation of

industries and life insurance showed his great concern for the economic problems faced by India. The formation of the public sector and the establishment of Life Insurance Corporation showed that he was in agreement with other leading economists. He remarked that industrialisation of India was a necessary thing. But side by side the principle of state management and state ownership of industry must be adopted. Amenities like social insurance and control over employment, dismissal were vital to the progress of industry. About these measures the lower middle class must be protected. He firmly believed that by eliminating exploitation, the industrial harmony can be established through labour welfare and congenial industrial relation. He remarked "we have attained political freedom and equality but without economic and social equality this is quite insufficient". Ambedkar emphasised more on economic and social freedom and equality. his concept of society and socialism aimed for the welfare of the poor classes, ending inequality based on birth eliminating discriminatory practises in social behaviour patterns reorganising the political economy for the benefit of all maintaining full employment and education, providing social security for the weak and the sick.

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Kimchi for health and glowing skin

Shahnaz Husain



Love spicy food? Want a healthier gut? Are you tempted? There's nothing like indulging in a meal that tastes sour, salty, and zingy and is full of numerous beauty benefits, right? Fermented food Kimchi is full of the good bacteria responsible for keeping things running smoothly in our gut and has gained a well-deserved reputation for making your outer appearance appear excellent as well. Kimchi is a salted, fermented vegetable dish

that's a staple in Korean cuisine. It was invented thousands of years ago as a way to preserve vegetables. With attention focused firmly on inner health in 2024, Kimchi make your inner beauty shine through 'glass skin' -- clear, acne-free, smooth, and hydrated.

The spicy kick dish is made by napa cabbage, carrots, radish and other ingredients from cucumber to pumpkin which are left at room temperature from a few days to a few weeks to ferment in salted brine with seasonings such as sugar, salt, onions, garlic, ginger, and chilli peppers. However, other foods can also be used to make kimchi, such as celery, beetroot, bamboo shoots, eggplant, broccoli, and even apples! Kimchi, especially when fermented for a long time,

has the most significant anti-aging prevention effect. Alongside its natural probiotic effect, it boasts a high activity of lactic acid and zymogens. The fermentation process involved in making kimchi produces bioactive compounds such as flavonoids and phenolic acids, which have anti-inflammatory properties. It can treat skin conditions like acne, rosacea, and premature ageing. kimchi has plenty of antioxidants to fight free radicals and prevent the oxidative damage they cause. In other words: it keeps those premature wrinkles away from your face for way longer.

The selenium found in garlic in kimchi keeps your skin and hair healthy, and eating kimchi helps you prevent wrinkles in the long run. Kimchi contains various

antioxidants, including vitamins A and C, which are essential for skin health. Antioxidants help protect the skin from damage caused by free radicals, environmental stressors, and UV radiation. kimchi contributes to a more radiant and youthful-looking complexion "Kimchi has a high quantity of 'good' bacteria which occurs as a result of the fermentation process that it undergoes."The good bacteria help your microbiome to thrive. Kimchi contains of vitamins including vitamins A and C, 10 different minerals, and amino acids. To start, fresh vegetables such as Chinese cabbage and other fresh vegetables like carrots, radish, and onions are chopped to a large bowl with salt and

tossed to distribute the salt evenly in the cabbage. Stirring it every half hour to ensure that the cabbage has wilted down completely. When the salt has completely dissolved after few hours then they're rinsed and drained to remove the extra water. Spread other ingredients like ginger, garlic, sugar, salt, rice flour, chilli oil, chilli powder or pepper flakes, fish sauce in between the layers of cabbage leaves and let it sit for 2-3 hours . Use a ratio of 1/2 cup (72 grams) of salt to every (2.7 kg) of cabbage. Pack the mixture into a large sterile container or sealed jar for storage. Close the lid and let ferment at room temperature for a few days depending on how

deep you want the flavours to be. Make sure you let the jar breathe regularly by unscrewing the lid to let accumulated air escape and then closing it up again. Once you see bubbles beginning to form (usually after 3 days), store them in the fridge so they can continue to ferment for another 2 weeks or so where they'll develop the deep, complex flavours kimchi is known for. Don't forget to occasionally unscrew the lid to let the air out! The probiotics in kimchi are "beneficial for immune function because the majority of immune function takes place in the gut, kimchi can also do your heart good by upping the levels of antioxidants especially vitamin C in your body, thanks to ingredients like ginger

and hot red peppers. Antioxidants help stabilize damaged cells that can accelerate the disease process, so having a high antioxidant status can protect you from chronic conditions, like heart disease. The anti-inflammatory properties of vitamin C-rich foods may help decrease the risk of heart disease. Kimchi is full of healthy bacteria like probiotics which may improve heart health by reducing cholesterol and inflammation. The fibre, antioxidants, and nutrients in kimchi can also help lower blood sugar and cholesterol levels, which can boost heart health Eating kimchi every day may help people tackle a bulging waistline. The "good" bacteria in kimchi can have an effect on weight.

Kimchi is high in sodium, with about 500 milligrams per cup. That's more than 20% of all the sodium that you're supposed to get in a day. Too much sodium can raise your risk of high blood pressure. If kimchi isn't prepared or stored properly, it can cause food poisoning. Kimchi can be eaten on its own, as a side dish, or as an ingredient in other foods. Its spicy, tangy flavour is an excellent complement to savoury foods, and it's often paired with rice dishes to add contrast to a meal. kimchi can go bad if it isn't kept at a cool, stable temperature, it can grow harmful bacteria or mould. Don't eat any soft, slimy kimchi; toss it out..

The author is international fame beauty expert and is called herbal queen of India

Punjab Congress president predicts the beginning of the end for Akali Dal

Chandigarh (JAG MOHAN THAKEN), April 11: Amarinder Singh Raja Warring, the President of the Punjab Pradesh Congress Committee has predicted that the end for Shiromani Akali Dal (SAD) has begun and it has become increasingly evident that the Akali Dal is facing an insurmountable challenge.

During an interaction with the media, Amarinder Singh Raja Warring, commented on the Akali Dal and the Bhartiya Janata Party along with the prospects

of both the political parties during the upcoming Lok Sabha Elections.

Raja Warring underscored – “In light of recent developments and political manoeuvres, it has become increasingly evident that the Akali Dal is facing an insurmountable challenge. Regardless of the cards they choose to play, the outcome remains inevitable – they are destined for defeat. The recent results of the Akali Dal during the Vidhan Sabha elections have only served to highlight the precarious

state they find themselves in. Their response to the sacrilege incidents, which occurred over 200 times, underscored their inability to regain lost ground. From that point onwards, they have consistently faltered, demonstrating a lack of resonance with the people of Punjab.”

Elaborating further, the PPCC Chief articulated – “The interference of the Akali Dal in the affairs of the SGPC, coupled with their controversial orders, revealed their true political agenda and the



nature of the game they intend to play. The successive electoral losses suffered by prominent figures within

the party, including Senior Badal, Sukhbir, and Majithia, are indicative of the erosion of trust among the

populace. It is our firm belief that this is the beginning of the end of the Akali Dal.”

Reflecting on the BJP's trajectory, Raja Warring remarked – “Furthermore, it has become increasingly apparent to the electorate that the BJP's tactics of power misuse, employing agencies such as the ED, CBI, and Income Tax department, have not gone unnoticed. The electorate has begun to recognize the true nature of the BJP's governance, and their lofty electoral ambitions are destined to fall short, akin to the

'India Shining' campaign of yesteryears.”

Responding to queries regarding the Congress's electoral lineup, he affirmed – “We are prepared to unveil our strategy for the upcoming Lok Sabha elections. Rest assured, our candidates have been meticulously selected, and their names will soon be made public. Once our cards are revealed, all other parties will find themselves scrambling to keep pace with our momentum. We have ensured every candidate will be loved

by the populace of their constituency and they will be employed in actual work rather than the false promises of every other political candidate.”

In conclusion, the Congress Chief affirmed – “As we move forward, we remain steadfast in our commitment to the people of Punjab and to the principles of transparent and accountable governance. The winds of change are upon us, and we are ready to embrace the future with unwavering resolve.”

CAB collaborates with ICC to nurture talents and develop Cricket economy in Bengal

Kolkata (PARTHA ROY): Cricket Association of Bengal (CAB) the governing body for cricket in West Bengal has signed agreement with Indian Chamber of Commerce (ICC) to launch IPL style and format cricket tournament in West Bengal, called "Bengal Pro T20 League" to nurture and develop Cricketing talents and Cricket economy in West Bengal on 9th April 2024 at Eden Gardens in Kolkata. Teams will be owned by franchises. 8 nos. men's and women's

teams will take part in the inaugural edition of the tournament in mid-2024. Teams in Bengal Pro T20 League will be named after cities / districts of West Bengal. The agreement was signed in presence Mr. Snehasis Ganguly, Hony. President, CAB

Mr. Anirban Aditya, Chairman, ICC National Sports Committee, Mr. Naresh Ojha, Hony. Secretary, CAB, Mr. Rajneesh Chopra, Co-Founder, Arivaa Sports, Mr. Avishek Mazumdar, Co-Founder, Arivaa Sports.

Bengal Pro T20 League is brain child of iconic cricket administrator Shri Snehashish Ganguly.

Inaugural edition of the tournament will be in July 2024 as indicated by Snehashish Ganguly during his address.

On behalf of ICC, Dr. Rajeev Singh Director General of ICC signed the agreement.

Dr. Rajeev Singh in his address indicated the tournament will develop and expand Cricket economy as well as sports economy in West Bengal.

Fisheries training for skill improvement of the rural youth of Bihar state at ICAR-CIFRI

Kolkata, (KCN): Bihar, predominantly an agrarian state, has significant fisheries resources due to its extensive network of rivers, lakes, ponds, and water bodies. Despite its potential, the fisheries sector in Bihar faces challenges such as inadequate infrastructure, limited access to credit and markets, climate change impacts, and lack of scientific knowledge and skills of the fishers and fish farmers. Capacity building of fish farmers is crucial for enhancing the productivity, profitability, and sustainability of fish production in Bihar. ICAR-CIFRI has conducted a seven days training programme on “Inland Fisheries Management” during 2-8 April, 24 for 43 fish farmers of Bihar State. A total of 31 farmers from



Munger district and 12 farmers from Gopalganj district participated in the training programme. ICAR- Central Inland Fisheries Research Institute organized this seven-day capacity-building programme to develop skills in water quality management, nursery and rearing of pond culture, enclosure culture for livelihood improvement, and induced breeding and hatchery management. The participants were taught various aspects of

fish feed management and Fish disease management. A general overview of climate change and its impact on inland fisheries was covered during the training sessions. The fish farmers were also introduced to the Institute's Recirculatory Aquaculture System (RAS), ornamental hatchery units, and fish feed mill. Dr. B.K. Das, ICAR-CIFRI interacted with the farmers and encouraged them to develop their knowledge

for securing a sustainable livelihood. He also urged the fishers to explore their available resources for optimum production and productivity by acquiring scientific knowledge and applications.

There were practical sessions on water and soil quality analysis, and fish feed preparation. The programme has been oriented to strengthen the practical skills of farmers for fish production enhancement in open waters including ponds and tanks and also through

field exposure visits. The field trip was organized to visit Halisahar fish farm, East Kolkata wetland, ornamental fish market, and ICAR- CIFA, Kalyani Research Centre. The week-long programme was concluded on 11 December 2023 with certificate distribution to all the participants. The trainees expressed their high level of satisfaction with the capacity-building programme. The feedback from participants resonated with overall satisfaction and significant knowledge enhancement. In the valedictory session, Dr. B. K. Das encouraged farmers to apply their newfound expertise to enhance farm productivity and urged them to disseminate their knowledge within their communities, fostering sectoral growth.

Rediscovering & Reviving of "Bhagwan Sri Ram" in Bengali socio-cultural evolutionary journey of Life



Kolkata, (PARTHA ROY): "Noboborsho 1431 Bonggabdo" - Bengali Hindu New Year will begin on "Poila Boishakh" i.e. on 14th April 2024.

Kolkata witnessed launching of a Bengali Wall Calendar based on the theme "Sri Ram". Efforts are on to rediscover and revive omnipresence of Sri Ram in socio-cultural-religious-spiritual scape of Bengal for thousands of years in various forms.

A unique cultural program welcoming Noboborsho 1431 was organised by MAKAIAS (Maulana Abul Kalam Azad Institute of Asian Studies) in collaboration with several other organisations of Ministry of Culture, Government of India and NGOs Sanskar Bharati West Bengal chapter, Bharatiya Sanskriti Nyas at SPM Bhasa Bhawan at National Library in Kolkata.

MAKAIAS presented "Ramayan Yatra" a medley of songs written in Bengali based on life of Bhagwan Sri Ram. Smt. Nilanjana Roy Secretary of Central

Committee of Sanskar Bharati in her address highlighted reverence and presence of Sri Ram in various forms through art, craft, music, painting, folklore in every day life of people of West Bengal and Bengali diaspora for many centuries.

The program was attended by Sri Ajay Pratap Singh Director General of National Library, Dr. Radharaman Chakraborty Chairman MAKAIAS, Shri Sarup Prasad Ghosh Director MAKAIAS, Shri Kushal Choudhary Trustee of Dakshineswar Kali Mandir, Shri Subhash Bhattacharya Trustee Bharatiya Sanskriti Nyas and others.

Dr. Shuvendu Sen currently Vice Chair, and Professor of Medicine at Jersey Shore University Medical Center New York USA and globally promoting awareness about Alzheimer disease attended the program. Nritya -Guru Monalisa Ghosh was presented "Nataraj Samman" Mahakavi Krittibas Ojha medieval Bengali poet translated and wrote Indian epic Ramaya?a in

Bengali in poetry form which facilitated spread of Ramayan across all sections of the society and across all generations in Bengal. Ramayan katha has spread across South, South East Asia to Middle East Asia for over thousands of years and influenced culture and Life of the people residing there.

75th Foundation Day of ICCR celebrated in Kolkata

Kolkata, (PARTHA ROY): Indian Council for Cultural Relations (ICCR) celebrated its 75th Foundation Day around the world on 9th April 2024. ICCR was established on 9th April 1950 by Maulana Abul Kalam Azad, the first Education Minister of Independent India.

Currently ICCR functions under the Ministry of External Affairs (MEA). ICCR was established to promote India's soft power diplomacy, which has been a key component of India's foreign policy. Shri Kumar Tuhin, Director General of ICCR in his message on 75th Foundation Day of ICCR said, ".....ICCR

strives to build bridges between cultures, transcend boundaries and meaningful connections, our endeavours have not only enriched cultural tapestry of our nation Bharat but have also contributed to more interconnected global community....."

ICCR Kolkata organised a cultural evening and art exhibition to celebrate Foundation Day. The program was organised under leadership of Ms. Minakshi Misra Head and Zonal Director of ICCR Kolkata. Cultural performance was presented by ICCR Scholars from various countries who are studying at V i s h w a b h a r a t i



University Santiniketan, Rabindra Bharati University Kolkata, National Institute of Technology Durgapur, Utkal University Bhubaneswar. Students from Bangladesh performed on

Ramayana episode, while students from Nepal sang folk song in Nepali.

The program was attended by students from

Bangladesh, Nepal Afghanistan, Vietnam and several other

countries. Italian Odissi dancer Padmashree Dr. Ileana Citaristi and her team presented several composition through Odissi dance.

An art exhibition involving painting and sculpture by students

bloodstream," Mr Rana added. To a question on local residents claiming that, half an hour before the accident, some of them had stopped the bus and informed the school authorities that the driver was drunk, the police officer said the statement of the person who made the claim has been recorded. He also revealed that a challan had been issued against the bus recently.

from Bangladesh opened as a part of the celebration.

Diplomats from Japan, Italy France, Russia attended the program. Padmashree Dr. Ileana Citaristi spoke about extremely supportive role of ICCR in her exploratory journey of Odissi dance form for over 45 years.

Ileana Citaristi mesmerized the audience by her performance of Odissi dance.

Kathak dancer Ms. Tanni Choudhary anchored the program.

The program was coordinated by Shri Ramesh Chand Program Officer of ICCR Kolkata.

Rampant illegal mining funding poll expenses

Jajpur(KCN): Illegal mining of various minerals are growing rampant by the day in this district as the Lok Sabha and the Assembly elections approach. It has been alleged that illegal mining is being carried out to fund the campaigns of candidates belonging to various political parties including the ruling one. This district has rich deposits of minor minerals like black stones, murrums, sand and laterite stones. More than a year back, the Odisha government had transferred the management of minor minerals from the Revenue to the Mining department. Many alleged that since then illegal mining of these minerals have grown manifold. The Mining department has leased

out 35 of the 90 black stone quarries on lease. However, black stone is being extracted rampantly from the remaining 55 quarries. Also murrum, sand and laterite stone quarries are being plundered on a regular basis. According to sources, all this is allegedly happening in connivance with officials of the Revenue and Mining departments and police. Sources said that the Dhamasala tehsil area is known as the storehouse of black stone. They alleged that more than 10,000 tonne of black stone are being smuggled from Aruha hill under this tehsil on a daily basis. The miscreants are using sophisticated and high-powered equipment to extract black stone. Four concrete breaker



machines and over 40 Hyva trucks are being used for the mining and smuggling of stones. Sources added that a similar modus operandi is being followed at the Dankari, Rahadpur, Lunibar, Bichhakhandi and Anjira hills in the

district. Experts observed that black stones worth Rs 500 crore have been smuggled from these areas in the last 12 months. Satellite mapping of the areas will reveal the true picture, they said. Sources pointed out that

illegal mining and smuggling of murrum are also taking place

daily. A case in point is the 15 acres of government land provided to industrial

firm 'VCI Chemical Industries Private Ltd' a few years back. However, the firm never set up its unit. Currently, miscreants are smuggling murrum from large areas of the land and smuggling it, sources added. They further said that murrum worth `50 lakh has been smuggled and a major amount of the money is being used to fund the election expenses of some candidates. On being tipped off, officials of the Mining department inspected the land in question recently. However, the reason they gave for not taking any action is deplorable. They said that since the

extraction and smuggling of murrum happen during the night, they can't take any action. Similarly, it has been alleged that on average 50 trucks of laterite stones are being smuggled from the district daily. The stone-laden trucks pass by the Bairi police station but the cops have so far not taken any action, sources said. When contacted, Deputy Director Mines (DDM), Jayaprakash Nayak said that illegal quarries are being raided regularly and fines are being collected. He, however, could not throw any light as to when such activities will stop.

I Am In BJP": Dilip

Bhubaneswar(KCN): Two days after getting relief from Delhi High Court in 'coal scam' case, former Union Minister Dilip Ray today reached his home town Rourkela and said he is in the BJP.

A rousing welcome has been given to Shri Ray on his arrival at Rourkela. Thousands of his well wishers and BJP workers have given him a grand welcome, which indicates that he is all set to contest the upcoming election from Rourkela Assembly seat.

Speaking to media persons at Rourkela, Shri Ray said, "I am still in BJP because my



resignation has not yet been accepted. The party will decide my candidature within a day or two." "Not only me,

the people of Rourkela are also well prepared for the election. No leader in Odisha received such a welcome by the people.

This is only happening in Rourkela. People here have already made me win even before the election. I must thank all my sisters and brothers of Rourkela," said an emotional Shri Ray. Shri Ray further said that election is not about a fight rather it is a festival of democracy. People here choose their leader who can serve them better, he added. Yesterday, senior BJP leader and Sundergarh MP Jual Oram had stated that Shri Ray will contest from Rourkela Assembly seat in this election. Party will declare his candidature soon.

Koel Bridge turns game-changer for many




Rourkela(KCN): The bridge over river Koel connecting Kuarmunda block on one side with Nuagaon block on the other, has indeed proved to be a game-changer in the lives of people living on both sides. Since it was inaugurated in February 2016, the 'Koel Bridge' (sometimes also called 'Jhirpani Bridge') has indeed affected the lives of thousands in a very positive manner. The bridge has helped in giving new dimensions and dynamics to business, means of livelihood and economic prosperity. Today, it has brought financial affluence to a large number of people and also created new business opportunities. Jhirpani, on one side of the river, even a few years back was a sleepy

extension of this town. Today, however, the situation has completely changed. Even five years back, there were hardly any shops and business establishments in Jhirpani. Currently, a number of business establishments have sprung up including marble and tiles shops, grocery, mobile, home décor and many other varieties of stores. Business is brisk as the bridge is offering smooth connectivity. "The 'Koel Bridge' has changed Jhirpani's skyline. It has been very beneficial," said Devi Jena, a local contractor. Manoj Sahu, a resident of Jhirpani also supported Jena's claim. "It is as if a miracle happened in front of our eyes. Due to the bridge, land prices have increased substantially in

adjacent areas of Jhirpani including Jareikela," Sahu said. On the other side of the bridge, the story is equally encouraging. Ashish Sahu, a civil engineer, who is also involved in agriculture, said that life has changed due to the bridge. "Earlier it used to be a pain to visit the weekly market at Jhirpani. Now due to the bridge, I can visit the market daily and reap rich rewards," Ashish informed. Ashish is not the only one to get benefits due to the bridge. Many others from localities like Titerkela, Khuntgaon, Kundri, Mitkundri and Phuljhar said that the bridge has solved communication and commuting problems. Even students are happy that the bridge has come up. A girl who

is studying in a college at Koel Nagar said that the bridge has helped her in pursuing her education. "My brother did not allow my elder sister to study further as there was no bridge over the Koel river. However, I have been allowed as now commuting to the college is easy and comfortable," the girl said. The 366-metre bridge which was built at a cost of approximately Rs 12 crore, today stands a testimony regarding the importance of communication and transportation. "This is the best example of how communication helps. Now people can travel seamlessly anytime during the year," said Prof SK Biswal, a teacher of marketing in this city.



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Kolkata Hosts Conference on Future-Ready MSMEs, Spearheaded by CII Leaders

Kolkata (ABHIJIT SETH): "Ensuring the Global Presence of the Country: MSMEs Must Be Future Ready," Stresses Mr. R. Dinesh, President of CII. During the inaugural session of the "Conference on Future Ready to be Future Proof" held recently in Kolkata, Shri Narayan Swaroop Nigam, IAS, Principal Secretary of the Department of Health and Family Welfare, Government of West Bengal, shed light on the substantial technological advancements witnessed in the country over the past two decades. In this dynamic environment, he emphasized the critical role of adaptation across all sectors and the need for corporations to foster a culture of innovation. To navigate today's dynamic landscape successfully, Mr. Nigam identified key focus areas, including talent development, a



customer-centric approach, robust risk management strategies, and the integration of data analysis skills into decision-making processes. In a fireside chat, Mr. R. Dinesh, President of CII and Executive Vice Chairman of TVS Supply Chain Solutions Ltd, highlighted the imperative to streamline the ease of doing business in a region, emphasizing continuous digitalization efforts as crucial. Furthermore, he underscored the

importance of nurturing the development of the Micro, Small, and Medium Enterprises (MSME) sector in the country. Mr. Chandrajit Banerjee, Director General of CII, elaborated on CII's initiatives to foster dialogue within the green mobility supply chain, emphasizing the integration of Indian companies into Global Value Chains (GVCs) to enhance their international presence. Market facilitation, along with a recent focus on Intellectual Property (IP)

and Geographical Indication (GI) tags, remains a key priority for CII. Mr. Banerjee identified expanding education and healthcare services to underserved rural areas as promising avenues for CII's future endeavours. Additionally, he stressed the importance of upskilling, capacity building, and the development of logistics infrastructure in the Northeast. The Director General also highlighted CII's focus on boosting tourism in the eastern part of India. Mr. Shiv Siddhant Narayan Kaul, Chairman of CII Eastern Region and Managing Director of Nicco Engineering Services Ltd, acknowledged the eastern region's impressive annual growth rate of 8.3 percent, outpacing other

regions in economic growth. In the era of digital transformation, he urged industries to carefully consider the optimal balance between local and global supply chains to maximize the region's potential. Mr. Suvendra Kumar Behera, Deputy Chairman of CII Eastern Region and Vice Chairman & Managing Director of RSB Transmissions (I) Ltd, emphasized the significant impact of the B20, noting that 70 percent of its recommendations are typically incorporated into the G20's final outcome report. He also advocated for establishing "land banks" in each state to facilitate further development, leveraging the eastern region's advantage of minimal production costs. The conference featured sessions on various crucial topics, including "Business Beyond Borders, towards a multipolar world," "Future Technology for Future Business: The Next Big Leap from Industry 4.0 to Industry 5.0," "Building the new Energy Infrastructure," and "Redefining Business for New Age Consumer".

Nuvoco successfully completes AFR Project at its Risa Cement Plant, Chhattisgarh and Nimbol Cement Plant, Rajasthan

Bhubaneswar : Nuvoco Vistas Corp. Ltd., India's fifth-largest cement group in terms of capacity and among the leading players in East India, successfully announced the completion of its Alternative Fuel Resource (AFR) project at Risa Cement Plant (RCP), Chhattisgarh and Nimbol Cement Plant (NCP), Rajasthan. This milestone achievement illustrates Nuvoco's commitment to reducing dependency on fossil fuels and promoting sustainable practices within the cement industry. With the use of alternative fuels, the company strives to reduce the usage of fossil fuels and minimize its environmental impact. Alternative fuels are a crucial step towards reducing carbon emissions and mitigating the adverse effects of climate change. Nuvoco has dedicatedly installed a system that is capable of utilizing agricultural waste, RDF (Refused Derived Fuel), plastic waste, municipal waste, biomass, tyre chips and other hazardous waste

sources. By incorporating these alternative fuels into its manufacturing process, Nuvoco is taking significant strides towards achieving its sustainability goals. Nuvoco has introduced AFR feeding into the Pyro-process system for enabling uniform feeding and incorporating all necessary safety interlocks throughout. This system allows us to consume alternate fuels in an efficient and effective way without impacting the environmental standards prescribed and approved by the Pollution Control Board of India. Although this project is primarily focused on environmental sustainability, it also has several other benefits for clinker production and can offer significant cost savings through its alternative fuels program. Mr. Jayakumar Krishnaswamy, Managing Director, Nuvoco stated, "As part of our PROTECT OUR PLANET agenda, we view the AFR project as an important step

towards fulfilling our commitment to sustainable cement manufacturing and reducing the environmental impacts. The successful completion of this project demonstrates our commitment to reducing carbon emissions, maximizing waste consumption, and demonstrating responsible resource management practices." Additionally, he stated, "The adoption of alternative fuels also aids in resolving issues associated with landfills and unhygienic waste accumulation. For instance, in its cement manufacturing process, Nuvoco uses plastic waste, RDF (Refused Derived Fuel), and municipal waste that is harmful to cattle and other wildlife due to its carcinogenic qualities as an alternative fuel. This along with other themes under PROTECT OUR PLANET agenda are enabling Nuvoco to build robust partnerships with several stakeholders and contribute to society at large."

Experience the best-in-class customer services at 11 new Alpha Service Centers across India

Bhubaneswar : Sony India is expanding its Alpha Service Network across 11 cities in India including Mumbai, Coimbatore, Jaipur, Pune, Hyderabad, Ahmedabad, Trivandrum, Chennai, Indore, Bhubaneshwar and Guwahati. This is expansion for Alpha Camera body and lens repairs facilities is a testament to the brand's continued dedication to customer satisfaction. Sony now has the widest service network of after sales support for Digital Imaging products with 8 service centers for lens repairs, 18 service centers for Alpha Camera Body repair, 40+ service centers which can offer basic services like CCD

Imager cleaning and firmware updates and 220+ collection centers pan India. The service centers are equipped with necessary jigs and tools to deliver best quality repair of Alpha camera body, Camera Lens, Professional Cameras and other digital imaging products like Digital Still Cameras and Camcorders. Customers can also avail instant services for basic supports like CCD Imager cleaning and getting the latest firmware update to enjoy best performance from their products. The friendly customer care staff at these service centers will help customers to register

their in-warranty products on Sony Alpha Community portal to enable them avail free of cost additional one year warranty on applicable products. Speaking on the occasion, Mr. Mukesh Srivastava, Head of Digital Imaging Business at Sony India, said, "By supporting and assisting partners in local markets, Sony aims to ensure customers receive exceptional service and satisfaction along with quicker and faster turnaround at all outlets across the country. The new service centers will offer customers a seamless experience across multiple touch-points to provide a consistent brand experience that surpasses expectations."

Blenders Pride Fashion Nights arrives in Bhubaneswar

Bhubaneswar : Blenders Pride Fashion Nights, a unique travelling experiential property, arrived in the City of Temples – Bhubaneswar – celebrating the authentic spirit of the city through fashion and style. A spirit that echoes with Pride and inspires the creators of today to become icons of tomorrow. Bhubaneswar's 'Made of Artistic Flair' edition for Blenders Pride Fashion Nights, brought together an eclectic evening that blended fashion, culture and dance, celebrating a symbolic amalgamation of homegrown artistry and the unwavering spirit of local talent. Exemplifying the region's signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha's distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group – from the small Odisha town of Berhampur – widely lauded for their artistry. The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The "Made of Artistic Flair" edition of Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting. Taking us on a 'Jatra' – The Journey of a Young Woman – the show encapsulated the journey of a woman from post adolescence to her nuptials, navigating the various challenges, trials and significant moments that come her way. The enigmatic journey was captured through the array of colours and textiles that Odisha Bandha/Ikkat offers.

"Choose Bold. Choose Water." Royal Challenge Packaged Drinking Water promotes hydration for better celebrations.

Bhubaneswar : Did you know, it takes about an hour to process a standard unit of alcohol, which is generally 10 grams? As part of its ongoing commitment to promote responsible consumption, and drinking better, not more, Royal Challenge Packaged Drinking Water has launched its latest campaign, "Choose Bold. Choose Water", which emphasizes on the importance of staying hydrated when consuming alcohol. Through this campaign, the company aims to promote responsible drinking with a simple yet compelling narrative: Often, choosing water is the bold choice. Harking back to the Diageo motto of "Drink better, not more", Royal Challenge Packaged Drinking Water through this campaign and its social engagement is playing an active role in the prevention and reduction of harmful



use of alcohol, while also driving awareness on mindful consumption and encouraging individuals to stay hydrated during social occasions. The latest campaign film shares the importance of timely water breaks during moments of alcohol consumption to take care of one's body. Talking about this campaign, Ruchira Jaitly, Vice-President, Marketing & Portfolio head, Diageo India said, "At Diageo, we believe in drinking better, not more. A good way to do this is by ensuring hydration during drinking occasions. Royal Challenge Packaged Drinking Water wants to drive

recognition for this important and yet often ignored message with the Choose Bold, Choose Water campaign. By focusing the conversation on hydration and building the recognition for taking a break for the same, we want to foster a culture where our consumers celebrate life responsibly, and we are proud to be able to lead this conversation." As one of the prominent packaged drinking water brands, Royal Challenge aims to set a positive example for consumers and to shape behaviour by promoting responsible drinking by choosing hydration for moderation.

ATLAS OF AFFLUENCE - INDIA'S FIRST EVER WHITE PAPER ON LUXURY LAUNCHED AS A YEARLY FEATURE

Mumbai: Amidst leading luminaries of industries spanning across the business of luxury, the Atlas of Affluence (AOA) 2022 has been launched in Mumbai. Created by The Voice of Fashion (TVOF), a division of Reliance Brands Limited, the daily digital magazine that tracks and leads conversations on Indian

fashion, design, crafts and retail, AOA 2022, is the first such wide and deep white paper from India that dissects consumer behaviour studied through the prism of luxury. A collective reflection on what affluence means in India spiked during the two years of the pandemic. Charting the post-pandemic market and the clearly altered consumer mindset

through a specially commissioned study across six cities and markets of India, AOA 2022 has been published as a book with exclusively commissioned artworks. This study uses the time graph of "pre-pandemic" and "post-pandemic" months to specify a comparative matrix. It also helps debunk long-held ideas about what affluence and luxury have meant to Indians.

NSDL launches "Market ka Eklavya- Express" in 75 cities to mark 75 years of Independence

Mumbai: India's largest depository, National Securities Depository Limited (NSDL) launched 'Market ka Eklavya- Express', an online investment awareness program for students that will be conducted in 8 different languages including Hindi. The program would serve as a beginner's guide for investing for the youth. To mark the significance of Azadi Ka Amrit Mahotsav, an

initiative of Government of India to celebrate 75 years of independence and the glorious history of our people, culture and achievements, NSDL has launched a new initiative towards investor awareness 'Market Ka Eklavya - Express' across 75 cities, especially aimed at the college students who would very soon be entering the phase where they would start earning and naturally,

look for avenues of investment. Earlier this month, Market ka Eklavya (5-hours program) was launched by the hon'ble Finance Minister of India, Smt. Nirmala Sitharaman at the silver jubilee event of NSDL. On the launch of the initiative Ms. Padmaja Chunduru, MD & CEO, NSDL said, "Azadi Ka Amrit Mahotsav is a special initiative launched by our Prime Minister to

celebrate and commemorate 75 years of India's Independence. Our program has been particularly aimed to create awareness about the financial markets to the young minds who will be the future of our country. In this Amrit Kaal, our digital education initiative focuses on building a path towards Financial Freedom for our youth, symbolizing the spirit of Atmanirbhar

Bharat." Students across India will benefit from this program as it does not restrict to just an area of the population. The program will be conducted for 1 hour and mainly educate the students on demystifying the jargons, 3I's – types of Income; Inflation and its impact, types of Investment; 3S – Start early- Power of Compounding, Spread wide, Stay long etc.

Jindal Stainless signs MoU with SCTEVT, Odisha to train future-ready stainless steel professionals

Bhubaneswar: Odisha's State Council for Technical Education & Vocational Training (SCTEVT) today signed a Memorandum of Understanding (MoU) with Jindal Stainless to promote technical education in the field of stainless steel and its various applications. Under this MoU, stainless steel courses will be introduced in all the Polytechnic colleges in Odisha from June 2022. The MoU was signed by Vice Chairman,

SCTE&VT, Shri Reghu G (IAS) and Unit Head, Jindal Stainless Limited (JSL), Shri Deepak Agrawal. Dignitaries present at the ceremony included Chairman, SCTE&VT and Principal Secretary to Government, Skill Development and Technical Education (SDTE) and Industries Departments, Shri Hemant Sharma (IAS); Additional Secretary, SDTE, Govt of Odisha, Shri Tapan Satpathy (OAS); Resident Director, JSL, Mr SS

Upadhyay, and General Manager, Sales & Distribution, Mr Ranit Rana. Commending the development, Chairman, SCTE&VT and Principal Secretary to Government, SDTE and Industries Departments, Shri Hemant Sharma (IAS) said, "This collaboration with Jindal Stainless will enhance the learning experience for students and faculty both, as it will give them insights about and practical exposure to the stainless steel industry."

'We were targetting 45 in three overs' - Gill on GT's stunning chase

New Delhi: Gujarat Titans captain Shubman Gill revealed on Wednesday night (April 10) that his side were looking to target 45 runs in the final three overs of the run chase. In a thrilling contest against Rajasthan Royals, Titans prevailed by getting over the line off the final ball of the game. Right from the time they made their bow in the 2022 season, Titans have developed a reputation for being an excellent chasing side. Last night, Titans needed 73 off 30 balls at one stage and in the ensuing over, they lost their skipper Gill which turned out to be a crucial blow. A 17-run over from R Ashwin did help the chasing side but eventually, it came down to a tough 35 off 12 balls. But like they have done very often, Titans managed to pull off a heist with Rahul Tewatia out in the middle once

again. Rashid Khan, chipped in with a stunning cameo and hit the winning runs as well to claim the player of the match award.

"No not really," Gill said at the post-match presentation ceremony when asked if he lost hopes after his dismissal. "We were targeting 45 in three overs and that is very much gettable. Fifteen runs per over you just need two hits and that was the mindset at that time. Mathematically, both batsmen need to score nine-ball 22 runs and if you think like that, okay, it's two-three hits in nine balls and if one of the batsmen goes berserk, you'll see the match getting over in two or three balls prior."

Last year's finalists lost their previous two games before this one and Gill was pleased with the fact his side at least managed to close this match out in their favour despite being

behind. "I would have loved to finish the game but very happy with the way Rashid (Khan) bhai and Rahul (Tewatia) bhai finished the game for us," he noted. "In the past couple of matches as well, I thought we dominated more than 50% of the game and the bad phase was we played really bad cricket and that's why we lost both the games. This game, we were there and thereabouts, we were a little bit behind the game and then winning the game on the last ball is always a great feeling." Meanwhile, Kumar Sangakkara credited Titans for the way they played back right at the end and focussed on his own side's positives. "First of all we batted really well," he said at the post-match press conference. "It was a tough period to start with. I thought the way Sanju (Samson) and Riyan



(Parag) rebuilt our innings, Hetty (Hetmyer) with his cameo was outstanding, Jaiswal looked in great form as well so those are

positives. I think we were right there. Kuldeep Sen coming back bowled three brilliant overs. We just lost it towards the backend. We probably

didn't use the pitch as well as we should have. But that's the way the game goes. I thought they played really well, stayed in the game and took

advantage of the mistakes we made." Even though there were three other bowlers who ended up with an economy rate over 10 from the Royals' camp, Ashwin came under the pump as a result of also not chipping in with any wickets. However, RR's director of cricket defended the veteran bowler and backed him to come back strong. "Ash is one of the greatest spinners to have played the game," Sangakkara pointed out. "You can't have great days all the time. Once in a while you have a bad day. We learn, we move on. Ash is a fierce competitor. I'm sure he will come back. I thought the way we bowled initially we held our nerve, the spinners Maharaj coming in, Kuldeep Sen coming in, lot of positives to look at but also a lot of things to learn."

Riyán Parag continuing to make an impact was one of the positives for the Royals as the youngster hammered a 48-ball 76 to guide his side to almost 200. Sangakkara remained coy when asked about Parag's chances of making it to the World Cup squad. "I don't know in that sense, it's way beyond me," he admitted. "I think his potential is there for everyone to see. I think for Riyán it's really about concentrating for Rajasthan and this season. And whatever happens, will happen after that. Should never get too ahead of looking at things too far in the future and as long as he keeps his head down, he is working really hard, he is batting really well, he is very organised, he has worked hard off season, he just needs to keep doing those good things and if he does that, good things will happen."

Ebadot Hossain ruled out of T20 World Cup

Dhaka: Bangladesh pace bowler Ebadot Hossain has been ruled out from the forthcoming T20 World Cup, scheduled in USA and West Indies set to be played from June this year, as he will not be able to make himself fit before the global event.

is the way the medical team is supporting me and I am doing a very good rehab. I am regaining my strength. I am working on the sand field and working on strength. I am hopeful something good will happen in future," Ebadot had told reporters on January 13 after he had completed a rehabilitation session at the BCB's academy premises. Ebadot was ruled out from competitive cricket following the injury and was not available since the Asia Cup. He has failed to make himself available for the following international series since then, along with missing the Bangladesh Premier League and then the ongoing Dhaka Premier League, the country's traditional List A tournament. Debashish said that there is no way for the right-arm pacer to make a comeback before the T20 World Cup. "No way (Ebadot can make a comeback before the World T20). We are not



even thinking about it," Debashish told Cricbuzz. "It does not go (his comeback) in that time frame (before the World Cup). It takes eight to 12 months but at least you need 10 months. He was operated in December, so it will be at least October when he can make a comeback. He can make a comeback a bit earlier but certainly not in the World T20," he said. However, Ebadot had undergone surgery in August last year. Meanwhile, Debashish informed that they are



to save a four while Taijul injured his knee while trying to save a run during fielding in the opening Test of the two-match series. Taijul also played the second Test but thereafter felt discomfort with his knee which forced him to go into rehabilitation.

Soumya sustained a ligament injury during the Sri Lanka series after he hit the billboard and we have spoken with the best knee surgeon in our country and planned to go for conservative management. It will take four to six weeks to do conservative management. Currently, he is doing rehabilitation and doing well and we are hopeful that he can manage it without an operation. In that case, you have to give time. He has already passed four weeks and there are another two weeks to go but you can understand that there is a Zimbabwe series and the team needs to be declared. Right now he is working on regaining his strength," said Debashish.

New Delhi: The meeting of the Indian Premier League (IPL) franchise owners has been postponed. It was scheduled for April 16 in Ahmedabad and the Board of Control for Cricket in India (BCCI), according to multiple sources, has informed the franchise owners that in view of a change in the IPL programme, the meeting has been put off. A new date has not been informed even as certain the franchises have been taking a strong position against increasing the number of retentions. The meeting was to discuss the way forward for the IPL from next year when there is a mega-auction. The BCCI top brass wanted to pick the brains of the owners on the number of retentions to be permitted and the size of the player purse. There has been talk about increasing the number of retentions from existing four and swell the player purse substantially from the current cap of Rs 100



However, there is a school of thought that the retention should not be more than one and the franchises should be allowed more Right To Match (RTM) options, a method, it has been argued, will be based on the market value and transparency. The contention has been that retention could potentially lead to surrogate and covert payments to the players. The RTM formula would afford franchises the opportunity to acquire their existing players at a price determined during the live auction. The flipside to the RTM method is the possibility of certain franchises artificially inflating a player's bidding price so that the interested team

will have to shell out extra money. But they also stand the risk of subsequently being obligated to purchase the player at the increased cost. While the talk has been of eight retentions, it has been contended that there should be one retention and seven RTM options. The BCCI, of course, has its own views on the way forward and it has not exactly made its stand. The meeting between the BCCI/IPL officials and the franchise promoters was to be held on the sidelines of an IPL game between Gujarat Titans and Delhi Capitals in Ahmedabad. But that game has now been postponed by a day, as the BCCI has advanced the Kolkata Knight Riders-Rajasthan Royals game at the Eden to April 16.

IPL owners meet put off; talk of more RTM options gathers steam

India selectors keeping an eye on 'unbelievable' Riyan Parag: Sunil Gavaskar

New Delhi: Legendary Sunil Gavaskar urged Riyan Parag to continue doing the good work with the bat for Rajasthan in IPL 2024, hinting that an India call-up might not be far away for the 22-year-old batter from Assam. Gavaskar's comments came after Riyan Parag shot to the 2nd spot in the Orange Cape race with his 3rd fifty of the season. Riyan Parag had struggled to make an impact in the IPL despite the abundance of talent that he displayed over the years.

Since making his debut in 2019, the Assam star made only 2 fifties across 5 seasons. However, the 2024 IPL season has seen a major turnaround in his fortunes after a stellar season with the bat for Assam in domestic cricket. The youngster has already hit 3 fifties in 5 matches, taking his tally to 261 runs, next only to Virat Kohli who is the Orange Cap holder with 316 runs. "Riyat Parag made Gujarat pay for those lapses. That's what cricket is all about. You

get an opportunity and you make the most of it. And he has made the most of it. He is playing some unbelievable cricket," Gavaskar told Star Sports on Wednesday after RR lost a thriller to Gujarat by 3 wickets.

Riyan Parag survived two dropped chances and made the most of it by smashing 5 sixes for his 76 off just 48 balls. After Rajasthan lost both their openers -- Yashasvi Jaiswal and Jos Buttler in the powerplay -- Riyan and captain Sanju



Samson shared a 130-run stand for the 3rd wicket to lift Rajasthan to 196 in a match that was interrupted by short rain breaks. Riyan looked in complete control as he tore into Gujarat bowlers, taking a liking for Afghanistan's left-arm wrist-spinner Noor Ahmed.

"Not just in the IPL, but right through the season, he has had enormous success. He is someone that the selection committee has got an eye on. And so all he needs to do is keep on batting the

way he has been. His fielding, we all know about it, he is an excellent fielder. And he can bowl a few of those dribbly-dobbles, I call them mixed pakodas," Gavaskar said.

Riyan Parag's heroics went in vain for Rajasthan as the 2008 champions suffered their first defeat of the IPL 2024 season with their 4-match streak coming to an end. Shubman Gill played a captain's knock of 72 while Rashid Khan's cameo of 24 from 11 balls helped GT seal a last-over thriller in Jaipur on Wednesday.