

Naveen inaugurates Malkangiri Airport

Bhubaneswar(KCN): Chief Minister Naveen Patnaik Tuesday inaugurated the newly constructed Malkangiri Airport in the southwestern part of Odisha.

Spread over an area of 233 acre, the airport is located in Katalguda in Goudaguda panchayat area. It has been developed at a cost of Rs70 crore and has a 1,620-meter long and 30-metre wide runway, an official said.

With this, the number of operational airports in the state has gone up to seven. The other six are located

in Bhubaneswar, Jharsuguda, Jeypore in Koraput, Utkela in Kalahandi, Rourkela in Sundergarh and Rangeilunda in Ganjam.

Patnaik said the new airport was a "dream come true" for the people of the tribal-dominated Swabimana Anchal, once



considered the hotbed of Maoist activities.

"The air connectivity to Malkangiri will usher in a new era of development, open up avenues of business and tourism, and further transform the lives of the people in the region," he said.

Patnaik also announced a Rs4,000-crore integrated irrigation project at Govindpalli, the Chief Minister had

which will help irrigate 92,815 acre of agricultural land and provide drinking water to 1.5 lakh people. The work for the project will start by July 2024, an official said.

Ahead of the inauguration, a trial run of a VT-100 flight was conducted successfully at the airport Sunday. Taking to social media, the Chief Minister had

said, "Glad to share that the first trial flight has landed successfully at Malkangiri Airport, ahead of commercial operations. Air connectivity to Malkangiri will usher in a new era of development, open up avenues of business and tourism, and further transform the lives of people in the region."

The airport's runway is

1,500 metre in length and 30 metre in width. In the first phase, nine-seat aircraft are likely to operate from the airport while larger aircraft will provide services later.

Authorities of the Biju Patnaik International Airport (BPIA) in Bhubaneswar have provided necessary technical assistance for making the Malkangiri Airport operational. The airport has been constructed on over 94.5 hectares of land at an expenditure of around Rs33 crore. The functioning of the airport is expected to bring rapid economic development in the region. This is the second significant connectivity project in the district after the Gurupriya bridge, which was inaugurated by the Chief Minister in 2018. The bridge has been providing road connectivity between the cutoff areas of the district (Swabhimana Anchala) and the mainland.

President Droupadi Murmu Confers Rashtriya Khel Protsahan Puruskar On 'Odisha Mining Corporation Limited'



New Delhi(KCN):

Odisha Mining Corporation limited has been conferred with the Prestigious Rashtriya Khel Ratna Puraskar 2023 in the category 'Encouragement to Sports through Corporate Social Responsibility' for its visible role in the promotion and development of sports. OMC, a wholly owned corporation of the Government of Odisha, achieved this feat which is a testament to its exemplary role in promoting sports at grassroot, state, and

national levels. With the encouragement and support of Chief Minister of Odisha Shri Naveen Patnaik, towards sports and by following his visionary statement "Sports for Youth, Youth for Future", OMC has supported the Sports and Youth Services Department, Government of Odisha for the overall development of the sports in the state. OMC has given employment to 12 sports persons, supported budding athletes, facilitated

infrastructure development across the state, and nurtured talent within local communities, thus creating a lasting impact on the sporting ecosystem of Odisha and the country as a whole. The corporation remains committed to sports development and has contributed to establishing Odisha as the Sports Capital of the Country. This national accolade underscores OMC's commitment to creating meaningful impacts beyond business realms.

Pressure mounts on Odisha govt to take action against private hospital



Bhubaneswar(KCN): Odisha government is in the line of fire as different organisations continue to stage protests demanding action against Hi-Tech Medical College and Hospital and compensation to the victims who recently died due to the AC compressor blast at the private medical college in Bhubaneswar and subsequent identity mix-up controversy.

The members of All Odisha Students' Voice Tuesday staged a gherao and hurled tomatoes at the Health Minister, Niranjan Pujari's official residence in Bhubaneswar.

"The government is yet to announce any compensation for victims

who died in the blast. We demand ex-gratia of Rs1 crore each for the relatives of deceased persons.

The government should also cancel the license of the private medical college and the arrest of its owner," said Tirupati Panigrahi, one of the protesters.

The workers of 'Chhatra Congress', the student wing of the opposition Congress party, had also demonstrated before the house of Pujari demanding action against the private medical college and its owner Monday. They accused the state government of shielding Panigrahi who is a leader of the ruling BJD.

The Congress workers

also sought compensation of Rs50 lakhs each for the three workers who died in the explosion. Meanwhile, BJP has also demanded monetary compensation for the victims' families and cancellation of license of the Hi-Tech Medical College.

The party also questioned how patients with 90 per cent burns could be treated at Hi-Tech Hospital which has no facility for burn patients.

The BJP also demanded that the hospital authorities should be booked under section 306 of the IPC (Abetment of suicide) for the suicide of victim Dillip Samantray's pregnant wife, Soumyashri Jena. Notably, the hospital wrongly declared Samantray dead in place of another victim Jyoti Ranjan Mallik December 30. A grief-stricken Soumyashri Jena died of suicide January 1.

Ahmedabad(KCN): Prime Minister Narendra Modi and UAE president Sheikh Mohamed bin Zayed Al Nahyan embarked on a roadshow in Ahmedabad this evening.

Before their roadshow, Modi welcomed the United Arab Emirates president on the latter's arrival at the Sardar Vallabhbhai Patel International Airport here. After that, the two leaders began their roadshow on a three kilometre-long route starting from the airport. It will culminate at the Indira Bridge, which connects Ahmedabad

with Gandhinagar. From the bridge circle, both of them will head to their respective destinations in Gandhinagar, officials have said.

Elaborate security arrangements have been put in place and stages have been set up for cultural performances on the route that the two leaders will jointly cover. PM Modi is scheduled to inaugurate the 10th edition of the Vibrant Gujarat Global Summit (VGGS) at the Mahatma Mandir Convention Centre in Gandhinagar Wednesday.

Earlier in the day, Modi held bilateral meetings

such as Angul (AQI 357) Balasore (AQI 338), Baripada (AQI 321), Bhubaneswar (AQI 334) and Cuttack (338). Notably, CPCB — a statutory organisation constituted in September 1974 — has an automatic monitoring station at ITO Intersection in New Delhi. At this station,

Respirable Suspended Particulate Matter (RSPM), Carbon Monoxide (CO), Ozone (O3), Sulphur Dioxide (SO2), Nitrogen Dioxide (NO2) and Suspended Particulate Matter (SPM) are monitored regularly. This information on air quality is updated every week.

PM Modi, UAE President's roadshow begins in Ahmedabad



with President of Timor-Leste Jose Ramos-Horta and Mozambique President Filipe Jacinto Nyusi, followed by a meeting with CEOs of top global corporations Mahatma Mandir in Gandhinagar.

Around 3 pm, he inaugurated the Vibrant Gujarat Global Trade Show. The Vibrant Gujarat Global Summit is a global forum for business collaboration, knowledge sharing, and strategic partnerships for inclusive growth and sustainable development, a statement issued by the PMO said.

5T Chairman Reviews Various Projects In Malkangiri, Nabarangpur & Koraput

Bhubaneswar(KCN): As per the direction of Chief Minister Naveen Patnaik, 5T and Nabin Odisha Chairman, V.K. Pandian visited Malkangiri, Nabarangpur & Koraput District to review the progress of various developmental works in the district and interact with the general public. In Malkangiri District, Pandian reviewed the progress of the

Govindpalli Integrated Irrigation Project on River Saptadhara and Garia which will provide irrigation facilities to an aycut area of 48,500 Acres and the Turi-Gunthat Irrigation Project for Rs. 577 Crs which will provide irrigation facilities to an aycut area of 22,500 Acres. Informed that based on petitions and feedback from the previous visits, New Govt Degree Colleges have been

sanctioned in Tentulikhunti, Kosagumuda, Jharigam & Raighar Block in Nabarangpur, Bandhugaon & Narayanpatna Block in

Koraput and Chitrakonda Block in Malkangiri District. All these colleges will start functioning from the upcoming Academic Year 2024-25.

He also reviewed the progress of Tourism Infrastructure Development at various locations in Nabarangpur district including Bhasker Dam, Umerkote; Chandandhara Waterfall; Bhairaghumar Waterfall; Mangaradora Waterfall; Historical Site and Shiva Shrine, Podagada Hill; Shiva Shrine, Mandadongri; Maa Bidri Temple, Jharigam; Development of Maa Bhandarhan Temple, & Mousima Temple in Nabarangpur and Maa Pendrani Temple in Umerkote being executed at a total cost of Rs. 25.50 Crs. All these projects have been taken up based on grievances received by Sh Pandian during the visit to Nabarangpur in March 2023.

In Koraput District, Pandian reviewed the progress of the Development of Maa Gupteswar Temple, Boipariguda for Rs. 20.20 Crs and Jhanjabati River Barrage Project for Rs. 100 Crs with irrigation potential to an aycut area of 4720 Acres. During the day, he interacted with the public at Raighar Stadium in Nabarangpur District and Railway Ground, Laxmipur in Koraput District and received grievances on various issues and assured early resolution.



National Seminar on the Contribution of Tribal Culture and Life Style in Enriching Bharat's Culture and Lifestyle" inaugurated at CUO

Koraput,(KCN):A two-day National Seminar on The Contribution of Tribal Culture and Life Style in Enriching Bharat's Culture and Lifestyle" was inaugurated at Central University of Odisha Campus on 9th January 2023. The University is organizing the Seminar in collaboration with the Tribal Knowledge Research Centre (TKRC), New Delhi, and Vanavasi Kalyan Ashram of Odisha. The two-day Seminar was formally inaugurated by the Hon'ble Vice-Chancellor of Central University of Odisha, Prof. Chakradhar Tripathi. Sj. Pabitra Kanhar, Vice Chairman of TRIFED, was the Chief Guest on the occasion, and Dr. Vinod Kumar,

Executive Board Member of TKRC, was the Guest of Honour. Other dignitaries present on the occasion were Sj. Girish Kuber, Veteran member of All India Vanvasi Kalyan Ashram, Tribal Rights activist Sj. Shyam Prasad and Dr. Kapila Khemundu, Associate Professor, Central University of Odisha and Convener of the event.

Inaugurating the seminar, Prof. Tripathi said that the lifestyle of the tribal people is unique and should be followed by all. The happiness level of the tribe is fantastic, and they never run for material needs. They are happy with their life, whatever income they have. We are educated, but following



the Western culture, we forget our culture. So we should follow the tribal culture if we want happiness in this world. He urged all the faculty members to take the students to live with the tribals for at least 10 hours in one day. The purpose of the University is to preserve the tribal cultural resources of this area. The University vows to

work to fulfill its objective, he said. Sj. Kanhar defined the concept of the tribal and explained the various classes and clans among the tribals. He also felt the need to popularize the tribal culture and preserve it for the future so that India could achieve development. We should learn tribal skills and implement them in

our day-to-day lives. Dr. Vinod Kumar explained about the purpose of TKRC and its activities. He said that the thought of tribal development can be converted into reality if we include the tribal culture and tribal way of research in our syllabi. He also said that the traditional Western research methodology

will not work for tribal research. We should live with the tribals to know about them. Sj. Kuber emphasized the contribution of tribal culture and lifestyle to the development of India. He said that proper research is required to bring the real issues of the tribals into the limelight and urged the policymakers to plan

accordingly. Dr. Kapila Khemundu, while delivering the welcome address, explained the purpose of the Seminar. On occasion, the dignitaries released a book, "The Health of Hills is the Wealth of Plains," authored by Prof. Shiva Ramakrishna. Further, few social activists were felicitated for their contribution to tribal culture and development. Dr. B.K.Srinivas, Co-convener of the Seminar, proposed the Vote of Thanks, and Dr. Nirjharini Tripathy, Associate Professor, coordinated the event. The Inaugural session was attended by many dignitaries, faculty members, staff of the University, members

Medical Camp for marginalized Fisher Families by philanthropist & NGO near Kolkata

Kolkata (PARTHA ROY):A medical camp for Fishermen and their families was organised recently in Haripota Bheri a small village situated near Basanti Highway in East Kolkata Township.

Haripota is a small village where people are predominantly dependent on fisheries for their livelihood and as a part of work process faces prolonged exposure to water. Fishermen and their families are suffering from multiple health challenges including unknown viral fever, waterborne diseases, skin diseases, respiratory issues and



others .Medical camp treated nearly 300 families which was organised by Smt. Priyanka Choudhury, a NGO.

Medical camp provided much needed diagnosis and healing effort to restore health of the villagers .Priyanka Choudhury coordinated and organised the medical camp with help of volunteers and healthcare workers and social workers and Dr. Atanu Halder and his team. Philanthropist Priyanka Choudhury is proactively working on multiple challenges faced by marginalized communities as well as vulnerable sections to make a difference in the society. Beneficiaries of medical camp felt happy and profusely thanked the organisers and medical team.

Chol Hetey Chol-the Nonstop walk for 24 hours covering 100 kms ended with Pride, Zeal and Enthusiasm

Kolkata,(KCN):Chol Hetey Chol-the nonstop walk for 24 hours covering 100 kms ended today. The walk was organized by The Heritage School, Kolkata, and was participated by various other Schools across the city. It's very important to create awareness of the 17 Sustainable Development Goals of the United Nations and the entire walk dedicated towards fulfilling this objective.

The teachers of The Heritage School who participated Mr. Akash Basu, Mr. Sourav Dutta and Mr.



Bhaggyadhar Pahar made this walk possible with efforts, hard work and determination. "If you say I will, it will never happen. One should have the spirit of I can.. " said Mr. Akash Basu. The concluding ceremony was also attended by Mr. Vikram Swarup, Chairman, School Managing Committee, The Heritage School, Kolkata. "I congratulate the teachers who made this walk successful, " said MsSeema Sapru, Principal, The Heritage School, Kolkata.

Properties of notorious drug paddlers worth lakhs attached in Pulwama Kashmir



This action follows a thorough investigation, identifying these properties as illegally acquired during the course of illicit drug trafficking. Both individuals are currently under legal custody, reinforcing J&K Police's commitment to combating activities detrimental to public safety and national security.

The attachment was carried out in accordance with the due legal process outlined in FIR No. 301/2023 U/S 8/21-29 NDPS Act of PS Pulwama, underscoring the vigilant stance of Pulwama Police against those involved in the drug trade.

Pulwama(KCN): In a relentless effort to curb the menace of drug peddling, Police in Pulwama today, attached a double-storied residential house valuing approximately Rs 20,97,291/- belonging to a notorious drug peddler namely Fayaz Ahmad Rather son of Gh Mohd Rather resident of Karimabad and Two Shops with 2nd floor as residential apartment valuing approximately Rs 27,35,186/- which belongs to a drug peddler namely Mohd Maqbool Bhat @Tola son of Ali Mohd Bhat resident of Dalipora Pulwama under section 8/21-29 NDPS Act 1985.

This action reaffirms the commitment of Police to combat the drug menace. Local people of the area have hailed the initiative of Police with regard to the attachment of properties, which have been raised/ used from illicit trafficking of narcotics by the drug peddlers in the District Pulwama.



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Golden Globes 2024: Barbie Gets Snubbed, Oppenheimer And Succession Reign At The Awards

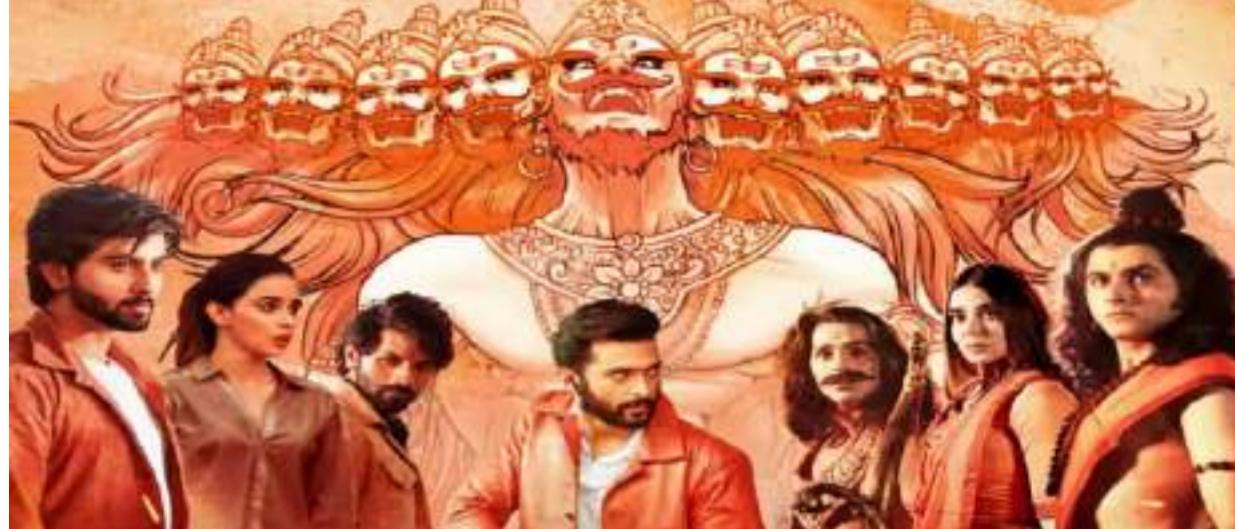
It is the beginning of the Award season in Hollywood and the mood seems one of snubs and surprises at the 81st Golden Globe Awards.

Christopher Nolan's 'Oppenheimer' lead with five wins. The film a sprawling narrative on J Robert Oppenheimer and the creation of the atomic bomb bagged the Best Actor prize for Cillian Murphy as well as the Best Director nod for Christopher Nolan and the Best Motion Picture prize.

While "Barbie" may have won hearts on screen but was snubbed at the Globes, losing the award for best comedy to "Poor Things". The film stars Emma Stone as a woman who develops her perspective on life, and the world after her brain is translated into that of an infant. Emma Stone also took home the best female actor in a musical/ comedy category for the same. Barbie won the newly initiated Best Blockbuster prize, the same was accepted by Margot Robbie who was grateful that a project like this got to be made. Murphy Barbie and Oppenheimer which were perhaps the two most popular films of the year, and were celebrated for their innovative screenplay, ironically lost the screenplay award to the writers of "Anatomy of a Fall", a French courtroom drama.

The other upset of the evening was Taylor Swift, who wasn't amused by the jokes made about her relationship and boyfriend Travis Kelce. The other upset was her concert film "Taylor Swift: The Eras Tour" which was nominated for the Cinematic and Box Office Achievement Award lost to "Barbie". Actor Lily Gladstone won the best performance by a female actor in a drama for "Killers of the Flower Moon", beating Greta Lee for Past Lives and Annette Bening for Nyad. The actor played an Osage woman who is made a target for her possession of oil wealth, was a first-time nominee and said the award was a historic moment for recognising indigenous communities which have often been marginalised..." This is for every rez kid, every little urban kid, every little native kid who has a dream and is seeing themselves represented".

'Dashmi' Trailer: A Cinematic Confrontation Against The Menace Of Contemporary Rapes In Society



"Burai Pe Achaai Ko Toh

Vijay Hona Hi Hai, Yug

Koi Bhi Hai Ram Rajya

Toh Aane Hi Hai!"

Standing true to the powerful lines, the recently released trailer of the much-anticipated movie 'Dashmi' presents a poignant narrative, delving into the urgent necessity for moral rectitude in contemporary society. It stands as the first cinematic venture in Bollywood to courageously address the prevalent issue of multiple rapes plaguing our society, regardless of caste, creed, or religion. Director Shantanu

Tambe's vision articulated, "The era may have evolved, but the fundamental quest for righteousness remains unwavering.

'Dashmi' aims to illuminate the prevalent injustices in our society, igniting discourse that champions the triumph of virtue over vice." Offering glimpses into a society entangled in moral conflicts, the previously released teaser depicted a battle between good and evil that unfolds in shades of gray. Tambe's directorial vision promises a compelling narrative, emphasizing the urgency

for justice and reclaiming the essence of Ram Rajya.

'Dashmi' holds the promise of a thought-provoking cinematic journey, set to challenge conventions and advocate for societal metamorphosis.

Starring Vardhan Puri, Gaurav Sareen, Monika Chaudhary, Khushi Hajare, Aadil Khan, Swati Semwal and others. The film is poised to bring multifaceted characters to life in this riveting narrative. Scheduled for release on 19th January 2024, it is anticipated to be a transformative cinematic

experience.

Adding fervor to the message, the powerful tagline, "Aao Kalyug Ke Dashmi Mein Kalyugi Raavan Ko Milkar Jalaate Hain," resonates as a rallying call against contemporary evils, echoing the ethos of vanquishing darkness with collective goodness. As anticipation heightens for 'Dashmi,' audiences eagerly await the complete portrayal of how virtue prevails over vice in the modern-day Ram Rajya, resonating the urgency to combat the escalating instances of rapes across society.

Chandu Champion: After 8-Minute War Sequence, Kartik Aaryan Films Huge Song For Kabir Khan's Film



After delivering back to back hits with 'Bhool Bhulaiyaa' and 'Satyaprem Ki Katha', Kartik Aaryan has begun shooting for his next, 'Chandu Champion'. The film is being touted as one of Kartik's most challenging projects till date. Just days ago, Kartik revealed his incredible feat of filming an intense eight-minute single-shot war sequence against the breathtaking backdrop of Aru Valley in Jammu and Kashmir.

Kashmir, it appears that Kartik and director Kabir Khan are now opting for a change of pace with a lighter schedule as they had been shooting for a huge song for the film this past week at Filmcity, Goregaon in Mumbai itself. The song has been choreographed by Bosco Martis. A source reveals, "Studio 5 at Film City was blocked for four days for the shoot. The dance number sees Kartik shaking a leg with over 50 background dancers. Even though a dance track may sound at odds with the vein of

the film, Kartik and Bosco have attempted something different here, making it a song that fits seamlessly in the narrative."

While a dance number may seem like an unconventional

addition to a film that appears to have war sequences at its core, young superstar Kartik Aaryan and the talented Bosco Martis have ventured into uncharted territory, crafting a song that seamlessly fits into the film's narrative. This ambitious dance sequence promises to be a significant highlight in Chandu Champion, demonstrating the film's diverse and

dynamic approach to storytelling. Speaking of 'Chandu Champion', the film is billed as 'the true story of a man who refused to surrender'. It celebrates the indomitable spirit of Murlikant Petkar, who was rendered paraplegic after sustaining injuries in the 1965 India-Pakistan war. He then rose against the odds to become India's first Paralympic gold medalist in 1972. Directed by Kabir Khan, 'Chandu Champion' is slated for release on the June 14, 2024.

Varun Dhawan, Janhvi Kapoor's 'Bawaal' To Have Grand Screening At Eiffel Tower



Actors Varun Dhawan and Janhvi Kapoor are all set for the worldwide premiere of their upcoming film 'Bawaal'. Before hitting OTT however, the movie will have its first screening at the Salle Gustave Eiffel in Paris.

The movie will make it the first Indian film to get a screening at the Eiffel Tower. The film is a love story set in the backdrop of World War 2 and will feature a gripping narrative, taking the audiences on a journey through Europe. "Bawaal" will be the first Indian Film to have its premiere at the Eiffel Tower. The premiere will take place at the exquisite Salle Gustave Eiffel, offering a panoramic view of the city of love as the backdrop. Apart from Varun, Janhvi, Sajid, and Nitesh, the premiere will be attended by movie enthusiasts and French delegates, making it one of the biggest premieres for an Indian film," a source told Pinkvilla.

Avneet Kaur Opens Up On Working With Nawazuddin Siddiqui In Tiku weds Sheru, Says 'He Is Serious, Passionate'

A fun and crazy journey of a hustler and a dreamer, Tiku Weds Sheru is the quirkiest romantic comedy-drama you'll be watching on Prime Video this weekend. Starring the versatile actor Nawazuddin Siddiqui and

rising talent Avneet Kaur, the comedy is a tale of two starry-eyed characters, who want to make it big in Bollywood, journeying through all the worldly chaos and challenges. Avneet started her career in the entertainment industry as a child artist



twelve years ago and has now bagged her big break as a lead in Kangana Ranaut's maiden production. In the film, she gets to work with the National Award-winning actor Nawazuddin. Recently the actor opened up about the experience and

shared, "The seriousness and dedication that Nawaz sir has for his work is commendable. It is extremely important for us actors to be on and off. When an actor is on screen, they are on screen, you can't let anything affect you at that point. He is so

serious, passionate and dedicated about his work, that he is there in the moment. He gives his 100%. That's something that I have learned from Nawaz sir, and something I'll carry ahead with me in my journey as an actor, no matter how many projects I do." Kangana Ranaut marks her production debut for the film under her banner of Manikarnika films. Directed by Sai Kabir Srivastva, Tiku Weds Sheru will stream on June 23 exclusively on Prime Video.

How Varanasi attracting more tourists than Goa and Agra

Vivek Shukla



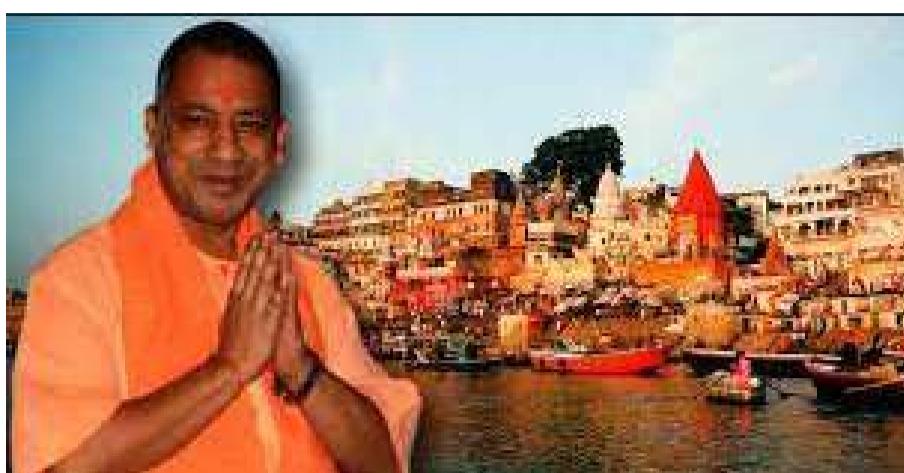
Nobody has imagined even their wildest dreams till couple of years ago that Varanasi, which is also known as Banaras and Kashi would beat far more famous tourists places like Goa, Agra and Shimla in attracting tourists. Of course, all these places have been attracting both Indian and foreign tourists in a big way since long.

Uttar Pradesh is expected to witness a jump in the tourism sector in 2024 as well after the opening of the grand Ram Mandir in Ayodhya on forthcoming January 22. The temple town in the state is currently being decked up for the 'pran pratishtha' or consecration ceremony of the Ram Lalla idol at the temple. Prime Minister Narendra Modi will attend the auspicious ceremony on January 22, while the Ram temple trust

has sent invitations to eminent personalities from all walks of life. It may be recalled that Uttar Pradesh Chief Minister Yogi Adityanath has said couple of months ago that his state (UP) was at number one in terms of tourist arrivals and was drawing more visitors than Goa. That statement was based on hard facts. When it comes to celebrating the new year, different people have different choices for the destination they want to visit and celebrate the beginning of the new year. Many people prefer hill stations while some chose to go to beaches. Then some people chose to visit religious cities to start the year with the blessings of god and the rise in hotel booking in Varanasi is proof of that.

In a bid to develop Uttar Pradesh as a "religious tourism hub", the Yogi Adityanath-led BJP government in Uttar Pradesh is working on a plan to speed up the formation of more pilgrimage sites besides promoting the place by organising cultural events, festivals and fairs.

According to Oyo founder and CEO Ritesh Agarwal,



Varanasi has topped Goa in terms of hotel booking.

"Bookings from Goa are rising by the hour. But guess the city that is overtaking Goa? Varanasi.

It may be noted that tourist destinations across India have reported an increase in visitors in wake of the new year. People defied Covid scare to throng the popular destinations including Shimla, Goa, Agra and Varanasi.

Kashi already a popular tourist destination, had witnessed two big events in the recent past - first when PM Narendra Modi inaugurated redeveloped temple complex and second was Kashi Tamil Sangam held last

month. Both the events played a key role in promoting Varanasi its tourism potential.

Kashi was most popular destination in UP in 2023 as 32 crore tourists visit the state. The tourism sector in Uttar Pradesh is flourishing in leaps and bounds as the north Indian state welcomed more than 32 crore tourists in the first nine months of 2023.

This was a few lakhs more than the total footfalls in the 2022 calendar year (31.85 crore).

An official spokesperson informed that the total tourist footfalls in Uttar Pradesh in 2023 was at least 25% more than the numbers recorded in the previous year (2022). These numbers include a significant size of foreigners who visited

India to explore the state.

Uttar Pradesh marked a significant milestone across diverse sectors in 2023. Besides rising to the top positions in several central and state welfare schemes, it also made significant strides in the tourism industry as well.

According to ANI, a total of 31,91,95,206 people from across the country explored Uttar Pradesh from January to September 23 last year. The highest number of tourist footfall in Uttar Pradesh was recorded between January and July, ranging between 5.56 to 5.80 crores, ANI reported.

According to experts, the government of UP's Pro-Tourism policies have resulted in an unprecedented surge in spiritual tourism in the country. In less than a decade, tourists have opted for religious tours ditching

number of visitors. Notably, Varanasi was explored by 8,42,04,814 tourists from around the world between January and September last year. These included 8,40,71,726 domestic tourists and 1,33,088 foreigners.

Prayagraj stood second in the list of popular tourist destinations in Uttar Pradesh. As many as 4,49,95,996 people visited the city in the first nine months of 2023. These included 4,49,93,289 people from India and 2,707 foreign tourists. Third on the list was Ayodhya, which welcomed 2,03,64,347 tourists (including 1,634 from abroad) from January 23 to September 23 last year. The highest number of tourist footfall in Uttar Pradesh was recorded between January and July, ranging between 5.56 to 5.80 crores, ANI reported.

Finally, it is important for other states to work hard and attract tourists.

The Author is a Delhi based columnist and former Editor

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Humans in the pursuit of longevity

Dr. Laxman Sahoo



decrease. Another cause of aging is considered to be the lengthening phenomenon of telomeres. Telomeres are actually a type of enzyme. Which is created in abundance in human youth. This enzyme protects DNA cells from damage. So the question is, has the covid epidemic reduced telomere length? For this study, researchers at the University of Oxford compiled mortality data from 2020-2021.

Worldwide, up to December 2021, more than 52 lakh 23 thousand people have died due to Covid-19. Of these, 8.30 million people died in the United States. Due to this, Brazil (4.14 lakh) and India (4.69 lakh) may be more in different age groups. All these data were estimated only in terms of life expectancy. This theory has made the biggest gains in life expectancy in the United States. That is, longevity has been a blessing, and the reason for this is that in the 2020s, life expectancy has fallen the most in the under-60 age group, which is considered working age. In America and in most countries of Europe, this age group (below 60 years) has

died. It has taxed the certainty of longevity in the world. By dividing the death rate by gender and age between 2015 and 2020, it was found that life expectancy decreased in 2020 in 27 out of 29 countries, compared to 2029 in 15 countries in 2015 and among women, life expectancy decreased within 10 years.

In this nationwide study, the researchers compared the Corona period to 2015, because that's when thousands of people died worldwide during the flu season. In Spain, England, Italy, Belgium and other Western European countries, the only time that life expectancy fell in any year was during World War II. This reduction in life expectancy is estimated from the July 2021 World Health Statistics report. The report states that life expectancy has increased worldwide. The report reveals a contrasting picture: the world's average age at birth is 73.3 years, while the healthy life expectancy according to Oxford University is 63.7 years.

One might wonder why there is a conflict between the Oxford study and the World

Health Statistics report. One study reported a decrease in life expectancy, while another reported an increase. The real reason for this is that the World Health Statistics report does not include the number of deaths in 2020, in which the entire world was covered by Covid-19. A dream of turning 140 or an effort to increase life expectancy may have been eclipsed by the moon. But there is such an invention in the world, which believes that man cannot be immortal. But 100 or more systems of survival.

140 years can change medical science. As an experiment, the American writer Ray Kurzweil is trying on himself by eating two dozen tablets every day. They don't have any disease. But they are dreaming of the future.

To achieve this, they are taking many pills every day. They believe that now a person's life can be extended with the help of science. Although his dream is to make himself immortal, but even if he cannot become immortal, he wants to live to the age of one hundred or fourteen

years. In addition, they will be able to prove that it is not really difficult to change the probability of human survival for at least a hundred years. The possibility of seeing the way in which science has developed the dream of immortality does not seem far-fetched. The average age of a person can be 15 or 20 years and it can be more than 100 years.

There is active forestry. In this context some other usages need to be mentioned. For example, in 2015, similarly, a member of the Jellyfish family of scientists found people who are closely related to Yaqui. Payona College in America is one. Almost said to be a centimeter long, this creature was found to be able to overcome the growing age that constantly transforms itself. That is, in its first stem cell body, old cells are removed from the body itself and new cells take their place.

This is a new one. After all, scientists may dream big about aging humans, but charisma. Curious questions arise in the mind, when will this be possible. Eminent scientist Dr. Abe Degre (Chief Science Officer of Sense Research

Foundation) also tried to guess about this. He had full hope that it would be possible to perform this miracle in the next fifteen years when a person lived for at least a hundred years. As the date may change, because the corona virus is not spread there at the time of announcement. According to Dr. Gray, who works on anti-aging drug research, aging can be slowed to a certain extent by stopping the degeneration of cells and reversing the cycle of waste in the body.

As science has now come close to doing this. So it may be possible to make a life of 100 years a normal one. It should be remembered that a hundred or fifty years ago, the average age of man was not so high. People used to look old after the age of fifty and die sooner, but the average age has increased worldwide in the last five to six decades. Of course, everyone wants to know what a miracle science has made that the average age of a person is increasing at a faster rate.

According to experts, good food and better medical facilities play a major role in this. It also helps the environment. Experts say that a meat-based diet increases carbon emissions 2.5 times more than a plant-based diet. As a whole vegans and vegetarianism at present rules the roost in food and diet world.

Letter to Editor

Sir

According to a report, the National family health survey has come out with some amazing facts about the increase of vegetarianism in the country. The survey depicts that this increase has happened within a decade. India already claims the top spot and the latest report says the country has 48.86 percent of its population as vegetarians. In 2014 it was 29%.

Rajasthan, Haryana and Uttar Pradesh lead with maximum vegetarians. Even states like Kerala, Karnataka and Tamil Nadu which had less number of vegetarians in 2014 have seen a high increase in people turning to vegetarianism.

This rapid change can be due to various factors, experts say. A vegetarian diet is often considered the healthiest form of diet, and probably that is why the world is embracing it. From celebrities to the masses, everyone is turning vegetarian to support the environment and the body.

The rise in vegetarianism could be religion, ethical motivations, economic considerations, distaste for meat, and cultural influences.

Besides these it shows that people have become health conscious. A vegetarian food boosts heart health, lowers blood pressure, reduces the risk of heart disease, lowers cholesterol, prevents type 2 diabetes, helps manage weight. Studies have shown that consuming more plant-based foods could be linked to lower rates of dementia, Alzheimer's, and cognitive impairment. It also helps the environment. Experts say that a meat-based diet increases carbon emissions 2.5 times more than a plant-based diet. As a whole vegans and vegetarianism at present rules the roost in food and diet world.

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Demonstration of drone based technology for aquaculture at Moyna Aqua Expo 2024 by ICAR-CIFRI, Barrackpore



Kolkata, (KCN): Drone (UAV - Unmanned Aerial Vehicle) based application has great potentials to monitor and manage some of the most pressing problems faced by agriculture. In inland open water fisheries also, drone technology can effectively be used for precise and periodical monitoring of waterbody health

status, spraying of insecticides, disinfects, feed distributions over large waterareas with less time and inputs. In this direction, ICAR-CIFRI, Barrackpore organised an awareness program on 'Application of Drone technology in Inland Open Water fisheries' at Moyna Aqua Expo 2024, PurbaMedinipur, West Bengal on

6.1.2024. The demonstration cum awareness program was organised under the ICAR-ATARI drone project aiming to create the awareness among the fish farmers about the potential applications of drone technology in automating various activities of fish farming aiming to precision fish farming.

In this program, Hon'ble MLA Shri Ashok Dinda, Secretary, Moyna Fish Farmers Welfare Association; Maharaj Swami Sarbanandaji, Ramkrishna Math Mission, Chandipur; Secretary, Moyna Fish Feed Trader Welfare Society; Secretary, Moyna Fish Development

"Attempting Suicide, Putting Blame On Husband Extreme Cruelty": Delhi High Court



New Delhi, (KCN): Attempting suicide and then trying to put the blame on the husband and his family members is an act of extreme cruelty by the wife, the Delhi High Court said on Tuesday.

A bench headed by Justice Suresh Kumar Kait observed that in such instances, the family remains under the constant threat of being implicated in false cases and the Supreme Court has also held that repeated threats to commit suicide or attempting to commit suicide amounts to cruelty.

The high court passed the order while upholding a family court order granting divorce to a man on the grounds of cruelty by his wife.

The bench, also comprising Justice Neena Bansal Krishna, noted that the marriage between the couple was troubled from the beginning and the wife even consumed a mosquito repellent liquid in an attempt to commit suicide but later, tried to wriggle out of the situation by

claiming that she was compelled to do it. The woman alleged that since she was not being provided with a proper diet, she was administered the liquid by the husband on the pretext of it being a nutritious tonic, the court recorded, adding that she, however, subsequently accepted that her husband was at his place of work at the time of the incident.

"Such conduct of the appellant in attempting suicide and then trying to put the blame on the husband and his family members was an act of extreme cruelty as the family remained under the constant threat of being implicated in false cases," the court said.

"The repeated threats to commit suicide and an attempt to commit suicide were held to be an action amounting to cruelty by the Supreme court.... (In another case,) it was observed (by the top court) that in case the wife succeeds in committing suicide, one can only imagine how the poor husband would get entangled into the clutches of law,

which would virtually ruin his sanity, peace of mind, career and probably his entire life. Such a threat of attempting suicide amounts to cruelty," the court added.

It further said although the wife has a legal right to take recourse for any wrong, making unsubstantiated allegations of having been subjected to dowry demands or acts of cruelty by the husband or his family members and getting criminal trials initiated against them are also "clearly acts of cruelty".

"We note that during the two years of their matrimonial life, the parties barely resided together for 10 months in all and even during that time, there were various acts of cruelty of being subjected to false complaints and civil as well as criminal litigation committed by the appellant (wife) towards the respondent," the court said.

"We, therefore, conclude that the learned additional principal judge of the family court has rightly held that the respondent was subjected to cruelty by the appellant and granted a divorce under section 13(1)(ia) of the HMA (Hindu Marriage Act). We find no merit in the appeal, which along with the pending applications, if any, is hereby dismissed," the court ordered.

Bhopal (Madhya Pradesh): Lok Sabha Speaker Om Birla inaugurated an orientation programme for members of the Madhya Pradesh Legislative Assembly at the Assembly premises in Bhopal today.

Chief Minister, Madhya Pradesh, Dr. Mohan Yadav; Speaker, Madhya Pradesh Legislative Assembly, Narendra Singh Tomar, Ministers of Madhya Pradesh and several other dignitaries graced the event.

Speaking on the occasion, Mr Birla highlighted with concern the continuous decline in discipline and decorum in legislative bodies.

Underscoring the importance of the

legislature as a forum for serious debates, Mr Birla noted that it is natural for some degree of disagreement, noise and uproar on the floors of the House, but often heated debates lead to disorder and chaos in the House, leading to loss of time and resources, which only reduces the credibility of legislatures among the people.

Mentioning that planned disruption is detrimental to the spirit of democracy, Mr Birla asserted that when every sincere effort is made for the active participation of Members in House proceedings, incidents of compromising the dignity of the House call for tough measures.

Differences of opinion

Seat Sharing "Settled" In Maharashtra, On Track In UP: Congress

New Delhi (KCN): Maharashtra's Maha Vikas Aghadi -- an alliance of Shiv Sena, UBT, Sharad Pawar's Nationalist Congress Party and the Congress -- have come to an understanding on the division of the state's 48 seats. After a meeting this evening, Sena's Sanjay Raut said that he was smiling was "an indicator" of how the meeting went.

"We are all together and will be united... we have discussed each and every seat," Mr Raut told reporters after the mega meeting, which went on for nearly three hours.

"We will be the first state to announce seats... The Shiv Sena may have split, but the people are with the Uddhav faction and the same with the NCP... We will be together for the elections," senior Congress leader Ramesh Chennithala, the Congress's state in-charge, told NDTV.

Congress's Salman Khurshid, who attended the meeting for Uttar Pradesh, said things were going in the "right direction".

"We are on the same page, I feel we could communicate very well," he added, calling it an "excellent meeting". Asked if there was a possibility of chemistry developing between the Samajwadi Party and the Congress, he said it was "beyond" his imagination.

"We just need to be firm and take it forward," he added.

In Bengal, Congress would like to have five seats. But Trinamool Congress chief and Chief Minister Mamata Banerjee has made it clear that she is not ready to offer any. The matter has not been officially discussed yet.

Congress's discussion with AAP is also proving contentious. While the party wants four seats in Delhi and seven seats in Punjab, AAP is not ready to comply. In both Delhi and Punjab, the ruling party wants the bigger share of seats. AAP also wants to contest in Goa, Haryana and Gujarat, sources said.

In Bengal, the Congress and the Rashtriya Janata Dal have conducted the preliminary talks. Nitish Kumar's Janata Dal United will not settle for less than 17 of the state's 40 seats. It is likely that the RJD would also contest 17 seats in line with the 2015 assembly polls formula. Five seats can go to the Congress and one to the CPI-ML.

worked out.

For the Congress, seat sharing discussions are not likely to be a cakewalk, given its troubled relationship with a string of Opposition parties including the Samajwadi Party, Arvind Kejriwal's Aam Aadmi Party and the Trinamool Congress. All three parties have indicated that they are not open to sharing, especially the Samajwadi Party after being rebuffed in Madhya Pradesh.

The SP, which had asked for six seats in the assembly elections as a pilot run for seat sharing, was turned down by then state party chief Kamal Nath, who later was sacked over the party's rout.

In Bengal too, Trinamool Congress chief and Chief Minister Mamata Banerjee had claimed that it was her party that stands the best chance against the BJP in the state. Mr Khurshid today said they had got in touch with Derek O'Brien, "who was very gracious", and expressed hope that something might still be



PM welcomes President of the United Arab Emirates, H.E. Mohammed bin Zayed Al Nahyan at Ahmedabad, in Gujarat

Incidents Compromising Dignity Of House Call For Tough Measures: Om Birla



should not be translated into obstructing the Business of the House, stressed Mr Birla.

Mr Birla opined that it is an important responsibility for every legislator to ensure that the legislative time is used with the utmost discipline and commitment and for meaningful and productive debates.

Expressing unhappiness, Mr Birla said that in the last few years, the number of sittings as well as the productivity of Legislatures has decreased, on account of increasing incidents of House adjournments due to disruption and commotion.

He hoped that Legislatures as vibrant forum of constructive, meaningful and deep discussion and dialogue would utilize every

Duplicate Foreign Liquor Manufacturing Unit Busted In Berhampur Town

Spirit Meant For Homeopathic Medicine Was Diverted For Preparing Duplicate Foreign Liquor

Berhampur(KCN): The Excise Intelligence & Enforcement Bureau (Southern Division) have busted a duplicate foreign liquor manufacturing unit in Berhampur town and arrested four persons involved in the illegal trade.

On the 4th of January, the Ei & Eb Unit, while patrolling at First Gate, Berhampur, based on intelligence, conducted a raid in the house of Roshan Sahu of Brajanagar at 2nd Lane in Nimakhandi PS and recovered 192 bottles of duplicate Foreign

Liquor of the brands Royal Stag, Royal Green & Sterling Reserve Whisky and Mc Dowell's No.1 Whisky & Rum & one Honda Activa Scooty bearing registration number OD-07-AN-2031.

Anil Kumar Sahu and Sunil Kumar Sahu of Khandiakumuti Sahi in Badabazar PS were ascertained to be the kingpins in the preparation of duplicate Foreign Liquor. 192 bottles of Royal Stag, Royal Green & Sterling Reserve Whisky and Mc Dowell's No.1



Whisky & Rum brands each containing 180 ml of duplicate Foreign Liquor, 2 litres of Caramel, 555 numbers of duplicate corks, 255 pieces of duplicate Excise Adhesive

Labels & 319 pieces of duplicate label stickers were recovered from the search of houses of Anil and Sunil. Raids were also conducted in the house of J. Amaresh Prusty of

Premnagar at 4th Lane in Berhampur Town PS and 547.200 litres of homoeopathic mother tincture, 73.120 litres of homoeopathic mother tincture with an alcoholic content of 50%-90% was recovered from his

house. It has been ascertained that J. Amaresh Prusty was procuring spirit in the name of Homeopathic medicine and was supplying the spirit to the kingpins of manufacturers of duplicate Foreign Liquor.

In addition to 547.200 litres of homoeopathic mother tincture, 73.120 litres of homoeopathic mother tincture with an alcoholic content of 50%-90% was recovered from his

been seized which were kept for the manufacture of duplicate Foreign Liquor. On the 4th of January, Roshan Sahu was arrested for possession of duplicate Foreign Liquor while Anil Sahu & Sunil Sahu were arrested for manufacturing duplicate Foreign Liquor by using spirit meant for the preparation of homeopathic medicine.

"J. Amaresh Prusty, the license holder of Hanneman Homeo House, has been arrested and forwarded today for supplying the spirit meant for the preparation of homeopathic medicines to kingpins of illegal & duplicate Foreign Liquor manufacturers. The approximate value of the seized items will be Rs. 6 lakhs," the Vigilance said.

During further investigation, the role of the supplier of spirit to J. Amaresh Prusty will be investigated and appropriate legal action will be taken against him, the Vigilance added.

Krushi Odisha-2024 In Bhubaneswar From 12-14th January



Bhubaneswar(KCN): The Odisha Agriculture & Farmers' Empowerment Department is going to organise 'Krushi Odisha-2024' from the 12th to the 14th of January at Janata Maidan in Bhubaneswar.

Addressing a press conference held at Krushi Bhawan here today, Ranendra Pratap Swain, Minister for Agriculture and Farmers' Empowerment, Fisheries and ARD, said that the theme for this event is 'Celebrating Women in Agriculture', aiming to recognize the contribution of women in the field of Agriculture & allied sectors and to initiate a platform for interface and linkage amongst women farmers, SHGs, Women Agri-entrepreneurs, Market

players, Service Providers, Agri-preneurs (Industry) and to showcase best products & practices of women farmers leading to farm profitability.

This is a 3-day programme by the State Government to showcase the great potential of Odisha and huge investment opportunities in Agriculture, Horticulture, Food Processing, Fisheries & Animal Husbandry Sectors.

Odisha Chief Minister Naveen Patnaik will grace the inaugural ceremony of Krushi Odisha-2024 in the greater interest of the farming community as well people of Odisha.

Around 5,000 Farm Women, 2000 Women SHGs, and Agri-entrepreneurs from

different corners of the state are going to participate in this event and successful women farmers & SHGs will be felicitated.

There will be 17 Technical Sessions in coordination with different State government departments, Central Govt., ICAR institutes, CGIAR institutions, and NGOs along with Farmer Scientist interactions, Seminars, Farmer Facilitation Centre, and the Experimental Learning Centre will be organised.

The Progressive farmers, Agri-entrepreneurs, SHGs (FPOs) from 30 districts of the State in Agriculture and allied Sectors, who have shown their excellence in achieving successful farming modules will be felicitated.

Dr. Arbinda Kumar Padhee, Principal Secretary, Ag&FE, and Prem Chandra Chaudhary, Director, of Agriculture and Food Production also spoke on the occasion. Rohit Kumar Lenka, Director, Horticulture and representative of FICCI were also present on the occasion.

41 Grams Of Brown Sugar Seized In Khurda, Two Held

Khurda(KCN): Police on Monday seized about 41 grams of brown sugar in Jatni area and apprehended two peddlers in this connection.

The accused have been identified as Sekh Lal Mohammad (26) and Sk. Sairuddin (25). Both hail from Bhadrak district. Based on an intelligence input, the special team of Jatni police conducted a raid in front of Maa Khandul temple, near Centurian University under Jatni police station limits and successfully apprehended the two smugglers. Also, the police have seized Rs. 4,370 from their



possessions. During interrogation, it has been revealed that, the two accused were smuggling the contraband in

Bhubaneswar from Jaleswar. A case under sections of Narcotic drugs and Psychotropic Substances

(NDPS) Act, 1985 has been registered against the two accused. The accused have been forwarded to the court.

2024-2025



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Upgradation of knowledge and skills of the fishers of Seohar district, Bihar through on-campus training

Kolkata, (KCN): When it comes to inland open water resources like rivulets, reservoirs, canals, chaura, and mauns, the Sheohardistrict in Bihar is incredibly resourceful. In the Sheohar district, there is a shortage of fish despite the abundance of aquatic resources. In keeping with the goal of improving the knowledge and abilities of the fishers of Seohar District, ICAR-CIFRI, Barrackpore, has conducted a seven-day training program on "Inland Fisheries Management" from January 3-9, 2024, with an emphasis on improving production and ensuring livelihood security.

This training program was attended by 30 active fish farmers. The Institute's Director, Dr. B.K. Das, placed special emphasis on the fishermen's knowledge-based skill development regarding



multiple aspects of the inland fisheries production system and management, which will secure their sustainable livelihood. He believed that to maximize production and productivity, fishermen needed to acquire scientific information and apply it to their resource exploration. Dr. Das also gave the trainees

information on the emerging opportunities for entrepreneurship in India's inland fisheries. Untapped potential is abundant in this district for inland fisheries development, which might raise living standards. The goal of this training program was to bridge the attitude, skill, and knowledge gaps that existed between inland

Blenders Pride Fashion Nights arrives in Bhubaneswar

Bhubaneswar : Blenders Pride Fashion Nights, a unique travelling experiential property, arrived in the City of Temples – Bhubaneswar – celebrating the authentic spirit of the city through fashion and style. A spirit that echoes with Pride and inspires the creators of today to become icons of tomorrow. Bhubaneswar's 'Made of Artistic Flair' edition for Blenders Pride Fashion Nights, brought together an eclectic evening that blended fashion, culture and dance, celebrating a symbolic amalgamation of homegrown artistry and the unwavering spirit of local talent.

Exemplifying the region's signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha's distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group – from the small Odisha town of Berhampur – widely lauded for their artistry. The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The "Made of Artistic Flair" edition of Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting.

Taking us on a 'Jatra' – The Journey of a Young Woman – the show encapsulated the journey of a woman from post adolescence to her nuptials, navigating the various challenges, trials and significant moments that come her way. The enigmatic journey was captured through the array of colours and textiles that Odisha Bandha/Ikkat offers.

Experience the best-in-class customer services at

11 new Alpha Service Centers across India

Bhubaneswar : Sony India is expanding its Alpha Service Network across 11 cities in India including Mumbai, Coimbatore, Jaipur, Pune, Hyderabad, Ahmedabad, Trivandrum, Chennai, Indore, Bhubaneshwar and Guwahati. This is expansion for Alpha Camera body and lens repairs facilities is a testament to the brand's continued dedication to customer satisfaction. Sony now has the widest service network of after sales support for Digital Imaging products with 8 service centers for lens repairs, 18 service centers for Alpha Camera Body repair, 40+ service centers which can offer basic services like CCD

Imager cleaning and firmware updates and 220+ collection centers pan India.

The service centers are equipped with necessary jigs and tools to deliver best quality repair of Alpha camera body, Camera Lens, Professional Cameras and other digital imaging products like Digital Still Cameras and Camcorders. Customers can also avail instant services for basic supports like CCD Imager cleaning and getting the latest firmware update to enjoy best performance from their products. The friendly customer care staff at these service centers will help customers to register their in-warranty products on

Sony Alpha Community portal to enable them avail free of cost additional one year warranty on applicable products.

Speaking on the occasion, Mr. Mukesh Srivastava, Head of Digital Imaging Business at Sony India, said, "By supporting and assisting partners in local markets, Sony aims to ensure customers receive exceptional service and satisfaction along with quicker and faster turnaround at all outlets across the country. The new service centers will offer customers a seamless experience across multiple touchpoints to provide a consistent brand experience that surpasses expectations."

ATLAS OF AFFLUENCE - INDIA'S FIRST EVER WHITE PAPER ON LUXURY LAUNCHED AS A YEARLY FEATURE

Mumbai: Amidst leading luminaries of industries spanning across the business of luxury, the Atlas of Affluence (AOA) 2022 has been launched in Mumbai. Created by The Voice of Fashion (TVOF), a division of Reliance Brands Limited, the daily digital magazine that tracks and leads conversations on Indian fashion, design, crafts and retail, AOA 2022, is

the first such wide and deep white paper from India that dissects consumer behaviour studied through the prism of luxury. A collective reflection on what affluence means in India spiked during the two years of the pandemic. Charting the post-pandemic market and the clearly altered consumer mindset through a specially commissioned study

across six cities and markets of India, AOA 2022 has been published as a book with exclusively commissioned artworks. This study uses the time graph of "pre-pandemic" and "post-pandemic" months to specify a comparative matrix. It also helps debunk long-held ideas about what affluence and luxury have meant to Indians.

NSDL launches "Market ka Eklavya- Express" in 75 cities to mark 75 years of Independence

Mumbai: India's largest depository, National Securities Depository Limited (NSDL) launched 'Market ka Eklavya- Express', an online investment awareness program for students that will be conducted in 8 different languages including Hindi. The program would serve as a beginner's guide for investing for the youth.

To mark the significance of Azadi Ka Amrit Mahotsav, an

initiative of Government of India to celebrate 75 years of independence and the glorious history of our people, culture and achievements, NSDL has launched a new initiative towards investor awareness 'Market Ka Eklavya - Express' across 75 cities, especially aimed at the college students who would very soon be entering the phase where they would start earning and naturally,

look for avenues of investment.

Earlier this month, Market ka Eklavya (5-hours program) was launched by the hon'ble Finance Minister of India, Smt. Nirmala Sitharaman at the silver jubilee event of NSDL.

On the launch of the initiative Ms. Padmaja Chunduru, MD & CEO, NSDL said, "Azadi Ka Amrit Mahotsav is a special initiative launched by

our Prime Minister to celebrate and commemorate 75 years of India's Independence. Our program has been particularly aimed to create awareness about the financial markets to the young minds who will be the future of our country. In this Amrit Kaal, our digital education initiative focuses on building a path towards Financial Freedom for our youth, symbolizing the spirit of

Atmanirbhar Bharat."

Students across India will benefit from this program as it does not restrict to just an area of the population. The program will be conducted for 1 hour and mainly educate the students on demystifying the jargons, 3I's – types of Income; Inflation and its impact, types of Investment; 3S – Start early- Power of Compounding, Spread wide, Stay long etc.

Nuvoco successfully completes AFR Project at its Risda Cement Plant, Chhattisgarh and Nimbol Cement Plant, Rajasthan

Bhubaneswar : Nuvoco Vistas Corp. Ltd., India's fifth-largest cement group in terms of capacity and among the leading players in East India, successfully announced the completion of its Alternative Fuel Resource (AFR) project at Risda Cement Plant (RCP), Chhattisgarh and Nimbol Cement Plant (NCP), Rajasthan. This milestone achievement illustrates Nuvoco's commitment to reducing dependency on fossil fuels in an efficient and effective way without impacting the environmental standards prescribed and approved by the Pollution Control Board of India. Although this project is primarily focused on environmental sustainability, it also has several other benefits for clinker production and can offer significant cost savings through its alternative fuels program. Mr. Jayakumar Krishnaswamy, Managing Director, Nuvoco stated. "As part of our PROTECT OUR PLANET agenda, we view the AFR project as

"Choose Bold. Choose Water." Royal Challenge Packaged Drinking Water promotes hydration for better celebrations.



Bhubaneswar : Did you know, it takes about an hour to process a standard unit of alcohol, which is generally 10 grams?* As part of its ongoing commitment to promote responsible consumption, and drinking better, not more, Royal Challenge Packaged Drinking Water has launched its latest campaign, "Choose Bold. Choose Water", which emphasizes on the importance of staying hydrated when consuming alcohol. Through this campaign, the company aims to promote responsible drinking with a simple yet compelling narrative: Often, choosing water is the bold choice.

Harking back to the

Diageo motto of "Drink better, not more", Royal Challenge Packaged Drinking Water through this campaign and its social engagement is playing an active role in the prevention and reduction of harmful use of alcohol, while also driving awareness on mindful consumption and encouraging individuals to stay hydrated during social occasions. The latest campaign film shares the importance of timely water breaks during moments of alcohol consumption to take care of one's body. Talking about this campaign, Ruchira Jaitly, Vice-President, Marketing & Portfolio head, Diageo India said, "At Diageo, we believe in drinking better, not more. A good way to do this is by ensuring hydration during drinking occasions. Royal Challenge Packaged Drinking Water wants to drive

Jindal Stainless signs MoU with SCTEVT, Odisha to train future-ready stainless steel professionals

Bhubaneswar: Odisha's State Council for Technical Education & Vocational Training (SCTEVT) today signed a Memorandum of Understanding (MoU) with Jindal Stainless to promote technical education in the field of stainless steel and its various applications. Under this MoU, stainless steel courses will be introduced in all the Polytechnic colleges in Odisha from June 2022. The MoU was signed by Vice Chairman,

SCTE&VT, Shri Reghu G (IAS) and Unit Head, Jindal Stainless Limited (JSL), Shri Deepak Agrawal. Dignitaries present at the ceremony included Chairman, SCTE&VT and Principal Secretary to Government, SDTE and Industries Departments, Shri Hemant Sharma (IAS); Additional Secretary, SDTE, Govt of Odisha, Shri Tapan Satpathy (OAS); Resident Director, JSL, Mr. SS Upadhyay, and General Manager, Sales & Distribution, Mr Ranit Rana. Commending the development, Chairman, SCTE&VT and Principal Secretary to Government, SDTE and Industries Departments, Shri Hemant Sharma (IAS); Additional Secretary, SDTE, Govt of Odisha, Shri Tapan Satpathy (OAS); Resident Director, JSL, Mr. SS

T20 tells us that, like Santa Claus, Test cricket's primacy does not exist

New Delhi: A middle finger was raised into the bleached sunshine of a blustery lunchtime at an upscale hotel in Camps Bay, a blingy suburb on Cape Town's Atlantic Seaboard, on Monday. The apparent insult was aimed towards a gaggle of familiar faces gathered on a walkway, but probably meant for one among them: Graeme Smith. The finger was attached to the arm of another familiar face: Kevin Pietersen's. The others in the scene were Keshav Maharaj, Faf du Plessis, Kieron Pollard, David Miller, Wayne Parnell and Aiden Markram - the captains of the teams who will contest the second edition of the SA20, which starts on Wednesday.

Pietersen will commentate on the tournament. His raised

digit, which was accompanied by a smirk and received by Smith with a smile, was evidence that, however much cricket changes, there's still room for juvenile ideas of humour. It also served as a hook on which to hang the looming subplot to this year's SA20; the tournament and its ilk are giving the game's other forms, particularly Test cricket, the finger. Nine days into the SA20, South Africa's men's squad will board a flight to New Zealand to play two Tests. Of the 14, half will be uncapped, including Neil Brand, the captain. Only David Bedingham and Keegan Petersen featured in the Tests against India in the past 14 days. Most of the rest of the 16 who played against the Indians are legally bound - like all of CSA's contracted players

- to make the SA20 their top priority, ahead even of international commitments. The squad's announcement on December 30 triggered a wave of hand-wringing, much of it a sanctimonious, describing the moment as defining the damage that franchise leagues are doing to the greater good of the game. Few considered the fact that the SA20 makes more money for CSA than most of the international cricket South Africa's teams play. Neither that, without the tournament, South Africa would in a few years not have enough money to keep playing internationally in the manner to which they and their supporters have become accustomed. No one seems able to see the greater truth. In the same way that children

of many cultures grow up and learn that Santa Claus, the Easter Bunny and the Tooth Fairy do not exist, it's time for everyone to grow up and understand that the international game is not where cricket's future lay as a going concern. Could we wake up

already from the pseudo-nationalistic fantasy to the reality that franchise tournaments are financially more relevant and significant than international cricket? And that, without the resources they generate, the so-called higher level would be poorer in every way? "That's where the game of cricket is, unfortunately," Du Plessis said. "Since we have seen the [rise of the] big three, there has been more pressure on the rest of the countries. Everything is about money. So if it means

Test cricket survives because of [the SA20]..." This, mind, from someone who made his name as a Test player. Batting for almost eight hours to score a match-saving century, as Du Plessis did on debut in Adelaide in November 2012, will do that. "I'm a Test purist; I want to see Test cricket still be played in 50 or 100 years' time," Du Plessis said. "But we are seeing that a lot of things are at a crossroads of the game. It feels like something has to give. There's talk of the FTP being too full. Maybe it's worth considering playing four-day Test matches so you have extra days in the calendar."

Having made clear he was "not a big fan of two-Test series", and sketched a scenario that, in a more sensible, less hidebound cricket world,

could have extended India's rubber in South Africa: "Everyone walks away from this series thinking there should have been one more match. I was joking with Aiden earlier. I said why didn't the captains get together after South Africa lost in a day-and-a-half [at Newlands last week, leaving the series drawn 1-1] to say let's play another Test match tomorrow. It will probably only take three days."

More seriously, Du Plessis said: "I hope the game will look after Test cricket. There's enough happening and enough people talking about it that it's time for people to say let's revisit Test cricket. Australia, India and England are well looked after in this cycle, but the other teams really struggle."

ODI leg added to Afghanistan's tour of Sri Lanka



New Delhi: The Afghanistan Cricket Board, on Sunday, announced the dates for Afghanistan's all-formats away tour of Sri Lanka which will be held in February. Afghanistan will play a one-off Test followed by three ODIs and three T20Is. They will then head to the UAE where they will host Ireland for a full series which includes one Test, three ODIs and three T20Is.

The one-off Test will be played at the SSC in Colombo from February 2 to 6. The R Premadasa Stadium in Colombo will host the three ODIs on February 9, 11 and 14.

The teams will then travel to Dambulla for the three T20Is which will be played on February 17, 19 and 21. The series against Ireland begins with the Test which will be held from February 28 to March 3 in Abu Dhabi. The ODIs and the T20Is will all be played at the Sharjah Cricket Stadium. March 7, 9 and 12 are the dates announced for the ODI matches while the T20Is will be played on March 15, 17 and 18. The tour of Sri Lanka initially included only the Test and the three T20Is but the ACB held talks with the SLC to facilitate the addition of

the three ODIs. "The addition of these three ODIs is a significant move to ensure a complete and comprehensive tour which not only provides good exposure to Afghanistan Cricket but will also foster stronger relations between the two nations. Playing Sri Lanka in Sri Lanka is always tricky but is a challenge that Afghanistan can easily embrace," said ACB chairman Mirwais Ashraf.

ACB CEO Naseem Khan added: "The Year 2024 is a very busy and full of highly voltage competitions for the Afghanistan National Team which is a very good and positive sign for Afghanistan Cricket. The upcoming tours of India, and Sri Lanka, and then the home series against Ireland will help us to prepare the team for the much-important T20 World Cup. Eagerly looking for the multiple series upfront."



Mujeeb, along with Fazalhaq Farooqi and Naveen-ul-Haq, had refused to sign the central contract for 2024. The ACB in turn delayed the announcement of the national contracts and decided not to grant them No Objection Certificates for two years. Mujeeb missed the T20I series against the UAE to participate in the Big Bash League while Farooqi and Naveen were back in the Afghanistan fold after having talks with the board. Mujeeb's

stint in the BBL was cut short as the ACB revoked his NOC. But the 22-year old was eventually back in the Afghanistan setup as he was named in the squad for the T20I series against India. The ACB stated that the players made an "unconditional approach" to the board, communicating their desire to play for the country again. Following

that, an assigned committee conducted a "comprehensive investigation" and came up with recommendations including a written final warning and deduction in salary from their monthly earnings and/or match fees, limited NOCs with national duty being the priority and awarding central contracts while

strictly monitoring their performance and discipline in events. "The players have undoubtedly contributed to the team's success and have represented the nation to the best of their values. We hope that they avoid making similar nature would be dealt with more strictly as we prioritize the prestige of the Afghanistan Cricket and the organization," he said.

Rohit Sharma Or Hardik Pandya: Sourav Ganguly's Verdict On Team India's T20 World Cup Captaincy Dilemma

New Delhi: In a cricketing landscape filled with uncertainties, the question of who will lead Team India in the upcoming ICC T20 World Cup 2024 has become the focal point of discussions. Former captain Sourav Ganguly, also known as the 'Dada' of Indian cricket, recently shared his candid views on the much-debated topic, throwing his weight behind the talented Rohit Sharma. Sourav Ganguly, a pivotal figure in shaping India's cricketing destiny, expressed

unequivocal support for Rohit Sharma to don the captain's hat in the T20 World Cup. Virat Kohli also should be there. Kohli is an outstanding player, nothing will happen even if they are coming back to a T20 game after a long gap," Ganguly said.

India's heartbreaking semifinal defeat to England in the previous T20 World Cup marked the last T20I appearance for both Rohit Sharma and Virat Kohli. The selectors now face a crucial decision on whether to include these seasoned players in the squad for the upcoming three-match



T20I series against Afghanistan. The cricketing world eagerly awaits the selectors' verdict on this pivotal matter. As the Indian squad for the T20I series against Afghanistan was unveiled, Rohit Sharma emerged as the designated leader, with Virat Kohli set to showcase his class with the bat. The experienced duo, having only featured in the IPL during the last 22 T20Is, presents an interesting dynamic. Their absence allowed young talents like

Yashasvi Jaiswal, Rinku Singh, and Jitesh Sharma to showcase their skills, providing depth to the team.

Sourav Ganguly, known for his eye for talent, acknowledged Yashasvi Jaiswal's performance in the recent two-Test series in South Africa. Despite the challenging conditions, Ganguly believes that the 22-year-old left-handed batter's career is just starting, and he will receive ample opportunities in the future.