

<p>New Delhi(KCN):</p>	<p>the government that has transformed India from</p>	<p>generation should also build a lasting legacy that</p>		<p>and expansionism and has been a significant</p>	<p>The President said there are a series of feats, our nation</p>
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crore Indians, seen in a series of feats our nation has achieved. The Address also highlighted the vision of further developing India in the coming years.”

In her address, the President highlighted the government’s achievements over the last five years, including India’s moon landing and the country’s performance in the Asian Games.

“We all have heard the slogan ‘Garibi Hatao’ since our childhood. Today, for the first time in our lives, we see poverty being alleviated on a large scale. According to the NITI Aayog, in the 10-year rule of my government, nearly 25 crore people have come out of poverty,” she said.

research has greatly enriched the orthodox language. Dr. Pattanayak is well known as a prominent scholar and linguist of India. Dr. Patnaik has earned a lot of fame as the founder director of Indian Language Institute. Dr. Patnaik has been honored with the Padma Shri for his dedicated efforts towards the development of Indian languages.

Administration will have to make arrangements within seven days. Everyone will now have the right to perform puja.” The Muslim side said that it will appeal against the court order in the High Court.

empowerment. This initiative highlights the broader goal of LAccMI, in improving access to markets, healthcare, education, and economic centers in rural areas.

“With this launch, as of date 415 Buses have been augmented in 9 Districts within a record time. Furthermore, the benefits of LAccMI, including improved connectivity, enhanced access to essential services, and boosted economic development, will soon be extended to more areas and towns throughout Odisha”, said Hon’ble Minister, Water Resource, Commerce and Transport Department, Odisha.

Old magazines

Dwit David Philip



Better than me, a fly is,
Took flight over the plates of delicious meals and icecreams,
Can't enter inside,
Those are star hotels and restaurants, Guards tells me, no entry.

Better than me, a dog is,
Took flight over the cities of towers and flood lights,
Can't enter inside,
It's aerodrums and metros, needs a ticket, Guards tells me, no entry.

Better than me, a rat is,
Travelled over the royal garments of thousands and lacks rupes,
Can't enter inside,
It's mats of multiplexes, Guards asks me, can you pay it.

Thanks to the municipality,
They bring their wastes, beside my home, they call the slum
(Salia Sai) where I live,
I see their pictures of luxury, from dumped old magazines,
I am a child, born in a slum, where my fault lies?

**Salia Sahi, Jayadeb Bihar,
Bhubaneswar, Odisha India
9437104301
klddavid@rediffmail.com**

Poets

Alok Kumar Pradhan

Sorrow doesn't leave
nor happiness
Poets are lost in thoughts
and compose poetry
with exclusive
dreams
soaking mind

Pluck dreams with
Fragrant roots
Jewel from sea- shells
Meters from
Symphony

Show completeness in
a vacant sky
poets are lost in feelings
create waves on stone
a carpet of search for wisdom

Poets
Vapour language with
thoughts everyday
in juices of poetry
and creativity in the
vaccum mind.

Translated from Odia by Manas Ranjan Mahapatra

Quotation of the Day

WOMEN DON'T NEED TO FIND A
VOICE, THEY HAVE A VOICE, AND
THEY NEED TO FEEL EMPOWERED
TO USE IT, AND PEOPLE NEED TO
BE ENCOURAGED TO LISTEN.

- MEGHAN MARKLE

Naga Log Drums and The Stories They Tell

Music is an inherent part of a tribal community and constitutes the essence of their society. The role of didactic performances and folk music are not limited to producing melodious sounds, but are also a way to communicate with their ancestors, and surroundings, and to transmit knowledge to future generations. It is not just the musical instruments themselves, but everything they incorporate that makes it an indispensable part of our tangible and intangible cultural heritage. One such instrument is the Naga log drum.

A Naga log drum can be categorised as an idiophone, an instrument that creates sound primarily by vibrations. It is called by different names depending on the tribe and region it belongs to. Though its primary function is that of a drum, it is also venerated like an idol. This tradition of making a log drum is practised in Naga tribes like the Konyak, Ao, Yimchunger, Sangtam, Phom, Khiamniungan and Chang of Nagaland and Wancho of Arunachal Pradesh. Traditionally, a log drum may be installed in the Morung (youth dormitory) or at a vantage point. Villages of these tribes could have one or two log drums, with the size of the village reflected in the size of the drums. The larger the village, the larger the drums.

Myths and beliefs associated

Each tribe has certain beliefs and myths associated with the making and beating of the log drum. The log drum of the Konyaks, Kham, is associated with the tribe's origin myth. Konyaks of Nagaland regard it a chief duty to serve their elders and to keep the memory of their ancestors alive. They believe that their ancestors used canoes carved out of single tree trunks to cross a mystical river and reach their present settlement. Hence, in memory of this

journey they carve the log drum to be of similar shape to the fateful canoe used by their ancestors. In a Konyak village, a new log drum may be carved every few decades depending on the village's needs.

A log drum cannot be made for individual purposes and must be for and by the community. This custom of carving log drums also created an environment that birthed Naga wood craftsmen and blacksmiths, further aiding in the preservation and development of their heritage.

A Sikkimese boy painting a mask

A log drum is considered to be a female entity and given a name by the village elder, believed to have been revealed to him in a dream. The whole process of making and installing a log drum could take three weeks or a month, and is all the while accompanied by rituals, prayers and feasts. This community feast is primarily prepared by the women folk and is an important part of the process. It is considered to be a bad omen if any community member were to miss out on this feast, as it is believed that they would have missed out on blessings.

Preparation and carving of the log drum

An extraordinary skill is required to make a log drum. A typical log drum consists of the head, chest, wing, neck, body, tail and drum sticks or beaters. Some may also have steps carved on the sides, which help in climbing the drum. Before the process of making a log drum starts, all disputes within the community members are settled. Compromises and negotiations are made, and debts and interests paid to ensure that a strong spirit of harmony and community prevails.

The dense rainforests of Nagaland and Arunachal Pradesh make it ideal for sourcing the raw materials required in making a log drum. Once the tree is selected, it is struck with precision keeping in mind the

direction the trunk would land. It is felled amidst loud cries and prayers are offered. The log drum is ceremonial and must be protected at all costs. Tribesmen cover it with twigs, branches and leaves so that no wild animal vandalises it or worse, defecates on it. If any such unfortunate events were to occur then



the log is abandoned. To ensure it is always supervised and protected, every night a camp is set up by members of the Morung wherever the log drum is. Once the face and head of the trunk is decided, precise measurements and markings are made and the carving begins. The carvings on the drum could vary from each tribe and each village.

The whole carving is done in the forest by using traditional swords, knives and other indigenous tools. Only male members are allowed to participate in the making of the log drum. If a male is too young to help in the carving, he is required to contribute by setting up the camp and bringing food and water. Young boys are to watch and learn as one day they are expected to take over the roles of their elders. Sturdy ropes are made out of vines to be used in pulling the drum, and wooden dowels are placed underneath to make transportation

easier. This task is usually assigned to the junior males who also gather the wood for the baton-shaped beaters, or Laphu and Lamphu as it is called in Konyak. Shaping of the log drum usually starts on the 8th-10th day. A long slit runs across the length of the drum and through this the drum is made hollow.

village, and would not move an inch if she didn't want to. She could create obstacles that would render her immovable, or she could create a smooth pathway leading to the village. The tree owner's consent is equally vital in deciding the movement of the log drum. Members of the Morung make a clear

the while accompanied by loud cries. To be the first man to climb the felled tree was an honour given to an experienced warrior, who was usually the one with the highest headcount. An honest man, he was also one of the few chosen men allowed to ride the drum into the village. This man



contribution is noted in the preparation of feasts, and singing of songs to the spirits and their ancestors. One such Konyak song goes, "Oh, mighty tree do not be upset Oh, mighty tree do not be upset Protect all men and women from any harm Oh, come mighty tree Oh, come mighty tree". This song is sung to venerate the tree from which the log drum is carved. It shows respect and gratitude for the tree's role in bringing blessings to the village. Such practices are common in tribal settlements as the forest and all that it encompasses are considered sacred and ceremonial. Finally, on an auspicious day pre-decided by the female entity, the log drum arrives in the village. A sumptuous feast is organised on her behalf, with contributions made by the whole village. Each family's contribution is decided based on their

then formally installed in the Morung, where men grab the beaters and beat the drum in rhythmic successions. In olden days, sacrifices were also made in honour of the log drum. The arrival of the log drum would be accompanied by hoisting of the heads of enemies up on a flag post. Blood of the enemies would also be smeared on it, and in Ao villages the log drum was not beaten until it was coloured with the blood of the enemy. A log drum serves numerous purposes. It was used to announce the return of the warriors after a successful raid, to call for a public meeting, to mourn the death of a community member, to sound an alarm on being attacked or when there was a fire, when a wild animal was killed, and was also beaten post harvest in praise of a good crop. Sounding of the log drum could bring a multitude of blessings or signify a bad omen. Each occasion has a unique beating pattern known to members of the



pathway, and any person who owns property in the line of the pathway is duly compensated with cooked rice, meat, and blessings. Using the ropes, rollers and dowels, it is then pulled by employing the combined force and strength of the community members, all

must not have any in-laws residing in the village as it was considered to be a bad omen. Today, with the onset of Christianity the role of this chosen man is replaced by a pastor or church elder. Traditionally, women did not join the men in pulling, but their

wealth and prosperity. In preparation for this, small sticks are used to accurately count the number of people ensuring that no one is left out. The final carvings are done once the drum reaches the village and it is welcomed with merry songs and dances. It is

community. It was a quick and efficient way of communicating as the hills echoed with the beat of the drum. In olden days, it acted like a messenger, as during an attack the drum was beaten at a fast pace to signify urgency and danger.

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15 Years Of Luck By Chance: Netizens Call Zoya Akhtar's Masterpiece 'Ahead Of It's Time'

In the intricate tapestry of Bollywood, Zoya Akhtar's "Luck By Chance" emerges as a cinematic jewel that defies the constraints of its 2009 release. With a foresight that was remarkably ahead of its time, the film delves into the complexities of the film industry with a nuanced touch. What distinguishes this movie is not just its initial acclaim but its enduring resonance, a testament to Zoya's unique storytelling prowess. Even in today's digital age, where options abound, 'Luck By Chance'

maintains a dedicated following among cinema buffs who understand its depth, authenticity, and the timeless magic interwoven into its narrative! It was definitely one of the best debuts by a director. Zoya Akhtar's directorial finesse in 'Luck By Chance' becomes evident in its ability to capture the essence of the film industry's rawness, rendering it relevant and relatable across generations. The characters, skillfully portrayed by Farhan Akhtar and Konkana



Sen Sharma, linger in the audience's memory, showcasing Zoya's talent for crafting compelling and unforgettable personas. The film's exploration of dreams, ambitions, and the intricacies of

the entertainment world has transformed it into a cinematic pilgrimage for those seeking narratives that transcend the ordinary. A few fan comments as we revisit the trailer of the film read, "This movie deserved a lot

making peace with life, love, friendship et al. And Konkana is such a marvelous actor." Another reads, "This movie was so ahead of its time. Zoya, ek hi dil hai, kitni bar jitogi?" While one user that also got to fulfill his dream

more attention than it actually did. Has so many life lessons about success, chasing your dreams, rediscovering yourself,

wrote, "This is in my top five favourite films of all time. I have been the biggest fan of Zoya Akhtar's work, and now got to work with her in Gully Boy. Dream come true. Thank you Zoya ma'am!" "This movie is fine piece of art of Bollywood. One of my most favourite and inspirational movie and Farhan Akhtar on its best" added another. "Haven't watched better films by debut directors than the ones by Akhtar siblings" Few also said, "Absolutely pure gem in the MASTERPIECE" "I just love this movie.....inspires me," wrote another one.

Gen Z Desires Authentic Narratives: Meet Arjun V Singh, Director Of 'Kho Gaye Hum Kahan'

In a poignant moment within Arjun Varain Singh's "Kho Gaye Hum Kahan," Ananya Panday's Aahana expresses, "We are so obsessed staring at the screen these days that we didn't realize life has gone past us." Striking a chord with many, the unique guilty pleasure of voyeurism often prevents us from taking a step that could potentially save our souls. This is the resounding message conveyed as three best friends (Ananya Panday, Siddhant Chaturvedi, Adarsh Gourav) navigate ambition, love, heartbreak, and abuse in their digitally

manipulative world. This cinematic venture comes 22 years after Farhan Akhtar's directorial debut, "Dil Chahta Hai," which revolutionized Hindi cinema storytelling, injecting the much-needed element of cool. The film portrayed three friends (Aamir Khan, Saif Ali Khan, and Akshaye Khanna) as wholesome characters, setting a new benchmark in portraying friendships in Bollywood, moving away from the romanticized "yaari dosti" with elements of sacrifice and undying loyalty. In 2011, Zoya Akhtar's "Zindagi Milega Na Doobara" depicted three



friends on a road trip dealing with burnout, emotional baggage, and unresolved issues. Despite having distinct styles, both Akhtar siblings aim to create good cinema, build

bridges, and form a community of storytellers. Arjun Varian Singh, who was AD on Gully Boy makes his directorial debut with Netflix's "Kho Gaye Hum Khan." The

film takes a raw and hard look at Gen Z's mindset, exploring the constant thirst for validation and instant success often manipulated by data and online algorithms.

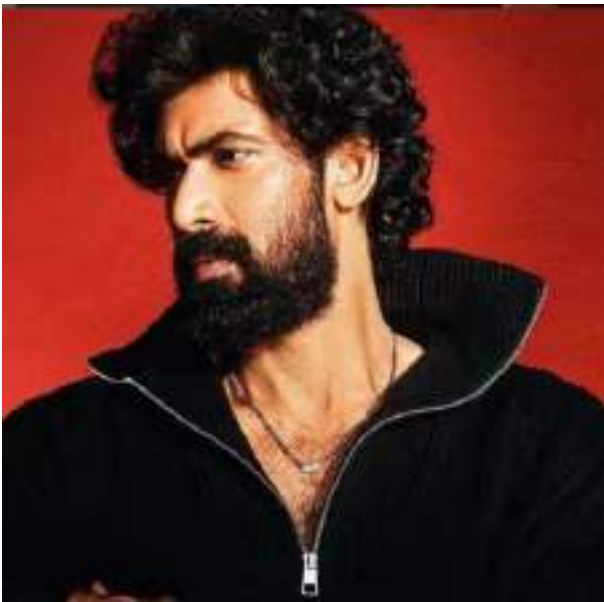
How "Kho Gaye Hum Kahan" Came into Being with Ananya, Siddhant, and Adarsh? Arjun V Singh stated, "I am part of the generation, but to have Zoya and Reema look at our generation from the outside gives it a very nuanced perspective. The germ of the idea came through discussions while I was working with Zoya. We were talking about the differences between my generation and hers, and that conversation evolved into Zoya suggesting a movie about my generation and the way we operate.

Rana Daggubati Announces Telugu Historical Drama Series Lords of the Deccan

Telugu star Rana Daggubati, who is known for films like 'Baahubali', 'Baby' and 'Ghazi', has announced his Telugu historical action-drama series 'Lords of the Deccan'. The actor made the announcement at the San Diego Comic-Con. The series is an adaptation of the Indian bestseller, 'Lords of The Deccan: Southern India from Chalukyas to Cholas', written by

Anrirudh Kaniseti. It promises to take the viewers back in time to witness the birth of the Chalukyas, a dynasty that shaped southern India for centuries. 'Lords of the Deccan' is the author's debut work and one of the most talked-about history books of 2022. It even won the Book of the Year (Non-Fiction) Award at The Mumbai LitFest.

Commenting on the announcement, Saugata Mukherjee, Head Content, Sony LIV said, "Sony LIV believes in taking great Indian stories to audiences across the globe. And in keeping with that, we are embarking on the exciting journey of capturing the history of the glorious dynasties of southern India by adapting the celebrated book 'Lords



of the Deccan' by Anirudh Kaniseti. "We are elated that we are joining hands with Rana Daggubati on this journey. Together, we are excited about bringing these untold histories - the glorious dynasties, the majestic lands, the valiant kings, and their many wars - to our audiences from across the world." The series is produced by Rana Daggubati's Spirit Media.

Bigg Boss OTT 2 Updates: Jiya Shankar Mixes Hand Wash In Elvish Yadav's Drinking Water

Elvish Yadav becomes the new captain of the house and adopts the role of a dictator, as assigned by Bigg Boss. He forces housemates to confess or make certain statements against their will. Elvish makes Falaq say certain statements against Avinash Sachdev. The

YouTube's dictator creates quite havoc in the house. Ordering around everyone, he asks Jiya Shankar to fetch him some water. Jiya plays a prank on Elvish Yadav and pours him a glass of water, while purposefully adding some hand wash to the drink. After Elvish drinks the water, he notices the taste of soap



in the water and asks Manisha to taste it. Soon, the duo get into an argument, and Elvish uses some cuss words against Jiya. Falaq questions Jiya about mixing soap in Elvish's drinking water and says she could have tried the same prank on him by adding salt or lime to it. Jiya admits her mistake and apologises to Elvish. Elvish asks Avinash to

do the dishes in the kitchen. However, the latter ignores it and delays performing the task. Elvish asks Falaq to become his personal assistant and stay away from Avinash. While Jiya, Avinash and Falaq are in the washroom area, Elvish asks Abhishek to ask the trio to appear before him. Elvish then asks Avinash to perform certain tasks.

However, Avinash gets triggered when Elvish says, "Bandi teri, romance mera." Falat retorts to Elvish's remarks saying, "Don't include me." Both Elvish and Avinash get into an argument and call each other names. Jiya comes in the kitchen area and says she won't be able to do all the dishes as they are too much. Abhishek and Manisha offer to help her in her duty. However, Aashika and Jiya get into an argument. Pooja Bhatt discusses with Avinash how Abhishek Malhan and Elvish argue primarily with females, expressing her observations.

Vivo Youth in Artificial Intelligence

Dr. Laxman Sahoo



Artificial intelligence continues to evolve in the age of modernity. As a result, its influence on human empathy, communication, social skills and memory is increasing day by day. The potential consequences of these fundamental aspects of human experience need to be carefully considered. Human intelligence is at risk while divine intelligence is in hibernation in the face of artificial intelligence. It is important to maintain the distinction between these three.

"If there is anything alive in today's world, it is intellect. The historical order of learning and thought has divided intellect and man into divine intellect. Human intellect seeks to understand the world. But divine intellect creates the world. Human intellect is inherently variable. Considered

to be eternal. It is also believed that human intelligence tries to understand God. Some humans do not understand what divine intelligence is. The creative aspect of divine intelligence is reflected in the complex nature of the universe. It clearly reflects an understanding. But often beyond human understanding. Remains. Yet many religious sects believe that the divine is inextricably linked to God through the spiritual dimension. That relationship is the basis of various forms of religious practice and ritual. It was previously considered the ultimate moral conscience, wisdom. It is only moral behavior and social Guides harmony. Moral education, derived from the inspiration of divine intelligence. Serves as a method or path to guide individuals in choosing to conform to certain principles. Just as the concepts of justice, mercy and love find their roots in divine intelligence. As a result of which human morality is shaped.

At the beginning of the 21st century, artificial intelligence appears. Who should be credited for artificial intelligence, human intelligence or divine intelligence is a different question. Which inspired human intelligence to create artificial intelligence. With the advent of artificial intelligence, this question changed and many questions arose as to whether human intelligence works like artificial intelligence. Is divine intelligence as planned as artificial intelligence? Suddenly artificial intelligence not only interfered with our daily lives but also started establishing dominance. Today if you listen to a song or music, artificial intelligence will present a list of similar songs or you will 'search' for information about a specific location. From the next day, artificial intelligence will start telling you how to get there, hotel accommodation, etc. The worst is if you record all the tones and consonants in someone's voice with the help of artificial

intelligence. Then he can present any song in that voice. So now there is doubt in calling a singer's voice a gift from God.

Some software comes in the field of education and research. That demands changing both teachers and researchers. What happens to ideas like innovation and fundamentals in the face of such software? Will innovation be limited to inventing new software or will the responsibility of creating new software be given to artificial intelligence? It seems as if the time to find answers to one's curiosity and longing has disappeared. Artificial intelligence is starting to determine what you know, how you know it, and how much you know. Artificial intelligence starts serving you content based on what type of video or what idea you spend more time on while moving your finger on the phone screen. It eliminates all possibility of knowing about the 'other'. Gives us the

illusion of learning. Limiting the artificial intelligence capabilities of human thought. Due to which the ability of thinking and understanding of a person can quickly decrease. The capacity of human intelligence will be neglected. Humans will become lazy and this can have a bad effect on human life.

Artificial intelligence will always think in mathematical terms and will not create stories or superstories. Artificial intelligence systems are processes developed and trained by humans. Its structure works according to the initial data. Artificial intelligence's decisions and actions may also be biased or flawed if the data provided by their human trainers is biased or flawed. Artificial intelligence can represent the beauty of humans and human life, but cannot create anything new. Emotional and lack of intelligence is observed in it. Because artificial intelligence cannot incorporate human emotions in decision making. Artificial intelligence will establish a dominant form of knowledge, thought and

philosophy. Lyotard's prediction cannot be translated into computer language. Knowledge will lose its status and validity. Because in the age of artificial intelligence, knowledge is becoming true.

It is true that artificial intelligence has many advantages. Artificial intelligence can do many things better than humans. However, artificial intelligence has serious negative consequences. Gradually, artificial intelligence can replace human tasks such as analytical, critical thinking and creative problem solving, which are being thrown out. Because as soon as we ask artificial intelligence a question, it answers it. We will become accustomed to relying on artificial intelligence for ready answers. This causes us to lose our cognitive function. Because when we research and solve problems, our cognitive functions are busy. In which we use thought and reasoning to understand. At the same time, the advantages of artificial intelligence for information

retrieval pose a challenge to human memory. As individuals rely on artificial intelligence to store and retrieve large amounts of data. The need for memory and knowledge retention may decrease. This change raises concerns about potential effects on cognitive ability.

The use of artificial intelligence will affect human empathy, communication and even social engineering. As 'voice assistants' and 'chat boxes' become more common. People continue to talk to them. This change challenges traditional communication dynamics. It also raises questions about the nature of meaningful interpersonal relationships. Reliance on artificial intelligence for communication may lead to the decline of some social skills. The use of artificial intelligence in communication can create social isolation as face-to-face interactions are reduced. It affects the depth and emotionality of human relationships. This can reduce their

ability to navigate complex social situations when routines require empathy, empathy, and emotional intelligence.

As artificial intelligence continues to develop in this age of modernity, its impact on human empathy, communication, social skills, and memory is becoming increasingly apparent. The potential consequences of these fundamental aspects of human experience must be carefully considered. Human intelligence is in danger. Godly intelligence- is in hibernation in the face of artificial intelligence. It is important to maintain a distinction between these three. Regulation is needed for artificial intelligence. But this only deepens the doubt. In which human intelligence is afraid of the intensity of artificial intelligence created by itself..!!!

**Principal,
Senior
columnist and
researcher
Mahadivihar
Women's Degree
College, Cuttack-4
Contact
No: 9040151475**

Understanding Rama

Prof.MANAS RANJAN MAHAPATRA



Rama's name is bigger than Rama and merely acting by Rama one can't become a Maryada Purusottam. Rama is a part of Indian Sub-conscious and has no relation with political turmoil . You need love and dedication to know him like Hanuman. When Valmiki completed his Ramayana, Narada wasn't impressed. 'It is good, but Hanuman's is better', he said. 'Hanuman has

written the Ramayana too!', Valmiki didn't like this at all, and wondered whose Ramayana was better. So he set out to find Hanuman. In Kadali-vana, grove of plantains, he found Ramayana inscribed on seven broad leaves of a banana tree. He read it and found it to be perfect. The most exquisite choice of grammar and vocabulary, metre and melody. He couldn't help himself. He started to cry. 'Is it so bad?' asked Hanuman 'No, it is so good', said Valmiki 'Then why are you crying?' asked Hanuman. 'Because after reading

your Ramayana no one will read my Ramayana,' replied Valmiki. Hearing this Hanuman simply tore up the seven banana leaves stating " Now H a n u m a n ' s Ramayana.'" Hanuman said, 'You need your Ramayana more than I need mine. You wrote your Ramayana so that the world remembers Valmiki; I wrote my Ramayana so that I remember Ram.' At that moment he realized how he had been consumed by the desire for validation through his work. He had not used the work to liberate himself from the fear of invalidation.

He had not appreciated the essence of Ram's tale to unknot his mind. His Ramayana was a product of ambition , but Hanuman's Ramayana was a product of pure devotion & affection. That's why H a n u m a n ' s Ramayana sounded so much better. Valmiki realized that "Greater than Ram...is the name of Ram!" There are people like Hanuman who don't want to be famous. They just do their jobs and fulfill their purpose. So let us not be like Valmiki, thinking only our "Ramayana" is the best. There are many

unsung "Hanumans" too...in our life...spouse, mother, father, friends....let's remember them and be grateful to all.... One can't get Rama by just installing his idol or making a temple. Rama is in our heart and certainly doesn't need a temple !

**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
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Ministry of HRD,
Govt. of India**

Letter to Editor

Sir

Right from time immemorial bridges have changed history and the life of mankind and the whole world. Bridges no wonder allow for safe and efficient travel over water, valleys, and other obstacles. Bridges reduce travel time, improve transportation options and provide access to inaccessible areas besides they are the paths to progress and prosperity.

The nation is now witness to a number of huge and long bridges connecting hitherto inaccessible areas and providing excellent ways of transportation and communication. Some of the bridges which significantly changed the geography and life of the people in recent years are the Dhola-Sadiya 9.15-kilometer-long bridge in Assam which spans the Brahmaputra River, the 4.94 km Bogibeel road and rail bridge located in Assam, the Chenab rail Bridge - the highest in the world - expected to function soon, the upcoming Pamban Sea rail bridge , the Bandra - worli- sea link and now the very long six-lane trans-harbour 21.8 km long Atal setu sea-link bridge which is sure to change the history and geography of Mumbai .

Why not a bridge connecting India and Srilanka? During 2002-2004 Peace accord, the then Prime Minister, Ranil Wickremesinghe, came with such a proposal -the Palk Strait Bridge - a 23-kilometre road and rail bridge along with a tunnel connecting Indias Dhanushkodi with Talaimannar on the Srilankan side . In 2023 too both nations agreed to conduct a feasibility study for a proposed bridge connecting India and Sri Lanka. The bridge if it materialises can stupendously enhance trade, tourism, and overall connectivity between the two countries. It would economically boost both the nations. With latest technology and India now showcasing it's remarkable skills in building engineering marvels , the bridge can become a reality.

**M PRADYU
KANNUR
Geeth, Thalikavu, Kannur 670001.**

Spread Happiness Foundation Represents Odisha in Pune's National Unity Programme

Pune(KCN): In a vibrant display of national unity and cultural pride, the Spread Happiness Foundation from Odisha participated in a grand event organized by Bharat Bharati Pune. This significant gathering was aimed at celebrating 'Bharat ki Amrut Varsh' and the 350th year of the Raj Abhishek of the great Hindu Emperor Shivaji Maharaj, alongside the Lord Ram Mandir Pran Pratishtha. For the first time in India, this innovative event saw participation from various states, stretching from Kanyakumari to



Kashmir, and even included representation from Nepal. The highlight of the event was a magnificent 'Shobhayaatra' (procession), which witnessed participation from over 25,000 individuals, each showcasing the unique cultural heritage of their respective states.

The Spread Happiness Foundation, known for its extensive social services, took this opportunity to promote Odisha's rich culture and the revered tradition of Lord Jagannath. Their tableau in the procession was a testament to the diverse and vibrant culture of Odisha. The team, led by the Founder

Chairman Soumya Ranjan Mahapatro and orchestrated by General Secretary Mr. Anand Mahapatra, garnered appreciation from all quarters. The procession was graced by numerous reputed personalities from Pune, who lauded the Spread Happiness Foundation for their commendable social work and contributions towards societal change. The event was not just a celebration of cultural heritage but also a platform for states to exhibit their unique identities and solidarity. Among the notable participants from Odisha were Abhinav

Swain, Vijay Rout, Ramachandra Lenka, and many others, who joined hands in making this event a grand success. The team's efforts in showcasing Odisha's culture were particularly appreciated, contributing significantly to the event's overall success. This gathering in Pune was more than just a cultural display; it was a powerful demonstration of India's unity in diversity, bringing together different states and cultures under one banner to celebrate the nation's rich heritage and history.

COAST GUARD DAY TO CELEBRATE 48th RAISING DAY TODAY

Kolkata,(KCN): The Indian Coast Guard (ICG) is celebrating its 48th Raising Day tomorrow (February 1, 2024). From a modest beginning with just seven surface platforms in 1978, ICG has grown into a formidable force with 152 ships and 78 aircrafts in its inventory and is likely to achieve targeted force levels of 200 surface platforms and 100 aircrafts by 2030. ICG is now considered to be one of renowned Coast Guards in the world due to its achievements and for the efficiency with which it operates its assets in a challenging environment, thereby ensuring round the clock safety and security. True to its motto "Vayam Rakshamah" meaning "We Protect", the service has to

its credit, saving over 11,554 lives since its inception in 1977 and 200 lives in the year 2023, which translates into saving one precious life every second day. To ensure security in the Maritime Zones of India, the Indian Coast Guard has maintained 24 x 7 vigil by deploying about 50 to 60 ships and 10 to 12 aircrafts daily. This is to fulfill the nation's expectation to keep our seas free and secure in order to facilitate sustainable progress on blue economy efforts by various stakeholders, besides ensuring a safe environment for maritime transportation through our sea lanes. It is envisioned that the future ICG shall be omnipresent by showing strong presence in

maritime zones of India. The vast seas with overlapping jurisdiction provide avenues for anti-nationals to exploit the sea routes by posing themselves as mariners at work at sea. Maritime Law Enforcement has been strengthened multifold and the hawk eye vigil by the ICG in our near coast and blue waters has resulted in seizure of weapons, contraband and narcotics worth ? 15,343 crore since inception with ? 478 crore worth being seized in the year 2023 alone. Our collaborative actions have created an effective deterrence and created a shield at sea where the penetration by the smugglers has been made nearly impossible.

"Will Conduct Countrywide Caste Census After Coming To Power": Rahul Gandhi

Malda, West Bengal(KCN): Senior Congress leader Rahul Gandhi on Wednesday asserted that a countrywide caste census would be conducted if the party comes to power at the Centre in the upcoming Lok Sabha elections. While addressing a rally as part of 'Bharat Jodo Nyay Yatra' in West Bengal's Malda district, Rahul Gandhi accused the RSS and the BJP of propagating hatred and violence. "We want social justice and the biggest aspect of delivering it will be a countrywide caste census. After we come to power at the Centre, we will conduct a caste census across the nation to find out the number of Dalits, tribals and people from other backward communities," he said. Rahul Gandhi had in neighbouring Bihar on



Tuesday alleged that Chief Minister Nitish Kumar was "feeling trapped" after getting a caste survey conducted in the state under pressure from the Mahagathbandhan partners and the BJP "provided him a way out". His remark berating the JD(U) president came just two days after Kumar returned to the BJP-led NDA, dealing a severe blow to the opposition bloc INDIA of which Kumar was

regarded as one of the architects. Accusing the BJP and RSS of propagating hatred and violence, Rahul Gandhi underscored the essence of the yatra, stating, "The word 'nyay' (justice) has been attached to the yatra because injustice prevails across the country." "The BJP government has been meting out injustice to people across the country, be it youth, women or the working class," he said. Amid differences with

TMC over seat-sharing in West Bengal for the upcoming Lok Sabha elections, Rahul Gandhi had on Sunday in northern West Bengal called on the people of the state to spearhead an "ideological battle" against prevailing injustices in the nation. Expressing gratitude to the people of West Bengal, Rahul Gandhi said, "The people of West Bengal are known for being ideologically oriented. It is your responsibility to stand against the ideology of hate. Personalities such as Rabindranath Tagore, Subhas Chandra Bose and Amartya Sen have Bengal origins." Rahul Gandhi's statement closely followed Chief Minister Mamata Banerjee's announcement that her party would contest the Lok Sabha polls alone in the state.

New Delhi(KCN): After experiencing a drier-than-usual December and January, north India is expected to see normal to above-normal rainfall in February, according to the India Meteorological Department (IMD). Addressing a press conference on Wednesday, IMD Director General Mrutyunjay Mohapatra said India may cumulatively experience above-normal rainfall in February. Northwest India recorded just 3.1 mm of rainfall in January, the second lowest since 1901, the IMD reported. North India, consisting of seven meteorological subdivisions, is most likely to receive above-normal rainfall (more than 122 per cent of the long-period average) in February.



"Monthly rainfall over the country as a whole during February is most likely to be above normal (more than 119 per cent of the long period average)," Mohapatra said. Based on data from 1971-2020, the long-period average (LPA) of rainfall over north India and the country as a whole in February is 65 mm and 22.7 mm, respectively. North India receives about 18 per cent of its annual rainfall between January 1 and March 31. Jammu and Kashmir and

northwest, west-central, northeast and parts of east-central India are likely to see above-normal maximum temperatures, according to the IMD. Normal to below-normal maximum temperatures are likely in most parts of peninsular India and parts of east-central India, the Met Office said. "Below-normal cold wave days are expected over some parts of central India during February," it said. The strong El Nino conditions -- abnormal warming of surface waters in the central Pacific Ocean -- are likely to weaken steadily and turn to ENSO-neutral conditions by the end of the spring season. Most models indicate a transition to La Nina conditions, considered favourable for the Indian southwest monsoon, around July-September, Mohapatra said.

"No Abnormalities": Supreme Court Rejects Termination Of 32-Week Pregnancy

New Delhi(KCN): The Supreme Court on Wednesday refused to allow a 26-year-old woman, who had lost her husband in October last year, to terminate her over 32-week pregnancy, saying the medical board has held that there were no abnormalities in the foetus. A bench of Justices Bela M Trivedi and Prasanna Bhalachandra Varale refused to interfere with the January 23 order of the Delhi High Court recalling its earlier verdict of January 4, allowing the woman to terminate her then 29-week-old foetus. "It's a 32-week-foetus. How can it be terminated? Medical board has also said that it cannot be terminated. It is a matter of two weeks, then you can give it for adoption, if you want," the bench said. Advocate Amit Mishra, appearing for the woman, said if she is to give birth then it will be against her wish and

and that she will have to bear the trauma throughout her life. The bench added that each and every point has been considered by the high court, including the opinion of the medical board. "We cannot go beyond the opinion of the medical board. The medical board has opined there is no abnormality and it is a normal foetus," Justice Trivedi said, adding it has also been opined that there is no risk to even the petitioner, if she carries on with the pregnancy. Mr Mishra argued that the woman is a widow and she will have to bear a life-long trauma and the court should consider her interest. Justice Trivedi asked him, "Why should we consider only her interest?" The bench then refused to interfere with the high court order and dismissed the plea. On January 23, the high court recalled its earlier order allowing the woman to terminate her



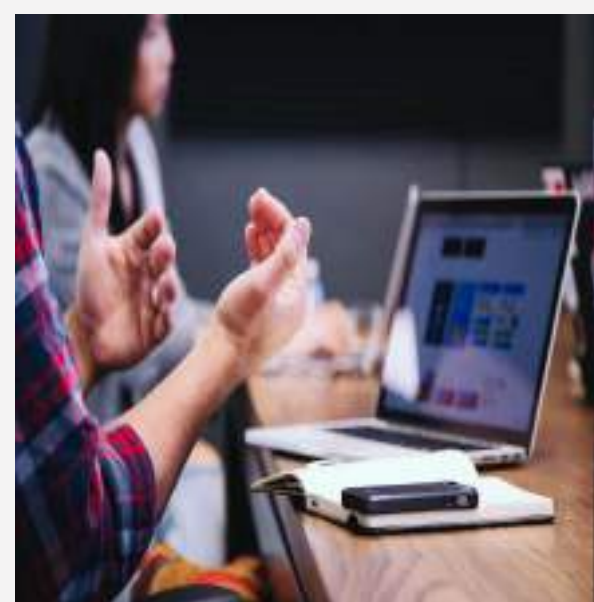
then 29-week-old foetus. The high court had said that the woman then already at 32 weeks of gestation, can go to AIIMS or any other central or state government hospital for delivery, and if she is subsequently inclined to give the newborn in adoption, the Centre shall ensure that the process takes place smoothly and at the earliest. It added that the respective government would bear all medical and incidental expenses in the process of delivery. On January 4, the court had allowed the widow, suffering from depression, to terminate her then 29-week-old

foetus as continuation of pregnancy could affect her mental health and observed that the right to reproductive choice also includes the right not to procreate. The high court's January 24 order had come after the Centre filed a plea seeking recall of its January 4 order allowing medical termination of the pregnancy on the woman's petition on the grounds that the child has a fair chance of survival and the court should consider protecting the right to life of the unborn child. The All India Institute of Medical Sciences (AIIMS), where the woman was medically examined, also claimed that it was advisable

that the pregnancy be continued for another two-three weeks for the betterment of the health of the mother and the child. In its order, the high court had taken note of the opinion of AIIMS medical board which stated that the woman was suffering from depression associated with stress due to life events and not any psychotic features, and that there was no suggestion that the ongoing pregnancy or delivery would cause such a grave injury to her mental health that would necessitate termination of pregnancy. The medical board, the high court added, had also opined that since the foetus did not show any abnormality, foeticide was neither justified nor ethical and a preterm induction of labour has a high chance of failure, leading to serious implications on her future pregnancies as well as physical and mental deficiencies in the newborn.

Fact Check: Viral Claim On Proposed Changes In Work Week Debunked

New Delhi(KCN): The Fact Check Unit (FCU) of the Press Information Bureau has alerted people about a "fake" news claiming that Finance Minister Nirmala Sitharaman will introduce a policy mandating three-day week-offs in all companies. In a post on X (formerly Twitter), the PIB's fact-checking unit said that no such proposal has been put forth by the Finance Ministry. "An image circulating on social media claims that the Union Finance Minister Nirmala Sitharaman will announce a 3-day week off policy in the next #Budget. This claim is #fake...No such proposal has been floated by the Ministry of Finance," it said. The misleading post had also asserted that employees will be required to work extended hours, ranging from 10 to 12 hours per day, for four days a week, starting July 1,



2024. Additionally, it suggested a potential decrease in cash in hand for employees, coupled with an increase in Provident Fund (PF) contributions. The Interim Budget for 2024-25 will be announced on February 1 at 11 am. The Finance Minister is set to present her sixth consecutive budget, equalling the record set by Dr Manmohan Singh. Given that this is an election year, the forthcoming budget is set to be a vote-on-account.

With the formation of the new government expected around June, all eyes are on the subsequent unveiling of the final budget for the fiscal year 2024-25, projected to take place in July. The live broadcast of Ms Sitharaman's speech will be available on DD News. Additionally, the PIB is set to amplify accessibility by broadcasting the Budget online through its official YouTube channel and website.

Mission Shakti Cafe, Mission Shakti Bhawan CRPF jawan from Rajasthan found plaques vandalised before inauguration in Odisha hanging in hotel room in Bhubaneswar

PURI, (KCN): The information plaques for Mission Shakti Cafe and Mission Shakti Bhawan were vandalised on the premises of the Kakatpur block in Puri on Tuesday before its inauguration.

As per reports, the inauguration of the Mission Shakti Cafe and Mission Shakti Bhawan on the block premises is scheduled to be done by the Minister of State for Home, Tusharkanti Behera.

According to sources, the names of Sarpanch and some others were not mentioned in the plaques. It is alleged that the supporters of the sarpanch and the block chairperson deliberately damaged



the plaques. Following the incident, a complaint was lodged at the police station. The sarpanch concerned admitted that his supporters have broken the plaques because his name was not there on the plaques. Some supporters of the

Minister lodged a complaint against the block chairperson and the sarpanch. On the other hand, a counter-complaint was filed at the police station, alleging that the supporters of the Minister misbehaved with the sarpanch. Block chairperson

Sridhar Nayak said, "The Mission Shakti Cafe and Mission Shakti Gruha were approved on my instruction on the block premises. The work is in progress and is not yet complete. Last night, the work was done in a hurry. My wife Rina Nayak,

who is the sarpanch of Kantapada panchayat came to know about the work being done in a hurry for inauguration."

He added that the sarpanch rushed to the spot and asked the people working there why the names of the sarpanch, the block chairperson, the vice chairperson, the BDO, and the samiti members were not mentioned on the plaques.

"The supporters of the Minister who were present at the site misbehaved with the sarpanch and pushed her aside. We have filed a complaint," Nayak said. No reactions from the minister and police were received.

Bhubaneswar(KCN): The body of a Central Reserve Police Force (CRPF) jawan was found hanging in a hotel room here, police said Tuesday.

Police have identified the deceased as Mir Singh, 44, a resident of Rajasthan and of a CRPF battalion deployed in Jharkhand. He had checked into the hotel Ashok Nagar under Capital police limits here January 26 evening, police added. Police sources said that the hotel staff found him hanging from the ceiling fan Monday evening and informed police.

A police team immediately reached the spot and brought the body down. The hotel staff had also reportedly heard Singh



speaking angrily and loudly with an unknown person over the phone in his hotel room before death, the source added. "We are trying to find out the reason behind his visit to Odisha. We have informed the family

members who are on the way and will reach Bhubaneswar soon. The actual reason behind the death can only be ascertained after the interrogation of family members," a police official said.

Naveen urges farmers to conserve water



Bhubaneswar(KCN): Odisha Chief Minister Naveen Patnaik Tuesday urged farmers to conserve water. Addressing the concluding programme of 'Pani Panchayat Fortnight 2024' here, he said judicious use of water will help both farmers and society.

Noting that there are 40,000 pani panchayats — group of farmers engaged in management of surface water and groundwater — in the state, he said this has solved the water requirement for farming activities. Patnaik also asked farmers to make use of

technology in agriculture, which will help to increase production and their income. The chief minister suggested farmers to go for diversification of crops, which will add to their income. He also spoke about the state government's

efforts for the improvement of the farm sector. During the programme, Patnaik released a coffee table book. He also presented awards to the best pani panchayats, best farmers and students who won in different competitions held earlier.

All Eyes Western Odisha

Bhubaneswar(KCN): Much ahead of the Election Commission of India announcing the dates for the upcoming General Elections for Lok Sabha and Odisha Assembly, the state's three major parties have already started electioneering, making strategies to win the confidence of the people of western region. This is because everybody here knows that the first phase of elections will be held in the western Odisha earlier and the poll for the coastal belt will come later.

The major parties like ruling BJD and opposition BJP and Congress have already started work in western region. Everybody in Odisha politics knows that the saffron BJP is comparatively in a better position in western region for which party candidates won in five Lok Sabha seats like Sundergarh, Sambalpur,

Bargarh, Bolangir and Kalahandi in 2019 elections. The party, however, won three more LS seats in Bhubaneswar, Balasore and Mayurbhanj. But the party's main stake lies in the western region. Though the BJP leadership is aware that the party has better possibility in Lok Sabha polls in western region, it has to further its assembly election prospects. As per simple mathematics, the saffron party should have won at least 35 assembly seats from the five LS constituencies. If that is not enough, the party should get at least 30 MLAs from the western region. However, nothing of that kind happened in the 2019 elections. The party in total, including the western region, could win only in 23 assembly segments. Therefore, the BJP leadership has to work very hard and also win Assembly seats from western region if it wants

to form the Government in Bhubaneswar. Therefore, western region is very important for the BJP. Similarly, the case for the Naveen Patnaik headed BJD in the western region. Though the voters of western region voted en-mass for the conch symbol, they preferred to cast their votes for Lotus in the LS elections. Therefore, the western region is equally important for the BJD. As the regional party has been targeting to win 20 of the 21 LS seats in Odisha, it must get the support and cooperation of the voters in western districts of Sambalpur, Bargarh, Jharsuguda, Sundergarh, Kalahandi, Bolangir, Nuapada, Boudh, Deogarh and Subarnapur.

For Congress, which has only nine MLAs in the House of 147 members in Odisha Assembly, four members come from western region (Rajgangpur, Kantabanji, Bolangir and Khariar), three from southern region (Jeypore, Mohana and Sanakhemundi) and two from coastal region (Barabati-Cuttack and Jatni). Therefore, the highest number of MLAs come from western side of the state. Therefore, the oldest party also considers that it has to raise its stake in the western region if it wants to become the principal opposition party in the state. The BJP had replaced the Congress as the main opposition party in the 2019 elections. Keeping in view the importance of the western region in the state politics, BJP's Prime Trump Card and Prime Minister Narendra Modi is scheduled to address a public meeting in Sambalpur though he is undertaking an official visit to inaugurate the permanent campus of Indian Institute of Management (IIM) Sambalpur.



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Director Sericulture J&K Field Visits Basic Seed Station Mirgund to take stock of the ongoing developmental Works & functioning of the Seed Station.

Aasif Malik:Srinagar
:Mr. Ajaz Ahmad Bhat (IAS), Director Sericulture J&K, today visited Basic Seed Station Mirgund and inspected various Mulberry Nurseries/ Farms, Silkworm Seed Units and the Office of Manager Seed, Sericulture Dev. Department, Basic Seed Station Mirgund. The primary objective of visit of the Director Sericulture J&K was to closely monitor and assess the ongoing developmental works and overall functioning of the Basic Seed Station Mirgund. Speaking on the occasion the Director Sericulture J&K emphasized upon the officers of J&K Sericulture Dev. Department to work on mission mode in order to



achieve all the developmental targets and gear up for extensive mulberry plantation drive for making the leaf reserves readily available to the silkworm rearers for ensuing rearing season apart from relentlessly strive for quality silkworm seed production. Besides, the Director Sericulture J&K ascertained the progress with respect to the up-gradation of Seed Unit at Basic Seed Station Mirgund. The Director

expressed his happiness that adequate funds are being provided by the Government to the Sericulture Dev. Department for completing all the developmental Projects and bringing the Department under the ambit of Holistic Agriculture Development Programme (HADP). The Director Sericulture J&K also stressed the need to further enhance the surveillance of the boundary walls of all the Mulberry Nurseries,

Farms, Units and various offices of the Seed Stations so as to prevent any trespassing or damage to the departmental assets existing in the Seed Stations. Moreover, he also exhorted upon the Officers present on the occasion that all measures must be taken to thwart any attempt of encroachment and immediately intimate the higher authorities in this regard to safeguard departmental assets effectively. The Director Sericulture J&K further directed the employees working in the Basic Seed Station, Mirgund to ensure hygiene and cleanliness in their work place so that a blissful environment is created in all the offices and silkworm seed units in

the basic seed Station Mirgund. During the visit, Mr. Ajaz Ahmad Bhat had a detailed interaction with the employees working in the Seed Station and exhorted upon them to work with dedication and leave no stone unturned for the production of quality Silkworm Seed and emphasized the need to increase the Seed production capacity of the Seed Stations for achieving the self-sufficiency in silkworm seed production and abundant mulberry foliage in the form of leaf bank in U.T. of J&K. The Development officer, ISDP, Sonawari, District Sericulture Officer, Baramulla and other officers were also present on the occasion.

Flipkart's Shopsy Summer Store steers tremendous growth for sellers in Odisha

Bhubaneswar: As the summer starts rolling in, Shopsy - Flipkart's social commerce platform, recently launched the Summer Store, a unique curation to address customers' nuanced seasonal needs by offering a wide range of products across categories under one umbrella. As a testimony to this endeavor, sellers in Cuttack recorded nearly a 9X growth in sales and sellers in Puri recorded nearly a 16X growth in sales bolstered by the summer store initiative. Sellers in Sundergarh have garnered tremendous 34X growth in their sales over the past month. The summer store recorded increased traction from women buyers which indicates a positive women reseller growth

in Cuttack. Amongst several categories, Hygiene and Wellness, Fashion, Kitchenware and Home Decor emerged as top priorities for customers with demand for products such as deodorants, sunglasses, body washes, essential oils, sarees, table covers, bedsheets and kitchen tools topping the charts. Shopsy Summer Store is a one-stop-shop for products ranging from electronics, personal care, baby care, food and beverages, apparel, swimwear and kitchenware including air conditioners, deodorants, baby sunscreen, aerated drinks, cotton clothes for men and women, swimsuits and juicer mixer grinders. Of this, deodorants have taken up

the major share of the demand pie clocking over 50% growth, followed by sunglasses which grew by close to 22%. Kitchen tools also contributed to a 6X growth over the past month in Cuttack. This was followed by categories such as kurta sets, cotton sarees, deodorants and body washes that witnessed a 3X jump over the past month in Puri. Shopsy aims to continue its endeavor to offer a wide range of quality and engaging products for customers at affordable prices, while being a value-based and reliable platform. By providing a simplified social media interface, Shopsy is able to overcome user apprehension of trust and authenticity while shopping online.

Walkathon organized by Shanti Memorial Hospital on the occasion of World hypertension day

Bhubaneswar: In observance of World Hypertension Day 2022 - commemorated every May 17th, to create awareness amongst people, a walkathon was organized by Shanti Memorial Hospital, Cuttack which covered some important roads of Cuttack city on the day. The walkathon was flagged off by Dr. Sreejoy Patnaik, Chairman & Managing Director and Prof. Dr. Rekha Das, Executive Director of the hospital after a briefing on the purpose of the observation day presented by Dr. Priyadarshi Tripathy, Cardiologist of the hospital. More than 150 employees joined the walkathon with plaque cards and banners carrying awareness message on hypertension prevention and treatment to communicate to the public the importance of hypertension and its serious medical complications, and to provide information on prevention, detection and treatment.

World Hypertension Day was first inaugurated in May 2005 ever since it has become an annual event. The main purpose behind the celebration of the World Hypertension Day is to promote public awareness of hypertension and to encourage citizens of all countries to prevent and control this silent killer, the modern epidemic. Later at Shanti Memorial Hospital, a free hypertension check-up camp was held in which around 100 persons checked their blood pressure and received free consultation.

SBIBengal Circle Officers' Association Celebrates Unity and Athletic Excellence at 31st Annual Sports Extravaganza

Kolkata(-ABHIJIT SETH): The vibrant spirit of camaraderie and sportsmanship came alive once again as the State Bank of India Officers Association (Bengal Circle) recently organized its 31st Annual Sports Competition at the prestigious Presidency University Grounds in Calcutta. Beyond their dedicated involvement in trade union activities, the Officers' Association actively participates in various social initiatives, with the annual sports competition serving as a significant highlight. This year's event saw an impressive turnout, with 500 enthusiastic members and their families converging from far-flung regions such as Siliguri and Sundarbans. The grand inauguration of the sports competition was marked

by the ceremonial hoisting of the organization's flag, a momentous task undertaken by the SBI Bengal Circle General Secretary, Shubjyoti Chattopadhyay, and President Asitabh Kundu. The ceremony set the tone for a day filled with thrilling athletic competitions and fostered a sense of unity among the participating members. The Presidency University Grounds played host to a myriad of sporting events that catered to a range of interests. From the adrenaline-pumping 100m Run to the strategic 200m Walk, the competition showcased the diverse talents and athleticism of the participating members. Unconventional events



like Shotput, Musical Chair and Khushi Sajo added an extra layer of excitement and fun to the day's proceedings, creating an inclusive and entertaining atmosphere for everyone involved. Adding prestige to the occasion, the event was graced by the presence of notable personalities, including Circle Development Officer of State Bank of India, Shri Dinesh Gaurdhan Burma. The

gathering also witnessed the attendance of esteemed former Indian players such as Alak Das, the ex-captain of the Indian football team; Amit Das, an ex-football player of the Indian team; and Sanjay Das, a former hockey player of the Indian hockey team. Their presence not only inspired the participants but also emphasized the association's commitment to promoting sports at various levels.

In a remarkable display of solidarity, all members of the Coaches Training Association actively participated in and supported the event. Their expertise and guidance contributed to the success of the competitions, fostering a spirit of mentorship and encouragement among the participants. The 31st Annual Sports Competition organized by the State Bank of India Officers Association (Bengal Circle) proved to be a resounding success, bringing together members and their families for a day of sportsmanship, camaraderie, and entertainment. Beyond the competitive spirit, the event showcased the association's commitment to holistic development and community engagement.

Ambuja Cements and ACC's ChangeTheStory campaign wins Bronze at the ABBY Awards

Mumbai: The first sustainability campaign 'Change The Story' of Ambuja Cements and ACC, has won a Bronze Award at the recent ABBY Awards 2022, under the Green Award category. This category is awarded to outstanding communication that features planet conservation, sustainability etc. The

"Change The Story" campaign aimed to create awareness about sustainability and showcase technology-backed solutions that offer effective and measurable outcomes in this regard.

The #ChangeTheStory campaign highlights a non-invasive bubble barrier technology, which will remove around 2,400 tonnes of

plastic waste from Agra's Mantola canal, thereby preventing its entry into the Yamuna river. The crux of the campaign lay in reaching out to a wide audience across India and globally—and communicating the campaign's features. The campaign winning this honour at the ABBY Awards—often touted as the Oscars of Indian advertising—was

designed in collaboration with Alok Nanda and Company and serves as another reminder of the crucial role sustainability plays at Ambuja Cements and ACC.

#ChangeTheStory campaign was rolled out across multiple platforms, including print and digital, reaching out to an approximate 32 million people. One of its lead video films conveyed the

message, through the lens of a scientist, that it's time to change the story by taking out the plastic and freeing our rivers of their polluted past. The campaign further leveraged the power of music and created a rap song across owned platforms featuring the campaign mnemonic "Bubble Sharma". This was followed by a bouquet of informative posts and

videos on social media. ACC and Ambuja Cements collaborated with micro and nano influencers to drive engagement around the bubble barrier technology.

The two companies were the first to launch an augment reality-based game in India, which created an immersive experience for users by illustrating the state of marine plastic pollution

and the basic functioning of the Bubble Barrier technology. This game convinces the user to play their role in driving change by encouraging players to "bubble pop" their way to cleaner oceans and safer habitats for marine organisms.

Mr. Neeraj Akhoury, CEO India Holcim and Managing Director & CEO of Ambuja Cements Ltd., said that the

award served yet another reminder of the company's efforts towards sustainability. "We are elated and honoured that a campaign that's important to us has received the recognition that it deserved. Sustainability and business go hand in hand at Ambuja Cements and ACC Ltd. This will encourage us to further step up our efforts in this direction."



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Elgar and Kohli washed away 2015 spitting spat with drinks

New Delhi: Dean Elgar alleges Virat Kohli spat at him during South Africa's Test series in India in November 2015. Elgar says the two made up over a drink in India's series in South Africa in January 2018. That wasn't the only striking claim made as the cameras rolled. Elgar, who played the last of his 86 Tests against India at Newlands earlier this month, made the incendiary allegation during a panel discussion led by Nick Rabinowitz, a comedian. Chris Morris and Jean de Villiers, a former captain of South Africa's men's rugby team, were the other participants. "I came in to bat, and I was holding my own against Ashwin and Jadeja," Elgar said. "Kohli spat at me, and I said to him, 'If you do that again I'll f*****g p**s [a South African profanity meaning hit] you with this bat. I will absolutely knock you out on this field.'" Elgar said AB de Villiers, Kohli's RCB teammate, confronted India's then captain: "AB went up to

him and said, 'Bud, why are you spitting at my teammate? That's not on.' Two or three years later we're playing in South Africa, and [Kohli] calls me aside and says, 'Can we have a drink together at the end of the series? just want to apologise for my actions.' The punchline is we drank until three in the morning."

The discussion, billed as "Banter, [sic] with The Boys", is "presented by" the SA20's title sponsor and available online. In it, Australia's explosive Test series in South Africa in March 2018 is revisited, and Elgar says off-field issues played a role in his decision to retire from the international game.

In 2018, Steve Smith - then Australia's captain David Warner and Cameron Bancroft were fined and banned, and publicly shamed at home after they were caught, during the third Test at Newlands, using sandpaper to roughen the ball. During the first Test at Kingsmead, Quinton de Kock retaliated to hours of on-field verbal abuse by Warner by

insulting Warner's wife in a stairwell altercation with her husband. That prompted Warner to threaten to assault De Kock. Spectators and CSA staff at the second Test at St George's Park wore face masks to taunt Warner.

Morris, who was in the squad for the last two of the four matches, said tensions had been heightened by events in Durban: "That switched the South African team on properly. I remember AB saying, 'Ons gaan hulle nou seermaak.' [Now we're going to hurt them.]" AB is usually placid and relaxed when he's batting; he does his thing. But in that [Newlands] Test he was in such a zone.

"When it [the exposure of ball-tampering] happened, AB was batting with Aiden Markram. AB blocked the ball and the big screen showed what had gone on with the sandpaper, and that's when the crowd got involved. AB didn't hear a thing. He was so focused on f*****g the Australians up, because they were abusing him.



'Aiden walked down the wicket and said, 'Abbas, something's gone on here.' AB said, 'What do you mean?' As he said that, it played on the big screen, showing Bancroft with the ball and putting it [the sandpaper] away. AB blocked the next ball. Bancroft came to pick it up. AB looked at him saying, 'Hey! Cameron! Hey!' Bancroft sheepishly looked up and made eye contact. AB went, 'You're f****d now, mate.'

Elgar said he had sympathy for the Sandpapergate three: "I felt sorry for the players,

especially because of what happened afterwards. Watching Steve Smith be escorted out of the airport with 30 cops around him. He didn't kill someone." According to Elgar, he was assaulted by Andrew Symonds after the St George's park Test in that series: "We went to the casino. It was two o'clock in the morning. The late Andrew Symonds was there. He was upside down [drunk]. He saw a great opportunity to give me a peek. For nothing. He smacked me. I looked at him, and I looked at AB. And AB said, 'Oh no - don't do this.' I went

Forward [to punch Symonds] and AB pulled me back."

Of his retirement, Elgar said: "I should have done it ages ago, really. I'm not totally retired - just from international b*****t. I've still got a lot of good years left in me. Unfortunately it's not going to be on our shores. It's going to be God Save the King [in a three-year contract to play for Essex]."

Elgar led South Africa in 18 Tests and was replaced by Temba Bavuma in February last year. But he ended his career back in charge because Bavuma was ruled out at Newlands

with a hamstring injury. "It's amazing when you get axed as captain and they want you to fill in and do the job again," Elgar said. Elgar was South Africa's captain during the tumult that came with CSA's administrative meltdown in 2020, during the 2021 allegations of racism rattling deep in the game, and when it became clear that South Africa's presence as a Test entity would diminish. On top of that, Shukri Conrad, South Africa's Test coach since January last year, has denied reports that he and Elgar do not have a good relationship.

"There's a lot of external things that I could get into, but I've got to choose my words," Elgar said about his international retirement. "It's been a tough two or three years of playing for the national side. It's been hectic with off-field things that have taken time away from me and my family. And when you play Test series you want to play against the best in the world and you want to play four Tests, not two."

Asked by Morris whether "at any stage did it become a *las [drag]* to play for the

"country", Elgar said: "There were times when it became a lot of hard work and you lose your enjoyment. Playing for your country is the greatest honour, but I had to deal with a lot of stuff off the field - especially with the captaincy role. "We had a new board and a coach [Mark Boucher, who was cleared on racism charges] who was going through a lot of scrutiny in South Africa, if not the world. You take all of that on board and you lose your focus. Your focus is actually to go out and play and score runs and win games. My focus shifted a lot. You wipe the s***t out of your eyes and two years have gone by. And you're like, 'I've wasted two years of my energy.' I've got about a hundred thousand more grey hairs. Why put yourself through that?" Elgar answered that question when he walked away at Newlands. As he did so, having been caught at first slip off Mukesh Kumar in his last Test innings, a familiar figure embraced him warmly. Maybe Kohli was keen on another drink.

Frontman Rohit's big test as great team heads towards the third age

New Delhi: Soon after the last rites of the Hyderabad Test were read and the formalities of the post-game handshakes were done with, Rohit Sharma was pictured standing by the boundary line, waiting to share with the rest of the world, via the broadcasters, his views on the remarkable turn of events that characterised his 12th game as India Test captain. Despite the disappointment of the result, a cluster of Indian fans continued to cheer and yell his name, which Rohit acknowledged with a half hand-raise and a smile in acknowledgement. The Indian captain is



among a few with an ability to strip any cricketing situation of its gravitas and see it for what it is. That air of nonchalant lightness is his personality trait. He rightly acknowledged that his team was undone by an exceptional knock in the third innings and batting

apprehension in the fourth. One was an outlier while the other, quite par for the course in these conditions. But together those two events ensured that Rohit took a fourth 'L' to his captaincy report card, which amounted to losses in a third of the Tests he has skippered in. Two of them

have come at home, inside 12 months. And while India have lost home Tests before, including opening Tests of marquee series, in Pune in 2017 and in Chennai in 2021, this one from a position of total dominance hit differently and even seemed to cover their aura of home invincibility in a sudden, strange mist.

The last time India went through a similar run of three consecutive home Tests without a win (two defeats and a draw) was nearly 12 years ago and it remains to date the last series they've dropped on home soil. While England have some way to go towards reprising their

great feat of 2012, they may have just caught Rohit's team in a very similar state of inevitable transition.

It's an uncomfortable and a different prospect confronting Rohit, whose takeover of the white-ball teams was more seamless and resulted in immediate success, that is if you are okay with quantifying success based on win percentages and not limiting it to just ICC silverware. Between him and coach Rahul Dravid, India vow to be more tactically on-point and have identified and implemented playing styles in keeping with the times.

Mayank Agarwal hospitalized in Agartala after falling sick on flight

New Delhi: Mayank Agarwal, the Karnataka captain, has been admitted to a hospital in Agartala after falling sick on a flight. Agarwal, who was leaving for Delhi from the capital city of Tripura along with the Karnataka team on Tuesday (January 30), consumed a beverage onboard the flight following which he complained of uneasiness and a burning sensation in his throat, and started vomiting. He was deboarded and rushed to the hospital immediately. Raghuram Bhat, the



KSCA president, told Cricbuzz that Mayank is out of danger and will ideally be discharged from the hospital tomorrow. He's expected to fly back to Bengaluru and consult the local doctors before deciding on his further course of action. KSCA is confident that he will be

back on the field soon. Karnataka completed their Group C Ranji assignment against Tripura in Agartala and will next face Railways starting February 2 in Surat. Nikil Jose, the vice-captain of the team, is likely to take over the leadership in Agarwal's absence.

In-form Musheer Khan paves another India win

New Delhi: Musheer Khan's second hundred in the U-19 World Cup was followed by a clinical bowling performance led by Saumy Pandey's four-wicket haul as India mauled New Zealand by 214 runs to get their Super 6 campaign off to a rousing start at Mangaung Oval in Bloemfontein. Musheer's 126-ball 13 included 13 fours and 3 sixes as he powered India to 295/8. Asked to bat, India lost Arshin Kulkarni early but Adarsh Singh came up with a well-compiled half-century and added 77 in partnership with Musheer to provide a good platform. Musheer then had the company of skipper Uday Saharan as they put on 87 for the third wicket. New

Zealand hit back with regular wickets in the last 15 overs, with Mason Clarke picking up four, but Musheer ensured a sizeable total for his side. New Zealand were rattled early in the chase as Pandey and Raj Limbani shared the first four wickets between them with only 22 runs on the board. There was no way back after that as India continued their wicket-taking spree, with Musheer also picking up a couple, as New Zealand were bundled out for 81 in 28.1 overs. Brief scores: India 295/8 in 50 overs (Musheer Khan 131, Adarsh Singh 52; Mason Clarke 4-62) beat New Zealand 81 in 28.1 overs (Oscar Jackson 19; Saumy Pandey 4-19, Musheer Khan 2-10) by 214 runs.

Sri Lanka vs West

Indies
West Indies registered their third successive victory in the competition, overcoming Sri Lanka by three wickets in what was a tight finish at Diamond Oval in Kimberley. Needing 232 for victory, West Indies took until the third ball of the final over to reach the target, winning with three wickets in hand.

Opting to bat, Sri Lanka lost three wickets inside the first 10 overs but Dinura Kalupahana (53) came up with a patient knock and led the team's recovery along with Supun Waduge. West Indies, however, ran through the middle order to leave Sri Lanka reeling at 134/6 at one stage. But Malsha Tharupathi's 42 helped the team over the 200



mark, giving their bowlers a fighting total. West Indies started well with Stephan Pascal scoring 33 off the 48 added in the opening stand. They lost a couple of wickets but were back on track thanks to Steve

Wedderburn's 61 and his 86-run stand with Jordan Johnson. Sri Lanka fought back though, and gave West Indies some nervous moments. But Nathan Sealy and Tarrique Edward ensured a safe passage for the

Caribbean team with their unbroken 26-run association for the eighth wicket. Brief scores: Sri Lanka 231 in 50 overs (Dinura Kalupahana 53, Malsha Tharupathi 42; Raneico Smith 4-47) lost to West Indies 232/7 in 49.3

overs (Steve Wedderburn 61, Jordan Johnson 39; Vishwa Lahiru 2-32) by 3 wickets.

Pakistan vs Ireland

Ireland ran Pakistan close in their defence of 181 but the Saad Baig-led team got over the line in the 44th over with three wickets in hand at Senwes Park in Potchefstroom. Ahmad Hassan came up with an all-round performance, picking up 2-37 before scoring an unbeaten 57 to help his team over the line.

Asked to bat, Ireland lost wickets in a heap and were struggling at 63/6 before the 24th over was completed. But they managed to pick themselves up thanks to John McNally's 53, with support from Harry Dyer

31) in a 65-run partnership. They were 158/9 at one stage but Oliver Riley's 18 helped them finish with 180-plus.

Pakistan lost their openers early but they got back on track in the chase with Azan Awaiz and Baig putting on a 40-plus stand. But from 73/2, they slipped to 96/5 as Dyer gave Ireland hope with quick wickets. But Hassan's measured 57 not out off 72 and Haroon Arshad's 25 provided assurance in the Pakistan camp as they eventually sealed the deal.

Brief scores: Ireland 181 in 48.4 overs (John McNally 53, Harry Dyer 31; Ubaid Shah 3-31) lost to Pakistan 182/7 in 43.4 overs (Ahmad Hassan 57*; Harry Dyer 4-35) by 3 wickets.