

Action will be taken against indiscipline during 'Bahuda Yatra': SJTA chief

wait for its report,” Padhee said. He said discussions were held with different groups of servitors so that the rituals could be completed smoothly. “We hope that they will not bring a bad name, but promote our Jagannath culture,” he said.

Yatra was held July 7 and 8, while ‘Bahuda Yatra’, the return journey of the deities to the Jagannath temple, will be held July 15.

Puri(KCN): Three days before the Bahuda Jatra, 'Dakshina Moda' (Southward) of chariots of Lord Jagannath and his siblings were made in the holy town Puri on Friday. The three chariots parked on the Saradhabali in front of Jay-Bijaya Dwara of Shree Gundicha Temple, facing north since Rath Jatra, are turned towards Jagannath Temple in the south. The rituals began after the servitors brought 'Agnya Mala' (garland of the consent of the Lords). Police personnel have pulled the chariots during 'Dakshina Moda'. They expressed happiness and thanked Lord Jagannath for giving them the opportunity. As per the ritual, Debadalana, the chariot of Devi Subhadra, was first pulled and turned towards Jagannath Temple in the south. After Debadalana, Lord Balabhadra's chariot



Taladhwaja and Jagannath's Nandighosh have turned towards the south direction. The chariots are now kept near Nakachana Dwara, the eastern gate of Gundicha Temple. According to sources, all rituals are going on smoothly in the Gundicha Temple. Dwarfita Niti, Bhitra Sodha, Mangal Aalati, Mailam-Tadpalagi Niti, and Abakasha Niti, Rosh Homa, Surya Puja, Dwarapala and Garuda Puja, Gopala Ballava Puja, Sakala Dhupa, etc performed in the morning. Meanwhile, the Shree Jagannath Temple Administration (SJTA) Chief Administrator Arabinda Padhee assumed office just a

few hours after issuance of the appointment order. Dr Padhee, who has reached Puri this morning, along with Puri district administration have started full preparations for smooth conduct of the Bahuda Jatra, to be held on July 15.

The Bahuda Jatra will also be held with participation of lakhs of devotees. As some untoward incidents happened during the Gundicha Jatra, the SJTA and State Administration is leaving no stone unturned for smooth conduct of all rituals of the Lord Jagannath, Lord Balabhadra and Devi Subhadra during remain days of the Rath Jatra, till Niladri Bije.

Bhubaneswar (KCN Bureau): Ashwini Kumar Swain, a retired cooperative officer and esteemed resident of Cuttack Tinigharia, passed away recently. His demise has left a profound void in the hearts of his family, friends and the cooperative community.

Swain's illustrious career began in 1969 when he joined the Odisha Cooperative Service. Over the decades, he served in various capacities across Odisha, ultimately retiring in 2002 as an Additional Registrar. His tenure was marked by significant contributions to the revitalization of the Cooperative Department. Notably, Swain was instrumental in ensuring the availability of Amul products from Gujarat in households across Odisha showcasing his dedication to enhancing the cooperative sector. Beyond his professional accomplishments, Swain was actively involved in numerous cultural and spiritual



programs. His commitment to these activities reflected his deep-rooted values and his

desire to enrich the community. At the time of his passing, Swain was surrounded by his loving family including his wife Nirmala Swain, sons Amresh and Alokesh, daughters-in-law, daughter Lopamudra, son-in-law Dr. Kahnu Charan Dhir and grandchildren. The family gathered at the village cremation ground in Tinigharia, his birthplace to perform his final rites honoring his life and legacy.

In remembrance of Swain, Dr. Pabitra Mohan Samantaray, Editor-in-Chief of Paryabekhyak and Kalinga Chronicle Media Group, expressed profound sorrow. He highlighted Swain's unparalleled contributions to the cooperative movement and his significant role in various cultural and spiritual endeavors. Ashwini Kumar Swain's legacy will continue to inspire those who knew him and the many lives he touched through his dedicated service and community involvement.

Revamped Coastal Highway Project in Odisha Gains Momentum

Bhubaneswar, (KCN/Prasar Khuntia): In a significant development, the National Highway Authority has canceled the tenders for three packages of the proposed 346-kilometer coastal highway project from Rameshwar to Digha. However, the project has been rejuvenated with revised alignments, the relocation of package number three and the much-needed environmental clearance. The 346-kilometer coastal highway project

is strategically divided into two segments: a 176-kilometer stretch from Rameshwar to Ratanpur and a 170-kilometer stretch from Ratanpur to Digha, planned to be constructed in five packages. Initially, the project faced professional errors and substantial opposition from the Upakula Rajpath Milita Kriyanasthan Committee, which included representatives from the Balikuda Block of Jagatsinghpur district and Astarang Block of Puri

district. The committee, comprising social activist Prasant Rautray and other members such as Gangadhar Nayak, Adhikari Behera, Kalandi Chhatoi, Ashok Swain, Chandrashekhar Behera, Satyabrata Biswal, Shashanka Sahani and Manas Raut, met with Union Minister Nitin Gadkari. They requested that the coastal highway should not be constructed 25 kilometers away from the Astaranga-Balikuda coastal area. Instead, they



demanding it should be constructed exactly at Astarang - Balikuda coast. As a result, the initial tenders were canceled. The revised alignment for the highway is now finalized and the Detailed Project Report (DPR) is prepared. According to the new plan, the highway will pass through several coastal villages in Astaranga tahasil including Alasahi, Athatira, Asarfi Pur, Barapada, Beguniabast, Dakshinmul, Jiola, Jiunti, Kantapada, Kendrapati, Kundheswar,

Mudugal, Pitapada, River Block, and Alangapur. It will also cover 10 villages in Balikuda tahasil, 14 villages in Kakatpur tahasil and 16 villages in Erasama tahasil. The proposed highway estimated to cost approximately ₹8,000 crores, will traverse seven coastal districts. It aims to reduce traffic congestion on National Highway-16, facilitate smoother vehicle movement and boost tourism in the region. Furthermore, the highway is expected to

improve connectivity to various ports, significantly enhancing the region's infrastructure and economic prospects. Prasant Rautray, the committee's spokesperson, expressed optimism about the project, stating that it will bring about significant improvements in transportation and connectivity across the coastal districts. This marks a major step forward in developing Odisha's infrastructure and boosting its tourism potential.

Condolences Streamed for Deceased ADM Birendra Das at Gajapati



Paralakhemundi, (KCN): At Gajapati district headquarter condolence meeting held from various corners on sad demise of ADM (Revenue) Birendra Kumar Das, whose sudden collapse while singing Jagannath devotional song on a get together. Later he had taken to Brahmapur MKCG Medical College Hospital, where doctor declared him dead. So

unnoticed news hurt whole Gajapati district turned spelled bound. His admiration & as a humble administrator rolled his personality as an exquisite figure. On his death Gajapati district administration called a condolence meeting, chaired by Collector Smrutiranjana Pradhan where ADM Rajendra Minz, DFO S. Anand, ASP Sunil Mahanty, DSP Dr.

Chandrashekhar Hota & all district Officers attended. They briefed on late Das's commendable contribution on his short term as an administrator. Similarly held at Utkal Hiteishini Samaj presided by Purnachandra Mahapatra among others Dr. Bidyut Sekhar Mishra, Asalata Panigrahi, Binod Chandra Jena, Bichitrananda

Bebarta, Bhagabat Padhi, Dr. Kalyani Mishra, Pramod Chandra Padhi & others spoke his strong outspoken love on literature. Similarly held at U-Tech by Pragati Women Organization presided by Tanuja Satpathy speakers with all shock presented on dynamic administrator Das, who still be everybody's heart of Gajapati district for his ever smile & love for culture & literature.

Free Civil Services Coaching for SC and OBC Students Commences at Central University of Odisha



Koraput, (KCN): The Central University of Odisha (CUO) commences the Civil Services Coaching program for the academic year 2024-25 on its campus today on 11 July 2024. This is the second batch under the Dr. Ambedkar Centre of Excellence (DACE), CUO, with seventy-eight (78) students enrolled to receive rigorous, free civil service coaching. The

Hon'ble Vice-Chancellor of the University Prof. Chakradhar Tripathi expresses hope that the center will achieve outstanding results in civil services examination in the upcoming year. The university offers a one-year UPSC Civil Services Coaching program for SC and OBC students through the Dr. Ambedkar Centre of Excellence, sponsored by the

Ministry of Social Justice and Empowerment (MoSJE), Government of India, and implemented by the Dr. Ambedkar Foundation (DAF), New Delhi. The program is supported by a dedicated team comprising one Programme Coordinator and three teachers. The first batch, which ran during the academic year 2022-23, was successfully concluded

by the Central University of Odisha. This flagship program of the Ministry of Social Justice and Empowerment aims to empower marginalized youth from Scheduled Castes and Other Backward Classes. The Central University of Odisha actively promoting this initiative to uplift the downtrodden sections of the region as a part of institutional social responsibility.



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How to become a Journalist

Vijay GarG



A Journalist is such a professional whose demand graph has risen in the recent past at the same pace as the graph of the world stock markets has fallen. If one is looking for excitement, prestige, glamour and money and much more in a single profession then journalism is one such profession. With his sincere efforts, a journalist can make a qualitative change in the society, bringing to light the shady side of the society which is not much known to the general public. He has the patience to get along with politicians, bureaucrats, and criminals to get their view and bring them to the public. If a person has all those virtues that enable to do him all these works at odd

hours then Journalism is one of the best careers to pursue. With a lot of freedom given to the media all over the world, it is only those professional that can work with full authority and can bring to the forefront any kind of misdeeds happening anywhere in the world. Meanwhile, this is the medium which can help the administration a lot by bringing the genuine problem of the society in front of the government agencies and on the other side it can put brakes to the misuse of the power by government officials by bringing that into people's knowledge. **Journalist Eligibility** Although anyone who has the instinct of journalism can become a journalist. But to have full hold on the area of work and to get some kind of acknowledgement of one's work one should have a minimum amount of formal education of the field he is working in. So we can say that a desirable qualification for becoming a successful journalist is as follows

E d u c a t i o n a l

Qualification

Aspiring candidate should have passed Senior Secondary Examination (10+2) or equivalent recognized examination in any stream. Graduation in any stream is the most preferred qualification for joining courses to be a journalist

Journalist Required Skills

Journalists should have an enquiring mind; excellent written English and a concise writing style; the ability to win the confidence of all kinds of people. They also possess high standards of accuracy; the ability to produce good work under pressure; a thick skin, to handle rejection. They should have persistence and stamina; quick understanding - journalists often have to write with authority on unfamiliar subjects; a knowledge of the law as it affects journalism. They also have a passion for current affairs; an appreciation of the way news is presented by different outlets; wide interests which might lead to work in a specialist field.



How to become a Journalist?

To become a journalist one has to follow the below given steps:-

Step 1

After doing 10+2 class one has to join a diploma course offered by many universities. Aspirants can take admission on the bases of marks in the qualifying exams or by clearing the entrance tests taken by some universities/institutions. Graduates of any stream can opt for a post-graduate degree or diploma in Journalism or Mass Communication. Admission to these courses is given by way of common entrances test taken by the various

university and independent institutions.

Step 2

In these courses, candidates are given thorough knowledge in different writing styles in reporting - news, features, reviews etc. General knowledge is also imparted on paragraphing, writing an introduction for a lead story or an anchor, script writing for radio or television. Students are also prepared for the rough road of actual news hunting in these courses. After successful completion of the course, students are required to undergo internship with a newspaper or television house to have firsthand knowledge of real

reporting scenes. This training is compulsory and now forms an important part of the practical training. This gives you a fair idea of the real reporting scene.

Step 3

After completing the required course and imparting himself with the necessary practical training students can join the filed in any of the following ways

Join a newspaper house.

Joining a news agency

Joining Government Sector in Indian Information Service or the different State Government information services, In a newspaper house, fresh pass-outs usually

join as trainees at the news desk or the editing desk. After a couple of years, they get transferred to reporting. Some people join straightaway as trainee reporter also.

Journalist Job Description

Journalist job involves looking for news and unearthing the truth behind that news and bring that to the notice of the public.

Besides their job also include writing articles, features, editorials, and analysis of various events that interest the general public.

Journalist Career Prospects

Ladder of hierarchy for journalist/reporter is:

Trainee
Staff Reporter
Principal Reporter
Senior Reporter
Correspondent
Chief Reporter
Special Representative

Journalist Salary

On an average one can earn anything between Rs.20,000 to Rs.25,000 per month along with other benefits after joining a newspaper house however it

depends upon various newspaper house and capabilities of the journalists.

Working for a News Agency is slightly different because of the tougher deadlines. The ABC of news agency reporting seeks accuracy, brevity, and clarity. The format of writing is very straightforward and to the point and does not allow any scope for speculation or analysis within the news story.

Agencies like Press Trust of India (PTI) and United News of India (UNI) are 24-hours open without any holidays throughout the year.

Salary of Journalists

Joining News Agency
On an average one can earn anything between Rs.20,000 - Rs.25,000 per month along with other benefits after joining a news agency, however, there is no upper limit of the income in news agency one can earn as much as he could it depends upon one's capabilities.

Retired Principal Educational columnist malout, Punjab

Flying on Air India a Luxury in Bygone Days:

Dr. Ravi Chaturvedi



Fyodor Dostoevsky, renowned Russian one of the greatest novelists in world literature, aptly wrote, "The Golden Age is the most implausible of all dreams. But for it, men have given up their life and strength; without it, the people will not live and cannot die." In a similar vein, Air India, the esteemed national carrier, once enjoyed a golden era. Having had the privilege of traveling with the airline since the 1960s, one recalls with deep admiration the care and hospitality extended by the ever smiling and amiable crew. During that era, non-stop flights were a distant aspiration. Enroute stopovers in various Middle Eastern countries for cost-effective refueling, followed by brief layovers in European cities like Amsterdam, Frankfurt, London, or Paris, depending on the airline, preceded the destination. Indeed, the 1950s, 1960s, and 1970s were synonymous with the golden age of air travel on Air India. Everything, from the fleet and cabin interiors to onboard services, inflight dining, and the air hostesses, epitomized luxury, providing an indulgent

experience for travelers. This era of opulence on Air India flights now seems almost mythical compared to contemporary standards, before carriers like Etihad and Singapore Airlines rose to prominence. When Air India flew the Malabar Princess, one of the most advanced aircraft of its time, from Santa Cruz Airport in Bombay to London via Cairo and Geneva in 1948, it became not only a source of national pride but also a pioneer for other airlines like Singapore Airlines, Thai Airways, and Cathay Pacific. Before embarking on their ambitious venture, Singapore Airlines, Thai Airways and Cathay Pacific sought the expertise of the legendary aviator and industrialist J.R.D. Tata to design their inflight services, which would later become a hallmark of their success. The sky-soaring success of Air India in the 1950s is well documented in the bestselling book "Empires of the Sky - The Politics, Contests and Cartels of World Airlines." The fairytale luxury offered by Air India during its flights made it a preferred carrier over the fastest flights of British Airways (then BOAC) in the 1950s. On the New York-London route, Americans and Europeans favored Air



India for its high luxury quotient and sophisticated service, often choosing it over their national carriers. Kudos to J.R.D. Tata, the beacon of light behind Air India's glorious history and golden age of travel. His meticulous attention to detail onboard and his interactions with travelers, taking their feedback and ensuring everything was impeccable, set a high standard. He observed the poise of air hostesses, the pouring of wine into glasses, flight attendants' service etiquette, and even the temperature of meals. He ensured cleanliness, going so far as to personally clean cutlery if he found it dirty, setting an example for all. Several decades before the launch of Etihad, Air India's first-class cabins — Maharaja Lounges—in the Emperor fleet of Boeing 747s were superior to those of the world's best airlines today. Designed by the Art

Studio of Bombay, Air India's Maharaja Lounges featured rich tapestries inside and the 'jharoka window' livery outside, resembling the exterior of Jaipur's Hawa Mahal. These lounges exuded Indian royalty, a concept beyond the imagination of current and future generations. With ancient Indian royal motifs based on horses, elephants, princes, and princesses adorning the swanky interior decor, these exotic first-class cabins epitomized the golden age of air travel in the 1970s. Architected by extraordinarily talented artists from Shantiniketan, West Bengal, and Baroda, Gujarat, Air India's Maharaja Lounges epitomized sheer magnificence—from the use of silverware in serving food onboard to the flamboyant uniforms of the air hostesses. J.R.D. Tata's keen aesthetic sensibility

ensured that everything, from the napkins and upholstery to the uniforms and tapestries, contributed to the luxury and grandeur of Air India.

The captivating beauty of the Maharaja Lounges in Air India's Emperor Shahjahan and Emperor Ashoka aircraft introduced travelers to the incredible art of the Gupta period of Indian history and the illustrious frescoes from the Ajanta Caves in Maharashtra. The window panels were adorned with pictorial embellishments, showcasing the richness of Indian heritage.

Air India girls were handpicked, a special breed with a unique aura of sophistication and confidence, impeccably trained as the first generation of Indian career women. These hostesses, draped in silk, made headlines for their refined attitude, urbane elegance, international travel, exotic holidays, and jet-setting lifestyles. Their marriages to leading industrialists or film stars were often a testament to their prominence. For instance, two Air India hostesses, Parmeshwar Godrej and Maureen Wadia, tied the knot with business tycoons Adi Godrej and Nusli Wadia, whom they met and hosted on business class flights.

The iconic Air India mascot, the Maharajah, was conceived by Bobby

Kooka, the Commercial Director of Air India, more than seven decades ago and sketched by Umesh Rao, an artist at J. Walter Thompson in Bombay. This portly figure in regal attire, with his luxuriant moustache, aquiline nose, and quintessentially Indian turban, quickly became one of India's most recognizable and beloved mascots. Kooka and Rao imbued the Maharajah with a distinctive personality, making him a central figure in Air India's advertising and sales promotions. The insignia Centaur also became an item of attraction in Air India's rich repertoire. While Air India reached its pinnacle under visionary leadership, the biased act of then-Prime Minister Morarji Desai in removing J.R.D. Tata from the board sowed the seeds of the airline's decline.

In the golden age of air travel, Air India's aircraft, cabins, and crew, especially the ebullient air hostesses, were elite, elegant, smart, and classy. All of this seems mythical in current times. Will Air India regain its former glory? Only time will tell.

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Tourism's Increasing Role as Soft Power in National Diplomacy

- Coney Dongre



India's travel industry has shown robust growth, projected to contribute INR 16.5 trillion to GDP in 2023, highlighting its crucial economic role. Domestic tourism and inbound visitors are typically given primary focus for their direct local economic benefits and support for transportation and accommodation sectors. The government prioritizes these areas to bolster the national tourism industry. However, Indian outbound travel remains a frequently overlooked segment with substantial potential. India, as the world's fifth largest economy and most populous country, is witnessing significant growth in outbound tourism driven by an expanding middle class, rising disposable incomes, and increasing wanderlust. In 2022, Indians took 66 million international trips, representing 65% of pre-pandemic levels, making India Asia's largest outbound travel market, surpassing China, South Korea, and Japan.

India has improved its standing as a key source market globally, notably ranking fifth for Tourism Australia in 2024, up from seventh place in 2019. Countries like Sri Lanka, Thailand, and Malaysia have eased visa requirements for Indians to stimulate their tourism sectors. India's rise in the Henley Passport Index, from 84th place in 2023 to 80th in 2024, is an indicator of the strengthening Indian passport. Tourism contributes significantly to GDP and employment in many countries, making it a strategic asset even in diplomatic contexts. For instance, amid diplomatic tensions between India and the Maldives, Prime Minister Narendra Modi subtly promoted Lakshadweep as an alternative domestic destination, resulting in a 42% year-on-year drop in Indian visitors to the Maldives in the first four months of 2024.

In contrast to China's history of aggressively using outbound tourism for political leverage—such as banning tour groups from visiting South Korea in 2017 over geopolitical disputes—India adopts a more amicable approach. This stance offers opportunities for positive diplomatic engagement through tourism soft power. India's expanding outbound tourism not only bolsters its economy but also enhances its global influence, marking it as a promising avenue for future economic and diplomatic endeavors.

About Author: Coney has more than a decade of experience doing qualitative and quantitative research in the travel industry. She is adept in travel market sizing, travel trends analysis and has published several research reports on the state of the industry across the globe. She is also a frequent speaker at several travel/tourism industry events.

Developing a Life Science Gallery for the Science Museum

Saikat Kumar Basu



Developing a Life Science Gallery for a Science Museum involves several key steps and considerations: Conceptualization and Planning: Purpose and Audience: Define the goals of the gallery (education, entertainment, etc.) and identify the target audience (general public, students, researchers). Themes and Topics: Select overarching themes such as biodiversity, human biology, ecosystems, evolution, etc. Content Development: Outline specific topics within each theme that will be covered. This could include interactive exhibits, specimens, models, and multimedia presentations. Design and Layout: Floor Plan: Design the physical layout of the gallery considering flow, accessibility, and visitor engagement. Exhibit Design: Work with exhibit designers to create engaging and informative displays. Incorporate interactive

elements like touch screens, augmented reality, and hands-on activities. Collection and Specimen Acquisition: Specimens: Identify and acquire biological specimens relevant to the gallery's themes. This could include preserved organisms, models, fossils, etc. Ethical Considerations: Ensure all specimens are obtained ethically and legally, especially for endangered species or human specimens. Educational Programming: Guided Tours: Plan for guided tours and educational programs tailored to different age groups and interests. Workshops and Events: Organize workshops, lectures, and special events related to life sciences to enhance visitor experience and education. Technology Integration: Digital Resources: Incorporate digital tools and resources to enhance learning experiences. This could include interactive displays, virtual reality experiences, and digital databases. Accessibility and Inclusivity: Universal Design: Ensure the gallery is accessible

to visitors with disabilities. Consider sensory-friendly elements and multilingual exhibits. Inclusivity: Represent diverse perspectives and contributions within the field of life sciences. Evaluation and Feedback: Testing and Evaluation: Pilot exhibits and gather feedback from visitors to refine and improve displays. Continuous Improvement: Regularly update exhibits and content based on visitor feedback, new research, and technological advancements. Marketing and Outreach: Promotion: Develop a marketing strategy to attract visitors, including promotional events, partnerships with schools, and social media campaigns. Sustainability and Maintenance: Environmental Impact: Consider the environmental impact of the gallery's construction and ongoing operations. Maintenance: Develop a plan for the regular maintenance and preservation of exhibits and specimens. Collaboration and Partnerships: Collaborate: Work with scientists, educators, artists, and other experts to ensure accuracy and



innovation in content development. Partnerships: Establish partnerships with universities, research institutions, and funding bodies to support ongoing development and sustainability. By following these outlines, you can create a dynamic and educational Life Science Gallery that engages and educates visitors of all ages about the wonders of life on Earth. List of tentative public

display galleries for a Life Science Museum section Creating a display gallery for a Life Science or Biology museum involves showcasing a diverse range of exhibits to engage visitors with the wonders of the natural world. Here are some tentative themes or displays you might consider: Evolution of Life: Starting from early single-celled organisms to complex life forms, showcasing evolutionary milestones. Biodiversity Hotspots:

Highlighting unique ecosystems from around the world and the diverse species that inhabit them. Human Body: Exploring anatomy, physiology, and health, including interactive exhibits on organs and bodily systems. Ecological Interactions: Demonstrating food webs, symbiosis, and the interconnectedness of species within ecosystems. Prehistoric Life: Featuring dinosaurs,

ancient mammals, and other extinct organisms with fossils and reconstructions. Microscopic World: Using microscopes to reveal the hidden world of microorganisms and cellular structures. Conservation and Sustainability: Addressing environmental challenges and showcasing conservation efforts and success stories. Genetics and DNA: Exploring the principles of genetics, DNA structure, inheritance, and genetic engineering. Adaptations and Survival: Examining how organisms adapt to their environments and survive through various strategies. Botanical Gardens: Incorporating displays of plant diversity, ecosystems, and their importance in sustaining life. Ocean and Marine Life: Showcasing marine ecosystems, coral reefs, marine mammals, and conservation efforts. Interactive Learning Stations: Hands-on activities, simulations, and multimedia exhibits to engage visitors of all ages. Establishing a bee/pollinator gallery:

Showcasing the diverse ecological role played by various pollinators including bees in maintaining the natural dynamics of global ecosystem. Capturing the rich biodiversity of pollinators working in the nature, not known to the public. Establishing medicinal plant garden: Medicinal plants serve three industries like the pharmaceutical, nutraceutical and functional food based industries. They are useful in both traditional (Ayurvedic, Homeopathic, Siddha & Unani) and modern medical practices. But many species are being oyshrd towards extinction due to over excitation and hence needs conservation. Each of these themes can be developed further with specific exhibits, multimedia elements, and interactive features to create an immersive and educational experience for museum visitors.

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Behind Closed Doors: The Untold Stories of Hardworking Men

By Aubaid Ahmed Akhoo



"The strength of a man is not in his physical might, but in his unwavering spirit to face challenges and provide for those he loves." In a world where the clamor for gender equality often highlights the challenges faced by women, it is equally crucial to shine a light on the untold stories of men who tirelessly work behind the scenes. These men, who rise before dawn and return home only after the sun has set, carry immense burdens and responsibilities on their shoulders. This fatigue isn't a result of an inability to communicate or engage with others but stems from the relentless pressures of life that they face daily. Over time, these pressures mold them into men of action rather than words. The Relentless Pressure of Daily Life Fyodor Dostoevsky,

the Russian literary giant, captured the complexities of the human psyche with profound insight. Reflecting a mother's wisdom, Dostoevsky once noted, "My mother used to tell us that when your father comes home in the evening, bring a smile to his face because the outside world has become harsh for men." This advice underscores a significant truth: men encounter a harsh reality every day, one that demands strength, resilience, and often, silence. Unlike dreamers and dramatists, these men confront the bitter and demanding aspects of life head-on. Understanding Silent Struggles It's crucial to acknowledge and understand the silent struggles these men endure. Their quiet demeanor and exhaustion are not signs of indifference but reflections of the heavy burdens they carry to provide and protect. Offering them a warm welcome and a bit of understanding can make a profound difference, providing a brief respite from the unyielding demands of their daily lives.

The Unspoken Burden of Providing Many working men bear the unspoken burden of being the primary providers for their families. This responsibility can be overwhelming, leading to significant stress and fatigue. The constant pressure to ensure financial stability and meet familial expectations can drain their energy and spirit. The Need for Emotional Support Emotional support from family members can significantly alleviate the stress experienced by these men. Simple gestures like a warm greeting, a listening ear, or a few words of appreciation can go a long way. Creating an environment where they feel valued and understood can help them unwind and recharge. Balancing Work and Family Life Balancing the demands of work and family life is a challenge for many men. The expectation to excel in their careers while being present and supportive at home can create a tug-of-war situation. Encouraging open communication and shared responsibilities within the family can help

strike a balance, making it easier for men to manage their roles both at work and at home. A Call for Compassion and Understanding In our fast-paced world, it's easy to overlook the quiet struggles of those who work tirelessly behind the scenes. Recognizing the efforts of these men and showing compassion can foster a supportive home environment. By acknowledging their sacrifices and providing emotional support, we can help them navigate the harsh realities they face daily with a bit more ease and comfort. Echoes of Perseverance: Bahadur Shah Zafar's Wisdom Bahadur Shah Zafar, the last Mughal emperor and a poet-king, penned verses that spoke to the trials and triumphs of perseverance. His couplet, "Mehnat se hai azmat ke zamaane mein nageen ko Be kaawish-e-seena na kabhi naamuri di" translates to "Greatness comes to the gem through hard work; without the struggle of the chest, it never gains fame." This couplet resonates

deeply with the essence of this discussion. It reflects the idea that true greatness and recognition are achieved through persistent effort and dedication. Just as a gemstone achieves its brilliance through rigorous polishing, men who face life's challenges with courage and perseverance ultimately earn honor and respect. Their silent struggles and sacrifices, often unseen, shape their character and define their journey towards fulfillment and achievement. The Silent Sacrifices of Men: An Unspoken Reality Men's suffering often goes unnoticed and unacknowledged in our society. Their pain is usually internalized, unshared with even the closest of relations. This unspoken anguish is a heavy burden to carry, as men find it challenging to express their emotions openly, often due to societal expectations and stereotypes. The Invisible Burden A man might be breaking down inside, yet he cannot easily seek solace in his mother's embrace, nor can he openly cry with his father. The societal norm that men must be

strong and stoic leaves them isolated in their struggles. Despite enduring significant internal turmoil, a man will often mask his pain with a smile in the morning, joining his friends with a facade of cheerfulness. His nights might be filled with silent battles, his tears unseen, and his heart heavy with unfulfilled desires. The Unseen Warrior Men's sacrifices are vast and varied, spanning the roles of a son, husband, father, and brother. Each role comes with its unique set of challenges and expectations. As sons, they carry the hopes and dreams of their parents. As husbands, they bear the responsibility of being providers and protectors. As fathers, they are seen as the rock for their children, always dependable and unyielding. As brothers, they are expected to be the pillar of support in their siblings' lives. These roles require constant self-sacrifice, often going unnoticed and unappreciated. A man's dedication and commitment are immense, as he continuously puts the needs of others above

his own. This relentless sacrifice can sometimes lead to a gradual erosion of his spirit, but still, he persists, driven by a sense of duty and love. The Silent Struggle Even in the company of friends, where one might expect a release, men often keep their struggles hidden. The culture of masculinity discourages open emotional expression, leading many to suffer in silence. Instead of seeking help, they may turn to quiet reflection or private coping mechanisms, like contemplating their unfulfilled desires and whispering prayers of strength. Despite the emotional turmoil, men are expected to present a cheerful and composed exterior. The societal pressure to be the unwavering pillar of strength can be overwhelming, leading to an internal conflict between their true emotions and the persona they are expected to maintain. Recognizing and Valuing Their Sacrifice Understanding and acknowledging the silent sacrifices men make can lead to a more empathetic and supportive society. Encouraging open

dialogue about emotions and mental health can help dismantle the harmful stereotypes that prevent men from seeking the help they need. Recognizing their struggles and offering support can alleviate some of the burdens they carry. Men's sacrifices are boundless, and their strength lies not in their silence but in their ability to endure and persist despite the challenges. By fostering a culture of empathy and understanding, we can ensure that their silent battles are no longer fought alone, and their contributions are valued and celebrated. "A real man is one who rises to the challenge of making a difference in the lives of those around him, not for recognition, but out of love and duty."

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Ram Darash Mishra Birth Centenary Seminar organised by Sahitya Akademi

Ram Darsh Mishra's literature has true elements of humanity - Raghuvir Chaudhary

Delhi (KCN): Sahitya Akademi organised the birth centenary seminar of renowned poet and storyteller Ram Darash Mishra. The seminar was inaugurated by renowned Gujarati writer and senior member of Sahitya Akademi Raghuvir Chaudhary. Ram Darsh Mishra himself was present as a special guest. The keynote address was given by renowned Hindi writer Prakash Manu and the presidential address was given by Sahitya Akademi's vice-president Kumud Sharma. At the beginning of the programme, the welcome address was given by the secretary of the Akademi K. Srinivas Rao. In this whole day long programme, articles were read by invited scholars in two separate sessions on the poetry and prose literature of Ram Darash Mishra ji. In the first session, renowned poet Balswaroop Rahi as the chair and poet-critic Om

Nischal and Mishra ji's daughter Professor Smita Mishra as the speakers expressed their views. The second session was chaired by Girishwar Mishra, former Vice Chancellor of Antarashtriy Mahatma Gandhi Hindi University, Wardha. In this session, Dr. Ved Mitra Shukla read his articles on Mishra ji's non-fiction prose literature, poet-storyteller Ms. Alka Sinha on fiction literature and senior critic Ved Prakash Amitabh on criticism. On this occasion, Secretary of Sahitya Akademi K. Srinivas Rao described the birth centenary seminar as a rare opportunity and said that the simplicity of Ram Darash Mishra's nature is also present in his writings, which makes his personality as well as his work important. Jnanpith Award winner Raghuvir



Chaudhary, who has also been a disciple of Prof Mishra in Ahmedabad, while remembering his 'Sir', shared many memories related to Gujarat with the audience. He especially discussed the dramatic elements in his works and the points of awakening of humanity at the end of the stories. He further said that his novels are important because of the unique characterization of the characters. Describing 'Apne Log' as his best novel, he said that even his short novels are unique in their artistry. Delivering the keynote

address, Prakash Manu said that Shri Mishra is the titanic in literature, the new generation can learn many things from him. The history of time is found in his entire writing and the mood of all of it is Ganga-Jamuni. His poems not only have the understanding of the new era, but his prose is also very impressive. In every genre of his, the common man is at the center. Ram Darash Mishra thanked the Sahitya Akademi for this grand event and said that I am overwhelmed by this honor. While explaining

the secret of his long life, he said that I give three reasons for this, first - I did not nurture any overreaching ambition, second I did not consume any intoxicants, not even paan and third I have no connection with the market, meaning I only enjoyed my home. Narrating many of his memoirs, he said that wherever I go, I generally want to become a part of that place. That is why I am also called a homebody. Recalling his eight years in Gujarat very fondly, he also

remained intact. Om Nischal said that the lyricism of his poetry is its strength. The poetic understanding of the entire century is reflected in his writings. The second session, focused on the prose literature of Ramdarash Mishra, was chaired by eminent writer and educationist Girishwar Mishra. In this session, Alka Sinha, mentioning the imagination of the betterment of neglected characters and the struggles of women in his fiction writings, said that his entire writing is a depiction of the reality of the village and has been done very honestly. Dr. Ved Mitra Shukla expressed his views on his non-fiction prose in detail and said that there are elements of poetry/story in his non-fiction prose as well. His non-fiction literature, resonates with 'jeevan-rag' and the identity of life values. Commenting

on his critical books, the well-known critic Vedprakash Amitabh said that value is the key word to understand his criticism. Ram Darsh Mishra has made criticism creative. In other words, his criticism can be called 'creative criticism'. Finally, in his presidential address, Girishwar Mishra said that the establishment of human values is found in his writings in a natural way. There is a true representation of life's struggle in all his works. Overall, Ram Darsh Mishra is in favor of creating literature with totality. The program was conducted by the Deputy Secretary of the Academy, Devendra Kumar Devesh. Along with the entire family of Ram Darsh Mishra, many of his disciples, writers, college students and journalists were present in the program./

BOBBY CHAKRABORTY CREATES AN EMOTIONAL EUPHORIA WITH HIS ANTI-ADDICTION CAMPAIGN

NO. 427 AT PRESIDENCY SCHOOL-KASTURI NAGAR, BANGALORE

Kolkata, (KCN): Shocking incidents of drunk driving by underage boys and girls, killing people on road... shocking revelation of the recent hike in lungs and liver disease among teenagers due to smoking/

program against addiction, titled 'I am the king of my mind'. Recently he has collaborated with one of the leading chain of schools in Bangalore and in India, The Presidency Group of Schools for a

Kasturi Nagar, with his motivational session no. 427, which was his 5th in Bangalore too. There were tears, confessions, promises and overwhelm among the students who promised to fight with their Bobby Dada, towards a brighter life without addiction. They promised to look after their physical and mental health as a priority by ruling the devil in their minds. They learnt to be safe online. They learnt to be the king of their minds.

The thought provoking session had soldier Jay Praveen, from Grade-XI, as the official photographer, assisted by soldier Sadhana. The much anticipated title of 'The 1st soldier' went to Dayitha, but the surprise of the day was The Vice Principal, soldier Mrs. Shilpa Talwar, taking away the all important title of 'The Trendsetter', ahead of all her students! Truly an inspirational moment! The conclusive surprise contest had soldiers Advika, Shivaank and Dayitha as the winners, who along with Jay were given special prizes, customised HCF t-shirts and community service certificates by their beloved Bobby Dada.



alcoholism... shocking incidents of teenage suicides due to online gaming/gambling debts... shocking incidents in the rise of obscenity on social networking sites thronged by children as young as 6-7 years of age... these incidents throw light... on the darkness, the youth is heading to... where our future too is heading to, with them! Bobby Chakraborty, a veteran actor, social activist/teacher of method acting from Kolkata, has been fighting against these social harmful trends among the youth, for over a decade, with his hugely popular, globally acclaimed, free of cost, awareness

series of Anti Addiction Campaigns in their schools in Bangalore. We appreciate the socially responsible Director of The Presidency Group of Institutions, Dr. Nafeesa Ahmed and the dynamic Director of Academics of The Presidency Group of Schools, Dr. Angelo Michael D'Cruze for joining hands with Bobby in giving back to the society, by uplifting the youth, without any material gains in mind. On July 4th, Bobby created an emotional euphoria among his soldiers and the teachers of Presidency School -

Growth of Agricultural Farms in Arid Deserts in Country Depleting Pastures, Leading to Climate Change Opines Environment Activist Dr Debdut Ghoshthakur

Kolkata, (KCN): Monsoons are very much erratic now-a-days in the country, due to shift in agricultural patterns in the arid desert of the country, with steady depletion of dry grasslands for pastures due to growth of agricultural farms there, opined Dr Debdut Ghoshthakur, the noted environment activist and eminent journalist of the city who also serves as the Advisor of Maulana Abul Kalam Azad

University of Technology (MAKAT) today in a workshop organised by Press Information Bureau (PIB), Kolkata on Swachh Bharat Abhiyan. Shri Ghoshthakur was the Chief Guest on the occasion. The others who graced the programme included the Additional Director General of the organisation, Shri Shambh Nath Chowdhury, the



Deputy Director (M & C), Shri Arijit Chakraborty, the Media & Communication

Officer, Smt Srijata Saha Sahoo and all the officials of PIB, Kolkata.

Dr Ghoshthakur, while deliberating on the necessity of cleanliness and greenery, delineated

on the steady climate change of the country and the reasons behind. He said, norwesters are gradually going to oblivion and the increase of temperature with the shift in rain pattern is raising the eyebrows of the scientists involved in the research in the concerned area. He added, in places of dry grasslands in deserts, the gradual growth of agricultural activities are influencing the

climate of the entire country and effecting the resultant erratic behaviour of the weather as well as changing the basic ecosystem. In this context, he urged scientists of the country to take concrete initiatives to usher in a positive change to save the climate change effects and the ecosystem. In his welcome address, Shri Chowdhury emphasised on the Prime Minister of India, Shri

Narendra Modi's Independence Day address in 2014 from the ramparts of Red Fort, where he announced the coming up of a sustained campaign in the name of 'Swachh Bharat Abhiyan' to make the country clean and green and to give a formal structure to the dream of Mahatma Gandhi. The programme was conducted by Smt Saha Sahoo. The vote of thanks was given by Shri Chakraborty.

overall cost of transportation enabling a win-win trade proposition for both the nations. The presence of established IBP protocol route covering all the major ports of call of Bangladesh like Mongla, Narayanganj, Ashugunj port with SMP, Kolkata will help to facilitate the quantum of export from Bangladesh especially with the introduction to the greater number of barges carrying loaded fly-ash from India which might have the potential to return along with the laden containers from Bangladesh. The Bangladesh delegation were hopeful of a positive outcome of the visit. The Head of the Bangladeshi delegation assured that on their return to Bangladesh a meeting will be conducted along with the stakeholders with the data, analysis and comparison they have obtained from their visit to SMP, Kolkata. The committee will submit a report to the Ministry of Shipping, Bangladesh and the report will be communicated to India by diplomatic channel. In the end, both sides are optimistic to find a new era in maritime connectivity between India and Bangladesh.



and key officials from SMP, Kolkata; the visiting delegates from Bangladesh were given an introduction to Kolkata Dock System (KDS) and Haldia Dock Complex (HDC), by briefing the current infrastructure and scope for handling of containerised cargo shipped from Bangladesh for third country export. The projected plans for future infrastructural development of the dock along with development of PPP model (Public-Private Partnership Model) were also briefly highlighted to the delegates. The strategic advantage of SMP, Kolkata and its proximity to Bangladesh was highlighted along with the leverage of the IBP protocol route with the aim to strengthen the Indo-Bangladesh trade relations to boost up the Export-Import trade. The focal point of the discussion was to highlight

the various trade facility advantages which the exporters from Bangladesh are likely to gain upon trans-shipment of the export bound cargo to third countries by handling them through SMP, Kolkata. Ease of availability of empty containers, lesser transit time compared to other major ports of Eastern India, allocation of dedicated vessels to plough between Bangladesh and India, provision for onward and return cargo to and from SMP, Kolkata for optimization of the operational cost were some of the highlighted points in the discussion. Moreover, the scope of future development of trade facility by introduction of direct voyage serviced between SMP, Kolkata and China, planned vessel movement between SMP, Kolkata-Chittagong and Yangon

port, introduction of Night-Navigation System, presence of extended allied service facilities at SMP, Kolkata in terms of CFS, strong presence of leading shipping lines, integrated road and rail transportation network and established custom facilities were also highlighted during the course of discussion with the delegates of Bangladesh to create a positive traction for the exporters of Bangladesh. Under the current market scenario, a cost comparative analysis was drawn to establish the fact that shipment of export cargo from Chittagong (Bangladesh) to SMP, Kolkata will be much more economical for further shipping to other third countries instead of shipment through a trans-shipment port like Colombo. The two-way plying of the vessels will reduce the

Admin allows Muharram procession, bans weapons

Sambalpur(KCN): The district administration here has allowed religious processions during Muharram festival July 17, but with a rider, a report said Thursday.

Though Muharram committee members and individuals have been allowed to take out processions, they have been barred from carrying weapons.

The decision was taken during a meeting of the peace and coordination committee for observance of Muharram which was organised by the district administration at the Zilla Parishad conference hall here,

Wednesday.

District Collector Akshay Sunil Agrawal presided over the meeting which was attended by office bearers of eight Muharram committees, SMC commissioner Ved Bhushan, additional district magistrate (ADM) Sucharu Kumar Bal, chief development officer Dharmendra Mallick of Zilla Parishad, ASP Haresh Chandra Pandey and Sadar Sub-Collector Pushpanjali Panda.

The office bearers of the committees were advised to cooperate with the district administration in maintaining peace and brotherhood and observe



the festival of brotherhood in a disciplined manner, Collector Agrawal said

while seeking the cooperation of all the stakeholders. Agrawal also asked the district

police and Muharram committees to hold a meeting and finalise the

route chart for the processions. The Muharram

committees requested the district administration to repair roads, clean drains, ensure drinking water and uninterrupted power supply as well as remove sagging overhead electric wires on roads before the festival. The Daleipada Muharram committee urged the state government to provide support and cooperation for the festival.

Water tanks will be kept on the routes and fire brigade personnel deployed on the day of the processions. The Collector also advised the concerned officials to open the primary

health centre and keep ambulances ready during the festivities.

All liquor shops will remain closed during the day. The Collector has urged all stakeholders to ensure that there is no loss of life or property during the festival.

Meanwhile, the district administration's move to permit religious processions after a long time has been welcomed by residents in the town. Notably, the district administration had banned all religious procession in the town following communal clashes during Hanuman Jayanti procession April 14 last year.

Odisha C&T Dept Inks MoU With Navis HR To Create Overseas Job Opportunity For Skilled Drivers



Bhubaneswar(KCN):In a groundbreaking achievement, drivers trained at the Institute of Driving Training and Research (IDTR) under the SuVahak project by State Transport Authority, Odisha now have access to employment opportunities in Japan. This development follows a Memorandum of Understanding (MoU) recently signed between the Commerce and Transport Department and Bengaluru-based Navis HR with the support of a Japanese placement company. The IDTRs offer comprehensive training programs, including advanced licenses and refresher courses, free of cost, benefiting thousands of drivers, including marginalized groups. Navis HR screened 30 out of 180 candidates on July 10, 2024, for the first phase of employment in Japan. These drivers were felicitated by the Minister of Commerce & Transport, Bibhuti Bhushan Jena, at Kharvel Bhawan, in the presence of Principal

Secretary, Usha Padhee, and Transport Commissioner, Amitabh Thakur.

Project SuVahak, launched by the State Transport Authority in collaboration with Palladium, aims to enhance the skills of Heavy Motor Vehicles (HMV) drivers, who account for about 21% of fatal road accidents in Odisha. To date, 4,488 new drivers have received training, while 21,964 drivers have undergone refresher courses. Notably, 99 women and six transgender individuals were also trained, and 1,254 drivers have been provided with employment opportunities so far. HMV drivers trained under Project SuVahak have maintained an accident-free record. This pioneering effort by the Commerce and Transport Department marks a significant milestone in promoting safe driving practices and providing employment

to our people in a friendly country like Japan. This will enthuse and motivate others too. This will be a regular process," said Bibhuti Bhushan Jena, Minister of Commerce and Transport, Government of Odisha while felicitating the 30 drivers from the state.

He further added, "The Transport Department is taking several concrete initiatives under road safety and Project SuVahak (skilled driver) is one of them. There are four Institutes of Driving Training and Research (IDTR) in Odisha which offer comprehensive training programs for drivers with an aim to reduce road accidents and fatality. 4,488 fresher drivers have been trained and 21,964 drivers received refresher training. The drivers trained under SuVahak are highly skilled and have been appreciated by their employers. They have an accident-free record. NAVIS HR had come with a request to sponsor

some drivers for employment in Japan. 30 drivers including one lady driver have been selected for this employment opportunity. For this Skill Development and Technical Education Department has organised the trainings on Japanese language and etiquettes for the selected drivers. The cost for this training INR 2.3 lakh per driver will be borne by the state government." "Odisha faces a troubling average of 14 road accidents daily with one of the main reasons being untrained drivers plying the road dangerously. Through project SuVahak we are ensuring that road safety is the first priority for HMV drivers. We are thrilled to see that the project has not only improved road safety in Odisha but has also opened up new employment opportunities for these drivers in Japan," said Kailas Patil, Director, of Palladium India.



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13 member delegation from Bangladesh visited Syama Prasad Mookerjee Port, Kolkata

Kolkata (AMBAR MUKHERJEE): A 13-member delegation from Bangladesh on a four-day visit to Syama Prasad Mookherjee Port (SMP), Kolkata from 9th to 12th July, 2024, to assess the possibilities of transshipment of cargo of Bangladesh through Indian ports located on the East Coast. The delegation, led by the Joint Secretary, Ministry of Shipping, Bangladesh Sh. S M Mostafa Kamal, comprises of representatives from other key ministries, private stakeholders and ports of Bangladesh. The delegation’s visit to ports in Haldia on 10th July and in Kolkata on 11th July – was in line with agreed minutes of India-Bangladesh Shipping Secretaries Level Talks (SSLT) held in Dhaka in December last year 2023. In a prospective meeting, with the Chairperson of

Syama Prasad Mookerjee Port, Kolkata, Shri Rathendra Raman along with Deputy Chairperson of KDS, Shri Samrat Rahi, Deputy Chairperson of HDC, Shri A. K. Mehra, Shri A. P. S. Sirohi, Director (IWT), MoPSW, Shri A. K. Bansal, Director, IWAI and key officials from SMP, Kolkata; the visiting delegates from Bangladesh were given an introduction to Kolkata Dock System (KDS) and Haldia Dock Complex (HDC), by stating the current infrastructure and scope for handling of containerized cargo shipped from Bangladesh for third country export. The projected plans for future infrastructural development of the dock along with development of PPP model (Public-Private Partnership Model) were also briefly highlighted to the delegates.

The strategic advantage of SMP, Kolkata and its proximity to Bangladesh was highlighted along with the leverage of IBP protocol route with the aim to strengthen the Indo-Bangladesh trade relations to boost up the Export-Import trade. The focal point of the discussion was to highlight the various trade facility advantages which the exporters from Bangladesh are likely to gain upon transshipment of the export bound cargo to third countries by handling them through SMP, Kolkata. Ease of availability of empty containers, lesser transit time compared to other major ports of Eastern India, allocation of dedicated vessels to plough between Bangladesh and India, provision for onward and return cargo to and from SMP, Kolkata for optimization of the

operational cost were some of the highlighted points in the discussion. Moreover, the scope of future development of trade facility by introduction of direct voyage serviced between SMP, Kolkata and China, planned vessel movement between SMP, Kolkata- Chittagong and Yangon port, introduction of Night-Navigation System, presence of extended allied service facilities at SMP, Kolkata in terms of CFS, strong presence of leading shipping lines, integrated road and rail transportation network and established custom facilities were also highlighted during the course of discussion with the delegates of Bangladesh to create a positive traction for the exporters of Bangladesh. Under the current market scenario, a cost comparative analysis was drawn to establish the fact that shipment of export cargo from Chittagong (Bangladesh) to SMP, Kolkata will be much economical for further shipping to other third countries instead of shipment through transshipment port like Colombo. A of 2-way plying of the vessels will reduce the overall cost of transportation enabling a win-win trade proposition for

both the nations. The presence of established IBP protocol route covering all the major ports of call of Bangladesh like Mongla, Narayanganj, Ashugunj port with SMP, Kolkata will help to facilitate the quantum of export from Bangladesh especially with the introduction to the greater number of barges carrying loaded fly-ash from India which might have the potential to return along with the laden containers from Bangladesh. The Bangladeshi delegation had a good experience and were hopeful of a positive outcome of the visit. Head of Bangladeshi delegation assured that on their return to Bangladesh a meeting will be conducted along with the stakeholders with the data, analysis and comparison they have obtained from their visit to SMP, Kolkata. The committee will submit a report to the Ministry of Shipping, Bangladesh and report will be communicated to India by diplomatic channel. At the end, both sides are optimistic to find a new era in maritime connectivity between India and Bangladesh.

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

Bhubaneswar : Nuvoco Vistas Corp. Ltd., India’s fifth-largest cement group in terms of capacity and among the leading players in East India, successfully announced the completion of its Alternative Fuel Resource (AFR) project at Risda Cement Plant (RCP), Chhattisgarh and Nimbol Cement Plant (NCP), Rajasthan. This milestone achievement illustrates Nuvoco’s commitment to reducing dependency on fossil fuels and promoting sustainable practices within the cement industry. With the use of alternative fuels, the company strives to reduce the usage of fossil fuels and minimize its environmental impact. Alternative fuels are a crucial step towards reducing carbon emissions and mitigating the adverse effects of climate change. Nuvoco has dedicatedly installed a system that is capable of utilizing agricultural waste, RDF (Refused Derived Fuel), plastic waste, municipal waste, biomass, tyre chips and other hazardous waste

sources. By incorporating these alternative fuels into its manufacturing process, Nuvoco is taking significant strides towards achieving its sustainability goals. Nuvoco has introduced AFR feeding into the Pyro-process system for enabling uniform feeding and incorporating all necessary safety interlocks throughout. This system allows us to consume alternate fuels in an efficient and effective way without impacting the environmental standards prescribed and approved by the Pollution Control Board of India. Although this project is primarily focused on environmental sustainability, it also has several other benefits for clinker production and can offer significant cost savings through its alternative fuels program. Mr. Jayakumar Krishnaswamy, Managing Director, Nuvoco stated, "As part of our PROTECT OUR PLANET agenda, we view the AFR project as an important step

towards fulfilling our commitment to sustainable cement manufacturing and reducing the environmental impacts. The successful completion of this project demonstrates our commitment to reducing carbon emissions, maximizing waste consumption, and demonstrating responsible resource management practices." Additionally, he stated, "The adoption of alternative fuels also aids in resolving issues associated with landfills and unhygienic waste accumulation. For instance, in its cement manufacturing process, Nuvoco uses plastic waste, RDF (Refused Derived Fuel), and municipal waste that is harmful to cattle and other wildlife due to its carcinogenic qualities as an alternative fuel. This along with other themes under PROTECT OUR PLANET agenda are enabling Nuvoco to build robust partnerships with several stakeholders and contribute to society at large."

Experience the best-in-class customer services at 11 new Alpha Service Centers across India

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

Imager cleaning and firmware updates and 220+ collection centers pan India. The service centers are equipped with necessary jigs and tools to deliver best quality repair of Alpha camera body, Camera Lens, Professional Cameras and other digital imaging products like Digital Still Cameras and Camcorders. Customers can also avail instant services for basic supports like CCD Imager cleaning and getting the latest firmware update to enjoy best performance from their products. The friendly customer care staff at these service centers will help customers to register

their in-warranty products on Sony Alpha Community portal to enable them avail free of cost additional one year warranty on applicable products. Speaking on the occasion, Mr. Mukesh Srivastava, Head of Digital Imaging Business at Sony India, said, "By supporting and assisting partners in local markets, Sony aims to ensure customers receive exceptional service and satisfaction along with quicker and faster turnaround at all outlets across the country. The new service centers will offer customers a seamless experience across multiple touch-points to provide a consistent brand experience that surpasses expectations."

Blenders Pride Fashion Nights arrives in Bhubaneswar

Bhubaneswar : Blenders Pride Fashion Nights, a unique travelling experiential property, arrived in the City of Temples – Bhubaneswar – celebrating the authentic spirit of the city through fashion and style. A spirit that echoes with Pride and inspires the creators of today to become icons of tomorrow. Bhubaneswar’s ‘Made of Artistic Flair’ edition for Blenders Pride Fashion Nights, brought together an eclectic evening that blended fashion, culture and dance, celebrating a symbolic amalgamation of homegrown artistry and the unwavering spirit of local talent. Exemplifying the region’s signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha’s distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group– from the small Odisha town of Berhampur – widely lauded for their artistry. The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The “Made of Artistic Flair” edition of Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting. Taking us on a ‘Jatra’ – The Journey of a Young Woman – the show encapsulated the journey of a woman from post adolescence to her nuptials, navigating the various challenges, trials and significant moments that come her way. The enigmatic journey was captured through the array of colours and textiles that Odisha Bandha/Ikkat offers.

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

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

fashion, design, crafts and retail, AOA 2022, is the first such wide and deep white paper from India that dissects consumer behaviour studied through the prism of luxury. A collective reflection on what affluence means in India spiked during the two years of the pandemic. Charting the post-pandemic market and the clearly altered consumer mindset

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

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

Mumbai: India’s largest depository, National Securities Depository Limited (NSDL) launched ‘Market ka Eklavya– Express’, an online investment awareness program for students that will be conducted in 8 different languages including Hindi. The program would serve as a beginner’s guide for investing for the youth. To mark the significance of Azadi Ka Amrit Mahotsav, an

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

look for avenues of investment. Earlier this month, Market ka Eklavya (5-hours program) was launched by the hon’ble Finance Minister of India, Smt. Nirmala Sitharaman at the silver jubilee event of NSDL. On the launch of the initiative Ms. Padmaja Chunduru, MD & CEO, NSDL said, "Azadi Ka Amrit Mahotsav is a special initiative launched by our Prime Minister to

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

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

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

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

SCTE&VT, Shri Reghu G (IAS) and Unit Head, Jindal Stainless Limited (JSL), Shri Deepak Agrawal. Dignitaries present at the ceremony included Chairman, SCTE&VT and Principal Secretary to Government, Skill Development and Technical Education (SDTE) and Industries Departments, Shri Hemant Sharma (IAS); Additional Secretary, SDTE, Govt of Odisha, Shri Tapan Satpathy (OAS); Resident Director, JSL, Mr SS

Upadhyay, and General Manager, Sales & Distribution, Mr Ranit Rana. Commending the development, Chairman, SCTE&T and Principal Secretary to Government, SDTE and Industries Departments, Shri Hemant Sharma (IAS) said, “This collaboration with Jindal Stainless will enhance the learning experience for students and faculty both, as it will give them insights about and practical exposure to the stainless steel industry.



