

of humanity. They have to protect the forest wealth by synchronizing modernity and tradition and advancing the interests of the people whose life is based on forests. By doing this, they will be able to make a contribution that is truly inclusive and congenial to the environment.

The President said that the Indian Forest Service has given many officers to the country who have done unparalleled work for the environment. IFS officers such as Shri P. Srinivas, Shri Sanjay Kumar Singh, Shri S. Manikandan have sacrificed their lives in the line of duty. She urged the officer trainees to make such officers their role models and mentors and move forward on the ideals shown by them.

The President urged IFS officers to spend time among the tribal people in the field and earn their affection and trust. She said that they should learn from the good practices of the tribal society. She also urged them to take ownership of their responsibilities and become a role model.

represented through Advocate Raghav Awasthi. On the allegation of Misra being the architect of the conspiracy to target the Prime Minister, his counsel Sarangi said that my party (BJD) is ideologically aligned with the BJP and the Prime Minister. The judge asked Dehadrai's counsel how had Misra targeted the Prime Minister. The court said, "These are very serious allegations against the PM. You can't be trigger-happy. You are alleging serious allegations of conspiracy against the PM by a sitting MP. You explain it or I will injunct you."

also the first of its kind in the country.”

“In the days ahead we have plans to introduce the youth budget and I promise the 2024-34 will offer a golden opportunity to the youths of Odisha. Our budget for the youth will focus on industrial investment and skill development,” the Chief Minister said.

“Odisha’s 4.5 crore people are my family and I will continue working for them till the end,” Naveen said concluding his address.

5T and Nabin Odisha Chairman VK Pandian, several senior BJD leaders and ministers attended the programme at Hinjili today

Shadow

Rabi Satpathy

I left my shadow
with you wishing it
to remain with you
at village
which can stand
with you
will see silently
your happy family

Believe me
this shadow is very faithful
which can sacrifice its life
for you
can protect you
day and night
if you so wish

How can I tell you
this shadow of mine
fears darkness more
but loves night much
please stand with it calmly
when it fears



After leaving it
with you
I feel lonely, yet
thinking, how I left it lonely
with you
and it agreed
blindly
to remain with you.

From original Odia to English
translation by Manas Ranjan
Mahapatra

For The Society's Welfare

Dr. Samrat Kar

Duty be performed
As per one's power,
Not as per one's will.

Burden be shared
As per one's strength,
Not on equal foot.

Alms be extended
As per one's wallet,
Not as per ratio.

No more is required
To prod the society
Towards its welfare.

So dear future Social Worker :
Be proud,
Be curious
Be empathic,
Be kind to yourself.
And the hidden world into which you step.
Will be all the richerto have you in it.

President, Rotrary Club of Mid Town, Cuttack ,
Mob. : 9132433333



Quotation of the Day

“Every day is a good
day. There is
something to learn,
care and celebrate.”

— Amit Ray



Secularism in India

Prof.MANAS RANJAN MAHAPATRA



Today the government has been able to inaugurate its much publicised Ram Mandir at Ayodhya. A new discovery has indicated that there are several Ayodhyas in this country including the one at Nilagiri, Odisha. This Ayodhya near Lucknow was imposed in people's Mind by the rulers of erstwhile Oudh dynasty as the original one. I am not interested to enter deep into the discussion on Ram or religion nor about originality of the so called Ayodhya promoted by this government as the place of birth of Ram. As such, Ram is not a historical character. It's dangerous to mix history with mythology or folk. Fact remains that secularism has been the base of Indian culture and life for time immemorial. Communalism has created a peculiar situation in the country now that liberal people like me are afraid as their very survival is now in danger. In 1669, the caravan of

Mughal emperor Aurangzeb was going from Delhi to Calcutta. There were also 44 kings and their queens in the convoy of Aurangzeb. When the carvan reached Banaras, Hindu queens expressed their desire to visit Lord Kashi. In complying with their wishes, an army camp was built just 5 kilometers away from the temple on the order of Aurangzeb. The queens were taken to the temple in a palanquin to see the Lord Krishna. The queens took bath in the holy river Ganga and paid visit to the Lord Kashi. After returning from the temple, one out of 44 queens, the Maharani of Kutch, was found missing. The rest 43 queens reached the camp. A search mission has been launched and surprisingly Maharani was found semi-naked in the basement of the temple. After probing, this was found that the priest of the temple had forced adultery with the queen. Hindu kings begged Aurangzeb for justice. Aurangzeb ordered to hang that priest on the tree. The order was followed and all Hindu kings were happy and raised slogans praising the Emperor Aurangzeb. This incident is



mentioned in the book named "Feathers and Stones" written by historian Pattathi Sitaramayyah. It has been 60 years since Pandit Jawaharlal Nehru, the first elected PM of India left for his heavenly abode. But, religious fanatics of BJP are still afraid of him and discuss in various forums. Don't be confused that this BJP has the ideology of the earlier Jansangh or the RSS. The earlier organisations had values and this organisation has criminology and corruption as ideals. For them, Ram, the Maryada Purusottam Incarnation of God Vishnu, is not a God, but a party pamphleteer! You can get awards, but can't live for the next century unless you have a world view and have a great fan following.

Don't always choose people who have reached heights. Choose people who can hold you when you call from the heights! Every party in power has an agenda. It can be in two styles: Political and Corporate. A corporate style is united positive performance oriented and a political style is individual personal gain oriented. A good leader should lead the team in such a manner that everyone gets a space for maximum positive performance as a team member irrespective of political affiliation or liking. This is the reason why Russia has grown in the last seventy five years and India couldn't. Many of my friends have suddenly become critical of Javed Akhtar after a crook journalist asked for some money

and Shabana refused to pay.? The idiot disgruntled fellow published a news that Javed Akhtar has reportedly said that he feels insecure in India. Fact remains that nobody feels secure after pseudo nationalists occupy the centre stage in any country, be it Germany, India or Afghanistan. I was a regular visitor to Azamgarh from 1987 to 2007 for works of NCERT and NBT. The more I think of Azamgarh, Shabana Azmi and Javed Akhtar often come to my mind for many good reasons. Azamgarh has many great sons so far as literature is concerned. Sajjad Zahir's place is not very far. But, the most illustrious in the recent years have been Kaifi Azmi. Aabid Surti's train

reached almost in time at Allahabad. We moved on the way to Azamgarh after lunch as scheduled. Vibhuti Narayan Rai was telling a story. Kaifi Azmi towards the end of his life came back to his town Azamgarh after four illustrious decades as the most successful lyricist of Bollywood after Shahir Ludhianvi. One day he went to the office of electricity department for a work of his village. He had the hope that people will recognise him. But nobody did so and he was disheartened. He was to wait outside the room of the Section Officer. Suddenly, somebody sitting there switched on his handset cassette player for listening to music. And, to his dismay, a remix of song based on his lyrics came in the air.

'What a rubbish remix...' Kaifi Saab expressed his anguish. 'How could you know it..', the person asked. 'This is my lyric, the pronunciation was wrong,' Kaifi said. At once the crowd understood that the legendary Kaifi Azmi is amongst them. And, the Section Officer also came out of his room to find the legend at his door. And then what happened, if Kaifi's work was done or not, nobody knows. But fact remains that Kaifi Azmi's name was known to many in Azamgarh. The Section Officer himself came forward to see that the work is done. Alas, in my hometown Puri I once introduced that I am from NBT and the people understood that I am from MBD, the publisher of help series books! Nobody bothers for Art and Culture as some vested interest people are managing the show everywhere. It was almost sunset when we reached Azamgarh. We had another friend Prof Paliwal with us. And, outside the India's first ever Rural Cultural Centre cum Library at the village Jokehara, Azamgarh had many great sons so far as literature is concerned. The legendary

Sajjad Zahir's place is not very far. Suddenly we noticed that, outside the Library, a group was playing Volleyball in the nearby field. I thought of coining the words 'Paliwal' and 'Volleyball' in a poem and composed a few lines. It was like this.. They wanted to play Volleyball and we told them to shout the word Paliwal. They did not listen and went on playing. And at last, we told them to shout 'Volleyball' and pat came the response of the blind followers: Paliwal, Paliwal... Javed Akhtar and Shabana Azmi have donated in Crores for literature and Culture in Azamgarh and these days, useless people make stories on Javed believing fake reports. I have promoted many authors and organisations for promoting literature and culture in Odisha and I am lost in transit in Odisha. That is the national misfortune.

Visiting Professor of Development Communication
Former Director, I & PR and Culture, North Eastern Council Ministry of DoNER, Govt. of India
Former Director, Book Publishing Courses & Editor, NCCL National Book Trust, Ministry of HRD, Govt. of India

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'Papa Kehte Hain' from Rajkummar Rao's 'Srikanth' will tug at your heartstrings

The second song from Rajkummar Rao's 'Srikanth', titled 'Papa Kehte Hain', is finally out. The track is a refreshing twist to 'Papa Kahte Hain' from Aamir Khan's 1988 film, 'Qayamat Se Qayamat Tak'. The music was launched by Aamir Khan himself with the team at a grand event in Mumbai.

'Papa Kahte Hain' from 'Srikanth' is a fresh take on the 1988 superhit song of the same name. The song will remind you of simpler times and the return of the golden retro era. The video is as heartfelt as the music, with Jyothika clapping for her son and Rajkummar's character spending some cute moments with Alaya F. The song launch witnessed a spectacular show by a visually Impaired band that performed the track along with other songs including 'Ae Mere Humsafar'. Aamir Khan, Rajkummar Rao, and Udit Narayan joined the



live chorus while creating a truly heartwarming moment. 'Papa Kehte Hai' 2.0 is sung by Udit Narayan, music has been recreated by Aditya Dev, while the original music is given by Anand Milind. The lyrics of the song are written by Majrooh Sultanpuri. The song is a recreated version of the old track with visuals of

Rajkummar Rao playing Srikanth and Jyotika in the role of his mother. The trailer of the upcoming film was launched a couple of days back. Sharing the trailer of 'Srikanth', Rajkummar wrote, "Trailer Out Now. Embark on a journey where every moment becomes extraordinary through Srikanth's vision! #Srikanth releases in

cinemas on 10th May 2024 (sic)." Rajkummar's wife, actor Patralekhaa wrote a long note after 'Srikanth' trailer release. Praising her husband, the 'Phule' actor wrote, "Rajjjjjjj, what an amazing trailer. I am so stoked for you and this amazing character that you played. I just want to scribble a couple of words about your journey with this

character. It all started with you going to the blind school, the very next week you came home with almost a cracked rib as you were practicing blind cricket so you thought may well shut the eyes n play. I dint realise that this wasn't the scary part (sic)."

She added, "The scary part began after a few days of your shoot

when I saw your shoulder dropping your posture began to change. I kept yelling that you don't have to do this. At some point I thought you were going to go blind with not letting your eyes rest..

But I see you Rajuuuu, you are just the best at what you do. You devout your body & soul to the character. I consider myself lucky to be a part of your madness & super proud of you husband. But kabhi kabhi meri bhi sun liya karna yaar (Please listen to me sometimes) (sic)." 'Srikanth' is a biographical drama that chronicles the inspiring journey of Srikanth Bolla, a resilient individual who overcame significant challenges due to visual impairment to attain remarkable success. The film is set to hit theatres on May 10, 2024. Other than Rajkummar, the biopic drama will feature Jyothika, Alaya F, and Sharad Kelkar in significant roles.

'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 Kullu in the film, glimpses of which we all have seen in the teaser. Earlier, trans woman, Trinetra Haldar Gummaraaju 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.

Modi-Shah efforts: BJP set to sweep NE states



The North-Eastern region of India, where the sun's rays first reach, is ready to deliver its verdict in the upcoming Lok Sabha elections. The Bharatiya Janata Party (BJP) is aiming to win 370 seats in these elections, including all 25 seats from the Northeast. Looking back at the 2019 Lok Sabha elections, the BJP had secured significant victories in the Northeast, and the party is confident of maintaining its hold this time as well. This confidence stems from Prime Minister Narendra Modi's belief that the people of the Northeast will not forget the development initiatives his government has undertaken in the region. Additionally, Home Minister Amit Shah, like PM Modi, has played a crucial role in establishing lasting peace in the Northeast

through various peace accords. Due to robust internal security measures, there have been no major violent incidents reported across the region, with the exception of Manipur, where the Home Ministry is actively working towards a concrete solution. India's Northeast comprises the eight border states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura. The region accounts for 25 seats in the 543 seat-Lok Sabha, the lower house of the Indian Parliament. States in the region will vote on April 19 and 26 and May 7. Assam holds the highest number with 14 seats. In the 2019 Lok Sabha elections, the NDA secured 21 out of the 25 seats. The BJP aims to surpass this figure in the upcoming elections. Assam Chief Minister Himanta Biswa Sarma of the BJP, who is convener of the North East Democratic Alliance, a BJP-led bloc in the Northeast, claims

that the NDA would win 22 seats across the region in the upcoming general elections. Discussions with political functionaries from different parties revealed that the BJP and its allies have an edge in 20 constituencies. The contest in the remaining five is expected to be tough. In Assam, which has the highest number of seats (14) among all the northeastern states, the ruling BJP has fielded candidates in 11 constituencies and its allies – the Asom Gana Parishad (AGP) and the United People's Party Liberal (UPPL) – will contest from the remaining three. In 2019, the BJP won 9 seats from Assam. The

UPPL and AGP failed to secure victories from their allocated constituencies. So far, the INDIA alliance has not shown any significant interest or investment in the northeastern states. Mamata Banerjee's TMC and Sharad Pawar's NCP had made independent attempts to gain a foothold in the region during the previous elections, but this time, their efforts seem to be absent. This is primarily because Sharad Pawar is currently engaged in a battle with his nephew to maintain control over his party and political existence. Similarly, Mamata Banerjee is facing challenges at home due to allegations

of corruption and communal disturbances. The trust placed in the BJP by the people of the Northeast stems from the active focus on development and peace initiatives undertaken by PM Modi and Home Minister Amit Shah over the past decade. Although Manipur has only 2 Lok Sabha seats, resolving the ongoing tribal conflict there is crucial for the government. Home Minister Amit Shah has been making continuous efforts in this regard. In his recent meeting in Shillong, Amit Shah said that the last 10 years under the leadership of Prime Minister Narendra Modi have been the most significant for the development of

the Northeast in the 75 years since independence. These 10 years under the leadership of Modi ji, not only the distance from Northeast to Delhi and the rest of India has reduced due to the creation of infrastructure, but the difference of hearts has also reduced. The Northeast, which was struggling with various ethnic, linguistic, border and extremist groups related problems, has also got the beginning of a fresh and durable era of peace in these 10 years. It goes without saying that if these 10 years for the Northeast are compared with the 75 years after the country's independence, then this decade will definitely be considered as the Golden period of the Northeast. In a recent historic development, the Government of India and the Government of Manipur signed a peace agreement with the United National Liberation Front (UNLF), one of the oldest armed groups in Manipur. This agreement

paves the way for a new era of peace in the Northeast in general, and Manipur in particular. It marks the first time that a valley-based Manipuri armed group has agreed to renounce violence, return to the mainstream, and respect the Constitution of India and the country's laws. The agreement will not only end hostilities between the UNLF and security forces, which have claimed thousands of lives over the past half-century but will also provide an opportunity to address the community's long-standing concerns. The UNLF has been active since 1964, operating both within and outside Indian territory. Following the Modi government's arrival, ULFA, Assam's oldest insurgent group, agreed to renounce violence, disband the organization, and fully participate in the democratic process. Amit Shah has consistently maintained that insurgents are misled individuals. He believes that if they are provided with employment

opportunities, security, and a vision of a new India, they will abandon violence and choose to join the mainstream. The surrender of ULFA cadres is a testament to this belief. Shah's policies have successfully led to the surrender of over 9,000 cadres involved in insurgency across the Northeast. Meanwhile, The Central Government is making all possible efforts to support development of sports in the North-Eastern states through funding. All essential steps are being taken to support the NE States, and the Government is positively and continuously sanctioning the proposals received from the NE, including Nagaland. Under Khelo India Scheme, the second Khelo India Games were held in Guwahati. Given this backdrop, it looks that NE states would give positive results to BJP in the forthcoming Lok Sabha election.

The Author is a Delhi based columnist and former Editor

Ayurvedic Remedies to Keep Healthy Eyes



Now that summer is here, we're all ready to spend as much time as possible having fun in the sun. Most of us know that too much sun can cause sunburn and skin damage. But did you know that the sun's ultraviolet (UV) rays can also harm your eyes? UV radiation, whether from natural sunlight or indoor artificial rays, can damage the eye's surface tissues as well as the cornea and lens to almost all ocular structures. The sun releases energy (radiation) in many forms. The sunlight we see is one form. The heat we feel from the sun is another. Ultraviolet (UV) rays, a third type, are also invisible to the eye. UV rays cause sunburn. They can also damage your eyes and hurt your vision. UV rays exposure

can cause painful short-term damage to your eyes in the form of sunburn. However, UV's long-term, cumulative effects—cataracts, pterygium and macular degeneration—can dramatically impact your ability to see clearly and enjoy healthy vision in the long term. Our unprotected eyes are most exposed to UV radiation in the mornings and afternoons, and not just at noontime, as is commonly assumed. At noon, the sun is overhead, shining down on us and not directly into our eyes. Minimizing UV rays exposure can help maintain your healthy vision for as long as possible. Stay cool and safeguard your eyes----- 1--Aloe Vera Juice There are numerous benefits of aloe vera, including your eye health. You can apply chilled aloe vera juice to your eyes with the help of cotton balls. This will help reduce eye strain and give your eyes a soothing effect. If you have dry skin around your eyes, the sugars in aloe vera

can keep your skin moisturized. The amino acids in it will make your skin soft while the zinc tightens your pores. Aloe vera extract contains properties that can help reduce eye inflammation and dryness. Aloe vera, at low concentrations, does not hurt eye cells. It's important to avoid putting aloe vera gel directly into your eyes. Doing so can cause burning, irritation, redness, and other side effects. 2--Amla ----- Amla helps to improve and preserve the eyesight. Amla is rich in vitamin C and antioxidants, thus, helping you attain a better vision. Amla's potent antioxidants

neutralize free radicals, protecting the eyes from their harmful effects. Consuming Amla or using Amla-based eye drops can help maintain eye health. You should drink amla juice to improve your eye vision and keep them healthy. You can even try massaging amla oil around your eyes to promote eyesight. This Vitamin-rich berry also strengthens the eye muscles. It protects your vision by strengthening the muscles in your eyes. Another major benefit of Amla is that it prevents cataracts. Amla powerfully inhibits the free radicals, which are

one of the sources of cataracts.. Regular consumption of Amla can help prevent cellular damage and maintain the long-term health of your eyes. Dry eyes are a common condition during summer. Amla contains cooling properties that can help soothe and hydrate the eyes, providing relief from dryness, itching, and discomfort. Regular consumption of Amla or using Amla-based eye drops may alleviate the symptoms of dry eyes. In today's digital age, many people spend prolonged periods looking at screens, leading to eye strain.

Regular consumption of Amla juice can cure eye problems such as eye strain, fatigue, discomfort, redness, swelling and puffiness. Amla juice is high in essential vitamins, which help our eyes to be stronger and healthier. 3--Papaya Papaya is a juicy and nutritious tropical fruit with a distinct flavour that is not usually preferred by many. Papayas are a soft, fleshy fruit that can be used in a wide variety of culinary ways. Papaya is good for healthy eyes due to the presence of nutrients that help

support healthy eyes. It contains antioxidants like vitamins A, C, and E, carotenoids, lutein and Zeaxanthin that protect the eye from harmful high-energy blue light that can damage the retina of your eyes. They also protect against developing cataracts, glaucoma and other chronic eye diseases. Antioxidants help to prevent retinal degeneration that can cause various eye diseases, while vitamin A strengthens your cornea. Consuming this nutritious fruit every day can improve your overall vision and protect it from infections. 4---Blueberries--- Dubbed as nature's superheroes, These mighty, violet-hued gems are a powerhouse of antioxidants, particularly anthocyanins, as well as vitamin C and E, all of which are renowned for their potential to protect eyesight and slow the progression of sight loss. Their deep blue hue is a result of anthocyanins, potent compounds that assist in maintaining

healthy blood vessels in the eyes and strengthen the retina and provide extra vision protection. A regular intake of blueberries for few months improve ocular blood flow and visual field defects. Blueberries, with their vasodilatory effects and ability to improve blood flow, contribute to this crucial aspect of ocular wellness. By enhancing circulation to the eyes, these berries promote overall eye function and may even help alleviate symptoms of conditions like glaucoma, which involves impaired blood flow to the optic nerve. Protecting the eyes from UV rays by wearing sunglasses and hats, getting regular eye exams, and effectively managing conditions such as high blood pressure and diabetes are all important for maintaining optimal eye health during summertime.

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



Odias in Singapore Celebrate 89th Odisha Day

Singapore, (KCN) : Odias in Singapore celebrated 89th Utkal Divas with much pomp and splendour recently. Hosted by Odia Society of Singapore (OSS) with the support of Indian High Commission at Singapore, the Gala Festival witnessed the showcasing of essence, excellence and fragrance of Odisha. The ceremony venue at Grassroots Club Auditorium was decorated aesthetically and elegantly to mark the grand occasion. Wearing the glitzy and glittering look of a Mini Odisha, the entire ambience was agog with Festive fervour. More than three hundred Odias and Odisha lovers

attended the Mega Event alongwith their family members. The sole purpose of the massive celebration was to project, promote, propagate and popularise Odisha's rich art, vibrant culture, lofty tradition, lavish cuisine, enchanting tourism and incredible craftsmanship among the non Indians. The programme commenced with the recital of Odisha's State Anthem, 'Bande Utkal Janani'. The Festival was inaugurated by the Guest of Honour High Commission of India to Singapore H.E. Dr Shilpak Ambule by lighting the ceremonial lamp placed in front of



the Idol of Lord Jagannath on stage. Dr Ambule was felicitated with Odisha's traditional Uttariya and Flowers bunch by the President of OSS Subrat Nayak and

Secretary Hemanta Rout. Delivering his speech Dr Ambule elaborated on the robustness of Odisha's age old cultural heritage. He lauded the noble

efforts of Odia Society of Singapore in exposing and espousing the golden facets of Odisha in this foreign land. The highlight of the much acclaimed celebration

was presentation of a spectacular cultural extravaganza by upcoming and established artists. Recital of Odissi Dance, staging of Ramayana play by small kids and performance of sambalpuri and ollywood contemporary numbers were quite entertaining and highly appreciated by the audiences. The peak point of the supersonic show was the melody session presented by star singers from Odisha Pradip Palai and Pragyan Hota. The Celebration also included a colourful exhibition of Odisha's famous handlooms and handicrafts materials at the venue and was a major attraction point of the visitors.

The prizes were distributed among the winners of Badminton Tournament, Chess competition, quiz programme and Youth Achiever Title during the meeting. The unique and memorable Fiesta concluded with the presentations of Odisha's Patta chitra paintings and Jute bags embroidered with Pipili's applique works to all the participants as door gifts. Ace Anchors Aditi Mishra and Abhishek Routray Conducted and presented the full Programme in a smooth and seamless manner. The entire arrangements of Utkal Divas celebration were well managed by the spirited

team of OSS, which include President Subrat Nayak, Secretary Hemanta Rout, Vice – President Rupak Sahu, Assistant Secretary Lopamudra Behera, Treasurer Sanjib Sahoo, Assistant Treasurer Soumya Pal, Executive Committee Members Swagatika Biswal, Dharna Niranjan Acharya, Dinesh Mahapatra, Lagnajit Patnaik, Niranjan Biswal, Prasanna Kumar Jena, Promod Sahoo, Ranjit Sahu, Sitansu Garnayak, Someswar Sharma, Auditors Ranjan Sahoo, Tirumula Patro, Advisors Alok Panda, Sarat Mohanty, Subhadipta Tripathy, Basant Dash and Sabyasachi Mishra.

Swami Gautamananda Maharaj elected 17th President of Ramakrishna Math and Mission



Kolkata(PARTHA ROY) : Revered Swami Gautamananda Maharaj was elected President of the Ramakrishna Math and Ramakrishna Mission at the meeting of the Board of Trustees of the Math and the Governing Body of the Mission held at Belur Math near Kolkata on 24 April 2024. He is the 17th President of the twin organisations. Swami Divyananda Maharaj and Swami Vimalatmananda Maharaj was elected as the Vice-Presidents of the Ramakrishna Math and Ramakrishna Mission.

Renowned Environment Activist Dr. Vandana Shiva at Heritage Institute of Technology



Kolkata,(KCN):As a part of Earth Day celebrations, Dr. Vandana Shiva, Scholar and Environment Activist visited the Heritage Institute of Technology today on 24th April for an interactive session on the topic 'Earth, Democracy and Rights of Nature'. Dr. Shiva was welcomed by Mr. Pradip Agarwal, CEO, Heritage Institute of Technology and Prof. Basab Chaudhuri, Principal of the Institute. The event was supported

by Institution's Innovation Cell and IQAC, Heritage Institute of Technology, Kolkata. During the programme, Dr. Vandana Shiva gave an insight to how soil content in India is eroding to a greater extent and how organic farming is beneficial for the society at large. Citing the examples of our Father of the Nation, Mahatma Gandhi, the Salt movement, Satyagraha, despite hurdles, she

brought out the truth that had saved the rights of the farmers in our Country. "We feel proud to have Dr. Vandana Shiva at our campus. Despite her busy schedule, she came and addressed the students on various topics that are pertinent for them to know and be aware. It is the duty of today's youth to take care of Mother Nature do that the future remains protected," said Mr. Pradip Agarwal, CEO, Heritage Group of Institutions, Kolkata.

Achyuta Samanta Conferred Honorary Doctorate Degree by JV Women's University

Bhubaneswar, (KCN): Educationist and social reformer Dr Achyuta Samanta on Wednesday was conferred the honorary Doctorate of Science degree by JV Women's University, Jaipur at the 14th convocation ceremony. This marks Dr Samanta's 57th honorary doctorate, acknowledging his significant contributions to education, social service, and women's empowerment. While Dr Samanta attended the event virtually, his representative received the honor on his behalf from the university. Retired IPS officer and former Lieutenant Governor Puducherry Dr Kiran Bedi was the chief guest on the occasion. This is the first time that Samanta has received such an honour from a women's university. Expressing his gratitude to the university, Dr Samanta dedicated the award to his mother Nilimarani, and all the women faculties and women administrative staff of KISS and KIIT.



EAST COAST RAILWAY TO PROVIDE ECONOMY MEALS AT 09 IMPORTANT STATIONS OVER ITS JURISDICTION IN SUMMER:

Bhubaneswar,(KCN): Great news for budget-conscious travelers! Indian Railways along with Indian Railways Catering and Tourism Corporation (IRCTC) is stepping up to serve passengers, particularly those in unreserved coaches, with a new initiative offering hygienic meals and snacks at affordable prices. This program anticipates the surge in passenger traffic during the summer months. Indian Railways recognizes the challenges faced by those traveling in unreserved compartments (General



Class Coaches), who may not always have access to convenient and budget-friendly meal options. The initiative offers a two-pronged approach: • Economy Meals: Priced at a pocket-friendly Rs. 20/-, these meals provide a satisfying and affordable option for passengers on the go.

• Snack Meals: For those seeking a lighter bite, Rs. 50/- snack meals are also available. To ensure easy access, these meals and water will be available at counters conveniently located near general second class (GS) coaches on platforms. Passengers can buy their refreshments directly

from these counters, eliminating the need to search for vendors or venture outside the station. This service was successfully piloted at about 51 stations last year. Building on that success, Railways has significantly expanded the program, with counters now operational at over 100 stations and nearly 150 counters in total. The initiative is slated for further growth, encompassing even more stations in the near future. This program offers a significant benefit for passengers, particularly

those travelling in General Class coaches. The readily available, affordable meals and snacks ensure travelers can stay comfortable throughout their journeys. In ECoR jurisdiction, economy meals are being provided to the passengers at important Railway Stations like Khurda Road & Palasa in Khurda Road Division; Sambalpur, Titilagarh, Balangir, Kantabanji of Sambalpur Division and at Visakhapatnam, Vizianagaram & Srikakulam Railway Stations in Waltair Railway Division.

57 Contestants from 4 PCs in Fray in West Bengal for Third Phase of Lok Sabha Poll

Kolkata, (KCN):Four Parliamentary Constituencies of West Bengal are going to fray in the third phase of General Election scheduled on May 7, 2024. Fifty seven (57) candidates will be contesting from West Bengal in this phase of election. The Constituencies are,

Maldaha Uttar, Maldaha Dakshin, Jangipur and Murshidabad. Total 12 States/ Union Territories including West Bengal with 95 Parliamentary Constituencies (PC) will be in the fray across the country, in this phase of the poll. The Total number of

contestants being 1351. The total number of polling stations for these four Constituencies is 7,360. The number of male, female and third gender electors for these four Constituencies is 3,72,51,02, 3,61,23,95 and 154 respectively. The total number of electors is 7,33,76,51.

Firdous Baba, Chief of Kashmir Sewa Sangh, Attends Eid Milan 2024 in Delhi Organized by Muslim Rashtriya Manch (RSS)

New Delhi, (Aasif Malik) :- Firdous Baba, esteemed Chief of Kashmir Sewa Sangh, graced the Eid Milan 2024 event in Delhi, organized by the Muslim Rashtriya Manch (RSS) leader, Shri Indresh Kumar Ji. This event was a vibrant celebration of unity and brotherhood, uniting people from various backgrounds to joyously commemorate Eid. Baba's presence at the

gathering highlighted the crucial need for fostering harmonious relationships and bridging societal divides, echoing the values of inclusivity and togetherness that define the essence of Eid. In his address, Baba emphasized the significance of unity and collective progress, urging everyone to collaborate for the greater good of the nation, transcending



religious or cultural differences. "The Eid Milan event is a shining example of the strength that lies in unity and the bond of

brotherhood," remarked Baba. "It is through such gatherings that we cultivate understanding and harmony, paving the way for a more inclusive and peaceful society." Shri Indresh Kumar Ji's message resonated deeply with the spirit of unity, as he emphasized, "Our identity is Indian; we are all one, working together to strengthen our nation. Let our identity not be defined by Hindu or

Muslim; we are all Indians, and this is our identity. The need of the hour is love for the country; the day we all accept that we are all Indians, India will be free from communal riots." The event witnessed the participation of esteemed dignitaries, including political leaders, religious scholars, and community representatives, all sharing a common goal of promoting unity, peace, and mutual respect.

Rise in potato price hits consumers hard

Kendrapara(KCN): A sharp rise in potato price at the time of harvest of the crop has hit the consumers hard in the state, a report said Monday. The price of the essential tuber is increasing and has now touched Rs 28 per kg whereas it was being sold at Rs 20 per kg only a week back in Kendrapara district.

With its price going up when farmers are harvesting the crop, going by the trend, it is apprehended that the prices might reach Rs 70 per kg towards the year-end. This has sparked concern among consumers. Earlier, potato was sold at Rs 7 to 8 per kg during the time of harvest at various places. Niranjan Parida, a potato farmer from

Kansar village, said he failed to get potato seeds from government stores while starting the cultivation. Left with no option, he bought potato seeds at Rs 45 per kg from the open market instead of the government-approved rate of Rs 11.25. He sowed the seeds but failed to reap a good harvest. Farmer leader Gayadhar Dhal said over 600 quintals of potato are consumed daily in the district while the tuber is cultivated on 700 hectares of land. Moreover, the traders also procure potatoes from neighbouring West Bengal to meet the increasing demand among consumers. The district Horticulture department had planned to carry out the

cultivation on 1,000 hectares. The farmers here had a requirement of 15,000 quintals of potato seeds or 15 quintals per hectare of land. However, they had to buy seeds from the open market due to delays in arrival or non-availability of seeds at the government stores. Harekrushna Behera, a resident of Jajanga village under Kendrapara block said that the tuber, the common man's most favoured vegetable, is required in the preparation of both vegetarian and non-vegetarian food. It is a common food item in every rich and poor home.

A senior resident PN Gourang of Pattamundai area said



in the absence of industries and mines in the district, agriculture is the mainstay of the people. The fertile land and rivers flowing through the district have

strengthened the agricultural economy of the district.

However, people have stopped relying on cultivation as a livelihood option and are

switching to other professions due to a lack of foresight among the political leaders and the district administration. River water management is the main

problem hindering the growth of agriculture in the district, he said. There is no plan for irrigation facilities or drainage of water from farmland during floods. The district had earlier earned a name in the cultivation of cash crops, oil seed and vegetables like potato, jute, sugarcane, groundnuts, mustard, sesame and brinjal. However, gone are those days as farmers do not receive any support from the state government or the district administration to raise their crops.

Moreover, the lack of marketing facilities, cold storage, good quality seeds and proper training is also ailing the agriculture scenario in the district.

The state-sponsored Potato Mission 2015 has failed to augment tuber cultivation. A potato trader Pradip Kumar Sahu said they have to spend more on procuring potatoes from West Bengal. With the transportation cost increasing by Rs 80-90 per quintal, the market price of potatoes has gone up sharply. Moreover, he added that they have to pay an additional Rs 50 to procure potatoes from cold storage, which is another reason behind the price rise. Farmers have demanded the state government and the district administration intervene and help them become self-sufficient in potato cultivation.

Amid heatwave, political parties in Odisha focusing more on evening meetings, small gatherings



Koraput(KCN): With day temperatures in Malkangiri and Nabarangpur districts of Odisha hovering between 39 and 42 degree Celsius, political parties are focusing more on evening meetings and small village gatherings while campaigning for the Lok Sabha and Assembly elections. Malkangiri district under Nabarangpur Lok Sabha seat recorded the highest temperature of 42 degrees Celsius recently. The India Meteorological Department (IMD) has forecast more heatwaves in the next few days in the state.

Odisha's Chief Electoral

Officer (CEO) Nikunj B Dhal has suggested that political parties and candidates undertake election campaigning with adequate measures to beat the heat. BJP candidate for Nabarangpur Lok Sabha seat Balabhadra Majhi said, "I had prepared a chart for my campaigning soon after the declaration of the tickets but altered my campaigning itinerary due to the scorching temperature, focusing more on evening meetings and small village gatherings."

Pradeep Majhi, BJD candidate for the Nabarangpur Lok Sabha seat acknowledged that

heatwave has caused disruption in his election campaign but was optimistic about overcoming these challenges before the election date.

Many candidates, including Kaliram Majhi, BJP's candidate for the Koraput Lok Sabha seat, emphasized the shift towards indoor campaigning due to the unbearable heat, limiting outdoor rallies and roadshows.

"We are unable to take out roadshows and rallies because of the prevailing heat. Hence, I prefer indoor campaigning to outdoor meetings," said Tara Prasad Bahinipati,

the Congress candidate for the Jeypore assembly seat under Koraput Lok Sabha seat.

The incumbent Koraput MP and Congress candidate for the Koraput Lok Sabha seat Saptagiri Sankar Ulaka highlighted the importance of staying hydrated and taking afternoon breaks to combat the heat during campaigning. "Though I have planned for a few rallies in urban areas, seeing the heatwave has temporarily halted it. Presently, I am focusing on indoor meetings with the people of my constituency," said Ulaka.

On Monday BJD Puri Lok Sabha constituency candidate Arup Patnaik was rushed to hospital after he fell down during campaigning near Pipili town in Puri district due to heatwave conditions. However, his health condition later improved after hospitalisation.

Mahua flowers: Nature's gift providing livelihood to tribals

Keonjhar(KCN): Keonjhar district has a vast swathe of dense forest, which has become a source of livelihood for the forest dwellers as well as poor people living in surrounding villages. They depend on the forest for eight months a year to eke out a living. Out of several forests produced, Mahua Flower is bringing them more profits this season. Mahua flower is nature's gift to the poor tribals. Each tree provides Mahua flowers worth more than Rs 1,000 on average in a year if properly managed.

Hence the tree not only keeps the environment green but also is a major contributor to income for the tribal villagers. Due to a lack of proper management, the tribals are forced to sell the Mahua flowers collected by them at slim prices. Due to this not only the tribals, but the state




government also loses lakhs of rupees as revenue every year. The traders are buying Mahua flowers at cheaper rates during the flowering season and earning more profits by selling those to liquor traders. Mahua trees blossom in the spring from February to April and tribal people collect the flowers from under the trees during this time. Banspal, Telkoi, Sadar, Jhumpura, Ghatagaon blocks of Keonjhar district are harvesting more Mahua flowers than other blocks.

For the Mahua collection, one can obtain a license from the panchayat. Similarly, the panchayat

samiti is the authority to decide the minimum support price of the Mahua flower. But the ground reality is different. Many traders are allegedly procuring the flowers at throw-away prices without obtaining license. Gopal Munda, a member of a tribe in Banspal said, "As we have no storage facility, we feel it is better to sell the collected Mahua flowers immediately. Many times the traders cheat us in both rate and weight during procurement." "Every year huge quantities of Mahua flowers are collected from Keonjhar forests, but a lion's share of the

profit goes to the pockets of middlemen and traders as the gullible tribals are fleeced," said Bhakta Mohanty, a social activist. Mamata Juang, a tribal woman of Gonasika, said, "In the early morning all family members including the children go to the forest to collect Mahua flowers these days. But we do not get enough money for the hard work as we have to sell those at lower prices." Owing to massive deforestation for mining and industries, timber loot and forest encroachment by outsiders, the forest cover is shrinking fast and consequently, the collection of forest produce has been dwindling in the last few years. On the other hand, distressed sales due to the lack of a proper market to sell forest produce, the socio-economic condition of the poor tribals has remained dismal.



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realme redefines low light photography standards with the realme NARZO 70 Pro 5G starting from INR 18,999

Bhubaneswar : realme, the Most Reliable Smartphone Service Provider in India, unveiled the newest addition to their super successful NARZO By realme line-up - NARZO 70 Pro 5G. NARZO By realme is a stylish line of smartphones that delivers a comprehensive user experience. With a rapidly growing user base of over 16 million in India, NARZO By realme represents the next generation of smartphones. These devices are designed with advanced technology and premium features to help users stay ahead of the curve and express their individuality. The new

realme NARZO 70 Pro 5G aims to redefine industry standards for low-light photography, further cementing realme's commitment to innovation and excellence. realme& Amazon have strategically engaged to bring the NARZO By realme line-up and to provide consumers with an enhanced shopping experience. NARZO By realme is exclusively available on Amazon.in and has been committed to bringing advanced technology to its users. In line with realme's dual platform strategy, realme launched its first online store on Amazon in March 2023. The realmeNARZO 70

Pro 5G is a power-packed smartphone with remarkable features designed to enhance your smartphone experience. It boasts India's first 50MP Sony IMX890 Camera with Optical Image Stabilization (OIS) in the segment for capturing stunning, blur-free photos. The smartphone's visual appeal is elevated by the Horizon Glass Design and a 120Hz Ultra-Smooth AMOLED Display that offers vibrant colors and deep blacks. Powered by the MediaTek Dimensity 7050 5G Chipset, it ensures fast performance and supports 5G connectivity for faster internet speeds. First in the segment, realme NARZO 70 Pro incorporates Air Gesture controls, allowing



you to perform various actions without touching the screen. To maintain optimal performance during intense usage, it comes with a 3D VC Cooling System that effectively dissipates heat. The smartphone houses a large 5000mAh battery and supports efficient 67W SUPERVOOC charging technology for

quick power-ups. Lastly, the realme UI 5.0 based on Android 14 offers a smooth, intuitive user interface with several customization options and features for enhanced usability. The realme NARZO 70 Pro 5G is available in two stunning colors: Glass Green and Glass Gold and two storage variants:

Honda Motorcycle and Scooter India registers 3, 53,188 unit sales

Gurugram: Noting a positive upward movement during the month, Honda Motorcycle and Scooter India today announced its sales numbers for May 2022.

The company's total sales for the month stood at 3,53,188 with 3,20,844 domestic sales and 32,344 exports compared to the subdued market performance for same period last year amidst multiple lockdowns owing to impact from second wave of pandemic.

Commenting on the sales performance in May'22, Mr. Atsushi Ogata, Managing Director, President & CEO, Honda Motorcycle & Scooter India said, "The market is gaining back strength as disturbances in terms of supply side are subsiding coupled with rise in physical presence at office and educational institutions. The sales figures this month remain incomparable from May'21 as frequent lockdowns in wake of second wave marred the performance during this period last year. Growth in domestic as well as international trade continues to complement each other as we approach an early monsoon."

TVS Motor Company registers sales of 302,982 units

Hosur: TVS Motor Company sales was at 302,982 units in May 2022. The year-on-year growth is not comparable due to the low base of sales in May 2021 because of the localised lockdown imposed by the Government of India during that period.

Two-Wheeler Total two-wheelers sales grew from 154,416 units in May 2021 to 287,058 units in May 2022. Domestic two-wheeler sales grew from 52,084 units in May 2021 to 191,482 units in May 2022.

Motorcycle sales grew from 125,188 units in May 2021 to 148,560 units in May 2022. Scooter sales of the Company grew from 19,627 units in May 2021 to 100,665 units in May 2022.

The shortage in the supply of semiconductors has impacted the production and sales of

premium two-wheelers. We are working aggressively with alternate sources and taking every effort to improve supplies at the earliest. Some improvement has been seen this month. We are optimistic that volumes will revive to normal levels once the semiconductor supplies improve.

The Company's total exports registered sales of 110,245 units in May 2022 as against 114,674 units in May 2021. Two-wheeler exports recorded sales of 95,576 units in May 2022 as against 102,332 units in May 2021.

Three-wheeler of the Company grew by 28% from 12,473 units in May 2021 to 15,924 units in May 2022.

The domestic two-wheeler sales include TVS iQube Electric sales of 2,637 units in May 2022.

Spice Money to enable farmers to withdraw PM-KISAN subsidy through its 1 million Adhikari Network

New Delhi: The Government of India has disbursed PM KISAN subsidy, directly to the farmers' bank accounts benefiting over 10 crore farmers and families who have received a grant of Rs 2,000 each. Spice Money, India's leading rural fintech with 1 million strong Adhikari network covering 18,500 plus pincodes, is assisting the farmers and farmer families residing in the heartlands of the country, to withdraw this subsidy through AePS at their doorstep Adhikari

8GB+128GB, priced at INR 19,999 and 8GB+256GB, priced at INR 21,999

Commenting on the launch, a realme spokesperson said, "Today, we are thrilled to introduce the realme NARZO 70 Pro 5G, exclusively on Amazon, a smartphone that is set to redefine low-light photography standards in the smartphone industry. With Narzo By realme, we are committed to pushing boundaries and delivering products that resonate with our young and tech-savvy audience. With the realme NARZO 70 Pro 5G, we have introduced cutting-edge technology and

advanced features that will redefine the mid-range segment. We believe this smartphone will further solidify our position as a brand that offers innovative and trendsetting smartphones."

Commenting on the launch, Ranjit Babu, Director, Wireless and Home Entertainment, Amazon India said, "The Narzo series has been highly rated by customers on Amazon.in for its powerful performance, design and value for money. We extend our congratulations to the entire realme team on the launch of the Narzo 70 Pro, a smartphone

that aims to set newer benchmarks in the segment with its cutting-edge camera and stunning glass design. Along with other exciting launch offers, we are happy to announce that customers can also enjoy a hassle-free instant loan within minutes enabling up to 3 months of no-cost installments* on the Narzo 70 Pro, without the need for a credit card using Amazon Pay Later. We are proud of our continued engagement with realme and with the addition of the Narzo 70 Pro, we have further expanded our portfolio of 5G smartphones."

RELIANCE BRANDS LIMITED INKS A JV WITH PLASTIC LEGNO SPA

Mumbai: RELIANCE BRANDS LIMITED (RBL) and Plastic Legno SPA have signed a joint venture arrangement through which RBL will acquire a 40% stake in Plastic Legno SPA's toy manufacturing business in India. This investment by RBL serves a dual purpose, bringing in vertical integration for RBL's toy business and helping diversify the supply chain with a long-term strategic interest in building toy manufacturing in India.

Plastic Legno SPA is owned by the Sunino group that boasts of more than 25 years of toy production experience in Europe. The group started its India business in 2009 out of a need to develop a strong production hub that would cater to global markets, but more importantly to the fast evolving and growing Indian market.

"Keeping with our

honourable Prime Minister's vision of Atmanirbhar India, this collaboration with Plastic Legno's deep experience in world-class toy manufacturing coupled with our strong footing in the global toy retail industry would open new doors and unparalleled opportunities for toys manufactured in India. It is imperative for RBL to build design to shelf capability for a strategic advantage over the competition and to be an accelerator in building a robust toy manufacturing ecosystem in India not only for domestic consumption but also for global markets." said the spokesperson of Reliance Brands Limited.

RBL has a strong play in the Toy industry with its portfolio of Hamleys, the British toy retailer and homegrown toy brand – Rowan, making RBL one of the leading toy distributors. Hamleys currently has a global

footprint across 15 countries with 213 doors and is India's largest chain of toy stores.

"We are very privileged to have RBL as a partner in this Joint Venture. We are confident that Plastic Legno's experience in Toys production and Hamley's commercial outreach, will complement one another to enable the JV Company to achieve greater heights and successes. We have important development plans to implement, always in the spirit of creating a cultural background in this specific sector in India. We are ready for the challenges of the future, but when there is a group like RBL alongside, we are sure that together we can do a great development." said Paolo Sunino, Co-owner, Sunino Group.

Aditya Birla Group formally launches TMRW – a Digital First 'House of Brands' venture in the Fashion & Lifestyle space

Mumbai: Aditya Birla Group today announced the formal launch of its new 'House of Brands' entity – TMRW. This move is in line with the group's strategy to launch and back new-age digital ventures. TMRW, an Aditya Birla Group venture, will create India's largest portfolio of disruptor brands in the fashion & lifestyle space and enable the next phase of direct to consumer (D2C) growth in India, which is poised to be a \$100bn market by 2025. Over the next 3 years, TMRW will acquire as well as incubate 30+ innovative, customer-obsessed brands. The venture will also enable multiple founders to operate within a synergistic 'house of brands' platform that share a common vision and shared capabilities. Aditya Birla Group has appointed ex Facebook & Bain executive, Prashanth Aluru, as the CEO & Co-Founder to lead the build out of this new venture. Prashanth will set-up a nimble and

agile founding team with the right skill sets and capabilities. Prashanth comes with extensive experience in Digital & Technology across strategy, growth and investing. He also brings to the fore rich entrepreneurial experience in helping build and scale new age ventures in Digital & E-Commerce. Ashish Dikshit, MD of ABFRL said, "The formal launch of our D2C business, TMRW, is a key milestone for the company. This venture has the potential to become a significant growth engine by tapping into the new wave of entrepreneurial energy in India. Our aspiration is to build a portfolio of 30+ brands in the next 3 years. With the launch of this venture, we intend to double down on our ongoing program of strategically attracting new pools of capital that are seeking investment in high-growth businesses. We are confident that this

foray will successfully meet the aspirations of digitally native consumers and also create long-term value for investors and other stakeholders." Prashanth Aluru, CEO and Co-Founder, TMRW said, "I am excited to embark on this journey to build TMRW - a long-term enduring platform that will be home to the leading disruptor brands that provide the new age digitally savvy consumer what she is looking for across Fashion & Lifestyle. With the backing of the Aditya Birla Group and the right profile of long-term investors we will bring in, we are confident of powering the growth of several brands that shape the next phase of digital commerce growth till 2030 and beyond. With a new age Digital first DNA, at TMRW, we will jointly create an ecosystem of the most-loved disruptor brands partnering closely with highly competent founders."



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