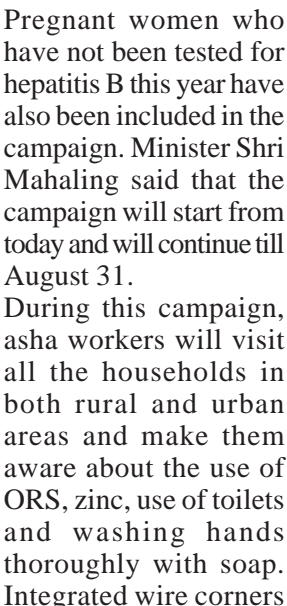


Health Survey Begins

launched in the state. Health Minister Mukesh Mahaling inaugurated the programme from Maharaja Krishna Chandra Gajapati Medical College in Ganjam. The event was held at diamond jubilee town hall premises in Berhampur. Speaking as the chief guest at the event, Minister Shri Mahaling said that health is wealth. Everyone should be careful about it. The Integrated Survey Campaign programme is being conducted under the convenorship of the Prime Minister, Narendra Modi. It will make people aware of deadly diseases like diarrhoea, dengue, TB, leprosy, tuberculosis.



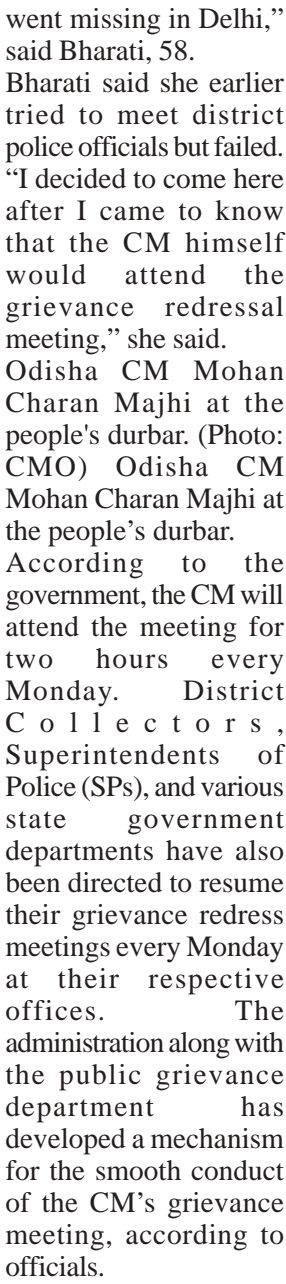
Pregnant women who have not been tested for hepatitis B this year have also been included in the campaign. Minister Shri Mahaling said that the campaign will start from today and will continue till August 31. During this campaign, asha workers will visit all the households in both rural and urban areas and make them aware about the use of ORS, zinc, use of toilets and washing hands thoroughly with soap. Integrated wire corners

will be set up for stocking items such as zinc, ORS, RDT and displayed along with control stock. The campaign has been going on since 2014 and around 8,38,000 families and around 5,086 children under the age of five have joined the campaign and reaped the benefits. The identified with diarrhea were treated with ORS and zinc. Similarly, around 25,640 fever tests have

through which awareness is being spread from time to time through TV newspapers, radio and media.

A reference booklet has been provided to all the aspirants. Speaking on the occasion, Gokulanand Mallik, Minister of Fisheries & ARD said, "We hope that this year also this campaign will be successfully implemented and together everyone will achieve its goal.

Bhubaneswar,(KCN): Odisha CM people's durbar According to the government, the CM will attend the meeting for two hours every Monday. With a photograph of her missing son and a copy of an FIR lodged last year based on her complaint, Sanjukta Bharati from the Baripada area of Odisha's Jajpur district was among the hundreds of people who gathered outside the Chief Minister's grievance cell as new Odisha CM Mohan Charan Majhi held his first grievance redress meeting in Bhubaneswar, remaining there for the entire first half of the workday.



Another complainant who met Majhi on Monday was Kastahari Jena, a person with a disability from Kathapal village in Keonjhar district. His demand: a house under the government's rural housing scheme and a wheelchair. "I have informed the CM about my concerns. He assured me that he would resolve it as soon as possible and directed officers to take note of my concerns," Jena told reporters. "The state government's priority is to listen to people's grievances and resolve them. Our government has revived the grievance hearing meetings from the grassroots to the state level. Under the previous government, there was a barrier between the administration and people due to which people faced problems in getting their problems resolved. That barrier has been destroyed today to ensure direct interaction between the government and its

people,” Majhi told the media.

Deputy CM K V Singh Deo who joined the CM at the meeting said around 2,000 people registered to raise their grievances. “After hearing the grievances, we directed concerned departments to look into the matters. Had this exercise been carried out regularly, we would not have witnessed a turnout of such a large number of people to lodge their grievances. The CM will receive all grievances and we’ll try to resolve as many of them as possible,” said Singh Deo.

Last year, Naveen Patnaik’s close aide V K Pandian, who was then serving as his private secretary, toured across the state to receive grievances from people. The CMO under the BJD government claimed at the time that Pandian, during his visits, collected around 60,000 grievances, out of which nearly 45,000 were resolved during a special drive.

A dramatic sky with dark, heavy clouds, a bright lightning bolt striking down, and rain falling in streaks.

Bhubaneswar(KCN): The India Meteorological Department issued a yellow alert for several districts in Odisha, forecasting extremely heavy rainfall over the next two days. The cyclonic circulation over east Jharkhand and the neighbourhood now lies over Sub-Himalayan West Bengal and the neighbourhood. The trough from west Assam to north Odisha has become less marked, informed IMD on

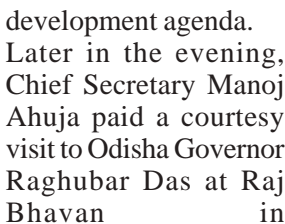
Monday. As per IMD, surface wind with speed reaching up to 40 to 50 kmph is likely along and off the North Odisha coast during the next 24 hours due to a steep pressure gradient.

Yellow Warning: Heavy rainfall is very likely to occur in one or two places over the districts of Jharsuguda, Sundargarh, and Keonjhar. Thunderstorms with lightning are very likely to occur at one or two

places over the districts of Sundargarh, Jharsuguda, Keonjhar, Deogarh, Mayurbhanj, Balasore, Bhadrak, Jajpur, Kendrapara, Cuttack, Jagatsinghpur. Yellow Warning: Thunderstorm with lightning is very likely to occur at one or two places over the districts of Sundargarh, Jharsuguda, Keonjhar, Deogarh, Mayurbhanj, Balasore, Bhadrak, Jajpur, Kendrapara, Cuttack, Jagatsinghpur.

Bhubaneswar(KCN): After assuming charge, Chief Secretary of Odisha Manoj Ahuja and Additional Chief Secretary Nikunja Bihari Dhal paid a courtesy visit to Odisha Chief Minister Mohan Charan Majhi at the State Guest House in Bhubaneswar on Monday afternoon.

As per reports, Chief Minister Majhi engaged in discussions with CS Ahuja and ACS Dhal on various administrative issues and forthcoming initiatives designed to advance the state's



Bhubaneswar. Ahuja assumed the charge of Odisha's new Chief Secretary on Sunday. The 1990-batch IAS officer from the Odisha cadre succeeded the

former Chief Secretary, Pradeep Kumar Jena, a 1989-batch IAS officer, at Lok Seva Bhavan in Bhubaneswar. In addition, Dhal was designated as the

Additional Chief Secretary to the Chief Minister of Odisha on the same day. The 1993 batch IAS officer from the Odisha cadre had previously held the position of Chief Electoral Officer (CEO) for the state during the General and State Assembly elections in 2024. Before his tenure as Odisha's CEO, Dhal was the Additional Chief Secretary of the Energy Department and served as the Odisha Special Relief Commissioner (SRC) in 2023.

Bhubaneswar(KCN): Odisha has recorded a collection of Rs. 2039.71 Cr under State GST (OGST + IGST Settlement) during June '24 against corresponding collection of 1650.82 Cr recorded during June '23 registering a phenomenal

growth rate of 23.56%. The progressive collection under State GST upto June '24 stands at Rs. 7000.98 Cr against a collection of Rs. 5427.10 Cr upto June 23 with a growth rate of 29.00%. Odisha has also recorded collection of

Gross GST (CGST+ IGST+ OGST + Cess) of Rs. 4987.27 Cr during June 2024 against corresponding collection of Rs. 4379.97 Cr recorded during June 2023 registering a growth rate of 13.87%. The progressive collection under Gross

GST upto June 24 stands at Rs. 15916.31 Cr against a collection of Rs. 13813.44 Cr upto June 23 with a growth rate of 15.22%. The collection under all Acts monitored by the Commissionerate of CT & GST, Odisha including CGST/IGST Settlement

/ VAT and Profession Tax during June 24 is Rs. 3273.49 Cr against collection of Rs. 2783.74 Cr during June 23 with a growth rate of 17.59%. The progressive growth rate upto June 24 under all Acts stands at 22.28%.

Commissioner Railway Safety Authorized for Train Traffic Movement in Two Newly Constructed Rail Line. Bhagalpur DM honored by Minister of State for Home Nityanand Rai in Delhi

New Delhi, (KCN): The newly-laid Broad Gauge Rail Line of 40.934 kms in Dhenkanal - Hindol Road Railway Section of Salegaon-Budhapank 3rd & 4th Line Railway project and 12.353 Kms newly laid rail line in Dantewara - Kamlur Railway Section of Kottavalasa-Kirandul Rail Line project has been completed and commissioned. Commissioner Railway Safety (CRS) inspected these newly laid Rail Line in last week of June 2024 and given his sanction for commissioning of the Railway Section. CRS has inspected the Safety parameters of the newly laid Railway Track, Signaling System, Bridges and declared the



newly laid Rail Line stretches of both the projects fit for train operation. A team of Senior Railway officials of East Coast Railway assisted CRS during the

inspection. Altogether, 86.4 kms 3rd & 4th line work has been commissioned out of 170 kms in Salegaon-Budhapank Rail Line project. Similarly, 302.55 kms Doubling work has

been commissioned out of 445.598 kms in Kottavalasa-Kirandul Rail Line project. East Coast Railway is committed to developing Railway infrastructure in the region and

working dedicatedly to complete the project at the earliest. Hon'ble Railway Minister Shri Ashwini Vaishnaw consistently monitoring the progress of infrastructure projects in these regions and the ministry has extended all support for early completion of ongoing Rail Line projects. East Coast Railway General Manager Shri Parmeshwar Funkwal has also been monitoring the status of ongoing Railway projects and instructed concerned officials to speed up the work and complete the remaining portion within the time line set by the Railway Board.

New Delhi (KCN): On Sunday, at Vigyan Bhavan, Maulana Azad Road, New Delhi, District Magistrate, Bhagalpur Dr. Naval Kishore Chaudhary was awarded the Best Performing District Award by the National Commission for Protection of Child Rights, Government of India, New Delhi. The DM was awarded the award by giving him a memento from the hands of Minister of State for Home Nityanand Rai. After receiving the award, the DM expressed happiness and praised



the people of the district for this achievement and said that they have an important contribution in this achievement. This award was given on the occasion of International Day against Drug Abuse

and Illicit Trafficking for successfully implementing the Joint Action Plan made for Prevention of Drugs and Substance Abuse 'Ek Yudh Nasha Ke Viruddh' on the land of his district.

Hirakud displaced to be rehabilitated, says Revenue Minister Suresh Pujari

BARGARH (KCN): Revenue Minister Suresh Pujari on Saturday participated in several meetings and held meetings with the district administration and Bargarh Bar Association. In his address in one of the programmes, Pujari assured of taking several initiatives including rehabilitation of the Hirakud displaced at the earliest. He also assured to resolve land related issues of educational institutions by the end of this year. "Officials of my ministry have been directed to provide lands patta to schools and colleges by the end of 2024. Teachers would not have to run to



the tehsil office for land certificates instead the tehsildar concerned will come to the schools. Moreover, I hope local representatives will identify people without land or facing land and revenue related issues and ensure that their problems are resolved," he said. The minister said the poor neither do not belong to a party nor a caste. There will be no discrimination between BJP and BJD supporters. Everyone will get the benefit of various government schemes," he said while assuring disbursement of benefits under Subhadra scheme besides implementation of new MSP of ₹3,100.

OMBADC Supported Model Anganwadi Centres: Enriching Childhood At Mayurbhanj

Bhubaneswar (KCN): The Anganwadi centres in the tribal district of Mayurbhanj are evolving into engaging hubs for early childhood development. This OMBADC-funded & state government-supported initiative in the tribal-majority region focuses on education, care, and nutrition, crucial for the overall development of preschool kids. Mayurbhanj is Odisha's third most populous district. With 826 Model Anganwadi Centres being established & over 270 already completed, this OMBADC-funded initiative aims to attract children with vibrant murals, a variety of toys, and books. To attract children, the walls of the Anganwadi Centres are adorned with colourful images of numbers, letters, flowers, fruits, and animals. The premises also feature swings, seesaws, and slides, creating a joyful and stimulating environment for children to play and learn. Minati Parida, a parent from Mayurbhanj, says, "Previously, my niece had no interest in attending the



Anganwadi centre. However, with its recent transformation, the availability of toys, and the engaging teaching methods involving songs and dance, she now eagerly wants to go there." The Anganwadis are equipped with electricity, fans and lighting. It also accommodates a kitchen, purified drinking water and clean and hygienic toilets enhancing safety for mothers and children. The Model Anganwadi Centres also prioritize the health and nutrition of young children, as well as pregnant and lactating mothers. Each centre includes a dedicated 'Mamata Gruha,' where regular

health check-ups, counselling and immunizations are conducted by ANMs. Additionally, the centres monitor children's weight, haemoglobin levels, and other health indicators. "Thanks to the support of OMBADC, Anganwadi Centres in Mayurbhanj district are being modernized. These new centres are more appealing to children and significantly contribute to their physical and intellectual development through various creative activities," says District Social Welfare Officer, Annapurna Sinku. Every Saturday, the Anganwadi Centre hosts the 'Advika' programme for adolescents, which raises awareness about

social issues such as child marriage and offers guidance on menstrual hygiene. Each Anganwadi Centre features a 'Nutri Garden' that harvests fresh vegetables for meals served to the children. Beneficiaries also receive nutritious foods such as eggs and Sattu. The Model Anganwadi Centres play a significant role in implementing various maternal and child welfare services in the Mayurbhanj district. The Anganwadi are particularly beneficial in ensuring the nutrition and health of children, mothers, and adolescents in the tribal-dominated region, while also fostering the creative development of young children.



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Now in Beauty -wellness Traditional Skills to be Equipped with New-age Technologies:



By strategically nurturing this sector, India can leverage its demographic advantage to create a robust workforce ready to excel both domestically and globally

Let us not get too carried away with everything we do. It's important to regularly reflect on our strategies and thoroughly evaluate the results. An unbiased assessment makes things much simpler for us. In the realm of skill development, taking action, maintaining consistency, and adhering to a routine are crucial. Leveraging the demographic advantage requires serious planning rather than being just a game. It involves building capacity, creating infrastructure, and

grooming manpower to impart skills to our young population, making them capable of finding employment both domestically and internationally.

The India Skills Report indicates a 52.8% increase in employability for women and 47.2% for men. Women have surpassed men in terms of employability, particularly in areas such as nursing, beauty and wellness, and other soft skills, which have shown the highest employability rates among women in the post-COVID era.

The beauty and wellness sector not only holds vast potential for women but also for men in both domestic and global markets. The sector's unprecedented growth has resulted in a significant demand for semi-skilled and skilled professionals in the country.

Currently, the beauty and wellness sector employs approximately 12.3 million people, with 66% of them being women and a considerable portion not only from

lower socio-economic backgrounds but a lot of aspirants urging from decent educated families. It is projected that by 2027, the Indian Beauty and Wellness sector will offer employment opportunities to around 20.3 million people.

Interestingly, about 44% of the workforce in the beauty and wellness sector possess educational qualifications equivalent to or less than secondary education with limited access to technical training. There are opportunities for greater adoption of vocational education, particularly in segments such as salon services, beauty, fitness, nutrition, and yoga, which are showing increased acceptance of vocational education. Furthermore, the growing demand for services like nutrition consulting, fitness coaching, and nutraceuticals has resulted in new and diverse career opportunities that can be pursued by young individuals, who require skill enhancement and vocational education in Beauty and Wellness.



The Beauty and Wellness industry in the country is experiencing exponential growth, at a pace twice as fast as the markets in the United States and Europe. Heightened consumer awareness and aspirations regarding the industry have led to increased spending on beauty and wellness products and services.

According to the Indian Beauty & Hygiene Association (IBHA), per capita spending on beauty and personal care has risen from around Rs 450 per annum in 2017 to Rs 684 in 2022 and Rs 772 in 2025.

While the global beauty and wellness sector grew at a compound annual growth rate (CAGR) of 17.60%

between 2018 and 2023, the Indian sector experienced an even higher growth rate of 18.40% during the same period, driven by a growing affluent and middle-class population and increased organized retail presence in the country. The sector is expected to reach around Rs 2,77,000 crores by 2025, showcasing a 23% growth from Rs 92,000 crores in 2018.

Promote Female Entrepreneurship:

It is essential to promote female entrepreneurship in India, as the current level is very low, with hardly one in every five entrepreneurs being female. The beauty and wellness sector presents unmatched opportunities for employment and

entrepreneurship for women. Therefore, there is an urgent need to actively foster entrepreneurship and self-employment for females in this sector through specially designed entrepreneurship education, training initiatives, and fiscal support, enabling them to elevate their businesses.

To support female entrepreneurs, it is imperative to create a special fund in collaboration with the NSDC, industries, and angel investors for developing innovative start-up activities in the sector. Additionally, the establishment of regional incubation centres is crucial to ignite the entrepreneurial spirit of promising women in the sector.

Under this initiative, young female entrepreneurs in the beauty and wellness industry must be equipped with new and improved business management skills to successfully run their enterprises. This focused effort should

enable female entrepreneurs to develop concrete business ideas, create a bankable and investable business plan, and formulate a robust business growth strategy.

Traditional Skills to be Equipped with New-age Technologies:

The beauty and wellness sector is experiencing digital disruption as technology-led startups and 5G network access in rural areas become more prevalent. As a result, traditional skills in this sector need to be updated with expertise in new-age technologies such as app setup, virtual try-on services, and data analytics. In addition, providing better customer engagement offerings will be essential.

Furthermore, Artificial intelligence (AI) is also making significant strides in the beauty and wellness industry. AI applications are rapidly changing the sector with innovations like augmented reality. For instance, skin consult AI has been developed to analyze skin ageing, detect major signs of

ageing, and provide personalized skincare recommendations. This technology combines thousands of images with dermatological expertise spanning 15-20 years.

Personalized Services:

Personalized services have become increasingly vital due to shifts in customer preferences, lifestyles, body types, and even genetics. The one-size-fits-all approach is outdated, with customers now seeking unique and tailored experiences.

The demand for on-demand-at-home services has surged, particularly among busy professionals. This has underscored the necessity for transferable skills among workers in the sector. Furthermore, new ideas and processes are galvanizing young students to pursue technical and technological careers, aiming to shape a better future.

Retired Principal Educational columnist malout ,Punjab

Rejection Not A Weakness, It's A Strength

(Shibangi Dhara) Bandana Sahoo



Every person must have been rejected for some reason in his life. Whether it is for job, marriage, love or for anything other else. And these rejections often have a bad effect on people, especially on our youth generations and students. But even these rejections sometimes change people's life completely, especially if we talk about on the students life. Because due to these rejections, the strength of their mind slowly starts eroding from inside, and they lose their patience to get success. And then they starts diverting from their goal, and they try to make some other path to create an another goal, where they don't have their own desire. Only they take a wrong path out of frustration, in which they fail on it. So it depends on us, that how we take these rejections. Either We'll take it in a positive way or in a negative way. And I would say that, definitely we should take it in a positive way, not in a negative way. Because when we start taking it in a positive way, then we start getting closer to success, but when we start taking it in a negative way, then we start going far away from success, go astray and unsuccessful in our life.

See this is life, and here we humans are tested all the times, sometimes by God, sometimes by times, sometimes by our deeds, sometimes by our work, sometimes by our patience and also sometimes by People.

Whatever it may be, we should always remain strong by being grounded, and should not make ourselves never weak under any circumstances, in any situations and in any test. Because People who take these rejections negatively, they lose their life by lose their patience. But those who are able to take it with positively, they go on to further success in their life and they also touch a new stage of success.

Sometimes some youths, especially college students, you must have seen that after the completion of college studies, when they give entrance somewhere for higher education, or go for interview somewhere in search for a job, then repeatedly if they fail there and remain unsuccessful, they become very dejected. And because of this reason, they become very disappointed and then they take it with such a negative attitude that they even go in to a depression, and then they also bring thoughts like suicide inside themselves and also do it too, which is very wrong. Human beings should not take such type of steps under any situations and under any circumstances.

Here, I would like to say those people, especially those students that, never get disappointed in life under any situations and any circumstances. Because every unsuccessful person becomes successful later. So the more you fall, the more you will move forward like an arrow. The more you get rejected, the more you will move forward and definitely one day you become successful, if you take it in

a positive attitude. but if you take it in a negative way, then you will fail and become unsuccessful in your life. So it depends on you that how to take it.

According to me, Rejection is a key of success to achieve our goal in our life. So there is no need to be frustrated by this. Rather make it your strength, and move forward, then see how success will kiss your feet.

It teaches us so many things in our life. There are some good things and some bad things as well. It depends on us that how we take it. If we can get it in a good way, then it'll be good for us or otherwise it'll be bad. And I believed that all of us should take it positively. Because it gives us a lot of experience. Which will help us to achieve a new place in our life and will take us further to success.

Rejection doesn't mean that you are unsuccessful, and you have many shortcomings. Rather, it is a strength, a weapon for you to move forward towards success in your life. Rejection is not our weakness, it's our strength. It's a support system from our side of our soul to help us find success and overcome it. It can break our moral power and it can also lead to choosing a new height. Only it depends on our mental state how we adopt it.

And I also believed that Rejection is a experience for us to achieve success in our life by giving us so many lessons.. And if we understand this then our life can be change definitely. So don't take it negatively take it very positively, and then definitely you get success.

Jajpur 7205550713



G.K. Chesterton, a prolific writer of the 20th century, once remarked, "Education is simply the soul of a society as it passes from one generation to another." Regrettably, the esteemed position held by individuals within the education establishment has not only failed the system but also betrayed the ideals of this renowned author and his philosophy of education. The unethical practice of exam paper leaks has severely tarnished the integrity of the entire education system and compromised the future of countless students. It is imperative to investigate the sources of these leaks and identify those responsible for these reprehensible actions.

Frequent reports of exam paper leaks in India highlight a significant and recurring problem. Due to these breaches, numerous examinations have been canceled. Media reports indicate that, over the past seven years, more than 70 examination papers have been leaked in various states, affecting the careers of over 15 million youths. Is it not possible to establish a system that ensures the integrity of these examinations and

Genesis of paper leak; steps to prevent future leak

Dr. Ravi Chaturvedi

prevents leaks?

An exam paper leak refers to the unauthorized release of examination papers prior to the scheduled test date, thereby granting unfair advantages to certain individuals. These leaks typically affect high-stakes examinations, including school board exams, college entrance tests, and competitive recruitment assessments. There are two prevalent methods by which exam paper leaks occur. Firstly, leaks occur when question papers are accessed and disseminated by individuals or groups external to the educational institution responsible for conducting the examination. These leaks are often the result of well-organized syndicates that exploit vulnerabilities within the examination system to obtain confidential papers. These syndicates operate across multiple regions and employ sophisticated techniques to infiltrate examination systems and access sensitive materials, which are then distributed to interested parties for financial gain.

Internal leaks involve individuals within the educational institution responsible for conducting the examination, such as teachers, administrative staff, or even students. These individuals may compromise the sanctity, secrecy, and confidentiality of the



Fate of future generation at stake



examination by leaking the papers. In some instances, education administrators, who have privileged access to examination papers, are primarily involved in these leaks, making them potential culprits. Exam paper leaks have emerged as a critical challenge within the education system, undermining the fairness and credibility of assessments. The responsibility for these leaks falls on organized syndicates, education administrators, teachers and staff, and occasionally, students. To address this issue effectively, it is indispensable to

implement stronger security measures, adopt technological safeguards, provide ethical training, protect whistle-blowers, impose strict punitive measures, and increase public awareness. By enforcing these measures, we can safeguard the integrity of examinations, uphold the value of education, and ensure a fair and equitable system for all students. It must be a collective effort to eradicate exam paper leaks and foster an environment that nurtures honesty, integrity, and genuine learning. The consequences of

exam paper leaks extend beyond immediate academic dishonesty, damaging the credibility of the education system and jeopardizing the future of students. Society loses faith in the fairness and objectivity of assessments, diminishing the value of academic achievements. It is high time to heed the words of the Tibetan spiritual leader, the Dalai Lama, on education: "Share your knowledge. It is a way to achieve immortality."

The author is a retired Professor of Zoology, Zakir Husain Delhi College, Delhi University.

Unemployment and Poverty: A Double Burden on India's Economy



Unemployment and poverty are significant challenges impacting the Indian economy. As of 2024, India's unemployment rate stands at approximately 7.5%, with youth unemployment rates exceeding 20% in urban areas. This high unemployment rate contributes to poverty, with over 22% of the population living below the poverty line as of 2024. Despite economic growth, approximately 276 million people need more access to necessities such as food, healthcare, and education. Rural areas are particularly affected, with higher poverty rates than urban regions. The multidimensional poverty index (MPI) indicates that nearly 25% of the population experiences deprivation across various aspects of life, including health, education, and living standards. Resolving this issue requires comprehensive policy interventions to uplift the

impoverished and ensure equitable economic development. The economic impact of poverty on the Indian economy is profound: reduced consumer spending weakens domestic markets, and a large portion of the workforce remains unproductive, stifling economic growth. Furthermore, poverty exacerbates social issues, such as inadequate healthcare and education, which perpetuate the cycle of unemployment. Addressing these issues through targeted skill development, robust social security programs and economic reforms is crucial for fostering sustainable economic growth and improving living standards across India. In today's fast-paced and ever-evolving job market, employers are no longer solely interested in hiring candidates with degrees from prestigious institutions like the Indian Institutes of Technology (IIT) or the Indian Institutes of Management (IIM). They now prioritize candidates with specific skill sets. Despite the widespread recognition of IITs for academic excellence and coveted

placement opportunities, recent reports have revealed that they need to deliver based on their ranking and perception. This shift in hiring priorities underscores the growing importance of practical skills over formal education, a trend reshaping the job market and contributing to the unemployment problem. Thousands of students aspire to gain admission to IITs yearly, yet only 20-25 per cent of them clear the Joint Entrance Exam (JEE) Advanced process. Once admitted, these students look forward to the placement season, hoping for lucrative job offers. However, the 2024 placement season has been described as "lacklustre" by IIT students. This is particularly concerning at IIT-Bombay, ranked third among engineering institutes in India according to the National Institutional Ranking Framework (NIRF). According to the Global IIT Alumni Support Group, nearly 36% of students needed help to secure jobs during the 2024 placements. Although IIT-Bombay contested this report, stating that only 6.1% of students

remained unplaced, the situation remains worrisome. Further data from the Global IIT Alumni Support Group shows that nearly 30-40% of students at the top ranked older IITs, such as Bombay, Delhi, and Kanpur, still need to be found. This figure rises to around 50-60% in the 15 newer IITs, including BHU (Varanasi) and Ropar. This discrepancy highlights a critical issue: many well-educated individuals are entering the workforce but still need to be found. One key reason for this mismatch is that higher education degrees do not necessarily equip graduates with the practical skills employers require. While a degree may provide a broad understanding of a subject, the specific, applicable skills determine success in a job. A candidate with the correct set of skills, even without a higher degree, can perform exceptionally well and meet job demands effectively. The rise of the gig economy offers a promising solution to this problem. The gig economy in India is

vibrant, skill-driven, and provides significant opportunities to unemployed youth. According to Taskmo, a gig work platform with over 750,000 registered gig workers, youth participation in the gig economy increased eightfold between 2019 and 2022, primarily from Tier-I and Tier-II cities. A 2022 projection report by Niti Aayog predicted a growing demand for skilled gig workers in digital marketing, social media management, logistics, healthcare, and beauty wellness. The gig workforce is expected to expand to 23.5 million by 2029-30, up from 7.7 million in 2021-22. Professionally trained gig workers can earn competitive incomes, often surpassing traditional degree holders. For instance, a hairdresser with professional training can earn more than an MBA graduate or an IITian. Jawed Habib, a renowned hairstylist and entrepreneur, exemplifies this trend, inspiring young people to consider beauty and wellness as viable and lucrative career paths. Given these insights, here are several suggestions to resolve

the unemployment problem by focusing on skill development and embracing the gig economy: Educational institutions should integrate vocational training programs that equip students with practical skills relevant to the job market. Courses in digital marketing, data analysis, coding, healthcare, and other high-demand areas should be prioritized. Strengthening partnerships between educational institutions and industries can ensure curricula align with current market needs. Internships, apprenticeships, and on-the-job training programs can provide students' real-world experience. Government and private sector initiatives should focus on making skill development programs accessible to all, particularly in rural and underserved areas. Subsidized training programs and scholarships can help bridge the gap. Platforms facilitating gig work should be promoted and regulated to ensure fair wages and working conditions. Training programs designed for

gig work can prepare the youth for this growing sector. Success stories like that of Jawed Habib should be highlighted to change perceptions about non-traditional career paths. Campaigns and career counselling sessions can inform students about the diverse opportunities beyond conventional degrees. Continuous learning and skill upgrading are crucial in today's dynamic job market. Employers, educational institutions, and governments should encourage lifelong learning through workshops, online courses, and certification programs. In addition to technical skills, soft skills such as communication, teamwork, and problem-solving are essential for employability. These skills should be incorporated into educational programs and professional training. Encouraging entrepreneurship can create new job opportunities and drive economic growth. Initiatives like startup incubators, funding programs, and

mentorship networks can support aspiring entrepreneurs. As technology evolves, so do job requirements. Educational institutions and training programs should stay updated with the latest technological trends and incorporate relevant skills into their offerings. Government policies should support skill development initiatives, incentivize private sector participation in training programs, and ensure that labour laws protect gig workers and provide them with social security benefits. Resolving the unemployment problem requires a multidimensional approach that prioritizes skill development, embraces the gig economy, and adapts to the evolving job market. Focusing on these areas, we can create a workforce that is not only well-educated but also well-equipped to meet the demands of today's employers, thereby reducing unemployment and fostering economic growth.

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

Pending court cases- When AIR news reader get fair justice

Vivek Shukla



Around eight years ago on March 12, 2016, Prime Minister Narendra Modi expressed concern over the large number of cases pending in courts for years, saying there is a need to tackle them with speed. PM Modi said during his address at a function held here at the end of the year-long Patna High Court centenary celebrations. The Prime Minister also suggested that the courts should come out with an annual bulletin, mentioning the number of pending cases in them and since when. Sadly, nothing has improved on this front and millions of people are suffering due to the snail pace of the delivery system in our courts. Along with legends like Devki Nandan Pande and Vinod

Kashyap, Sheela Mehra was among the top most Hindi news readers of All India Radio(AIR). For decades together, India learnt the latest news of the world when she used to read the bulletins in her baritone voice with clear pronunciation. She was a celebrity in her own right when Radio news was still regarded as sacrosanct. Since, post retirement around one decade ago, her life revolves around visiting the office of Ghaziabad Development Authority (GDA) more often than not with her husband, Mr. R.K. Mehra. Reason: R.K. Mehra purchased a piece of land for Rs 25 thousand in Ghaziabad, just a couple of miles away from the national capital. Rs 25 thousand was a big amount in the early 1970s. Like R.K. Mehra, many others have also purchased land there. However, the hope of all of them to build a house away from the hustle-bustle of Delhi was dashed as GDA



acquired their land in 1975. During those days GDA was known as Awaas Vikas. On the acquired land, GDA later developed Pratap Vihar, but it failed to pay even a single penny to all those poor people whose land was acquired by the GDA. Rather than cursing their luck, R.K. Mehra and many, many others are fighting to get their just and fair compensation from the GDA for their acquired land. He filed a case in the Ghaziabad court on February 2, 1978 so that he gets compensation. Since then, R.K. Mehra and

Sheela Mehra have been visiting the office of GDA. Except for the assurances from the top officials of GDA, nothing is happening. They are paying fees to their advocate even though their resources are very few. As they say, all the concerned officials on GDA even know their case file number- 21/ 1979, yet nothing is happening. Now, they are planning to meet the Uttar Pradesh Chief Minister, Yogi Adityanath to look into the cases of all of them on humanitarian

grounds as all those who are begging for the compensation are in twilight years of their lives. Can those seeking compensation from GDA get a fair deal sooner rather than later? Those who know the working of departments like GDA say that with just one order from the UP Chief Minister of the state, hundreds of helpless people can get their due. Though nothing is moving due to bureaucratic hassles and other reasons. Sheela Mehra says, "We had filed a case in the lower court of Ghaziabad with a hope

to get justice. But, we get dates from the court on a regular basis. On the day of the court, five people have to present there. They are the Judge, we as complainant of the case, our lawyer, GDA lawyer and GDA official. While both we and our advocate reach the GDA office in time, the same is not true for the other three persons. One of them remains absent for one reason or the other." It is a matter of grave concern that cases pending in various courts in the country have crossed the five-crore mark, Rajya Sabha was informed on July 20, 2023. In a written reply, Law Minister Arjun Ram Meghwal said over 5.02 crore cases were pending in various courts -- the Supreme Court, the 25 high courts and subordinate courts. Pendency of cases in courts can be attributed to several factors, including non-availability of adequate number of judges and judicial

officers, supporting court staff and physical infrastructure, complexity of facts involved, nature of evidence, cooperation of stakeholders such as the Bar, investigation agencies, witnesses and litigants. Other factors that lead to delay in the disposal of cases include lack of prescribed time frame by respective courts for disposal of various kinds of cases, frequent adjournments and lack of adequate arrangement to monitor, track and bunch cases for hearing. There is one view that the disposal of pending cases in courts is within the domain of the judiciary. The government has no direct role in the disposal of cases in courts. But, experts say that state or centre governments can also play an important role in disposing of the cases. For instance, if either top officials of UP government or the active and agile

Chief Minister, Yogi Adityanath directs the GDA to address the issues of compensation seekers, thousands of cases can be cleared within no time. That can bring smiles to the faces of people like Sheela Mehra and her husband. On February 17, Chief Justice of India D Y Chandrachud stressed the importance of focusing on trial courts to alleviate the increasing burden of cases in higher courts. He remarked, "Trial courts are where the solution to problems begins, there is a need to pay attention. "Justice delayed is justice denied" is a legal maxim. It means that if legal redress or equitable relief to an injured party is available, but is not forthcoming in a timely fashion, it is effectively the same as having no remedy at all. It is high time that India wakes up and provides cheap and quick justice to millions of people like Mehra's.

The Author is a Delhi based columnist and former Editor

CPMG, West Bengal Circle Releases Special Philatelic Cover Commemorating India's Win in ICC Men's T20 World Cup



Kolkata, (KCN):The West Bengal Circle of Department of Posts released a special philatelic cover today commemorating India's triumphant win in the ICC Men's T20 World Cup 2024. Shri Niraj Kumar, Chief Postmaster General, West Bengal Circle released this special philatelic cover as a token of giving honour to India's outstanding achievement in cricket at Yogayog Bhawan today. Speaking on the occasion, Shri Kumar expressed his delight at commemorating such a significant milestone in Indian sports through the issuance of this special cover. He

highlighted the role of philately in the nation's achievements and important milestones. The Department of Posts, he said, has always been instrumental in commemorating important achievements in the field of sports through issuance of commemorative postage stamps and special covers, such as on Olympic Games, Commonwealth Games, etc. He also pointed out that such a special cover on India's victory on ICC Men's T-20 World Cup, 2024 will receive accolades from philatelists and sports

enthusiasts and be a part of their valuable collectibles. The special cover has been meticulously designed to reflect the essence of the historic win and is dedicated to the skill of the Indian cricket team. The design of the special cover incorporates iconic elements of T20 cricket and symbols of national pride, serving as a timeless keepsake for collectors and stamp enthusiasts alike. The release of this special cover underscores India Post's role through philately in preserving and celebrating India's sporting milestones.

IAS OFFICERS OF THE 2022 BATCH CALL ON THE PRESIDENT

New Delhi, (KCN):A group of IAS officers of the 2022 batch, currently posted as Assistant Secretaries in various Union Ministries and Departments, called on the President of India, Smt Droupadi Murmu at Rashtrapati Bhavan Cultural Centre today (July 1, 2024).

Addressing the IAS officers, the President said that the Indian Administrative Service is considered a dream career in our country. She said that lakhs of ambitious youth dream to become IAS officers. Many of them work very hard for selection in this service. She stressed that from among all such youth, they are the ones who have got the opportunity to work for welfare of the citizens through this service. She advised them to leave behind an imprint with their sensitivity, honesty, and efficiency, wherever they work. The President said that in this high technology era when people are getting information about the country and



the world in real-time, the challenges of officers have increased further. By the time they achieve the social or economic goals of any scheme, people's needs, awareness, and aspirations would have increased further. Therefore, they should start creating such systems which enable them to remain future-ready. The President said that to achieve big goals, for inclusive and sustainable development and socio-economic empowerment of every section, the work

culture of administration should be based on public participation. The President said that in today's context, officers have to play the role of not only administrators but also facilitators and managers. Their success will depend on how they are able to provide accountable, transparent, and effective administration taking everyone together. The President said that the most important thing for an administrator is to

win the trust of the people and maintain it. She advised them to make use of technology for accessibility, transparency, and trust building. She, however, cautioned them against using technology, especially social media, for self-publicity. The President told officers that they have to be alert and proactive from the very beginning to deal with any compromise on morality. She expressed

confidence that along with implementing the policies and programs of the government, all of them will also promote integrity, righteousness, and sustainability in their personal conduct. The President said that a developed mindset is essential for building a developed India. She expressed confidence that the officers will take forward the development of the country with new thinking and new solutions.

ICMAI-Bhubaneswar Chapter Celebrates GST Day at CMA Bhawan



Bhubaneswar, (KCN):The ICMAI-Bhubaneswar Chapter has celebrated the GST Day in a grand way at CMA Bhawan on 01.07.2024. The event focused on a discussion themed "53rd GST Council Recommendations and its Impact on Industry &

Consumer". Shri Sribas Nath, IRS, Deputy Director, Directorate of Revenue Intelligence (DRI), Bhubaneswar inaugurated and graced the event as "Chief Guest". He shared the important insights about the 53rd GST Council's recommendations.

CMA Niranjana Swain, Past Chairman of the Chapter & EIRC, Advocate at the Orissa High Court and Tax Consultant, Bhubaneswar spoke as the "Resource Person" and explained how the 53rd GST Council's recommendations would

affect industries and consumers. CMA Damodar Mishra, Treasurer of ICMAI-EIRC graced and addressed as "Special Guest". CMA Ramesh Chandra Patra, Chairman of the Chapter delivered the welcome address and CMA Sarat

Kumar Behera, Vice Chairman of the Chapter extended formal vote of thanks. CMA Soumya Ranjan Jena, Chairman, PD Committee of the Chapter coordinated the entire event and delivered the keynote address. CMA Barada Prasana Nayak, Secretary of the Chapter felicitated and welcomed the guests. More than 130 participants including Members, Past Chairmen, Managing Committee Members, and final-year students of the Chapter joined in the celebration and actively participated in the discussion. Due to the collective effort of all, the GST Day Celebration culminated with a grand success.

Bhopal: Madhya Pradesh Chief Minister Dr. Mohan Yadav has announced stringent measures to combat of paper leaks in the state – a proposed law that involves a 10-year jail term and ₹1 crore fine and categorises it as a non-bailable offence. At the recent NDTV MPCG MSME Conclave in Bhopal, Dr. Yadav said, "Very soon, a proposal will come that there will be 10 years imprisonment and strict action".

The proposed law is more stringent than the Central anti-paper leak law, which has provisions for three to five years of imprisonment for those guilty of cheating. Those organizing the cheating – solver gangs and others -- will face five to 10

years of imprisonment and a minimum fine of ₹1 crore. The Public Examinations (Prevention of Unfair Means) Bill, 2024 was passed by the Rajya Sabha on February 9 and Lok Sabha passed it on February 6. The decision to bring the new law was taken by the state cabinet amid the huge uproar over paper leaks and other irregularities in the medical entrance examination NEET and a few others. Congress's Rahul Gandhi has called the BJP-ruled states the "epicentre of paper leaks," citing Vyapam -- a massive scam that erupted in Madhya Pradesh 15 years ago, involving irregularities in the entrance exams for

government jobs. From there, it has spread to all BJP-ruled states, Mr Gandhi had said, in a reference to the paper leak in the Uttar Pradesh Police Constable exam. About the Congress uproar in the House over the nursing scam, exposed first by NDTV, Dr. Yadav maintained that the government is open to discussions and legal processes. "There are many subjects on which there are some legal problems. We are always ready to hold any discussion under the rules and laws," he said. "The Opposition should come up with good preparations and present their issue before the public. If there is a mistake, we will accept it. But forcing us without any mistake is not right;

Govt. of Haryana and NFSU signed an MoU in presence of Union Home Minister

Chandigarh (JAG MOHAN THAKEN): A Memorandum of Understanding (MoU) between the Government of Haryana and the National Forensic Science University (NFSU), Gandhinagar was signed in Panchkula, Haryana Saturday in the presence of the union home minister and Minister of Cooperation, Amit Shah. Several dignitaries, including Union Minister, Manohar Lal and Chief Minister of Haryana, Nayab Singh, were present on the occasion. In his address, Amit Shah said that in association with NFSU, work has been done to give a scientific base to the criminal justice system of Haryana today. He said that 3 laws of the British era were governing the

Indian judicial system, they have been changed with the concept of speedy justice and justice to all. He said that as a part of these changes, forensic team visits have now been made mandatory for offences carrying a sentence of 7 years or more. This will increase the demand for forensic experts across the country, which the NFSU will cater to. Mr. Shah said that human resources have to be created to implement these new criminal laws. It was with this approach that the National Forensic Science University was taken forward and at the same time the framing of these new laws were also underway. Shah added that so far,

campuses of this university have been opened in 9 states and work will be done to take this university to about 16 states of the country. This, he said, would create trained manpower and help in speeding up the pace of solving crimes and improving the conviction rate. He said that this will not only result in trained human resources but will also be of great benefit in getting the new laws implemented at the grassroots level. The union home minister said that having a laboratory, university and training institute in same campus itself will greatly simplify both the instructor and the trainee. He said that if a training institute is planned to be opened here, then the



Government of India will provide good arrangements for training in forensic science at its own expense. He said that the Forensic Science University not only works to educate children and prepare trained manpower but

also helps in strengthening the forensic infrastructure. Mr. Shah said this will help Police Sub Inspectors (PSIs), Deputy Superintendent of Police (DSPs) and Superintendent of Police (SPs) level officers and judges of Delhi, Punjab, Haryana, Himachal

Pradesh, Jammu and Kashmir. He expressed confidence that this initiative taken today will bring changes in the criminal justice system of Haryana in the coming days. Union Home Minister proposed the establishment of a

training institute at the Center of Excellence for training and laboratory testing facilities in forensic science, which will be set up on approximately 50 acres in Haryana. He said that the central government will make all arrangements for its establishment. Speaking on this occasion, Union Minister of Power, Housing and Urban Affairs, Manohar Lal Khattar said that the conception of this center was envisioned in Surajkund in 2022, and today, through this MoU, this vision is being realized. He said that previously, there was only one forensic science lab in the state, but now four more are operational. With the establishment of the

National Forensic Science University campus here, victims will be able to get justice swiftly, said Khattar. The Haryana Chief Minister, Nayab Singh said that the establishment of this center will greatly benefit the criminal justice system. Often, due to the lack of resources, justice is delayed, but with the new technology, we will be able to provide swift justice to the victims. During the Chintan Shivir in Surajkund, the union home minister envisioned the establishment of this campus, which is now becoming a reality. With the establishment of the National Forensic Science University, Haryana is taking the lead, and it will benefit the state, said Nayab Singh.

Tuberose farmers lament lack of marketing facilities

Berhampur(KCN): Cultivation of tuberose (Rajanigandha) flowers is a lucrative business. If marketed properly, it is a source of substantial earnings for farmers. However, lack of marketing facilities is hurting tuberose farmers in Ganjam district, locals informed Wednesday. The effort and energy spent in producing tuberose flowers pales in comparison to the meagre amounts earned, they added. Rajanigandha flowers are mainly cultivated in Digapahandi and Hinjilicut blocks of Ganjam district. More than 100 acres of land are used for the production of Rajanigandha flowers,

officials of the district Horticulture department informed.

Farmers, however, alleged that as the state government has not put up a proper marketing system in place, they have to incur heavy losses. Ralabha village under Hinjilicut block is famous for its Rajanigandha cultivation. In fact, the place has been nicknamed 'Rajanigandha village'. Rajanigandha cultivation in the village started after the 1999 Super Cyclone. A resident of the village Jhumar Dalai, along with some young farmers started tuberose cultivation. Now more than 107 families of the village are engaged in the cultivation of Rajanigandha. Each of the



families cultivates tuberose on lands measuring 0.4 acre to one acre. The daily production

ranges from 300-400kgs. Flowers are supplied to florists in this city, Aska, Sorada, Bhanjanagar, Bhubaneswar,

Bhawanipatna, Puri and Nabarangpur. "Tuberose

flowers grown in Ralabha are in great demand in various parts of the state. The total income for all the families can be well over rupees one crore annually if the product is marketed properly," Kalu Charan Dalai, a young farmer informed. The 'Krishi Vigyan Kendra' here is encouraging farmers of Ralabha village to take up cultivation of the 'Prajwal' variety of tuberose. It is a better product, officials said. "The new variety has two petals and hence weighs more. It is a better product for making garlands," opined chief and senior scientist of 'Krishi Vigyan Kendra', Dr Sujit Kumar Nath.

Scientists are also training the Rajanigandha farmers of Ralabha village by regularly organising discussion sessions. Farmers are attending workshops on soil testing, use of organic manures, benefits of using bio-fertilisers and phospho bacteria on their farmlands for better yields. Farmers have also welcomed this move, officials informed. Rajanigandha farmers meanwhile informed that they get an annual financial assistance of Rs 6,000 for cultivation of tuberose on 1.5 acres of land. They use the money to buy shoots and fertilisers, farmers said.

However, they reiterated that the absence of a proper marketing system is hurting them badly. They also lamented the lack of storage facilities. Farmers added that the government should address these issues. When contacted, assistant director Subhash Chandra Panda of the district Horticulture department informed that recently the state government has fixed the selling price at Rs 50 per kilogram for Rajanigandha farmers. He said that the collector of Ganjam has welcomed the move and will soon implement the rate in the district.

'Subhadra Yojana' to be launched on PM Modi's birthday, says Odisha CM

Bhubaneswar(KCN): Odisha Chief Minister Mohan Charan Majhi Sunday said that the 'Subhadra Yojana', a financial assistance scheme promised by the BJP in its election manifesto, will roll out September 17, the birthday of Prime Minister Narendra Modi. He also said that the Ratna Bhandar (treasury) of Lord Jagannath temple in Puri will be opened soon and an inventory of the valuables stored inside it will be made. Majhi was addressing a felicitation programme organised by Odisha BJP here to felicitate the party's newly elected MPs and MLAs in the state. "Subhadra Yojana will be launched on Prime Minister Narendra Modi's birthday on September 17," the chief minister said. Under the scheme named after Lord Jagannath's sister, cash vouchers of Rs 50,000 will be provided to women of the state. "The Ratna Bhandar will be opened soon and an inventory of the valuables of Lords will be made. If any irregularities are found,



stern action will be taken against the guilty," Majhi said.

The reopening of the Ratna Bhandar, located in the basement of the 12th-century shrine in Puri, was a major political issue in the state during the assembly and Lok Sabha elections. The previous BJD government had promised that the treasury would be reopened for inventory and repair work during this year's Rath Jatra next month.

An inventory of the treasury was last made in 1978.

In August last year, the Congress the then opposition BJO alleged that there is a "glaring mismatch" between the figures of the quantity of gold and silver ornaments

stored in the Ratna Bhandar mentioned by the BJD government in the state assembly and by the Shree Jagannath Temple Administration in an affidavit in the Orissa High Court. Auditing of Ratna Bhandar's inventory was also in the manifesto of the BJP.

The chief minister said that for proper management of the Puri Jagannath temple, his government has decided to create a Rs 500 corpus fund. He said all promises made by the BJP in its manifesto will be covered in the 100-day action plan of the BJP government.

Majhi said his government has also announced to procure paddy from Odisha farmers at an

MSP of Rs 3,100 per quintal from this Kharif season.

Odisha BJP president Manmohan Samal indicated that more welfare would be announced by the state's saffron party government when it would complete 100 days.

Four major decisions on the Jagannath temple and farmers' issues were taken by the BJP government in its first cabinet are "just trailers", Samal said. "Wait for the 100th day to see the picture," he said thanking the people of Odisha for bringing the BJP to power.

"We will have to work hard in the next five years," Samal said.

Pradhan likens Majhi to Lord Jagannath




Bhubaneswar(KCN): Union Education Minister Dharmendra Pradhan Sunday courted controversy by likening Chief Minister Mohan Charan Majhi to Lord Jagannath, and Deputy Chief Ministers KV Singh Deo and Pravati

Parida to the sibling deities – Lord Balabhadra and Devi Subhadra. It may be recalled that BJP leader and Puri MP Sambit Patra had said during the campaigning for the Lok Sabha elections that Lord Jagannath was the devotee of PM Narendra

Modi, which he later admitted that it was a slip of tongue and a blunder. Pradhan said this while addressing a ceremony organised by Odisha BJP here to felicitate the party's 20 MPs and 78 MLAs elected in recently held Lok Sabha

and Assembly polls in the state. The Union minister said, "Odisha Chief Minister Mohan Charan Majhi and two Deputy Chief Ministers KV Singh Deo and Pravati Parida are like Lord Jagannath and his siblings Lord Balabhadra and Devi Subhadra who have been given a big responsibility for the development of the state." A lot of first-time MLAs and MPs have been elected in this election and the state, for the first time, has CM and Deputy CMs belonging to the BJP. With this team, a new Odisha will be built which will help in building a 'Viksit Bharat', Pradhan said.



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AMRI is now Manipal Hospitals Transitionsto Manipal Identity in Bhubaneswar



Bhubaneswar: Manipal Hospitals, the second-largest hospital chain in India, announces the successful brand integration of 400 bedded AMRI unit in Bhubaneswar, which was acquired in September 2023. Starting from the 22nd of May, the service excellence at these facilities will be aligned with Manipal

Hospitals' standards, marking a significant milestone in healthcare transformation in East India. Mr. Partha Das, Chief People Officer of Manipal Hospitals, expressed enthusiasm for this strategic integration, stating, "This integration represents a pivotal stride toward our

objective to enhance healthcare delivery across East India. By seamlessly blending the expertise of Manipal Hospitals with the rich legacy of AMRI, we are not only committed to providing exceptional care to our patients but also fostering a culture of collaboration and excellence among our employees. This integration also signifies

the harmonization of employee policies, ensuring a unified and supportive environment across all facilities. We are proud to extend our commitment to quality care and employee well-being throughout the region." Dr Sudhakar Kantipudi, Cluster Director, Bhubaneswar & Vijayawada, said "I am delighted to witness the integration of AMRI unit into Manipal Hospitals, heralding a new era of healthcare excellence in Bhubaneswar. This strategic move underscores our unwavering commitment to revolutionize the healthcare landscape in

Odisha, ensuring that our patients receive world-class treatment without the need to travel far." Dr. Sakti Maya Mohapatra, Hospital Director, Bhubaneswar, emphasized the significance of this move, saying, "The integration of AMRI with Manipal Hospitals underscores our commitment to expanding access to high-quality healthcare across the country. With Manipal's renowned service excellence now at the forefront, we are poised to set new benchmarks in patient care and satisfaction, furthering our mission of delivering compassionate and advanced healthcare solutions to the communities we serve." Following last week's successful mega brand integration launch event in Kolkata, the transition in Bhubaneswar mirrors the seamless shift of all three AMRI units (Dhakuria, Salt Lake, and Mukundapur) to Manipal Hospitals. This transition reinforces Manipal's steadfast dedication to excellence throughout the eastern region.

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, Bhubaneswar 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."

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.

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.

Nuvoco successfully completes AFR Project at its Risa 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 Risa 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."

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

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



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

recognition for this important and yet often ignored message with the Choose Bold, Choose Water campaign. By focusing the conversation on hydration and building the recognition for taking a break for the same, we want to foster a culture where our consumers celebrate life responsibly, and we are proud to be able to lead this conversation." As one of the prominent packaged drinking water brands, Royal Challenge aims to set a positive example for consumers and to shape behaviour by promoting responsible drinking for moderation.

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&VT 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."

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.

