



unwavering solidarity with the Journalists' Union promising to stand by them until their demands were met. The ball is now in the government's court as the Utkal journalists Association stand united, determined and ready for further action.



upheld Section 5 of the Act, relating to the attachment of property of those involved in money laundering, as constitutionally valid. Justice Khanwilkar also led the bench that cleared the way for the construction of the Central Vista and the new Parliament House by dismissing the petitions filed by social activists and environmentalists.



# Medical Milestone in Odisha: KIMS Doctors Successfully Treat 70-Year-Old's Leaking Heart Valve with MitraClip Procedure

**Bhubaneswar, (KCN):** The Kalinga Institute of Medical Sciences (KIMS) has again set new milestones in offering advanced care and treatment for complex cases. The cardiologists have for the first time in Odisha performed a procedure called MitraClip to clip a leaking heart valve on a 70-year-old female patient. The patient had suffered severe heart failure due to leakage in the mitral valve, which is one of four valves in the heart that keep blood flowing in the right direction. She

was considered very high risk for surgical valve replacement. Hence, she was offered MitraClip therapy to repair the leaking heart valve. The mitral valve controls blood flow between the lower left heart chamber (ventricle) and the upper left heart chamber (atrium). In mitral valve regurgitation, the mitral valve doesn't close properly, causing leaking. This leaking means the heart has to work harder to pump blood through the body, which can cause atrial fibrillation (AFib) or



heart failure. In Odisha, treating patients through the MitraClip procedure to

cure leaking heart valves wasn't available. However, doctors led by Assistant Professor Dr.

Anupam Jena from the Department of Cardiac Science have his team carried out the procedure with success. MitraClip procedure that offers significant benefits over open-heart surgery for mitral valve disease. Patients typically recover more quickly, spending less time in the hospital and experiencing fewer complications. Patients also report less pain following catheter-based procedures. The patient

recovered from the procedure well and was discharged in a stable condition after three days. MitraClip is a small device used to stop leaking in the mitral valve. It is placed on the mitral valve in a minimally invasive procedure through a small puncture in the groin. It is also called transcatheter edge-to-edge repair (TEER). No need to open the chest. Earlier, KIMS had also

performed the Transcatheter Mitral Valve Replacement (TMVR) procedure for the first time in the State to repair the damaged valve. Dr Achyuta Samanta, Founder, KIIT and KISS congratulated the doctors for successfully conducting the procedure, emphasizing the commitment of the KIMS to offer advanced care and treatment.

## Unsettled Waters in Nimapara : BJD Contemplates Future Amidst Sameer Ranjan Dash Controversy



**Bhubaneswar , (KCN):** In the run-up to the upcoming general elections in Odisha, the ruling Biju Janata Dal (BJD) is diligently working to fortify its organizational structure across constituencies. However, a cloud of uncertainty looms over the Nimapara constituency in Puri district as the party grapples with a crucial decision regarding the candidacy of the controversial MLA Sameer Ranjan Dash. Amidst allegations linking Mr. Dash to various controversies including his alleged involvement in the suicide case of Puri district council member Dharmendra Sahoo and a

recently circulated sensitive video, the BJD high command is deliberating whether to field him as their candidate once again. Sources reveal that Mr. Dash, seemingly undeterred by the party's reservations, has been actively projecting himself as the party candidate in government programs bypassing the official endorsement from the party Highcommand. The most recent incident occurred during the 'Ama Odisha - Naveen Odisha' government scheme awareness campaign meeting at Tulasipur in Nimapara constituency.

During this event, Mr. Dash not only deviated from government guidelines but also presented himself as the next candidate, soliciting support directly from the thousands of attendees. This move has sparked criticism from the general public, questioning the party's discipline and raising concerns about the controversial figure's candidacy. In response to the growing discontent, constituency voters are expressing a desire for a new, vibrant and undisputed youth leader to represent them in the upcoming election. The

preference appears to be for someone who can bring about positive change and uplift the constituency, contrasting the controversies surrounding Mr. Dash. Amidst this scenario, numerous candidates from BJD have surfaced in Nimapara and the name gaining prominence is that of the highly educated and disciplined youth organizer as well as the party co-observer of Mayurbhanj and Keonjhar District, Subrat Chhatoi. Actively participating in every program in the Nimapara and Gop regions, he is reshaping the party organization. His widespread acceptance is steadily on the rise. Naveen Babu's popularity and Subrat's undisputed image attributed to the government's people-oriented programs are becoming subjects of discussion in the Nimapara constituency. Subrat's growing appeal spans across voters from all segments of society.

## Sustainable Future: ICAR-CIFRI's Vision for Chandil Reservoir

**Kolkata, (KCN):** Nestled in the heart of Jharkhand, Chandil Reservoir stands as more than a water body; it serves multiple purposes like supporting electricity generation, fishing, cage culture, and irrigation. Nearly two thousand indigenous people find their livelihoods here, making Chandil a notable hub for cage culture. A recent study conducted by ICAR-CIFRI under the supervision of Dr. B.K. Das, Director of ICAR-CIFRI, has illuminated the reservoir's potential, uncovering crucial insights for its sustainable management. The water in the reservoir is of good quality because of having the right balance of acidity and nutrients. This makes the environment healthy, and it's estimated that the fish production potential is 55 kg per hectare per year.



Chandil Reservoir hosts a rich diversity of 42 fish species, all indigenous to India except pangas and Nile Tilapia. Plankton, including phytoplankton and zooplankton, thrives. Local fishers, using gill nets and shore seines, contribute to a catch where IMC constitutes 23%, with a current fish yield of 18 kg/ha/year, hinting at increased production. However, a health assessment of fishes reveals the presence of parasites, emphasizing the need for ongoing monitoring. The ecological health assessment gives the

reservoir a good score of 32. Seine nets small mesh sizes threaten biodiversity, and cage culture's impact needs attention. ICAR-CIFRI'S assessments during 2015-17 showcased its medium productivity and suitable environmental parameters for fish production, with pH and nitrate levels playing a crucial role. CIFRI also suggested following sustainable strategies for fisheries management: 1.Restricted Fishing: Limit fishing during the monsoon to protect spawning, 2.Regulate Nets: Avoid capturing

fish larvae by regulating small mesh gill nets, 3.Assess Impact: Evaluate the impact of exotic fish on local species, 4.Designate Conservation Zones: Preserve biodiversity by designating riverine zones, 5.Introducing FADs: Enhance habitat suitability with Fish Aggregating Devices, 6.Mandate Seed Certification: Ensure certified stocking for quality, 7. Implement Biosecurity: Prevent exotic fish escape with cage culture biosecurity, 8. Encourage Indigenous Cage Culture: Promote cage culture with Indigenous fish, 9.Expand Sustainably: Consider expansion based on sustainability assessments, 10. Enhance Stakeholder Knowledge: Build knowledge for scientific fisheries management embracing these recommendations, Chandil Reservoir is poised for a balanced and thriving future.



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## Rasika Dugal, Arjun Mathur-Starrer Lord Curzon Ki Haveli To Be Screened At Wench Film Festival

In a delightful leap year surprise, the much-anticipated Wench Film Festival (WFF) is set to illuminate screens from February 29 to March 3, 2024. Diving into its fourth edition, WFF promises an unparalleled voyage into the genres of horror, sci-fi, and fantasy. March 1 to 3 will witness a cascade of cinematic wonders, physical screenings, breath-taking performances, and insightful panels at Veda Factory, Versova in Mumbai. As the festival unfolds, audiences will be immersed in a diverse range of films, each carefully curated to stir the imagination and transcend the ordinary. New York and California-

based actor, writer, director and producer Toby Poser, will be present with her film 'Where The Devil Roams' that will be screened as the opening film at WFF. Toby has co-directed the film with Zelda Adams and John Adams. Film "Lord Curzon Ki Haveli" directed by Anshuman Jha, starring Rasika Dugal and Arjun Mathur will have its India Premiere at the festival. "I am most thrilled to be introduced to India's creative community - its filmmakers and film lovers and what an honour to share through Terror Tutorials our love of genre movies and unusual methods of



making them. I've never been to India, and I cannot fathom a more glorious, more perfect way to get to know India than through the lens of artistic expression - film, art, music - and with new friends who live, love, and represent them all. Thank you, Wench Film Festival and wenchers near and far, for having me along for this wicked-

wonderful ride!" Said Toby Poser. Beyond its cinematic offerings, WFF is a cultural phenomenon led by the indomitable Chief Wench, Sapna Moti Bhavnani. "As the founder of the Wench Film Festival, now in its exhilarating fourth edition, I am thrilled to announce a unique celebration of

horror, sci-fi, and fantasy that transcends boundaries and delves into the heart of storytelling. Our focus on India this year is a testament to the untapped potential of our storytellers and filmmakers, who are ready to take you on a journey through the unseen, the unknown, and the unimaginable. The Wench Film Festival is more than an event; it's a gateway to the extraordinary." Said Sapna Bhavnani, Founder, WFF. Diving into history, the festival embraces the term "Wench," derived from the 13th-century term Wenchel, meaning a child, female infant, or

young unmarried woman. Over time, it acquired negative connotations, evolving into a derogatory term. However, under the visionary leadership of Chief Wench Sapna Moti Bhavnani, the term is being reclaimed to reflect its original and empowering meaning. At its core, WFF stands as a beacon for underrepresented voices. With a commitment to inclusivity, the festival provides a platform for BIWOC, LGBTQ+ women, and non-binary filmmakers, reshaping the narrative landscape and ensuring that every voice finds its place in the world of cinema.

## Mission Raniganj On OTT: Akshay Kumar's Film Streams On Netflix



Pooja Entertainment's 'Mission Raniganj' has indeed come along with an immensely intriguing and captivating tale of courage and resilience on the big screens. While the film left an indelible mark on the minds of the audience, it emerged as one of the most cherished and reviewed films of 2023. After paving a successful journey on the big screens, now the film has arrived on the OTT grounds and is now exclusively available on Netflix. The time has come when the audience can finally get to watch the story of a valiant mission led by courageous Late Jaswant Singh Gill to rescue coal miners in 1989 as 'Mission Raniganj' starring Akshay Kumar is now available only on Netflix. The film has ruled the hearts of the audience and now it's all set to create the same magic on the OTT screens. In fact, it also emerged as the first choice of the audience on National Cinema Day. 'Mission Raniganj' has indeed touched the hearts of millions with its gripping narrative. Produced by Vashu Bhagnani, Jackky Bhagnani, Deepshikha Deshmukh, and Ajay Kapoor, the film, directed by Tinu Suresh Desai and music by Jjust Music, promises to bring to life the coal mine accident that shook not only the nation but also the world. The relentless dedication of the rescue team, led by Jaswant Singh Gill, offering audiences an unforgettable cinematic experience, screening in cinemas now. The film is now streaming on Netflix.

## Prerna Arora's Hero Heroinee To Feature A BIG STAR?



The anticipation for the upcoming movie 'Hero Heroinee' is escalating, fueled by intriguing posters that features actress Divyah Khosla Kumar. Speculations abound regarding the male lead. Rumors suggest an extended special appearance by a South Indian superstar,

known for delivering powerful messages aligned with the theme of 'Dhumra Pyaar Nishedh', aiming to resonate with the youth. The industry buzzes with excitement, with names like Rishabh Shetty and the dynamic Nagarjuna surfacing as potential leads. While Rishabh Shetty,

celebrated for versatile roles with societal messages, might share the screen with Divyah Khosla Kumar, the enigmatic Nagarjuna brings his charismatic presence, adding an extra layer of intrigue. Seasoned actor Sudeep and emerging talent Rishabh Kashyap also

## Leaked: Ranbir Kapoor's Animal Full HD Movie Leaked Online On Tamilrockers, Telegram

Ranbir Kapoor and Rashmika Mandanna's 'Animal' was released in theatres on Friday. The much-awaited action drama, also starring Anil Kapoor and Bobby Deol in lead roles, opened to mostly positive reviews, with critics and audience showering love on the star cast. The first day first show



is over and fans and critics have already declared Animal 'a blockbuster hit' film. As

fans are enthralled to witness this second Bollywood film by Sandeep Reddy Vanga

after 'Kabir Singh' on the big screen, there is a sad update for the makers. The film has been leaked online in HD quality to download free on Torrent websites, Tamilrockers, Telegram and Movierulz. The movie leak on day one of the release is likely to impact the Box Office collection.

## Rani Mukerji To Alaya F: Actresses Who Aced Their Roles As A Journalist

Bollywood has produced a large number of films featuring feisty and strong journalist characters who left an indelible mark on the minds of the audience. However, in recent times, playing a journalist on screen is getting more popular with B-town actresses. Here are the actresses who have aced the roles of journalists - Alaya F - U-Turn Ever since she has started her career as an actor, Alaya F has been unanimously praised for her choice of films and characters and taking the road less travelled; the latest one which has been hugely appreciated by the audience, industry and critics alike is Radhika Bakshi, her character in 'U-Turn. While Alaya took on the challenge of essaying the demanding role of a journalist with great finesse at such a



young age, she has delivered a remarkable performance by carrying the film on her shoulders. She shines in intense scenes and commands a good screen presence. After the success of 'Freddy' and now 'U-Turn', she is considered

as one of the most sought after and bankable GenX actors of Bollywood! Yami Gautam Dhar - Lost While 'Lost' featuring Yami Gautam Dhar was praised for being an intriguing and thrilling



ride, the prolific performer Yami Gautam Dhar was equally appreciated for taking on the role of a spunky crime reporter who investigates the missing of a college student. The versatile actress also met a few senior crime

journalists during the making of the film. Kareena Kapoor Khan - Satyagraha Kareena Kapoor Khan played Yasmin, an aggressive and passionate journalist in the multi-starrer film, Satyagraha, directed by

Prakash Jha. While Kareena is known for playing glamorous roles mostly in her career, her performance as the obstinate and headstrong Yasmin demonstrated her acting prowess in this film. Rani Mukerji - No One Killed Jessica One of her best performances till date, Rani Mukerji as feisty television journalist Meera, takes up the case of Jessica Lal murder. Rani's character was inspired from the different TV news reporters covering the case. Meera takes up the cause as Sabrina loses all faith in her ability to ever bring her sister's case to justice. Rani was highly praised for her performance as a staunch journalist and got much critical acclaim.



# Strategic importance in Lakshadweep



China has increased India's strategic challenge by building inland waterways and ports in several countries bordering the Pacific Ocean-Arabian Sea. In the past few decades, Jean has become a sensation. Has rapidly modernized the power. India has also strengthened its navy and coast guard forces in the last few years to deal with it. In addition, Bashgadwip is very important among the centers that India has established to enhance its maritime security capabilities. Lakshadweep is a sum of sixty islands and its total area is thirty two square kilometers. It extends to about thirty thousand square miles in the Arabian Sea. The Arabian Sea borders Yemen, Oman, Pakistan, Iran, India and the Maldives. It is a

strategic area, which connects many important 'CP lanes' ports. It therefore becomes an important route for international trade. The Arabian Sea is rich in oil and natural gas. It is an important form of energy in the region. The archipelago can be used as a vantage point to monitor movement. It is also interesting to note that India's EEZ is very large, including Lakshadweep. The EEZ extends for over two hundred miles. For example, 370 km from the coast of any country. KM. Thanks to Lakshadweep, India has gained control over a large area of sea through which the movement of ships going far away can be monitored. There is an Indian naval base in Lapa. It is expected to be helpful. The total coastline of India is seven thousand five hundred and sixteen kilometers. It extends to the states of Gujarat, Maharashtra, Goa, Cuttack, Kerala, Tamil Nadu, Andhra Pradesh, Odisha and West Bengal and the islands of Daman and Diu, Lakshadweep,

Puducherry, Ashman and Nicobar Islands. Located on the southwestern border of India between the Arabian Sea and the Sahidri mountain range, the state of Kerala is considered to be a major center of India's strategic security. Kodi is a port city in Kerala, bordering Lakshadweep. Kodi is considered as an important gateway to the Arabian Sea and the Indian Ocean. It is one of the major importers and exporters of the state, including agricultural products, industrial goods and raw materials Controls critical parts. It has been an important port city since ancient times, attracting traders from all over the world including the East and Europe. Codport is well connected with the international bazaar through regular shipping services. Vikram Saralai West Center is located in Ahubananapuram, Kerala. Here the designs of satellite launch vehicles and related technologies are

developed. It is the primary center of ISRO, which is responsible for the design and development of rocket technology. It conducts active research and development in the areas of aeronautics, space armaments, structures, chassis physics and system reliability. So Lakshadweep to protect these centers The lagoons and exclusive economic zones of the Lakshadweep peninsula have significant fisheries and mineral resources, which are economically important. India is developing Aglega Island in Mauritius. Lakshadweep, becoming a connecting point between India and the Aglaga Peninsula, will give India a strategic border on China in the Indian Ocean. In other words, Lakshadweep's strategic location and its sensitivity to China and its territorial restrictions, efforts to promote it as a subclassified defense island could add to the

security challenge. Citizens here are protesting against it. They believe that doing so will destroy the unique culture and traditions of the beautiful islands. Strengthening India's strategic capabilities in the archipelago is crucial. The Nine Degree Channel located in the Lakshadweep Archipelago is the most direct route for ships bound for East Asia through the Persian Gulf. This channel is used by all traders traveling to Europe, Middle East, West Asia, South East Asia and the Far East. During the war, India could block the channel and cut off enemy supply lines. The geographical location of the Lakshadweep archipelago also raises India's security concerns. Therefore, a monitoring system has been prepared on this. Language Island is very close to Macau Island. The continent is emerging as an anti-India center. Not because of the influence of China, where extremist activities have also increased. In recent years, religious

fundamentalism has also been exported from this country with the help of Saudi Arabia and Pakistan. The South Asian country has the largest number of jihadist recruits for ISIS 100 percent are from the continental United States. While hundreds of islands of the continent are uninhabited, there is a danger of the rise of the aristocratic power. This could have a direct impact on India's internal security. Lakshadweep can be redeveloped to counter China's growing influence in neighboring countries such as the mainland, Mauritius, Mauritius, Settey, Sri Lanka, Pakistan and Myanmar. About three hundred kilometers away from India, China is in Sri Lanka. Hambantota is under construction. Similarly, it controls much of the continent. An airport is being built there. The spatial distance of Chennai, Kodi and Visakhapatnam ports is about nine hundred to fifteen kilometers. Sriharikota Satish

Dhawan Space Center for the Indian program is also located about eleven hundred kilometers away. The importance of the island has increased for India to counter China's naval presence and activities in the Indian Ocean and to establish a new surveillance system. Six hundred and fifty kilometers away from Kodi, India's Sana Vicki land is being built on the 16th level at Kar Karwar in Karnataka on the west coast. The development of warships has been targeted at the Naval Base of Thuba Karobar, 'Project Se Barhar Naval Infrastructure Project Seaberg', which is the country's largest \*136 neighboring country. It is within reach of fighter jets and is very close to the world's shipping route between the Persian Gulf and East Asia. Karobar Kot in Karnataka is located in Vinaga Garh. It is currently the third largest Indian Navy and after its full expansion, it will be the largest naval base in the eastern leg of Golar. The ChaLalun and Economic

Zone of the Las Vegas Peninsula are important fisheries and mineral resources that are important in the area. is important. Va India is developing Olega P in Mauritius. Lakshadweep, becoming an 11th point between India and the Aglaga Peninsula, will give India a strategic frontier after China in the Indian Ocean. In other words, Lakshadweep's strategic location and its sensitivity to China and territorial restrictions suggest the need to turn it into a special defense island, but efforts to promote it as a tourist center have increased security challenges. Citizens here are protesting against it. By doing so, the unique culture of the beautiful islands will be destroyed. There will be a possibility of smuggling due to tourism and research of this place. Recently, China and Pakistan are also doing this in India's security sensitive areas.

**Tara Nilaya', Plot: 854/A chachara sabara sahi, Mukund Prasad , Khurda -55 Contact no: 9040151475**

# Beauty Tips to Look Awesome This Valentine's Day

Shahnaz Hussain



For couples in love and hopeful singles, February is the Paris of all months. Finally, it is the time of the year when everything around you seems lovely and beautiful. It's Valentine's Day. Getting ready for Valentine's Day is a hectic task. It requires a lot of things in place. You have to think about clothes, makeup, shoes or sandals. But at the same time, we forget about the basics of healthy skin. We try things from outside rather than caring for food, sleep, and regular skincare routine accurately. Valentine's day is the most awaited time of the year, whether you've been together three months or three decades. Valentine day is the perfect opportunity for you to bond and reconnect with your

partner, girlfriend, boyfriend, husband, or wife. It doesn't matter if you are going on a special date for a romantic night out, looking for one or just a walk with friends and family, It brings the biggest date night of the year and the restlessness that comes along to look one's best on the special day. If you can't be with your sweetie in person this year, then you might as well send them something sweet through online store/e-commerce websites. There are a lot of Valentine's gift packs in the market containing chocolate truffle flavours: milk chocolate, milk chocolate caramel, and dark chocolate strawberry. You may choose desi Ladoo / mithai depending on the taste of your sweetie. Especially impressive if you live apart, a surprise gift might be the perfect way to share the love this year. Not sure what to buy? Keep it classic – paintings, art objects and flowers like roses will always be well-

received and create a sense of occasion. Twinned with a scented candle, Valentine's Day will be truly wrapped up. Take advantage of sweater weather and escape into the wilderness, where you can relax by the fire and enjoy some hot chocolate. Take a scenic hike together and enjoy all the beautiful sights and the fresh air — it's a great way to bond while getting some much-needed time to unplug, too. If you've got a new boyfriend, a hot date, or a tried-and-true love, Valentine day gives you the perfect excuse to pamper yourself to look romantic, sweet presentable, attractive with flawless looking radiant skin with youthful glow. Water based moisture is key for glowing skin. Moisturizers provide a good base before applying any makeup. Moisturizers which are formulated with shea butter, dimethicone, ceramides, hyaluronic acid and aloe vera water help



provide long-lasting hydration. Hydrate and nourish your skin every night before sleeping. If your skin is clear, leave out the foundation during the day. Use baby powder or compact power. Pay more attention to the oily areas of the face, like the nose, forehead, and chin. Press the powder all over the face and neck, with a slightly damp sponge. This helps it to set and last longer. If you want to use foundation at night, choose a water-based one. Add a drop of water for a lighter coverage. Before applying foundation, apply astringent lotion if your skin is oily, or moisturizing lotion for dry skin. Wait for a few minutes to allow the

skin to absorb it. Next, use concealer to cover up pimples and scars, if any. Or, use two shades of foundation. One shade should be as close to your skin colour as possible. The other should be a shade lighter if the blemishes are dark. Take a little light coloured foundation and apply it directly on the pimple or pimple scar. Avoid rubbing or smearing. Pat it into the skin. Then apply your normal foundation on the face and using a moist sponge, spread it evenly, going outwards. Remember the neck too. Blending is important to achieve a smooth finish then apply tinted loose powder on top to "set" the foundation. Or, use compact powder. Blusher comes next, or you can apply it at the end. Use powder

blusher. Pink or peach blusher would suit most skin tones. Apply on the cheekbones and slightly below it. Use your finger tips to dot the area with blusher. Then, blend with the brush, outwards and slightly upwards. Apply highlighter on the cheekbones. Highlighters should not be white. Choose from ivory or pale pink. Blend well. For the eyes, use a brown eye shadow on the eyelids. Use the same brown shadow under the lower lashes, instead of eyeliner or kaajal. Take a darker brown eye shadow and apply it on the upper lid, close to the upper lashes. The entire effect will be natural. If you want to line the eyes, use an eye pencil. Give your eyes a light touch of mascara. Make sure the lashes do not stick

together. Brush them with an eyelash comb. Wear a sunblock for outdoor events during the day, this acts as a shield and also works as a good under base for your foundation accelerating its performance. Take proper sleep for at least eight hours during night. Lack of sleep will show on your face no matter how well you fashion your appearance. Put a drop or two of lavender oil on your pillowcase and try to relax. Sandalwood and Clary Sage are other good options. For the night and for a more dramatic effect, use a dark brown, or dark grey eye shadow on the eyelids close to the lashes and stroke it upwards and outwards. For the smoky-eyed look, line the eyes with eyeliner close to the lashes and then smudge the eyeliner slightly with a sponge-tipped applicator. It should not be a harsh line. Who ever heard of a Valentine's Day date ending without a goodnight kiss? Go with a soft pink or berry hue that is no more than two shades darker than your natural lip color is a good way to keep your lips colored without

going overboard. Exfoliate your lips the night before date night with a gentle lip scrub to remove dead skin cells to soften your pucker and improve the look and application of your date night lipstick. For the buttery soft and smooth lips, plain gloss can be enough for the day, or add a touch of gloss over light pink or mauve lipstick. Coloured gloss is also available. Avoid using lip liners and just brush the lips with lipstick, going for shades of pink, from pale pink, to rose or tawny pink. At night, go for rose, coral or bronze, or just stick to pink. Just don't forget to hydrate your lips with your favorite lip balm, salve, or conditioner after exfoliating. Wear a light flowery or lemony fragrance, nothing too overpowering. Always be kind and confident. I think these two traits together make someone beautiful. As the last step, touch up your nails, smooth your strands, and spritz on some perfume. You're ready to go!

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





The President of India, Smt. Droupadi Murmu in a group photograph during the inauguration of the Vividhta Ka Amrit Mahotsav event at Rashtrapati Bhavan, in New Delhi

# "BJP Has Waged War Against Opposition-Ruled States": Arvind Kejriwal

**New Delhi:** Delhi Chief Minister Arvind Kejriwal on Thursday hit out at the BJP-led Centre, accusing it of waging a war against state governments led by opposition parties. Leaders and lawmakers from the Left Democratic Front of Kerala, led by Chief Minister Pinarayi Vijayan, staged a protest against the Union government at Delhi's Jantar Mantar on Thursday. "The governments led by opposition parties represent 70 crore people in the country. The BJP has waged a war against the opposition-ruled states. They have created a India-Pakistan situation with us. The Centre is using all the tactics to harass the opposition governments," alleged Arvind Kejriwal who took part in the protest. He alleged that the Centre is not giving funds

to the state governments, using Governors and Lt Governors to meddle in the functioning of the state governments and unleashing central agencies on the opposition leaders. "It is depriving them of valid funds and obstructing work through Governors and LGs. It is also harassing them by using central agencies to arrest the opposition leaders. How will the governments work?" He said the protesters were not "here to beg or ask for anything for our families". "I have come here to ask for the right of two crore people. If you do not give us funds how will we build roads, provide electricity and work for development. How can you snatch the people's rights?" the Aam Aadmi Party national convener said. Citing Punjab's instance, he said the state

government had to move the Supreme Court for release of rural development fund. "The SC has fixed the matter for hearing next week. Immediately we received a call from Centre asking us to come and sit with them for a discussion. The Delhiites pay ? 2 lakh crore as income tax and out of that, they only get ? 325 crore. Even the British did not loot the country like this during the 100 years they were here," he claimed. The governors are meddling with state subjects in the opposition-ruled states and agencies like ED are being used to frame the opposition leaders, he alleged. "ED is a new weapon for them. Till now, there were laws and a case would be investigated. Then it would be tried legally and the accused would be sent to jail after



due legal process. Now they decide whom to put behind bars and then it is decided which case that person should be framed in," he alleged. They have arrested

Hemant Soren, without anything being proved against him, he claimed. "They can arrest even me, Pinarayi Vijayan or MK Stalin. They can arrest anyone and send

him to jail to topple the government. They even tried to topple the Jharkhand government but they could not," he said. He said he is labelled

"corrupt" and underlined how he provides free electricity and free treatment in the government hospitals in Delhi.

"I provide free electricity to the people of Delhi while the electricity rates are quite high in Uttar Pradesh and Madhya Pradesh. You tell me - is the one who provides free electricity corrupt or the one who provides it at higher rates?" "I want to tell the BJP not to be arrogant. Times can change. A time can come when we will be there (in power) and you will be here (in opposition) and the same laws can come to haunt you," Arvind

Kejriwal said. His Punjab counterpart Bhagwant Singh Mann said at a time when they should have been at their respective secretariats preparing for budget, they are here to protest at Jantar Mantar. "We should have been at our respective secretariats and attending to work as this is the time for budget preparation. But, here we are at Jantar Mantar asking for our rights. They have withheld ? 5500 crore of our funds and we had to approach the SC. "Where the BJP has no MLAs, the governors start ruling," he alleged at the protest.

## 6th Pan India & South Asia IB Heads Conference at The Heritage School Kolkata



**Kolkata, (KCN):** The Heritage School, Kolkata, in association with RP Goenka International School and Calcutta International School hosted the 6th Pan India and South Asia International Baccalaureate (IB) Heads Conference on 8th February 2024 which will continue till 10th February. The pre-conference session was being organized today i.e. on 8th February 2024 at The Heritage School campus. Nearly 30 IB Heads from various Schools across India and South Asia participated in this pre-

conference session. The Heads visited the School campus, met with the teachers and students and also explored various kinds of students' projects done by the IB students of The Heritage School. "We are happy to host the pre-conference session at our School and it gives us an opportunity to interact with various School Heads across the globe," said Ms. Seema Sapru, Principal, The Heritage School, Kolkata. IB Heads from Modern High School International, Birla Open Minds International School, Pathways World School, Strawberry

Fields High School, Suncity School, GJR International School, Mussoorie International School, Mount Abu Schools, Akshar Arbol International School, Singapore International School, BD Somani International School, Manchester International School, Aditya Birla World Academy, UWC Mahindra and many more visited the campus today. The Main Conference is scheduled to happen on 9th February at The Taj City Centre New Town, Kolkata followed by the Annual general Meeting on 10th February 2024.

**New Delhi (KCN):** The Supreme Court on Thursday said the curative pleas against the 2013 judgement, which had re-criminalised consensual gay sex in private, have become "infructuous" keeping in mind the subsequent 2018 verdict decriminalising the act. A five-judge constitution bench, on September 6, 2018, had unanimously decriminalised a part of Section 377 of the IPC, which criminalises consensual unnatural sex, saying it violated the right to equality and "manifestly arbitrary". The pleas were filed by dancer Navtej Singh Johar and others.



Prior to this, a two-judge bench of the Supreme Court, in 2013, had overruled an earlier 2009 Delhi High Court judgment that had decriminalised

consensual gay sex in private. The review pleas against the 2013 judgement were also dismissed and that had led to filing of the curative petitions in 2014.

A five-judge bench comprising Chief Justice DY Chandrachud and justices BR Gavai, Bela M Trivedi, Pankaj Mithal and Manoj Misra on Thursday said the

subsequent judgement in the Navtej Singh Johar case by which consensual gay sex was decriminalised has made these curative petitions infructuous.

"We will say this curative petition became infructuous in view of the constitution bench judgment we rendered in Navtej Johar," the CJI observed.

The case, seeking decriminalisation of gay sex, has a significantly long legal history.

Initially NGO Naaz Foundation in 2001 filed a PIL in the Delhi High Court seeking legalisation of gay sex among consenting adults. The PIL was dismissed.

## Hours After PM's Manmohan Singh Praise, White Paper On "Lack Of Leadership"

**New Delhi (KCN):** Prime Minister Narendra Modi lavished praise on Congress stalwart and his predecessor Manmohan Singh this morning, declaring him an "inspiration" and "pray(ing) he lives long and keeps guiding us". Hours later, the government released a white paper comparing the state of the economy during the 10 years of Mr Singh's UPA government and Mr Modi's NDA administration, and slammed the former's

"lack of leadership" that "came out in full public glare, in shameful public tearing-up of an ordinance". The reference was to 2013, when Congress MP Rahul Gandhi tore up a piece of paper to signal his rejection of an ordinance - passed by former Prime Minister Manmohan Singh - overturning a rule that disqualified convicted MPs and MLAs. The Congress eventually scrapped the ordinance. In its white paper - which holds the



Congress responsible for transforming the "healthy" economy it inherited from the

Vajpayee government into a "non-performing" one presented to the Modi administration - the

BJP made repeated mention to "weak" leadership when the UPA was in power.



# Ganjam farmers bring turnaround in paddy farming with SRI method

**Berhampur(KCN):** SRI (System of Rice Intensification) method of paddy cultivation can help check climate change and benefit the farmers as it consumes very less water in comparison to other methods of cultivation. This is because SRI method does not require continuous flooding for rice cultivation. Taking up paddy cultivation in SRI method helps reduce the possibility of global warming by 29 per cent as it results in 25-70 per cent reduction in discharge of methane and carbon dioxide to the atmosphere. This method also produces more panicles during the harvest, reduces the crop harvest period by

at least 10 days, and requires a minimum amount of seed, water, and chemical fertiliser for the crop. Moreover, paddy cultivation is rain and storm-tolerant and helps in increasing the fertility of the farmland. As a large volume of water is required for rice cultivation, farmers conventionally depend on rainfall to raise their crops. However, due to a change in climatic conditions, it has become a difficult task for the farmers to supply enough water to their farmlands for the growth of the paddy crops. Farmers have been failing to start their cultivation in time due to a lack of water every year. Even if they



manage to sow seeds, seedling death comes back to haunt them due to a lack of irrigation facilities. Lack of irrigation results in reduced output for farmers, which is why they are withdrawing from rice cultivation in most cases. Distraught farmers look for financial assistance

from the state government but they are often left high and dry.

As a result, in Ganjam district alone hundreds of acres are left uncultivated. In this situation, the district project management unit under the Berhampur Forest department is laying

stress on the SRI method of cultivation and drawing the farmers towards it. This has come as a relief for the distressed farmers fed up with crop loss and reduced output in the traditional method of cultivation. SRI method of cultivation is being implemented in the

district with the support of the state government, the Green Climate Fund, and the United Nations Development Programme (UNDP). This has helped many farmers in becoming self-reliant and financially independent. Farmers think that this new method is helping them raise their crops without hassle. However, there is significant difference between the SRI and traditional methods of paddy cultivation. In this method, eight to 10-day-old paddy saplings are transplanted within a distance of 25 cm on wet farmlands. Maintaining proper

distance during transplantation helps in the growth of the root. As a result, paddy saplings get more air, sunlight, and nutrients. Jute and long beans are sown along with paddy as green manure. The de-weeding machine is used every tenth day to clear weeds and unwanted shrubs on the farmlands. This helps in aeration of the soil and the weeds also act as organic manure for the crops. The cultivation is resilient to standing water and dampness on the farmland. The output is more where there is proper movement of air. When contacted, Ranjan Kumar Bhoi, the district coordination officer of

the Agriculture department said this year over 900 farmers in Chikiti, Rangeilunda, Khallikote and Ganjam blocks have taken up SRI method of cultivation which initially started with only 30 farmers on 10-acre land in 202-23 FY. Assisted by two voluntary outfits Lipika and Pallishree and supervised by 30 experts, an additional 870 farmers have taken up the cultivation this kharif season on 200 acre of farmland. The cultivation was initially started by training the farmers in 39 villages. An increase in cultivation in the coming days can help check climate change and benefit the farmers, Bhoi added.

## Tribal cuisine most-wanted at the Ama Byanjana food stalls



**Bhubaneswar(KCN):** In Bhubaneswar, the Ekamra Utsav organized by the Bhubaneswar Development Authority (BDA) is drawing crowds eager to savor delicious food, to Ama Byanjana. One of the highlights is the wild food stall nestled, where daily gatherings indulge in tribal cuisine delights. From kanbora baha paired with khaseri pakodi (chickpea

pakoka) to kai chutney, the menu offers a rich array of flavors including, Khaseri Pakudi Served with Kawnra Baha (Roselle Flower), Simjil Pakudi (Chicken) Served with Kawnra Baha (Roselle Flower), Jil Rappah (Chicken) Served with Haw Chutney, Kahnda sala Iccha Rappah Pumpkin Flower with Prawn Served with Haw

Chutney, Uuch Raaph (Mushroom) Served with Haw Chutney. Also, the menu includes, Simjil Soley ( Chicken Served with Palwa Chutney (Tamarind Leaves) and Ghantal Soley (Jackfruit) Served with Palwa Chutney (Tamarind Leaves). Quenching thirsts are Handi Sarbat, Tonka Torani, and refreshing

national drinks infused with Orange, Lemon, and Mint.

At the helm of this culinary adventure is Master Chef Madhusmita Soren, renowned for crafting the iconic Kai Chutney, recently bestowed with the prestigious GI tag during her participation in the MasterChef program. The demand for her kai chutney is palpable, with patrons even bringing their own tins from home to savor its unique flavors. However, the red rice khechudi and patra poda items also hold their own as popular choices among festival-goers. As the clock strikes 9, the stalls witness a flurry of activity, with all the delectable offerings sold out, leaving satisfied palates and eager anticipation for the next day's culinary adventures.

## Rotating Odia cuisine draws crowds to Ama Byanjana at Ekamra Utsav

**Bhubaneswar(KCN):** The Bhubaneswar Development Authority (BDA) orchestrated Ekamra Utsav, has been drawing an increasing crowd to Ama Byanjan, where food stalls are becoming a major attraction. Within the chain of four stalls, the first stall

features a rotating menu of Odisha cuisine, tailored to match the ongoing festivals. With Odisha boasting thirteen festivals in twelve months, the stalls offer a diverse culinary experience reflecting the festive spirit. Each day of the seven-day event is themed around festivals

like Makar Sankranti, Raja, Kartik Purnima, Nuakhai, Kumar Purnami, Manavasa Gurubaar and Bali Yatra. For instance, Wednesday's menu, coinciding with Kumar Purnami, showcased dishes such as Bhushimishri Pana, Dalma Chop with Tomatoes, Dates,

Khata Yam, Chanda Chakata, Choco Caramel Muan, and Chaula Khiri, with prices starting at 50 rupees. Today, patrons can indulge in a variety of cakes. Notably, Master Chef Avinash graced the stall, engaging with visitors and sharing insights on the culinary delights offered.

## Farewell To RS Members

**New Delhi(KCN):** Prime Minister Narendra Modi today bid farewell to the retiring members of Rajya Sabha. Three Members of RS are retiring from the House from Odisha. They are Amar Patnaik, Prashanta Nanda and Ashwini Vaishnaw. Speaking on the occasion in Rajya Sabha, the Prime Minister said that Lok Sabha changes after every five years while Rajya Sabha gets a new life force every two years. Similarly, the Prime Minister said, the biennial farewell also leaves indelible memories and priceless legacy for

the new members. Remembering the contribution of Dr Manmohan Singh, the Prime Minister said, "Due to his long tenure guiding the house and the nation, he will figure in every discussion of the democracy of our nation". The Prime Minister suggested that all Members of Parliament try to learn from the conduct of such distinguished members as they are the guiding lights. The Prime Minister remembered the former Prime Minister coming on wheel chair to vote in the House as an inspiring example of a member's

dedication to his duties. "I believe he came to impart strength to democracy", the Prime Minister said. PM Modi conveyed his good wishes for his long and healthy life. The Prime Minister said that the Members who are leaving for a more public platform will hugely benefit from the experience in Rajya Sabha. "This is a diverse university of six years, shaped by experiences. Any one who goes out from here goes enriched and strengthens the work of nation-building", he said. Marking the significance of the present

moment, the Prime Minister said that the Members that are leaving today had the opportunity to be in both old and the new building and they are leaving bearing witness to the Amrit Kaal and 75 years of the Constitution. Recalling the Covid Pandemic when uncertainties loomed large, the Prime Minister lauded the commitment of the Members for not letting any hindrance come in the way of the functioning of the House. He noted the huge risks undertaken by the Members of Parliament to fulfil their responsibilities.



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## Dalmia Bharat Foundation Signs MoA with BSL to Enable Social Transformationin Bokaro

Bokaro, Jharkhand : Dalmia Bharat Foundation (DBF), the Corporate Social Responsibility (CSR) arm of Dalmia Bharat Group has signed a Memorandum of Understanding (MoA) with Bokaro Steel Plant (BSL) to drive its community-centric initiatives in Jharkhandby upskilling 600 youth, annually.The aim of the MoAis to establish a skill training centre to impart short term, placement-basedcourses to local youth in the surrounding villages through DBF’s DIKSHa (Dalmia Institute of Knowledge and Skill Harnessing)centre. The MoAwas signed by Shri Chaudhary Ratnesh

Kumar Sudhanshu, Dy. General Manager (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant and Shri Vishal Bhardwaj, Group Head – CSR, Dalmia Bharat Group and ChiefExecutive Officer, Dalmia Bharat Foundation. “Since our inception in 2009, we’ve witnessed our role gradually transform from being a resource provider to a key enabler for positive change in society. While we’ve created a legacy of development and change for the better, we continue to strive to ensure that we meet newer economic and environmental needs and close wider societal gaps as much as possible,” said Mr. Vishal

Bhardwaj, Group Head - CSR, Dalmia Bharat Group and CEO, DBF. “Through our leadership and dedication towards achieving social transformation, we will continue to work towards our vision of creating opportunities for people across the nation so that they can reach their full potential and give back to the community. We look forward to our partnershipwith BSLand also call upon our industry peers to join us as we make significant and sustainable differences and ensure social, economic, and environmental progress. The skill development center at Bokaro Steel City, in association with DBF, will help strengthen

the social ecosystem in Jharkhand.While BSL will provide the necessary infrastructure support, DBF has been entrusted with managing day to day activities of the center including faculty and placement support. “BSL and DBF share a common vision and value system for bringing about a transformative change in society by leveraging its demographic dividend through empowering the local youth through training that makes them market-ready,” said Mr. Chaudhary Ratnesh Kumar Sudhanshu, Dy. GM (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant.“It is our firm belief that this combined expertise and experience will ensure that the youth

being educated at the DIKSHafacility will receive quality and need-based training for the purpose of gainful employment across industries.” To ensure viable and sustainable income generation,training will be imparted in tradesfor self-employment and tradessuch as Assistant Electrician, Solar PV Installer, General Duty Assistant (GDA) and Customer Relationship Management, to begin with. Subsequently, more courses will be added as per demand and future prospects.The center shall largely focus on the development of the youth residing in BSL’s peripheral villages.

## Texmaco Rail & Engineering Ltd. Announces Key Developments in Bairabi – Sairang Line Railway Bridge Project

**Kolkata (Ambar Mukherjee):** Texmaco Rail & Engineering Ltd., one of the leading engineering organisations in the engineering and infrastructure sector, announced the key developments pertaining to the Bairabi–Sairang Line Railway Bridge Project, which is owned by the Indian Railways. This significant project marks another milestone in Texmaco's legacy of delivering excellence in infrastructure development. The Bairabi–Sairang Line Railway Bridge Project is a crucial endeavour aimed at enhancing connectivity and facilitating transportation in the Northeast Frontier Railway zone of Indian Railways. Spanning a distance of 51.38 kilometers, the project involves the construction of vital infrastructure to support the Bairabi–Sairang line. Owned by Indian Railways, the project encompasses the construction of four stations and necessitates an estimated 28 hectares

of land. Currently under construction, the railway line will feature a single diesel track built to broad gauge specifications (1676 mm). Texmaco Rail & Engineering Ltd.'s Bridges & Structural Division has been entrusted with fabricating and erecting structural steel bridges, including the casting of deck slabs and track linking. The scope of work entails the construction of 15 bridges with a total of 42 spans, showcasing Texmaco's expertise in complex engineering projects. Major materials involved in the project include 5762 metric tons of structural steel. Additionally, the project requires 3500 cubic meters of concrete, 733 metric tons of reinforcement, and 1100 H Beam Sleepers. On this occasion, Sudipta Mukherjee, Managing Director of Texmaco Rail & Engineering Ltd., said, “At Texmaco, we embrace challenges as opportunities to demonstrate our commitment to excellence. The completion of Bridge no.

44-45-46 reflects our steadfast commitment to providing high-quality infrastructure solutions, even in the most challenging circumstances. As we near the finish line on the Bairabi–Sairang Line Railway Bridge Project, we remain resolute in our mission to connect Aizawl to the rest of India with efficiency and precision." Texmaco Rail & Engineering Ltd. (TEXMACO), is an ISO: 9001-2015, a premier multi-discipline, multi-unit engineering and Infrastructure Company, with 6 manufacturing units extending over 6.78 million sqft. The Company is involved in the business of manufacturing of Rolling Stock, such as Wagons, Coaches, EMUs, Loco shells & parts, etc., Hydro Mechanical Equipments, Steel Castings, Rail EPC, Bridges and other steel structures. TEXMACO has been the leading and most reliable freight car manufacturer over the past 8 (eight) decades.

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

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

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

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

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

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

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

## LVPEI Receives 'Project of the Year Award' from PMI South Asia for Rural ROP Care Initiative

Bhubaneswar: L V Prasad Eye Institute (LVPEI) has received the Project Management Institute South Asia (PMI South Asia) award in the NGO category for its outstanding project in rural Odisha, aimed at managing Retinopathy of Prematurity (ROP), a vision-threatening eye condition in preterm babies. The award-winning project, titled 'Screening and Treatment of ROP in Pre-term Babies in 8 Odisha Districts,' has been funded by the Cognizant Foundation. It was implemented by LVPEI’s MithuTulsiChanrai campus in Bhubaneswar in collaboration with National Health Mission and Rashtriya Bal Swasthya Karyakram. Dr Tapas Ranjan Padhi, the project



lead, along with other team members, accepted the award on behalf of LVPEI. Retinopathy of Prematurity (ROP) is an emerging 21st-century epidemic and the leading cause of irreversible vision loss in preterm born

babies and/ or babies born with a birth weight less than 2.0 kgs, especially babies who were managed in incubators. The efforts by Ministries of Health over the last two decades to reduce neonatal mortality have

improved the survival of preterm babies. About 30% of the children in NICUs/ SCNUs are expected to be affected by ROP and close to 18% of them can go completely blind if they don’t receive timely retinal

treatment within 30 days of birth. Approximately 1000 premature babies are susceptible to go blind every year in Odisha due to ROP. Increased awareness, early detection and appropriate treatmentand follow-up are essential for preventing ROP blindness. LVPEI campus at Bhubaneswar is the only centre in Odisha offering a protocol-based comprehensiveROP care including neonatal retinal imaging,laser,intravitreal injections,mini neonatal intensive care facility,advanced paediatric retinal microsurgeries,low vision, and amblyopia services under one roof.

## JK Lakshmi Cement Posted Net Profit up at Rs 161.26 Cr. in Jan-Mar.22

**Bhubaneswar:** JK Lakshmi Cement Ltd., one of the leading cement companies of India,recorded a turnover of Rs.1497.64 crore in Jan-Mar.22with an increase of 13% over Rs.1321.99 crore in the corresponding quarter Jan-Mar 21. Despite unabated increase in Petcoke and Diesel prices which are hovering at all time high, JK Lakshmi Cement could achieve healthy profitability by continuous improvement in operational efficiencies, energy cost, better

product mix and higher volume. JK Lakshmi Cement’s EBIDTA before Other Income moved up to Rs.276.23 crore in Jan-Mar.22 from Rs.267.88 crore in Jan-Mar.21. After providing for interest, depreciation& Exceptional Item, PBT stood at Rs.197.93 crore in Jan-Mar.22 as against Rs.186.53crore in Jan-Mar.21. After Providing for Taxes and Other Comprehensive Income, JKLakshmi Cement’s Profit was up at Rs.161.26 crore in Jan-Mar.22against Rs.138.27

crore logged in the corresponding quarter. During the Twelve monthsApril21–March22 C o m p a n y ’ s Salesincreased by 15% toRs.5040.78 crore (Rs.4384.71 crore) and EBITDA was up at Rs.868.52 crore (Rs.864.22 crore). JKLakshmi Cement’s profit at PAT level during this period moved up by 14% to touch all time high at Rs.417.56 crore against profit of Rs.366.24 crore in the same period last year.

## Ambuja Cements and ACC’s ChangeTheStory campaign wins Bronze at theABBY Awards

**Mumbai:** The first sustainability campaign ‘Change The Story’ of Ambuja Cements and ACC, has won a Bronze ABBY Awards 2022, under the Green Award category. This category is awarded to outstanding communication that features planet c o n s e r v a t i o n , sustainability etc. The “Change The Story”

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

The #ChangeTheStory campaign highlights a non-invasive bubble barrier technology, which will remove around 2,400 tonnes of plastic waste from Agra’s Mantola

canal, thereby preventing its entry into the Yamuna river. The crux of the campaign lay in reaching out to a wide audience across India and g l o b a l l y — a n d communicating the campaign’s features. The campaign winning this honour at the ABBY Awards—often touted as the Oscars of Indian advertising—was designed in collaboration

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

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

of a scientist, that it’s time to change the story by taking out the plastic and freeing our rivers of their polluted past. The campaign further leveraged the power of music and created a rap song across owned platforms featuring the campaign mnemonic “Bubble Sharma”. This was followed by a bouquet of informative posts and videos on social media. ACC and Ambuja

Cements collaborated with micro and nano influencers to drive engagement around the bubble barrier technology.

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

technology. This game convinces the user to play their role in driving change by encouraging players to “bubble pop” their way to cleaner oceans and safer habitats for marine organisms.

Mr. Neeraj Akhoury, CEO India Holcim and Managing Director & CEO of Ambuja CementsLtd., said that the award served yet another reminder of the

company’s efforts towards sustainability. “We are elated and honoured that a campaign that’s important to us has received the recognition that it deserved. Sustainability and business go hand in hand at Ambuja Cements and ACC Ltd. This will encourage us to further step up our efforts in this direction.”



consider. He is maybe not ready. He decides when he wants to be ready." It is now clear that the earliest Ishan can play is the IPL in March-May.

The Indian team selection for the last three Tests is expected over the next two days, and it is now evident that Virat Kohli will not be part of the squad, as previously hinted at by this website. Kohli has been overseas on a family emergency, and he is believed to have informed the BCCI that he won't be available for any of the five Tests against England.

"Daryl is a hugely important member of the squad in all three formats and ensuring he is in the best shape is vital with the period of matches to come," said head coach

"Kane's wife is pregnant at the moment, so I think through the T20s it's unlikely he will be around as well," he said. "Trent's available if we want to select him - him and I are still having conversations, but from a selection point of view, we're going through that at the moment and hopeful in the next couple of days we can nail down what that looks like."