

PM Modi Kicks Off Vibrant Gujarat Global Summit 2024

New Delhi(KCN): Prime Minister Narendra Modi kicked off the 10th edition of the Vibrant Gujarat Global Summit in Gandhinagar on Wednesday, amidst global leaders like the UAE President Mohamed bin Zayed Al Nahyan and business icons like Gautam Adani, Mukesh Ambani, and Lakshmi Mittal, among others in attendance.

Welcoming the dignitaries to the event, the Gujarat Chief Minister, Bhupendra Patel, said, "I welcome 34 partner countries and delegates from over 130 countries to the Vibrant



Gujarat Summit." The CM credited the success of the summit to PM Modi and noted, "PM Modi has taken the idea of 'One Earth, One Family, One Future' to the world. The success of India's G20 presidency has made the country proud." Among the global leaders, dignitaries like the Prime

Minister of the Czech Republic, Petr Fiala, Mozambique President, Filipe Nyusi, and Timor-Leste President, José Ramos-Horta, also attended the summit along with the UAE President. Addressing the summit, Adani Group chairman, Gautam Adani, announced that the conglomerate has

committed to investing \$24 billion in Gujarat in 5 years. Adani also credited the Prime Minister for his vision and said, "Vibrant Gujarat is a stunning manifestation of your (PM Modi) extraordinary vision. It has all your hallmark signatures, merging grand ambition, massive scale, meticulous governance, and flawless execution. It ignited a nationwide movement as all our states march forward competing and cooperating to fundamentally remodel India's industrial landscape."

Odisha Approves 14 Projects Worth Rs 1713.65 Cr Poised To Create 5,134 Job Opportunities



Bhubaneswar(KCN): Odisha is undergoing a transformative economic evolution as the 127th State Level Single Window Clearance Authority (SLSWCA) meeting, chaired by Chief Secretary Pradeep Kumar Jena, approved fourteen groundbreaking projects valued at Rs 1,713.65 Crores. These diverse investments are poised to reshape Odisha's economic landscape, solidifying its position as a premier investment destination. In a landmark decision, the SLSWCA has greenlit a series of projects spanning various sectors,

including metal downstream & ancillaries, power, pharmaceuticals, plastics, food processing and tourism. With a total employment generation potential of 5134 and a cumulative investment of Rs 1,713.65 Crores across seven districts, these ventures are expected to significantly contribute to the state's economic development. The state is set to witness a surge in steel ancillary ventures with Neo Industries Metal Processing Pvt Ltd's project worth Rs 72.00 Crores that will churn e m p l o y m e n t

opportunities to 50 individuals. The project is set to involve chrome plating, grinding, and texturing for a steel unit, boasting a capacity of 16,000 units in two phases, in Jajpur. In the stainless steel & ferro alloys sector, Anand Exports takes the spotlight with its comprehensive expansion initiative in Jajpur. The project encompasses the augmentation of a ferrochrome unit capacity of 0.038 MTPA. The investment of Rs 628.00 Crores is set to generate employment for 2,828 individuals.

He participated in the Nua-O Program being organised at Haveli Padia in Khordha and interacted with students of all colleges of Khordha. He discussed with the students on Nua-O program providing a platform for youngsters to showcase their talent and helps achieve overall personality development in addition to their academic achievements. He asked them to work hard with self-confidence to achieve success. Sh Pandian visited Maa Bhagabati Temple,

Banapur and reviewed the ongoing developmental works at a cost of Rs. 33 Crs. He also reviewed the ongoing developmental works of Maa Ugratara Shatipitha Temple, Khordha at a cost of Rs. 32 Crs. He also reviewed the progress of Major Projects in Khordha District—Establishment of 100 Bedded Sub-Divisional Hospital (SDH) at Begunia, Establishment of Odisha Paika Academy

and Research Centre at Khordha and Development of 05 Vending Zones with 266 Kiosks at a cost of Rs. 8.80 Crs in Khordha Municipality. All these projects have been taken up based on grievances received by Sh Pandian during the visit to Khordha in August 2023. He also reviewed the progress of 03 Major ISS Projects – ISS across River Kuakhai in Pandara Village, ISS across River Daya in

Basantapur Villages and ISS across River Kushabhadra in Ramachandrapur Village being implemented at a total cost of Rs. 277 Crores. Sh Pandian visited Mission Shakti Café at Banapur where he interacted with the Mission Shakti members managing the café. He appreciated their efforts in providing hygienic food at affordable rates to the customers. He also reviewed other

major projects in Nayagarh district – Kusumi Barrage at a cost of 328 Crs; Mega Piped Water Supply to different blocks and NACs at a cost of 1782 Crs; Development of Nilamadhav Temple, Kantilo at a cost of 31 Crs; other major temple development projects at a total cost of 40 Crs; Major Roads and Bridges projects etc. Some of the projects have been taken up after the previous visit of Sh Pandian in the month of July 2023 to Nayagarh District when he attended the grievance meetings and took feedback from the public.

During the day, he interacted with the public at Paltan Padia, Banapur in Khordha District and Jail Chowk Ground, Ranpur in Nayagarh District and received the grievances on various issues and assured early resolution.

512 Asst Professors, Asst Training Officers, Junior Assistants Join Higher Education & Skill Development Departments

Bhubaneswar,(KCN): As many as 512 newly recruited Assistant Professors, Assistant Training Officers, and Junior Assistants today joined the State Government. While 158 Assistant Professors joined the Higher Education Department, 10 Assistant Professors, 194 Assistant Training Officers and 150 Junior Assistants joined the Skill Development & Technical Education Department.

An induction programme was organized at the Convention Centre in Lok Seva Bhawan.

Joining the programme, Chief Minister Shri Naveen Patnaik congratulated the new recruits, and thanked them for joining the noble profession of shaping and skilling our young minds.

Addressing the new professors of Higher

education Department, the CM said, "You are not merely teachers; you are catalysts of change, contributing to the intellectual and social growth of our state. Together, let us build a legacy of knowledge and empowerment that transcends generations." He further said that Higher Education plays a pivotal role in shaping the future of our state. The youth of Odisha are our greatest asset.

As we embark on this journey of enhancing higher education, he urged the professors to equip their students with appropriate academic knowledge along with critical thinking skills, creativity and a global perspective. Saying that Higher Education has always been a major focus area of his government, he informed. It may be mentioned that in the last few years, record numbers of Teaching and Non-

teaching staff (4941) has been recruited for both Government and Non-Government Aided Colleges. 556 Assistant Professors have been appointed in Govt. Degree Colleges, 332 Assistant Professors appointed in Teacher Education Training institute and 308 non-teaching staff has also been recruited. Furthermore, 3745 Lecturer in Non-Government Aided

colleges have been recruited in the last few years. Speaking to newly appointed persons of Skill Development & Technical Education, the CM said that along with higher education, the realm of skill has become p r e d o m i n a n t l y significant for the future of our youth. His Government has embarked on a transformative journey towards a skilled and

empowered Odisha, he added. He further said that this recruitment underscores the commitment of my government under the 5T framework, towards nurturing skill development. He underscored that this induction represents a significant stride towards realizing our vision for a technologically advanced and adaptive workforce. Together, he said, we aim to elevate the "Skilled-

in-Odisha" initiative to unprecedented heights. Speaking on the occasion, Higher Education Minister Shri Atanu Sabyasachi said that higher education in state spreading its wings with the application of 5-T initiative. The State budget in higher education has reached Rs.4000 crore and recruitment process has been expedited. Skilling Development and Technical Education Minister Shri Pritiranjan Ghadai said that the skilled-in-Odisha initiative has strengthened the skill eco-system. Skilled-in-Odisha, Make-in-Odisha are now in the buzz across the country, he added. Three new recruits – Asst Professor Dr. Abhipsa Bal, Asst Training Officer Pankajini Behera and Asst Training Officer Sweety Das, sharing their experiences, appreciated the 5T initiative for which the recruitment process has been fair, efficient and transparent. Pankajini Behera telling her moving story said that she is a poor girl from Mayurbhanj received training in Baripada ITI under Sudakha Yojana. She was running sewing shop (Tailoring). Then she attended a skill conclave where she came out in flying colours. Now she has been appointed as an Asst Training Officer. She is very happy and thanked the Chief Minister for the skilling programme for girls like her. Skill Development Principal Secretary Smt. Usha Padhi delivered the welcome address and Higher Education Commissioner-cum-Secretary Shri Arabinda Agrawal proposed the vote of thanks

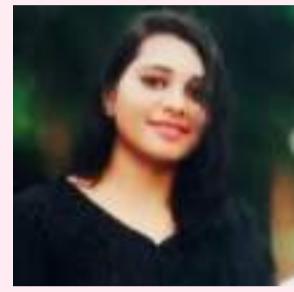


Three new recruits – Asst Professor Dr. Abhipsa Bal, Asst Training Officer Pankajini Behera and Asst Training Officer Sweety Das, sharing

Manipulative soul

(Shibangi Dhara) Bandana Sahoo

He used to say
and I was listening
In the maze of affection and trust
Was slowly getting trapped.



My foot was stupid
Slowly slipped away
With the innocence of heart
He gradually won over.

Colour his clean thread
Sweet his words
Won my hearts with great cleverness
My value started falling.

Manipulative was his spirit
It started smelling sweet
A wall was built with that sweetness
All feelings were broken.

Jajpur

A Khasi Folktale

HOW THE PEACOCK GOT HIS BEAUTIFUL FEATHERS

Prof. Manas Ranjan Mahapatra



When the world was young and all the animals spoke the language of mankind, the peacock, U Klew, was but an ordinary grey feathered bird without any pretensions to beauty. But, even in those days, he was much given to pride and vanity, and strutted about with all the majesty of that royalty, just because his turf was more erect than other birds and his tail being longer, was carried with more grace than those of any of his companions.

He was a very unaccommodating neighbour. His tail was so long that he could not enter the houses of most of other birds. So he always attended the courts of the great, and was entertained by one or other of the wealthy birds at times of festivals in the jungle. He thus had very high opinion about himself adding to self-importance. He became so haughty and overbearing that he was cordially disliked by his neighbours, who endeavoured to repay him by playing many a jest at his expense.

His neighbours flattered him, pretending that they held him in high esteem, simply for the amusement of seeing him swelling his chest and hearing him boast. One day they pretended that a great

peacock was and how angry he would be when finds he had been duped. Contrary to their expectations, however, U Klew continued his flight upwards till they lost sight of him, and they marvelled and became afraid, not knowing into what situation their jest might drive him.

Strong on the wing, U Klew soared higher and higher, never

halting till he reached the sky and alighted at the palace of Ka Sngi, the most beautiful of all maidens and the most good.

Now Ka Sngi was destined to live alone in her grand palace, and her heart often yearned for companionship. When she saw that a stranger had alighted at her gates she rejoined enthusiastically, and hastened to receive him with courtesy and welcome. When she learned the errand upon which he had come, she became still happier, for she thought, "I shall never pine for companionship again, for this noble bird will always live with me," and she smiled upon the world and was glad.

The birds enjoyed much secret fun at his expense, none of them ever dreaming that he would be foolish enough to make the attempt to fly so far, for he was such a heavy-bodied bird and had never flown higher than a tree top. But much to the surprise of everyone, the peacock expressed his intention of visiting the Blue Realm, and bade his friends good bye. They laughing among themselves, thinking how ridiculous his decision was and how angry he would be when finds he had been duped. Contrary to their expectations, however, U Klew continued his flight upwards till they lost sight of him, and they marvelled and became afraid, not knowing into what situation their jest might drive him.

Strong on the wing, U Klew soared higher and higher, never

Certificate

Dwit David Philip



Certificate buyers are better than many certificate holders,
They ensure it's use, before becoming buyers.

Pet dogs are better than free dogs,
Not limited to one gate, eat and dwell before all gates,

Last benchers are better than first benchers,
They prove themselves after all the selections get over,

Without being religious is better than being religious,
They are loved by all, as they love all neighbours,

Invaluable people value all,
Beggars know who they are all.

Advocate and Social worker
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Quotation of the Day

Just in case...
no one has told you today.
YOU are amazing!
Have a really great day.

considering that all his attention was due to his own personal greatness, rather than to the gracious and unselfish devotion of his consort.

In earlier times Ka Sngi had found one of the chief outlets for her munificence in shedding her warm rays upon the earth; but after the arrival of U Klew to her palace, the earth became cold and dreary, and the birds in the jungle became cheerless, their feathers dropped, and their songs ceased; U Slap, the mist brought his dark clouds and hung them over the rice fields so that no grain ripened and K Eriong, the storm, shook the trees, destroying all the fruit, so that the birds wandered about homeless and without food.

In their great misery they sought counsel of mankind, whom they knew to be wiser than any of the animals. By means of divinations mankind ascertained that all these misfortunes were due to the presence of U Klew in the Blue Realm, for his selfish disposition prevented Ka Sngi from bestowing her light and her smiles upon the world as earlier; and there was no hope for posterity until U Klew could be lured back to jungle land.

In those days there lived in the jungle a cunning woman whose name was Ka Sabuit. Acting on the advice of mankind, the birds invoked her aid to encompass the return of the peacock from the Blue Realm. At that time Ka Sabuit was very destitute, owing to the great famine, she had nothing to eat except some wild roots and no seed to sow in her garden except one

gourdful of mustard seeds- the cheapest and most common of all seeds and even this she was afraid to sow lest the hungry birds should come and devour it and leave her without a grain.

When the birds came to seek counsel of her she was very pleased, hoping that she could by some design force them to promise not to rob her garden. After they had explained to her their trouble, she promised to bring U Klew back to the jungle within thirteen moons on two conditions; One, that the birds should refrain from picking the seeds from her garden, the other that they should torment the animals if they came to eat her crops or to trample on her land. These appeared such easy terms that the birds readily agreed to them.

The garden of the cunning woman was in an open area inside the jungle and could be seen from many of the hilltops around.

Earlier, the sun used to shine upon it from morning till night. So Ka Sabuit wended her way after the meeting with the birds; and she began to dig the ground with great care and patience, bestowing much more time upon it than she had ever been known to do. Her neighbours laughed and playfully asked her if she expected a crop of precious stones to grow from her mustard seed that year that she was putting in so much effort but the elderly dame took no heed. She continued her work patiently and kept her own counsel while the birds waited and watched.

She shaped her mustard bed like unto the form of a woman; this provoked the mirth of her neighbours still more and incited many questions from them, but Ka Sabuit took no heed. She continued

her work patiently and kept her own counsel while the birds waited and watched.

By and by seeds sprouted, and the plot of land got the shape of a woman, covered with glistening green leaves, while the birds continued to watch and kept the animals at bay, and the cunning woman watered and tended her garden uninterrupted.

In time small yellow flowers appeared on all the mustard plants and that the plot of land shaped like a woman looked from a little distance like a beautiful maiden

wearing a mantle of gold that dazzled eyes. When the neighbours saw it they wondered at the beauty of it and admired the skill of the cunning woman; but no one could understand or guess the reason for the strange freak and Ka Sabuit threw no light on the matter. She still patiently kept on working in her fields.

Up in the Blue Realm U Klew continued his despotic and arrogant sway, while his gentle and noble wife spared no pains to gratify his every wish. Like all pampered people who easily get swayed by their desires, the peacock became fretful and more and more difficult to please.

Tired of every diversion, and ever seeking some new sources of indulgence, he reached a stage where nothing seemed to satisfy him, even the splendours and magnificence of the palace began to pale.

Now and then memories of his old home and old associates came to disturb his mind, and he often wondered to himself what would have been the fate of his old playmates in jungle-land. One day he wandered forth from the precincts of the palace to view his old haunts, and as he

recognised one familiar landmark after another, his eye suddenly got glistened by the sight of (as it seemed to him) a lovely maiden dressed all in gold lying asleep in a garden in the middle of the forest where he himself had once lived.

At sight of her his heart melted like water within him for the love of her. He forgot the allegiance due to his beautiful wife, Ka Sngi; he could only think of the maiden dressed all in gold, lying asleep in a jungle garden, guarded by all the birds.

After this U Klew became reluctant to remain in the Blue Realm. His whole being yearned for the maiden he had seen lying asleep on the earth, and one day, to his wife's sorrow, he communicated his decision to return to his native land to seek the object of his new love. Ka Sngi became a sorrowful wife. There is no pang so piercing to the heart of a woman than the pang inflicted by her husband.

With all manner of inducements and persuasions and charms she tried to prevail upon him to keep being faithful to his marriage vows, but he was heartless and obdurate; and unmindful of all ties, he took his departure.

As he went away Ka Sngi followed him, weeping and her tears bedewing his feathers, transforming them into all the colours of the rainbow. Some large drops fell on his long tail as he flew away and turned into brilliant hued spots,

which are called Ummat ka Sngi (the Sun's tears) by the Khasis to this day. Ka Sngi told him that they were given for a boon that wherever he might be and on whomsoever his affections might be bestowed he would never be able to forget her, Ka Sngi, the most beautiful and most

devoted of wives. Thus U Klew, the peacock, came back to the jungle. The birds, when they saw his beautiful feathers, greeted him with wonder and admiration. When he informed them that he had come in quest of a lovely maiden dressed in all gold, they began to laugh, and it now became obvious to them as to what had been on the mind of the cunning woman when she shaped her mustard bed like the figure of a woman. They invited U Klew to come and be introduced to the object of his love, and they led him forth with great ceremony to the garden of Ka Sabuit, where he beheld, not a beautiful maiden as he had imagined, but a bed of common mustard cunningly shaped. His shame and humiliation were pitiful to behold; he tried to fly back to the Blue Realm, but he was no longer able to take a long flight; so, crying from the bottom of his heart, he had to resign himself to the life of the jungle forever.

Every morning, it is said, the peacock can be seen stretching forth his neck towards the sky flapping his wings to greet the coming of Ka Sngi; and the only happiness that he gets is by spreading his lovely feathers to catch the beams which she sheds upon the earth.

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Kangana Ranaut wants friend Ankita Lokhande to win Bigg Boss 17 but 'not at the cost of her marriage', shares a video of Vicky Jain's mother

visited the house.

Ankita was seen talking with Vicky's mother in private, which eventually turned into an argument. Ankita's mother-in-law was upset with the couple's fights, and said, "Jis din tumne laat maari thi na. Papa ne turant tumhari mummy ko phone kiye 'Tum apne pati ko aisi hi laat maarti thi?' (The day you kicked Vicky, your father-in-law had called your mother and asked, 'Have you also kicked your husband like that?') Ankita was not very comfortable with this conversation, and looked visibly upset. She had also said that there was no need to drag her mother into this. But pained at the narrative being spun against Ankita and her mother-in-law, Kangana Ranaut posted a snippet of Ankita's mother-in-



law explaining why she deserves to win over Vicky.

Kangana wrote along in her story, "Media doing their best to break the family, they won't show you how @lokhandeankita's saasuma (mother-in-law) rooting for her, also love that chuckle in the end... Ha ha too cute aunty, reality shows come and go but family is forever, I

hope my friend @lokhandeankita wins but not at the cost of her marriage."

Another statement by Vicky Jain's mother saying that she never supported their marriage has been making headlines. "We were not in support. Vicky has not done it. We don't have a say in that. Everyone is seeing this but we haven't

said anything to them even once. Their relationship will improve. If there is no problem, then it will improve. And we are sure that Vicky has done everything possible. That's the kind of person

he is," she said in Hindi, while talking to Pinkvilla. In a recent episode, Ankita and Vicky were seen in a conversation where the actor reacted angrily to Vicky's closeness with fellow Bigg Boss contestant Mannara Chopra. She told Vicky inside the house, "Suddenly Mannara is in your life... You like her a lot... You enjoy talking to her. Please carry on." Vicky replied, "What's wrong in that? Please give a logical reason."

Salman Khan, while hosting the recent Weekend Ka Vaar episode, confirmed that the Bigg Boss 17 finale will air on January 28.

Salman Khan teaches democracy to Indians (and Pakistanis) in Tiger 3. Let that sink in



What if someone told you that the latest Salman Khan actioner can give you a ready reckoner on why democracy is better than dictatorship? Maneesh Sharma's Tiger 3 is not just the popcorn-and-patriotism entertainer you always expected it to be, the latest Bhai film also expounds the idea that

Gauri Khan's promotion

of the project influenced

his decision to buy the

flat. She's considered

among one of the best

interior designers in

Bollywood and has

decorated the houses of

many celebrities like

Sidharth Malhotra, Farah

Khan, Ranbir Kapoor

and Jacqueline

Fernandez, among

others.

This FIR against

Gauri comes at a time

when her husband Shah

Rukh has been basking in

the success of his recent

blockbuster 'Pathaan'.

Helmed by Siddharth

Anand, the action-

packed movie breached

the Rs 500 crore net in

Hindi within a month of

its release and has

crossed the Rs 1000

crore worldwide.

They have been

accused of not delivering

a flat to a buyer even

after receiving payment

of approximately Rs 86

lakhs.

Kirat Jaswant Shah,

resident of Mumbai, has

filed the complaint,

claiming that he had paid

the entire amount for the

flat, but had not been

handed over possession.

Sara Ali Khan In Delhi To Shoot For 'Murder Mubarak', To Share Screen With Karisma Kapoor



Actress Sara Ali Khan is currently in Delhi for the shoot of her film 'Murder Mubarak'. Taking to Instagram, Sara dropped a video from the sets. In the video, she is seen giving a close-up of the sunset. We can also see a woman holding the film's clapperboard. "All my favourite things... Delhi-Heart of India," she simply captioned the post. Homi Adajania is directing the film. Sara will be seen sharing screen space with Karisma Kapoor in the film.

A few days ago, Karisma shared the clapperboard from the movie set on her Instagram feed. The film is directed by 'Cocktail' fame Homi Adajania. She has not divulged much details about the movie.

Besides 'Murder Mubarak', fans will see Karisma in the upcoming drama series Brown, directed by Abhinay Deo. Backed by Zee Studios, the noir show is based on the book The City of Death by Abheek Barua. Brown revolves around Rita Brown, an alcoholic cop, who

forms an unlikely alliance with a widower with survivor's guilt to solve the murder of a young girl. Brown also features Helen, Soni Razdan, Surya Sharma, and K K Raina, among others. Speaking of Sara's other projects, she will be seen in director Laxman Utekar's next untitled

romantic drama film alongside actor Vicky Kaushal. She also has 'Gaslight' with Vikrant Massey and Chitrangada Singh, and Karan Johar's next 'Ae Watan Mere Watan' in which she will play a brave freedom fighter in a fictional tale set against the backdrop of the Quit India Movement in 1942.

It is a rather strong statement when one of the most successful movie producing studios in the country decides to make a film where a choice as simple as this, at least for Indians who have been living in a democracy for over 75 years, needs to be reminded to the audience. The makers actually had to spell out why the need to have fair elections is essential and why democracy is better than having a dictator, the villain of this story, who might pretend to have good intentions. They underline that complete control in the hands of one person can't be good for the health of a nation.

Beauty Trends in the Year 2024



In the always-changing world of beauty, trends come and go, yet 2024 promises an exquisite fusion of classic beauty and cutting-edge innovation.

Thanks to social media, makeup trends tend to cycle in and out quickly these days. However, there is still freshness about the New Year that inspires many to try something different and ignites new trends, and in 2024, we'll see a mix of viral sensations and classic beauty.

2024 is all set to see beauty enter new realms.

It's that time of the year when we start looking forward to what the next 12 months will have in store in terms of trends.

The introduction of Artificial Intelligence and Augmented Reality technology to the beauty industry has

Want to get a jumpstart on the 2024 makeup trends to know about?

From futuristic aesthetics to eco-conscious choices, brace yourself as we delve into the makeup trends that will dominate the beauty scene in 2024.

And if you want to get a head start on the beauty trends set to dominate the year, there's plenty to discover.

1---Tech-infused beauty

Artificial Intelligence (AI), once thought to be completely fiction is gaining popularity in the beauty and cosmetic industry.

Tech-infused beauty not only addresses individual needs but also fosters a sense of empowerment and inclusivity, embracing diversity and catering to a wide range of beauty preferences and skin types.

The introduction of Artificial Intelligence and Augmented Reality technology to the beauty industry has

modernized the capabilities of beauty brands and the experiences they can provide a consumer. Beauty enthusiasts are increasingly turning to cutting-edge technologies to enhance their skincare, haircare, and makeup routines.

AI can understand a human's perception of attractiveness, a difficult task even for humans themselves, as beauty is incredibly subjective. Yet it is relatively simple for a machine to discern when an individual finds someone attractive, as their body emits different signals through dopamine.

AI is helping beauty companies develop products that are more sustainable and align with the growing market demand for responsibly created products. By analyzing ingredient data and product lifecycles, AI can suggest eco-friendly alternatives and reduce the environmental footprint of cosmetics and skincare products.

Shahnaz Husain

AI tools are monitoring social channels to track brand mentions, customer sentiment, and emerging beauty trends. This real-time feedback helps brands adjust their strategies and stay ahead of the beauty game.

We can anticipate more sophisticated apps that can track changes in skin condition during the year 2024 and adapt skincare routines accordingly, all through a smartphone camera.

AI can analyze skin conditions and provide personalized skincare analysis. Brands can develop AI-powered tools that assess factors like skin type, concerns, and environmental influences.

As smartphones became an integral part of our lives, big beauty brands grabbed this chance and offered consumers personalized services and products to cover their individual needs.

2 --- Virtual

Makeup Try-On Software

Most of beauty companies are likely to use technology to enable the virtual try-ons for cosmetics.

The application enables customers to virtually try-on multiple brand-related products in real-time through AR-based facial tracking technologies.

They identify users' faces and specific elements to modify them in real-time by applying beauty products along with other pre-built filters. Virtual-reality technology makes shopping for make-up and hair colour online an easier feat, allowing you to see exactly how each product will look before making a purchase.

People are turning to digital platforms to test out the latest beauty looks, from the comforts of their home.

3---SOFT GLAM MAKE UP---

Soft glam makeup is dominating social media and the runways in 2024

Soft glam creates a monochromatic makeup look, meaning the products used on the eyes, lips, and cheeks are all in the same color family.

It highlights the best parts of the face without making you look like a different person.

Soft glam simply means radiant-looking or diffused makeup, applied in a way that ensures it's perfectly blended into your skin. Most soft glam makeup looks are created using a warm, glowing skin. So, naturally, the look begins with skincare – the brighter the skin, the better.

Soft glam usually encourages an element of glamour but the overall finish should be soft, blended, and complimentary.

Soft glam is a step up from natural makeup. There shouldn't be harsh lines or heavy finishes.

The skin should be glowing, soft, and natural. The eyes softly blended, whilst being enhanced.

One must stay away from bold colors

and instead stick with skin-toned hues across your eyes, lips, and face meme of 'a natural look'.

4---Blue Make Up

Blue can be a tricky color in makeup

According to Social Media trends, blue makeup is expected to continue to trend well into 2024.

The first step to blue makeup actually involves no blue at all, the best pairing for blue makeup is fresh, glowing skin. So, naturally, the look begins with skincare – the brighter the skin, the better.

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You need to start by colour-correcting and concealing any blemishes on your skin and follow up with a lightweight

foundation to get an even tone. Then, pick a bright blue colored kohl pencil and line your upper and lower lash line. Using a mascara in a similar colour, give your lashes two, thick coats to open them up, and run a light brow pencil through your arches. Complete your makeup with a glossy nude balm

Knight Blue Makeup?

Knight blue makeup is simply ultra-bright blue beauty looks. This spans from graphic ultramarine eyeliners and a bold blue lip to hazy cobalt eyeshadow smudged out to the eyebrow line. Whichever feature you pick, the goal is to create a look with a vibrant colour pop befitting this new shade of Burberry blue.

The author is an international fame beauty expert and is called the herbal queen of India

Meditation & Deep Sleep

"Pratyayavalambana Vratti Nidra"



Modern Man has difficulties in getting into Deep Sleep, Gain Complete Rest and Refreshing Wakeup in the Morning. The rest in meditation is deeper than the deepest sleep that you can ever have. When the mind becomes free from agitation, is calm and serene and at peace, meditation happens. The benefits of meditation are manifold. It is an essential practice for mental hygiene. A calm mind, good concentration, clarity of perception, improvement in communication, blossoming of skills and talents, an unshakeable inner strength, healing, the ability to connect to an inner source of energy, relaxation, rejuvenation, and good luck are all natural results of meditating regularly.

In today's world where stress catches on faster than

the eye can see or the mind can perceive, meditation is no more a luxury. It is a necessity. To be unconditionally happy and to have peace of mind, we need to tap into the power of meditation. Ancient Scriptures and Ayurveda Manuals prescribe Guidelines to Gain Deep Rest, Rejuvenation of Body and Mind and Bliss.

The Yoga Sutras define Sleep as: "Pratyayavalambana Vratti Nidra". "The State of Mind in which its Tendency to Experience the Gross Material Existence disappears". Rishi Charaka calls Sleep at night a Natural Gift, referred to as Bhutadatri. Just as a Wet Nurse looks after a Child, Sleep Nourishes All Creatures. Good Sleep generates Rest, Relaxation, Joy and Rejuvenation and over time gives Good Health, Energy and Vigour.

Sound Dreamless Sleep for Six hours during the Night is sufficient for Healthy people. Actual Sleeping Time needed is longer as it includes periods of Light sleep. The

Maha Bharata mentions that One who Cares for his Well-being should Avoid:

Keeping Awake at night, Sleeping in daytime, Let the Argyle, Intoxication, Habits of Criticising or Complaining about others, Extremities in Eating or Other Activities. Charak Samhita mentions that those who Cultivate Order and Calmness in daily life, gain Knowledge by Study, who do not Indulge much in Sensual Enjoyment or Accumulation of Material Possessions, and have developed a Contented Mind, maintain a Regular Sleep Routine, naturally flow into Deep and Refreshing Sleep everyday. Sleeping in Daytime is to be avoided as it increases the Kapha element, leading to Drowsiness and Lethargy, Breathing Troubles, Mucus-Cough and Cold etc.

Sleeping at night pacifies the Pitta element, leading to Balance in Metabolism, Body Fluids and Secretions, Heat Management etc. Having a Light dinner Three hours before going to Bed is

beneficial for Good sleep. Dinner finished before late Evening is even more beneficial as practiced by many communities. The most suitable time for Healthy sleep, as outlined in some texts, is the Third and Fourth Quarter of the Night, referred to as Mahanisa. This is approximately between 9.00 pm to 3.30am. The Last phase of the Night, a Sandhya Period between Night and Morning, consisting of the hours before Dawn are best for Spiritual or Secular Study, and doing Sadhanas such as Music, Writing or other Creative Arts.

The Life activities before Sleep play a great role in gaining Restful sleep. Activities consisting of Physical Work, Exercise and Mental Relaxation Contribute to Easy and Restful sleep. Other factors for Good Sleep include: Wearing Fresh Loose Clothes for bed, Using a Clean Bedcover and Bedsheets, Using a Neat, Tidy, Firm Bed not used by anyone else, Using Cotton or

Natural Fabrics rather than Synthetics for the Bed and Sheets, Using a Thin Mattress and Cots with straight planks or surface to maintain Natural Curvature of Back. If a Separate Cot is not available for everyone, using a Mattress and sleeping on the Floor is done. The Bedroom should be Cool, with little or no Light and Adequate Cross-Ventilation. A Fine Mesh to Prevent Mosquitos and other Insects can be put in place.

Those who Do Not Sleep Well may be having many Dreams due to the Active Subconscious Mind. In Modern times, Sleep has become a problem due to Continuous Stimulation by Television, Smartphones and other Devices adding to the Worries and Anxieties generated by a Long Workday. Maintaining Regular Habits during the Day with Discretion and Adequate use of Mind as well as the Body contributes to Good Sleep.

Psychiatrist, The Brain Foundation, Purighat Road, Cuttack, Mob. : 9132433333

Letter to Editor

Sir

The political stage is once again getting set for the zeal, zest and zing plus the excitement as the Lok Sabha election is due in a few months from now. The ruling party and its alliances as well as the opposition have already started its calculations, statistics and tactics to win the seats.

The public have already begun to witness a lot of advertisements, theatrics, gimmicks by the parties and more of tricks, stunts and freebies are sure to follow suit.

This is the time when the citizens turn to demigods and make politicians their worshippers! This is also a chance for the common man to decide the future of his life and that of the nation. Let political parties understand that time and people have changed. The common man has become prudent enough to choose the right candidate and support parties that work for the betterment of the common people. They are not going to fall for cheap gimmicks, theatrics, rhetoric, freebies and false promises. Parties too while choosing their candidates will have to select those who can feel the pulse of the common man and those who can fulfill the promises given. The present generation supports only those who deliver and not based on parties as was the trend in the past.

Let parties select candidates who are educated, have foresightedness, is determined to uplift the life of the masses and ever ready to work for the betterment of the society and the nation and can make a difference. Leaders elected but turn out to be worthless, useless and meritless should be shunned forever.

M PRADYU KANNUR

Geeth Thalikavu kannur 670001.

Dear Editor

Science communicators play a crucial role in our society for several reasons. They help bridge the gap between scientists and the general public by translating complex scientific concepts into understandable language. Science communicators promote scientific literacy, helping people better understand important issues like climate change, vaccines, and emerging technologies. They inspire interest in science and STEM fields, particularly among young people, encouraging future scientists and innovators. By providing accurate information, they combat the spread of misinformation and pseudoscience, which can have harmful consequences.

Successful science communicators engage with the public in important scientific discussions, encouraging informed decision-making on issues that affect society. They can influence policy decisions by ensuring that scientific evidence is considered in policymaking. They help raise awareness of ethical dilemmas in science and technology, fostering responsible innovation. Overall, science communicators play a vital role in promoting a scientifically informed and engaged society. Some important aspects of successful science communication are mentioned as follows:

1. Demystify science
2. Assume zero knowledge on the parts of the readers
3. Provoke curiosity
4. Provide entertainment
5. Select your points
6. Your chance is up to the third sentence
7. Keep the ending tucked in your sleep
8. Beware of the cross
9. Use metaphor
10. If possible, give your reportage a human face
11. Take the reader to the lab
12. Take care of the sign posts (direct your readers)

Thanking you
Sincerely yours

Saikat Kumar Basu

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Centre Sanctions Rs 45 Cr. Project for Shankarpur Fishing Harbour

Sagar Parikrama, Phase-XII

Kolkata, (KCN): "Sagar Parikrama" is a transformative journey planned across the coastal belt to show solidarity with the fisher folks, fish farmers and related stakeholders. Sagar Parikrama Phase-XII reached West Bengal after the successful journey of eleven phases of Sagar Parikrama Yatra. Shri. Parshottam Rupala, the Union Minister of Fisheries, Animal Husbandry & Dairying (FAHD) GoI, led the Sagar Parikrama Phase-

XII in presence of Smt. Neetu Kumari Prasad Joint Secretary, DoF, GoI, Dr. L.N. Murthy, Chief Executive, National Fisheries Development Board GoI, Fishermen Association and Fishermen Welfare, Govt. of West Bengal. Sagar Parikrama Phase-XII program began with a warm welcome of Shri Rupala, by fishermen, and fisherwomen at Digha, Purba Medinipur district of West Bengal followed by interaction with beneficiaries

(KCC). During the event, beneficiaries highlighted their concerns and challenges such as diesel subsidy etc. The Union Minister highlighted the objective of Sagar Parikrama was to interact with beneficiaries at their doorstep. He highlighted that approximately Rs 150 cr. projects have been sanctioned under the PMMSY scheme which includes hatcheries, ornamental fish units, insulated vehicles, fish

feed meal, two-wheelers, auto rickshaw which results in around 750 fishermen got benefits of the district and approximately. He also informed that 16,000 KCC had been distributed to beneficiaries. He also said, necessary steps will be taken on the challenges being faced. Proceeding further, Sagar Parikrama Yatra Phase-XII reached Shankarpur Fishing Harbour. The Union Minister and other public authorities interacted with

beneficiaries. The Minister highlighted that approx. Rs 45 cr. amount of project has been sanctioned for Shankarpur Fishing Harbour. He has also shared his opinion that conducting the PMMSY scheme activities shall have a significant impact on the fisheries sector in India, aims to enhance the production, productivity of fish through the adoption of modern and scientific methods of fisheries. Beneficiaries shared their success stories and

were happy to inform that they got benefitted with the assets (like two-wheeler with icebox) under PMMSY scheme. Taking forward, Shri Rupala and other public authorities continued the on-ground interaction with fishermen, fish farmers at various coastal regions such as Petuaghata Fishing Harbour, Bakkhali and Ganga Sagar of West Bengal. The Minister shared about the fisheries' development

opportunities with local people's representatives. He has expressed his belief that the PMMSY programme will have a substantial impact on Indian Fisheries Sector. He thanked fishermen, fish farmer for sharing their experiences and suggesting the mechanism to augment the fisheries sector development. In all around approx. 4,200 fishermen, various fisheries stakeholders, and scholars physically attended the Sagar Parikrama Phase-XII programme.

Swapna Sen: A great contemporary artist of our time

Kolkata (Saikat Kumar Basu): Legendary artist, Swapna Sen was born in 1949; and graduated from Government College of Art and Craft, Kolkata in 1971. She has exhibited her work both solo and group shown across major Indian cities like Kolkata, New Delhi, Mumbai and Chennai. She has been actively involved in designing and making puppets and production of puppet theatre in THE PUPPETS, the pioneer organization of Non-Traditional puppetry guided by renowned designer and puppeteer Raghunath Goswami. She visited in France, in USSR as an in charge of puppet team as an In Charge of a traditional puppet team as a National Representative.



She has also visited in USA in 1999 as a Fulbright Scholar for performing Art in Puppetry. She is actively involved in creative activities for the children of SOS village and many schools and children's homes in the state of West Bengal. Swapna Sen served as one of the instructor in puppetry at the Centre for Cultural Resources (CCR), Government of India. IFA grant to

develop puppetry for Children of Minority. She received the prestigious award from the State Lalit Kala Academy and also from Oriental Art Society in 1970-71. She has also been the recipient of an award from the Paschim Banga Charukala Prasad as an Eminent Artist in 2016. Currently she is working as a director in "Simple Puppet". Recently she completed a comprehensive mural

painting in close collaboration with her fellow artist Samita Nag at Madanpur Palliative Care Hospital near Kalyani, Nadia West Bengal. This center

caters to terminally ill cancer patients and the mural was commissioned to boost the mental health of patients undergoing treatments. Her monumental contributions to the field of puppetry is well known across India and particularly in West Bengal. She has been tirelessly working towards promoting and popularizing the lost art of both traditional and modern puppetry across Eastern India.



this initiative. In a preparatory meeting, Executive Member of Seva Bharathi Usha Iyer expressed gratitude for the support received from the organizations such as Freedom Oil, Global Data, Infosys, GEP, HealthEdge, Yashoda Hospitals, Security Printing and Minting Corporation, BDL, and MIDHANI. These partnerships have

played a crucial role in facilitating various projects undertaken by Seva Bharathi. President of Seva Bharathi D. Durga Reddy along with other executives was present at the meeting to emphasize the significance of collective efforts in bringing about positive change. He urged generous donors to participate in the upcoming "Run for a Girl Child" event through their Corporate Social Responsibility (CSR) initiatives. In a collective call to action, Seva Bharathi invites prospective donors and runners to register for the "Run for a Girl Child" event on the official website: www.runforagirlchild.org. Those interested can also reach out Srinivas Taduri at 96180 36965 for further details. Seva Bharathi remains committed to its mission of transforming the lives of underprivileged girl children, and the "Run for a Girl Child" event serves as a testament to their dedication to this noble cause. For media inquiries, please contact: Srinivastaduri@sevabharathi.org

Kolkata's Groundbreaking Shift: Visionaries Unite for Executive Education Innovation

Kolkata (ABHIJIT SETH): In a groundbreaking move towards reshaping executive education, iLEAD, the Institute of Leadership, Entrepreneurship, And Development, proudly announced the launch of its executive education division – iLEAD Academy recently at the iLEAD Campus in Kolkata. The grand launch marked a significant stride in the realm of professional development, bringing together industry pioneers, esteemed dignitaries, and leading organizations. The inauguration ceremony witnessed the launch of five professional diploma courses in collaboration with industry stalwarts: Real Estate Management with PS Group, Sports Management with Protouch Sports, Digital Marketing Management with Eleven INC, Wealth Management with IIRWM, and Tea Management with Tea Vision Trust. The association with these industry leaders ensures a holistic and practical learning experience for the

participants. The highlight of the launch event was a panel discussion featuring distinguished figures from various industries, shedding light on futuristic education policies and their applicability to their respective fields. The panel included luminaries such as Mr. Pradip Chopra, Chairman of PS Group and iLEAD; Mr. Tapas Saha, Professor, Corporate Trainer, and Domain Expert for Financial Planning and Wealth Management; Mr. Indrajit Bhalotia, Founder of ProTouch Sports; and other influential figures.

During the panel discussions, the speakers expressed their thoughts on the significance of iLEAD Academy in delivering advanced professional learning. Mr. Pradip Chopra emphasized the need for organizations to become learning entities and stressed the vital partnership between industry and academia. Mr. Hemant Mediratta highlighted the importance of bridging the gap between academia and industries, solidifying the collaborative efforts.

continuous learning environment. Mr. Indrajit Bhalotia discussed the role of technology in sports, especially in light of the recent pandemic, and its impact on health through sports. The launch event also saw the commitment of Tea Vision Trust to produce future leaders in specific industries, with a focus on providing trained professionals for the tea sector. The incorporation of new technologies like AI in the tea industry was a significant topic, discussed by industry leaders, including Mr. Arijit Raha and Mr. Joydeep Phukan.

Ms. Pragya Chopra, Executive Director of iLEAD, expressed her enthusiasm for the launch, stating, "With cutting-edge courses and a commitment to excellence, iLEAD Academy is set to redefine the future of executive education". The event marked the signing of Memorandums of Understanding (MOUs) between iLEAD Academy and its industry partners, solidifying the collaborative efforts.

New Delhi (KCN): Woman International Master Saina Saloni of Odisha led the Delhi University Team to win the North Zone inter university chess tournament which was held at Bundelkhand University Jhansi from 8th to 10th January 2024. Panjab University Patiala bagged the Silver Medal while Himachal Pradesh University Shimla got the Bronze medal with four wins each. Delhi University team comprising WIM Saina Saloni of Miranda House College and Arushi Kotwal of

SRCC, defeated all their five opponents i.e 1) Garwal University Srinagar 2) Himachal Pradesh University, Shimla 3) Punjabi University, Patiala 4) Punjab University, Chandigarh 5) NSUT Delhi They won all the five

matches and bagged the Gold Medal. Saina won all the five games and also bagged the individual Gold Medal in the Board No -1. Last year also Saina led the Delhi University team to bag the Gold Medal in the North Zone Inter University Chess Tournament. Principal of Miranda house college Professor Dr. Bijayalaxmi Nanda, Sports Director Professor Dr. Amrita Rana and Sports Coordinator Dr. Neeru Yadav congratulated Saina and her team mates for the achievement in the inter university tournament.

Astrology is the root of Vedic traditions: Pt. Jai Prakash 'Trikha'



of the Indian Vedic tradition since time immemorial and has been used to calculate the motion of the Sun,

Moon, and the movement of the planets at a time when the world was still in the early stages of Science.

"Many such secrets of astrology are hidden in the Indian Vedas and Upanishads, which teach the world the lesson of

knowledge based only on facts," Pt. Jai Prakash 'Trikha' said.

Astrologers were at same page on the issue of making predictions. They were of the opinion that members of their community make predictions only after lot of research.

This event was also an opportunity to honour the people associated with the astrology. At the conference, astrologers brainstorm significance and usefulness of astrology amid changes taking place due to globalization, artificial intelligence and rapid technological advancements.

Prep Meet For Enterprise Odisha

Bhubaneswar(KCN): Odisha Government along with Confederation of Indian Industry (CII) is going to organize "Enterprise, Odisha" conference at Jharsuguda for three days from January 19.

Chief Secretary Pradeep Kumar Jena chaired a meeting at Lok Sewa Bhawan here this afternoon to discuss the preparation of the 24th CII Conference to be held at The Exhibition Ground, Jharsuguda and the cooperation of the State Government. Earlier, the conference was being held in Bhubaneswar and for the first time it will be held in Jharsuguda.

The main objective of the conference is to provide investment

opportunities in industrial and allied sectors in Odisha, especially Jharsuguda and Western Odisha, to provide business opportunities to micro, small and medium enterprises (MMMEs) and to connect them with large industrial units, promote women entrepreneurs and startups. Hundreds of companies, CEOs of industry bodies, chief experience officers (CXOs), purchasing managers and industry representatives from across the country and abroad are scheduled to attend the event.

Shashi Shekhar Mohanty, Chairman, CII made a special presentation on its preparation. In the opening session on the



first day of the event, representatives from various industry bodies will share their experiences including Vision Odisha-2030 and the role of Biju Economic Corridor in accelerating the economic development of the state and the country, the inauguration of the

industrial exhibition organized, various opportunities related to industry in Odisha and Western Odisha. A number of industry bodies will participate in the exhibition which will encourage local and potential entrepreneurs. On the second day, skill development,

agriculture and food processing, start-ups will be organized. Chief Minister, Ministers along with senior officers of the State Administration, representatives of industry bodies have been requested to attend various days. District Collectors of various

districts of Western Odisha are also scheduled to attend. The conference will also discuss the creation of industrial products, infrastructure and allied facilities, sustainability solutions in the industrial sector and energy efficiency generation, the use of solar energy and batteries and conservation of products, industrial security issues, technical know-how, use of information and technology, mechanical and electrical capital goods, chemical and petrochemicals.

Development Commissioner, Anu Garg, Principal Secretary Agriculture and Farmers Empowerment, Arvind Kumar Padhi, Principal Secretary Industries, Hemant Kumar Sharma, Principal Secretary Rural Development, Information and Public Relations Department, Sanjay Kumar Singh, IPCOL Managing Director Bhupendra Singh Punia, CII Vice Chairman Dr. Pradip Mohanty, among others, were present in the meeting. CII Regional Director Jon Kuruvilla, State Head Ashok Barat, other officials of the State Industries Department were also present on the occasion. CII has been organizing this conference from time to time with the objective of creating a conducive environment for the development of the state and the country by developing sustainable industries in partnership with industry bodies, government and civil society through an advisory and advisory process.

'Shift to local language should be gradual'

BHUBANESWAR: Even as University Grants Commission (UGC) has asked universities to support teaching-learning in the local languages to enhance gross enrollment ratio (GER), stakeholders in Odisha's higher education system feel the shift should be gradual and not an additional burden on the faculty-starved public universities in the state. The UGC recently asked vice-chancellors (VCs) of all universities to use local language in the teaching-learning process and promote translation of original writing into local languages besides allowing students to write exams in the local language even if the course is offered in English medium.

Even as academicians welcomed the move, they said given the current circumstances it cannot be done overnight. "None of the three directives seem feasible unless the universities decide to open separate translation



units with subject matter specialists from each department and fill up all vacant teaching positions with faculty who have the knowledge of Odia," said vice chancellor of Fakir Mohan University, Santosh Tripathy. At present, not all faculty members in universities have reading and writing skills in Odia. Even Odia departments, which will play an important role in translation of books in social sciences and humanities, in universities are facing a faculty crisis. Except Fakir Mohan University, others have 50 per cent faculty strength in their Odia departments and the vacancies have existed for

last over two to five years. Vice chairperson of Odisha State Higher Education Council Ashok Das said the shift to teaching-learning in regional language was discussed in the vice chancellors' meeting in November last year. "Though a well-intentioned move, it will require a lot of time and many things have to be taken care of before the actual translation begins, particularly for science subjects," he said. Das added the focus would also be on ensuring supply of good quality translated books because there is every possibility the local publishers will try to

More Revenue From Excise

Cuttack: With Ashish Kumar Singh, Excise Commissioner, Odisha has given top priority for revenue collection and enforcement activities in Excise Sector, more revenue is expected from this sector.

The annual review meeting was held under chairmanship of Shri Singh to review collection of revenue, enforcement activities. The Excise Department have given top priority to enforcement activities for which the detection of cases and arrest of bootleggers have increased substantially in the financial year 2022-23.

Among others, Rama Chandra Palata, Addl.

Commissioner of Excise, Sarat Chandra Mohapatra, Joint Commissioners of Excise, Rama Chandra Mishra, EDC, Enforcement, Rajat Kumar Praharaj, EDC, Policy, Somanath Majhi, EDC, Establishment, Rajendra Bhotra, EDC, ND, Dambarudhara Khand, EDC, SD and all Superintendents of Excise attended. Record number of 61377 cases have been detected in the financial year 2022-23 against that of 40598 cases in the last year of 2021-22, showing an increase of 51% from that of 2021-22. In the year 2020-21 only 25065 cases were detected. In the financial year 2022-23 record number of 2232 persons have been arrested under NDPS Act against 849 persons in the last year of 2021-22, showing an increase of 30% from that of 2021-22. In the year 2020-21 only 16962 Kilograms of Ganja was seized.

49211 persons have been arrested against 33551 persons in the last year of 2021-22, showing an increase of 47% from that of 2021-22. In the year 2020-21 only 19239 persons were arrested. Record number of 1949 cases has been detected under NDPS Act in the financial year 2022-23 against that of 748 cases in the last year of 2021-22, showing an increase of 161% from that of 2021-22. In the year 2020-21 only 396 cases were detected under NDPS Act. In the financial year 2022-23 record number of 2232 persons have been arrested under NDPS Act against 849 persons in the last year of 2021-22, showing an increase of 30% from that of 2021-22. In the year 2020-21 only 16962 Kilograms of Ganja was seized.

2024-2025

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Hindware's New TVC campaign '5 Star Hotel Like Bathrooms' featuring cricket stars from Punjab Kings and Royal Challengers Bangalore

Bhubaneswar: Hindware Limited, a leader in complete bathroom solutions, today launched its new television commercial (TVC) campaign, 'Hotel Like Bathrooms', featuring some of the biggest names in cricket. The campaign highlights the aspirations of today's traveller, who aspires to have the same experience in bathroom as they get in a 5-star hotel. The TVC campaign features prominent players from Royal Challengers Bangalore & Punjab Kings.

The campaign aims to showcase the high-quality bathroom products and solutions from Hindware Italian Collection that offers to create an elegant and comfortable bathroom experience similar to a luxurious hotel. It showcases products

like Element Plus wall mounted and tankless closet, over the counter basin - Amazon and Fonte and Hues collection from Hindware Italian Collection. The campaign will also be supported by an extensive 360-degree promotion outreach including digital, social, OTT, print, radio, and out-of-home activations.

Commenting on the

announcement, Mr. Sudhanshu Pokhriyal, Chief Executive Officer, Bath Business, Hindware Limited, said, "As a leading player in the bathroom solutions market, we are always looking for innovative ways to connect with our customers. We are excited to launch our latest TVC campaign, '5-star Hotel Like Bathrooms', which highlights the

importance of creating a luxurious bathroom experience. Our products are designed to offer a premium and relaxing experience to our customers, and we believe that this campaign will resonate with them. Furthermore, our campaign features cricket phenoms who are the heartline for some many cricket fans. We are confident that with

collaborated TVC we will be able to connect with wider audience and reinforce our brand's position across Indian markets."

Commenting on the announcement, Ms. Charu Malhotra, VP & Head of Marketing, Hindware Limited, said, "We are delighted to launch our new TVC campaign '5-star Hotel Like Bathrooms', which features some of the biggest names in

cricket. The collaboration between Hindware and Royal Challengers Bangalore and Punjab Kings is expected to bring increased brand exposure, stronger brand positioning, enhanced customer engagement, and subsequently increased revenue for the brand. The TVC will be followed with this 360-degree integrated campaign which

Ekam Celebration Unites Diversity in a Grand Founder's Day Spectacle at the Adamas University

Kolkata (ABHIJIT SETH): Adamas University in Kolkata set the stage for a spectacular celebration of Founder's Day with Ekam, an event that brought together students, faculty, and staff in a spirit of unity and festivity. The festivities kicked off with a lively parade featuring nominated students from all 10 schools of the university, parading through the AWS field at Adamas Knowledge City. The highlight was the announcement of the winning school, accompanied by the uplifting melodies of the Ekam

song. Chancellor Samit Ray, a stalwart in the education field with a four-decade legacy, took center stage, hoisting the university flag and delivering an inspiring address. The Mashal lighting ceremony, led by Chancellor Ray, Vice Chancellor Suranjan Das, and Deans, officially marked the inauguration of Ekam—Founder's Day. The celebration continued with an enlightening exhibition on "Unity in Diversity," showcasing unique displays from various regions, both national and international.

Diverse cultural programs added vibrancy, offering a glimpse into the rich tapestry of the university community. The festivities spanned several days, featuring a literary extravaganza, a sustainability exhibition, and intra-university sports meet. Chancellor Samit Ray expressed that Ekam embodies the commitment to unity, diversity, and shared joy, fostering cherished memories and a spirit of togetherness.

Vice Chancellor Suranjan Das emphasized that Ekam epitomizes the collective spirit of Adamas University, where diversity thrives, and unity prevails.

The OnePlus 10R 5G Launches in India

Bhubaneswar: Today, global technology brand OnePlus officially launched the OnePlus 10R in India. The OnePlus 10R is equipped with 150W SUPERVOOC Endurance Edition – the fastest wired charging ever in a OnePlus smartphone and one of the fastest wired charging standards in the industry. The device is powered by the customized and exclusive MediaTek Dimensity 8100-MAX chipset and has a 120 Hz Fluid AMOLED display, along with the largest and most advanced cooling system in any OnePlus device to date.

"The OnePlus R series exists to make the seamless integration of top-of-the-line hardware and software more accessible to a wider audience of gaming enthusiasts. The OnePlus 10R takes this concept to the next level by offering industry-leading technologies like 150W SUPERVOOC Endurance Edition at a competitive price point," said Navnit Nakra, India CEO and Head of India Region, OnePlus India. "Our fastest ever charging technology, combined with the MediaTek Dimensity 8100-MAX chipset, a high refresh rate display, and an advanced cooling system enable the OnePlus 10R to deliver truly exceptional performance."

The OnePlus 10R with 150W SUPERVOOC Endurance Edition can deliver a day's power after just 10 minutes of charging and its 4,500 mAh battery can be recharged from 1-100% in 17 minutes. 150W SUPERVOOC Endurance Edition is TÜV Rheinland certified for safe fast charging, meaning it has gone through rigorous testing to ensure the device delivers a charging experience that meets OnePlus' high standards.

JSW Paints launches its innovative product that focuses on consumers' health & well-being at home

MUMBAI: JSW Paints, India's environment-friendly paints company and part of the US \$13 billion JSW Group, has launched its product campaign focusing on the Halo Aquaglo range. JSW Paints Aquaglo is India's first water-based paints for wood & metal surfaces with Germ Block Zn²⁺ion technology. Previously, Indian consumers were using solvent-based enamels, popularly known as "Oil Paint", for painting wood & metal surfaces. These contain chemicals and solvents that have a strong odour and have a high VOC (Volatile Organic Content). As a result, these paints are not recommended for kids and people with health

conditions as the solvents pollute the home with their unhealthy fumes post-application. Such paint products also take a relatively long time to dry, creating inconvenience for the family at home and can be smelly for a week or two. On the other hand, JSW Paints Aquaglo is 100% water-based, has low odour, dries quickly and is completely family-friendly. Due to its quick-drying benefit, it enables the painting to be finished in a very short time as well. It also retains its shine for a longer period. The Aquaglo campaign brings the focus back on consumers' overall health and well-being through the Bollywood

star and JSW Paints brand ambassador, Alia Bhatt, as she urges consumers to #PaintKaGKBadhao. The campaign also includes well-known artist and stand-up comedian Atul Khatri and brings to life the mass hysteria related to any new idea. Alia's reaction to the strong smell of solvent-based paint being used on her newly painted door results in a social media tsunami and a cascade of jokes & banter with everyone joining in for a laugh, misconstruing Alia's point that the oil paint on the door causes pollution, as doors cause pollution. This highlights the low level of awareness among consumers about the

availability and benefits of water-based paints for wood and metal. Aquaglo is also the first paint for wood & metal in India with Germ Block, making it very safe for the family. The campaign is on air across leading TV channels across India and Disney+ Hotstar streaming platform. The campaign is conceptualized by TBWA\India. According to Anuradha Bose, Chief Marketing Officer of JSW Paints, "Following the successful disruption of our Any Colour One Price initiative, we are now delighted to launch our thoughtful product innovation, Aquaglo. It aims to change yet another convention in paints of using only 'oil paint' for wood & metal.

Apeejay Education and AWS announce n

Bhubaneswar : Apeejay Education, an academic institution in India established for more than 50 years, and Amazon Web Services (AWS), an Amazon.com company, today announced the launch of the National Education Policy Accelerator Program (NEPAP), an initiative to

enable academic institutions in India to align with the technology requirements documented in the Government's National Education Policy 2020 (NEP 2020). This is the first program in India to support the technology transformation of education institutions as per the NEP 2020.

The NEP 2020 aims to strengthen India's education sector that directly contributes to the country's growth and development, demonstrating the need to integrate technology in education to improve learning and teaching at all levels. The

accelerator program will address two key tenets of the NEP 2020 – on the extensive use of technology in teaching, learning, education planning, and management; and in the creation of open, interoperable, evolvable, public digital infrastructure in the

education sector to support multiple platforms and point solutions.

The accelerator program will guide academic institutions on multiple aspects of the NEP 2020. It will support academic institutions by conducting digital innovation workshops to focus on

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Fitness, fielding and DRS - Muzumdar on India's areas of concern

New Delhi: In the aftermath of India's 2-1 loss to Australia in the T20I series, captain Harmanpreet Kaur and coach Amol Muzumdar have identified "fitness" and "fielding" as two focus areas for the side. [In the] last month, we played good cricket. Aussies played white ball better than us," Harmanpreet admitted at the post-match presentations. "In red-ball cricket, we know we have time and to analyse, in white-ball we have to be on our toes. We need to be quick. We will go back and work on certain areas.

"In the first T20, fielding set the tone, we were not up to the mark in the last two. After this break we will work on our fitness and fielding and come back stronger. Youngsters have been great, whenever they are

getting opportunities they are going 100 percent. I think we always fight, they also know that. I am proud of my team, they [Australia] are an experienced team and their experienced players play big roles. This is something we need to learn from them."

Muzumdar's assessment during the post-match press conference was pretty similar. "In white-ball cricket, we really need to focus on our fielding and our fitness. And hopefully in the following months, I will get a chance to work on it. Those are some areas we have identified as a group to raise the bar," he said.

The head coach also spoke about India's visible lack of comfort with the DRS. "In areas to look into, let's rephrase that to

fielding, fitness and DRS. We need to get used to it, get better at it. With the games forward, even if they get used to taking it in the WPL, we might have a better

understanding. I said before the series that it could be a gamechanger and I still maintain that. We need to work on it." Muzumdar also reflected on playing back-to-back series

against England and Australia, a prospect he called "gruelling", and picked the successive Test victories as the ultimate high point of the season so far.

"There were multiple

formats in the month and half we played. The biggest positive is that the girls have responded really nicely in all the formats. We played Test cricket after nine years in India and not many had

played red-ball cricket till then. So I think those two test matches were really the highest point. It wasn't easy but the results were complete highs," Muzumdar said.

"Credit to the girls, it's been a gruelling season. We played England and Australia back to back, and in different formats. Not many injuries... only Shubha Satheesh happened and that too on the day of the game and it was a finger injury, so I am really happy with the work that's been put in throughout the season. They monitored everyone, every alternate day we kept a thorough check on all the players, what was happening, including with the substitutes who were not playing. We were keeping a thorough eye on the workloads."

The coach reckoned that the team was in good space despite losing the ODI and T20I series to

Australia and hoped to continue in the same vein till the upcoming World Cup.

"We had a good chat in the huddle just before this game. We said that irrespective of the result, we should be proud of the way we have played, all the series, all the games. Apart from one, the third ODI, all the other games have been really close. So they should be proud of what they have done. Every single member's effort is appreciated and it includes the support staff also and every player who's come in and gone after the Test matches.

"At the moment, it's a happy dressing room. I know we have not got the result which we have wanted in this series but they are in a happy space and that's how it should be and that's how I intend it to be till the World Cup."



Renshaw earns recall to Test squad

New Delhi: Matt Renshaw has won the three-way battle to replace the recently-retired David Warner in Australia's Test squad for the opening game against West Indies in Adelaide. Renshaw saw off competition from Cameron Bancroft and Marcus Harris.

While there were calls from several quarters for Bancroft to be picked after he topped the run charts in the Sheffield Shield, the selection panel has opted for the flexibility of Renshaw who has batted in different positions so far in his first-class career. He recently hit an unbeaten 136 against Pakistan in a tour game as well and his last appearance for the national team came in the



Border Gavaskar Trophy in India. However, it is likely that Renshaw will remain the reserve batter in Adelaide after the Chairman of selectors George Bailey confirmed the return of Cameron Green to the playing XI. Where Green would fit

in Australia's XI hasn't been revealed for now but there is a possibility that he could bat at No.4 after Steve Smith had recently expressed his desire to open the batting post Warner's exit. Smith, the leading Test batter of his generation, averages over 60 at No.3

in Michael Clarke. At the same time, Green's record has been excellent as well in Shield cricket batting at No.4. Apart from Renshaw, Bailey has also confirmed the return of Scott Boland, who was released from the squad in Sydney in order to

feature in the BBL. "Cameron Green will come into the playing XI for the Test in Adelaide in a squad also containing Scott Boland and Matthew Renshaw," Bailey said. "We have selected a team we believe contains the best six batters in the country. Scott Boland and Matt Renshaw will join the squad prior to the first Test after playing for the Melbourne Stars and Brisbane Heat in the BBL."

Squad for first Test- Pat Cummins (c), Scott Boland, Alex Carey, Cameron Green, Josh Hazlewood, Travis Head, Usman Khawaja, Marnus Labuschagne, Nathan Lyon, Mitchell Marsh, Matthew Renshaw, Steve Smith, Mitchell Starc.

Pace trio rested as Smith named skipper for WI ODIs

New Delhi: Australia

have rested their first-choice pace trio for the upcoming ODI series at home against West Indies next month. The reigning world champions have left out Pat Cummins, Josh Hazlewood and Mitchell Starc for the three-match series with Steve Smith taking over the reins as captain.

The selectors have also rested allrounder Mitchell Marsh whereas Marcus Stoinis has been left out from the squad that triumphed in India in November. Travis Head, who was named player of the match in that World Cup final against India, has been named Smith's deputy.

Uncapped fast bowler Lance Morris has been picked in the 13-man squad and is in line to make his debut. Jhye Richardson, Mitchell Starc.

personal experiences in ODI cricket," national selector George Bailey said.

"The squad strikes a balance between players continuing to make their mark on international cricket, playing alongside some of our most experienced players with an eye to the future in this format."

The series gets underway on February 2 at the MCG with the next two ODIs scheduled to be played at the SCG and at the Manuka Oval in Canberra.

ODI squad: Steve Smith (c), Travis Head (vc), Sean Abbott, Nathan Ellis, allrounder Aaron Hardie and top order batter Matthew Short have been picked as well.

"It is a little over 12 months until the Champions Trophy and further opportunities for the likes of Aaron Hardie, Matt Short, Jhye Richardson, and Nathan Ellis will be valuable both to our ongoing improvement as a team and also further their

who last played for Australia in June 2022 in Sri Lanka has earned a recall following the absence of the first-choice pacers. Nathan Ellis, allrounder Aaron Hardie and top order batter Matthew Short have been picked as well.

After being 0-1 down in the series and strangely inconsistent across the first two games, Healy's side came to the fore when it mattered, like they frequently do in high-pressure games.

Brief scores: India 147/7 in 20 overs (Richa

Australia show their ruthless side to clinch series

New Delhi: A thoroughly professional all-round show from Australia saw them register a thumping seven-wicket win over India in the T20I series decider at the DY Patil Stadium on Tuesday (January 9). By virtue of this result, the World Champions pocketed the three-match series 2-1. Fifties from Alyssa Healy (55 off 38) and Beth Mooney (52* off 45) made short work of the run chase with India's total of 147 clearly proving to be about 15-20 runs short. The win, though, was set up by Australia's bowling, notably Annabel Sutherland (2-12) and Georgia Wareham (2-24), to restrict the home side. Put into bat, India did get off to a brisk start through their openers. Shafali Verma showed great intent and seemed in fine touch, as did her partner Smriti

Mandhana at the other end. Crucially for them, the shot selection matched their intent for the first few overs as India got off to a flying start. Shafali dished out some of her trademark ball-striking while Mandhana was all touch in her strokeplay. Australia were under pressure initially but as they do so often, bounced back once the partnership was broken. The middle overs were dominated by the visitors who struck at regular intervals to disrupt India's momentum.

Shafali fell to a sharp catch from Healy standing up to the stumps while Mandhana holed out to the deep after looking in ominous touch. In between their dismissals, the short ball ploy got rid of Jemimah Rodrigues cheaply and it was followed by yet another failure from Harmanpreet



Kaur. Deepti Sharma also fell after a scratchy little

innings. The Indian innings nosedived and seemed set

for another underwhelming finish. However, Richa Ghosh and Amanjot Kaur added 36 off just 27 balls to

infuse some life into the

innings. The innings also got the perfect finish with Pooja Vastrakar slamming the final ball for a six.

However, 147 was still an under-par score and the Aussie openers proved it very early with Healy going great guns in the

powerplay. She started slowly before unleashing her power game against all the bowlers. Having endured a very underwhelming tour by her standards, the Australian captain managed to sign off in style.

Beth Mooney took her time and compiled a fifty of her own as the visitors cruised in the run chase. There was a moment of controversy with the score at 60/0 when Healy slashed one to point for Rodrigues to take a catch and it looked good enough in real time. But the third umpire after numerous replays seemed hesitant to rule it out and Healy got a lucky reprieve.

As if to rub salt into the wounds of India's players, Healy continued to cut loose before falling to Deepti. There was a brief moment of joy for the home side when Vastrakar removed Tahlia McGrath and Elyse Perry off successive deliveries but the game was virtually over by then. Mooney held one end up and the in-form Phoebe Litchfield finished off things quickly to give one more silverware to the Australian side.

After being 0-1 down in