

Puri(KCN): The chariots of the sibling deities, Lord Jagannath, Lord Balabhadra and Devi Subhadra, reached the Gundicha temple Monday, with which the first leg of the Rath Yatra celebrations in Odisha's Puri concluded. Thousands of people pulled the chariots, while lakhs of devotees gathered on the roadside to watch the procession on 'Badadanda' (Grand Road) amid heat and humidity. The 'yatra' began Sunday evening, but halted a few metres later due to sunset. It resumed the 2.5 km journey from the 12th-century shrine to the Gundicha temple around 9.30am Monday and concluded at 2.35pm. The three majestic chariots will remain outside the Gundicha temple on Grand Road. The deities will be taken inside the temple Tuesday in a ceremonial procession. The deities will remain at this temple for a week. "The chariots have reached their destination. We have put cordons around the three chariots and are regulating the crowd. Adequate traffic arrangements have been made for smooth flow of vehicles," said DGP Arun Sarangi, who also participated in pulling the chariots. Rath Yatra is a two-day affair this time, after 53 years, due to celestial arrangements. In a departure from tradition, some of the rituals, including 'Nabajouban Darshan' and 'Netra Utsav', were held Sunday. These rituals are generally held ahead of the Rath Yatra. 'Nabajouban Darshan' means the youthful appearance of deities, who were behind the doors for 15 days in a ritual called 'Anasara' (quarantine), held after 'Snana Purnima'. According to mythology, the deities fall ill due to excessive bathing on 'Snana Purnima' and therefore remain indoors. Prior to 'Nabajouban Darshan', the priests performed a special ritual called 'Netra Utsav' in which the eyeballs of the deities are painted afresh. Tight security arrangements have been put in place with the deployment of 180 platoons (one platoon comprises 30 personnel) of security personnel, Superintendent of Police Pinak Mishra said. Artificial intelligence-based CCTV cameras have been installed at 'Badadanda', the venue of the festival, and other strategic locations in the pilgrim town, police said.

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Puri(KCN): At least two persons died and over 130 were injured in two different incidents during Lord Jagannath's Rath Yatra in Odisha, officials said Monday.

A resident of Bolangir district died allegedly due to suffocation in a stampede-like situation Sunday during the Rath Yatra in Puri, a health official said.

"When we put him in the ambulance, his pulse was running. We took him to the hospital and gave him CPR. However, doctors declared him brought dead," said Sushant Kumar Patnaik, assistant commandant of St John Ambulance Service.

According to sources, the devotee fainted on Grand Road while pulling the chariot of Lord Balabhadra. He was immediately rushed to the Puri District Headquarters Hospital, where the doctor declared him brought dead. Expressing grief over his death, Odisha Chief Minister Mohan Charan Majhi announced ex gratia of Rs 4 lakh for the next of kin of the deceased.

He also instructed officials concerned to ensure the best available medical care for the injured devotees.

In another incident, a devotee allegedly died after coming under the wheels of a chariot during Rath Yatra in Jharsuguda district Sunday, police said.

The mishap occurred during the pulling of the chariot of Jagannath temple at Kukujaunga village in the district. The deceased has been identified as Shyam Sundar Kishan (45).

While pulling the chariot, he accidentally fell down and the wheels of the chariot ran over him. He was immediately rushed to the district headquarters hospital, where he died while undergoing treatment.

More than 130, including a few police personnel, were also injured during the Rath Yatra in Puri, a health officer of Puri district said.

Half of the injured persons have been discharged after treatment on the same day while at least 40 persons are undergoing treatment, he said.

More than 600 people have visited hospitals and medical camps in Puri. However, only over 130 have been admitted to hospital, said Director of Health Services, Bijay Mohapatra.

"Such admission in hospital during Rath Yatra is normal. None of the injured are in very serious condition. We are providing treatment to the injured devotees," he said.

After visiting the hospital Sunday night, Revenue Minister Suresh Pujari said, "One person died while many others were admitted after sustaining injuries in stampede, dehydration, dysentery and other reasons. No one is serious."

As hot and humid weather was prevailing in Puri Sunday, many people suffered in the hot weather conditions also, he said. This year, the Rath Yatra in Puri is being celebrated for two days after 53 years due to some celestial arrangements.

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Two men are standing on a stage. The man on the left is wearing a white kurta and a red and white striped shawl. The man on the right is wearing a white kurta and a white shawl. They are standing in front of a large banner that reads 'Great Centenary Campaign' and 'Style for Sustainability'. The banner also mentions 'July 2024' and 'MARIS Bhubaneswar'.

land by fencing the area and also asked them to put up proper signboards after removing illegal encroachments.

search and cordon operation. The terror attack comes within a fortnight of a gunfight between terrorists and security forces in the Gandoh area of Doda district that left three foreign terrorists dead June 26. Jammu has witnessed a spurt in terror activities, attributed by authorities to an attempt by Pakistani handlers to revive terrorism in the region and disturb the peaceful atmosphere. Terrorists struck a bus June 9 carrying pilgrims from the Shiv Khori temple in Reasi district, killing nine people, including the driver and the conductor of the vehicle, and injuring 41.

PRESIDENT OF INDIA PARTICIPATES IN THE ANNUAL RATH YATRA FESTIVAL IN PURI



PURI,(KCN):The President of India, Smt Droupadi Murmu participated in the annual Rath Yatra festival in the holy city of Puri, Odisha today (July 7, 2024). In a post on X, she wrote about her experience: "Jai Jagannath! It was a deeply divine experience to witness the pulling of the three chariots of Bhagwan Balabhadra, Mata Subhadra and Mahaprabhu Shri Jagannathji by thousands of devotees during the annual Rath Yatra festival in Puri today. I too participated in this centuries old spiritually elevating event and felt one with the mass of devotees that thronged this holy place. For me, it was one of those blessed moments that make us aware of the presence of the Supreme Being. May there be peace and prosperity around the world by the grace of Mahaprabhu Jagannath!"

Ruby Cancer Centre Launches Eastern India's First Varian TrueBeam Linear Accelerator



Kolkata (ABHIJIT SETH):In a groundbreaking development for Eastern India, the Ruby Cancer Centre, a unit of Ruby General Hospital, is introducing the Varian TrueBeam Linear Accelerator, Version 3.0. This advanced technology, combined with the Eclipse version 18 planning system and a dedicated CT simulator, will revolutionize cancer treatment by offering precise and effective care. The new facility will benefit cancer patients from all walks of life through partnerships with various corporations, insurance companies, and government health schemes. Ruby General Hospital, a beacon of healthcare excellence in Kolkata, celebrated its 30th anniversary recently. Inaugurated in 1995, the hospital has dedicated three decades to providing exceptional healthcare services, marking a significant milestone in its journey. Dr. Kamal K. Datta, Chairman and Managing Director, on that note had announced several groundbreaking initiatives that promise to elevate the hospital's mission of delivering quality care to all segments of society. The newly inaugurated Ruby General Hospital Blood Centre is set to provide accessible, safe blood and blood products. Equipped with top-tier technology, including the Archimedes machine and the Terumo Penpol Optia Apheresis Machine, the centre will excel in harvesting Single Donor Platelets (SDP), performing plasma pheresis, and conducting therapeutic procedures. The highest sensitivity blood tests, such as the Neucleic Acid Amplification Test (NAT), will ensure alpha-level patient safety. Dr. Kamal K. Datta emphasized the importance of preventive oncology and the role of early cancer detection. Simple cancer screening investigations like Pap Smears, Mammograms, Low Dose CT scans of the chest (LDCT), Colonoscopies, and Prostate Specific Antigen (PSA) tests can significantly aid in early cancer detection, improving patient outcomes. As Ruby General Hospital celebrates 30 years of dedicated service, it looks forward to a brighter future, consistently expanding and enhancing its services to better serve the community.

Shri Arindam Sinha assumes charge as RED(ER-II) NTPC

KOLKATA,(KCN): Shri Arindam Sinha assumed charge as Regional Executive Director, NTPC (Eastern Region -II) Headquarter on 5th July 2024. A graduate in Mechanical Engineering from Indian Institute of Engineering Science and Technology, Shibpur. Shri Arindam Sinha joined the services of NTPC in 1988. He served in various capacities in Operation and Maintenance areas in NTPC Stations at Farakka ,Sipat, Kudgi, Talcher Thermal and Kahalgaon. Shri Arindam Sinha was the Head of project at NTPC Kahalgaon. Prior to the present assignment he was Executive Director, Corporate Operation Services. Shri Arindam Sinha took over from Shri Sudip Nag, Regional Executive Director, NTPC (Eastern Region -I) who was holding additional charge since 1st January 2024. Shri Arindam Sinha has vast experience of 36 years in the Power Sector and has underwent MDI Gurgaon, Foreign Module



training in France, Germany and Italy.



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Mahaprabhu Lord Jagannath

Dr. Tapan Kumar Pal



The word Jagannath can be split to two words Jagat(Universe) and Natha(Lord). So the meaning is Lord of the Universe. It is believed that the remains from Lord Krishna's cremations is placed in idol of Lord Jagannath. Hence Jagannath is worshipped with Balabhadra and Subhadra. As Jagannath is the Lord of Universe, any living/non-living thing is part of Jannath Sanskruti. Any one. Unfortunately, these days we have created restrictions that only Hindus can enter the

temple. When Lord Jagannath himself did not move when Bhakta Salabega asked him to wait...not sure who are we to decide!!! But, during Rath yatra every one is allowed to see the Lord.

William Bruton, the first English traveler to visit Puri and to see the Jagannath temple, made a certain counter-factual observation in 1633 that the image of Jagannatha "is in shape like a serpent, with seven heads" and the holy pagoda is "the mirror of all wickedness and idolatry". Thus, Jagannath became known to Europeans as a pagan divinity of monstrous form. To the Europeans, the iconography of Jagannatha remained a mystery from the

time of Bruton's visit until the 19th century. Bernier visited Puri in 1667 and left the first reliable description of the Car Festival, but failed to give any account of the image. Jean - Baptiste Tavernier later described in detail the priceless jewellery of Jagannatha, which however, he never saw.

With the more enlightened views of the 19th century, the problem of the iconography of Jagannath became a fascinating field for speculation. After the British occupation of Odisha in 1803, the temple and its priests received special treatment from the East India Company, which decided to protect the institution for economic and political reasons. Europeans were still



excluded from the great sanctuary and even General Alexander Cunningham, one of the doyens of Indian archaeology, had a rather vague knowledge of the appearance of the Puri images, chiefly based, it seems, on secondary sources. The restrictions imposed on non-Hindus did not prevent a number of

scholars from observing the strange rites at Puri, which included the suspension of caste-rules during the Car Festival, nor from drawing conclusions concerning the origins of the cult of Jagannath.

Legendary account as found in the Skanda-Purana, Brahma Purana and other Puranas and later Odia works state

that Lord Jagannath was originally worshipped as Lord Neela Madhav by a Savar king named Viswavas. Having heard about the deity, King Indradyumna sent a Brahmin priest, Vidyapati to locate the deity, who was worshipped secretly in a dense forest by Viswavas. Vidyapati tried his best but could not locate the place. But at last he

managed to marry Viswavas's daughter Lalita . At repeated request of Vidyapti, Viswavas took his son-in-law blind folded to a cave where Lord Neela Madhav was worshipped. Vidyapati was very intelligent. He dropped mustard seeds on the ground on the way. The seeds germinated after a few days, which enabled him to find out the cave later on. On hearing from him, King Indradyumna immediately to Odra desha on a pilgrimage to see and worship the Deity. But the deity had disappeared. The king was disappointed. The king was determined not to return without having a darshan of

the deity and observed fast unto death at Mount Neela. Afterwards the king built a magnificent temple for Vishnu. Sri Narasimha Murti brought by Narada was installed in the temple. During sleep, the king had a vision of Lord Jagannath. Also an astral voice directed him to receive the fragrant tree on the seashore and make idols out of it. Accordingly the king got the image of Lord Jagannath, Balabhadra, Subhadra and Chakra Sudarshan made out of the wood of the divine tree and installed them in the temple.

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Jagannath Cult and its Linkage with Tribal Culture

Prof. Dr. Umesh Chandra Patra



The origin and antiquity of Lord Purusottama- Jagannath, the Lord of the universe, are shrouded in considerable to know how and when the God came to be worshipped at Puri and became one of the prominent deities of Hindu pantheon. It is also difficult to know whether the God was originally an Aryan deity or a tribal deity later on Aryanised due to the mingling of the Aryan and non-Aryan cultures.

According to the tradition recorded in the "Utkal Khanda" 1 of the Skanda Purana, Indradyumna, the ruler of Avanti in the Satya Yuga and a great votary of Lord Vishnu, sent Vidyapati, the brother of his family priests, to Odradesa to locate the exact place where Lord Nilamadhava was worshipped secretly. Coming to Odradesa Vidyapati took shelter in a Sabara village, very near to the Blue-Mountain. Winning over the friendship of the Sabara chief Viswavas and marrying his daughter Lalita, Vidyapati was able to see Lord Nilamadhava.

After tracing the route to the shrine of Nilamadhava Vidyapati went back to Avanti to inform his sovereign Lord Indradyumna the whereabouts of Nilamadhava. The King,

accompanied by Narada, set-out for Odradesa to pay homage to the Lord. But at the border of the country he came to know about the miraculous disappearance of the Lord. He became extremely sad. Narada consoled him saying that the Lord would appear in the form of a Daru. A few days after, Lord Nilamadhava Himself appeared in a dream to Indradyumna. The next day the king and his attendants brought the "Daru" from the seashore and placed it on the Mahavedi with respect.

As directed by the Lord in the dream, Indradyumna ordered for fashioning beautiful images out of the sacred "Daru". But strangely no carpenter was available. At last Visvakarma, the Divine Builder appeared in the guise of an old carpenter and agreed to build the images on the condition that he be allowed to remain undisturbed inside the temple for twenty one days. As days passed on the sound of the carpenter's tools became thinner and thinner when no sound was heard, queen Gundicha became impatient and curious. On her insistence, when the doors of the temple were opened no carpenter was found inside and the images of Jagannatha, Balabhadra and Subhadra were found incomplete.

The Hindu devotee believes that Lord Jagannath is eternal. Thus, we have two versions of the origins. One is the popular legends based on Puranas and Folklore. The other is the statements of the scholars who have tried to collate evidences from known history, archaeology and ancient literature to drag surmises about the history and the

origins.

The legends regarding the origin of Jagannath, which have been recorded in various sources such as Mahabharat of Sarala Das, Deula Tola of Nilambar Das, Skanda Purana, Brahma Purana, Narada Purana, Padma Purana, Kapila Samhita etc., suggest the tribal as well as Brahmanical links of the deity in the initial stage. According to Sarala Das's Mahabharat, the deadbody of Lord Krishna, transformed into wooden form, landed at the Puri seashore; Jara Sabara, an aborigine, picked it up and worshipped it; subsequently, Indradyumna, the king of Somavamsa, got three wooden images made out of the log and built a temple for the deities. According to Deula Tola, Indradyumna, the king of Malava, got piece of sacred wood which was the metamorphosed shape of God Nilamadhava from the Sabara chief, named Viswavas, and out of the wood he carved three images.

Regarding tribal origin of Lord Jagannath, it is said that Nilamadhava was worshipped by Savara King Viswabasu inside the dense forest of Nilagiri. Subsequently Nilamadhava disappeared and reincarnated in the forms of three deities Lord Jagannath, Subhadra and Balabhadra. These three deities together symbolize Nilamadhava. Nila represents Lord Jagannath, Ma represents Goddess Subhadra and Dhaba which represents Balabhadra who are worshipped at Puri. The Savaras became known as Daitas who are the hereditary servitors of Lord Jagannath. They observed the funeral rites of Lord Jagannath during Navakalevara. The worship of Lord Jagannath by Savara is also mentioned in Darubrahma Gita written

by Jagannath Das in 16th Century AD and in Deula Tola written by Nilambara Das in 17th Century AD. Regarding origin of Lord Jagannath, historian William Hunter also remarked that the aboriginal people worshipped a Blue Stone inside dense forests as Nilamadhava the Dravidian God, who was offered kacha food by the primitive tribes and with the passage of time as the Aryan elements introduced Jagannath into Hinduism he is worshipped as God of Aryan who is offered pakka food. At present these two fold worship coexist side by side. Till



today the Savaras or Savaras worship trees "the Nature God" known as "Kitung" which means God. They do not cut trees because they believe that Kitung dwells inside the tree. Kitung is otherwise known as Jagant and according to them Jagant is the 10th incarnation of Vishnu. As it is said the word Jagannath is not a Sanskrit word nor it is a Pali word but a derivation of Austric word Jagant.

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Lord Jagannath, Jay Jagannath

Nirupama Bhuyan



Jagannath is a Sanskrit name used to describe a deity form of Krishna. The term means master (nath) of the universe (jagat). Jagannath is considered amongst Vaishnavas to be a very merciful form of Krishna. The oldest

deity, but the carpenter insisted that he not be disturbed while he was carving the deity. The king waited anxiously outside his room, but after some time, all sound stopped. The impatient Indradyumna worried what had happened and assuming the worst, opened the doors – only to find the deity half-finished and the carpenter gone! The mysterious carpenter was none other than Vishvakarma, the heavenly architect. The king was distraught as

much they loved him. Sister Subhadra was instructed to keep watch and ensure Krishna wasn't nearby while the gopis spoke of Krishna. But after a while Subhadra was so overwhelmed by the gopis' devotion and their stories that she became completely engrossed in listening. She didn't see the brothers Krishna and Balarama approaching. As the brothers listened their hairs stood on end, their arms retracted, their eyes grew larger and larger, and they smiled broadly in ecstasy. That is why Jagannath, Balarama and Subhadra look like they do.

This form is worshiped by Vaishnavas as the abstract form of Krishna. The deities – Jagannath, Balabhadra and Subhadra are usually worshipped in the Temple, but once in every Asadha Masa, they are brought out onto the main high street of Puri and travel to the Mausimaa Temple, allowing the public to have Darshan of the deities as they pass. This festival is known as Rath Yatra. The Rath carts themselves are huge wooden structures built new every year and are pulled by the millions of pilgrims who turn up for the event from all parts of the Globe. The festival commemorates Krishna's return to His home in Vrindavan after a long period of separation from the

people there.

The Temple of Lord Jagannath is one of the major temples in India. The worship of Lord Jaganatha is so ancient that there is no accurate record of how long it has been going on. It is strictly forbidden for non-Hindus to enter the Jaganatha temple. The temple known as Shrimandira to the devout is built in Kalinga style of architecture. It consists of a tall shikhara housing the sanctum sanctorum. A pillar made of fossilized wood is used for placing lamps as offering. The lion gate is the main gate to the temple, guarded by two guardian deities Jaya and Vijaya. A memorial column known as Aruna Stambha faces the main gate. This column was brought here by the Raja of Khurda from the sun temple of Konarak. Once a year Lord Jaganatha, along with his brother Baladeva, and sister Subhadra, are taken out of the temple and pulled on huge chariots through the streets of Puri. It is from these huge chariots that the English word 'juggernaut' comes. Millions of devotees attend this festival every year, including the King of Puri, who sweeps the path in front of Lord Jaganatha cart.

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Judicial Reforms in India: Challenges and Imperatives

Prof (Dr.) S N Tripathy



The Constitution of India consists of three pillars: the legislature, the executive, and the judiciary. Among these, the judiciary is particularly crucial due to its independence. However, the system must be robust and vigorous to fulfil its role effectively. India's judicial structure includes the Supreme Court, the High Court, and the District Court or Special Tribunal. To ensure productivity and clarity and to lead India positively, the judiciary must operate at the highest standard. Unfortunately, it has become weak, ineffective, and sluggish. Justice delivery could be faster, judge appointments are controversial, disciplinary mechanisms are rarely effective, hierarchy is often favoured over merit, women are under-represented, and constitutional matters usually languish in the Supreme Court for years. India has one of the highest numbers of under-trial prisoners,

approximately 4.2 lakhs, who await trials and can't be released on bail due to serious crime allegations or their vulnerability. One major reform needed is the clearance of such trials to reduce the burden on innocent individuals. An example is the case of Nambi Narayan, an ISRO scientist whose career was falsely ruined, and despite being offered compensation, he never received it. The biggest drawback of the Indian judiciary is the delay in justice. A fast and efficient court system is essential to maximizing practical judgments. As the saying goes, "Justice delayed is justice denied." The system must ensure cases are resolved promptly with appropriate justice. Acting decisively is the only option to provide faster trials with effective judgments. Around five crore cases are pending in Indian courts, raising significant concerns about the judiciary's efficiency. Cases are often filed due to ego and personal disputes, creating unnecessary complications and setbacks for the courts. Both the public and judiciary share responsibility for this issue. Managing the workload of judges and lawyers is crucial to

clearing these cases. Most pending cases are in district courts, highlighting the need to improve their functioning. Reforms should focus on judges, lawyers, and case filing processes. Procedures should be flexible and straightforward to prevent cases from lingering and ensure justice is served. Numerous judicial positions exist at all levels, from three vacant seats in the Supreme Court to over 5,000 in district courts. Filling these vacancies is essential, but more than merely appointing judges is required. Increasing the number of judges can significantly transform the system. Moreover, providing lawyers at every court level for those who cannot afford high fees is necessary to prevent injustice. The Indian judiciary has a minimal number of working hours. Despite being the world's largest democracy, Indian judges work only 25 hours a week and around 220 days a year. Excessive holidays and weekends add substantial trauma to the public. Increasing working hours and managing holidays in shifts will ensure smooth and effective functioning. While India leads digitally in the global



market, the judiciary still relies heavily on paper work. Introducing paperless work and significantly boosting the judiciary's infrastructure is essential. Shockingly, judges are often selected based on caste and religion, with high positions awarded through nepotism rather than merit and qualifications. Those involved in false accusations should face the same punishments as the guilty. Special night batches can be introduced to expedite the system. High costs and inaccessibility should be eradicated to ensure equality. Corruption within the system also necessitates judicial reform. Political

interference and bribery are prevalent, undermining the judiciary's integrity. Judges may face pressure to rule for political interests, and refusing to comply can lead to swift political retaliation. Bribery can occur throughout the judicial process, from delaying or accelerating verdicts to deciding cases in a particular way (<https://www.thehindu.com/opinion/op-ed/indias-judiciary-and-the-slackening-cog-of-trust/article65394817.ece#>). Lawyers may also charge additional fees to expedite or delay cases. The judiciary needs detailed scenarios for financing courts and criteria for public prosecution.

Judicial reform involves changes to the legal system, including the court structure, laws, and procedures. These reforms aim to enhance the justice system's efficiency, transparency, and effectiveness, ensuring it upholds the rule of law and provides fair and timely justice to all citizens. Potential reforms include changes to laws and regulations, the organization of the court system, the appointment and training of judges, trial procedures, and the use of technology to streamline court operations. Maintaining the independence of the judiciary is essential for preserving its integrity and

impartiality. However, complete independence can sometimes result in a lack of accountability. Therefore, it is crucial to balance judicial independence with accountability. Judicial corruption manifests in two forms: political interference and bribery. Political branches often interfere in the judicial process, pressuring judges to favour political interests, with swift retaliation for non-compliance. Bribery can occur throughout the judicial process, with judges accepting bribes to delay or accelerate verdicts, accept or deny appeals, or decide cases in specific ways. Court officials and lawyers also demand bribes for expedited or delayed services. Influential individuals often exploit the system to cause delays. For instance, in the author's experience with Criminal Revision Application 552/201 under IPC Sections 7406, 420, 467, 468, 471, rw34, pending in the District and Sessions Court in Pune, Maharashtra, the case was adjourned 51 times at the argument stage. There are provisions for the speedy disposal of cases involving

senior citizens. Still, in the author's own experience, a case at the final hearing stage in the High Court of Mumbai was adjourned for over three years due to the influence exerted by the opposing party. Despite years of independence, India still struggles with its judiciary system, and people remain discontent. Although progress has been made, significant reforms are needed to enhance the existing system and ensure it delivers fair and timely justice. Despite years of independence, India grapples with an inefficient judiciary, leaving many citizens dissatisfied. While progress has been made, substantial reforms are still necessary to improve the system. India's judicial system requires significant reforms to ensure fairness and efficiency. Resolving political interference, bribery, and systemic inefficiencies are critical steps towards restoring public trust and delivering timely justice.

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Who is predicating mid-term poll of Lok Sabha

Vivek Shukla



It is almost sure that the Indian Parliament would witness acrimonious debates and a lot of uproar during the forthcoming budget session of the parliament. After the impressive show of Congress in the recent Lok Sabha election, Congress leader Rahul Gandhi looks in a very combative mood. He is attacking the policies of NDA government. Rahul Gandhi is also elected leader of the opposition in Lok Sabha. With just 99 seats in Lok Sabha, some Congress leaders are expecting miracles. They believe that Rahul Gandhi to become Prime Minister of India. Congress leaders, including, Bhupesh Baghel, former Chief Minister of Chattisgarh. Baghel is hoping for mid-term poll. Baghel predicted that the country was going to

witness a mid-term general election within one year. Baghel's remarks came on a day when the BJP-led NDA MPs chose Narendra Modi as their leader and the next Prime Minister. Is anyone in India ready for the mid-term poll other than some Congress leaders? Will we see a mid-term poll? Will Rahul Gandhi to become Prime Minister of the country after the mid term poll as some claim? While only time will tell whether these predictions would come true or not, noted author and astrologer Dr. JP Sharma 'Triikha' says that the present NDA government at the centre under Prime Minister Narendra Modi would complete its term till 2029. When all the exit polls predicted the landslide victory for the NDA, Dr. JP Sharma 'Trisha' predicated that NDA would just manage to form the government only. It would not get a huge victory. That was the time when he was criticised by some for making wrong

prediction. However, he proved right at that time. He said, "My astrological studies clearly indicated that the BJP, under the leadership of Prime Minister Narendra Modi, will be the party with the most seats in the 2024 Lok Sabha elections. However, it would not get a clear cut majority." He made it clear that there is no chance of a mid-term Lok Sabha poll. The NDA government would complete its term. It may be recalled that Mr. Narendra Modi's moon sign is Scorpio. He was born on September 17, 1950. He is ruled by Mars. Scorpios are very intelligent and shrewd, and they possess leadership qualities. They are born leaders. Mr. Modi has proved this repeatedly. What Mumbai based Dr. J.P. Sharma 'Triikha' predicted proved right when it comes to Lok Sabha elections. Otherwise the country was expecting a landslide victory for the NDA. NDA leaders were saying 400 Ke Paar. It goes without saying that while exit polls have lost their



goodwill, astrologers have gained significant respect from all quarters. Surely, the Lok Sabha results surprised many, many people and exposed some so-called political pundits who made predictions while talking to the media. If we move away from the Lok Sabha results, Modi's government is likely to face a lot of demands from allies, which helped him secure a majority in parliament. Will the third term of Modi be smooth or will he face lot of roadblocks? Regional

parties in Modi's alliance, have already demanded more funds for their states. NDA's two main allies-Janata Dal in Bihar and Telugu Desham Party in Andhra Pradesh are asking for more funds from the Modi government. Andhra Pradesh chief minister N Chandrababu Naidu recently met Prime Minister Narendra Modi in the national Capital. According to a person aware of the details, Naidu, who is seeking more financial aid from the Union government for development in the state's capital and other

infrastructure projects, was "hopeful" of the state's wish list being met. The TDP, which has been accommodated in the Union cabinet, has demanded an increase in financial assistance to Andhra Pradesh in lieu of a special category status. Dr. J.P. Sharma 'Triikha' says that the third term of Modi would be different from his previous two terms. In his third term, he would face a lot of issues and flak too. India's economy grew by 8.2 per cent in the last fiscal year, one of the

fastest rates among major economies, but, voters have pointed to disparities on the ground, with growth more visible in cities, than in the vast hinterland. The economy has jumped five places to be the fifth-largest in the world, in the past decade, under Modi's rule, and he has said he will lift it to the third position. However, the country's per capita income still remains the lowest among G20 nations. Pandit 'Triikha' predicates no headway in our ties with either China or Pakistan. He sees a lot of protests from opposition parties on the issue of unemployment. It may be recalled that Congress, accusing the Modi government, of doing little to provide jobs for the youth. Will Rahul Gandhi become PM in the near future? While all the Congress leaders and workers pray that he (Rahul Gandhi) becomes the Prime Minister of India, what stars say about him. Rahul, who turned 54 on June 19, is showing

serious signs of change, as he gradually turns out to be a man with a mission and purpose. He is improving as a leader. He speaks well. He meets the victims from Hathras to Manipur. Says another Delhi based astrologer, who does not want to be quoted- "I don't see Rahul becoming the PM of India for another five-six years. Like all those whose sun signs are Gemini, his strengths are that he is adaptable, outgoing, and intelligent—there's never a dull moment with a Gemini. However, their weaknesses are that they're indecisive, impulsive, unreliable, and nosy—be careful telling a Gemini your deepest darkest secrets." In nutshell, we can safely say that while the NDA government led by Mr. Modi would face many challenges in the next five years, it would not fall apart.

The Author is a Delhi based columnist and former Editor

Gujarat's Adalaj Jagannath Temple Hosts Car Festival

Ahmedabad, (KCN): Annual Car Festival was celebrated at the Jagannath Temple situated at Adalaj in Gujarat with spectacular fanfare and spiritual fervour as informed by the Member Secretary of Jagannath Cultural Academy and Research Centre (JCARC) Dr Badri Mahapatra. Hosted by the Temple Management Body Shree Jagannath Chariot pulling Ceremony drew unusual enthusiasm and unprecedented excitement among the visitors this year. Around 20,000 Odia and Non Odia devotees gathered here from in and around Adalaj and nearby areas to witness the Mega Religious Event. Adequate arrangements have been made by the Temple Management

Committee to maintain discipline and orderliness. Series of special worshippings were undertaken before the Idols in the Temple since the wee hours of the Holy Day. Around 8.30 a.m. in the morning the Pahandi Bije of Four Deities to the colourfully decorated chariot stationed in front of the Temple started. The entire atmosphere got reverberated with the recitals of hymns, roaring of slogans like Haribol and Jai Jagannath, sounding of Huluhuli, blowing of conch and playing of musical instruments like Ghanta, Kartala, Mardala, Jhanja and Mrudanga by the devotees. The highlight of the celebration was the Pahandi of Maa

Subhadra exclusively carried on by Ladies. The Chief Guest Of The Ceremony Chief Minister Of Gujarat Bhupendrabhai Patel was accorded a Warm Welcome By The Chairman Of JCARC Dr Sudip Kumar Nanda And Other Organisers. Dr Nanda presented The Royal Cap And Golden Broom To Shri Patel as a mark of honour. At around 9.15 a.m. in the morning the traditional sweeping in front of the chariot called Chherapahanra was performed by the Chief Minister Shri Patel. Other distinguished guests present include Minister R a g h a v j i b h a i Hansrajibhai Patel and Rajya Sabha M.P. Narahari Amin. At around 10.30 a.m. the pulling of



Chariot commenced. The royal chariot with the Four Deities on the board was pulled by the devotees till 3 km away to Maa Annapurna Temple and then was taken back to the premises of the Temple at around noon time.

The Mahaprasad was distributed free of cost to the participants at Maa Annapurna Temple during noon time and at the main Adalaj Temple from 11a.m. to 9 p.m. in night. In the afternoon the Deities were taken back from the chariot in

Pahandi and placed at the Pandal of makeshift Aunt's House located in the Community Hall at the Ground Floor of the Temple. As per the Temple sources the General public can have a view of Gods and Goddess here till the

Niladri Bije Day. People can perform Arati before the Deities here in every evening of Nine days stay at Aunt's House. The Special attraction of this year's Rath Yatra was the high voltage Bhajan recital by the group of 100 strong noted ladies vocalists accompanying the moving chariot riding on six tractors. The crowd were thoroughly enthralled by their soul stirring rendition of devotional numbers. The devotees got overwhelmed by the sight of rotating Sudarshan Chakra above of their heads in the sky being guided by drone during the Yatra. The entire arrangements of Rath Yatra was smoothly organised and successfully conducted

by Chairman of Orissa Association and JCARC Dr Sudip Kumar Nanda, President of Orissa Association Hare Krushna Dash, Member Secretary of JCARC and General Secretary of Orissa Association Dr Badri Mahapatra and Chairperson of Temple Committee Leela Dash. This team was actively supported by the Trustees, Committee Members of the Temple, functionaries and members of Orissa Association which include Maheshwar Sahu, Dr Nibedita Sahu, Banchanidhi Pani, Rabi Panda, Ashok Samal, Satya Mishra, Narayan Swain, Ajaya Das, Mahendra Das, Rajesh Samal, Dilip Jena, Rohit Nayak, Nigamananda Das, Dilip Bal, Sandhya Panda and Ganesh Sabat.

Raipur Jagannath Temple Celebrates Car Festival

Raipur, (KCN): The Annual Car Festival was celebrated at the largest Jagannath Temple of Chhattisgarh in Gayatri Nagar at Raipur with pomp, splendour and spectacular fanfare. The Mega Celebration hosted by Shree Jagannath temple Seva Samiti to mark the union of Lord of the Universe with common devotees witnessed the congregation of more than a lakh spectators from Raipur and adjoining areas. Unusual enthusiasms and unprecedented excitements were visible among the strong crowd of Odia and Non Odia devotees gathered here with their family members since the wee hours of the

auspicious day to take part in the Grand Celebration. The Temple management Committee under the active stewardship of its Founder President and Local MLA Purandar Mishra had made massive arrangements to control the crowd, to maintain law and order and to distribute Mahaprasad in large scale. In the morning religious rituals were performed before the Deities in the Temple amidst spiritual fervour. Special Havan was organised to invoke the blessings of the God. After the conclusion of Havan at around 12.45 p.m. in afternoon the Pahandi Bije of God Sudarshan, Lord

Balabhadra, Debi Subhadra and Lord Jagannath were conducted by servitors to the three aesthetically and elegantly decorated Chariots parked in the Grand Road in front of the Temple. Governor of C h h a t t i s g a r h B i s w a b h u s h a n Harichandan was the Chief Guest and Chief Minister Vishnu Deo Sai was the Guest of Honour. Other distinguished Guests present include Former Chief Minister Bhupesh Baghel, MP Brij Mohan Agrawal, MLA Motilal Sahu and Mayor Aijaz Dhebar. The entire atmosphere got reverberated with the recitals of hymns, roaring of slogans like Haribol and Jai Jagannath,

sounding of Huluhuli, blowing of conch and playing of musical instruments such as Ghanta, Kartala, Mardala, Jhanja and Mrudanga by the devotees. At around 3.00 p.m. the pulling of Chariots commenced. The spectacular view of Royal Sojourn of the Gods and Goddess on board the colourful chariots were memorable and mesmerising. The Sea of Humanities assembled here were at their devotional and emotional best to have a holy glimpse of the Broad round eye of the Black Lord from atop the Nandighosh Chariot. The chariots

were pulled till 1 km to B.T.I ground and then taken back to Temple premises via Shankar Nagar. At around 6.00 p.m. The Gods and Goddess were taken to Aunt's House situated at the Basement of the Temple in a procession. The entire arrangements of Car Festival were well organised and smoothly executed under the able and active supervision of the custodians of the Temple Management Committee like President Purandar Mishra, Members Manmath Kumar. Raut, Subrat Sahoo, Subhaash Agrawal, Gopal Agrawal, Dwarikadheesh Mishra, Gunanidhi Mishra and Prakash Das.

BOBBY CHAKRABORTY'S POWERFUL 426TH ANTI ADDICTION CAMPAIGN AT PRESIDENCY SCHOOL R. T. NAGAR BANGALORE CREATES A SENSATION AMONG THE STUDENTS



KOLKATA, (KCN): The youth are the pillars of our society. They are our future. If we don't join hands to save them from the evils of our society like various forms of substance addiction like smoking, vaping, alcoholism and other forms of abstract addiction of smart phones, online gaming/ gambling/betting and obscenity to garner 'views' and 'followers' online, our own future is at stake. The societal system is sure to crumble if the youth gets destroyed physically and mentally. Bobby Chakraborty, a renowned actor/ activist/teacher of method acting from Kolkata has been doing exactly that, for over a decade, saving as many young lives as he can, through his globally acclaimed, free of cost, preventive awareness program for the youth, titled 'I AM THE KING OF MY MIND'. Recently he has

collaborated with the nationally renowned, Presidency Group of Schools in Bangalore, under the socially responsible initiative from its Director of Academics, Dr. Angelo Michael D'Cruize and the valuable guidance from the dynamic Director of Presidency Group of Institutions, Dr. Nafeesa Ahmed, for a series of Anti Addiction Campaigns in their reputed schools in Karnataka. On July 3rd Bobby created sensation among the students or his soldiers of 8th-10th grades and the teachers, from Presidency School R. T. Nagar, through his 426th session and his 4th in Bangalore. The extremely enthusiastic group of students were taught the easy yet effective ways to look after their physical and mental health as a priority and stay away from all sorts of addiction. They were made aware of the dark side of social

networking sites and online gaming which coaxes a child to lose self respect and become gamblers respectively. They were trained to become the 'King' of their 'Minds'. The official photographer of this thrilling session was soldier Pritam Mahato-Grade 9, assisted by soldier Ishaan, who was also given the all important title of 'The Trendsetter'. The important title of 'The 1st Soldier' went to Mussayib Ali Khan of Grade 10. The surprise contest at the end had soldiers Yusuff, Bhuvan and Saanvi as the winners, who along with Pritam were given special prizes, customized HCF T-shirts and community service certificates by their beloved Bobby Dada. There was a pleasant chaos at the end of the session, as the students refused to leave their Bobby Dada, even after the last bell, surrounding him for a selfie, autograph and a warm hug.

Vizag Jagannath Temple Celebrates Car Festival



Visakhapatnam, (KCN): The Annual Car Festival was celebrated at the Jagannath Temple situated in the scenic hills of Dasapalla in Visakhapatnam with spectacular fanfare and spiritual fervour. Commencing from the morning all the religious rituals have been performed before the Deities in utmost solemnity and pure devotion. Unusual enthusiasms and

unprecedented excitements were witnessed among the 5,000 devotees congregated during the occasion to take part in the Grand Ceremony. The managing body of the temple, Utkal Sanskritika Samaj painstakingly ensured that the Festival should pass on in a smooth and steady manner. Around 3.30 p.m. in the afternoon the Pahandi Bije of the Gods and

Goddess started from the sanctum sanctorum. First Lord Sudarshan, then elder Brother Lord Balabhadra, followed by Devi Subhadra and at the end Lord of the universe Lord Jagannath were taken in a procession to the colourfully decorated chariot stationed in front of the temple. The entire atmosphere got reverberated with recitals of hymns, shouting of slogans like Haribol, Jai Jagannath

and playing of musical instruments such as Ghanta, Kartala, Mardala, Jhanja and Mrudanga. President of the Managing Committee of Shree Jagannath Temple Jitendra Kumar Nayak conducted the traditional sweeping on the chariots called Cherrapahanra. At around 4.00 p.m. in the afternoon pulling of Chariot began from Dasapalla hills and reached the Aunt's

MOUNTAINS, FORESTS, RIVERS AND SEASHORES APPEAL TO SOMETHING DEEP WITHIN US: PRESIDENT DROUPADI MURMU

NEWDELHI, (KCN): The President of India, Smt Droupadi Murmu spent some time this morning (July 8, 2024) at the sea beach of the holy city of Puri, a day after participating in the annual Rath Yatra. Later she penned her thoughts about the experience of being in close commune with nature. Here is the text that was posted on X: "There are places that bring us in closer touch with the essence of life and remind us that we are part of nature. Mountains, forests, rivers and seashores

appeal to something deep within us. As I walked along the seashore today, I felt a communion with the surroundings – the gentle wind, the roar of the waves, and the immense expanse of water. It was a meditative experience.

It brought to me a profound inner peace that I had also felt when I had a darshan of Mahaprabhu Shri Jagannathji yesterday. And I am not alone in having such an experience; all of us can feel that way when we encounter something that is far larger than us, that

sustains us and that makes our lives meaningful.

In the hustle and bustle of the daily grind, we lose this connection with Mother Nature. Humankind believes it has mastered nature and is exploiting it for its own short-term benefits. The result is for all to see. This summer, many parts of India suffered a terrible series of heatwaves. Extreme weather events have become more frequent around the globe in recent years. The situation is projected to be far worse in the



decades to come.

More than seventy percent of the surface of the earth is made up of oceans, and global warming is leading to a rise in global sea levels, threatening to submerge coastal areas. The oceans and the rich variety of flora and fauna found there have suffered heavily due to different kinds of pollution.

Fortunately, people living in nature's lap have sustained traditions that can show us the way. Inhabitants of coastal areas, for example, know the language of the

winds and waves of the sea. Following our ancestors, they worship the sea as God.

There are two ways, I believe, to meet the challenge of protection and conservation of the environment; broader steps that can come from governments and international organisations, and smaller, local steps that we can take as citizens. The two are, of course, complementary. Let us pledge to do what we can do – individually, locally – for the sake of a better tomorrow. We owe it to our children."

Kewda, lifeline of Ganjam farmers



Ganjam (KCN): Kewda flower plant, which is found in many coastal areas of the country, is considered a cash crop for farmers in Ganjam district.

The coastal areas of Ganjam district have the maximum concentration of Kewda forests in the country. Moreover, Kewda has also been cultivated here since ages as the flower is considered to be an asset for the farmers of this district.

Apart from the flower, other parts of the Kewda plant are also commercially exploited in the district.

Kewda is mainly grown in Chhatrapur, Chikiti, and Rangeilunda blocks, while it is also cultivated in Khallikote, Patrapur, and Kanishi blocks. Villages such as Kelua Palli, Indrakhi, Tulu, Chhandanbadi, Golabandha, Sanapadar, Mananti, Bishwanathpur and Markandi are known for their large Kewda flower plantations.

The Kewda plant grows up to 4-6 metres in height. Lingraj Sahu, who grows Kewda flower in Indrakhi village, said that the plantation constitutes the lifeline for many

farmers in various blocks of the district.

The Kewda plant blooms three times a year – between April to May, July to September, and December to February.

The plant starts blooming when it is about five to seven years old. It is said that as the tree ages, it produces more flowers. An 18 to 20-year-old Kewda plant can produce around 40 flowers, while a plant aged between 30 and 40 years gives a yield of around 40 to 60 flowers.

The Kewda plant thrives well in the coastal sandy soil. Harvesters, or agents, collect the flowers and bring those to distillation units. Fresh and mature Kewda flowers are sold at prices ranging from Rs15 to 40 per flower.

The petals and the lower part of the Kewda flower are removed, and the filaments are separated before they are placed in large brass or copper vessels for distillation. The hot vapour through the flowers is passed through a paraffin filtration system, and, thereafter, through a low temperature condensation system (roots) to extract the

essence. About 15 to 20 milligrams of essence can be extracted from approximately one thousand flowers.

The high-quality essence collected from these flowers is sold at prices amounting to lakhs of rupees. One litre of Kewda flower essence usually fetches over Rs4 lakh in the international market. However, it is alleged that the farmers in Ganjam get anything between Rs10,000-15,000 as proceeds of sale of one litre of the essence.

There is a significant demand for Kewda flower essence in the international market. Annually, the Kewda flower trade generates around Rs50 -60 crore rupees. The essence is particularly used in the manufacturing of pan masala, zarda, sherbet, sweets, incense sticks, and medicinal products. The essence is sold to various states and countries, providing a good source of income to the farmers.

Noted social worker Natabar Sahu said there are around 170 to 180 Kewda flower distillation units in Ganjam district, benefiting around 5 lakh

harvesters. There are about 1.5 lakh people involved in the trade.

Aju Nayak, a Kewda flower harvester, said that the industry in Berhampur has been adversely affected, particularly due to cyclones like Phailin which destroyed around 30 per cent of the Kewda forests in the coastal areas of Ganjam district. However, efforts to regenerate Kewda forests have provided a renewed source of livelihood to the harvesters. Training programmes have been conducted at regular intervals to examine the quality and requirements of the flowers. Despite this, there has been some dissatisfaction among the harvesters due to a perceived reduction in the support and incentives provided, he said.

The Odisha University of Agriculture and Technology (OUAT), along with other research institutions, has decided to provide technical assistance and encouragement to Kewda flower harvesters. However, these initiatives have not yet been fully implemented. Locals said if the necessary governmental incentives are provided, the harvesters would greatly benefit.

Apart from the Kewda essence business, some harvesters also make handicraft products such as baskets, mats, trays, and chairs from Kewda leaves, supplementing their income.

Jilted youth kills girlfriend over denial of marriage

Bissam Katak (KCN): In a shocking incident, a youth allegedly killed his girlfriend and threw her body in a forest near Kiribiri Chowk under this police limits in Rayagada district Monday over her family members' denial of their marriage.

The deceased was identified as Nitu Nauri of Block Colony under Bissam Katak police limits and the accused as her boyfriend Manual Sabar, a resident of

Marathiguda under Gunupur police limits.


According to the family members of the deceased, Manual had a relationship with Nitu for long and was often coming to their residence. Manual wanted to marry Nitu, but her family rejected his marriage proposal. Manual called Nitu over phone Monday afternoon and tried to convince her for marriage. However, when she refused to

marry him, he killed her and threw her body in the forest.

Later Manual surrendered before police at Gunupur police station. However, Gunupur police handed over the accused to officials at Bissam Katak police station under whose jurisdiction the crime was committed. Informed, police reached the spot, seized the body and sent it to hospital for post-

mortem. Police then initiated an investigation into the incident with the help of a scientific team to ascertain the exact reason behind her death.

On the other hand, family members of the deceased have demanded strict action against the accused. Demanding justice for the bereaved family, villagers blocked the main road connecting Rayagada to Bhawanipatna.



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IIFL Finance’s ‘Ladies First’ Gold Loan Mela offers Prizes to Women Gold Loan Borrowers

Bhubaneswar: IIFL Finance, which is one of India’s largest non-banking finance companies has launched a unique ‘Ladies First’ Gold Loan Mela Campaign for women customers only. The industry-first initiative will offer an assured gift and zero processing fee to all new women customers, who will take gold loan from IIFL Finance branches across India between March 5 and March 12, 2024. IIFL Finance will also offer bumper prizes including gold coins to winners. IIFL Finance is India’s second largest gold loan company in terms of loan assets. Over 25% of IIFL Finance’s 85 lac borrowers are women and their share is only increasing as more women choose entrepreneurship amid a growing economy. Gold remains an integral part

of every woman in India and has proved to be an enabler for fulfilling entrepreneurial dreams through gold loan financing. The campaign is planned spanning a period before and after the International Women’s Day Celebrations on March 8. Mr. Saurabh Kumar, Head of Gold Loan Business at IIFL Finance said, “To celebrate women entrepreneurs, we at IIFL Finance have launched India’s first Gold Loan mela dedicated to women borrowers in the week of International Women’s Day. We encourage women entrepreneurs across India to visit their nearest IIFL Finance branch to avail gold loans at discounted interest rates and assured gifts.” IIFL Finance which is

present across India through 4,600 branches is well-known for its transparent dealing with customers or ‘Seedhi Baat’, which is the brand and business philosophy of the company. IIFL Finance organizes gold loan melas throughout the year to reach out to its customers and new borrowers and offer them loans at attractive interest rates and prizes as a token of gratitude. IIFL Finance is one of India’s largest retail focused NBFCs with over Rs 77,000 crore loan assets under management. IIFL Finance caters to the needs of unbanked and underbanked borrowers across India. At the end of December 31, 2023 the IIFL Finance’s gold loan book stood at Rs. 24,692 crores, showing a strong growth of 35% year-on-year.

SBI now offers Real Time Xpress Credit on YONO app

Mumbai : With an aim to digitally empower customers and offer additional convenience, the country’s largest lender, State Bank of India (SBI) has announced the introduction of Real Time Xpress Credit (RTXC) on YONO. The bank’s flagship personal loan product for salaried customers – Xpress Credit has a Digital Avatar now. Customers can now avail RTXC from the comfort of their homes through YONO – which is going to be 100% paperless and digital. The end-to-end 8 step journey would be easy and instant for the customers.

Under Real Time Xpress Credit, Central/ State Government and Defence salaried customers of SBI will no longer be required to visit the branch for availing a personal loan. The credit checks, eligibility, sanction & documentation will now be done digitally in real-time.

Shri Dinesh Khara, Chairman, SBI said, “We are pleased to introduce Real Time Xpress Credit (RTXC) Loan facility for our eligible salaried customers on YONO. The Xpress Credit product will enable our customers to experience adigital, hassle-free, and paperless loan process. We at SBI constantly endeavour to offer technology-led enhanced digital banking experience to the customers in order to simplify banking.” The digitalization of Xpress Credit delivery will also help the bank to do away with the need to handle and store enormous paperwork.

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. Truly encapsulating the spirit of ‘Made of Pride’, the designer made use of Odisha weave, which is sustainable, hand-woven, organic and a homegrown initiative of design, painstakingly woven by the weavers of Odisha. The upbeat set was a composition designed to narrate the spirit of Bhubaneswar along with the flair of the designer. The evening was attended by the city’s A-listers & influencers. The fashion walk truly left the guests mesmerized and engaged.

Through this unique showcase of Pride encompassing diverse talent across creative fields, Blenders Pride Fashion Nights 2022, encourages everyone, especially youth at large to celebrate & take pride in their authentic and individual journeys. The evening spotlighted individuals who take Pride in their choices, are comfortable in their skin and, most importantly, embrace their authentic selves – truly living a life that is ‘Made of Pride’.

the nearest Fuse Call Centre/office.

Mr. Amit Garg, Chief Executive Officer of TP Southern Odisha Distribution Ltd, stated, “We are fully prepared and committed to providing uninterrupted power supply to all pandals during this auspicious festive season. We urge the public to seek proper electricity connections and adhere to all safety measures. In the event of any emergency, please reach out to our toll-free helpline number.” TPSODL wishes everyone a safe, joyous, and electrifying festive season.

Flipkart launches its UPI handle to further India’s digital economy vision



Bhubaneswar(KCN) : Flipkart, India’s homegrown e-commerce marketplace, has launched its UPI handle to further enhance its digital payment offerings for all customers including Flipkart’s 500+ million customers. For a distinctive customer experience, loyalty features like Supercoins, Cashbacks, Milestone benefits, and brand vouchers will be made available post the UPI launch. With the tagline ‘India’s Most Rewarding UPI’, this innovative and secure solution marks a significant leap forward in enhancing the overall payment experience for users across India. Powered by Axis Bank, Flipkart UPI will initially be available for Android users. Customers can now register for UPI with @fkaxis handle and can do fund transfers and checkout payments using the Flipkart app. With UPI emerging as the preferred payment option, the launch of Flipkart UPI will provide unparalleled convenience and zero-cost solutions, democratizing access to seamless payment

options. The UPI offering will enable smooth onboarding and allow users to conveniently avail of the feature for online and offline merchant transactions within and outside of the Flipkart marketplace. It also introduces one-click and quick functionalities for recharges and bill payments, enhancing overall payment efficiency for the users. With the new UPI feature, customers will get an intuitive, safe, and convenient digital payment experience through its integrated checkout funnel and a slew of delightful incentives including the benefit of instant refunds, making the transaction process a hassle-free and satisfying experience. In 2023, UPI processed over 117 billion transactions worth INR 182.84 trillion, showcasing a dynamic landscape with participation from banks, payment service providers, and fintech companies (source). Flipkart UPI stands poised to substantially impact India’s digital

payments system, aligning to the vision of the digital economy while strategically addressing the surging adoption of digital payments and providing an opportunity for millions of new users to avail the advantages of the UPI ecosystem. Dheeraj Aneja, Senior Vice President - Fintech and Payments Group at Flipkart, said, “Recognizing the dynamic digital landscape, the launch of Flipkart UPI seamlessly merges the convenience and cost-effectiveness of UPI with the trusted efficiency customers expect from us. At Flipkart, we are committed to delivering the best-in-class commerce experience to customers by offering safe and convenient payment options along with a wide array of rewards and benefits such as Supercoins, Brand Vouchers, and others. Furthermore, Flipkart UPI underscores our dedication to shaping a digitally-empowered society and reaffirms our role as a leading catalyst in India’s digital evolution.”

BOB Financial and HPCL launch co-branded contactless RuPay Credit Card

Mumbai: BOB Financial Solutions Limited (BFSL), a wholly-owned subsidiary of Bank of Baroda (BoB) and Hindustan Petroleum Corporation Ltd. (HPCL) – a Maharatna Central Public Sector Enterprise in partnership with National Payments Corporation of India (NPCI), have announced the launch of HPCL BoBco-branded contactless RuPay Credit Card. The card is designed to reward customers for spends at HPCL fuel pumps as well

as the HP Pay app. It also offers accelerated rewards for spends on utilities, grocery and departmental stores. This card can be used across merchants and ATMs globally through the JCB network. Cardholders of HPCL BoB RuPay Contactless Credit Card will be able to earn up to 24 reward points (per INR 150 spent) for spends at HPCL fuel pumps and on the HP Pay app. In addition, cardholders will also benefit from 1% Fuel

Surcharge Waiver on fuel purchases at HPCL pumps or on HP Pay. Customers who spend INR 5,000 or more within 60 days of card issuance will get 2,000 bonus reward points. The co-branded credit card will offer 10 reward points (per INR 150 spent) on utilities, grocery and departmental stores and 2 reward points on other categories. The card also offers attractive discount on movie ticket bookings.

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.

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.

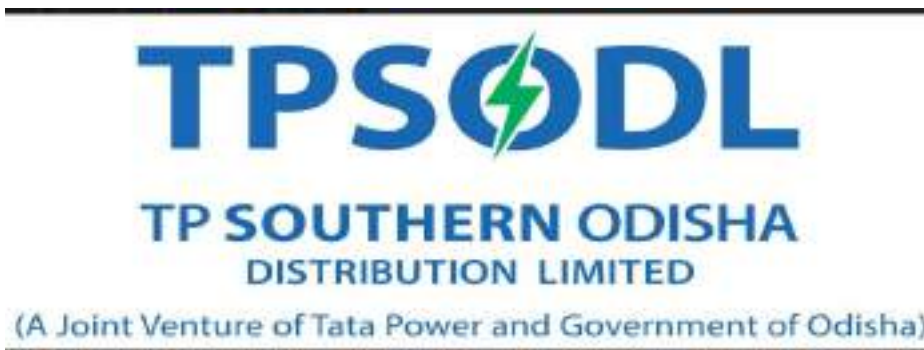
A collective reflection on what affluence means in India spiked during the two years of the pandemic. Charting the post-pandemic market and the clearly altered consumer mindset

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.

TPSODL issues guidelines for the Festive Season

Berhampur, September 2023: TP Southern Odisha Distribution Limited (TPSODL) is fully prepared to ensure a seamless and uninterrupted power supply during the forthcoming festive season. As part of our commitment to safety, TPSODL has undertaken several initiatives and released essential guidelines for temporary structures and pandals.

To ensure safety and reliability, TPSODL strongly advises obtaining temporary connections from our authorities for any temporary pandals and



shops erected during the festive season. In our pursuit of uninterrupted power supply, TPSODL has deployed dedicated teams from the Fuse Call Centre (FCC) to monitor and maintain seamless electricity

provision at all pandals. These teams will also vigilantly ensure that there is no unauthorized hooking or access to TPSODL lines, guaranteeing a festival filled with uninterrupted joy. TPSODL’s 24x7 Call Centre, in conjunction with

our Social Media Monitoring Unit, is tirelessly working round the clock to promptly address and resolve any complaints. In case of emergencies or concerns, we encourage to contact our toll-free helpline at 1912 or 1800 3456 797, or visit

