

# Farmers Say Won't March To Delhi For 2 Days



president Pranab  
Prakash Das.  
Pandian reviewed plans  
for the transformation of  
Barabati cricket stadium,  
which has a seating  
capacity of 60,000. This  
project will be  
undertaken as part of the  
5T (teamwork,  
transparency, technology,  
timely completion of  
project leading to  
transformation) initiative  
of the state government,  
he said.  
“The area near Barabati  
Stadium will be

developed into a world-class sports campus with the best facilities for cricketers and other sports disciplines,” an official release by the CMO said.

According to the statement, the area near Barabati Stadium will be developed into a world-class sports campus with top-notch facilities for cricketers and other sports disciplines.

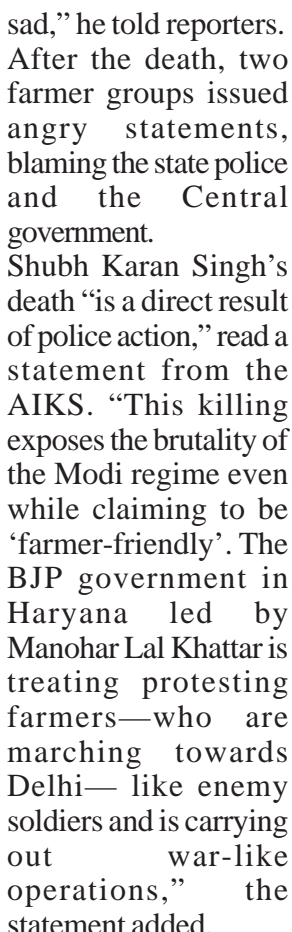
The transformational activities will ensure international standards for spectators, including access to the stadium, comfortable viewing areas, and amenities such as food courts and washrooms. Additionally, facilities for other sports disciplines will be included on the campus, it added.

**Chandigarh(KCN):** A farmer has died at Haryana's Khanauri border, where protesting farmers clashed with the police this evening. Farmers' group AIKS (All-India Kisan Sabha) alleged he died during the police action, which the Haryana police have denied. The farmers have also suspended their protest march to Delhi for two days, though the sit-in protest will continue. A doctor at a Patiala hospital where Shubh Karan Singh was taken, said he had sustained a bullet wound. A post-mortem is awaited. "Three patients have come to us from Khanauri. One of them was dead on arrival, the

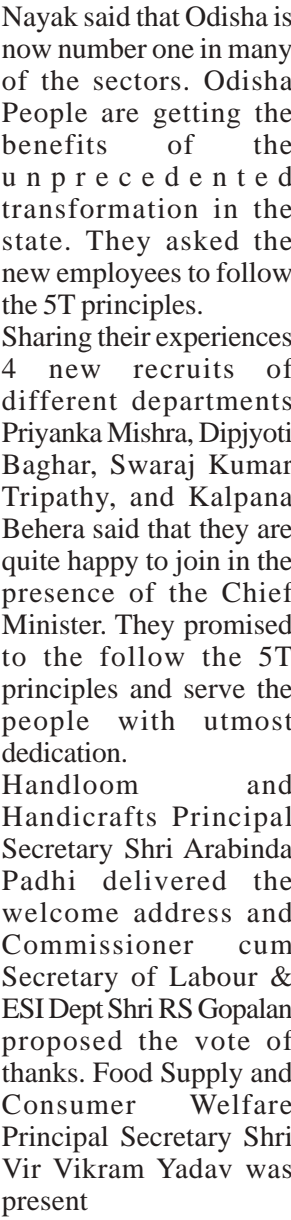
other two are stable and seem to have sustained bullet injuries... but it can't be confirmed," said Dr Rekhi, the Senior Medical Officer of Patiala's Rajendra Hospital.

"The person who was dead on arrival had a bullet injury on his head, but more details such as size of the bullet can only be confirmed after postmortem," he added.

The Haryana Police had fired tear gas shells at the advancing farmers to thwart their attempts to breach the barricades at the border, the farmers said. The march was continuing after the



## LAccMI Bus Service Covers All 30 Dists Of Odisha



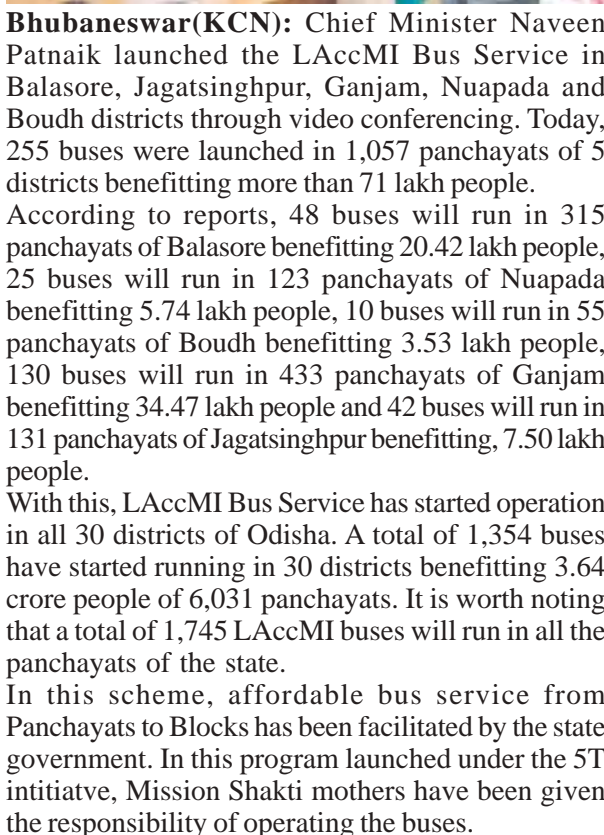
**Bhubaneswar(KCN):**As many as 367 officers and staff today joined different departments of the the Government of Odisha. A special function was organized for the orientation of the new recruits in presence of the Chief Minister Shri Naveen Patnaik. Out of the new recruits, 80 of them are Staff nurses, 40 Pharmacists, 40 Lab Technicians, 8 ANMs, 8 X-Ray Technicians, 9 OT Assts in Directorate of ESI, 48 Handicrafts Promotion Officers, 7 Inspector of Cooperative Societies, 3 Auditors in Directorate of

Handicrafts, 11 Junior Assts in State Pollution Control Board, 9 Asst Directors in Directorate of Factories and Boilers, and 104 Inspector of Supplies are in Food Supplies & Consumer Welfare Department. Speaking on the occasion, the Chief Minister said that all of the new recruits should have only one purpose that is to serve the people of Odisha. We may work in different capacities, but at the end of the day, we all are public servants. Our ultimate goal is greater public good, he added.

Saying that the entire four and a half crore people of Odisha are his family members, he asked them to treat the people like family members in all their public dealings. They must provide services as a matter of rights with all the respect, he stressed. In the last two decades, he continued, Odisha has transformed itself into a self-confident, forward-looking state. With the 5T Initiative, we have ensured greater transparency, teamwork, technology and timeliness into governance, he specified.

He asked the new officers to follow the 5T initiative to achieve the desired transformation in their respective field. Saying that the objective is Odisha must lead in every sector, he emphasized that this can happen if all of us work as a team- The Team Odisha. He called upon all to work for a new Odisha, an empowered Odisha.

Speaking on the occasion, Food Supply & Consumer Welfare Minister Shri Atanu Sabyasachi Nayak and Labour and ESI Minister Shri Sarada Prasad



## Odisha to withdraw over 48,000 trivial cases against tribals

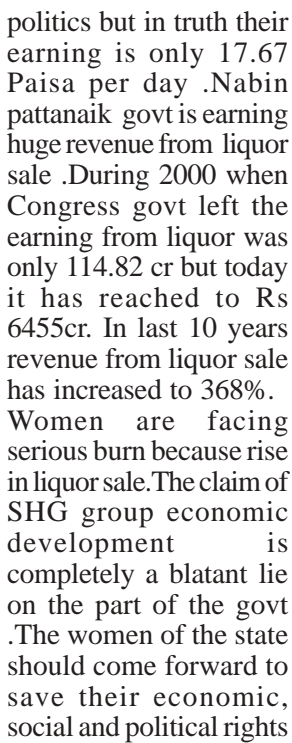
**Bhubaneswar(KCN):** Odisha Chief Minister Naveen Patnaik Wednesday ordered the withdrawal of 48,018 trivial cases against people belonging to Scheduled Tribes. Most of the cases are related to home, excise and forest and environment departments, an official added. After detailed examination, it was decided to withdraw 48,018 cases, an official release by the CMO said.

It added that among these cases, 36,581 come under the excise department, 9,846 come under home department and 1,591 come under forest and environment department. "Withdrawal of these cases will also reduce pressure on the courts and judicial system," the CMO said. The state government's decision was considered politically significant as it came ahead of the Lok Sabha and Odisha Assembly polls.

**The condition of women in odisha is very precarious.. ALKA Lamba**

**Bhubaneswar (KCN):** The National Mahila Congress president Mrs Alka Lamba while addressing a press conference on the women justice told that the condition of women in odisha is very very serious . Every day 7 women are gang raped and out of which 4 are minor girls . Not only that missing children in the state is in a larming condition . Odisha tops the list in the country for crime against women and missing children . Odisha is also the 1st state in human trafficking and out of the total victims highest number are

women. The mahila Congress under the leadership of Meenakshi Bhaini Pati will go to every district and Block along with leaders of mahila Congress to fight for the social, economic and political justice of the women of the state . More than 74 % women in the tribal district of odisha are suffering from Anaemia . The wasting and stunting child birth is also very high in the state in comparison to National average. Today also a pregnant woman being carried on cot to hospital . Nabin pattanaik govt is using 73 lakh SHG women group for vote bank





# A bagful of rice and a box of books

Prof. Manas Ranjan Mahapatra



Today is the birthday of Dr Sitakant Mahapatra. I wish him all the best on this occasion.

Dr Sitakant Mahapatra has been one of the most successful authors in Odisha in the last half a century so far as awards and recognitions are concerned. I have worked with him as an Editor for three years in NBT when he was the Chairman besides half a century of literary association with him since my college days as a student leader when he was Education Secretary of Odisha. Arguably, he is the most popular Odia author next to Prof Manoj Das I have come across during my journey as an editor and poet. I have a plethora of sweet and sour experiences with him.

Sitakant Mahapatra got Sahitya Akademi award for his book Sabdara Akasha when I was in my secondary classes. Interestingly, by that time, Ramakanta Rath, the leading voice of that period, had not got this award, two senior poets, Radhamohan Gadanayak and Jagannath Prasad Das too. If I correctly remember, Sitakant Mahapatra was the Secretary, Education or Cultural Affairs Department of the state that time. In my small town, there was only two bookshops Bharati Bhawan and Vidya Bhawan who used to keep library books that time (Pleasure Reading Books were called Library Books those days). I rushed by my bicycle to them. But, the book was not available.

A few days after, my teacher late Lokanath Saha got a copy of the book from Cuttack, the hub of Odia Publishing those days. My poetic career had just begun that time and I was highly impressed by the revolutionary poetry of Rabi Singh. Sitakant Mahapatra's poems gave me a new taste. I was impressed and chose to follow

Sitakant. Soon, I got his books Astapadi and Dipti o Dwuti from Ramakrishna Mission Library, Puri where I was a student member. I had not seen books of Ramakanta Rath by that time. Jhankar, Nabarabi, Asantakali and Sucharita were the visible literary Odia Magazines those days in 1974-5. Nabarabi was the most shining one with its Puja issue containing three to four novels, one travelogue, approximately a hundred poems and ten to fifteen short stories. My pocket money was not enough to buy a magazine, I used to get those to read either from Ramakrishna Mission Library or from my teacher Lokanath Saha.

My uncle Sarat Chandra Mahapatra was in the state civil service. He was the first highly educated person in our family, also from our village those days. He once discovered the poetry books of Sitakant Mahapatra with me. He had strong literary interest and he asked me for the book. I was so much engrossed in reading Sabdara Akasha that time that it was painful for me to part away with the book. Sitakant Mahapatra was a top bureaucrat that time in Odisha and such IAS officers who write, like the subordinate officers reading them. My uncle had regular encounter with Sitakant Mahapatra. Sumant Mishra, son of publisher Mahendra Mishra, was my classmate those days. He was the nephew of poet Ramakanta Rath and I used to listen from him about the literary figures of that time, for they were personal friends of his father. He gave me two poetry books of Ramakanta Rath for reading. Soon, Ramakanta Rath also got Sahitya Akademi award for his book Saptama Rutu. Sahitya Akademi Convenor from Odisha those days was Jatindra Mohan Mohanty, who was also a friend of Mahendra Mishra, Sumant's father. Incidentally, civil servants and college/university teachers were the known authors that time to a large extent in

Odisha. That situation still continues. I met Sitakant Mahapatra in 1980 for the first time in Odisha Secretariat when I was a student of BA final in SCS College, Puri. There was a students agitation throughout the state for raising MIL Odia marks from 100 to 200. Being a student leader, I went in a delegation to meet the Education Secretary Sitakant Mahapatra. Our leader Judhistir Jena introduced us to the Secretary. When he introduced me, Sitakant Mahapatra just asked me, 'so, with poetry you do leadership too!' I was stunned to know that Sitakant Mahapatra reads young poets of his time.

More than a decade passed in between. Sitakant Mahapatra got his doctorate in late 70s and I joined National Book Trust, India as its Odia Language Editor in 1990 after my brief stints in state government and in NCERT. The Advisory Panel for Odia was not reconstituted for two decades. I got it reconstituted with Dr Sitakant Mahapatra as one of the members. By that time, he was at Delhi as Secretary, Planning Commission. Ramakanta Rath was available, but I preferred Sitakant Mahapatra. Ten years passed. In between Sitakant Mahapatra became Secretary, Culture Ministry, Government of India. Many ordinary people were invited those days to go abroad in cultural delegations. He never thought of me, nor I approached him for any favour. In between Ramakanta Rath became a member of the policy making Board of Trustees of NBT.

One day, Dr Sitakant Mahapatra visited our Book Shop. NBT was at Green Park those days. I was informed by the Shop Assistant and went to the Book Shop to meet him.

- 'It's good that Ramakanta Babu has become a member of the Board of Trustees of NBT. Next time you can recommend my name', he said.

- 'BOT member position is very small for you. You are

eminently suitable to be the Chairman of NBT, Sir. Moreover, Prof Joshi was your colleague in Allahabad University as I know,' I said. Prof Murli Manohar Joshi was the Human Resource Development Minister those days. Dr Sitakant Mahapatra did his MA from Allahabad University and taught there before joining IAS. Murli Manohar Joshi was in the faculty of Allahabad University those days. But I never thought that he will take my advice so seriously.

It was in the year 2000, may be in the month of July. Dr Sumatheendra Nadig, the then Chairman, NBT gave me the good news that his friend Dr Sitakant Mahapatra has been nominated to become the next Chairman, NBT. I was elated, for he is a senior poet in the language in which I write. Sitakant Mahapatra was one of the selectors of the then Director, NBT Prof Nirmalkanti Bhattacharjee. After a few months Sitakant Mahapatra took over. He told in the welcome meeting about my long association with him. I was elated. I had just shifted to my house at Shalimar Garden, Ghaziabad. One day he called me in the afternoon at office.

- I have a bag of good quality rice which I can't carry by air to my home at Bhubaneswar. Since you are going to Bhubaneswar soon by train as I just approved your tour programme, will you please carry it and give my wife at my Saryanagar House? My car will drop you at New Delhi Railway Station. I was happy that my Chairman has given me a responsibility. 'As you please Sir', I said. The other day, his car dropped me at New Delhi Railway Station with the bagful of rice, almost 40 kgs. I had very little luggage, so carrying the rice was not difficult. I gave it to Mrs Mahapatra after I reached Bhubaneswar at their Satyanagar House.

After a few months I got a book with a note from the Director that he has gone through the book containing translations of poems for children by Dr Sitakant Mahapatra and I should examine it for publication in Odia and translation into other Indian languages. Title

of the book was Asaranti Piladina and the publisher was Friends Publishers, Cuttack. It was a few years ago received for the first time for consideration for publication by NBT and I wanted to see the originals or the English renderings on the basis of which the translation has been made. No reply was since then received.

I went to Dr Sitakant Mahapatra and told him my mind:

- Sir, as I remember, I saw this proposal a few years ago and had made two observations: I wanted to see the text from which you have done the translations and out of the 42 poems included in the book, only 15 are for children. That opinion still continues. If you consider my opinion good, you can show me the original text and add at least another 15. But, if you are insisting on publication of this book as it is, you can order me as Chairman, NBT to process it for publication so that I don't have to examine. In that case, you may not get anything as the compiler as the book is already published by a publisher. The only formality is, you have to withdraw your permission from the earlier publisher and give it to NBT. But, you will possibly get some payment for the translations.

'Meet me at Bhubaneswar', he replied.

Next time when at Bhubaneswar I met him at his Satynagar house. He showed me a boxful of books from which the translations were made. He then showed me a few more books from which he was proposing to include another 15.

- 'I respect the advice of the editor', he said. Then he asked me as Chairman, NBT to carry the boxful of books to New Delhi for NBT Library.

**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**

## Quotation of the Day

I learned the value of hard work by working hard.

—Margaret Mead

RD

## Temples Of Khajuraho

India is known to have more than 2 million Hindu temples. These temples reflect the variety of Indian culture and way of life. Temple architecture in India has always embodied an underlying vision. It is a representation of experience, space and time.

The art and architecture involved in the construction of Hindu Temples is well defined in the Shilpa Shastra. It mentions three main kinds of temple architecture in India: Nagara or the Northern Style, Dravida or the Southern style and Vesara or the Mixed style.

The defining features of a Nagara style are Garbhagriha (Sanctum Sanctorum), Shikhara (Curvilinear tower), and Mandapa (Entrance Hall). The Nagara style developed gradually as the earlier temples had only one Shikhara, while the later temples were constructed with multiple Shikharas and the Garbhagriha can always be found under the tallest tower.

The Temples of Khajuraho are a magnificent example of the Nagara style of temples as the temples consist of a sanctum, a narrow ante-chamber (antarala), a transept (mahamandapa), additional halls (ardha mandapa), a mandapa or nave and an ambulatory passage (Pradakshina-path) which is lighted by large windows.

Khajuraho, known for its ornate temples, was built by the Chandela rulers between 900 CE to 1130 CE. The first mention of Khajuraho and its temples is in the accounts of Abu Rahyan al Biruni (1022 CE) and Ibn Batuta (1335 CE). The temples were said to have been spread across 20 square kilometres and there were around 85 temples in the 12th century. The ravages of time have reduced the number of temples in Khajuraho to just 20 today.



The Chandela Empire ruled central India from the tenth to the fourteenth centuries. Chandelas were well known for their interest in art and architecture. Although followers of Shaivism, the Chandelas were also said to have been inclined towards Vaishnavism and Jainism as well.

The carvings at the temples seem to be predominantly about Hindu deities and mythology. The architectural style also follows Hindu traditions. This can be validated by various factors. A predominant feature of the construction of a Hindu temple is that the face of the temple should be towards the direction of sunrise. All the temples of Khajuraho have been built with this in mind. Moreover, the carvings reflect the four goals of life in Hinduism, viz, dharma, kama, artha, moksha.

The monuments built by the Chandelas were famous for their architectural and sculptural glory. The Chandelas were also deeply interested in performance arts and the various forms of music and dance. This is evident from the sculptural representation of various scenes of music and dance depicted on the walls of these temples. Erotic imagery is very common in the Temples of Khajuraho. Sculptures of celestial nymphs with broad hips, heavy breasts and languishing eyes are commonly found in the Kandariya Mahadeva and Vishwanath Temple. These sculptures are believed to reflect the idea of female beauty and fertility. Other scenes depicted on the walls of

the temples are a part of the Narathara (the human life cycle) signifying how sexual procreation and kama are an essential aspect of human life.

The major focus of the study of the Temples of Khajuraho have been on the sculptures. The walls of these temples have some of the best sculptures of the time, making Khajuraho a representation of excellent artistic features. It is believed that the temples constitute five different sets of sculptures:

the parivara, parsva and avarana devatas the apsaras and the surasundaris secular sculptures of miscellaneous themes (dancers, musicians, disciples and domestic scenes) mythical creatures (vyalas, sardula and other animals)

These sets of sculptures and erotic images represent scenes from day to day life. Quite a few stories revolve around the history of these temples. One theory posits their construction can be understood as a part of the proliferation of the Siva-Sakti cult. The other theory is that the temples are a representation of the devadasis who were once a major part of the temple activities. The most beautiful women were brought from Magadha, Malwa and Rajputana to be trained as devadasis in the Temples of Khajuraho. People say that the Surasundaris, who cover the interior and the exterior walls of the temples, were taken from real life and juxtaposed with the sculptures of Gods and Goddesses.



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## Audience Lauds Kiran Rao's Directorial 'Laapataa Ladies' At Delhi Screening

The anticipation surrounding Kiran Rao's upcoming directorial venture, 'Laapataa Ladies,' is escalating with each passing day. The film's trailer, featuring the talented lead cast of Pratibha Ranta, Sparsh Shrivastav, and Nitanshi Goel, has garnered an enthusiastic response from fans and audiences alike. It has successfully captured the attention of the masses, offering a glimpse into Kiran Rao's captivating storytelling within an Indian backdrop.

In the wake of the trailer's resounding success, the filmmakers



organized a grand screening of the film in Delhi. Kiran Rao, accompanied by lead cast members Pratibha Ranta, Sparsh Shrivastav,

and Nitanshi Goel, graced the event. The audience at the Delhi screening responded with exuberance, applauding and praising the film.

The comedy-drama left a lasting impression on the Delhi audience, earning accolades for its writing, humor, social commentary, and the

cast's performances. It evoked a sense of nostalgia for the essence of a true entertainer, resonating well with the viewers.

This accolade is not a standalone achievement for 'Laapataa Ladies.' The film has already garnered international acclaim, receiving a standing ovation at the Toronto International Film Festival (TIFF). Additionally, it has received positive responses from screenings held in Bhopal, Jaipur, Lucknow, and Bangalore. Scheduled for release on

March 1st, 2024, 'Laapataa Ladies' is directed by Kiran Rao, and produced by Aamir Khan and Jyoti Deshpande under the banners of Aamir Khan Productions and Kindling Productions. The film is based on an award-winning story by Biplab Goswami, with screenplay and dialogue crafted by Sneha Desai, complemented by additional dialogues from Divyanidhi Sharma. The film promises to be a delightful cinematic experience, showcasing Kiran Rao's directorial finesse and the collective talent of its stellar cast.

## Fans Cannot Keep Calm As Kiara Advani Joins Ranveer Singh's Don 3 As Leading Lady

Actress Kiara Advani steps into the spotlight as she officially joins the star-studded cast of Farhan Akhtar's highly awaited film, Don 3, sharing the screen with Ranveer Singh. The announcement, shared across social media platforms by the film's creators, sets



ablaze a fervor of excitement among fans. Renowned for her versatile performances spanning romance, intensity, and comedy, Kiara's venture into the

action genre sparks significant interest.

Fans, eager to witness her adaptation to the adrenaline-fueled world of Don, flood the comments section of the announcement posts on Social Media with their enthusiasm. With her proven talent across various cinematic genres, Kiara's transition into action cinema is eagerly anticipated, adding an intriguing dimension to the much-anticipated movie.

## 'Bastar: The Naxal Story': Explore Different Shades Of Adah Sharma As Neerja

Since the announcement of 'Bastar: The Naxal Story' came out from Vipul Amrutlal Shah, Adah Sharma, there is huge excitement has been witnessed among the masses. The two teasers of the film have been released so far and it received the audience's open support.

Following the massive response to the teaser, the makers have now unveiled the character posters from the much-awaited film. The team

has shared a series of new posters from the film which introduces the audiences to the lead actors and the characters they're playing in the film. Sharing the series of posters on social media, the makers jotted the caption which says, "The bloodiest chapter of Indian history kept hidden from you... until now. Discover the truth in Bastar: The Naxal Story hitting theatres on 15th March 2024!"

The poster traces the journey of Adah



Sharma's character as she turned from an IPS officer to a courageous and rebellious woman. The posters also introduce us to other prominent cast of the film and this indeed increases the excitement

to watch the film.

Ever since the announcement of the film was made, the masses were eagerly waiting to watch another spine-chilling and real-life-based film from the team who

previously delivered 'The Kerala Story'. With the teaser being out it looks like they are ready to pack a solid punch again. The first teaser showcased the one-minute-long monologue enacted by Adah Sharma's character IPS Neerja Madhvan and it is sure to fill everyone with goosebumps.

The second teaser depicts the courage of a fearless woman who is ready to go beyond her boundaries and will pull the evil down. In

the teaser, the makers have exposed the truth about several martyrs and how Pseudo-intellectuals in our country are running propaganda to divide the country funded by China. Produced by Vipul Amrutlal Shah's Sunshine Pictures and co-produced by Aashin A. Shah, 'Bastar: The Naxal Story' is directed by Sudipto Sen and will have Adah Sharma in the lead. The film will be released on 15th March 2024, in cinemas worldwide.

## Netizens Laud Ranveer Singh's Performance In Rocky Aur Rani Kii Prem Kahaani Song 'Ve Kamleya'



The audience is still spellbound by superstar Ranveer Singh and his charisma in the trailer for his upcoming Rocky Aur Rani Kii Prem Kahaani. While everyone is craving to watch the superstar more as Rocky, the recently released 'Ve Kamleya' song from the film has hit the right chords of the audience. Ranveer with his majestic screen presence took the audience through different emotions of love and relationship that commenced a whole new conversation on the internet with fans expressing their love for Ranveer's performance. From his expressive eyes to his unbeatable chemistry with Alia Bhatt, to the definite versatility Ranveer poured in every frame with his expressions throughout the song, everything about 'Ve Kamleya' song is garnering immense love from the audience, and the evidence of the same has been witnessed on the social 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 YouTuber'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." Falaq 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.



# Frozen Meat, The Hero at Sub-Zero.

Dr. Gyana Ranjan Mishra, M.V.Sc.



Frozen foods are gaining popularity in India due to their convenience, as they do not require any further preparation or culinary expertise. Likewise, as compared to their home-cooked alternatives, frozen food products, have a higher flavour and texture. As per estimation the Indian frozen foods market is expected to grow to Rs 93.8 billion by 2025, with a CAGR of roughly 17% between 2020 and 2025. Frozen food sales have been boosted even further by the expansion of modern retail outlets and the rise of online retail. Because of the pandemic's lockdowns and restrictions, people's lifestyles have changed, and frozen food is becoming a more popular option. In the last five years, the frozen food industry, which includes frozen snacks, fruits and vegetables, frozen meat, poultry, and frozen meals, has grown at a faster rate. The number of millennial customers opting for convenience food in semi-urban and urban markets is increasing, resulting in increased acceptability of frozen food in India. India is a country of food lovers. People love their meat as much as they love their veggies and spices. The Indian poultry industry is vast and growing at a steady pace. Earlier farmers

used to rely on agriculture produce and as a residual income, grow poultry. But now, poultry has become the main income for a lot of farmers because it is quite remunerative. Contrary to popular beliefs that India is a vegetarian country, about 78% of the country is non-vegetarian and consumption is very large. According to a research meat production in India is estimated 6.3 million tons annually and is ranked 5th in the world in terms of production volume world and the industry is growing at 10% pa to keep pace with the demand. When you look at chicken, it's an entry level meat and is the most affordable protein in the market. Fish is very expensive, with absolutely no traceability, nobody knows where the fish comes from, in what kind of environment they are grown, how they are treated. Since fish is an extremely perishable commodity, lot of preservatives are used to preserve the fish. When it comes to Chevon (Meat of goat, In India the word Mutton is used interchangeably between meat of sheep and goat, but since Indian mostly consume goat, it is the widely accepted term for goat meat) it is a very fragmented market and cost of lamb meat and mutton is comparatively expensive and 80% of all meat consumed is chicken.

Consumers in India are increasingly "experimental" as evidenced by their willingness to try new foods. Quality of food has become a major concern for the new generation of discerning

consumers, and they don't mind spending slightly extra. The same trend is clearly visible in the consumption pattern of the livestock products particularly meat and egg. A major segment of the poultry meat consumers are well aware of the meat they consume and demand a certain quality to their product. The current generation is not very comfortable in buying chicken from the local chicken shop. Earlier, people were very much interested in going to a local butcher shop seeing the chicken kept in the cages in filthy condition, selecting the bird and slaughtering. Now the mindset of the generation has changed. They expect traceability and transparency in the food chain. This trend is with the urban and with highly intellectual mass but still a majority of the population have certain myths when it comes to consuming the frozen chicken meat, lets discuss about some of them,

It's a myth that if you see chicken alive, it's fresh and lot of people believe selecting your hen makes the chicken fresh. On the contrary, in case of chicken procured from local chicken shops, one does not know where those birds come from and there is no traceability of how the bird was grown, what feed was given, or what condition it was kept in. In case of frozen chicken customer have the option to know the entire history of the chicken they are consuming, here there is complete traceability and transparency. They have the access to entire supply chain if they want

the entire supply chain from feed milling to breeder farming to hatcheries, growing of the broilers, processing the broilers and retailing it.

Fresh meat is healthier than frozen food: The countless number of debates on fresh meat vs frozen meat have been on for ages. The different schools of thoughts come from all the research and readings that have been done over years and have influenced people. Let us first understand at what fresh meat and frozen meat is, in legal terms. According to Food Safety and Standards Authority of India (FSSAI) the government regulatory body, fresh meat means meat that has not been treated in any way to ensure its preservation while frozen meat refers to chilled meat subjected to freezing in appropriate equipment in such a way that the product attains a temperature of -18°C or lower. The older food gets, the more nutrition it loses, but frozen meat can have more nutrition if it is frozen quickly and efficiently, because it decays slower. Fresh food that has been kept longer will have less nutrition than frozen. If handled correctly, frozen meat should be just as good as fresh meat.

There is a common misconception among the masses that not only frozen chicken all frozen foods is high in sodium and other preservatives: it's a common belief that frozen meat is processed meat, which is typically loaded with unhealthy high levels of sodium and other preservatives. However, frozen

chicken does not actually require any preservatives because their low temperatures prevent the growth of microorganisms that cause decay, although commercially frozen chicken can be injected with a saline solution with high salt content in some cases. Today, however, many food manufacturers are working to meet demands of health-conscious consumers so also they are under the scanner of government rules and regulations on food safety. That means they're creating lots of low-calorie, low-sodium foods that are filled with vegetables, grains, and lean proteins. One can scan nutrition labels in the frozen meat and will find many sodium totals in the frozen product are near 650 milligrams, a reasonable amount for a frozen meal (well, even home-cooked meals, too).

Read the label, too. If you don't see sodium or sodium chloride on the label, all the salt comes from the food in the meal. Refreezing previously-frozen food is bad: change your mind about thawing that leg piece of chicken? That's OK. You likely can refreeze foods you thawed, that is, if you thawed them properly in the first place. There are four main thawing methods- at room temperature, using a microwave, defrost in tap water, or thaw in the refrigerator. While methods 1-3 are most used, the safest and best way to retain the taste and freshness of the meat is to thaw it in the refrigerator, as the low temperature can effectively prevent the growth of bacteria. One also runs the risk of overcooking the outer part and undercooking the

centre if the meat is not properly thawed. One thing to remember when food sits out in the "danger zone" (40°F - 140°F) for more than two hours, it's a heaven for most of the bacteria that multiply on raw meats, including E. coli and salmonella.

All frozen food is highly processed including chicken meat so they have less nutritive value in comparison to fresh meat: Once upon a time, this might have been very true. Today, however, you can find healthy choices that are minimally processed and close to their natural state hiding out in the frozen section. Enough natural foods companies have innovated ways to freeze their foods without those unnecessary ingredients and preservatives that are used previously, freezing is itself a preservation technique so why the manufacturer will go for extra expenses. According to a food and nutrition research conducted by the United States Department of Agriculture (USDA), "the nutrients in the meat products are not destroyed by the freezing process, and there is little change in nutrient value during freezer storage." In other words, the nutritional value of frozen meat and fresh meat is identical and so is the taste! FSSAI has also issued a general guidance to the meat industry to ensure that critical food safety related aspects are addressed during the entire supply chain from slaughtering, processing till retail. It has also made it mandatory for every food business operator to obtain the license that will certify

the food quality as per Food Safety and Standard Regulations. This gives a satisfactory stamp to the products available in the markets and makes it easy for consumers to choose. In case of meat and other live stock products like egg and milk people are more conscious about "Sell by" and "use by" dates: "Sell by" and "use by" aren't on/off switches for your foods. They don't turn bad like a pumpkin at the stroke of midnight. Instead, they're dates that let grocery store stockers know it's time to rotate their inventory or mark it down for quick sell. If your food reaches either of these dates before you've had a chance to eat it, you can freeze it. Of course, the "sell by" date often means the food will be at its best quality then. Freezing it at this later point may reduce the quality, but it's still perfectly safe to freeze it now and eat it later. Just be sure to package it properly for the best storage.

Frozen meat is more expensive: is a potato or two cheaper than a package of frozen mashed potatoes or French fries? Likely there is a markup for the prep and freezing process. At first glance, fresh food might be much more expensive than its frozen alternative. But the fact is that frozen food has improved quality, variety. Frozen meats are often much easy to access, store and reuse as and when required and most importantly healthier so if it is bit heavier in your wallet then it's acceptable.

The need for healthy convenience foods has

risen in recent years as washing, peeling, and cutting time has become more limited. Because of customers' busy lifestyles, there is a greater need for convenience foods, which indirectly favors the growth of frozen products. Growing urbanization, changing lifestyles, and an expanding working population are all factors influencing the frozen food market's growth. Frozen vegetables and fries were the first products offered by the Indian frozen food sector. It now offers a diverse range of products, from fruits and vegetables to frozen meat and ready-to-cook meals. These factors may influence the growth of the India Frozen Food Market in the upcoming years. Additional guidance and support from the government, such as awareness programs for the handling and usage of frozen food, consumer awareness about its nutritive value and most importantly debunking the various myths and misconceptions associated with the frozen meat will definitely going to give greater reachability and acceptance of these products. The state governments like Odisha, Maharashtra, Chhattisgarh, Madhya Pradesh, Haryana, and Gujarat, are offering Capex (Capital Expenditure) incentives to frozen food processing industries, which is also aiding the growth of the India Frozen Food Market.

Assistant Director, F&A.R.D, Govt. of Odisha.

# Empowering Jammu: PM Modi's Historic Visit

Aubaid Ahmad Akhoon



In a momentous occasion that stirred the hearts of the people of Jammu and reverberated across the nation, Prime Minister Narendra Modi embarked on a historic journey to the region. His recent visit, etched in the annals of time, transcended the mundane and soared to the realm of inspiration, leaving an indelible mark on the landscape of Jammu's developmental trajectory. Within the tapestry

of his visit, woven with threads of visionary governance and unwavering commitment, lay the blueprint for a brighter tomorrow. The canvas, adorned with investments surpassing Rs 30,500 crore, served as a testament to the government's steadfast resolve to usher in an era of unparalleled progress and prosperity. From the inauguration of prestigious educational institutions like IIT Jammu and IIM Jammu to the unveiling of the cutting-edge AIIMS Jammu, each initiative unfurled like a blossom of



hope, promising to nurture talent and pave the way for a future defined by excellence and innovation. Yet, amidst the grandeur of infrastructure, it was the human touch that resonated most deeply. Prime

Minister Modi's impassioned engagement with the citizens of Jammu, from the distribution of appointment orders to heartfelt interactions with beneficiaries of government schemes, reflected a leadership rooted in

empathy and inclusivity. His words, infused with sincerity and compassion, echoed the sentiment of "Sabka Saath, Sabka Vikaas, Sabka Vishwaas, Sabka Prayaas," embodying the essence of unity and collective progress.

Transportation and connectivity emerged as the arteries of development, coursing through the veins of the region and breathing life into dreams of economic resurgence. From the inauguration of transformative rail projects to the expansion of arterial road networks and the groundbreaking ceremonies for futuristic airport

terminals, each endeavor symbolized a step towards bridging the gap between aspiration and achievement, between isolation and integration.

Amidst the symphony of progress, the inauguration of the state-of-the-art Common User Facility Petroleum depot in Jammu stood as a beacon of hope and promise. This citadel of modernity, with its sprawling expanse and cutting-edge technology, represented not just a repository of fuel but a testament to the government's unwavering commitment to infrastructure excellence and public welfare.

As the echoes of Prime Minister Modi's visit reverberated across the region, they carried with them a sense of optimism and anticipation. The constellation of development projects inaugurated during his visit not only laid the foundation for a brighter future but also ignited a spark of hope in the hearts of the people. In every handshake, every smile, and every promise made, there lay the seeds of a new beginning, a testament to the power of visionary leadership and collective endeavor. In essence, Prime Minister Modi's unforgettable visit to Jammu was not just a

moment in time but a milestone in the journey of a nation. It was a celebration of unity, progress, and the unbreakable spirit of the people of Jammu. And as the region marches forward on the path of development, guided by the beacon of Prime Minister Modi's vision, it does so with renewed vigor and determination, knowing that the best is yet to come.

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# TVE training programme at NITTTR concludes



**Chennai, Feb 21 (KCN):** “There is a growing demand for recognition of Technical and Vocational Education and Training (TVET) institutional qualification across borders due to a large number of emerging labor market opportunities for the highly skilled and the growth in the international trade and services,” said former Vice Chancellor of Indian Institute of Technology, Delhi Prof Raj P Dahiya. Delivering the keynote address in the valedictory of the ITEC Programs for International Faculty and Officials on

“Strengthening Technical and Vocation and Training (TVET) Systems to meet the Sustainable Development Goal (SDGs) of United Nations’ and ‘Sustainable Rural Development t h r o u g h Entrepreneurship and Innovation” organized by the National Institute of Technical Teachers’ Training and Research (NITTTR) on Tuesday, Prof Raj Dahiya said, “The 21st Century presents a radically different economy and society, which is likely to have profound implications on TVET.” Stating that globalization generates new demands,

structures and systems requiring totally new skills or re-oriented skills and knowledge that could make society fit, competitive and responsible, Prof Raj Dahiya said that despite being hailed as one of the most effective pieces of international engagement fostering the inclusive and holistic development of developing nations, its gaps were subsequently addressed in the next phase of the Millennium Development Goals (MDGs), the Sustainable Development Goals (SDGs) with 17 goals. Presiding over the valedictory, Director of

NITTTR, Prof Usha Nateshan said that the programme is aimed at assisting the technical educational administrators with the proven models who wish to plan and design appropriate TVET education system in their country. Speaking on the occasion, the Program Coordinator and Head of the Centre for International Affairs of NITTTR Prof G Kulanthaivel said that the programme was intended to make the participants know the Sustainable Development Goals (SDGs), plan to achieve SDGs related to TVET in their respective country, share the procedures for image building of TVET and learn the procedure to develop curriculum and instructional materials in TVET systems. He further said that the programme was attended by 31 participants from 15 countries. Programme Coordinator and Head of CRED, Programme Coordinator of SRDEI Prof KS Girdharan also spoke on the occasion.

## Bengali cinema-A Significant Contributor to India’s Soft Power, has Produced World Famous Filmmakers: Shri Anurag Thakur

**Kolkata, (KCN):**Union Minister for Information and Broadcasting and Youth Affairs & Sports, Shri Anurag Thakur today addressed the second Bengal Film Festival ‘Bangla Abar’. The festival is being organised from February 17 to 20, 2024. The Minister credited the rich cultural heritage of West Bengal in producing artists, writers, musicians and filmmakers who have made a mark not just in India but across the world. Shri Thakur said, today we are witnessing fast changing technology and Artificial Intelligence.

This has and is continuing to change our way of life and how we consume entertainment. The Minister also remarked that India will become the third largest economy within the next three years. However, at the same time, he added, we must continue working towards making India the Content Hub of the World. He assured the film fraternity that the Government of India will protect the interests of the Indian film and entertainment industry and will always act as an enabler. To that end Shri Thakur reiterated the impactful changes in the

Cinematograph Act to prevent film piracy. It is to be mentioned that special nodal officers are being appointed at all CBFC centres for prevention of piracy. The Ministry has also been at the forefront of promoting India as a film making hub and has worked towards ease of doing business in the film sector by creating a single window clearance system for film shooting. According to Shri Thakur further the Government has recently embarked on the world’s largest film digitisation and restoration project under the National Film Heritage Mission and as part of this drive, 5900

short films, documentaries, and features across languages and genres will be restored to their former glory. Bengali cinema and the Indian Cinema as a whole has been a significant contributor to India’s soft power, promoting Indian culture, society, values and our citizens globally. Shri Thakur pointed out and added that while our film industry today is hailed as one of the biggest and most globalised industries in the world, we should go beyond this and work to create Indian hegemony in films and art.

## Inauguration of 44th All India Major Ports Hockey Championship 2023-24at SMP, Kolkata

**K o l k a t a , (KCN):**Syama Prasad Mookerjee Port, Kolkata (SMP Kolkata) is hosting the prestigious 44th All India Major Ports Hockey Championship 2023-24 at SAI AstroTurf Complex from February 20 to 23, 2024. Teams from Major Ports across the country, including Mumbai Port Authority, Chennai Port Authority, Paradip Port A u t h o r i t y , Visakhapatnam Port Authority, V.O. Chidambaranar Port Authority and SMP, Kolkata will be competing in this highly anticipated tournament. The opening ceremony was inaugurated by Shri Rathendra Raman, Chairperson, SMP, Kolkata. He extended a



warm welcome and best wishes to all participating teams. The ceremony was attended by dignitaries, including Mrs. Piyali Sharma, Sr. Commandant, CISF (SMP, Kolkata unit), Shri R. S. Rajhans, Traffic Manager, Shri S. K. Dhar, Secretary, Shri Shantanu Mitra, Estate Manager and other senior officers and employees of SMP, Kolkata. Shri Koushik

Mukherjee, General Secretary, Calcutta Port Trust Sports Club, was the chief co-coordinator of the event. In the first match between SMP Kolkata and VOC, SMP Kolkata emerged victorious with a 2-0 score line. P.S.B Herenj netted the opening goal at 9 minutes, followed by Raja Das's goal at the 27th minute. Meanwhile,

Paradip Port Authority dominated the second match against Visakhapatnam, securing a commanding 14-0 win. In the last thrilling encounter of the day, Chennai emerged victorious over V.O. Chidambaranar Port Authority with a scoreline of 4-2. The valedictory function is scheduled on February 23, 2024, at the same venue. It is noteworthy that SMP, Kolkata has emerged victorious in the championship seven times out of twelve occasions. Shri Raman expressed gratitude to all the teams, officers, and employees of SMP, Kolkata for their active participation in making the tournament a success.

## NYKS, West Bengal Organises State-level ‘MyBharat-Viksit Bharat@2047’Declamation Contest



**Kolkata, (KCN):**Nehru Yuva Kendra Sangathan (NYKS), West Bengal organised a State-level declamation contest under ‘MyBharat-Viksit B h a r a t @ 2 0 4 7 D e c l a m a t i o n Competition’ today at the State office of the Sangathan in Kolkata. Under the programme, the winner who stood

first at the district-level of west Bengal participated in the State-level event. Total 17 participants from 26 districts participated in the event. Shri Anup Saha, MLA, Dubrajpur inaugurated the programme in presence of other dignitaries including Dr Minakshi gangopadhyay, Councillor, Ward No. 12,

Shri Vinay Kumar, Regional Director, NSS and Shri Yashwant Singh, a social worker. A panel of three judges having proficiency in the field was present to assess the performance of the participants. The winning candidate will be awarded a cash prize as follows: 1. First prize: Rs 1,00,000

2. Second prize: Rs 50,000 3. Third prize for two persons: Rs 25,000 each The competition aims to provide a platform for youth from all sections of the society to share their ideas on how to make India a developed nation and realise the vision of Viksit Bharat@2047.

## Renewable Sources for Energy production are key to long term Sustainable Development in India

**Kolkata(PARTHA ROY):**India 's most of electricity generations are traditionally based on Non Renewable Energy sources specially fossil fuels like coal , petroleum products and natural gas . However , due to climate change issues involving global warming, steady & fast depleting fossil fuels, there is urgent need to use renewable sources of energy like solar energy, wind energy & other alternative renewable sources of fuels to produce electricity. Massive global efforts are on to produce electricity at low cost using various natural renewable sources of fuel like solar power ,wind power and others including waste . Prime Minister of India Shri Narendra Modi has initiated several national and international initiatives to push for development of Renewable Sources of

Energy across India. In effort to facilitate deliberation on wide spectrum of issues in energy sector , especially electricity production , distribution , consumption , which are key drivers of growth and development, ASSOCHAM organised 5th edition of Energy Meet focusing on "Futuristic Solutions: Power Generation to Distribution – Renewable and Sustainable Energy" on 13th February, 2024 in Kolkata. While addressing the Energy Meet, Shri Babul Supriyo Minister in Charge , Department of Non Conventional and Renewable Energy Sources & Department of Information Technology and Electronics, Government of West Bengal mentioned pathways of transition to Renewable Energy sources completely are very challenging because of



multiple complex socio-economic issues . Minister Babul Supriyo highlighted need for optimal balancing use of Renewable Sources of Energy like solar power , wind power & others and Non - Renewable Sources of Energy like fossil fuels atleast for a period of time to produce electricity for mass consumption at low cost. Minister Babul Supriyo indicated under leadership of Chief Minister of West Bengal Smt. Mamata Banerjee ,

Government of West Bengal will initiate steps for further growth and development of Renewable Sources of Energy in the State. Mr. Andrew Fleming British Deputy High Commissioner in Kolkata spoke on British government initiatives to promote Renewable Sources of Energy in United Kingdom. Smt. Perminder Kaur - Senior Director , Head East & North East, India and National Project

Lead - ASSOCHAM (The Associated Chambers of Commerce and Industry of India) during her address lauded efforts of Central Government as well as State Government to push for multi-dimensional comprehensive development of Renewable Energy sources by launching sector specific policies , supporting Research and Development across the sector , financial & other incentives both to industry as well as to consumers. Shri Somesh Dasgupta , Chairman ASSOCHAM Energy Council East during his address indicated innovation in Technology and development of new Technology to produce electricity at low cost from Renewable Sources of Energy as well as alternative new sources of energy will facilitate transition to green economy.

## Heritage Institute of Technology observed International Mother Language Day



**Kolkata, (KCN):** Heritage Institute of Technology today observed International Mother Language Day at the Heritage campus. 21st February was declared to be International Mother Language Day by UNESCO on November 17, 1999. It has been observed throughout the world since February 21st, 2000. The declaration came up in tribute to the language movement that happened in Bangladesh. To raise awareness among the students about the importance of this day, the Institute organized an exhibition

and a cultural program to depict the language movement that started in Bangladesh on February 21, 1952, where four students were killed while campaigning for the use of Bengali as their official mother tongue in Bangladesh. Prof. Basab Chaudhuri, Principal, Heritage Institute of Technology, spoke about the essence of this day for every Bengalis and how Bangla as the mother language was accepted in Bangladesh after a rigorous struggle and sacrifice. “Today we should keep silent for two minutes as a tribute to those students who

sacrificed their lives to make Bengali the mother tongue of Bangladesh,” said Prof. Chaudhuri. The Pravasana Club of the Heritage Institute of Technology was actively involved in this program, supported by the Language and News Clubs of the Institute. “The Language Movement was an example to the entire world of what Bengalis can do to save their motherland,” said Prof. Subhasis Majumder, Dean UG, Programme, and Head of the Department, Department of Computer Science and Engineering, Heritage Institute of Technology, Kolkata



# Odisha SSEPD Dept Inks Two MoUs For Skill Training & Placement Of PwDs

**Bhubaneswar(KCN):** Prioritising skill training and placement, the Odisha Social Security and Empowerment of PwDs (SSEPD) Department has signed MoUs with AssisTech, Sakhyam and Bharatiya Vidya Bhavan.

A Tripartite Memorandum of Understanding (MoU) has been signed with AssisTech (IIT, Delhi) and Sakhyam, an NGO. AssisTech provides advanced technological-aided solutions to visually impaired children for their

education, livelihood and independent living. It will also impart training to special educators.

The MoU will stand for the coming 3 years. In the first phase, it will undertake activities in six Special Schools for visually impaired students and will enhance its work in the next phases. It will be a partner in knowledge power for the PwDs.

Another MoU was signed with Bharatiya Vidya Bhavan, Bhubaneswar Chapter for skill training and placement assistance for



PwDs. Operational for the coming 3 years, the MoU said it will extend adequate training and skilling to prepare PwD students in office assistance, tourism and hospitality sectors.

SSEPD Dept Principal Secretary Bishnupada Sethi said such understanding will serve larger disabilities issues through collaboration. He wished that extensive skilling would empower PwDs to make them meaningful partners in the mainstream.

Smt. Niyati Pattnaik, Director was the

signatory in both the MoUs on behalf of the Department while Prof. Madhusudan Rao and Dipendra Manocha have signed on behalf of AssisTech and Sakhyam respectively. The other MoU was signed by Prof. R.N. Pattnaik, Senior Director and Col. Sriprakash Pany, Deputy Chairman of Bharatiya Vidya Bhavan. Dillip K. Ray, Special Secretary, SSEPD Department and other senior officers were present in the signing programme.

## Life hit due to Congress bandh



**Bolangir (KCN):** Several shops and commercial establishments at Kantabanji town in this district remained closed Tuesday due to the 12-hour bandh call given by the Congress to protest against the death threat given to party MLA Santosh Singh Saluja. The Congress demanded immediate

arrest of the person who gave the death threat. The bandh which started at 6.00 am ended at 6.00 pm. However, vehicular traffic movement was not affected. Also, schools and other educational institutions remained open as Matric exams started on the day, officials informed. "We are holding a peaceful

demonstration demanding immediate arrest of the wrongdoer(s), who has given death threats to our MLA," said a leader of Kantabanji Nagar Congress committee. Banners and posters threatening to kill Saluja surfaced at two prominent places in Kantabanji town Monday morning. In

those posters, unidentified person (s) threatened to kill Saluja within the next 15 days. While reacting on this issue, Saluja had said the threat was given for political reasons. He had urged the police to immediately arrest the person. Meanwhile, police have seized the banners and launched a detailed probe.

## Ganjam tops egg production list



**Berhampur(KCN):** Ganjam has emerged as the top producing district in Odisha, officials informed here Tuesday. This has happened due to attractive sponsorship schemes and incentives provided by the state government. Officials added that Ganjam district, which once needed a supply of eggs from outside, to meet its daily requirements, has now turned self-sufficient. Due to the government's incentives more and more people are getting into poultry farming. Confirming this development, Chief District Veterinary Officer (CDVO) Dr. Manoj Kumar Sahu, said that eggs and hens are now providing sustainable sources of livelihood to

many. Women's self-help groups (SHGs) are also venturing into poultry farming due to government initiatives. The results are there for everyone to see, Sahu said. "Ganjam at present is producing 50 per cent of the total eggs required in the state. The district is not only supplying eggs to other parts of Odisha, but to neighbouring West Bengal and states in the northeast," Sahu informed.

Sources said that Ganjam district has a daily requirement of approximately 21 lakh eggs. Earlier daily production veered around the 15-lakh mark. Now it has more than doubled, the sources added. To boost egg production in the district, the Odisha

government launched the 'Mukhya Mantri Krushi Udyog Yojana' and promised a subsidy of Rs 50 lakh to encourage youths to take up poultry farming. Now recently the subsidy has been increased to Rs 1 crore. As part of this initiative, youths who will take up poultry farming with at least 1,000 hens will be given an initial subsidy of Rs 3,03,640. Then as per further requirements, funds will be provided. This initiative has proved to be hugely successful, locals said. Currently, the district has 63 poultry (egg-laying hens) farms where lakhs of hens are being reared. Encouraging women SHGs has also paid off. Currently, 102 such SHGs are rearing

approximately 1,000 hens, and 216 others are tending to more than 2,000 hens each. A total of 250 farmers are also into poultry farming rearing more than 1,000 hens each. Two hatcheries have also been established at Bhanjanagar and Ankushpur for the production of chicks. Officials said that currently the district has a large poultry population (comprising 4.90 lakh hens) and produces approximately 41 lakh eggs daily. It has enabled the district to supply eggs to other parts of the state. When contacted, Subhendu Kumar Sahu, president of the 'Ganjam Egg Laying Hen Farmers Association' said that the district has achieved self-sufficiency in egg production. He, however, lamented that the government is not taking any initiative to address the health hazards associated with poultry farming. He added that the government should set up a special laboratory to handle various issues associated with poultry farming including the diet of hens.



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## Modicare Limited launches Blue Light Shield range under its color cosmetics brand, Urban Color London

**New Delhi:** Modicare Limited, one of India's leading direct selling companies, recently launched Blue Light Shield, a gender-neutral and efficacious skincare range to combat the harmful effects of Blue Light rays. Owing to the pandemic and the work-from-home culture, the average screen-time has significantly increased, raising concern over Blue Light rays' adverse effects on the skin. Since it has the ability to penetrate deeper into the skin, excess exposure to Blue Light rays can lead to a number of skin concerns, including premature ageing and hyper-pigmentation. Urban Color London's Blue Light Shield range leverages innovation and technology to offer the

consumers a 'Screenguard' against the high energy Blue Light emitted from digital devices and provides modern day solution to the new-age skin concerns. The range comprises of a meticulously designed five-step regime – Gentle Face Wash, Resurfacing Gel Scrub, Deep Clean Coffee Masque, Reset Serum Oil and Moisturising Crème. The products have been formulated using Urban Color London's proprietary technology that neutralises effects of Blue Light rays. The hero ingredient in the range is Carotolino\* Active, a combination of Beta-Carotene, Carrot Root Extract and Carrot Seed Oil that unite in a perfect base to provide complete protection from

Blue Light rays and promoting overall skin health. The range is 100% vegan, paraben & cruelty free and dermatologically tested. Announcing the launch, Mr. Samir Modi, Founder and Managing Director, Modicare Limited said, "Our skin is constantly exposed to invisible Blue Light rays emitted from the several digital devices we use like smartphones, laptops, televisions, tablets etc. Most of us do not even know the implications of this. Blue Light tends to affect our skin's natural barrier function and accelerate signs of ageing. Keeping this in mind, we are launching Urban Color London's Blue Light Shield range. This is one of the world's best formulations.

## Odisha Government Collaborates with Amrita Vishwa Vidyapeetham to Implement Landslide Early Warning System in Gajapati District

**Bhubaneswar, (KCN):**

In a strategic move to mitigate the impact of landslides during storms, the Odisha government in collaboration with Amrita Vishwa Vidyapeetham is gearing up to establish a user-friendly Landslide Early Warning System (EWS) in Gajapati district. This initiative aims to provide advanced information, especially regarding landslides caused by disturbances in the natural stability of a slope.

Representatives from Amrita Vishwa Vidyapeetham engaged in discussions with the Odisha government regarding the system's implementation. Dr. Maneesha V. Ramesh, Provost for Strategic Initiatives, Research & Innovation and Director, Amrita Center for Wireless Networks and Applications, along with



the Center's geoscience consultant, Dr. Sudesh K. Wadhawan, met with state Chief Administrative Secretary Pradeep Kumar Jena to discuss the implementation of the Landslide Early Warning System. Dr. Sudesh K. Wadhawan emphasized the importance of proactive measures in addressing landslide risks. The discussions, which involved officers from

the Odisha State Disaster Management Authority (OSDMA) and other officials, focused on providing the essential knowledge and skills required for the successful execution of the system. A team of experts from Amrita Vishwa Vidyapeetham, led by Dr. Maneesha, also conducted a comprehensive study and surveyed the most vulnerable areas for

landslides, including Baraghara and Madha in Rayagada block of the district. The collaboration between the Govt. of Odisha and Amrita Vishwa Vidyapeetham signifies a joint effort towards disaster preparedness and response. As discussions continue, the partnership aims to bring the Landslide Early Warning System to fruition, setting a

benchmark for proactive measures in disaster-prone regions. The University has successfully deployed the world's first wireless sensor network system which was later upgraded to the AI integrated Internet of Things (IoT) system for detection and early warning of landslides in Munnar, Kerala. At the request of the Government of India, Amrita has also deployed a similar system in Sikkim, Northeast Himalayas. This applied research, with significant global value for all landslide-prone areas, was directly initiated by the University Chancellor, Mata Amritanandamayi Devi to develop low-cost technologies for wide-area monitoring of landslides, to save human life.

## SpiceJet and Axis Bank launch co-branded credit card

**GURUGRAM:** SpiceJet, the country's favourite airline and Axis Bank, India's third largest private sector bank, have partnered to launch the most rewarding co-branded credit card, powered by Visa that will offer a host of privileges and benefits to customers. The card comes in two variants – SpiceJet Axis Bank Voyage & Voyage Black, and is aimed at facilitating a superlative travel experience for flyers through SpiceClub, the first frequent flyer program by a low cost carrier in India.

Through this collaboration, the two

brands hope to capitalize on the resurgent demand for travel following two years of stagnation caused by the pandemic. Further, with the shared goal of expanding their reach to Tier 2 & 3 cities and other synergies, the brands are committed to serving a much larger populace.

SpiceJet Axis Bank Voyage & Voyage Black credit cards were officially launched at Indira Gandhi International airport in the presence of Ajay Singh, Chairman and MD, SpiceJet and Amitabh Chaudhry, MD & CEO, Axis Bank, where they unveiled a special

SpiceJet-Axis Bank credit card livery on a SpiceJet Boeing 737 MAX aircraft.

The products are designed to enable customers use the rewards earned on their daily spends for booking flights and add-ons, thus encouraging both travel and digital payments embedded with benefits of SpiceJet's frequent flyer program, SpiceClub.

Customers can earn benefits up to 7% on the Voyage Black credit card which is a Top-tier offering in the travel credit card segment. In addition, the redemption of earned points does not

have any limitations on blackout dates, festival demand, and are on first-come basis. Cardholders would get exclusive SpiceClub membership with direct entry in either Silver or Gold tiers, and special benefits like complimentary or discounted travel add-ons, priority check-in, SpiceMax upgrade, preferred seat selection, complimentary meal etc.

Ajay Singh, Chairman and Managing Director, SpiceJet, said, "I am delighted to announce the launch of the SpiceJet-Axis Bank co-branded Credit Card. This card will make every customer journey an even

more rewarding one. We are the pioneers of the frequent flyer program for budget airlines in the country and this partnership with Axis Bank significantly strengthens the value offering of SpiceClub. Our association with Axis Bank – founded on the shared vision to offer unparalleled customer experience – is yet another innovative step towards creating a world class travel experience. I hope to see our customers enjoying the benefits of this rewarding collaboration as much as they love to fly with us."

## JSW Infrastructure begins commercial operations at Paradip East Quay Terminal in Odisha

**Paradip/ Bhubaneswar :** JSW Infrastructure, India's leading ports company and part of US\$ 13 billion JSW Group, has begun commercial operations at Paradip East Quay Coal Terminal in Odisha. This is a fully-mechanized terminal at Paradip Port Trust with an annual coal handling capacity of 30 million tons. The coal terminal has been built as a cape compliant terminal and will handle cape size vessels once the dredging at Paradip Port is completed. The terminal has capacity to unload 25 rakes per day and can load two vessels simultaneously. The infrastructure of the terminal is built to ensure higher productivity while reducing overall logistics cost to power producers.

The company has invested approximately Rs 1,300 crore to establish this terminal at Paradip Port. Paradip Port Trust awarded JSW Infrastructure to develop a fully-mechanized coal terminal on Build, Operate & Transfer basis for 30 years. Following the commissioning of this coal terminal, JSW Infrastructure's current cargo capacity crosses 150 MTPA. It aims to have a total cargo handling capacity of 200 MTPA by FY24.

Commenting on its coal terminal at Paradip, Mr. Anun Maheshwari, Joint MD & CEO of JSW Infrastructure said, "Paradip Port continues to be an attractive sea route for coal movement. With the commissioning of this terminal, India can now offer

cape size shipments with efficient operations. During the last few months, steam coal prices globally have witnessed sharp increase forcing thermal power plants and other coal based industry to switch to domestic coal. Start of this coal terminal has come at the right time to fill up the demand gap of domestic coal. Through high productivity and larger shipment size, we hope to reduce overall logistics costs for our coal cargo customers. As the country pursues PM's vision of Atma Nirbhar Bharat, the total thermal coal demand in India is expected to remain strong and our endeavor would be to maximize fulfilment by domestic producers.

## Sony announces the Next-Gen Smart BRAVIA 32W830K Google TV

**Bhubaneswar :** Sony India today announced the launch of BRAVIA 32W830K television with attractive picture quality and life like sound. The all-new 80 cm (32) HD ready Google TV lets you enjoy movies, games and shows from apps or broadcast in an instant with advanced voice controls and built-in Chromecast.

Now seamlessly integrate Google TV and bring together more than 700,000 movies, shows, live TV and more from apps and subscriptions and organize seamlessly. With BRAVIA 32W830K, browse content from across your apps, intelligently organized just for you. Customers can easily find something to watch with personalized recommendations and bookmark shows and movies by adding a watchlist from phone and watch it on TV to keep track of what to watch. Users can even add to their Watchlist from their phone or laptop with Google Search and find everything in one place. BRAVIA 32W830K supports Apple Home Kit and AirPlay that seamlessly integrates Apple devices like iPads and iPhones with the TV for effortless content streaming. Easily control your TV with Hands-free voice capabilities. The hands-free voice control is built into the TV, no need to reach for the remote every time to search for entertainment, get answers, or control the TV and smart home devices. Simply say, "OK Google" to issue a voice command.

bedrock of our business model. The company paid death claims, maturity and survival benefit payouts of over Rs. 1,877 Cr in FY22 and achieved an impressive claims settlement ratio of 98.7% for FY22, up from 98.5% in FY21. The company expeditiously settled 3,517 Covid related claims worth Rs. 117 Cr. within an average period of 9 working days. Mr. Vohra

further commented, "A death claim is the ultimate test of a Life Insurance product, and it is the 'dharma' of a Life Insurer to honour all such claims with speed and accuracy. We continue to be fully committed and financially stable at 235% solvency (against the regulatory requirement of 150%), to meet all customer claims that may arise in the times ahead."

## RELIANCE NIPPON LIFE INSURANCE RECORDS STRONG GROWTH IN FY22

**Mumbai :** Reliance Nippon Life Insurance Company Limited, a JV between Reliance Capital and Nippon Life of Japan, announced its financial results for the year ended March 31, 2022. The key performance highlights as on March 31, 2022 include: Commenting on the company's strong performance in FY22, Mr. Ashish Vohra, ED &

CEO, Reliance Nippon Life Insurance said, "FY22 continued to pose its own set of challenges with the outbreak of the second, and then the third wave of the pandemic. We are grateful for the support we have received from our customers, employees, distributors, service providers and their families, that powered our journey of providing maximum value to each

one of our stakeholders." Mr. Vohra further highlighted that in a volatile economic environment of today, there is a heightened appreciation of Life Insurance for ensuring certainty of life coverage as well as financial investments. These guarantees are designed to drive durable long-term returns and to help customers fulfill their life goals and form the

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