





# CUO organizes a seminar on the occasion of Ram Lalla Pran Pratistha at Ayodhya

**Koraput,(KCN):**The Central University of Odisha organized a Seminar on 'Bharatiya Rama Sahitya Parampara ka Punarmulyankan' on 22 January 2024 in the University campus on the occasion of Ram Lalla Pran Pratistha at Ayodhya. Hon'ble Vice-Chancellor of the University Prof. Chakradhar Tripathi presided over the programme and delivered the presidential address through virtual mode. D.I.G. of Police (South Western Range), Koraput, Shri Charan Singh Meena, IPS was the Chief Guest and Shri Manmohan Goyal, General Manager, NAD, Sunabeda was the Guest

of Honour on the occasion. Other dignitaries present on the dais were Prof. Narasingh Charan Panda, Registrar Incharge of Central University of Odisha, Prof. Vibhash Chandra Jha, Consultant, Academic and Administration, CUO and The Controller of Examinations of CUO Dr. Prashant Kumar Meshram. The Programme was coordinated by Prof. Hemraj Meena, Chairman, Hindi Sansthan of CUO. Prof. Chakradhar Tripathi, in his presidential address hailed the auspicious day and said that the reevaluation of the Holy Ramayan is need of the



hour. In the present context, whenever political turmoil occurs at international level, the states see India for help, because of India's ethos of morality and high quality ethics. The literature of Ramayan is followed not only in India, but in many countries throughout the world. That's why we should focus on proliferation and

circulation of Ramayan literature at international level. India's Mantra of coexistence and correlation is unique all over the world. It is due to the ideology of Ramayan and its characters Lord Rama, Sita and others, he said. Shri Charan Singh Meena also hailed the day and said it is a proud moment for India and the Indians. The Philosophy

of Ramayan is not confined to Hinduism only, but the ideology is followed by people irrespective of their caste, creed or religion, he said. The Ramayan literature is unique in its character. Prof. N.C.Panda focused on the philosophy of Ramayan era and its impact on the later period of India including the Buddhism and

Hinduism. Ramayan literature is important because it says about the unification of society, not division of society, as mentioned in other literature. Its uniqueness lies in unity and sacrifice, which Lord Rama showed to the world. The sacrifice concept of Buddhism may be followed from Ramayana, he said. Prof. V. C.Jha, in his speech said that the Ramayana literature is like an ocean and we just know few of its meaning and its thematic values. We have to explore more on the Ramayana literature and more research is required. The Ramayana era shows us three important concepts, discipline, administration and respect to each other.

We should follow these principles. Shri Manmohan Goyal said that the prestige of the nation enhanced at international level after today's event. Ramayana is not an epic, but part and parcel of our life and lifestyle, he said. Dr. Meshram said that it is essential for reevaluation of Ramayan literature because Lord Rama is the symbol of Indian culture and tradition. Other dignitaries spoke on the occasion were Dr. Rudrani Mohanty, Head, Odia Department and Dr. Prasenjeet Sinha, Asst. Professor of English. They also highlighted the importance of Ramayana literature in the present context. Dr. Chakradhar Padhan, HoD, Hindi Department, proposed

the Vote of Thanks. After the Seminar, a cultural programme was organized, on the theme of Ramayana literature, coordinated by Dr. Kakoli Banerjee, Asst. Professor of Biodiversity. In the programme, the students showed their talents by performing various programmes on Lord Rama and other characters of Ramayana. The Programme was organized under the coordination of Prof. Hemraj Meena, Dr. Rudrani Mohanty, Dr. Nirjarini Tripathy, Dr. Chakradhar Padhan and Dr. Kakoli Banerjee. The programme was attended by all faculty members, staff, students and research scholars of the University in large numbers.

## Odisha Sculptor Creates Ram Mandir Replica Using Matchsticks

**Puri(KCN):** Ahead of the 'Pran Pratishtha' ceremony of the Ram Mandir in Ayodhya, a sculptor from Odisha, Saswat Ranjan, made a replica of Ayodhya's Ram temple using matchsticks in Puri. The artist Saswat Ranjan said, "It took six days to complete this replica of Ayodhya's Ram mandir. I used a total of 936 matchsticks to finish this project. The Ram Mandir replica has a length of 14 inches and a width of seven inches. I don't think that it is possible to make a Ram Mandir replica using matchsticks smaller than this."Ranjan has also expressed his desire to present the Ram Mandir



replica he made to Prime Minister Narendra Modi. "I wish to give this to PM Modi. I want somebody to help me do this." The historic ritual of 'Pran Pratistha' by Ram Lalla today will take place in the presence of Prime Minister Narendra Modi, Uttar Pradesh Chief Minister Yogi

Adityanath, saints, and a host of distinguished guests.Shri Ram Janmabhoomi Teerth Kshetra Trust announced on Sunday that the 'Pran Pratishtha' ceremony will be marked by a dazzling musical event titled 'Mangal Dhvani'. The soiree, featuring some of the biggest

names in the world of music, will be staged at 10 a.m. Lucknow in Uttar Pradesh has been decked up with posters and flags of Lord Ram, while cities across the country have been decorated with lights, huge cutouts of Lord Ram, and posters bearing religious slogans related to Lord Ram. Special guests from the cricket world, film world, saint society, politics, art, literature, culture, and other fields have also been invited to the ceremony. Vedic rituals for the Pran-Pratishtha ceremony of Ram Lalla in Ayodhya began on January 16, a week before the main ceremony.

## Eminent sand artist Sudarsan Pattnaik creates world's largest sand art of Lord Ram, sets new world record

**PURI,(KCN):**Padmashree awardee sand artist Sudarsan Pattnaik has once again made it to the world records for creating the biggest sand art of Lord Ram ahead of Pran Pratistha Utsav in Ayodhya. The World Record Book of India informed about the remarkable feat achieved by Sudarsan Pattnaik for creating the world's largest sand sculpture of Lord Ram on sand with the installation of 500 miniature replicas of the Lord Ram temple. According to sources, Pattnaik has created 500 miniature replicas of Ram Mandir with sand at Ram Katha Park near



Suraj Ghat. Besides, Pattnaik also created a sand art of Lord Ram which is 23 ft high and 55 ft in width. He has also created the sand sculptures of Prime Minister Narendra Modi and Chief Minister Yogi

Adityanath near Lord Ram's sand art taking blessings from the lord. Pattnaik along with his team worked hard and created the beautiful sand masterpiece, which is now attracting the attention of the visitors. The visitors and

devotees are heaping praises on the team for erecting such a beautiful sand art of Ram Lalla. Seeing the sand masterpiece, Uttar Pradesh CM Yogi Adityanath was also seen taking selfie with the sand art.

## 15 persons critically injured after tractor overturns in Nayagarh

**NAYAGARH,(KCN):**As many as 15 people sustained critical injuries after a tractor in which they were travelling overturned at Fategarh in Nayagarh district on Sunday. The identities of the injured persons are yet to be ascertained. According to the sources, the passengers along with some

children were going on a tractor to attend the consecration ceremony of a Ram temple situated atop the hill. While heading towards the temple, the driver lost the control of steering wheel allegedly due to hairpin bends and the tractor overturned leaving the people critically injured. Soon,the onlookers

rushed to the spot, rescued the injured persons, and shifted them to Bhapur Community Health Centre (CHC). As the condition of some victims deteriorated, they were shifted to a Bhubaneswar-based Hospital for further treatment. It is to be noted that earlier today, a speeding

truck ran over three bikers in front of a private Engineering College in Ranital, Bhadrak. While two of them were crushed to death on the spot, the third person breathed his last while undergoing treatment at the District Headquarters Hospital (DHH).The driver fled from the spot after the tragic incident, reports said.



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# Education in India is passing through, once again, a seminal phase in its Growth



Vijay GarG



India's education system faces critical challenges, particularly in postgraduate education, and raises questions about policies' coherence. Education in India is passing through, once again, a seminal phase in its growth. Since 1947, it has passed through several phases of change and each phase has had its own tale to tell. Generally, education is seen in three phases: school education, college education and postgraduate education. School education is broadly divided into three areas, classes 1 to 5, generally known as primary school;

classes 5-10 middle school, and classes 10-12, secondary school. These are not rigid levels but are loosely used for classification and easy communication. The college-level education is from 1st year to 3rd year, which leads to a bachelor's degree and 4th year and 5th year, which leads to a postgraduate degree. The doctoral education could thereafter follow. Institutions are known to specialise amongst these various segments and acquire a brand for that. In school education, some do offer class 1 to class 12 education, and there are others who also offer pre-class 1 education which can be termed as a nursery stage. Postgraduate education, especially after a master's degree has been normally followed by at least 1 year pre-Ph.D work and at least 2 years of PhD work if one has to go

through it. Periodic changes have taken place and continue to take place. Illustratively, a formal 1 year pre-Ph.D work which could lead to a terminal M.Phil degree has been recently abolished. This kind of decision clearly has implications because it will affect the career prospects of those who had an M.Phil Degree but did not go for a PhD degree. This act of doing away with an M.Phil award was sudden for a lot of people, and it affected many careers including those that were in the middle of the 1 year M.Phil course. One of the bigger problems was rendering, useless, a whole year of work without prior notice. This kind of jerk and jolt can have arbitrary effects. This is an aberration which needs to be understood and perhaps modified. One of the questions

that remains is that education is a concurrent subject. This means, technically, about a degree like M.Phil, the UGC may legislate something but equally, technically the state legislature could continue a different mandate. The UGC could then refuse to give it cognizance for grants. This could lead to complications. That is another story. The history of degrees and their awards across the length and breadth of the country has been at times chequered,

yet rarely a few have made it a public issue out of this. Thus, it is that the nation coasts along the narrative of the 5th, the 6th and the 7th pay commission. This happens in different regions concurrently. There are certain States where the State Universities have 62 as the age of retirement whereas the Central Universities in the same State have 65 as the age of retirement. This creates artificial pulls and pressures in the flow of talent of the Faculty and others in a given direction. This also

affects the availability of talent in the Central Universities of a given State or the State Universities in a given State. These are not minor matters to be trifled with. However, these issues continue to be treated by default in most situations. In the meanwhile, the so-called discussion on the National Education Policy continues to go on unabated. Most of the comments being made on the National Education Policy, on what it has stated, are so far positive. This is rightly so because

the National Education Policy within the limitations of the announcement has indeed given a higher sense of purpose. This keeps the education movement going forward. What does not seem to be noticed, equally, is that there are many aspects of National Education that need an all-India consideration. The above paragraphs given the categories of education at the school stage, the college stage and the university stage, also need some reflection. This is a need that is not yet sufficiently widely understood or appreciated. The greater is the worry because even the commentaries on this in the press are few and far between. That having been said there is a need to keep the discussion on education alive. All said and done, the Parliament needs to find time to take up some of these collateral issues on a

truly comprehensive level. The form in which the National Education Policy has been enunciated makes for many valid points. Amongst them number the emphasis on the indigenisation of education and finding the Indian roots of many intellectual traditions. This is valid in science, technology, management, literature, medicine, music and more. This is not going to come easy because Indian intellectual traditions are so much a part of life that one gets away even by ignoring their scholastic tradition in formal educational efforts. This state of dualism where something is recognized as a part of life but does not have its due place in the curriculum, is a hiatus that needs to be bridged.

**Retired Principal Educational columnist malout, Punjab**

## NETAJI WAS A REBEL WITH A CAUSE Putrada Ekadashi

Dr. Pradeep Kumar Nayak



An enigmatic person whose life story reads like one of the popular whodunnits of Arthur Conan Doyle; whose daring escape from India in 1941 evading the prying eyes of the British sleuths had turned him into a legend and a hero in the folklores and who as the head of the Indian National Army (INA) had chalked out a big plan to invade the British India from the northern fringe with his loyal soldiers and who had proclaimed himself to be the President of independent Government of India in exile was none other than Netaji Subhas Chandra Bose who would have been 127 years old on January 23, 2024 if he were alive today. Born in Cuttack, Odisha to eminent lawyer Janakinath Bose on January 23, 1897 he had his education at Ravenshaw Collegiate School, Cuttack, then at Presidency College and Scottish Church College, Calcutta and then at Cambridge University in England in 1919. He got through the Indian Civil Service in 1920, but the call of the motherland overwhelmed him and the suffering of the Indians under an intolerant British Government compelled him to abandon the Heaven Born Service. He came to India and entered into politics in 1921 as a member of

the Indian National Congress. During the Indian freedom struggle the top leaders of Indian National Congress and Muslim League had no rapport with one another on the issue of a common method of approach to the British Government to secure independence for India. The schism between the Moderates and the Extremists among the Congress leaders posed as a big impediment in their dealing with the insensitive British Government. Subhas Bose was contemptuous of the pusillanimous attitude of the Moderate camp spearheaded by Gandhi and Nehru regarding Indian independence and differed with them. According to him Gandhian method of non-violence to gain independence for India would be futile. Though he headed the Congress as its president in 1939 and 1940 he left the party as his personal difference with Gandhiji grew bitter and formed the All India Forward Bloc as a wing of the Congress. Anyway, his hatred and anger for the cruel Britishers increased day by day. He wanted to avenge the death of the innocent Indians at the Jalianawala Bag Massacre in 1919. With a dogged determination to drive away the British colonialists from India and to free

his country from the yoke of foreign rule he thought of a different modus operandi to pressurize and intimidate the mighty British Government so as to wrest independence from it. He was very much inspired by the revolutionary M.N. Roy and his political mentor Chittaranjan Das. They kindled in him the spark of revolution and patriotism. He maintained liaison with a number of secret societies like Anushilan Samiti to spread revolutionary ideas among the youths and to get them ready for future rebellion against the British empire. The British Government's repressive policies, socio-economic exploitation, divide and rule policy

, biased attitude against the Indians in every field, the intolerable racist policy and looting and plundering of India had turned him into a sworn enemy of the British Government. His disillusionment with the partisan British policies had provoked his anger and hatred and had prompted him to take resort to confrontationist stance against the alien Government. His immediate provocation was the heinous Rowlatt Act of 1919 that gave carte blanche power to the British Government to arrest anyone without notice and to imprison without trial on the charge of sedition. Netaji was a strong opponent of this anti-people Act. Being under Government surveillance and being

constantly hounded by the Secret Agents, he escaped from India on January 17, 1941 in disguise and then reached Germany and Russia via Afghanistan after sometime. This daring escape is still now portrayed as "The Great Escape" by the admirers of Netaji. Since Netaji was hell-bent on overthrowing the foreign rule from India his main purpose for going to Germany and Russia was to seek military help on his struggle for freedom. He met the Minister of Foreign Affairs Joachim Von Ribbentrop of Nazi Germany and Galeazzo Ciano, the Foreign Minister of Italy and gave them proposals to use their countries to broadcast anti-British propaganda and to raise "Free India" units taking the Indian prisoners of war. His proposals were not accepted by them. His pseudonym in Germany was Signor Orlando Massotta and the Germans addressed him in this name. He established the Indian Legion in Berlin in 1941 as part of his mission, but did not get open support for which he decided to go to South East Asia. He arrived at Singapore in July 1943, then under the control of the Japanese, to set up his new headquarter. The most notable events of his life was his

**Principal (Retired) Kalinga Vihar Bhubaneswar Mob: 9437644341**

Nirupama Bhuyan



People observe different Ekadashi Vrats for attainment of goals in life and get different desires fulfilled. Putrada Ekadashi vrat is observed on the eleventh day of the bright of lunar month, in the month of Pausa. The name of this

Ekadashi translates as a giver of sons. Therefore it is believed that observing vrat on this day combined with an involved puja to Lord Vishnu shall bless the devotee with progeny.

Pausa Putrada Ekadashi is an auspicious day for Hindus. It falls on the 'ekadashi' of the fortnight in the Hindu month of Pausa. This year the holy day falls on Sunday, 24th of January.

This is an auspicious and important day for married couples who are not blessed with a child even after a long time of marriage, to beget a child. A twenty-four hour fast is observed by the people with the belief of gaining something out of the fast. Lord Vishnu is worshipped on this special day. Parana is not to be done during the Hari Vasara but should be done before the Hari Vasara gets over. Pratahkal is suggested to be the best time to break the fast. It is said that it is an offence to break the fast during Madhyahna.

Ekadashi fasting can take place on two different but consecutive days. It is said that Ekadashi fasting with family should be performed on the first day itself whereas for widows, sanyasis and someone who wants to attain Moksha, should perform the fast on the second day.

Devotees get up early in the morning to take a bath and post bath a puja is performed and yellow coloured clothes are offered to Lord Vishnu. Sandalwood paste, incense sticks, prasada and flowers are also offered to Lord Vishnu. Special mantras are chanted on this special day and also a bhog is offered to Lord Vishnu to please him and get his blessings. District Co-ordinator (Education), Sri Satya Sai Seva Sangathan,

**Kendrapara District, Odisha, Mob.: 9937470980**



# A Comprehensive Analysis of Global Transformational Trends



Over the past two decades, our world has undergone profound changes, driven by a confluence of factors ranging from technological innovations to the rise of social media, climate change awareness, the surge of e-commerce, and the increasing interconnectedness of nations. These transformations have reshaped our daily lives, impacting individuals differently based on geographical location, socioeconomic status, and personal preferences. As we stand at the intersection of these changes, it is crucial to understand their interconnected nature and how they can lay the foundation for future opportunities that can lead us towards a better and more sustainable future. Thus, in an era marked by rapid technological advancements, demographic shifts, and environmental

challenges, understanding and leveraging global trends are crucial for countries seeking sustainable growth and societal wellbeing. This comprehensive analysis explores six transformational trends shaping the future: the Exabyte Economy, Wellbeing Economy, Net Zero Economy, Circular Economy, Bio Growth Economy, and Experience Economy. Additionally, we delve into the factors assessed by the Future Possibilities Index (FPI) to evaluate how countries leverage these trends for their future development. Future Possibilities Index (FPI): The Future Possibilities Index (FPI), a flagship global future trends study released by Newsweek Vantage and Horizon Group, comprehensively assesses how 70 countries are positioned to leverage future possibilities. Released on the sidelines of the World Economic Forum Annual Meeting, the FPI ranks countries based on their potential to harness six global transformational trends: Exabyte Economy, Wellbeing Economy, Net Zero

Economy, Circular Economy, Bio Growth Economy, and Experience Economy. The FPI, as presented in this report, serves as a tool for decision-makers in government and the private sector to prioritize long-term strategies based on economic and social opportunities over the next decade. By assessing which countries have effectively embraced opportunities in the past, the FPI aids in predicting future success. The report emphasizes the importance of governments and companies evaluating the risk of not seizing the opportunities outlined. Failure to act could result in missed chances, allowing other entities to take the lead. Moreover, there is a risk of further disparity between developed and less developed countries, highlighting the need for proactive planning and leapfrogging opportunities. Trends: According to the FPI, the United Kingdom currently leads the global index, signalling its readiness to capitalize on future opportunities. Denmark, the US, the Netherlands, and

Germany closely follow. Among large emerging markets, China ranks highest at 19th, followed by Brazil (30th), India (35th), and South Africa (50th). These rankings highlight the varied preparedness of nations to embrace and benefit from the six identified global trends. Transformational Trends and Business Opportunities: The six transformational trends identified by the FPI offer a combined business opportunity estimated at over USD 44 trillion by 2030, representing more than 40% of the global GDP in 2023. These trends include the Exabyte Economy, emphasizing advanced digital technologies; the Wellbeing Economy, focusing on health prevention and wellness; the Net Zero Economy, dedicated to the reduction of carbon emissions; the Circular Economy, centred around recycling and reuse; Bio Growth Economy, emphasizing food and agriculture innovations; and Experience Economy, highlighting the shift towards consuming experiences rather

than physical goods. Digital Inclusion and the Exabyte Economy: The Exabyte Economy, fueled by advanced digital technologies, presents a significant opportunity for global growth. With two-thirds of the world's population currently using the internet, connecting the remaining 2.6 billion, predominantly in Africa and South Asia, holds immense potential. The network effect, where the value of the internet increases with more users, underscores the importance of bridging the digital divide. However, infrastructure development and associated costs, estimated at over \$425 billion by 2030, require collaborative efforts from governments, businesses, and non-profit organizations. Circular Economy and Global Leadership: The Circular Economy, focused on recycling and reuse, sees the United Kingdom leading, closely followed by China and the United States. While countries display collective efforts in embracing the circular economy, clear leaders and laggards have yet to emerge due to the absence of legally binding government policies. Italy, Canada, Colombia, and Mexico

stand out for their strong performance in Government Strategy and Policy, indicating potential for further advancements. However, the Middle East & North Africa lag behind other regions in this trend. Bio Growth Economy and Innovation: Germany, Japan, and France lead the economy's growth, showcasing a solid link with patent innovation. Notably, India is the best-performing middle-income country, driven by robust industry strength. Middle-income countries, on average, perform better in the Bio Growth trend than in other transformational trends, leveraging flourishing agricultural sectors for innovation. Despite these advancements, the Middle East & North Africa region needs help keeping pace with this trend. The United States, the United Kingdom, and Germany lead the Experience Economy, emphasizing the role of cultural sectors and wealthy consumers. Developing the Experience Economy requires talent, creativity, and utilizing natural or cultural assets. China and Brazil also

perform well in this trend, showcasing the potential of large developing economies. However, Eastern European & Central Asian countries lag in the Experience Economy, highlighting the need for strategic investments in cultural and creative industries. Capacity Building and Planning Ahead: The report stresses the importance of countries strategically leveraging global trends, akin to how businesses leverage market trends, to secure long-term success. It outlines the need for governments and companies to identify, invest in, and implement transformational policies to realize growth. The capacity to leverage global trends is crucial, requiring a shift from a risk-based view to a possibility-focused perspective, recognizing global engines for advancing socioeconomic development. Conclusion: Understanding and capitalizing on globalization trends become imperative for sustainable growth and wellbeing as we navigate the complexities of a

rapidly changing world. The Future Possibilities Index provides a roadmap for countries to identify opportunities and address challenges in the six identified trends. Collaboration between nations, businesses, and non-profit organizations is essential for an inclusive and prosperous future for all, ensuring that the benefits of these opportunities reach both the Global North and the Global South. By leveraging the interconnected nature of these trends, humanity can forge a path towards a more resilient, innovative, and equitable world. In navigating the complexities of environmental challenges and global transformations, nature-based solutions emerge as a pivotal strategy. As the world faces escalating environmental crises, adopting NbS becomes an ecological imperative and an economic and social opportunity.

**\*Former Professor of Economics, Gokhale Institute of Politics and Economics, Pune, currently at Berhampur, Odisha**

# Start-up strategy of the state is a robustingenuity for Atmanirbhar Madhya Pradesh



Right after 67 years of the establishment of Madhya Pradesh, the industrial environment of the state is getting better continuously. A new dimension in this chain of betterment is the commitment of the state government of Madhya Pradesh to develop a vibrant and conducive ecosystem for startups in the state. Growth of startups from 7 to 3528 -In the recent past, Madhya Pradesh has witnessed an exponential growth in start-up activities at the state and national level due to continuous support from the youth, investors and the Government of India. In the year 2016, there were only 7 startups recognized by DIPP in the state, now there are more than 3528 startups recognized by DIPP in the state. The important fact is that more than 45 percent

of these startups are promoted by women. Startups of Madhya Pradesh are working in different areas including Aeronautics, Defence, Agriculture, A.I. Animation, Fashion, Fin-tech, Food processing etc. The top 5 sectors in these startups are IT Consultation, Manufacturing & Engineering, Agri-Tech, Food Processing and Business Support Services. Most of the start-ups of the state, after gradually starting their journey from the ideation stage in the last 6 years, have achieved significant success by establishing successful businesses today. The startup ecosystem of the Madhya Pradesh has now started functioning under the rules of the Madhya Pradesh Startup strategy 2022. The MSME department is implementing the strategy. The department is actively working with DPIIT and Startup India for the development of its start-up ecosystem.

Madhya Pradesh has been leading in both the editions of 'Start-up Ranking of States' released by DPIIT. Not only this, there have been many other achievements of the startup ecosystem of the state. All the stakeholders related to Start-ups like Start-ups, Incubators, Centres, Investors, Start-up Partners, state government and MP Start-up Centre have been linked to the Start-up Portal. Start-ups already registered and recognized on Star-tup India Portal can login to MP Start-up Portal using their existing login. Startup Strategy of Madhya Pradesh -The start-up ecosystem of Madhya Pradesh has evolved with an assortment of start-ups from different sectors for which the state government has constituted an independent body. The new strategy has simplified several procedures for start-ups. From easing public procurement to the new start-up strategy, more support has been offered to



incubators. The new strategy also envisages the development of a strong funding mechanism. Also, it creates maximum awareness and reach towards start-ups even in remote areas to mobilize rural innovation. One of the key elements of the state's strategy is the establishment of the state's startup centre. This centre is providing facilities and necessary support to the start-ups of the state. The Centre is also working as a dedicated agency to promote, strengthen and facilitate the start-up ecosystem in the State. The Startup strategy 2022 of Madhya Pradesh has

many features, which gives it a different identity in the country. Its special features include the establishment of Madhya Pradesh Start-up Centre institutionally with subject-experts, development of strong online portal, provision of exchange of necessary academic support from national and state level technical and management institutes/universities and other educational institutions. The strategy of Madhya Pradesh co-ordinates fiscal and non-fiscal incentives for both startups and incubators. The strategy has provisions for institutional marketing, financial and business facilitation to develop

and provide necessary support to the start-up and incubator ecosystem. The strategy provides financial assistance up to a maximum of Rs 15 lakh at the rate of 15 percent on successful investment from financial institutions recognized by SEBI, RBI. This assistance will be given a maximum of 4 times. Similarly, there is a provision to provide additional assistance of 20 percent for women start-ups. Apart from these, assistance of up to Rs 5 lakh will be given to incubators supporting start-ups in the process of raising funds. Assistance up to Rs 5 lakh per event will be given to the incubators of the

respective state for organizing events. Its limit will be maximum Rs 20 lakh per year. Assistance up to Rs 5 lakh will be given for increasing the capacity of incubators. Assistance up to 50 percent for monthly lease rental subject to a maximum of Rs 5,000 per month for three years will be given. There is a provision in the strategy to provide assistance of up to Rs 5 lakh for obtaining a patent. Special financial assistance for product-based start-ups, reimbursement of expenditure incurred for skill development and training up to Rs. 13000 per employee per year for 3 years and assistance of Rs. 5000 per month per employee for employment generation will be given for maximum 3 years. There is a provision to exempt electricity charges for 3 years from the date of connection and to fix the rate of Rs. 5 per unit for new electricity connections for 3 years. Under the State Innovation Challenge,

there is a provision to provide financial and non-financial assistance to Rs one crore per start-up to the four start-ups selected by the state government to solve the socio-economic problem in four phases. Now, according to the strategy, a provision has been made for exemption related to experience and turnover in the purchase of up to Rs 1 crore in the field of marketing. Along with exemption from security deposit for government tenders and request for proposal, it is also important to link start-ups centrally to TReDS platform.

**Author is an Eminent Social Scientist, Senior Columnist, and Professor of Department of Higher Education, Government of Madhya Pradesh, based at Indore, Madhya Pradesh**  
Email gasspub@gmail.com  
Mobile 9340538466  
(Calling), 9425382228 (WhatsApp)



## Jindal Stainless elevates Tarun Khulbe as Chief Executive Officer

**Kalinganagar, (Sapan Kar) :-** The Board of Directors of Jindal Stainless Limited (JSL) approved the elevation of Mr Tarun Khulbe as the Chief Executive Officer & Whole Time Director. In a meeting held last week, the Board gave its nod to this decision aimed at putting in place a professionally managed and unified organisation structure. The Board also recognised Mr Khulbe's exceptional leadership skills, strategic vision, and dedication to core values to lead the company. JSL is on the cusp of entering into next phase of growth and expansion that necessitates the



Managing Director, Mr Abhyuday Jindal's, enhanced engagement in strategic vision of the company. Serving as the Whole Time Director since May 2018, a designation he will continue to hold besides that of the CEO, he has been responsible for corporate affairs, sales and marketing, strategic initiatives, and subsidiaries. An industry veteran with an experience of around

35 years, Mr Khulbe has played an instrumental role in expanding businesses and leading the profitable growth of JSL. In his nearly 20-year stint at JSL, he gained a holistic, 360-degree exposure to all areas of operations, business development, supply chain management, people practices, and IT enablement. It was under his leadership that JSL undertook its latest and previous expansion drives. He played a pivotal role in the operational turnaround of JSL's Jajpur facility, which was important in inducing company's financial turnaround later.

## Khyer Agro Reinforces Commitment to Quality at Retailer Meet in Kashmir



**Srinagar, (Aasif Malik):** Khyber Agro Pvt. Ltd. recently hosted a retailer meet and greet program that brought together top retailers associated with the thriving Khyber Dairy business from across the picturesque region of Kashmir. The event showcased Khyber's unwavering commitment to transparency and farmer welfare. Through their cutting-edge app, Samudra, the company shares crucial information with farmers, including Daily Milk poured, Fat, and SNF, facilitating direct payments to the farmers' accounts. Lathpora, Khyber's state-of-the-art manufacturing facility adheres to strict quality parameters and Standard Operating Procedures (SOPs) at every stage of processing and packaging, ensuring

the delivery of safe and high-quality dairy products. With an extensive sales and marketing team operating in more than 13 districts, Khyber has become a household name, offering local, safe, and quality dairy products to the people of Kashmir through numerous counters. The highlight of the event was the unveiling of Khyber's new logo and revamped packaging for their flagship products - Milk and curd, including the introduction of a Tetra Milk pack. These enhancements aim to elevate the brand's visual identity and product presentation. Adding an element of excitement, a lucky draw was organized for participating retailers, with over 22 enticing gifts distributed, ranging from TVs and fridges to

mobile phones, gold coins, and silver coins. Mr. Manan Trambo, the Managing Director of Khyber Agro Pvt. Ltd., graced the occasion, expressing gratitude to farmers, channel partners, and employees who have played pivotal roles in making Khyber one of the largest dairy players in Kashmir. Mr. Trambo also outlined Khyber's vision to establish itself as a national brand in the coming years, with a steadfast focus on the welfare of local farmers and business partners. The event not only marked significant developments for Khyber Agro but also underscored the company's dedication to fostering strong relationships within the community while striving for excellence in the dairy industry.

## Lieutenant Governor of Jammu & Kashmir Manoj Sinha appreciated



**Kolkata (KCN):** Advocate Narayan Jain met with Manoj Sinha, Lieutenant Governor of Jammu & Kashmir during his visit to Calcutta on Sunday. Narayan Jain expressed gratitude to Sinha for effectively tackling the problems in Jammu & Kashmir and helping in bringing Peace. This

has also restored the confidence among domestic and international tourists. Sinha congratulated Jain on his election as National President of All India Federation of Tax Practitioners (AIFTP). Young Legal Executive Deepak Jain also met Shri Sinha. It may be noted that

Manoj Sinha had served as the Minister of State (Independent Charge) for Communications and Minister of State for Railways in Government of India. He was elected as Member of Parliament in the Lok Sabha, representing Ghazipur for three terms.

## ICAR-CIFRI empowers fishers of Sahibganj, Jharkhand through a transformative training initiative for sustainable fisheries and livelihood

**Kolkata, (KCN):** A 5-day training on "Inland Fisheries Management" was conducted for fish farmers of Sahibganj, Jharkhand, from January 16th to 20th, 2024. Sponsored by ATMA, the programme aimed to elevate the knowledge and skills of rural farming communities. Dr. B. P. Mohanty, Assistant Director General, Inland Fisheries, ICAR, inaugurated the training programme. Emphasizing the importance of capacity-building in farming and fisheries management, Dr. B. K. Das, Director of the Institute, urged the 21 participating fish farmers to apply the gained knowledge for sustainable livelihoods, optimal production, and increased profits. The training programme focused on narrowing the knowledge, skill, and attitude gaps among



farmers in inland fisheries management, aligning with the vision of doubling farmers' income. The course encompassed lectures covering various subjects, including the ecology and fisheries of inland open waters, sediment and water chemistry, pond management, natural fish food organisms, their significance in open waters, enclosure culture, ornamental fishery, fish feed management, disease

management, economic evaluation, and more. Participants were granted access to the Institute's ornamental hatchery units and feed mill, engaging in hands-on training that addressed specific needs. Practical sessions included topics like fundamental water quality parameters, the preparation of fish feed utilizing locally available ingredients, and the identification of fish pathogens along with corresponding remedial

measures. In addition to theoretical sessions, the participants were provided with practical exposure through visits to the East Kolkata Wetlands and fish farms at Halishar. They were also given opportunity to visit the ICAR-CIFE Kolkata regional centre. The feedback session resonated with the trainees expressing their overall satisfaction and the significant enhancement of their knowledge. The valedictory session of the

training programme had the presence of Dr. J. K. Jena, Deputy Director General (Fisheries Science), ICAR. In his address, he urged the farmers to apply the acquired knowledge to boost productivity of their farms and encouraged them to share their newfound expertise with other fishers and farmers, fostering the growth of the sector.

Under the guidance of Dr. B.K. Das, Director of CIFRI, the training programme was meticulously organized. The coordination was led by Dr. Aparna Roy, Senior Scientist, and Dr. Gunjan Karnatak, Scientist at the Institute. Technical support for the programme was provided by Mr. Sujit Choudhury, ACTO, Mr. Manabendra Roy, TO, and Dr. Avishek Saha, TA.

## Students got ignited from a session on Indian Culture & Heritage & experienced the LIVE coverage of Ayodhya Ram Mandir

**Kolkata, (KCN):** Revered Swami Vedanishthananda Maharaj, Spiritual Head, Ramakrishna Mission Vedanta Centre, Geneva, Switzerland addressed the students on 'Indian Culture & Heritage' today at the Swami Vivekananda auditorium of the Heritage campus. The programme was organized by the Institution's Innovation Council of Heritage Institute of Technology, Kolkata. It was also attended by the students and faculty members of The Heritage College and Heritage Law College. During the inaugural



address, Swamiji spoke about the ideologies of Swami Vivekananda which sums up to be the essence of Indian Culture and Heritage. The erudite session witnessed the live screening of the inaugural session of Ram



Mandir at Ayodhya by our Hon'ble Prime Minister of India, Shri Narendra Modi. "Education is the one that can shape the future of India," said Swamiji during his address in the session. He urged the

students to follow the ideologies of Swami Vivekananda where they can find the solutions to all their problems in a very simple and lucid way. Swamiji said that Renunciation and Service are the two

things that are the essence of Indian Culture. The session ended with some cultural performances on Ramayana and cultural dance organized by the students of The Heritage law College, Kolkata.

## Art Exhibition on Life of Sri Ram by international artists opens with unique cultural show in Indian Museum Kolkata

**Kolkata (PARTHA ROY):** Indian Museum, Eastern Zonal Cultural Centre (EZCC), Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), premier institutions of Ministry of Culture, Government of India opened an Art Exhibition on Life of Sri Ram titled "Ram Chitrakatha" in Kolkata on 21st January 2024. The art exhibition is being organised in collaboration with premier national art & culture organisation Sanskar Bharati, which is promoting Sanatan tradition, civilization and culture. Sanskar Bharati's objective is to propagate India's eternal traditional culture and its development in the society. The art exhibition was inaugurated by Dr. Sanjeev Kishore Gautam, Director General of National Gallery of Modern Art, New Delhi in presence



of renowned cultural personalities. Digital prints of paintings are on display at the exhibition. Indian Museum in collaboration with Sanskar Bharati organised a program of dance, drama, bhajan, live art installation, titled "Namami Raghuviram" on 21st January to celebrate joyous auspicious occasion of Pran Pratishtha of Sri Ram at Ram Janmbhumi Mandir at Ayodhya on

22nd January 2024. Smt. Nilanjana Roy of Sanskar Bharati highlighted omnipresence influence of role of Sri Ram in every sphere of Indian life. Dr. Sanjeev Kishore Gautam announced a mega Art Exhibition on Sri Ram will be organised by NGMA in New Delhi in mid February 2024. Dr. Sayan Bhattacharya Education Officer of Indian Museum mentioned about

influence of Sri Ram in human development. Dr. Sarup Prasad Ghosh Director MAKAIAS highlighted influence of Sri Ram in socio-cultural-economic civilizational development in many nations and regions across Asia for over thousands of years. The program was attended by all sections of the society to share the spirit of joy and solidarity on the occasion of Pran Pratishtha of Sri Ram.

The auspicious occasion of Pran Pratishtha symbolises the victory of good over evil. It is an occasion to celebrate restoration of dignity and pride of indigenous people of India and followers of Sanatan Hindu Dharma. Internationally acclaimed Odissi dance exponent Guru Monalisa Ghosh presented mesmerizing dance drama on Life of Sri Ram which received standing ovation from the audience.



# SNM Shines In EOdisha

Jharsuguda(KCN): The 24th edition of Enterprise Odisha organized by Confederation of Indian Industry (CII) in partnership with the State Government concluded here today. Enterprise Odisha had three days of exhibition, conference, G2B and B2B meetings, focused workshops and sessions for Startups and Women Entrepreneurs. SNM Group Chief and Vice Chairman of the CII Odisha State Council, Dr. Pradipta Kumar Mohanty said that 24th edition of Enterprise Odisha showcased industries within Odisha and which saw participation from neighboring states.

Dr. Mohanty said that this was significant as the event took place in Jharsuguda, a rising economic hub in Odisha that's flourishing as a center for both small and medium-sized enterprises (MSMEs) and ancillary industries. SNM Group led by Chairman Dr. Pradipta Mohanty is ably aided by Managing Director Shri Prabodh Mohanty and Director Shri Pragati Mohanty, who together have immense business experience and are constantly working towards growth and progress of the Group. SNM Group, has participated in the flagship initiative of CII in partnership with the Government of



Odisha, which has been a major enabler in creating a strong industry ecosystem in the State and in also showcasing its strength as a manufacturing hub of the country. SNM Group took the opportunity in showcasing its potential, where vendors, supply chain players, ancillaries, entrepreneurs participated. SNM Group Stall presented its products in various fields as it is a multifaceted economic conglomerate. Stall Designer, Party Time has skillfully done the arrangement, which attracted large number of visitors. Over the years, the mining company

further expanded its business into manufacturing, power production, infrastructure development, solar power generation as leading business activities along with corporate social activities in the nature of agricultural development, health hospitality, and educational house under the banner of SNM Charitable Trust. These flourishing business sectors of the SNM Group re-affirm its position as one of the leading indigenous private business groups, renowned for its efficient administration, commitment to quality and comprehensive response to market needs.

## Gurujee On Guru Tatwa

Cuttack(KCN): The jubilant celebration of Shree Guru Bhagabat Dibyo Utsav in Bhubaneswar on Kartik Purnima marked the 22nd birthday of this divine scripture, authored by Gurujee Chandra Bhanu Satpathy. Originating 21 years ago on a full moon night, the initial four lines have blossomed into a monumental work spanning 34 thousand lines across eight volumes, exploring the profound facets of the Guru-disciple relationship.



The international acclaim of Guru Bhagabat is exemplified by the declaration of July 13th as Shree Guru Bhagabat Day in three US cities. At the event, Gurujee Dr. Chandra Bhanu Satpathy, the Chief Guest, shared that this magnum opus has been published in seventeen languages, serving as an encyclopedia on Guru Tatwa transcending specificity and guiding individuals on the nuances of the Gurushishya bond. Additional Chief Secretary Revenue, Disaster Management & Forest & Environment & Climate Change, Satyabrata Sahu graced

the occasion. Shri Sahu is an ardent devotee of Sai Baba and Gurujee. Emphasizing the role of artificial intelligence in today's world, Gurujee expressed that, a Guru provides guidance, fostering disciple strength to contribute meaningfully to society. Like Guru, Guru Bhagabat has the power to lead and guide devotees, he said. The festivities included cultural and devotional performances, such as the mesmerizing Odishi dance by Saswat Joshi, a pala on Shree Guru Bhagabat and Bhakti Bhava by Abhiram Satpathy, and the inauguration of Shree Guru Bhagabat Hindi

Gayan Part Two prepared by Sai Ka Angan. Rajiv Joshi senior IAS officer shared his insights on Shri Guru Bhagabat since its inception and about this new Hindi edition. Deepa Padhy, an Ex Professor of Philosophy analyzed the global glory of Shri Guru Bhagabat and its utilities for common citizen. Shri Guru Bhagabat special edition of Sai Nirmalya, a leading monthly spiritual magazine was released on this occasion by Gurujee Dr Satpathy. The event featured the cutting of a massive Chena Poda, a traditional Odisha sweet cake, by

Gurujee, accompanied by the chanting of Shree Guru Bhagabat by Tungi members. Attendees, including devotees from Chhattisgarh, Bihar, Andhra Pradesh, Rajasthan, and New Delhi, witnessed the unveiling of an audio-visual presentation on Shree Guru Bhagabat, adding an enriching dimension to this grand occasion. Ace Moderator, Deba Prasad Dash moderated the event. Earlier the Guru Bhagabat carts converged at the venue in a majestic procession, journeying from various corners of the state.

## Black Leopard In Odisha



Bhubaneswar(KCN): In a major piece of good news for the wildlife lovers, An extremely rare black leopard was spotted in Odisha forests during ongoing Tiger Census in the State. This was informed by

Principal Chief Conservator of Forests (PCCF) Wildlife, Susanta Nanda in his X (Twitter) handle. He has shared two beautiful pictures of the Leopard, which was spotted in a forest in Central Odisha.

"On going camera trap tiger census in Odisha is throwing up some exciting & unexpected presence of wild fauna in our State," Shri Nanda posted in X. However, he has not mentioned the location for the safety

and security of the rare category of leopard.

This extraordinary discovery has highlighted the significance of protecting the unique habitats and species found in the area. Earlier, black tigers or pseudo-melanistic tigers were sighted in Similipal National Park in Mayurbhanj district. With a distinctive dark stripe pattern on a light background of white or golden – the black tigers are rare and have only been camera-trapped in Similipal till date.



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

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

Shri Chaudhary Ratnesh Kumar Sudhanshu, Dy. General Manager (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant and Shri Vishal Bhardwaj, Group Head – CSR, Dalmia Bharat Group and Chief Executive Officer, Dalmia Bharat Foundation.

“Since our inception in 2009, we’ve witnessed our role gradually transform from being a resource provider to a key enabler for positive change in society. While we’ve created a legacy of development and change for the better, we continue to strive to ensure that we meet newer economic and environmental needs and close wider societal gaps as much as possible,”

said Mr. Vishal Bhardwaj, Group Head - CSR, Dalmia Bharat Group and CEO, DBF. “Through our leadership and dedication towards achieving social transformation, we will continue to work towards our vision of creating opportunities for people across the nation so that they can reach their full potential and give back to the community. We look forward to our partnership with BSL and also call upon our industry peers to join us as we make significant and sustainable differences and ensure social, economic, and environmental progress.

The skill development center at Bokaro Steel City, in association with

DBF, will help strengthen the social ecosystem in Jharkhand. While BSL will provide the necessary infrastructure support, DBF has been entrusted with managing day to day activities of the center including faculty and placement support.

“BSL and DBF share a common vision and value system for bringing about a transformative change in society by leveraging its demographic dividend through empowering the local youth through training that makes them market-ready,” said Mr. Chaudhary Ratnesh Kumar Sudhanshu, Dy. GM (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant. “It is our firm belief that this combined expertise and experience

will ensure that the youth being educated at the DIKSHA facility will receive quality and need-based training for the purpose of gainful employment across industries.”

To ensure viable and sustainable income generation, training will be imparted in trades for self-employment and trades such as Assistant Electrician, Solar PV Installer, General Duty Assistant (GDA) and Customer Relationship Management, to begin with. Subsequently, more courses will be added as per demand and future prospects. The center shall largely focus on the development of the youth residing in BSL’s peripheral villages.

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

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

in Cuttack. Amongst several categories, Hygiene and Wellness, Fashion, Kitchenware and Home Decor emerged as top priorities for customers with demand for products such as deodorants, sunglasses, body washes, essential oils, sarees, table covers, bedsheets and kitchen tools topping the charts.

Shopsy Summer Store is a one-stop-shop for products ranging from electronics, personal care, baby care, food and beverages, apparel, swimwear and kitchenware including air conditioners, deodorants, baby sunscreen, aerated drinks, cotton clothes for men and women, swimsuits and juicer mixer grinders. Of this, deodorants have taken up

the major share of the demand pie clocking over 50% growth, followed by sunglasses which grew by close to 22%. Kitchen tools also contributed to a 6X growth over the past month in Cuttack. This was followed by categories such as kurta sets, cotton sarees, deodorants and body washes that witnessed a 3X jump over the past month in Puri.

Shopsy aims to continue its endeavor to offer a wide range of quality and engaging products for customers at affordable prices, while being a value-based and reliable platform. By providing a simplified social media interface, Shopsy is able to overcome user apprehension of trust and authenticity while shopping online.

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

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



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

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

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

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

## Ambuja Cements and ACC’s Change The Story campaign wins Bronze at the ABBY Awards

**Mumbai:** The first sustainability campaign ‘Change The Story’ of Ambuja Cements and ACC, has won a Bronze Award at the recent ABBY Awards 2022, under the Green Award category. This category is awarded to outstanding communication that features planet conservation, sustainability etc. The

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

The #ChangeTheStory campaign highlights a non-invasive bubble barrier technology, which will remove around 2,400 tonnes of

plastic waste from Agra’s Mantola canal, thereby preventing its entry into the Yamuna river. The crux of the campaign lay in reaching out to a wide audience across India and globally—and communicating the campaign’s features. The campaign winning this honour at the ABBY Awards—often touted as the Oscars of Indian advertising—was

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

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

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

## Western Digital introduces high performance WD Blue™ SN580 NVMe™ SSD for creative professionals in India



**Bhubaneswar :** In today’s world, demand for visual brilliance and digital content creation is skyrocketing. This is paving the way for more advanced technologies that support the production and consumption of rich content. For consumers, students, and professionals, fast, reliable tools are a must-have to keep their imaginations flowing. Building upon its award-winning SSD portfolio, Western Digital released the WD Blue™ SN580 NVMe™ solid state drive (SSD). The new, NVMe PCIe® Gen 4.0 internal flash drive is purpose-built for the creative enthusiast community

and professionals to use when upgrading current PCs or elevating a custom build.

Khalid Wani, Senior Director- Sales, India, Western Digital, said “As the demand for immersive digital content grows in India, so does the need for high-performance tools. With lightning fast NVMe PCIe Gen 4.0 technology, the WD Blue SN580 NVMe SSD turns lengthy load times into a thing of the past. Its slim M.2 form factor accommodates up to 2TB of content, and the 5-year limited warranty ensures peace of mind. Whether you're a professional or an aspiring creator, this SSD is made just for you.

Jaganathan Chelliah, Senior Director-Marketing, India, Middle East and TIA, Western Digital, said, "Today content creators work with resource-intensive applications and large multimedia files such as 4K videos, and they often encounter challenges such as lengthy loading times. Western Digital addresses such concerns with its latest offering-the WD Blue SN580 NVMe SSD. It is designed to boost productivity and enable creative professionals to create more, without the inconvenience of prolonged file transfers or slow program loading."

## JioPhone Next ‘Exchange to Upgrade’ Offer

**Bhubaneswar:** Reliance Retail has launched a limited period Exchange to Upgrade offer for JioPhone Next. As per the offer, customers can exchange a functional 4G featurephone or smartphone for a brand new JioPhone Next for just Rs. 4,499.

The JioPhone Next ‘Exchange to Upgrade’ offer allows many more Indians to embrace a truly smart Digital Life. With this offer existing 4G feature phone and smartphone users will no longer be held back by their device constraints and be able to enjoy the true 4G Jio Digital Life to the fullest. Current users of 4G feature phones will now be able

to migrate much more easily to the large screen digital experience on the world’s most affordable 4G smartphone. Similarly, the current 4G low-end smartphone users too can affordably upgrade to a seamless and enhanced digital life offer by JioPhone Next which runs on Pragati OS – the optimised version of Android that supports a rich suite of applications and usage without compromising on the user experience.

The offer is available through Reliance Retail’s extensive network of JioMart Digital, Reliance Digital and other outlets in the remotest corners of the country, making it

geographically and economically accessible to many more Indians.

It is worth mentioning here that JioPhone Next, designed jointly by Jio and Google, is the world’s most affordable 4G smartphone that comes with a 5.45” HD screen with Corning Gorilla Glass 3 and anti-fingerprint coating, 2GB RAM, 32 GB in-built storage (expandable up to 512GB), 13MP back camera, 8MP front selfie camera, 3500 mAh battery, and a range of other advanced features which include voice fast capabilities, read aloud, translate now, easy and smart camera, automatic feature update, easy media share, OTG support etc.

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

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

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

crore in Jan-Mar.22 against Rs.138.27 crore logged in the corresponding quarter. During the Twelve months April 21 – March 22 Company’s Sales increased by 15% to Rs.5040.78 crore (Rs.4384.71 crore) and EBITDA was up at Rs.868.52 crore (Rs.864.22 crore). JK Lakshmi Cement’s profit at PAT level during this period moved up by 14% to touch all time high at Rs.417.56 crore against profit of Rs.366.24 crore in the same period last year.



# Fraser-McGurk, Bartlett picked for West Indies ODIs

The three-match series kicks off on February 2 at the MCG with the next two ODIs scheduled to be held at the SCG and at the Manuka Oval in Canberra. Steve Smith will lead Australia in the series. Australia ODI squad vs West Indies: Steve Smith (c), Sean Abbott, Nathan Ellis, Cameron Green, Aaron Hardie, Travis Head, Josh Inglis, Marnus Labuschagne, Jake Fraser-McGurk, Lance Morris, Xavier Bartlett, Matt Short, Adam Zampa

"I think the bowling group has been excellent throughout," Stead said. "When you think back to the start of the series, we had Sears in, giving him a bit more exposure at the international level and then he and Lockie have alternated. I think both of them bowled beautifully and right through Southee, Milne and Henry bowled excellent spells and backed up well by Mitch [Mitchell Santner] and Ish [Sodhi] as well. So, I think the bowling has been very good; they've been accurate and they've been demanding. They've put a lot of pressure on Pakistan."

side past the three-figure mark before being bundled out for 103 in the 19th over.

**Brief Scores:**Paarl Royals 162/3 in 20 overs (Jason Roy 69, Jos Buttler 54; Nuwan Thushara 2-27) beat MI Cape Town 103 in 18.2 overs (Connor Esterhuizen 32; Bjorn Fortuin 3-15, Tabraiz Shamsi 2-11, Obed McCoy 2-18, Lungi Ngidi 2-26) by 59 runs