



executive committee meeting of the BJP after it formed the government in Odisha, ending the 25-year rule of the Biju Janata Dal (BJD) government. BJP sources said that this year is special as the meeting is being organised following the formation of Prime Minister Narendra Modi's government at the centre for the third time and the BJP government under the leadership of Chief Minister Mahi in Odisha for the first time. During his address to the party leaders, BJP President Nadda said that the party will work for the people of Odisha who helped the BJP form the government at the centre for a consecutive

third term. The BJP President also thanked the people of Odisha as they voted the party to power in the state. "The people of Odisha have given you the power and responsibility to change Odisha's image and fate. I fully believe that the BJP government under the leadership of CM Mohan Majhi and through your actions will be able to transform the image and fate of Odisha," the BJP President told party leaders.

Taking a dig at the Congress, JP Nadda said the Union government was riddled with total policy paralysis, corruption and 'Parivarvad' before

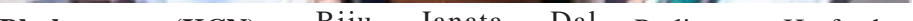
2014. He also mentioned the imposition of an Emergency by the Congress government in 1975. BJP President Nadda alleged that 1.25 lakh people were put in jail during the Emergency. The BJP President termed Congress as the 'Bhakshak' (destroyer) of the Constitution. "The Congress party has no regard for the Constitution. Ask Naveen Babu, how the Congress party had jailed his father Biju Babu during the Emergency," Nadda said. He said that Congress has no concern for tribal communities but pretends to fight for their rights.

Rubrocyanin(KCN):

“It is likely to move northwestwards and cross the Odisha coast near Puri as a depression in the early morning hours of Saturday (July 20). Thereafter, it would move west-northwestwards across Odisha and Chhattisgarh and weaken gradually.”

during the subsequent 24 hours," the bulletin said. The IMD also noted that squally weather with wind speeds reaching up to 60 kmph is likely to prevail over northwest and adjoining west-central Bay of Bengal and along and off North Andhra Pradesh, Odisha

and West Bengal coasts during the next 48 hrs. As the sea condition would remain rough, the weather office advised fishermen not to venture into the northwest and adjoining west-central Bay of Bengal and along and off Andhra Pradesh, Odisha & West Bengal.



Biju Janata Dal
Parliamentary party by
the BJD MPs. Hon'ble
Chairperson of BJD
Parliamentary Party
Shri. Naveen Patnaik
directed and advised the
BJD MPs to play the role
of a strong opposition as
they have been doing and
continue to aggressively
continue to counter the
BJP led Centre on issues
of Odisha's interest in the

Parliament. He further advised the MPs to take up issues pertaining to demand of Special Category State for Odisha, revision of coal royalty, poor conditions of Odisha's national highways, demand for rural housing, Kendriya Vidyalayas and Ekalavya Vidyalayas in each block, AIIMS hospitals in Sambalpur, Koraput and

Balasure (not satellite units), setting up of IT Parks, MSME Parks, Textile Parks, Semiconductor Park and Industrial Corridor in Odisha for providing employment to youth. He also advised them to take up matters relating to tribal development, women's empowerment, farmers' welfare, connectivity of railway, banking, mobile & digital connectivity. He advised to fight against the declining funds transfers from Centre to Odisha. The BJD MPs expressed their strong commitment to the people of Odisha and be the voice of 4.5 crore people of Odisha in the Parliament.

DATE OF BIRTH:21/02/1944
DATE OF DEPARTURE:10/07/2024

Fondly Remembered By

Nirmala(Wife)
Ashok,Arun(Brothers), Alokesh(Son)
Amresh- sephali(Son& Daughter in law)
Grand son-Aryan
Lopamudra-Kanhu(Daughter- Son in law),
Isha(Grand daughter), Swain family, friends & Relatives

[illegible]

of the State Government informed about the new AG's appointment by

releasing a notification. Acharya has vast experience as a High Court Advocate. He came to the limelight in 2019 for contesting against the then CM of Odisha Naveen Patnaik from the Hinjili assembly constituency as a BJP candidate.

Li⁺ (KCN). A weakly acidic solution of the alkali

mishap occurred while the ambulance carrying the patient was returning from Cuttack after treatment in a private hospital. Near Barhampur area under Binjharpur police

station, the vehicle crashed into a tree. As a result, the patient inside it was killed. Also, three of the patient's relatives and the ambulance driver were critical.

Figure 1. The effect of the number of nodes on the performance of the proposed algorithm. The figure shows two plots side-by-side. The left plot shows 'Number of nodes' on the x-axis (ranging from 0 to 10) and 'Performance' on the y-axis (ranging from 0 to 1). The right plot shows 'Number of nodes' on the x-axis (ranging from 0 to 10) and 'Performance' on the y-axis (ranging from 0 to 1).



services around the world and highlighted dependence on software from a handful of providers. Cybersecurity firm CrowdStrike said that the issue believed to be behind the outage was not a security incident or cyberattack — and that a fix was on the way.

check-in and booking services at a time when many travellers are heading away on summer vacations. News outlets in Australia — where telecommunications were severely affected — were pushed off air for hours.

Yvonne Lee, 24, said she only found out her flight to Phuket in Thailand was postponed to Saturday when she arrived at the airport, saying the way it was handled would "affect the image of Hong Kong's airport very much."

National Seminar on the occasion of Death Centenary of Swabhabkabi Gangadhar Meher inaugurated at CUO, Koraput

Koraput, (KCN):The Central University of Odisha and the Gangadhar Meher University, Sambalpur jointly embarked upon observing the death centenary of S w a b h a b k a b i Gangadhar Meher, Odisha's iconic literary personality. A three day national seminar (18-20 July 2024) was organized on this occasion which was inaugurated today at the campus of the Central University of Odisha, Koraput. The event was coordinated by the

Dep't of Odia Language & Literature, CUO under the convenership of Dr. Rudrani Mohanty, Associate Professor & HOD, DOLL. The inaugural dais featured Prof Chakradhar Tripathi, Hon'ble Vice-Chancellor, CUO, Prof N Nagaraju, Hon'ble Vice-Chancellor, G M University, Sambalpur, Padma shri Prof Damayanti Besra, Prof Pradip Kumar Panda, Coordinator, Bhima Bhoi Research Centre, G M University and Dr. Rudrani Mohanty, Associate Professor &



HOD, DOLL. The programme started with the auspicious lighting of the lamp by the dignitaries. Dr Mohanty started the proceedings

by delivering the welcome address. Prof Tripathi, in his inaugural deliberation, emphasized on the

alluring power of literature to unify the society into a common thread and lead to creation of a prosperous

nation. He lauded the life & work of Shri Gangadhar Meher and reminded us that the poet was a leader to revive our enslaved nation and also played an instrumental role in revival of an united Utkal. Prof Tripathi also stressed that Meher's literary works and dedication are notable today to remove regionalism and build up a self-reliant Odisha. Prof N Nagaraju, Chief Guest, in his speech pointed out that the poet's works

transgressed Odisha's boundary and touched our nation and the world. It is vital to organize such joint efforts, he stressed. The keynote speech was delivered by Prof Besra, a recipient of Central Sahitya Academy Award in Santhali Language & Literature. She said that Meher's work reflected pure & pristine values and our development and future depends on its discussion and research. On this occasion, a book titled, 'Gangadhar

Meher: Alochana Sangraha' was released . The inaugural session was conducted by Dr Alok Baral, Sr. Assistant Professor, DOLL. The vote of thanks was proposed by Dr. Laxmipriya Behera, HOD, Odia Dep't, G M University. The seminar will continue on 19 July 2024 in CUO and conclude on 20 July 2024 at G M University, CUO. Faculty, Research Scholars and students were present on the occasion.

NEW PRINCIPAL CHIEF OPERATIONS MANAGER,METRO RAILWAY, KOLKATA

Kolkata, (KCN):Shri Lakheswar Saikia took over the charge of Principal Chief Operations Manager of Metro Railway, Kolkata on July 17, 2024. Shri Saikia, a 1993 batch of Indian Railways Traffic Service (IRTS) officer replaced Shri Soumitra Biswas who has been transferred to Eastern Railway. Shri Saikia comes with a sound technical background and has



expertise in different spheres of Railway working. He has put on 29 years of service in Indian Railways and

worked at various levels of Zonal Railways. Prior to taking over the charge of Metro Railway, Shri Saikia was the Chief Traffic Planning Manager (CTPM) as well as Chief Freight Transportation Manager (CFTM) of Northeast Frontier Railway (NFR). He has also worked as Chief Commercial Manager/Freight as well as Passenger Marketing in NFR and Director,

Union Ministry of Women and Child Development. He has also rendered yeoman service as General Manager of Food Corporation of India, Assam Region as well as Chief Regional Manager, IRCTC Ltd. Guwahati. New PCOM of Metro Railway has undergone training in various foreign institutions like AIT/ Bangkok, INSEAD/ Singapore and ICLIF/ Malaysia.

Indian Railways Successfully Manages Massive Pilgrim Influx During Rath Yatra 2024

Bhubaneswar, (KCN):Indian Railways humbly announces the successful management and transportation of over 15 lakh passengers to and from Puri during the auspicious Rath Yatra period. With extensive preparations and innovative measures, Indian Railways ensured a smooth and comfortable journey for the devotees attending the festival. Key Highlights of Rath Yatra Arrangements: 1. Massive Passenger Movement: Indian Railways efficiently carried 15 lakh passengers, ensuring they reached their destinations safely and comfortably during the Rath Yatra period. 2. Pilgrim Sheds and Mela Shed: To accommodate 15,000 pilgrims/devotees at a time, temporary and permanent Mela sheds were erected at Puri Railway Station, providing resting, toilet, and bathing facilities. 3. Connectivity Across Odisha: Special trains were operated connecting 25 districts of Odisha to and from Puri, facilitating easy access for devotees. 4. AI-based Dynamic Scheduling: Special trains were operated using an AI-based dynamic scheduling system, allowing Indian Railways to provide additional trains to high-demand destinations promptly. 5. Special Trains: Over 315 special trains were operated for the convenience of pilgrims, ensuring efficient transportation during the festival. 6. Neighboring State Connectivity: Special trains connected neighboring states, including Visakhapatnam and Palasa in Andhra Pradesh, Jagadalpur and Raipur in Chhattisgarh, and Howrah/ Sealdah and Malda Town in West Bengal, to Puri for the Rath Yatra. Measures Implemented During the Car Festival:

1. Crowd Management: The Railway Protection Force (RPF) personnel were deployed to manage crowds at Puri Railway Station.
2. Control Room: A round-the-clock control room was established to address passenger issues and ensure smooth train operations.
3. Announcements: Effective announcements were made at Puri and other stations over the East Coast Railway (ECoR).
4. Train Information System/Enquiry Counters: PA systems were installed at Puri Railway Station, with strategically located enquiry counters and large video walls displaying train arrival and departure information.
5. Smooth Ticket Disbursal: Additional ticket booking counters, ATVM counters, and mobile ticket counters were provided. The UTS on Mobile App and ECoR Yatra App were launched for information related to Rath Yatra facilities.
6. Safety and Security: Extensive safety measures, including CCTV surveillance, deployment of RPF, GRP, and sniffer dogs, were implemented. Fire service personnel and fire extinguishers were strategically placed for emergencies.
7. Medical Facilities: Medical assistance booths, staffed with doctors, nurses, and paramedical staff, along with ambulance services, were operational round the clock at Puri Railway Station.
8. Power and Water Supply: Uninterrupted power supply and frequent water supply were ensured during the festival, with water tankers ready for emergencies.
9. Cleanliness: Special attention was given to cleanliness and hygiene at public utility areas during the Rath Yatra period.
10. Catering and Hospitality: In addition to

the food plaza at Puri Railway Station, arrangements were made for selling tea, snacks, water bottles, and Janata meals. Additional food stalls were functioning at major en-route stations. 11. Toilets and Bathrooms: Adequate toilet and bathroom facilities were provided at both the permanent and temporary Mela sheds. 12. Passenger Help Desks: Help desks were set up to guide passengers, providing information about train schedules, passenger conveniences, and Rath Yatra rituals and timings. 13. Illumination: Adequate arrangements were made for ensuring uninterrupted power supply at Puri Railway Station for the continuous functioning of lights, fans, and other passenger amenities. Indian Railways is delighted to share the overwhelmingly positive feedback received from passengers who traveled to Puri during the auspicious Rath Yatra festival. The extensive arrangements and facilities provided by Indian Railways have been highly appreciated by devotees from various parts of the country. "I was astonished to witness the Car Festival. The crowd management, facilities provided at Puri Station, and the maintenance of cleanliness and hygiene were keenly taken care of by the Railway administration", told a passenger from Gujarat, Shri Sailendra Ratnakar Kule. "We have been here for three days. The facilities provided in the station areas by Railways are praiseworthy. We rested in the Mela Shed and faced no difficulties with bathing and toilets. Free food was also arranged by the Railway

administration. The provision of mobile charging, availability of fans, and other facilities ensured we faced no difficulties. We will come every year to witness the Rath Yatra and will never forget the provisions of Railways", said a couple from Balangir. "We have come from Rajasthan to witness Rath Yatra. We were concerned about shelter before reaching Puri, but the shelter provided by Railways eased our worries. The arrangement was beautifully done, including security facilities", informed a lady passenger from Rajasthan, taking shelter at Mela Shed. "The facilities provided by Railways are praiseworthy. Starting from charging points to many other arrangements under one roof, everything was well-managed. Additional booking counters, fans, cleanliness, toilets, security arrangements, information systems, display walls, drinking water, and medical facilities were all available. The Railway administration has made a great effort for passengers' convenience", said a passenger from Cuttack. The positive feedback from the devotees/pilgrims underscore the dedication and meticulous planning by Indian Railways to ensure a comfortable and safe experience for all devotees attending the Rath Yatra Indian Railways remains committed to providing seamless and comfortable travel experiences for all passengers, ensuring the success of significant events like the Rath Yatra. The extensive measures implemented highlight the dedication and efficiency of Indian Railways in managing large-scale pilgrim movements.



MAHARISHI PLAY SCHOOL

Nurturing awareness Moulding Future

2024-2025

ADMISSION OPEN FOR

PLAY GROUP (2+) to Onwards

A great Place to grow @ MPS

Call now for Application:

25% reservation as per RTE Act (2009)

MAHARISHI PUBLIC SCHOOL

N-3 B/14-15, IRC Village,
Nayapalli, Bhubaneswar

PH. 2558884 / 2550786 / 8984600700 (M)

E-mail : maharishipublic13@yahoo.com



Find us on
facebook.com/maharishiplayschool



FOLLOW US
ON TWITTER
twitter.com/maharishiplayschool

I could have done better in tennis than badminton: Saina Nehwal



"Retirement is not the end of the road; it is the beginning of the open highways." This sentiment marked the start of a new journey for Saina Nehwal, the Olympic bronze medalist, during her appearance at Rashtrapati Bhavan as part of the "My Story" lecture series featuring Padma Awardees. In this series, awardees share their struggles and successes. President Droupadi Murmu's dedication to sports was prominently displayed when she played badminton with Saina Nehwal at the Rashtrapati Bhavan Badminton Court following the lecture. This act highlighted the President's genuine passion for sports and games.

A post on the official account of the President of India on X stated, "The President's inspiring step aligns with India's emergence as a badminton powerhouse, with women players making a significant impact on the world stage." The official account on X also released a video of President Droupadi Murmu playing badminton with Saina Nehwal at the Rashtrapati Bhavan badminton court. As part of the "Her Story – My Story" lecture series featuring women Padma Awardees, Saina Nehwal, the first Indian woman to be ranked world no. 1 in badminton, shared her remarkable journey. Nehwal has won 24 international titles, including ten Super Series titles. Although she reached the world's 2nd ranking in 2009, it was only in 2015 that she attained the world no. 1 ranking, becoming the only female player from

India and the second Indian player, after Prakash Padukone, to achieve this feat. She has represented India three times in the Olympics, winning a bronze medal in her second appearance at London 2012. In addition to her Olympic bronze, Nehwal has won a bronze and a silver at the World Championships and multiple gold medals at the Commonwealth Games, including two in women's singles. Following her brief match with President Murmu, Nehwal addressed the media, reflecting on her distinguished career as an iconic badminton player in a country where girls are often discouraged from playing sports. The trailblazing Indian shuttler remarked that she might have excelled even more as a sportsperson if she had chosen to play tennis instead of badminton. During her "Her Story–My Story" talk at Rashtrapati Bhavan, Saina Nehwal spoke extensively about her

Dr. Ravi Chaturvedi



Saina Nehwal playing badminton with President Draupadi Murmu at Rashtrapati Bhawan badminton courts.



Saina Nehwal addressing a press conference at Rashtrapati Bhavan. "Sometimes I feel that it would have been good if my parents had put me in tennis," Saina remarked. "There is more money, badminton career and encouraged the young audience to consider pursuing a career in sports. and I had more strength, I think. I could have done better in tennis than badminton," she added. While Saina has inspired

many to take up badminton, the 34-year-old herself lacked role models when she started playing at the age of eight. "When I started, I didn't have any role models to look up to. No one to look up to and say, 'I want to be world number one or be an Olympic medalist.' I hadn't seen anyone do that in badminton before me," Saina explained. "I always tell children to concentrate on sports. China wins 60-70 medals, while we only get 3-4. There are so many doctors and engineers, but their names don't appear in newspapers," she said. Reflecting on her career, Saina Nehwal stated that her hard work compensated for any lack of natural talent. "I loved hard work; I was not the most talented person and needed to practice a lot. If a talented player did something 100 times, I had to do it 1000 times. But I liked hard work. My coaches

appreciated my never-give-up attitude," she said. Nehwal has an impressive resume as a badminton player. She became the first Indian woman shuttler to be ranked No. 1 in the world and went on to become the second woman athlete from the country to win an Olympic medal. Weightlifter Karnam Malleswari was the first Indian woman to win an Olympic medal, securing a bronze at Sydney 2000. In closing, words of wisdom on Saina's retirement: "Your life's golden phase is about to start. May God bless you to fulfill all your personal aspirations through your retirement! Live your dreams as much as you can." Happy Retirement! **TV & Radio Cricket Commentator C/O Manish Chaturvedi 50 Dubois Street, Stamford, CT -06905 USA**

Is Alternative of NEET UG possible

Vijay GarG



The goal of examination reform should be to ensure that people from disadvantaged sections are adequately represented in the medical field and they can contribute to making healthcare accessible to their communities. Since its inception about a decade ago, the National Eligibility cum Entrance Test (NEET) has been a politically contentious issue in Tamil Nadu. The recent turn of events has made it a national issue. NEET was originally conceptualised to ensure merit-based selection to medical schools and standardise the medical entrance process. It was seen as a solution to the problem of high capitation fees being charged by private medical institutions. Has the examination achieved its intended goal? Has NEET curbed the commercialisation of medical education? This year, more than 24 lakh candidates sat for the NEET after

paying application fees ranging between Rs 1,000 to Rs 1,700. The application charges alone give a revenue of about Rs 337 crore to the testing agency. Moreover, an individual candidate spends a few lakhs at coaching centres to prepare for the test. The initial eligibility for qualification, 50 percentile, was diluted to 30 percentile in 2020 and further to zero percentile in 2023. The reason cited was that several seats are vacant in private medical colleges. However, after the 60,000 seats in government medical colleges are filled up, people's paying capacity plays a big role in filling up the remaining 50,000 seats in private colleges. This makes the MBBS dream virtually unattainable for students of the economically weak strata, despite scoring high marks in NEET. Nearly half of the MBBS seats become a virtual preserve of the wealthy, making a mockery of the objective of rewarding merit. NEET is one of the several alterations in the country's medical education ecosystem in the past decade. The other changes include the dissolution of the Medical Council of India, after the agency faced corruption charges, a reduction in

the faculty student ratio from 1:1 to 1:3 and public private partnership model (PPP) for developing medical colleges in each district with the entire district hospital been handed over to a private player. The medical sector has also seen reforms, including the Ayushman Bharat insurance scheme that allows people below the poverty line to access tertiary care and renaming the primary health centres as Ayushman Arogya Mandir with private partnership. Medical education, and healthcare in general, which was a service sector in the hands of the government, has gradually changed to a commodity with the increased participation of private players. This low entry requirement can undermine the importance of excelling in high school. This, in turn, lowers the standard of school education. The state government and their education ministries do not have any say in the selection process of future doctors in their states. Finally, incidents such as paper leaks and allocation of grace marks, without formal approval of a competent committee, have eroded trust in NEET and the National Testing Agency (NTA). Following recommendations

from the Anandkrishnan Committee, the state abolished entrance exams and conducted admissions to medical and engineering colleges solely on the basis of higher secondary marks. This method is still followed in admissions to engineering institutes in the state. Even after the introduction of NEET, the government ensured social equality and inclusivity, to an extent, by providing reservation to government school students as per the recommendations of PKalaiyaran and AK Rajan committees. Tamil Nadu's experiences over five decades demonstrate that factors such as infrastructure, faculty numbers and the extent of patient care services determine the quality of young doctors. These factors play a far more decisive role compared to entrance examinations. The exam-based selection criteria is merely a gate-pass. Moreover, as American educationists William Sedlacek and Sue H Kim note, "If different people have different cultural and racial experiences and present their abilities differently, it is unlikely that a single measure could be developed that would

work equally well for all". Testing the faculties of students who come from different backgrounds in a country with myriad diversities is not a justifiable method. NEET needs to be reevaluated. Public health is a state subject and education is part of the concurrent list. All states need to be taken into confidence, before framing the admissions processes, especially in institutions controlled by the state government. The debate on NEET touches on broader issues such as educational equity and federalism. The debate on the examination is not just an academic issue but a deeply political one.

If NEET is riddled with problems, what are the alternatives? Instead of a single cross-sectional assessment, a summative assessment over two to three years of performance in school education along with a general aptitude test might improve the selection process. This along with existing caste-based reservation and quotas for government school students will make the entrance process more inclusive. Keeping the number of repeaters to a fixed percentage and allocating 15 per cent seats for candidates

from the rest of the country would be a fair system in a state. Allocation of a small percentage of seats to allied health sciences candidates — nursing, for instance — will create a lateral entry system, similar to engineering and polytechnic courses. Objective type questions can be added in the high school board examinations, the scores of which can be used to decide the best candidate in case of a tie between candidates. The primary objective of refining the medical entrance process is to ensure that students with high average marks gain admission not only to government-run medical colleges but also that the admission criteria of private institutions are safeguarded to admit only those with significantly higher scores, while simultaneously providing adequate support to students from marginalised communities. The goal should be to ensure that people from disadvantaged sections are adequately represented in the medical field and they can contribute to making healthcare accessible to their communities.

Retired Principal Educational columnist malout, Punjab

Letter to Editor

Sir, Contain Dengue Outbreak

The Karnataka state government must declare a medical emergency in response to a severe dengue outbreak that has claimed numerous lives within just one week. Immediate action is imperative, including the establishment of a task force led by experts to address escalating cases across districts. Comprehensive mosquito control strategies and awareness campaigns, particularly targeting schools and colleges, are urgently needed to curb the spread of the diseases. The sluggish response from the health department has worsened the crisis, with ICU beds in hospitals overwhelmed by severe cases. A transparent data collection system is essential, along with urging residents to collaborate with health workers to eliminate mosquito breeding sites and prevent stagnant water. Overall, there is a pressing need for decisive government action to effectively contain the outbreak and address the challenges posed by dengue in Karnataka.

Dr. Vijaykumar H K Raichur

Sir

After an extensive 46-hour search the body of the missing sanitation worker, who entered a sewage canal to clean waste in Kerala's Trivandrum central station premises has been found putting an end to a search that included fire and rescue, disaster management, the navy and the local authorities but posing a list of serious questions on our waste management system.

The sanitation worker who entered a sewage canal to clean waste got swept away in a sudden water current. Though a large-scale rescue was initiated immediately the search teams including scuba divers faced extreme challenges in the canal and drainage tunnel due to humongous amounts of waste accumulated, congesting the canal. The rescue mission had to deploy robots with cameras attached to the tunnel as it became practically life-threatening for humans to enter inside because of darkness and waste congestion. The Amayizhanchan canal, which is the main drainage of the city has turned into a sewage dump mainly because of the negligence of the authorities and the public. Are not the corporation and the railways responsible for such a pathetic plight. If timely work and periodic cleaning drives had been done accumulation of tons of waste would not have been there. Are not the public too responsible for such a plight? Solid waste matter and garbage are simply thrown into sewages unaware that this causes complete choking of sewage network resulting in waste accumulation, flooding of roads and localities and sanitation snarls during heavy downpours. Is it not high time we use machine technology for sanitation work rather than humans? This tragic incident is an eye opener and a lesson to learn for all our towns and cities.

M PRADYU KANNUR

DEVELOP EAGERNESS TO LIVE FOR A GREATER CAUSE

M.R.LALU



“The world is a great gymnasium where we can make ourselves strong.” This distinctive declaration of Swami Vivekananda came as he confronted the complexity of life in its entirety. We frequently become desperate and unwilling to take risks in our life. But success stories of individuals who made an incomparable impact in the lives of people, often declare that there had been resounding preparations to cut their ways through the intricacies of the world around them. Vivekananda’s life itself was an example for this. He had suffered severe

adversities as a young man. His transformation into a spiritual personality under the guidance of his master had given him painful testimonies. His family suffered multiple problems and Vivekananda, with the desire to become a monk had, from time to time affectionately stood by his mother and others in his family. The principle that he frequently made people learn from his life was, whatever the difficulty, the inner strength and purity of a person would help him take lessons from the adversities that the world offers him. The complexity of the world’s multiplicity poses mounting challenges and our approach to such situations would help us strengthen our mind and body. We often have two options to choose

from, either to stay away from the challenges the world offers or to face them. Every moment is a fresh lesson, and every lesson brings a fresh learning. Success or failure, the learning that comes with it carries its essential power to transform us. Vivekananda’s approach of counting the world as a gymnasium where we build our muscles and mind irrespective of the adverse outcomes it sometimes takes us through, supplies tremendous energy and succor to create a creative momentum. Thus, we fail to surrender to defeating tendencies. Even the toughest moment in our life becomes an easy pass as the learning we receive from its toughness holds the capacity to strengthen our individual faculties. If the world

is a gymnasium, it would indubitably generate tremendous energy. It becomes a space where dullness is a crime, a space that reminds us about our real potential, the space that allows us to gain confidence, composure, consistency and precision; where we realize how important it is to break the boundaries of our personal infirmities. That is what the world offers. Its multiplicity is a resource in abundance that we can play our muscles and mind with. Every moment helps us advance a little and slowly and gradually, the effect of our being engaged in the gymnasium proves the power of what we are, and the essential aspect of

our real nature comes into play. As we begin to understand the world with this commitment for self-improvement; the chaos, the irregularities and the discomforts that we see around, do not diminish our purpose. We understand the fact that we are truly designed to navigate the ship of life through the calamitous waters of the world, an analogy that would otherwise help us stick to the purpose, the goal that we are supposed to gather our activities in the gymnasium for. So, what Swami Vivekananda makes us firmly believe is that in the world, the gymnasium has only one thing to offer, that is strength. With his spiritual radiance and intellectual exuberance Vivekananda expounded for us a new outlook that we

have no choice but to imbibe without a second thought. In fact, his resounding admiration for life in this world takes us beyond mere skin-deep indulgences. An ideal makeover that he calls for does bring about a great deal of realization. That life, in its spiritual and indispensable worldly impetus, is completely based on the aspect of love which according to him is part of our inner core. Essentially, what is admirable in his dealing with this philosophy of life on the planet earth is a basic outlook. He says that the world cannot be a loveless institution. The supreme reality that puts the spark of love in every being cannot be loveless. Therefore, he aspires to call divinity that religions, especially

the Indic ones, propose their people to explore as the fundamental aspect of life’s existence; without realizing which, he says, the chaos that we are shaken up on a daily basis will not end. Independence, self-reliance, purity, kindheartedness and much more, he says, would become achievable milestones of life, if these basic principles of goodness that exist in creation are recognized and explored, realizing their value. Elucidating it further, Vivekananda says that in the process of earning the resources himself to the best of his ability, what he admired to execute was his own plans and he continued saying that it was easy for him to die attempting it. “When death is

certain, it is best to sacrifice oneself for a good cause”, he concludes. In principle, life on the planet Earth, especially that in India, he says, is for a cause. What Vivekananda left unspoken was his prophetic life for his country. To give back India its individuality, the glory that he specified was trampled and crushed under the nasty feet of men for centuries. This can be the principle that we can develop an eagerness for; a better reason to live for a greater cause.

(Freelance Journalist)
Meppurathu House
Puthusserimala P.O
Ranni
Pathanamthitta
District
Kerala State
Ph:8414918976
Email:
mrlalu30@gmail.com

Adulteration in mustard oil

- Advertising plays a big role in the mustard oil market. Many companies claim to make oil by pure method, while this claim turns out to be false in most of the cases. The claim of pure oil from Kachi Ghani is also made, which is also doubtful.

Amit Baijnath Garg



These days, cases of adulteration in edible oils, especially mustard oil, are coming to the fore. Such news is being heard every day. Due to adulterated oil, people fall ill and even die. Diseases caused by adulteration in mustard oil are called dropsy. The first case of dropsy was reported in West Bengal in 1877. However, this disease was prevalent in North India, where mustard oil is consumed prominently. South Indian states did not report any cases of dropsy, which consume peanut or coconut oil on a large scale. In some parts of the country, adulteration of mustard oil was also reported in 1998. This epidemic affected the sale of mustard oil to a great extent. In the last two

decades, many other oils, especially refined oils, have filled this gap of mustard oil and gained tremendous advantage in the market.

Mustard oil is adulterated with argemone oil and other low-quality oils, which deteriorates its purity, nutritional value and quality. Argemone oil was identified as the primary adulterant, as its concentration in some commercial oil samples and loose samples was about eight times higher than that of crude oil. Castor oil was found to be the second most common adulterant in mustard oil. Experts say that now 80 percent of mustard oil is being made by mixing rice bran. Paddy cultivation is more in Punjab, so tankers of rice bran are brought from there at a cheap price. Mustard oil is thick, so to thicken rice bran, essence is added to it to bring out the colour and aroma of mustard oil. They cannot be identified without laboratory testing. The

colour and essence added to it causes cancer in people.

You will be surprised to know that mustard oil is banned in many countries including America. According to the US Food and Drug Administration, mustard oil contains a high amount of erucic acid. It is a type of fatty acid and is harmful to health. It is not metabolized properly and also damages brain cells. Erucic acid is also associated with many mental disorders such as memory loss. It also increases the accumulation of fat in the body. Keeping these objectives in mind, the US, Canada and Europe have banned the consumption of mustard oil. Actually, erucic acid is a type of monounsaturated omega-9 fatty acid, commonly found in oils like mustard oil, rapeseed oil and wallflower seed oil. According to studies, excessive consumption of erucic acid can lead to many potential health side effects.

High levels of erucic acid have been linked to the development of myocardial lipidosis.

This is a condition in which fat accumulates in the heart muscle cells, which can impair heart function. Excessive intake of this acid can lead to liver enlargement and fatty liver disease. Animal studies have linked high levels of erucic acid to growth retardation and reduced weight gain, raising concerns about its effects on growth and development in humans. High levels of erucic acid may adversely affect reproductive health in animals. However, more research is needed to fully understand these effects in humans. Excessive intake of this acid may cause gastrointestinal problems, including diarrhoea, abdominal cramps, and nausea. Although not yet conclusively proven, there are also some concerns about the potential carcinogenic effects of consuming high levels of this acid over a long period of time.

Experts say that earlier, paddy husk oil was mixed in mustard

oil in abundance, but now palm oil is being mixed in it. Palm oil is cheaper and shopkeepers earn more profit. Rice bran oil is also used to make fake mustard oil. These oils are adulterated with colour, fragrance and chili extract, synthetic allyl isothiocyanate, onion juice and fatty acids. Adulteration increases further due to increased demand during the festival and wedding season. During this time, refined and mustard oil is in highest demand. Due to inflation, the roots of adulteration in mustard oil are strongly spread in the country. Fake mustard oil is also being sold in the market. Mustard oil is made by mixing palm oil, rice bran and soya oil. After this, it is being sold at thirty-forty rupees less than the real mustard oil. The specialty of these oils available at cheap prices is that they do not have any kind of smell.

There is a risk of liver related diseases from oil containing chemicals and glycerine. The harmful elements aldehyde, polymer etc. found in adulterated oil are very harmful.

Polymer is such an element, which after being fried, can develop cancer cells by combining with carbohydrates. Fatty acid accumulates in the arteries of the heart, which increases the risk of heart attack. A patient suffering from dropsy has swelling in the body as well as the risk of water accumulation in the lungs, while long-term use of oil containing chemicals also affects the respiratory system. Tri-ortho-cresyl phosphate is an adulterated element, which is similar in colour to edible oil. It is not easily caught on seeing. It is soluble in oil and its taste is also not much different from edible oil. Consumption of adulterated oil can increase the risk of fatal diseases like BP, heart attack, cancer. If you want to stay away from these diseases, it is important to check the purity of the oil before buying it.

You can do its freezing test to identify adulteration in mustard oil. For this, take out some mustard

oil in a bowl. Keep it in the fridge for a few hours. After a while, take it out and see. If the oil appears frozen or white stains appear, then the oil is adulterated. The purity of real mustard oil can also be detected through a barometer. The reading of the barometer is 58 to 60.5, but if the reading of mustard oil is more than the set standard, then the oil is adulterated. Changing the colour of the oil means it has been adulterated. Argemone oil is also mixed in mustard oil. A poisonous polycyclic salt is found in this type of oil, which is called Sanguinarine. To check mustard oil, take a little drop on your palm and rub it well. If any colour comes out of the oil or there is a smell of any chemical, then the oil is not pure. Advertising plays a big role in the mustard oil market. Many companies claim to make oil by pure method, whereas this claim turns out to be false in most of the cases. There are also claims being made about the purity of

Kachi Ghani (manual extraction technique) oil, which too is doubtful. Avoid falling prey to any company's claims. Avoid buying oil of any brand in large quantities. First take a little and check its taste and quality. Only after that buy in large quantities. Adulterated oils can be avoided only by being cautious before buying oil. It causes serious damage to the health of your family, so it is important to be cautious. Don't fall into the trap of cheap things, because later you will have to pay a huge price for it. It is important to protect yourself and your family from the harm caused by adulteration of oil.

Senior Journalist-
Writer
International and
National Awardee
Journalist-Writer
Raj Aangan, A-9,
Shri Rani Nagar,
Near 30 No. Tempo
Stand
Paldi Meena, Agra
Road, Jaipur,
Rajasthan, India.
Pin Code : 302031
Mobile : +91 78770
70861



The President of India, Smt Droupadi Murmu presented Distinguished Service Awards at the Defence Investiture Ceremony-2024 (Phase-II) held at Rashtrapati Bhavan today

The 3rd edition of "World Food India " to be held in New Delhi in Sep'24

Kolkata (PARTHA ROY): The 3rd edition of "World Food India", a premier global food and food processing industry show will be held from 19th to 22nd September 2024 at Bharat Mandapam in New Delhi. Ministry of Food Processing Industries, (MOFPI) Government of India in collaboration with Indian Chamber of Commerce (ICC) organised industry stakeholders meet in Kolkata on 18 July 2024. World Food India is organised by MOFPI in collaboration and in partnership with Invest India and Federation of Indian Chamber of Commerce and Industry (FICCI). Mr. Preet Pal Singh, IAS, Joint Secretary, Ministry of Food Processing Industries, Government of

India; Mr. Arvind Kumar, Deputy Secretary, Ministry of Food Processing Industries, Government of India; Mr. Sandipan Sensarma, Senior AVP, Invest India; Mr. Prashant Jalan, Member, ICC Executive Committee & MD, Bengal Nestor's Industries Ltd.; and Shri. Siddharth Dutta, Consultant, FICCI, attended Industry stakeholders meet in Kolkata. Shri Siddharth Dutta of FICCI is overseeing implementation of 3rd World Food India in New Delhi. World Food India will provide opportunity to showcase, connect and collaborate amongst various Global, National, Regional, Local stakeholders in food and



food processing industries. World Food India will have Policy Round Tables, B2B/B2G/G2G Meetings, Exhibitions, Global Food Regulators Summit, Thematic Sessions, Great Indian Food Street and more. Heat Stress and climate change kills the job and reduce the longevity of workers. Heat stress and climate change has a serious impact on employment

and Health and Safety of the workers. National Govt could be more serious to achieve the sustainable development goal in area of poverty eradication heat stress, decent work and climate change and all trade union must be unitedly and increase the heat on the street to press upon the Govt to address the issue of heat and climate change said Ambedkar Yuson,

Hence Government should take all possible steps to protect movement labour said Dr. R.C. Khuntia. He said BWI has filed a complaint in ILO against South Arabia for harassment of construction workers in South Asia which are mostly Indian Workers.

Dr. R.C. Khuntia, National vice President INTUC and Member of BWI World Board, Vice Chairman of Asia Pacific while presiding over the meeting said Govt of India immediately sign UNO Global Compact of Migration and amend interstate Migration Workers in 1979 to protect the interstate and International Migrant workers. The meeting unanimously passed resolution demanding the

immediate review of Construction Workers Welfare Board by Central Govt in presence of Sate Govt representative, Chairman Welfare Board, employers and employees represented. This meeting also demand for coverage of all construction and forest workers by EPF and ESI raising this ceiling of ESI Provident Fund 20 to 30 thousands and Special social Security scheme for all forest workers. The committee also expressed strong objection for the implementation of ILO 4 labour codes without consulting workers. Un behalf of BWI Sri ApolinarTelontino BWI Representative of BWI, Education Officers Toss, Education Director Marloen, sub- Regional representative Dr. Rajeev

Sharma, Regional Education Officer Prerana Prasad, Gagupta, MillonSexena, INTUC, Odisha Branch General Secretary – Kishore Jena, Vice President – Madan Mohan Dhal, Prasant Kumar Mohapatra, Joint Gen. Secretary – Satyabrata Nayak, INTUC Women Chairperson- Pranati Mishra, Palun Kumar, Bipul Pandia, Amzadhussen, MonaliSaha, PanilSilve, BhubaneswariNanjapan, LaxmiNayak and Mukesh Galvan, Chandra Prakash Singh, Gopinath, Nalamutti participated in in this meeting discussion and resolution. It was resolved to submission conference memorandum to the Central Government at the time of parliament session.

Heat Stress and climate change kills the job and reduce the longevity of workers



BHUBANESWAR (KCN): Heat stress and climate change has a serious impact on employment and Health and Safety of the workers. National Govt could be more serious to achieve the unsustainable development goal in area of poverty eradication heat stress, decent work and climate change and all trade union must be unitedly and increase the heat on the street to press upon the Govt to address the issue of heat and climate change said Ambedkar Yuson, General Secretary, BWI while addressing 100 National Trade Union leaders of India of 45 trade unions gather at ITC Welcome Hotel. India got only 46.03 Billion US Dollar in 2023 and 44.42 Billion US dollar as Direct Forest investment whereas migrant labour remittance is 111 Billion Dollar (US

in 2022 and 120 Billion US Dollar in 2023 and 120 Billion US Dollar in 2024 which highest in the World. Hence Government should take all possible steps to protect movement labour said Dr. R.C. Khuntia. He said BWI has filed a complaint in ILO against South Arabia for harassment of construction workers in South Asia which are mostly Indian Workers. Dr. R.C. Khuntia, National vice President INTUC and Member of BWI World Board, Vice Chairman of Asia Pacific while presiding over the meeting said Govt of India immediately sign UNO Global Compact of Migration and amend interstate Migration Workers in 1979 to protect the interstate and International Migrant

workers. The meeting unanimously passed resolution demanding the immediate review of Construction Workers Welfare Board by Central Govt in presence of Sate Govt representative, Chairman Welfare Board, employers and employees represented. This meeting also demand for coverage of all construction and forest workers by EPF and ESI raising this ceiling of ESI Provident Fund 20 to 30 thousands and Special social Security scheme for all forest workers. The committee also expressed strong objection for the implementation of ILO 4 labour codes without consulting workers. Un behalf of BWI Sri ApolinarTelontino BWI Representative of BWI, Education Officers Toss, Education Director Marloen, sub- Regional

representative Dr. Rajeev Sharma, Regional Education Officer Prerana Prasad, Gagupta, MillonSexena, INTUC, Odisha Branch General Secretary – Kishore Jena, Vice President – Madan Mohan Dhal, Prasant Kumar Mohapatra, Joint Gen. Secretary – Satyabrata Nayak, INTUC Women Chairperson- Pranati Mishra, Palun Kumar, Bipul Pandia, Amzadhussen, MonaliSaha, PanilSilve, BhubaneswariNanjapan, LaxmiNayak and Mukesh Galvan, Chandra Prakash Singh, Gopinath, Nalamutti participated in in this meeting discussion and resolution. It was resolved to submission conference memorandum to the Central Government at the time of parliament session.

Over 300 Indian Students Return Home As 64 Bangladeshis Killed In Protests

Agartala (KCN): The worsening situation in Bangladesh, which has seen widespread protests for weeks, has forced Indian students to return home using any available means, with over 300 crossing through border points in the northeast on Friday alone. Nearly 64 people have died as students across Bangladesh have clashed with security forces and pro-government activists over the reintroduction of

reservation in government jobs. The protests, which have been on for at least three weeks, escalated significantly on Monday, when violence broke out at Dhaka University. Six people were killed the next day, prompting the government to order the closure of universities across the country. Many of the students who returned were pursuing MBBS degrees and most of them were

from Uttar Pradesh, Haryana, Meghalaya and Jammu and Kashmir. Two key routes used by the students to return on Friday were the International land port at Akhura near Agartala in Tripura and the international land port at Dawki in Meghalaya. The students said they were waiting and watching but finally decided to temporarily leave Bangladesh after a near-total shutdown of

the internet was put into effect on Thursday and telephone services were also severely impacted, effectively cutting them off from their families. "I am a second-year student at the Marine City Medical College and Hospital in Chittagong. The situation is getting worse and many restrictions have been put in place, which is why we have returned. Many other students have also come back.



Heritage Institute of Technology received the Best Engineering College of Year Award 2024 from the Hon'ble Union Minister of State for Education and for Development of Northeast, Govt. of India, Dr. Sukanta Majumdar at the 8th Edition of The EduMeet & Excellence Awards 2024. The award was received by Prof. Basab Chaudhuri, Principal, Heritage Institute of Technology, Kolkata in the presence of Mr. Pradip Agarwal, CEO, Heritage Group of Institutions & Co Chairman, ASSOCHAM Higher Education & Skill Council - East and other members of ASSOCHAM Eastern Council.

Sundargarh towns face drinking water shortage

Rourkela (KCN): Residents of Bonai, Lahunipara and other localities in the Sundargarh district have always suffered due to a lack of supply of drinking water. Currently, they are very peeved at the tardy manner in which work is going on for the construction of various drinking water projects by the Rural Water Supply and Sanitation (RWSS) department. The RWSS department had earlier stated that a water supply system would be built which will ease the crisis in the entire Bonai

Assembly constituency. However, it has yet to materialise. Bonai suffers from a perennial crisis as the groundwater level is shrinking rapidly. However, residents of the constituency have no idea when the project will be completed. This is because of the absence of information regarding the project. There is no timeline providing information regarding the beginning and end of the project, the cost involved and when water supply will start. The RWSS department also began construction



of projects at various places including Jhumkiband, Lahunipara, Lathikata, Bonaigarh and Kuanmunda under Biramitrapur municipality. However, no one knows when they will be operational. A drinking water project is being constructed at Jhumkiband just adjacent to the Brahmani River. Huge water tanks are visible at the site, but those have remained dry since 'time immemorial', some residents said sarcastically. It should also be pointed here that all the projects are being handled by a single company. This has raised

doubts as to whether it can handle so many projects simultaneously. "May be, this is the main reason for the delay in completion," opined some residents. They added that despite seeking information from officials of the RWSS department regarding the projects they have not got any satisfactory answers. Even though top officials of the RWSS were unavailable, a junior engineer pointed out that the projects were delayed due to some 'internal issues'. "Those have been sorted and work on projects will pick up pace soon," he said.

NGT forms panel for Bargarh sand mining



Bhubaneswar (KCN): The National Green Tribunal (NGT) has asked the state government to constitute a committee that would look into the allegations of illegal sand mining at Chikhili under Ambabbona tehsil of Bargarh district and submit a report within four weeks. With a senior scientist of Odisha State Pollution Control Board, Bargarh mining officer and district Collector as its members, the

committee would inspect the site and submit a fact-finding report within four weeks regarding the allegations, the Eastern Zone Bench of NGT said Tuesday. "The district Collector shall be the Nodal Office for all logistic purposes and for filing counter affidavit bringing on record the committee report," the bench said while posting the next hearing for August 30, 2024. The NGT move came while hearing a plea

filed by senior advocate Sankar Prasad Pani on behalf of Fakir Mohan Patel of Prakashpur under Ambabbona tehsil of Bargarh. The petitioner has informed the environment watchdog that illegal sand mining was being carried out at Chikhili. "Following allegations, the mining officer of Bargarh, along with police officials, raided the sand stock and penalised him for 1,000cm of sand June 6.

The miner, accordingly, paid Rs 2,10,000 as a fine June 11 this year," Pani said. He said following further complaints, the mining officer June 22 found a huge sand stock. "Though the officer was urged to check more sites, he declined to claim jurisdiction issues," the petitioner said. He said that the bridge near which the illegal sand mining was taking place connects Bargarh and Jharsuguda districts. The miner also transports sand to Jharsuguda. Besides, on the day of raid, the officer found use of machine for sand quarrying and loading in trucks. But he did not initiate any action in this regard," the petitioner said. "The illegal mining has caused a loss of at least Rs 10 crore to the state exchequer," Pani said.

Call For Sustainable Agriculture



Bhubaneswar (KCN): Faced with the challenge of climate change and its impact on the planet, small efforts to counter the fallout can lead to a transformation, a three-day international conference on sustainable agricultural development in the backdrop of climate change, was told on Thursday.

The transformation witnessed in the Hiware Bazar panchayat of Maharashtra's drought prone Ahmednagar district which triggered a reverse transformation of migrant workers from cities to their once dismal landscape has been an eye opener, Mr. Popatrao Baguji Pawar, Sarpanch of the panchayat, said. Experts from across the world are participating in the conference on 'Sustainable Agricultural

Development with Climate Smart Systems' being held on hybrid mode at the Siksha 'O' Anusandhan Deemed to be University (SOA) here. "Agriculture alone can provide engagement to the people and make reverse migration possible," Odisha's Deputy Chief Minister, Mr. Kanak Vardhan Singh Deo, who was the chief guest at the inaugural ceremony of the conference, said. The conference has been organised by SOA's Centre for Climate Smart Agriculture (CCSA) and faculty of Agricultural Sciences in collaboration with the local chapter of Indian Meteorological Society. Shri Singh Deo, who holds the Agriculture and Farmers' Empowerment portfolio besides Energy,

said water was becoming scarce and it was time to think about alternative agriculture. Shri Pawar, a social activist of repute who was decorated with the Padma Shri, said he motivated the inhabitants of a cluster of villages in his own Hiware Bazar panchayat to take up water and soil conservation projects in the area in a big way and farmers were earning Rs. 9 lakh per acre today which was more than twenty times of their earning earlier. "Though global warming is impacting different regions with phenomena like cloud burst and drought, my panchayat has been insulated because there is no dearth of water due to proper ground water management," he said adding ten lakh trees had

been planted in the area over the last few years. Shri Pawar said there had been no reports of any farmer suicide in the area after the transformation took place. Prof. Chittaranjan Ray, Director of the Nebraska Water Centre, Nebraska, USA and Prof. Pravat Kumar Roul, Vice-Chancellor of OUAT, also addressed the inaugural session which was presided over by SOA's Vice-Chancellor Prof. Pradipta Kumar Nanda. Shri Singh Deo said though technology was needed to ensure more agricultural production, there was need to look at the use of chemical fertilizer as it was reducing the productivity of the soil.



2024-2025



ADMISSION OPEN

Maharishi Public School, Baripada

STD-NURSERY TO VIII

ENROLL YOUR CHILD TODAY

(Special discount for new admission before 15.03.2024)

Find the Difference

- Small Classes
- Experienced, trained & loving teachers.
- Individual attention to each child.
- Regular meditation and yoga.
- Unique exam system, evaluation & Principles etc.

25% reservation as per RTE Act (2009)

MAHARISHI PUBLIC SCHOOL

Baghra Road, Baripada

For details

Contact :

Call-9438102188, 06792-255227

Time : 8.00 A.M. to 12.00 noon

E-mail- mps.bpd@gmail.com



Find us on

Facebook.com/Mps, Baripada

Daikin Centre of Excellence (CoE) at Bhubaneswar, Odisha

Bhubaneswar (KCN): Daikin Air conditioning India Pvt. Ltd. (DAIPL), the fully owned subsidiary of Daikin Industries Ltd., Japan & the market leader in the air-conditioning market in India today launched a host of new air-conditioning products for the Orissa market amidst major fanfare & excitement. Daikin observes's Orissa as a potential market, so we will continue to invest in developing the market with a view to dominate the room AC market. Today, the Daikin products bring with them with strong technology from Daikin Global that offers lower cost of ownership and topped

with unmatched quality and durability. The new office offers an additional advantage of integrated approach with a view to offer our stakeholders an experience to physically meet & co-work with Daikin employees. On this occasion, Mr. Kuldeepak Virmani, Senior Vice President & Executive Director, Daikin India said, "With India demonstrating a robust upward growth & business trajectory, we have plans to get aggressive in our approach across Orissa and the new products remain a key step towards strengthening Daikin's endeavour to capture significant market share.



We are committed to provide unmatched consumer experience with network of highly trained sales, service and maintenance through our strong dealer network & employees." The East market has grown over 50% in the last year, and Daikin India predicts it to be a INR 2000 crores by 2025,

prompting us to launch a host of new products & increase our dealer network extensively. With robust infrastructure & housing development, we are witnessing a high demand for smart & energy efficient air-conditioning solutions. We are planning to invest in heavy marketing & promotions across Orissa to secure 20% market share end of FY 24-25. Daikin India recently operationalised its new facility at Sri City, Andhra Pradesh, spread across 75.5 acres to reaffirm its

commitment for excellence and innovation; strategically positioned to cater to the increasing demand for state-of-the-art air conditioning products manufactured in India, for domestic and international consumption. Daikin notably is the principal investor in the Production Linked Incentive (PLI) program in the air-conditioning category, implemented by the government to encourage domestic production of air conditioners. Mr. Kuldeepak Virmani commented, "The commercialisation of our new manufacturing plant in Sri City is a

momentous occasion for Daikin. This facility will not only enhance our production capabilities but will also strengthen our position as a leading provider of energy-efficient and sustainable HVAC solutions in the region. With this factory, Daikin's production capacity receives a substantial boost, further solidifying our commitment to growth in India. This expansion marks a pivotal moment in our journey, poised to make a significant contribution to Daikin's continued success in the country and fostering long-term partnerships that drive mutual

success." The new plant is equipped with the latest technology and adheres to Daikin's high standards for quality and sustainability. The facility is designed to streamline production processes, ensuring the timely delivery of Daikin's renowned products to customers across India and beyond. Emphasizing the company's commitment to sustainability and environmental responsibility, this state-of-the-art factory aligns with Daikin's aspiration to achieve Net Zero greenhouse gas emissions by 2050.

RELIANCE BRANDS LIMITED INKS A JV WITH PLASTIC LEGNO SPA

Mumbai: RELIANCE BRANDS LIMITED (RBL) and Plastic Legno SPA have signed a joint venture arrangement through which RBL will acquire a 40% stake in Plastic Legno SPA's toy manufacturing business in India. This investment by RBL serves a dual purpose, bringing in vertical integration for RBL's toy business and helping diversify the supply chain with a long-term strategic interest in building toy manufacturing in India. Plastic Legno SPA is owned by the Sunino group that boasts of more than 25 years of toy production experience in Europe. The group started its India business in 2009 out of a need to develop a strong production hub that would cater to global markets, but more importantly to the fast evolving and growing Indian market.

honourable Prime Minister's vision of Atmanirbhar India, this collaboration with Plastic Legno's deep experience in world-class toy manufacturing coupled with our strong footing in the global toy retail industry would open new doors and unparalleled opportunities for toys manufactured in India. It is imperative for RBL to build design to shelf capability for a strategic advantage over the competition and to be an accelerator in building a robust toy manufacturing ecosystem in India not only for domestic consumption but also for global markets." said the spokesperson of Reliance Brands Limited. RBL has a strong play in the Toy industry with its portfolio of Hamleys, the British toy retailer and homegrown toy brand – Rowan, making RBL one of the leading toy distributors. Hamleys currently has a global

footprint across 15 countries with 213 doors and is India's largest chain of toy stores. "We are very privileged to have RBL as a partner in this Joint Venture. We are confident that Plastic Legno's experience in Toys production and Hamley's commercial outreach, will complement one another to enable the JV Company to achieve greater heights and successes. We have important development plans to implement, always in the spirit of creating a cultural background in this specific sector in India. We are ready for the challenges of the future, but when there is a group like RBL alongside, we are sure that together we can do a great development." said Paolo Sunino, Co-owner, Sunino Group.

Honda Motorcycle and Scooter India registers 3, 53,188 unit sales

Gurugram: Noting a positive upward movement during the month, Honda Motorcycle and Scooter India today announced its sales numbers for May 2022.

The company's total sales for the month stood at 3,53,188 with 3,20,844 domestic sales and 32,344 exports compared to the subdued market performance for same period last year amidst multiple lockdowns owing to impact from second wave of pandemic.

Commenting on the sales performance in May'22, Mr. Atsushi Ogata, Managing Director, President & CEO, Honda Motorcycle & Scooter India said, "The market is gaining back strength as disturbances in terms of supply side are subsiding coupled with rise in physical presence at office and educational institutions. The sales figures this month remain incomparable from May'21 as frequent lockdowns in wake of second wave marred the performance during this period last year. Growth in domestic as well as international trade continues to complement each other as we approach an early monsoon."

TVS Motor Company registers sales of 302,982 units

Hosur: TVS Motor Company sales was at 302,982 units in May 2022. The year-on-year growth is not comparable due to the low base of sales in May 2021 because of the localised lockdown imposed by the Government of India during that period.

Two-Wheeler Total two-wheelers sales grew from 154,416 units in May 2021 to 287,058 units in May 2022. Domestic two-wheeler sales grew from 52,084 units in May 2021 to 191,482 units in May 2022.

Motorcycle sales grew from 125,188 units in May 2021 to 148,560 units in May 2022. Scooter sales of the Company grew from 19,627 units in May 2021 to 100,665 units in May 2022.

The shortage in the supply of semiconductors has impacted the production and sales of

premium two-wheelers. We are working aggressively with alternate sources and taking every effort to improve supplies at the earliest. Some improvement has been seen this month. We are optimistic that volumes will revive to normal levels once the semiconductor supplies improve.

The Company's total exports registered sales of 110,245 units in May 2022 as against 114,674 units in May 2021. Two-wheeler exports recorded sales of 95,576 units in May 2022 as against 102,332 units in May 2021.

Three-wheeler of the Company grew by 28% from 12,473 units in May 2021 to 15,924 units in May 2022.

The domestic two-wheeler sales include TVS iQube Electric sales of 2,637 units in May 2022.

Spice Money to enable farmers to withdraw PM-KISAN subsidy through its 1 million Adhikari Network

New Delhi: The Government of India has disbursed PM KISAN subsidy, directly to the farmers' bank accounts benefiting over 10 crore farmers and families who have received a grant of Rs 2,000 each. Spice Money, India's leading rural fintech with 1 million strong Adhikari network covering 18,500 plus pincodes, is assisting the farmers and farmer families residing in the heartlands of the country, to withdraw this subsidy through AePS at their doorstep Adhikari

Union Bank of India signs MOU with SIDBI for Co-Financing arrangement of MSMEs

Mumbai: Union Bank of India today signed a Memorandum of Understanding (MoU) with Small Industries Development Bank of India (SIDBI) for a Co-Financing arrangement for MSMEs. The MoU was signed by Shri Lal Singh, Chief General Manager, Union Bank of India and Shri Vivek Kumar Malhotra, Chief General Manager, SIDBI. SIDBI is country's principal financial institution engaged in the Promotion, Financing and Development of Micro, Small and Medium Enterprises (MSME). Under the MoU, Union Bank of India would consider Joint financing/Co-Financing with SIDBI to Projects/Units in the MSME. This MoU would help the Banks to increase their

customer base, while helping the MSMEs to meet their funding requirements. The key highlights of the arrangement include joint identification of viable projects and term loan and working capital financing to MSMEs. Initially the arrangement would be at specific centers and once the arrangement stabilizes at these centers, more locations would be covered.

Speaking on the occasion, Shri Lal Singh, CGM (MSME), Union Bank of India, said "MSME is one of the key sectors of our Indian Economy contributing to GDP, Exports, Manufacturing Output, Employment, Women Empowerment etc. MSME is one of the focused areas of the Bank and at Union Bank

of India, we aim to become Bank of 1st choice for MSMEs. This tie-up with SIDBI aids in realizing the Bank's vision to have increased credit flow to the MSME sector and extend operational convenience to the MSME clientele. Under partnership, Union Bank of India through its Pan India branch network can provide general Banking products like Current Accounts, Savings Accounts, Working Capital facilities and other related services to the MSME Customers of SIDBI."

Also, speaking on the tie-up arrangement, Shri Vivek Kumar Malhotra, CGM, SIDBI reiterated SIDBI's commitment towards timely financing for MSMEs across all sectors.

Himalayan College of Nursing, Jolly Grant conducts an awareness campaign on 'Safe Motherhood Day'



New delhi (KCN Bureau) :The Himalayan College of Nursing, Jolly Grant, organized an awareness campaign at the CHC Doiwala on 'National Safe Motherhood Day'. During this event, a quiz competition was held for women to provide them with health-related information. The Obstetrics and Gynecology Department of Swami Rama Himalayan University (SRHU), Jolly Grant, hosted this awareness program. During this time, Dr. KS Bhandari, the Chief Medical Superintendent at CHC Doiwala, mentioned that the objective of celebrating Safe Motherhood Day is to

spread awareness about maternal health and care, provide high-quality health services to mothers, and promote safe childbirth. Dr. Kamlesh Bharti from the Obstetrics and Gynecology Department of Swami Rama Himalayan University informed the visiting women about safe motherhood through plays and a poster exhibition. Upma George, Dr. Kanchan Bala, Lakshmi Kumar, Poonam Yadav also provided information to the women present.

Meanwhile, in Thanovillage, the Community Health Department of Himalayan College of Nursing conducted an awareness campaign on the occasion of World Health Day. MSC students informed people about a healthy lifestyle through plays and house-to-house visits. Additionally, a poster exhibition was organized in the college auditorium, displaying topics like healthy lifestyles, the importance of cleanliness, etc. Present on the occasion were Principal Dr. Sanchita Pugazandi, Dr. Kamli Prakash, Atul Kumar, Shobha Masih, Chandan Kumar, John Davidson apart from many others.

Aditya Birla Group formally launches TMRW – a Digital First ‘House of Brands’ venture in the Fashion & Lifestyle space

Mumbai: Aditya Birla Group today announced the formal launch of its new 'House of Brands' entity – TMRW. This move is in line with the group's strategy to launch and back new-age digital ventures. TMRW, an Aditya Birla Group venture, will create India's largest portfolio of disruptor brands in the fashion & lifestyle space and enable the next phase of direct to consumer (D2C) growth in India, which is poised to be a \$100bn market by 2025. Over the next 3 years, TMRW will acquire as well as incubate 30+ innovative, customer-obsessed brands. The venture will also enable multiple founders to operate within a synergistic 'house of brands' platform that share a common vision and shared capabilities. Aditya Birla Group has appointed ex Facebook & Bain executive, Prashanth Aluru, as the CEO & Co-Founder to lead the build-out of this new venture. Prashanth will set-up a nimble and

agile founding team with the right skill sets and capabilities. Prashanth comes with extensive experience in Digital & Technology across strategy, growth and investing. He also brings to the fore rich entrepreneurial experience in helping build and scale new age ventures in Digital & E-Commerce. Ashish Dikshit, MD of ABFRL said, "The formal launch of our D2C business, TMRW, is a key milestone for the company. This venture has the potential to become a significant growth engine by tapping into the new wave of entrepreneurial energy in India. Our aspiration is to build a portfolio of 30+ brands in the next 3 years. With the launch of this venture, we intend to double down on our ongoing program of strategically attracting new pools of capital that are seeking investment in high-growth businesses. We are confident that this

foray will successfully meet the aspirations of digitally native consumers and also create long-term value for investors and other stakeholders." Prashanth Aluru, CEO and Co-Founder, TMRW said, "I am excited to embark on this journey to build TMRW - a long-term enduring platform that will be home to the leading disruptor brands that provide the new age digitally savvy consumer what she is looking for across Fashion & Lifestyle. With the backing of the Aditya Birla Group and the right profile of long-term investors we will bring in, we are confident of powering the growth of several brands that shape the next phase of digital commerce growth till 2030 and beyond. With a new age Digital first DNA, at TMRW, we will jointly create an ecosystem of the most-loved disruptor brands partnering closely with highly competent founders."

