

Chief Secretary Pradeep Jena Visits Puri Before Inauguration Of Parikrama Project



Puri(KCN): The Chief Secretary of Odisha Pradeep Jena today visited Puri Srimandir and reviewed the ongoing works before the inauguration of the Parikrama project of the temple.

Only a couple of days left for the inauguration of the

Shrimandir Parikrama project. Preparations are underway for the grand opening ceremony. On January 17, the inauguration ceremony of the Shrimandir Parikrama Project will be held. Saints from all over the country will participate in this grand ceremony. Keeping in view the possibility of meeting lakhs of devotees, the administration has given importance to various aspects. On this occasion, Chief Administrative Secretary Pradeep Jena said, Srisetu

Swagat Toran will be opened for common people from January 12. Devotees will reach the Parikrama route through Jagannath Ballabh parking, Sridand. All parking will have two lanes. 800 meters of Sridand road will be completed before 16 January. In addition, provisions have been made for toilets, shoe stands, circulation routes, seating for male and female attendants. Devotees are enjoying the state government's historic Parikrama project.



Government Determined To Connect Ayodhya With World: PM Modi

NEWDELHI(KCN): Prime Minister Narendra Modi on Friday hailed the Union Cabinet's approval to the proposal to name Ayodhya airport as 'Maharishi Valmiki International Airport, Ayodhyadham', asserting that his government is determined to connect the holy city of Lord Ram with the whole world. He said the move was a tribute to Maharishi Valmiki.

At a Cabinet meeting chaired by Prime Minister Modi, the proposal to name Ayodhya airport as 'Maharishi Valmiki International Airport, Ayodhyadham', was approved. Besides, it was also decided to declare the airport as an international airport. In a post on X, PM Modi said, "Our government is determined to connect the holy city of Lord Shri



Ram, Ayodhya, with the whole world. In this regard, along with declaring the airport as an international airport, the proposal to name it 'Maharishi Valmiki International Airport, Ayodhya Dham' has been approved. "This step is a respectful tribute to Maharishi Valmiki ji on behalf of our family

members across the country," the prime minister said. PM Modi also highlighted the government approval to 'PRITHVI VIgyan' scheme. The programme is an overarching initiative that would give it the flexibility to pursue research and use funds allocated to five different sub-schemes related to earth sciences over a five-year period. "Today, the Union Cabinet has approved the transformative 'PRITHVI VIgyan (PRITHVI)' scheme. This initiative marks a significant stride in our journey towards advanced earth system sciences. It covers critical areas such as climate research, ocean services, polar science, seismology and more." "Our commitment is not just to enhance understanding of the Earth System, but to translate this knowledge into practical applications for societal, environmental, and economic benefits. This scheme will strengthen India's capabilities in predicting and managing natural disasters, thereby safeguarding lives and property," the prime minister said.

Final Voters' List Out; Over 7.50 Lakh First Time Voters Added In Odisha

Bhubaneswar(KCN): The Chief Electoral Officer (CEO) in Odisha today announced the final voters' list for the state for the year 2024. CEO, Odisha Nikunja Bihari Dhal made this announcement after completion of the special summary revision (SSR) of the electoral rolls for the year 2024. According to the CEO, Odisha has altogether 3,32,36,360 voters, of which 1,68,50,949 are male and 1,63,82,031 are female. The state has altogether 4,57,821 person with disabilities (PWDs) voters and 3,380 transgender voters, revealed the CEO. As many as 12,97,954 new voters were added to the list in Odisha during the SSR for the year 2024.



On the other hand, the names of at least 7,16,807 people were deleted from the voters' list in the state. According to the CEO, the state has 7,54,946 young voters (18-19 years) and 6,85,048 senior citizen voters. Around 2.27 per cent

Boudh: Three Jawans Critical In IED Blast

Boudh(KCN): Three jawans of Odisha Police's elite Special operation Group sustained critical injuries in an Improvised Explosive Device blast in Batepanga forest in Boudh district on Friday.

As per reports, the incident took place while the SOG jawans were conducting a search operation in that area. After the explosion, the three jawans were seriously injured. The injured jawans immediately rushed to the hospital for treatment. They are undergoing treatment in the hospital in critical conditions. Further reports regarding this matter are awaited.

CM Naveen Launches District SDG Indicator Framework And SDG Odisha Website

Bhubaneswar(KCN): Chief Minister Naveen Patnaik today launched the District SDG Indicator Framework Odisha and the SDG Odisha website paving the way for the localisation of Sustainable Development Goals and better monitoring processes for the achievement of inclusive & equitable development objectives at the district level.

The Chief Minister also released Department-wise Ready Reckoners, Department-wise Convergence Matrices and Mastering Metadata in the Odisha SDG Indicator Framework 2.0 series.

It may be mentioned here that the SDG has 17 goals and 169 targets which need to be achieved by



Speaking on the occasion, the CM said that the SDGs emphasize the importance of inclusive and equitable development. In line with these goals, the policies of our governance have been directed towards creating a level playing field for all sections of society and bringing parity for every individual in opportunity for growth. He pointed out that initiatives like Biju Swasthya Kalyan Yojana, MAMATA, Mission Shakti, KALIA, Odisha Millets Mission, Laxmi, Empowerment and Livelihoods Improvement Programme for PVTGs, BASUDHA and many such other initiatives directly address the challenges highlighted by the SDGs.

2030 to develop a perfectly equitable society. The district framework will target the achievement of these goals at the district level with a better monitoring process supported by standardised data. In all these exercises, concerned departments will work as a whole. This will help the convergence of goals to achieve identified objectives in a faster, coordinated and sustainable manner.

Protest against the attack on pilgrims of Chandranath Dham and demand to Bangladesh Government to take strong initiative to save Chandranath Temple

New Delhi, KCN (Bureau): Chandranath Temple (ChandranathMondir), located on top of the Chandranath Hill, is a famous Shakti Peeth located at Stakunda of Chittagong in Bangladesh. It is an ancient Hindu temple and holy place of Hindus. But recently some extremist group of Muslims tried to capture this temple and even the local police and administration has not taken any initiatives against the perpetrators. They attacked on Hindu pilgrims. For the intention of capturing this temple unfortunately local government intentionally has



attempted to make this Chandranath Temple and this divinest Chandranath Hill as a tourist spot. World Hindu Federation (WHF) is deeply concerned about this issue. At present the Hindus in Bangladesh are feeling

extremely helpless and insecure. DipanMitra of WHF EU Chapter, SatyaRanjan Roy of WHF Bangladesh Chapter and Swami ShuvanandaPuri of WHF USA Chapter strongly protest against the attack on pilgrims of

ChandranathDham and intention of grabbing the Chandranath Temple. They intensely demand to Bangladesh Government to take immediate necessary steps to save the Chandranath Temple and provide exemplary punishment to all the criminals. They also mentioned that WHF expect that Bangladesh Government will take appropriate measures to save Chandranath temple and to protect the social, economic and religious rights of Hindus.

Dialysis facility to start soon in Bonaigarh SDH

Sundargarh(KCN): In a sigh of relief for residents of Bonai block and adjacent areas in this district, haemodialysis facility will be available soon in the Bonaigarh Sub-Divisional Hospital, sources said Thursday. Preparations for this have already been completed and the facility will be operational within next few days. Patients suffering from kidney ailments who require dialysis support would be able to avail of the services from this facility.

This will come as a big relief to the people with renal challenges in the area, who were earlier forced to visit either Rourkela or Sundargarh headquarters town for availing this essential service. This involved huge pocket expenditure to be incurred by the patients or their relatives and also life risk for the patients during emergencies.

Notably, a large number of people with renal challenges require



dialysis support regularly two to three times a week. In those cases taking patients to the hospitals of Sundargarh and Rourkela for regular dialysis was very challenging and the relatives often discontinue the necessary procedure leaving the patients resigned to their fate. This was one of the demands presented before the then 5T Secretary and current 5T Chairman Kartik Pandian by the local community members during his visit to Sundargarh in March 2023. Later, Chief Minister Naveen Patnaik

directed to set up the dialysis unit immediately at the sub-divisional hospital in Bonaigarh. Now, with dialysis system in place at Bonai SDH, the patients can easily access the services without undertaking frequent long-distance travels. The new dialysis center at Bonai SDH is equipped with cutting-edge technology and operated by a team of seasoned professionals dedicated to providing top-notch healthcare to individuals grappling with renal challenges. The CDMO and PHO, Sundargarh, Dr Dharani Ranjan Satapathy expressed enthusiasm

about the imminent launch. "The establishment of this dialysis center represents a pivotal step in our mission to offer comprehensive healthcare solutions to our community. Our focus has always been on providing accessible, high-quality care, and this new facility reinforces our dedication to that cause", he said. The centre boasts of a range of modern dialysis equipment, ensuring optimal treatment for patients requiring renal support. More than 400 dialysis cases can be attended through this

Teen kingpin, older associates arrested for operating narco syndicate spanning from Delhi to Odisha

New Delhi/Nayagarh(KCN): A 19-year-old kingpin of a narco syndicate, was arrested along with four others for supplying drugs in the national capital and its peripheries, a Delhi Police official said Friday, adding that the chain of the syndicate ran from Delhi to Odisha. The gang leader was identified as Harsh Vardhan, a resident of Gopalpur, Delhi, and his associates Ramesh

Kumar Sharma alias Sonu (45), a resident of Tilak Nagar, Amit Kumar Tiwari alias Jam (29), a resident of Raghbir Nagar, and Arul Pandian (25), Jal Vihar, Lajpat Nagar while the source of cannabis was identified as Bishwajeet Mahapatra alias DJ (23), a resident of district Nayagarh, Odisha. The Special Commissioner of Police (Crime Branch) Ravindra Singh Yadav said that a specific input

was received that a member of the drug syndicate would come to deliver a huge consignment of high quality of cannabis from Odisha to Delhi in the area of Gandhi Vihar. A trap was laid and Vardhan was apprehended along with the 22.786 kg of cannabis. On interrogation, it is revealed that Vardhan has recently raised a network of drug supply in the area of Delhi-NCR to earn

easy money. "He makes his customers in different parts of Delhi who can purchase cannabis from him on a regular basis. To expand the illegal business, he visited Odisha to check the source and supply of cannabis. Thereafter, he started visiting Bhuvneshwar, Odisha regularly (twice or thrice in a month) for purchasing cannabis and has been supplying the same in Delhi since the last five to six months," said Yadav.

OREDA Floats Solar Boats



Bhubaneswar(KCN): With an aim to make Chilika Lake a zero emission zone, the State Government has decided to introduce solar powered boats in Chilika Lake soon. For this purpose, Odisha Renewable Energy Development Agency (OREDA) invited e-tender for design, engineering, manufacturing, supply, transportation, deployment of 20 seater solar electric boats, with zero emission including comprehensive maintenance for two years at various places

of the Chilika Lake. Chilika Lake, situated in the eastern part of India, is a biodiversity site and is blessed with a distinct assemblage of oceanic and fresh water. Being a blue lake lagoon, it is home to many migratory birds during the winter season and house of some endangered species of Dolphins. The lake has extremely rich fishery resources and helps in generating instant employment and livelihoods to many fishers and non-fishers (dependent on tourism) residing in and around it. Therefore, boat

pollution and transport cost of water communication, sources said.

It is expected to bring down the transport cost of mechanised boats by Rs 7 lakh per annum. If the pilot project becomes successful, it will be extended to other waterways in the state, sources informed.

The successful bidder will have to provide the shore charging station/infrastructure for charging of boats near the jetty (fishing boats) and harbours (OTDC and CDA's tourism boats) as per norms set for the EV charging. Further, the Successful bidder will have to ensure that the module mounting structures must be designed to be completely non-invasive (without any grouting/chipping) on the rooftop space.

The boats will have an adequate protection system as per the requirement of the site by taking lightning, wind speed, rainy season, other climatic conditions, sudden surges in voltage and current, etc.

BJP's 12-hour Kalahandi dist bandh passes off peacefully

Bhawanipatna(KCN): The 12-hour bandh called by the BJP in Kalahandi district in support of farmers hit normal life Thursday, with markets and educational institutions remaining shut and vehicles off the roads, police said.

Emergency services were exempt from the bandh, which was mostly peaceful, police said. The bandh was called by the opposition BJP demanding justice for farmers who allegedly face problems at different government paddy procurement centres. The saffron party demanded relief from



'katni chatni' (deduction of certain amount of paddy) by millers during paddy procurement. They also claimed that farmers were forced to go for distress sale of cotton and demanded lowering of electricity tariff and removal of country liquor manufacturing units in the district. BJP district unit president Artatran Mohapatra said the party called the bandh against the government's anti-farmer policies. The bandh was aimed at awakening the government from slumber as millers looted the farmers, he said.



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Teenagers & Bright Future

Suresh Kumar Nayak



The Teenage is a phase in everyone's life. It's one of the most critical stages of life where there is needed strong care and support from parents in taking the right decision regarding important life matters. In any society, there are different stages of life. There is childhood, adolescence, and adulthood. Each stage has its own unique challenges and rewards. Adolescence, or teenage years, is a time of great change for individuals. It can be both exciting and challenging as young

people learn to what kind of job they want to have and what kind of life they want to lead. Education is important for teenagers so that they can make informed choices about their future. Relationships are another big part of teenage life. Whether it is with friends, family, or romantic partners, relationships are a central part of most teens' lives. Teenagers need to learn how to communicate effectively, how to resolve conflict, and how to build strong and healthy relationships.

Another important aspect of teenage life is education. For many teenagers, this is the time when they begin to think about their future careers. They start to think about



how to manage money and other resources responsibly. Making good decisions now can help teenagers set themselves up for success in the future.

This is a crucial age from where everyone passes

through and faces all the ups and downs of their life and become mature. All they need is a good listener and they feel that very good listener should be one of their parent. A teenager faces a lot of things all together and

those things become life lessons for them. Everything is secondary, for example; success, money, position, power, etc., the very first thing a teenager literally begs for is the support. Whatever they

alone and heart broken.

The life of a teenager seems to change daily. Constantly exposed to new ideas, social situations and people, teenagers work to develop their personalities and interests during this time of great change. Before their teenage years, these adolescents focused on school, play, and gaining approval from their parents. The teenage years can be both enjoyable and challenging. By learning how to take care of themselves, getting a good education, building strong relationships, and making responsible decisions, teenagers can set themselves up for a bright future.

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REALIZE THE SELF

Shyamsundar Samal



serving all the living creatures as if it is worship of the Lord. He was open-minded and did not impose on any aspirant a rigid sadhana programme. Swami Sivananda believed that each sadhaka requires a different amalgam of spiritual practices, and that the sadhaka himself should find out a suitable mode by properly blending different Paths of

with God is Yoga. Yoga is life in God, life in perfection, peace, lasting happiness and eternal Bliss. Yoga shows you the way, unites you with God. You can turn out efficient work within a short span of time and have success in every walk of life."

His explanation of the main paths of Yoga is very explicit and apt. He says: "To behold



Yoga, in accordance with his aptitude and temperament while keeping one Path as the main Path.

Swami Sivananda has given a very significant view of Yoga. He says: "Yoga is not a religion, but an aid to the practice of the basic truths in all religions. God dwells in all. Yoga is union with God, union with all. Yoga is for all and is universal. It is not a sectarian affair but a way to God. To live in God, to commune

the one Self in all is Jnana Yoga. To love the Self in all is Bhakti Yoga. To serve the Self in all is Karma Yoga. Karma Yoga is suitable for a man of active temperament, Bhakti Yoga for a man of devotional temperament, Raja Yoga for a man of mystic temperament, and Jnana Yoga for a man of rational and philosophical temperament."

He used to suggest Karma Yoga and Bhakti Yoga

EDUCATION IN ITS TRUE SPIRIT

Jasaswini Pattanayak



before the students in India? These questions engage the anxious mind of the think-tanks of the country.

In India, life has been always regarded as an invaluable and important means for the attainment of a very high and noble end. Life has a far greater aim than merely making money, enjoying a few physical comforts, pleasures and luxuries, or acquiring fame. The Indian concept of life has always been and shall forever be that our life has its grand purpose – the achievement of an all-round perfection of the body, mind and soul through an ideal life of virtue, goodness, purity, self-control, selflessness, kindness, service and fulfillment of one's duty. Mainly fulfillment of one's duty, and bold and courageous idealism, form the keynote of the ethical life conceived by the Indian genius. The recognition of this vital fact is essential for true success in life, and upon it, the ultimate welfare of the students of India depends. Again the question "Does the

current system of education recognize this most important factor?" crops in the minds of the people who are much concerned about the welfare and progress of the country. To what extent does an average student of the present-day colleges receive this inspiration and living impulse towards ethical evolution? Are the curricula of today's universities embedded with the requisite to fulfill this most indispensable and vital need? The answers to these weighty questions will serve to reveal the true value and worth of today's university or college studies.

Today most of the educationists without hesitation admit that the present educational system is devoid of any substantial culture. They feel that the present education is a failure for it fails to provide that most essential equipment of life, namely, true refinement, culture and character. But it is fortunate that this realization of inadequacy of education has in its seeds of hope and revival of the true spirit and purpose

behind education. The recognition of the defect itself indicates the possibility of a cure.

To conclude, education is not a process of filling in something from outside. It is a drawing out from within of the highest and best qualities inherent in the individual. It is the cultivation and development of these qualities and talents in an intelligent and rational way, so as to help build a balanced personality. A great need is felt for the understanding and sympathetic management of the students, based upon the above lines, so as to equip them for noble and worthy citizenship of India that has a lofty destiny to fulfill in the comity of nations of the present-day world civilization. So it is imperative for the educationists to work together for the necessary and desired effect.

However, they always must bear in mind that the basis of the education should be religious.

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The contribution of agriculture is vital in making Viksit Bharat@2047



Agriculture being a State subject, the State Government is primarily responsible for the growth and development of agriculture sector and developing perspective plans for their respective States and ensuring effective implementation of the programmes/schemes. However, Government of India supplements the efforts of the State Governments through various Schemes / Programmes / reforms and policies, such as - Unprecedented enhancement in budget allocation; Fixing of MSP at one-and-a-half times the cost of production; Increase in procurement from farmers; Income support to farmers through PM KISAN; Pradhan Mantri Fasal Bima Yojana (PMFBY); Institutional credit for agriculture sector; Providing Soil Health Cards to farmers; Promotion of organic farming in the country; Neem Coating of Urea; Agri Infrastructure Fund; Promotion of

FPOs Scheme; National Bee and Honey Mission (NBHM); Pradhan Mantri Krishi Sinchai Yojana (PMKSY); Micro Irrigation Fund; Agricultural Mechanization; Changes in Disaster Relief Standards; Setting up of E-NAM extension Platform; Improvement in farm produce logistics; Introduction of Kisan Rail; Creation of a Start-up Eco system in agriculture and allied sector, etc. Government has taken several steps for increasing investment in agriculture sector such as enhanced institutional credit to farmers; promotion of scientific warehousing infrastructure for increasing shelf life of agricultural produce; setting up of Agri-tech Infrastructure Fund for making farming competitive and profitable; developing commercial organic farming etc. Government is implementing various schemes for supply of farm inputs, like seeds, fertilizers, agricultural machinery and equipment, irrigation facilities, institutional credit, etc., at subsidized rates to the farmers in the country. Government has recently taken several

steps for increasing investment and growth in agriculture sector which include creation of Long-Term Irrigation Fund (LTIF), Micro Irrigation Fund for water use efficiency, promotion of commercial organic farming, etc. Government of India has launched the Central Sector Scheme of financing facility under Agriculture Infrastructure Fund (AIF) to boost Agriculture Infrastructure relating to post harvest management and community farming assets. Under this scheme entities such as farmers, agri entrepreneurs, starts up, Central/ State agency or local body sponsored public private partnership projects etc. can take benefit for setting up eligible infrastructure projects. Under Rashtriya Krishi Vikas Yojana (RKVY) Scheme of Ministry of Agriculture, grants-in-aid is given to state governments on the basis of the projects approved in State Level Sanctioning Committee Meeting (SLSC). States can take up projects for the development of Agriculture and allied sector in Public

Prof. Sunil Goyal

Private Partnership (PPP) for Integrated Agriculture Component.

Under Mission for Integrated Development of Horticulture (MIDH) of this Ministry financial assistance in the range of 35% to 55% of eligible projects cost is available in the form of credit linked backed for creation of post-harvest management infrastructure like Pack Houses, Pre-cooling units, Integrated pack houses, Refrigerator van, Primary/mobile Processing unit, cold storage etc. farm gate level to consumption level. The post-harvest component is demand / entrepreneurs-driven from among entrepreneurs, private companies, cooperatives, farmers groups etc. through commercial ventures for which assistance is available through respective State Horticulture Mission. The Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) Scheme is being implemented with a view to provide income support to all landholding farmer families across the

country, to enable them to take care of expenses related to agriculture and allied activities as well as domestic needs. The Scheme, aims to provide a payment of Rs.6000/- per year for the farmers' families with cultivable land holding, subject to certain exclusions. The financial benefit of Rs.6000/- is being released by the Central Government in three 4-monthly instalments of Rs.2000/- over the year directly into the bank accounts of the eligible farmers under Direct Benefit Transfer mode. Further, Government of India has launched the Aatmanirbhar Bharat Abhiyan (ABA) to strengthen Infrastructure, Logistics, Capacity Building, Governance and Administrative Reforms for Agriculture.

For ages, India's

economy under

colonial rule remained

basically agrarian and

about 85 percent of the

country's population

earns their livelihood

from agriculture. In

those days, the French

traveller, Bernier,

described seventeenth-

century Bengal as

richer than Egypt

because of its

abundance of cotton,

Simultaneously, the

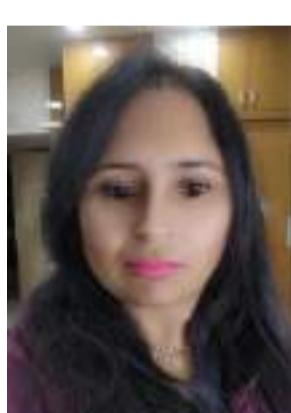
Gross Value Added (GVA) growth of agriculture and allied sectors was 4.1 per cent in 2020-21, 3.5 per cent in 2021-22 and it again declined to 3.3 per cent in 2022-23.

India is an agriculturally rich country with millions of acres of fertile land and abundant natural resources. There are many factors affecting agriculture in India including soil, terrain and geographical location. Agricultural production mainly depends on the climatic conditions as each crop requires a different temperature/environment to grow. Infrastructure is quite important in agricultural production as it compensates for the basic requirements of the region. Agriculture provides most of the livelihood opportunities in India and contributes a lot to the GDP. It employs more than 60 per cent of the labour force. Agriculture has a significant impact on the Indian economy and society. The average annual growth rate is 4.6 per cent. In the last six years, India's agriculture sector has expanded rapidly. The research study further suggested that the

contribution of agriculture to GDP can be increased by encouraging expansion of crop land, changing the production mix, and implementing technological advancements such as the use of HYV seeds. Moreover, the government should encourage more mechanization and the use of modern technologies. Investment in post-harvest infrastructure is needed to improve the earning capacity of farmers. Farmers should use innovative technologies like drone spraying to increase yield. This will also reduce expenses and labour time. Rural development should be broad-based and should include small/medium scale rural industries. Adequate industrial policy is needed today for the development of such industries.

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Preventing Gender-based Violence: A Fear Free World



"Nowhere in the world is a woman safe from violence. The strengthening of global commitment to counter this plague is a movement whose time has come."

-Asha Rose Migiro Sexism leading to gender-based violence remains a pervasive issue that affects individuals worldwide, transcending gender, age, ethnicity, and socio-economic backgrounds. This problem takes numerous forms, including domestic violence, sexual assault, stalking, coercive control, and harmful cultural practices, hindering the achievement of gender equality and endangering human rights. Nevertheless, the world is uniting to confront this challenge head-on and create a

safer, fairer, and more inclusive global society. Gender-based violence is deeply ingrained, as evident in staggering statistics that emphasize its urgency. These crimes are not only confined to a specific region, culture, or economic background but also permeate across borders, affecting individuals in both developed and developing nations. The World Health Organization (WHO) reports that one in three women worldwide experiences physical or sexual violence during their lifetime. The impact of gender crimes is far-reaching, affecting victims physically, mentally, and emotionally. Survivors often suffer from long-lasting physical injuries, sexually transmitted infections, unwanted pregnancies, and psychological trauma such as depression, anxiety, and post-traumatic stress disorder. Beyond the immediate consequences, gender crimes inflict deep scars on the fabric of society, perpetuating a cycle of fear, silence, and inequality. Victims may be silenced due to cultural stigma, fear of backlash, lack of support networks, or weak judicial systems that fail to protect or provide justice.

It is crucial to acknowledge that men, as well as individuals identifying as non-binary or gender non-conforming, can also become victims of gender-based violence, highlighting the complex nature of this issue. Furthermore, as awareness surrounding gender identities and sexual orientations expands, it becomes evident that gender-based crimes extend beyond a binary understanding. Individuals belonging to the LGBTQ+ community also face an increased risk of victimization, often due to societal prejudice and discrimination. Numerous international initiatives and agreements have been enacted to address gender-based violence worldwide. In 1979, the United Nations General Assembly adopted the Convention on the Elimination of All Forms of Discrimination against Women

Dr Shalini Yadav

(CEDAW), providing a comprehensive framework to combat gender-based violence. The Convention calls for legal measures, awareness-raising campaigns, and support services for survivors as key strategies. Governments and organizations globally are implementing national strategies and enacting legislative reforms to battle gender-based violence. Such efforts range from criminalizing violence against women to establishing specialized police units and helplines. For example, India's landmark 2013 Criminal Amendment Act criminalized various forms of violence against women, including rape, acid attacks, stalking, and domestic violence. The act also improved the definition of sexual assault and introduced stricter penalties for offenders.

Similarly, in New Zealand, the 2020 Domestic Violence Amendment Act prioritizes the safety and well-being of victims by granting them 10 days of paid leave and expanding their leave provisions. #16 days Challenge in South Africa and many more in this direction to make women aware about their human rights and give strength to stand against violence are appreciable acts.

The #MeToo movement, founded in 2006 by Tarana Burke and popularized globally in 2017, brought worldwide attention to sexual harassment and assault, empowering survivors and pushing for accountability among perpetrators. Non-profit organizations like Human Rights Watch and Amnesty International also tirelessly work to document and expose gender crimes while providing victim support. Preventing gender-based violence necessitates addressing systemic factors and cultivating a cultural shift that challenges harmful gender norms and stereotypes. Global campaigns, such as UN Women's "HeForShe," encourage men and boys to become allies in transforming societal attitudes and promoting positive behavioral changes. Emma Watson says in the regard- "Gender equality not

only liberates women but also men from prescribed gender stereotypes."

Equally important is the development of comprehensive support services for survivors. Many organizations offer helplines, shelters, counseling, and legal aid. The UN Secretary-General's UNiTE to End Violence against Women campaign supports interventions that provide survivors with crucial support while also championing prevention and empowerment programs.

There are many leaders, authors, entrepreneurs, and social activists like Michelle Obama, Malala Yousafzai, Warren Buffett, Indra Nooyi, Eleanor Roosevelt, Margaret Atwood, Sheryl Sandberg who have become symbolic voices for many to eradicate such mal-practices and to awaken the humanity as everyone has a role and responsibility to play and fulfill in creating gender-balanced and violence-free world. However, despite progress, challenges remain. Many countries still lack comprehensive legislation or effective enforcement mechanisms to address gender crimes adequately. There is an urgent need for stronger legal frameworks and improved norms, societal attitudes, and educational programs to challenge the root causes of these crimes. Countries like Afghanistan where justice system is yet not updated in context of women, women are suffering a lot. Award-winning author like Nadia Hashimi highlights and portrays the real picture of females' struggle through literary works. In such countries lot of awareness campaigns need to be initiated for empowering women and providing justice to them.

Furthermore, the United Nations' 2030 Agenda for Sustainable Development, ratified in 2015, includes Goal 5: Achieve gender equality and empower all women and girls. This goal recognizes the importance of eradicating gender-based violence in constructing inclusive societies. But it states

that progress in the arena of gaining equality is too slow and it may take 300 years to end child marriage, 286 years to close gaps in legal protection and remove discriminatory laws, 140 years for women to be represented equally in position of power and leadership in the workplace and 47 years to achieve equal representation in national parliaments. Thus, gender inequality and violence based on it remains one of the most pressing challenges globally, jeopardizing the well-being and dignity of countless individuals. Recognizing the urgency of the issue, international initiatives, national laws, and societal campaigns continue to address the problem through prevention, support, and legislative reforms. While progress is being made, concerted efforts from all stakeholders are imperative to eradicate gender-based violence and build a future where individuals can live free from fear and violence, regardless of their gender.

(Professor, Writer & Editor)

3-day Training Workshop for Indian Forest Service Officials Organised by BSI

Kolkata, (KCN): A three-day training workshop on "Plant Identification and Nomenclature" for the Indian Forest Service (IFS) officers nominated by the Ministry of Environment, Forest, and Climate Change, Govt. of India, New Delhi, is being organised in the Botanical Survey of India from January 3-5, 2024, at the Central National Herbarium. The objectives of the training programme include: understanding the basics of plant identification and biodiversity in a

taxonomic context; learning tools and techniques for naming a plant; understanding biodiversity, policies, challenges, and future prospects; a field-based interactive session; and a walk-through nature trail in AJCBIBG and Plants in Human Well Being. The workshop is going to include an interactive panel discussion on "Improvement in the working of forest departments: Need for career development through training and improvement of skills" also.

In the inaugural session, Dr. A. A. Mao, Director,



BSI, and Course Director of the programme, welcomed all the participants and reflected on the importance of data-

basing biodiversity components for sustainable utilization of bio-resources. Dr. S. S. Dash, Scientist-F and Course Coordinator and

In-Charge, Technical Section, BSI HQ, while briefing about the workshop, said that knowledge of plant taxonomy and

identification is essential to any research on plant science. The science of plant taxonomy not only bestows descriptions and classifications of species but also plays a fundamental role in assessing and conserving biodiversity.

Shri Niraj Singh, PCCF and Head of the Forest Force, West Bengal, who graced the occasion as Chief Guest, addressed the gathering and emphasised the importance of plant identification and nomenclature in

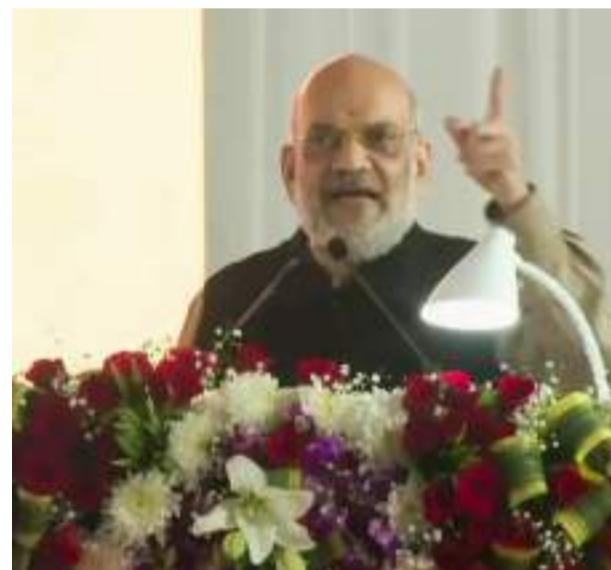
BSI, plant sustainability, and role of plants in the bio-economy. The programme will be shedding light on the different activities of Mission Life also. A walk through the legacy of BSI, Nature Trails in Acharya Jagadish Chandra Bose Indian Botanic Garden, has also been scheduled in the programme. The programme was attended by 14 IFS officers from different levels in almost eight states. It is expected that training programs of this kind pave the way for more collaborations, Dr. Dash said.

"Myanmar Refugees Won't Be Sent Back Until...": Amit Shah

Aizawl (KCN): Union Home Minister Amit Shah has informed Mizoram Chief Minister Lalduhoma that the Centre won't deport Myanmar nationals who sought refuge in the state since February 2021 until normalcy is restored in the neighboring country, according to an official statement on Friday.

During their meeting in Delhi on Thursday, Mr Shah discussed with Lalduhoma the importance of collecting biometric data of foreigners, which the previous state government had refused to do, the statement added.

"I want the people of Mizoram to know that the Centre will not deport the Myanmar nationals seeking shelter in the state until normalcy returns there," Mr Shah was quoted as saying in the official statement. According to officials, more than 31,000 individuals from Myanmar have sought



shelter in Mizoram since February 2021, following a military coup in their home country. The majority of these nationals belong to the Chin community, which shares ethnic ties with the Mizos. of them reside in relief camps, while others are accommodated by their relatives or live in rented houses.

"Strengthen Counter-Terror Operations In Jammu And Kashmir": Amit Shah

"Strengthen Counter-

Terror Operations In Jammu And Kashmir": Amit Shah "Brightening Up Cosmos": Amit Shah's Big Praise For ISRO Satellite Launch "Brightening Up Cosmos": Amit Shah's Big Praise For ISRO Satellite Launch The Union home minister and Lalduhoma also discussed the Mizoram Maintenance of Household Registers Bill, which is currently awaiting approval from the President.

Mr. Ajaz Ahmad Bhat (IAS), Director Sericulture J&K Unveils Innovative Farmers awareness Programme & 05 days Practical Training Programme in District Shopian"

Srinagar (KCN): Mr. Ajaz Ahmad Bhat (IAS), Director Sericulture J&K, today inaugurated Farmers awareness programme and 05 Days Practical Training Programme under Extension and Trainings in District Shopian. While addressing the gathering the Director Sericulture highlighted the need for regular skill up-gradation of rearers to leverage the latest technologies at grass root level. He also added in his address that concerted efforts are being made to give impetus to the sericulture Sector by way of skill up-gradation as a part of the capacity building programme for Silkworm Rearers.

Mr. Ajaz Ahmad Bhat (IAS), Director Sericulture J&K while speaking on the occasion

emphasized that the unemployed youth in particular and the people in general need to be sensitized vis-a-vis the potential of Sericulture Sector in J&K for earning dignified income in a short period and awareness must be disseminated in this regard extensively across J&K for which the media also has to take its part for wide publicity of all the schemes, facilities and incentives being provided to the Silkworm Rearers by the Sericulture Department so that all the sections of society across J&K can be benefited. Since, the Silkworm Rearing being in-house practice and does not require large space, it can prove advantageous not only for the general farmers but for the landless Farmers as well in

deriving substantial income from Sericulture practices as the department also provides financial assistance for construction of rearing sheds. Moreover, the Director Sericulture J&K informed that for any query people can contact the nearest Sericulture Assistant (Zone) or District Sericulture Officer or Directorate of Sericulture J&K, Tulsi Basgh, Srinagar/ B.C Road Jammu.

Mr. Ajaz Ahmad Bhat (IAS) while kick starting mulberry plantation drive at Sofanaman, Shopian stressed that the success of the sericulture industry is closely tied to the health and vitality of our Mulberry Plants. Besides, he also advised the field functionaries of the department that the



necessary groundwork must be laid for a robust ensuing silkworm rearing season. By training our Silkworm Rearers and focusing on disease prevention, he reposed confidence that the overall quality and cocoon production in the J&K will improve significantly and assured all the stake holders that these awareness programmes will go a long way in bolstering the cocoon production and propagation of Mulberry Plants across U.T of J&K. The Director Sericulture J&K while giving account of the facilities being provided by the department to the Silkworm Rearers assured them of full technical support, disinfectant for disease prevention measures, rearing kits and availability of abundant mulberry foliage in the form of leaf bank. On the occasion the Director Sericulture J&K expressed gratitude to the District Administration Shopian for providing land in Shopian to the Sericulture Department which will be developed as Mulberry Chawki Garden/ Farm and will also be utilized for the construction of District Sericulture Office, Shopian. Pertinently owing to the acquisition of the said land by the department and development of important infrastructure the silkworm rearers of the area will have a great relief and can now easily avail incentives and others Government Schemes without traveling long distances.

Chilika Hosts 11.37L Birds



Bhubaneswar(KCN): Asia's largest brackish water lagoon, Chilika Lake has welcomed a record number of 11.37 lakh migratory birds this winter, according to a census conducted by the Department of Forest, Environment and Climate Change.

"Chilika lagoon is proud to host 11.37 lakh birds as per today's census

results. It's the largest wintering ground for migratory birds in the Indian Subcontinent. Now for the second consecutive year, it is hosting more than one Million birds," said Principal Chief Conservator of Forests (PCCF) Wildlife, Susanta Nanda in his social media handle, X. According to official

sources, a total of 11,37,759 birds were recorded in the lake this year. This is around 5,830 more than the previous year, when 11.31 lakh avian guests had visited the lake. A total of 187 species of birds were found during the census while last year 184 species visited the lake.

In Nalabana Bird

Sanctuary in the lake, enumerators found a total of 3,47,280 birds against the count of 3,42,897 birds during last year's census. In Nalabana, 4383 more birds visited this year in comparison to previous year.

Among the counts, Northern Pintail (2,18,650), Gadwall (1,56,636), Eurasia

wigeon(1,40,322) have been sighted this year. During the census, the officials found one Pallas fish eagle after a long gap of about 10 years. The bird count was carried out for all water bird species and wetland-dependent birds. Ornithologists said they spotted 'River Lapwing', a migratory bird, which visited the lake after almost a decade. Although the exact reason behind the rise in the number of migratory birds in the 1,100 sq km lake is yet to be ascertained, forest officials attributed it to the availability of food and no disturbance in the area.

The winged guests from far-off places, including the Caspian Sea, Lake Baikal, remote parts of Russia, central and southeast Asia, Ladakh and Himalayas, descend to the lake every winter for feeding and roosting. They start their homeward journey with the onset of summer.

Tension, blockade over student's death in Sambalpur

Sambalpur(KCN):

Traffic on Mudipada-Samaleswari temple route here was severely hit Thursday after residents of Ambedkar Nagar staged a road blockade over the death of a Class-IX student in a road accident at Pattnaikpada in Sambalpur the previous day.

Dishant Nayak, a resident of Ambedkar Nagar, died after a tourist bus hit his scooter near a club at Pattnaikpada in the town, Wednesday night. Tension continues to brew over the death of the boy as irate residents staged the road blockade Thursday demanding compensation of 50 lakh to the bereaved family and calling for a ban on entry of heavy vehicles to the town.

The agitators put up the deceased's body at the protest site and demanded action against the concerned officials for allowing illegal entry of heavy vehicles on Mudipada-Samaleswari temple route and the



period and release of all family members of the deceased and other persons from police custody. Police had seized the bus and arrested the driver. However, irate locals vandalised the vehicle and tried to set it ablaze. Police foiled agitators' bid to torch the bus and detained some youths. However, some protesters gheraoed the police station demanding compensation to the bereaved family and release of the detained people. Police resorted to lathi charge to quell the protest and detained 12 persons in this connection. They relented after administrative officials promised to ban entry of heavy vehicles on Mudipada-Samaleswari temple route and the



Chairman, Odisha Branch Of Lok Sevak Mandal And Printer cum Publisher Of Primier Odia Daily, The Samaja Niranjan Rath Being Conferred Prestigious Bila Suni Samman-2023 By Director Of Sovaniya Andolan Dr Arundhati Debi And Cultural General Secretary Of World Odisha Society Kaveri Behera Today

Some farmers count blessings, many distressed over crop loss

BARGARH: While some farmers of Bargarh district are gearing up for the procurement of the rabi paddy which is scheduled to begin from May 6, several others who suffered crop loss due to hailstorm and pest attack are now in distress. The procurement of paddy for the rabi season in Attabira block of the district will begin from May 6 while in other blocks including Bargarh, Bheden, Barpali, Bhatli and Ambhabona, the process is slated to commence from May 12. Considering the summer heat, necessary arrangements like drinking water and tarpaulin sheds have been ensured for the farmers who will be participating in the procurement process. This season, paddy will be procured from as many

as 85,000 registered farmers in the district across 62 market yards and 100 Paddy Procurement Centres (PPC). Around 84 Primary Agricultural Cooperative Societies (PACS) and Women SHGs will be engaged to ensure the process is completed smoothly.

On the other hand, due to unforeseen calamities, hundreds of farmers who suffered complete loss of their standing paddy crops are in a bad state. Unseasonal heavy rainfall between the end of March and first week of April shattered their hopes of reaping a bounty. Subsequently, due to fluctuation in temperature, the paddy crops were infested with pests later identified as neck blast. To add to the woes, the recent hailstorm on April 22 ravaged crops over large

tracts of land. As per the eye estimation report, Barrgarh has recorded crop damage of over 6050 hectares of land in 52 villages. This includes the maximum damage in Bargarh block at 2631 hectares, followed by 2314 hectares in Attabira, 885 hectares in Bheden and 220 hectares in Barpali. The farmers of Attabira and Bheden have already submitted a memorandum to the Chief Minister through Attabira MLA Snehangini Chhuria, demanding to take appropriate action towards compensation considering the hailstorm related damage.

Farmer leader, Ramesh Nahapatra said, "While the eye estimation report was sent on April 26, several other land on

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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. 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 these, 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.

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

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

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

Bhubaneswar: L V Prasad Eye Institute (LVPEI) has received the Project Management Institute South Asia (PMI South Asia) award in the NGO category for its outstanding project in rural Odisha, aimed at managing Retinopathy of Prematurity (ROP), a vision-threatening eye condition in preterm babies. The award-winning project, titled 'Screening and Treatment of ROP in Pre-term Babies in 8 Odisha Districts,' has been funded by the Cognizant Foundation. It was implemented by LVPEI's Mithu Tulsi 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.

efficiencies, energy cost, better product mix and higher volume. JK Lakshmi Cement's EBITDA before Other Income moved up to 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

in Jan-Mar.22 against Rs.138.27 crore logged in the corresponding quarter. During the Twelve months April 121 - 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.

Ambuja Cements and ACC's ChangeTheStory 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 Sharm". This was followed by a bouquet of informative posts and

videos on social media. ACC and Ambuja Cements collaborated with micro and nano influencers to drive engagement around the bubble barrier technology.

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

itel launches A70; India's first smartphone with 256GB ROM AND 12GB RAM at just INR 7,299



comes with a 5000 mAh battery, ensuring an uninterrupted and long-lasting experience for the user supported by Type-C charging.

Commenting on the launch, Mr. Arijit Talapatra, CEO, itel India said, "As we step into 2024, we reaffirm our unwavering commitment to serve our consumers by introducing innovations complemented by unmatched features, stylish aesthetics, and cutting-edge technology at competitive price points. The launch of the itel A70 smartphone stands as a testament to our forward-looking approach, boasting an industry-leading 256GB storage and 12GB RAM, and a captivating 6.6-inch display with Dynamic Bar technology. We are excited to disrupt the entry-level smartphone segment once again, setting new standards for performance and value in the ever-evolving tech landscape."

New Delhi: itel, the most popular sub-10K smartphone brand in New India, launches India's first phone with 256GB storage, and 12GB RAM through memory fusion at just INR 7,299, marking a significant leap into 2024. This move signifies a strategic enhancement to its A-series lineup, catering specifically to customers seeking extensive storage solutions. Along with its big memory, itel A70 comes equipped with a big 6.6-inch HD+ Display featuring a Dynamic Bar offering a simplified and seamless user interface.

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

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. 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 121 - 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.

award served yet another reminder of the company's efforts towards sustainability. "We are elated and honoured that a campaign that's important to us has received the recognition that it deserved. Sustainability and business go hand in hand at Ambuja Cements and ACC Ltd. This will encourage us to further step up our efforts in this direction."

Rohit's message to batters at Newlands: 'Be ready to take a blow'

New Delhi: On a challenging Newlands surface which saw hosts South Africa skittled out for 55 in the first session of the Test, Rohit Sharma knew that this wasn't going to be a high-scoring match. And his message to his batters was clear; that the team needs 'small contributions' from them and that they have to be prepared to 'take a blow'. "When we saw how the pitch was in the first session, we knew it was not going to be a high scoring game," the Indian captain said following his team's series-leveling seven-wicket win at Newlands, on Thursday. "So we wanted to stay disciplined in how we bowled, not get ahead of ourselves and try and do too many things. Bumrah, Siraj spearheaded our bowling attack. They put the balls in the right areas and let the pitch do the rest.

"Once we got them all out for 55, we spoke to the batters that we need small contributions in this game. It's not going to be an easy pitch to bat on, try and score, apply yourself, get hit on your body, it's fine. Just go and put yourself ahead and if you have to take a blow, be ready for it." That's the only thing we spoke of. The top 4-5 batters showed a lot of grit. We knew that the first innings lead was going to be crucial. The 100-run lead that we got in the first innings was quite crucial for us. Never knew we would lose six wickets for no runs. That was disappointing from our side, but that happens."

Building on the back of a 98-run lead in the first innings, India snapped three more wickets on the opening day, taking the overall tally to 23 scalps - the second most on Day 1 of a Test match. They added to South



Africa's misery early on Day 2 with a wicket in the opening over, but Aiden Markram's counter-punching century helped the hosts wipe off the deficit. Nonetheless, Bumrah's six-wicket haul ensured that India's final target was limited to only 79 runs. "When we went out to bat to get 79 runs, we knew we were slightly

ahead, but we knew we had to go there and apply yourself and be a little fearless," Rohit admitted. "To get any score on that pitch, we knew it was going to be challenging. Anything can happen in a game of cricket. Luckily, we got off to a good start, got 40-odd runs in no time. [Yashasvi] Jaiswal actually played quite freely. It's something that

we had discussed. We wanted to take the bowlers on if the balls were in the areas where we wanted. "[In the morning] we knew that if we didn't show up properly, there was a good chance that they would get enough runs on the board but luckily we started off really well, getting the first wicket in the first over. We had some plans

to get Markram out but he played a superb innings to get that hundred. Again, with Bumrah we know his class and quality. Got six wickets and put us ahead in the game."

"They didn't get big runs, but that's okay," Rohit said. "We know batting is difficult, especially in conditions like this is tough. But you have to show a lot of faith and trust, especially in those guys who are coming here for the first time - Gill, Jaiswal, Iyer. It's important to give them that confidence to play Test cricket. That is something we discussed that we want to allow them to play the way they want to play. While doing that, it may not always come off because they are all naturally aggressive in how they want to play. But obviously they can learn a lot from these two games that they played here. It is quite challenging, it swings,

Iyer (41). However, Rohit isn't too fussed about their performances in the series, and believes this experience will hold them in good stead in the future.

"When you come here, you know it is tough for batters. But the new boys will learn with such experiences, will make gameplans. There is no dearth of talent in our batting, they are quite versatile. If you have to win Test matches in India and abroad, it's important to have different kinds of batters. My own job is to back them, give them confidence and give them match time. All of us - Me, Virat, KL - have all learnt by traveling. It's the same for them as well; what to do in such countries, what not to do. When you play in India, the scenario is different. When you do well in challenging conditions, your confidence goes sky high."

Dhananjaya de Silva named Sri Lanka's new Test captain



New Delhi: Sri Lanka will begin 2024 with a new captain for each format after Dhananjaya de Silva was named the new skipper of the Test side. The announcement from SLC follows the recent appointments of Kusal Mendis and Wanindu Hasaranga as leaders of the ODI and T20I sides respectively. De Silva, 32, will be the 18th different player to captain Sri Lanka in men's Tests when he leads the side out for the one-off Test against Afghanistan. He takes

over the reins of the side from Dimuth Karunaratne, who captained in 30 Tests between 2019 and 2023, finishing with a 12-12-6 win-loss-draw record. Karunaratne's tenure as captain began with a historic, against-all-odds series win in South Africa and while results thereafter were less dramatic in nature, he brought a sense of calm to the team during what was a period of churn in the country's cricket. Leadership brought the best out of Karunaratne

the batter as he averaged nearly 50 with the bat, considerably higher than his career average of 40.93. His successor, de Silva, has been a regular member of the squad. His 51 Tests so far have fetched 3301 runs at an average shade under 40. "I would have preferred to have the same captain for all three formats," said chief selector Upul Tharanga, "but we are unable to do that at the moment with the players we have."



the ground for six. amid the madness. Thanks to fine fast bowling by Mohammed Siraj and Jasprit Bumrah - who took six wickets each - on a pitch of chronically inconsistent bounce, India won the shortest ever Test by seven wickets five minutes short of an hour after lunch on the second day.

"It makes it challenging when the ball is going up and down," Markram said. "If it's just one of those you can try and find a plan to cover that. Sometimes when it's

staying down you don't want to be getting your pads in the way too much, which means you're more legside of the ball. But when it starts bouncing and you are legside of the ball, you can nick it. You wing it while you're out there. You go with your gut feel." Spare a thought for Tristan Stubbs, whose misfortune it was to make his debut on the surface. He lasted for a total of 25 balls for his scores of three and one. "If it's your first Test it's important to understand it won't get much tougher," Markram, who was playing his 37th, said. "That's the positive note for those players. If you experience this and move to venues where it is slightly easier, you'd rather have it that way around than be shocked and caught with your pants down."

Maybe, when Stubbs has played 37 Tests, we can ask him to look back on this match. To do so now would be cruel and inhuman.

Rohit wants match referees to 'keep eyes and ears open' while rating pitches

New Delhi: India captain Rohit Sharma 'doesn't mind' playing on pitches like the one in Cape Town, where the fastest ever Test result was achieved, but there's a caveat. He wants the critics of Indian pitches to just 'shut up' after what transpired at Newlands. "We all saw what happened in this Test match and how the pitch played. I honestly don't mind playing on pitches like these as long as everyone keeps their mouth shut in India and don't talk about Indian

pitches," said Rohit after India's seven-wicket win at Newlands, where all it took the visitors were 107 overs and a little over four sessions to level the series. "You come here to challenge yourself. Yes, it is dangerous but it is challenging. When people come to India, it is challenging as well. When you're here to play Test cricket, we talk about Test cricket being the ultimate prize, Test cricket being the pinnacle and all. We also stand by it. When you're put up against a

challenge like that, you come and face it. That's what happens in India, but when the pitch starts turning on Day 1 in India, people start talking 'puff of dust, puff of dust, there are so many cracks on the pitch'. It's important that we stay neutral wherever we go." Rohit spoke of how different and uncomfortable the narrative is when the pitch starts taking turn from Day 1 in India, and called upon the ICC to stay 'neutral' when it comes to rating pitches.

"Honestly, I would like to see how the pitches are rated. Mumbai, Bangalore, Cape Town, Centurion are all quite different. The overhead conditions are different. The pitches deteriorate

fast when the sun is beating down that hard on the pitch. The conditions in India also - we know the pitch will spin. But people don't like it because the pitch spins from Day 1," Rohit pointed out.

"If the ball seams from ball 1, it's fine for everyone. That's not fair. If the ball starts spinning from ball 1, it should be okay. Otherwise, you stay neutral and start rating these pitches also as bad. If you want the ball only to seam and not to turn, in my opinion that's absolutely wrong. That's my judgement, my opinion and I'll stick by it. I've seen enough cricket and enough of how these match referees and ICC looks

there. How can that be a poor pitch? The ICC, the match referees need to start rating pitches based on what they see, not based on countries. That's very important. I hope they keep their ears open, they keep their eyes open and look into those aspects of the game.

"I'm all for pitches like these, we want to challenge ourselves playing on pitches like these, we pride ourselves playing on pitches like these. But all I want to say is, be neutral."