

Free-based skill courses for S.T. students by FTII completed at CUO

KORAPUT,(KCN):The 15-day free Film-based skill courses for S.T. students by F.T.I.I. was completed at C.U.O. on 23 February 2024. The event was held through an initiative of the Ministry of Information & Broadcasting, Government of India, and as a part of the 'Azadi Ka Amrit Mahotsav.' The valedictory session was chaired by Prof. Chakradhar Tripathi, Hon'ble Vice-Chancellor; Prof. N. C. Panda, Registrar, CUO, and Prof. Ajmal Jami, FTII, were the guests of honor. Prof Ashwin B Sonone, Coordinator of the Courses on behalf of F.T.I.I., was present virtually. The programme started with the Vice-Chancellor



inaugurating a photo exhibition on 'Cinema of Odisha', which was completed by Dr. P. K. Rath, Assistant Professor, DJMC, and Mr. Telaram Meher, Guest Faculty of D.J.M.C. A screening of

short films made by S.T. students during the course followed next. A souvenir of the programme was inaugurated by the dignitaries. Prof. Sonone, in his virtual deliberation,

expressed his satisfaction that the F.T.I.I. could impart training in a tribal area like Koraput. Dr. Sourav Gupta, H.O.D. (i/c), DJMC, and overall coordinator of the program, presented the workshop report where

he stated that four courses, namely Screen acting, screenplay writing, film appreciation, and Smartphone filmmaking, were held as a part of the event. In all, 38 ST students participated in the

courses, out of which 17 were girls and 11 were boys. Prof. Chakrdhar Tripathi lauded the students for learning the courses with the utmost love and respect. He said that he expects that the tribal

students will find expression of their minds not through language but through the technical language of cinema. Prof Tripathi hailed cinema as 'Pancham Veda'. He said he would approach the FTII to start a regional centre at CUO, Koraput. He also announced a video competition on the 'The Beauty of CUO campus'. Prof. N. C. Panda congratulated the Dep't of J & MC and its faculties, Dr. Nikhil Gouda, Dr. Pradosh Rath, Dr. Sony Parhi, Dr. Talat Jahan Begum, and Mr. Telaram Meher, for coordinating the four courses. Prof Panda stated that such classes will be held again in the CUO. Prof Ajmal Jami expressed his satisfaction

with the keenness of the students of CUO to learn film courses. He and Medhpranav Pawar, Faculty, FTII were felicitated on this occasion. The participants shared their experiences of joyful and skillful learning in the workshops. Certificates were awarded to the participants of the workshop. The session was anchored by Dr Gaurav Ranjan, Assistant Professor, DJMC. Prof Bharat Kr Panda, NEP Coordinator, Prof Hemraj Meena, and Dr Phagunath Bhoi, Public Relations Officer, were present among the other Faculty and staff. Research Scholars and P.G. students from various departments were present on the occasion.

Odisha STF nabs drug peddler, seizes 302g of brown sugar

Bhubaneswar(KCN): The STF of Odisha police with the help of Mayurbhanj police have apprehended a drug peddler and recovered 302 grams of contraband brown sugar and other incriminating materials from his possession. STF sources Thursday said that based on intelligence input, a raid was conducted by a team of STF at Tato Biunria under Karanjia Police station in Mayurbhanj district on the intervening night of February 21 and 22 against illegal dealing/possession of Narcotic



Drugs. During the raids, the drug peddler identified as Khirasindhu Samal was apprehended and contraband brown sugar (Heroin) weighing 302 grams and other incriminating materials

were recovered and seized from his possession. The accused was arrested and produced before the court of Additional District Judge cum Special Judge, Karanjia as he failed to

produce any valid authority in support of the possession of such contraband materials. STF sources said the accused was earlier booked as brown sugar was seized from his possession. Since 2020, the STF has seized more than 75kg of brown sugar, 202 grams of cocaine, more than 120 quintals of marijuana, 3kg 630 grams of opium and arrested more than 187 drug dealers/peddlers. The STF also destroyed 39 kg of seized brown bugar in last year.

Union Minister Dharmendra Pradhan To Inaugurate Skill India Centre In Dhenkanal



Bhubaneswar(KCN): To elevate the capabilities of young talent at regional level, Union Minister for Education and Skill Development and Entrepreneurship, Dharmendra Pradhan, will inaugurate Skill India Centre in Dhenkanal on February 23. The initiative is designed to build the capabilities and knowledge of Yuva Shakti in trades that are high in demand such as Media & Entertainment, Leather, Tourism & Hospitality, and IT-ITeS. Aligned with the vision of our Prime Minister, Shri Narendra Modi of Viksit Bharat by 2047, National Skill Development Corporation (NSDC) under the aegis of

Ministry of Skill Development and Entrepreneurship (MSDE) is introducing several innovative initiatives and Skill India Centre is a progressive step in this direction, enabling the state to catalyse the potential of the young talent. The centre equipped with best-in-class infrastructure, cutting-edge technologies and modern facilities will be instrumental in moulding the future of youth and enable them to build the career in their chosen fields. The centre will also safeguard and promote the vibrant cultural heritage of traditional craftsby offering comprehensive training

to students in creative courses, seamlessly integrating them into the dynamic and evolving job markets. The students will receive training in future skills courses from industry experts across diverse domains; including Cloud-based Web Application Developer, Domestic IT Helpdesk Attendant, Graphic & UI/UX Designer, Media Executive, Storyboard Trainer, Food & Beverage Services Steward, Barista Executive, Stitching Operator, Footwear and Fashion Retail Associate that caters to the needs of both national and international markets.

The students are poised to benefit immensely from the features being introduced at the centre and serves as a pivotal and transformative opportunity in redefining their careers. It will allow students to receive hands-on training in cutting-edge technologies, cultivate essential soft skills, and unlock pathways to lucrative career opportunities with renowned organizations. Tyhe Union Minister inaugurated the Skill India Centre in Sambalpur on February 20 which provides the Yuva Peedhi with abundant opportunities to pursue thriving careers in new-age and future skills courses at affordable costs. To ensure seamless implementation of the training ecosystem, NSDC will designate a Centre Manager who will monitor the implementation of training programs, ensure adherence to quality standards, and overall functioning of the Center. This transformative step will open new avenues for individuals to pursue education, acquire new skills and employment linkages.



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Spring Skin & Hair Care & Make-up



Ready to feel all fresh-faced and fabulous this spring? After months of snow, slush, and frigid temperatures, spring is finally on the horizon. Spring is a time of renewal: birds chirping, flowers blooming, and your skin emerging from a cocoon of intensive winter moisturizer and chapstick. With the change from winter to spring, our skin is exposed less to cold, dry air and more to higher moisture levels in the air. As we make a shift from cosy sweaters to cool tees, it's time to update your skincare routine because what worked in winter might be different from what works now. Not sure where to start? Follow these expert tips . If the skin is very dry, with rough reddish patches, avoid applying soap. Instead, use a cleanser morning

and night. Apart from daily cleansing, give the skin some nourishment. As a home remedy, you can try applying a little sesame seed (til) oil and pat the skin with a hot moist towel. Or, you one can apply a little milk, with a few drops of honey, leave it on for 10 to 15 minutes and wash off with water. These treatments are especially good for normal to dry skins. If you have oily skin, add one teaspoon of pure glycerin to 50 ml rose water. Put it in a bottle and shake well. Apply this on the face. You will find that glycerin and rose water provide enough moisture to the skin. The coming of spring often brings problems for people with allergies, including skin problems like itchy, rashy or inflamed skin. Sandalwood is an ideal ingredient for such c o n d i t i o n s . Sandalwood paste can easily be applied on the skin to soothe i n f l a m m a t o r y conditions. It also helps to relieve itching. However, if there is excessive itching, it is best to consult a doctor. Here are some home

remedies:
Mix sandalwood with a little rose water and apply on the face. Wash off with plain



water after 20 to 30 minutes. Simmer a handful of neem leaves on a very low fire in 4 cups of water for one hour. Leave it overnight. Next morning, strain the water and make a paste of the leaves. Apply it on inflamed and rashy areas. The water can be used for rinsing the area. Neem contains organic sulphur compounds, with versatile healing actions that are of particular benefit to the skin.

Add a pinch of turmeric to milk and apply on the face. Wash off after 15 minutes.

Applying curd or egg on the hair 15 minutes before shampoo helps to add body to fine hair. A beer rinse after

remedies for dry hair:

Take two teaspoons of pure glycerine, one tablespoon sesame seed (til) oil and one egg yolk. Mix together and apply on the scalp and hair. Apply on the ends too. Wear a plastic shower cap and leave on for an hour before washing the hair. Curd or egg yolk can be applied on the hair for conditioning dry hair. Apply and leave it on for half an hour, before washing the hair

Spring Make-up

In keeping with the spring season, the make-up should be one that is fresh and youthful. Try to achieve a more natural look. Yellow and green are the main colours of spring. For clothes, colours like leaf green, olive green, lime green, lemon, yellow, cream, light brown, pink, mauve, turquoise blue, light blue would be suitable. Floral prints, checks and dots look pretty, or you can use lace or light embroidery on your clothes.

For make up, leave out foundation, if the skin is clear. Apply a light liquid moisturizer and a touch of baby powder for a translucent look. Or, use compact

powder. For the night, a light, liquid foundation would be appropriate. If the skin is too dry, use a creamy one.

When you apply make-up, remember not to smear too much or rub it. Whether it is foundation or blusher, it is best to dot it with a light touch, using a finger tip, or an applicator. It can also be applied lightly and evenly with a damp sponge.

If you wish to cover a pimple or spot, it should be done before applying foundation or powder. Concealing sticks are available for this. Using a thin brush, paint over the spot with a little concealer, or a shade lighter you're your normal foundation. Then, apply a little powder. For the natural look, use lip gloss, instead of lipstick, during the day. At night, you need more colour. Applying lipstick with a lip brush helps it to last longer. The lip colours for spring can be light brown, rose, mauve and pink for the day, while bronze, coral, copper, burgundy and even red would look good for the night. Apply a hint of lip gloss after applying

lipstick. This gives a fresh and youthful look.

A hint of blusher should be used on the cheeks. A powder blusher is easier to apply. Use it after you have applied powder and at the end of your make-up. Apply on the cheekbones and blend it outwards and slightly upwards.

Exercising regularly is great for your overall health and skin. It gets the blood circulation going and helps flush out the toxins ruining your plans of getting beautiful skin. When you sweat, you expel dirt and grime from our pores, making the skin moist and hydrated.

Applying eye cream at night is investing for future good skin. The skin under the eyes is extremely thin and your regular moisturizer might not work. Use an eye cream to hydrate the skin under your eyes and promote younger-looking skin. Perfume is also a part of make-up. During spring, use light floral perfumes. A cologne would be ideal during the day.

The author is international fame beauty expert and is called Herbal Queen of India

Shahnaz Husain

To protect students from falling victim to social media scammers

Vijay GarG



platforms promising cheat sheets, answer keys, and other forms of academic dishonesty. These scammers target stressed and desperate students who are looking for shortcuts to achieve better grades. They often use persuasive techniques and testimonials to convince students that their services are genuine and reliable. Once the students fall for the scam and pay for these illicit services, they either receive completely worthless materials or nothing at all. The scammers disappear, leaving the students

cheated and with no recourse. These fake social media platforms play a crucial role in facilitating this deception. Scammers create accounts and pages that appear legitimate, often mimicking popular e d u c a t i o n a l resources or study groups. They use social media algorithms and targeted advertising to reach a wide audience of students who may be vulnerable to their misleading promises. A d d i t i o n a l l y , scammers exploit the anonymity and lack of regulations on social media platforms to avoid detection and accountability. It becomes challenging for authorities to track down these scammers, especially if they operate from d i f f e r e n t jurisdictions or use encryption tools to



protect their identities. To protect themselves from falling victim to these scams, students must remain vigilant and exercise caution when using social media platforms. They should be wary of overly enticing offers, suspicious testimonials, or payment requests for services that seem too good to be true. Verifying the credibility of the source, seeking recommendations from trusted individuals, and relying on reputable e d u c a t i o n a l resources can help students avoid falling prey to these scams. F u r t h e r m o r e ,

educational institutions and social media platforms need to work together to tackle this issue. E d u c a t i o n a l institutions can raise awareness about academic integrity and the consequences of cheating, while social media platforms should enhance their efforts to detect and remove scam accounts and c o n t e n t . Collaborative efforts can help create a safer online environment for students and reduce the effectiveness of scammers.

Retired Principal Educational columnist malout Punjab

Modis Mantra in Abu Dhabi

Uma Shankar Prasad



Indian Prime Minister Mr.NarendraModi expressed the right intent and gave Mantra for shaping the future Governments at the world Government Summit in Dubai where thinkers from 120 countries were participated. There were several messages in his speech. He delivered the right message, in tune with the aspirations of the better educated and inter-connected world. Among his several speech the most important were two--- governments should be inclusive and free from Corruption, minimum government and maximum governance. He gave the message of inclusion on the second day of his visit to the UAE, close after the inauguration of the First Hindustone temple in Abu Dhabi. This had a special significance as

the temple inauguration in Abu Dhabi marked a historic moment as far as inclusion is concerned. Also it hinted at reshaping of the global idea of inclusion, which was largely looked at from the tinted glasses of the Western worldview. The idea of inclusion also referred to governments being free from corruption. That Mr.modi has helmed making governance more transparent through digital push and launching financial inclusion schemes with great success, made his message more convincing.

The other idea of minimum government and maximum governance is a mantra applied in India in the past few years. As a result, despite massive reforms in a variety of domains from tax to education, different sectors have become dynamic. The Indian systems have taken a leap from government interference to governance intervention. There is a fine difference between both. Previously, the

Government used to impose own notions to the extent of interference on social, cultural, economic, industrial, scientific pursuits and markets. In the past few years a lot of things have changed. Those feeling culturally marginalised have started expressing themselves freely. Markets are evolving through competition and innovation. Scientific pursuits have gained new momentum. Social groups are more expressive. Economic growth is visible internationally. Industrial output is increasing. All these have happened with the Government adopting need-based intervention approach.

The digital push has made the systems more transparent. It has increased the access to services for the people and also has reduced time, money and energy required to get works done. The digital payments revolution has come in for appreciation from different countries of the world. This has

accelerated the evolution of Indian society in to a fast paced community. It has created the easeof operations, living, mobility and innovation. As a result the societal attitude is changing from old ideas of income ‘by all means’ to entrepreneurship, business and ethical money through multi-tasking. All these aspects have ensured strong placement for India when the World economic order is under going a shift and newer powers are assuming importance. There are several other aspects like strengthening the democratic set-up, electoral reforms, freedom of fact based expression through social media aspiring young Indians. Now the future government is concerned the most strong and visionary Leadership with right intent. India has such a leadership now. That is why the world is keen on listening to Indian leadership.

Editor Margadarshi, Khorda, (63706 75562)

Developed India, Narendra Modi's dream and nation's resolve

Recently, in the national convention of BJP held in New Delhi, there was a discussion on forming the Modi government for the third time in the country as well as realizing the dream of a developed India. Whatever Modi said on this occasion is worth considering. Modi said that we have come out not for politics but for national policy. The heights that India has achieved in every field today have united every countryman with a great resolve. This resolution is of developed India.

Modi has been talking about developed India for a long time. He has set a target of making the country developed by 2047. He often says that now the country can neither see small dreams nor take small resolutions. Now dreams will also be huge and resolutions will also be huge. It is our dream and resolution that we have to make India developed. It is true that Modi never showed small dreams to the public. He has always been talking about a strong, capable and developed India and his government has been working continuously in that direction since 2014. In 2014, more than 17 crore people voted for BJP and formed the Modi government with a majority of 282 seats because they had an expectation from Modi. After five years, in the 2019 Lok Sabha elections, more than 23 crore voters voted and gave 303 seats to BJP only because Modi lived up to their expectations. Lok Sabha elections are

being held this year. With the achievements of Modi government, BJP has entered the election field under the leadership of Modi. This time the target is to cross 400 but the big question is how will BJP be able to achieve such a huge target? Political analysts are answering this as a guarantee from Modi. It is believed that on the basis of Modi's guarantee, BJP will form the government at the Center for the third time. BJP will contest the elections on the basis of its achievements and its policies and programs in the last ten years. This election will be fought by BJP on the basis of the work that Modi has been doing for the last ten years for the revival of cultural India. Modi himself has announced guarantee of 370 seats for BJP and 400 seats for NDA and votes of 66 crore voters in 2024. Modi has done so much for cultural development in the country, which is difficult to describe in words. Extensive work has been done for every section including energy, foreign policy, security, medicine, education, development of cultural tourism, economic progress, poor welfare, women upliftment. This represents taking difficult decisions for the nation. The world worships power and Modi has cherished the dream of making Mother India powerful since childhood. The abolition of Article 370 from Kashmir has been a historic step. It is an honor to become Central Vista in Delhi. Modi is worrying about

every class. He is working like an ascetic. He considers 140 crore people of the country as his idol. The resolutions of Satvik ascetic people are always fulfilled because the resolutions of crores of people also join with them. The country is moving forward in this spirit. Even when Modi was the Chief Minister of Gujarat for 15 years, he gave the 'Gujarat Development Model' to the country and established Gujarat as Vibrant Gujarat in the whole world. After he became the Prime Minister, the entire country is moving on the path of progress. Whatever the Modi government has done in the last ten years, the condition of the common people has improved. Per capita income has increased but the target is still far but not impenetrable. Modi is continuously working in this direction. Modi had launched the Make in India program in 2014. This is a kind of indigenous program started with the aim of creating employment opportunities and promoting the manufacturing sector in the country. Make in India covers all sectors of the economy and its promising results are continuously emerging. Modi has done a lot for the upliftment of farmers and agriculture in the country. Under PM Kisan Samman Nidhi Yojana, the Central Government is providing assistance of Rs 6,000 to small farmers of the country. The use of drones is being promoted

-Prof. Mahesh Chand Gupta



in agriculture. There is maximum emphasis on improved farming. It is not hidden from anyone how much the Pradhan Mantri Garib Kalyan Anna Yojana has benefited the needy sections of the country. We are already seeing how Ujjwala Yojana has changed the lives of women. Earlier, house of a poor person used to be sold for the treatment of disease, but the facility of free treatment up to Rs 5 lakh under the Ayushman Bharat scheme of Modi government has changed the situation. There are many schemes like Pradhan Mantri Jeevan Jyoti Bima Yojana, Atal Pension Yojana and Pradhan Mantri Suraksha Bima Yojana, which were run with the aim of protecting the large population of the country, which have provided support to the common people. Under the Pradhan Mantri Awas Yojana, the dream of crores of people of owning a house has come true. The country's economy is strengthening rapidly. There was a time when the country's gold had to be mortgaged, but in the last ten years, India's foreign exchange

reserves have doubled to reach \$616.7 billion. This data released by RBI is till January 26, 2024. Economic experts believe that this has increased our liquidity in terms of foreign exchange and the country is fully capable of dealing with any external economic crisis or risk. The credit for this goes to many major reforms in the policies of Modi government, trade balance, controlled inflation, stable stock market and attraction of foreign investors. While the impeccable tenure of 10 years of Modi government is commendable, taking 25 crore people out of poverty is commendable. The way Modi government has freed the country from mega-scams and terror and has tried to improve the lives of the poor, it is a big achievement. The way Modi ignited the spark of change in the governance system under 'Sabka Saath, Sabka Vishwas, Sabka Vikas', it has become possible to move towards inclusive, development-oriented and corruption-free governance. Due to the foresight of Modi, there has been success in realizing the objective of Antyodaya and making the people sitting at the last corner of the society

benefit from the government schemes. Various international agencies have confirmed that under the leadership of PM Modi, India is eliminating poverty at a record pace. Agencies have credit this to various decisions taken by the Modi government keeping in mind the interests of the poor. Under the Suryodaya Yojana, the pledge to install solar panels on one crore houses of poor and middle class families and the use of solar energy, wind energy and renewable and green energy will not only solve the energy crisis but will also help in removing carbon pollution from the world. The construction of Shri Ram Temple in Ayodhya has filled the country with a new energy. There has been a spread of positivity throughout the country. The political resolution passed in the national convention of BJP states that not only has the Ram temple been built, but Prime Minister Modi has practically implemented the concept of Ram Rajya in the last ten years. This statement of BJP's political proposal completely matches the reality because Modi is following the ideals of Shri Ram. Efforts to realize the concept of Ram Rajya have been going on for two decades. All the schemes of the government are based on the concept of Ram Rajya, which includes welfare of all, upliftment of women, concern for every section without any discrimination. Now the entire emphasis of Modi government is on

fulfilling the resolve of developed India following the concept of Ram Rajya. Modi has also said that he is worried about the coming generations. Modi intends to create an unmatched history of public service and national service by forming the government for the third time in 2024. Modi has said that he is asking for a third term not for the sake of enjoying power, but for the sake of a developed India. He wants to work completely on the model of developed India in the third term of the government and this model is not of western imitation. Modi's model of developed India includes upliftment of farmers and agriculture, control on consumerist expenditure, good education, better medical care, economic self-reliance, promotion of cultural values, work for every hand. He wants to awaken the consciousness of the nation. For this he is looking towards youth and women power with hopeful eyes. Modi wants to give the world a model in the form of developed India, which the whole world can follow. If this happens, India will again be able to achieve the status of world leader and this is Modi's dream and resolution. Now it has become the dream and resolve of 140 crore Indians and the nation as well. India is emerging rapidly on the world economic scene. The ministry's January 2024 economic review said India will become the world's third-largest economy with a

GDP of \$5 trillion in the next three years. And with continued reforms it is expected to reach \$7 trillion by 2030. However, the government has set a bigger target of becoming a 'developed country' by 2047. This goal can be achieved as the journey of reforms continues. The survey report said the strength of domestic demand has driven the economy to a growth rate of more than 7 per cent in the last three years. In FY2025, real GDP growth will be closer to 7 percent. There is ample scope for the growth rate to go above 7 percent by 2030. It is noteworthy here that Chief Minister Yogi Adityanath has set a target of making Uttar Pradesh a 1 trillion dollar economy in five years. If all the states take such a resolution, then the country can quickly reach its goal by using their respective resources on the basis of poverty alleviation, employment, cleaning of rivers, cleanliness, proper tourism of pilgrimage places etc. It is certain that tough and tough decisions will be taken in Modi's third term to achieve higher goals. Modi has already made its roadmap. In the next five years, there is a possibility that the work stalled for the last 70 years will not only be completed but all the citizens will also be motivated to fulfill their duties towards the developed nation.

(The author is a well-known educationist. He has been a professor in Delhi University for 44 years.)

Coaching Institute vs Education System

Dr. Laxman Sahoo



On the advice of the Union Consumer Affairs Ministry, the Ministry of Personnel of the Union Government has issued some rules to prevent coaching institutes. It is directed to the selected candidates that after receiving the appointment letter, they will not have any association with any coaching institute. This means no coaching institute will use his name. The immediate reason for this is the additional advertisements made by the coaching institutes for the Civil Services Examinations conducted by UPSC etc. The specific objection of the Ministry is that the names of selected candidates are advertised by tens of coaching institutes. Because of this, children from all over the country come to this institution. For example, in 2022, about nine

hundred candidates were selected while advertisements for three and a half thousand candidates were published by coaching institutes. Civil services exam is the top exam for recruitment of officers in administrative jobs of the country like IS, IPS, Revenue, Railway. Out of about twelve lakh students, about nine hundred are selected every year. For this, young children and above all their parents are ready to do something. Coaching institutes have become an alternative. It is worth noting that in search of better education there are not only coaching institutes for Civil Services Exams, from IITs, Medical Colleges, IIMs to becoming Bank Officers, Teachers. It is many times more than that for the entrance exam in Central Universities. Thousands of coaching institutes are operating in the country in last two years and they are growing rapidly every year. According to one estimate, the annual turnover of the coaching industry is about sixty

thousand crore rupees. But why is this business growing every year? Are coaching institutes alone responsible for this? Not really. Rather, our education system is responsible for this. Whether or not teachers are present in schools in Bihar and Uttar Pradesh, Pratham reports, teachers who do not have a degree in mathematics are teaching English. Some of the English schools are running under the wrong system. Even the building has neither toilet nor proper roof. Where NCERT books may not be available from time to time. What alternative options are left for these innocent children and their parents? Now the entire cream of Bihar has started coming to Delhi schools for education. That is why it is necessary to determine the states where the education system has become so complicated. Especially public schools, there are equally nooks and crannies of private schools. In fact coaching centers are growing more than schools.

According to one estimate, where fifty years ago, more than ninety percent of secondary education was available in government schools, now it reaches only twenty-five percent. It has decreased by less than one hundred percent. This is happening in all states. According to a new order from the higher education department, coaching institutes have been directed not to admit children below the age of sixteen. Don't the policy makers know that coaching institutes are not only in metros and cities full of big buildings? In search of better education, coaching institutes are not only for civil service exams. From IITs, medical, IIMs, to becoming bank officers, teachers and central university entrance exams launched in the last two years, thousands of coaching institutes are running across the country. Even those is growing rapidly every year. According to an estimate, the annual turnover of the coaching

industry is about sixty thousand crores of rupees. But why is this business growing every year? Is coaching institutes alone responsible for this? Indeed, such a question comes up again and again. Now there is coaching in every corner of the road? What is the difference between home courses and courses from these big educational institutions? I think forty or so years ago, a particularly weak child was only looking for tuition. But now it has been released for a large number of students and it is a dream of the poor students. Especially in our times 10th-12th class students are looking for coaching for exam preparation. Although it was started especially for engineering colleges etc. But due to the drop in standards, even before the first class, tuition sickness slowly consumed everyone. I think it was thirty years ago that educationist and science professor Yashpal in his 'Basta Ka Boj' report considered education as dangerous. The government has put that report in some other bag.

Are the government and education officials unaware of this disease? Surely the DM and higher education officials at the state level can solve this problem. But statistics show that more than eighty percent of DMs rarely inspect any school. The same is true of how many of the education officers working under him look at it. When there are fewer jobs, there aren't enough good colleges and universities to keep up with the growing population. Now where re-employment is seen more than recruitment. Even more emphasis is placed on exams than knowledge. So far only education reform has been lacking in discussion. Any other party's manifesto, otherwise, what will happen in future (?) if there is no regulation on coaching institutes, it is natural to ask many questions. There is a need to patiently discuss the quality of good teachers, the growth of coaching institutes. The main reason for this is that it is necessary to find an environmentally friendly place for setting up the

coaching center institute and hire a good teacher with a good salary. Especially, such teachers should always be sought and 'opinion' taken from the children every day, by which the future of the students will be bright. Otherwise caste, religion, or region outside is not right to be seen there. Teachers have become stars and superstars. At least you have a good chance to teach among good teachers! Oxford, Cambridge are examples. Aren't American universities attracting students from all over the world based on this prima facie mandate? If there is a need to regulate the coaching institutes, then the same regulation has to be imposed on the students who go to study abroad every year. After all, why do they flee abroad? It is heard that institutes like IITs, IIMs have consistently had more than fifty percent vacancies for the last ten years. The Government does not entertain the idea of ??reserving any post under special circumstances if a suitably qualified person cannot be found to fill it.

It is ironic that those who are fighting for every post on the basis of caste in government central universities and colleges send their children to coaching institutes where there is no such reservation and 'roster'. Our new youth is crushed and scattered among these stones and is marching towards death. In response to a question asked in the Lok Sabha during the last December Parliament session, 25 thousand students have committed suicide in the three years between 2019 and 2021. How sad this is. Last year there were 25 suicides in Kota city alone. Two students committed suicide in the last week of January this year. If our education system improves from school to university as before, then children will not run to coaching institutes or go abroad to study after taking billions of loans. This needs to be taken seriously.!!!

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Indian Army's Swift Response Saves Civilian from Heart Attack in Chowkibal, Kupwara



Aasif Malik: In a remarkable display of dedication to the community and swift action, Chowkibal grassion Battalion of Indian Army recently came to the rescue of a civilian facing a life-threatening heart attack. The incident unfolded when Tregam resident Ashiq Hussain suddenly experienced severe chest pain while doing his routine job of casual labourer. The RMO of Chowkibal Battalion happened to be in the vicinity and Without hesitation, he swiftly responded to the emergency call, rushing

to the aid of the distressed civilian. Utilizing their first aid training and equipped with essential medical supplies, the army personnel skillfully administered initial aid to stabilize the individual before transporting them to the nearest Army medical facility at Drugmulla. The timely intervention proved crucial in preventing further complications and potentially saving the civilian's life. The incident serves as a testament to the Indian Army's dedication not only to national security but also to the well-being of the communities they

serve. As news of this heroic act spreads, it reinforces the image of the armed forces as guardians not only in times of conflict but also in moments of civilian distress. Local authorities and community members are expressing gratitude for the Indian Army's rapid response, highlighting the importance of collaboration between the military and civilian sectors in ensuring public safety. This heartwarming story underscores the diverse roles our armed forces play in safeguarding the nation and its people.

Growing demand of young Indian skilled Human Resources in Germany



Kolkata(PARTHA ROY): Indian young well trained quality human resources are going to play significantly important role in boosting trade as well as facilitate economic collaboration between Germany and India in short, medium as well as long term. Consul General of Germany in Kolkata Mrs. Barbara Voss said after successful hosting of G20 summit by India, multi-dimensional cooperation between India and Germany is being pushed to attain Sustainable Development Goals (SDGs). Consul General mentioned as there is only one Earth to live, efforts are on to tackle climate change as well as global warming issues. Also, Technological collaboration are need of the hour to reduce dependency on fossil fuels. Mrs. Barbara Voss highlighted Germany is facing retirement wave challenges. Consul General of Germany mentioned Germany is going to change policies to make it easier for Indian Students to go to Germany to study as well as work in Germany after completion of study. Currently, approximately 45000 Indian students are studying in Germany which is largest foreign

students group in that country. Consul General of Germany Mrs. Barbara Voss was speaking at the special session on "Furthering Trade Ties Between India and Germany" organised by Calcutta Chamber of Commerce on 22nd February 2024 in Kolkata. Mrs. Barbara Voss is representing Germany in 11 States in Eastern India. Regional Director of Indo German Chamber of Commerce (IGCC) in Kolkata Mr. Tom Reiner mentioned quality of human capital of India is appreciated by Germany. Reiner mentioned one of the major challenge faced by Indian skilled workers is language of communication. While German is primary language of communication in Germany, most of skilled workers from Indian institutions use English for communication. Indian skilled workers need training in German language to work in Germany. Tom Reiner mentioned quality of education and training offered by Indian institutions like IITs and many others are of very high quality. Tom Reiner briefed on scope and opportunity of Indian companies setting up their offices in

Germany. IGCC has 6000 members approximately. IGCC is promoting B2B trade between Germany and India. Tom Reiner highlighted "Senior Experten Service (SES)" of IGCC. Under SES, retired German professionals come to India to train Indian workers to make them suitable to work in Germany as well as in German companies in India. Welcoming the august gathering Shri Hari Shankar Halwasiya President of Calcutta Chamber of Commerce stressed the need for enhancement of meetings and Cooperation at three levels: government to government, business to business, and people to people to increase mutual understanding as well as to reach full potential of political and economic cooperation between Germany and India. Shri Anant Saharia Senior Vice President of Calcutta Chamber of Commerce (CCC) moderated the session. While delivering vote of thanks, Shri Amit Sharma Vice President of CCC expressed optimism that Germany India bilateral trade and economic cooperation will scale new heights in time ahead.

Indian Statistical Institute and Ericsson Research join hands for Collaborative Research in Safe and Reliable Cyber-physical Systems

Kolkata, (KCN): Indian Statistical Institute today announced that it has signed an MoU with Ericsson, a company which enables communications service providers to capture the full value of connectivity for three years whereby Ericsson Research plans to support and collaborate with ISI in multiple research activities to be carried out under the Cyber-Physical Systems (CPS) umbrella. A collaborative research Centre for Cyber-Physical Systems (C-CPS) between Ericsson Research and Indian Statistical Institute (ISI) has been set up in the first week of February 2024. C-CPS is a virtual interdisciplinary research centre set up to foster both fundamental and

applied research in safe and reliable CPS with immediate impact in deploying AI and CPS in the Indian ecosystem. Currently C-CPS has been started with two projects within it. It is the first of its kind – a fully industry-funded research centre in ISI Kolkata. Speaking at the event for the Signing Ceremony, Chief Guest, Prof. S a n g h a m i t r a B a n d y o p a d h y a y, Director ISI Kolkata, said, "Research on safe and reliable CPS is expected to produce the necessary technologies for the next-generation autonomy. The institute w h o l e h e a r t e d l y welcomes the collaborative ISI-Ericsson research centre and is happy to partner with Ericsson in this

journey towards CPS realization in the age of AI and 6G." Elaborating on the partnership between Indian Statistical Institute and Ericsson, Dr Magnus Frodigh, Head of Ericsson Research, states, "This collaboration strengthens our R&D commitments in India and is pivotal to Compute and AI research. We are excited to partner with ISI and look forward to collaborative research in fundamental areas as well as translational research for our Future Network Platforms". Explaining the research partnership between C-CPS and Ericsson, Dr. Sumana Ghosh and Prof. Ansuman Banerjee, Lead Faculty Members of C-CPS, ISI said, "We

are in the era of AI-enabled CPS. CPS applications are all around us, starting from nano-world technologies to large-scale systems. Networks and telecommunications are important parts of CPS. Since most of the real-life applications of CPS are safety-critical, correct functionality of these systems is indispensable and a fundamental mandate. This collaborative venture between C-CPS and Ericsson will enable fundamental research on safe and reliable performance of these systems focusing on the sustainability and trustworthiness factors. Ericsson, being a leader in networks and telecommunications, is an ideal partner for C-

CPS to drive this research." A series of talks and deliberations was organised to celebrate the occasion, where leaders from Ericsson Research and ISI participated to discuss the developments and advancements of current research plans and further collaborative research prospects between ISI and Ericsson. Some of the topics of discussion included next generation and energy efficient AI for CPS ready deployment at the network edge, fundamental challenges in 5G and beyond network research, quantum machine learning and secure communication.

BJP Has Strategic Alliance With NCP, Emotional One With Shiv Sena: Devendra Fadnavis

M u m b a i (k c n) : Maharashtra Deputy Chief Minister Devendra Fadnavis said on Friday that his party, BJP, has a strategic alliance with the Ajit Pawar-led NCP in the state and an emotional tie-up with the Shiv Sena under Chief Minister Eknath Shinde. Ahead of the upcoming Lok Sabha polls, he said the BJP is not facing anti-incumbency and it does not need to target the opposition. Mr Fadnavis was speaking here at ABP Network's event 'Ideas of India' Summit 3.0 on 'Collaborative Federalism: View of the States'. Touching upon the dynamics of political arrangements in Maharashtra, Mr Fadnavis said, "We are in strategic alliance with NCP and have an emotional alliance with Eknath Shinde's Shiv Sena." He expressed confidence the Narendra Modi



government at the Centre will get the third term. "The BJP does not face anti-incumbency. We don't need to target the opposition." Speaking about the government in Maharashtra, Mr Fadnavis said, "Sharad Pawar nominated Ajit Pawar for leading alliance-related talks. Later, Ajit Pawar couldn't back out from the commitments he had made to BJP." It was Uddhav

Ajit Pawar and many top NCP leaders walked away from the Sharad Pawar-founded party last year and joined hands with the ruling coalition of the Shinde-led Shiv Sena and the BJP. A year before that, Mr Shinde had split the undivided Sena, then led by Uddhav Thackeray, to form the government with the BJP. "We had treated them as brothers for 25 years. It was Uddhav

Thackeray ji who closed all doors," he said, referring to the severing of ties between the undivided Sena and BJP after the last state polls. Sharing his views about whether BJP will do better in Maharashtra compared to last elections, Mr Fadnavis said, "There are challenges, but we will do better than last two times." About his change of role, from chief minister to

deputy chief minister, Mr Fadnavis said, "The agenda that I drove during my tenure as the chief minister, I am able to deliver upon that even as deputy chief minister." Mr Fadnavis said the ground cadre of BJP is driven by ideology and not expectations. BJP's workers are its biggest assets. When Congress workers look at their leaders, they get worried, he claimed. About Assembly elections, to be held in the state this year, Mr Fadnavis said, "The alliance with NCP and Shiv Sena will continue in the upcoming elections. Eknath Shinde is our leader and we will fight the Assembly elections under his leadership." The deputy chief minister said, no matter how many parties join hands with the BJP, it is the party's ideology that matters. "The alliance parties associate themselves with our ideology," he added.

Human rights conclave concluded

New delhi (KCN) : The Citizen's Human Rights Clinic in collaboration with Ambedkar International centre, Bhubaneswar celebrated 9th Conclave of human rights on the occasion of "World Social Justice Day" in the conference hall of Gandhi Peace Foundation, Deen Dayal Upadhyaya Marg, New Delhi, on 20th February 2024. Prof. Dr. Priyaranjan Trivedi, the renowned ecologist and the founder of National Open University, Nagaland, National University of Ecology and Environment, New Delhi and the founder of dozens of Universities in African Countries inaugurated the conclave, where as Dr. Muktesh Chander, IPS (Retd) former DGP of Police, Goa and Special Monitor Cyber Crime and Artificial Intelligence,



National Human Rights Commission, New Delhi, Prof. D.K. Giri, former Professor International Politics, JNU, Dr. O. P. Jadav, Senior Editor Dooradarshan, New Delhi graced the first session of the event as Chief Guest, Keynote Speaker and Special Guest respectively. On their speech they highly praised the CHRC for working for the protection and promotion

of human rights across India. Releasing three books i.e. the "Blazing Beacon" the life story of Dr. Abdul Kalam, "Yahn tha ek gaon" (Hindi novel) and "Jogini ra atmalipi" (Odia novel). They highlighted the contribution of Dr. Kalam as the missile man in making India as one of the powerful countries in the world. They also spoke the contribution of Prof. Rashmi Roul in

enriching Odia literature. Dr. Subhransu Sekhar Acharya, the Chief General Manager of SIBIBI, New Delhi, Dr. Nibedita Giri, the Associate Professor of Delhi University and Rashmi Roul, eminent writer graced the second session of the conclave as the Chief Guest, Keynote Speaker and eminent guest respectively. All of them discussed about the developments and

dimensions of Indian literature. They also spoke how CHRC providing yeoman service to the victims of human rights violation. The meeting was presided over by Gopabandhu Mallick, the Chairman of CHRC. Many intellectuals and social activists who include Dr. Kamalini Panigrahi, Sulagna Sucharita, Hemanta Kumar Sahu, Menaka Karua, film producer and director Sachikanta Mohanty, noted social activists Titan Sahu, Golden Nayak, Raj Kumar Meena, Minirani Singh, Susanta Kumar Samal, Gaurav Rahalam, Brundabana Mishra, Sanjay Kumar Sahu, educationist, Saroj Kumar Biswal etc attended the celebration and received awards and citations from the Chief Guest and inaugurator of the function.

Dr Pratap Pani is all set to Contest in ensuing Election

Bhubaneswar, (KCN): Internationally renowned Neurosurgeon Dr Pratap Kumar Pani might be fielded as a contestant by ruling Biju Janata Dal in ensuing Election. A native of Bijigol Village in Anugul district Dr Pani is all set to enter into his maiden electoral fray as a MLA Candidate from Palalahara Constituency. Widely known as a people's physician, Dr Pani is very popular among the electorates in Dhenkanal and Angul districts through his regular free health camps and several charitable initiatives. A Former President of S.C.B Medical College Student's Union, Founder Member of Odia Samaj, Bengaluru, General Secretary, Wellness of World Odisha Society and Trustee of Jagannath Temple in Bengaluru, Dr Pani has spent 28 years as a practising Doctor in Bengaluru since 1996. Recently Dr Pani had officially joined B.J.D in



a mammoth joining ceremony at Party's headquarter Sankha Bhawan in Bhubaneswar. Now he is on an acquaintance tour to different nook and corner of Dhenkanal and Angul districts. The professional turned politician had received rousing receptions from the people in places like Kaniha, Palalahara, Angul, Parjang, Dhenkanal, Hindol and Kamakhyanagar. Since anti incumbency factor is

playing heavily in most of the assembly seats, a fresher with high reputation, Dr Pani's chance of getting elected seems to be much fair. It is worth mentioned here that Dr Pani's father Late Lamented Madhusudan Pani was a close aide of legendary Biju Patnaik. Since the prime strategist and General Secretary Organisation of BJD Pranab Prakash Das is the observer of the party for Dhenkanal and Angul Districts, the political

observers expect that he will have an objective view over the winnability of candidates, while distributing tickets. Now the internal survey is being conducted by the party to weigh the winning possibilities of prospective candidates. Initial information from party sources indicates that Shri Das has a soft corner for Dr Pani's entrance into hustings. Pollsters predict that as a BJD candidate Dr Pani will win hands down from

Palalahara MLA Seat in Coming Election. While asked about his agenda for development of Angul and Dhenkanal districts, Dr Pani observed that Angul, inspite of being the highest revenue paying district of the State doesn't have a medical college. The air pollution of Angul is worst than New Delhi. Irresponsible Industrialisation and rampant mining activities are posing serious threat to ecology, habitation and health conditions of



general public in Angul and Dhenkanal districts, he added. Dr Pani further said that though basic infrastructure like land, water and communication accessibility through National Highway Number 55 are available still then Palalahara doesn't have a Industry even after 75 years of Independence. Agricultural Production has also been abysmally low in the area due to the lack of small and medium irrigation projects. Once

becomes a People's representative his highest priority will be to address all these crucial issues, Dr Pani informed. Dr Pani clarified that even if he joined Politics, his health services shall continue uninterrupted as before, because he strongly believes that, "Service to Humanity is Service to Almighty". Attributing Biju Swasthya Kalyan Yojana as one of the best health care scheme in the Country, Dr Pani underlined that once in

public life he shall contribute his best to revolutionise the health sector in Odisha and provide the common masses of our Mother State the World Class Medical Facilities through BSKY. Dr Pani expressed his happiness over the miraculous transformation undertaken in his almamatar SCB Medical College under the active and able supervision of CM Naveen Patnaik and 5T Chairman V.K.Pandian.

CM Naveen Patnaik felicitates Odisha's International Medalists Gymnast Pranati Nayak and Swimmer Mannata Mishra



Bhubaneswar, (KCN): Today, Chief Minister Shri Naveen Patnaik felicitated two remarkable female athletes of Odisha, Pranati Nayak and Mannata Mishra, for their outstanding achievements in international sports.

Pranati Nayak, a talented gymnast who

trains at the Odisha AMNS/ India Gymnastics HPC has brought laurels to the state by clinching the Bronze Medal in the prestigious FIG World Cup 2024 held in Cairo. In recognition of her exceptional achievement, the Chief Minister honoured Pranati with a cash award of Rs

5,00,000. Mannata Mishra, ace swimmer from the Odisha IIS Swimming HPC was also felicitated by the Chief Minister for her remarkable performance in the 1st BIMSTEC Aquatics Championship 2024, where she clinched the silver medal. This victory marked a significant milestone in

Mannata's career as it was her first international medal. In recognition of her achievement and promising talent, she was felicitated with a cash prize of Rs 2,00,000. Chief Minister Shri Patnaik wished them the best and assured all necessary support for their journey ahead to excellence.

TPWODL bridging healthcare gaps

Burla (KCN): In an era when accessibility to healthcare is paramount, TP Western Odisha Distribution Limited (TPWODL), a joint venture between Tata Power and the Government of Odisha, being an established corporate entity took several steps for the development of an underprivileged section of the society under its wide-spread corporate social responsibility (CSR) programmes. The company has deployed three Mobile Health Dispensary Vans in the districts of Kalahandi, Deogarh, and Sonapur respectively. This is a step in the right direction to bridge the gap in the rural areas of these three districts so far as healthcare



facilities are concerned. The main objective of the services is to improve healthcare in the rural areas of western Odisha and provide essential treatment to people who are deprived of primary healthcare. Taking into consideration the need for treatment of various infectious diseases prevalent in remote areas, the route of these

Mobile Health Dispensary Vans is decided by the Chief District Medical Officers (CDMOs). These mobile health dispensary vans are equipped with the latest medical facilities, doctors, nurses, and pharmacists. They provide various types of primary health care, health check-ups, vaccinations, and fast-aid medicines for

various diseases. So far, a total of around 90,000 people in these three districts have already benefited from these MHD vans. These MHD vans reflect the fundamental thought process of the company. In this regard, the CEO of TPWODL, Gajanan Kale expressed that healthcare is a basic human right and no one should be deprived of medical services."



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Credit Plea For Coal



New Delhi(KCN): Amrit Lal Meena, Secretary Coal, has urged banks and non-banking financial companies to find appropriate solutions while working on the proposals placed before them regarding credit availability for commercial coal mines. He reiterated that coal mining is a good and profitable long-term business with assured returns starting from 3-4 years of the allocation of the coal mines. REC Limited, has organised a workshop on 'Customised Debt-Financing for Commercial Mining & MDOs' recently in New Delhi. The workshop witnessed

participation by Amrit Lal Meena, Secretary, Ministry of Coal, M Nagaraju, Additional Secretary and Nominated Authority, Ministry of Coal, and Vivek Kumar Dewangan, Chairman and Managing Director, REC Ltd. along with other senior functionaries from the coal industry and government. Shri Meena appreciated the initiative of REC and its commitment to strike a balance between sustainable development and financial viability of the mining sector in compliance with the ESG norms and willingness to be a partner in the growth journey of the mining industry. He also highlighted the necessity of efficiently

closing coal mines once they reach the end of their operational life and rejuvenate such exhausted mines for sustainable endeavours like Pumped Storage facilities, Solar Parks etc. The Secretary reassured the commitment to sustainable methods of mining and informed that Coal Ministry is taking various steps to increase production from the Under Ground mines. He emphasised that the coal sector is in the growth phase and collective efforts should be made to reduce coal import by increasing production to meet growing domestic demand.

Workshop on causes and Diagnosis of Bleeding



Bhubaneswar: Apollo Hospital Hematology Department is organizing one workshop on diagnosis and management of Thrombotic disorders under the aegis of herpetology. On 2nd Nov,

2023. The Diagnosis of these disorders is very important which affects people of all ages. Making proper diagnosis and giving appropriate treatment will save many lives particularly the young. All the laboratory

tests for making proper diagnosis is available in Apollo Hospital, Bhubaneswar. These tests are hardly available in few laboratories in odisha. Under one roof in Apollo Hospital, Bhubaneswar all the facilities are also available for this disorder for diagnosing and treating these cases. We are happy to hole this workshop and bring awareness among the medical fraternity of odisha.

Texmaco-SSFMPL JV Secures for Arun-3 Hydroelectric Power Plant Project in Nepal

Kolkata: Texmaco-SSFMPL JV, a collaborative effort led by Texmaco, has recently secured al contract with Satluj Jal Vidyut Nigam (SJVN) Arun-3 Power Development Company Limited (SAPDC) for the construction of the Arun-3 hydroelectric power plant, a 900MW run-of-the-river hydropower project presently under development in Nepal. The Texmaco-SSFMPL JV, entrusted with an order valued at Rs 179.89 crore from SJVN Arun-3 Power Development Company Limited, is poised to play a pivotal role in advancing this crucial project. The scope of work encompasses an array of responsibilities, including procurement, fabrication, shop assembly, painting, testing, transportation, supply, erection, site testing, and commissioning of the Pressure Shaft Steel Liner. This significant task involves the installation of two lanes of Pressure Shaft Steel

Liner with a substantial diameter of 5500mm, two bifurcations, four branches with a diameter of 4000mm each, along with all necessary accessories. The total estimated tonnage for this undertaking stands at a formidable 4700 metric tonnes. The Arun-3 hydroelectric power plant, administered under the build, own, operate, and transfer (BOOT) model, is a collaborative endeavour between India's SJVN and the Government of Nepal. SAPDC, a wholly owned subsidiary of SJVN, will oversee the plant's operation for a period of 25 years, which excludes the initial five-year construction phase. Following this operational phase, ownership of the power plant will be transferred to the Nepal government. One of the most salient features of this agreement is the substantial benefit it bestows upon Nepal. Over the initial 25 years of commercial

operations, Nepal will receive 21.9% of the electricity generated by the Arun-3 power plant as free power. This underscores the exemplary cooperation between India and Nepal in harnessing the potential of renewable energy resources and reaffirms their commitment to strengthening bilateral relations. On the joint venture, Sudipta Mukherjee, Deputy Managing Director, Texmaco Rail & Engineering Ltd., said, "Texmaco-SSFMPL JV is honoured to be entrusted with the responsibility of contributing to the Arun-3 hydroelectric power plant project in Nepal. We are committed to delivering excellence in every aspect of our work and in advancing renewable energy solutions. This venture exemplifies our dedication to sustainable progress."

Odisha records 20x growth in job applications in the last 90 days

Bhubaneswar,: As one of the fastest-growing states in terms of economy in India, Odisha has been witnessing a steady growth in job opportunities across sectors and industries and has emerged as a popular destination for job seekers.apna.co– India's largest jobs and professional networking platform – recorded 20x quarter on quarter growth in job postings in the state's capital, Bhubaneswar in the previous quarter. The platform has also noted increased job openings for multiple roles in the last three 90 days. After recording an economic rating higher than India's GDP, Odisha has become a promising destination for employers to invest in, strengthening the state's economy and creating more job opportunities. apna has become a trusted partner for various popular companies such as Zomato, Bharti AXA, Burger King, TeamLease, Byjus, and Delhivery amongst others in the state to fulfill their hiring requirement. In the last quarter, there has been an increased hiring momentum for roles such as telecallers/BPO, sales, computer/data entry operator, delivery persons, and business development executives amongst others. The capital city continues to be one of the top commercial hubs in Eastern India.

With more than 25 percent female users from Bhubaneswar, apna has become a default partner for women to build their professional networks and participate in helping India unlock its economic potential. According to the platform, there has been a quarter-on-quarter increase in women joining the workforce from the state and participating in uplifting Odisha's economy. Telecalling and business development have consistently been the most popular role amongst women in Bhubaneswar followed by data entry operators. Interestingly, women also opted to get on the field by joining the sales workforce for various organizations after COVID cases dropped drastically.

Commenting on the growth, Manas Singh, Chief Business Officer, apna.co said, "Odisha is witnessing tremendous growth in the past quarter, emerging as one of the key markets with a rise in both workers and employers on apna. We will continue creating more hyperlocal opportunities to help accelerate the economic growth of Bhubaneswar."

FUO Sports Shoes welcomes Shahid Kapoor as its Brand Ambassador

Bhubaneswar: FUO Sports Shoes , (from the house of Red Chief Shoes), is thrilled to announce its much-coveted collaboration with the Bollywood Superstar, Shahid Kapoor. Shahid's youthful and sporty personality of an affable boy gels with the aspiring core values and ethos of FUO Sports Shoes. Shahid appeals to a wider audience across all age groups. While his exceptional fitness lifestyle, dancing prowess, and romantic-action-oriented movies attract the youth, his responsible family guy persona connects with relatively mature age groups as well .Mr. Manoj Gyanchandani (Managing Director) expressing his views on the collaboration, shares, "We are extremely honored to welcome Shahid Kapoor as the newest FUO family member. We couldn't have asked for a better partner in 2022 who comes with such high credible energy which is much needed in such dynamic times to inspire the youth towards athleisure lifestyle. We look forward to a successful partnership with him and hope to have a mutually beneficial long-term relationship."

Mr. Rahul Sharma, (Marketing Head) further shared "To continue leveraging our association both in mass media & digital platforms – Shahid would be part of our forthcoming Brand campaigns , which are back to back lined up starting few weeks from now . "

BOB Financial crosses the 1 Million Credit Cards mark

Mumbai:BOB Financial Solutions Limited (BFSL),awholly-owned subsidiary of Bank of Baroda (Bank)that issues and manages Bank of Baroda Credit Cards, has crossed the 1 Million Credit Cards mark.

As per Reserve Bank of India (RBI) data, Bank of Baroda Credit Cards have grown 9X over the last four years – from 0.12 million cards in March 2018 to over 1.1 million cards in March 2022. Further, the monthly spends on credit cards have grown 10X over the same period – from Rs.80 crore in March 2018 to Rs.830 crore in March 2022.

In CY2022, cobrandingwith IRCTC, HPCL, Defence Services, and partnerships with fintechs have been some of the key initiatives in the ongoing transformation journey.

Speaking on the occasion, Mr. Shailendra Singh, MD & CEO, BFSL said, "In 2017, we started on a journey of transforming BOB Financial into a leading credit card issuer in India. Crossing the 1 million credit cards mark is an important milestone. However, while we celebrate this achievement, our ultimate aspiration is to become one of the largest Credit Card issuers in the country, serving customers of every demographic and socio-economic classification."

BFSL has been focusing on investing in people, processes and technology to enhance customer experience.

LIC Mutual Fund Announces Completion of IDBI MF Schemes Merger

Mumbai : LIC Mutual Fund (LIC MF), one of the reputed fund houses in the Indian asset management industry, has announced the successful completion of the takeover of schemes of IDBI Mutual Fund (IDBI MF). The effective date of merger hasJuly 29, 2023.

The move is in line with LIC MF's mission to strengthen and diversify its product offerings, expand its footprint and grow its assets under management (AUM) to emerge as a leading MF house in the country. LIC MF had an AUM of Rs 18,400Crores and IDBI MF had Rs 3,650Crores as of June 30, 2023.

After completion of the merger, out of 20 schemes of IDBI MF, 10 schemes will be merged with similar schemes of LIC MF and the remaining 10 will be taken over by LIC MF on standalone basis, which will takeits total scheme count to 38. With this

merger, investors invested in IDBI MF schemes will get access to LICMF's diversified basket of product offerings covering Equity, Debt, Hybrid, Solution oriented themes, ETF and Index funds.

Commenting on the successful completion of the scheme merger, Mr. T.S. Ramakrishnan, Managing Director& CEO of LIC Mutual Fund, said: "It is an important milestone in our journey as we are working towards developing our capabilities to serve as a diversified mutual fund house catering to investment needs across key markets in India. The merger complements our goal to strengthen our scheme offerings in the mid-cap, small-cap, gold fund, passive fund segments, etc. The merger will help us build wider market presence and offer a more extensive range of product basket.

The combined strength will help us capture emerging opportunities in the thriving asset management industry and drive value for investors and distribution partners." He further added "Our vision is to be a trusted partner in wealth creation and a mutual fund of choice. Our track record of managing funds for over three decades has enabled us to gain trust of investors. We will remain focused and work towards delivering long-term performance by adopting adequate risk control mechanisms." About LIC Mutual Fund: LIC Mutual Fund was established on 20th April 1989 by LIC of India. LIC MF is an AMC with LIC of India as its Sponsor and other stakeholders being LIC Housing Finance Ltd, GIC Housing Finance Ltd and Union Bank of India.

Ambuja Cements introduces Cool Walls, a special product that keep homes cool in summersand hot in winters

Mumbai : Ambuja Cements Ltd, one of India's most sustainable cement manufacturers, is now offering an innovative green solution for constructing strong walls. Ambuja Cool Walls is a unique wall solutions that keeps the house cool during summer and retains inside temperature to make the house warmer in winter. Ambuja Cements is among the first Indian cement companies to offer this unique block and mortar solution to individual house builders.

Ambuja Cool Walls is a sustainable product made with an innovative heat-barrier technology that is far superior to any other products available in the market. The 'heat barrier technology' of this product helps to maintain inside temperature of any house lesser by 5°Celsius as compared to external temperature.

These innovative heat barrier technology, consistent quality and enhanced strength (>5 MPa) are the main differentiators of this product.

Ambuja Cool Walls is an innovative solution to the problem faced by traditional construction with non-sustainable products. The challenge poised by traditional construction today are efflorescence on walls, termite attack, water absorption and highly prone to earthquakes. Ambuja Cool Walls along with unique jointing mortar makes the wall stronger and eliminates the problem faced by traditional construction practices. This helps the consumers in cost saving on electricity due to thermal insulation, low frequency of repeat painting because of no efflorescence, lesser repeat maintenance and lower construction cost. Additional benefits

include noise reduction, high fire resistance etc. Also it enables speedy construction and reduces project completion time by ~ 30%.

Ambuja Cool Walls is a sustainable product as it consumes large volume of fly ash in its manufacturing. The walls does not require curing during construction and thus saves 5000 liters of water for a 1000-square feet house. Mr. Neeraj Akhoury, CEO India Holcim and MD & CEO of Ambuja Cements Ltd., said, "Ambuja Cements has always pursued innovation to provide customers with eco-friendly solutions for a better and a greener future. It's our endeavorto provide world class solutions to customers in India. Ambuja Cool Walls is a testimony to our commitment to provide sustainable, high strength and durable solutions to our customers".

KiiT International School becomes the only school from Odisha to win at Toycathon

Bhubaneswar: The revered founder of KiiT International School, Shri Achyuta Samanta, has always inspired and encouraged the youth to think outside the box. This motivation has led to an immense achievement for the school. A game, 'Untold Stories', designed by Shree Roy, a 10th Grade student of KiiT International School, has been selected as one of the top 7 winning games at Toycathon, an inter-ministerial initiative of GOI, in association with AICTE. Speaking on the occasion, Dr Mona Lisa Bal, Chairperson, KiiT International School said, "This is an extremely proud moment for KiiT International School family. I congratulate Shree for her endeavours. This is an accomplishment not just for

her but the entire school. We always nurture our students to think beyond their textbooks and take interest in activities outside their classroom. I am glad that this morale-boosting has steered us to achieve this great honour. I firmly believe that these leaders of tomorrow can drive us towards a better tomorrow with proper education and guidance."

Shree's game 'Untold Stories' is a multiplayer game where one must answer questions about India's heritage to move on to the next level. With this game, Shree intended to revive the art and culture of India. With modernization and technology, most youngsters are glued to their smartphones and the internet. Shree designed this game with the help of the

school's research wing, Inspiron, in a pursuit to move them away from this exposure while enhancing their knowledge on India's art, history, and culture. From over 14 lakh online entries, 200 games were chosen for the physical edition of Toycathon. Untold stories was the only winner from Odisha among the top 7 felicitated games.

Under the 'Aatma Nirbhar Bharat Abhiyan' initiated by our Hon'ble Prime Minister, Shri. Narendra Modi, Toycathon is conceived to challenge India's innovative minds to conceptualize novel Toy and Games based on Bharatiya civilization, history, culture, mythology and ethos.

