





IMC PENSION SCHEME FOR 100 SR. JOURNALISTS & RESCUE VAN TO BE LAUNCHED.

Bhubaneswar(KCN); Indian Media Congress welfare Trust shall honour 100 sr. Journalists with a pension scheme announced in a Press Meet held yesterday. The National Media Convention of Indian Media Congress which was inaugurated at New Delhi in December 2023, The Central Managing Committee of IMC in a review meeting announced the welfare schemes to give benefits and to facilitate the media persons engaged in print & Electronic

Media.Rajani Kant Samantaray, Vice-Chairman revealed that about 150 member journalists are now availing Health Treatment Benefits through the " S U B I D H A HEALTHG BENEFIT CARD" launched on the occasion of Gandhi Jayanti-2023,with the combine efforts of Hi-tech Medical College and Hospital and Organization of United Working Journalists. According to the demands of District Journalist members, It has been expanded to issue 5000 Subidha



Cards to all journalists of the state. In the above meeting Dr. Smita Padhi, CEO of HMC& Hospital told

the journalists. Further IMC declared to launch a Rescue Van for journalist to meet the emergency

causalities during field reporting. Considering the forth-coming election-2024 point of view, and for the

welfare of the reporters , those are facing problems, The Rescue Van with First aid service facilities

shall be a helpful force for them.The Office Bearers of IMC including Sanjay Das-President, Pradyumna Kumar Das-Vice-President, Hrushikesh Mohanty-Secretary General, Prasn Prusti, Secy-Finance, Prasan Ku.Mohanty-Media Advisor,Nrupkishor Patnaik, & Pravat Prusti. The Dist Unit members shared their views to implement all the welfare schemes. Further it was condemned in a resolution to protect the logo and its original form,from some propagandist gangs from the mis-utilization

of the Journalist Logo originally conceived and created by Pradyumna Dash ,which was launched and dedicated for the all Indi Journalist Communities to use the Journalist Logo by Hon'ble Union Minister, Social Justice & Empowerment-Sushree Pratima Bhoumick and other high profiled media personalities at New Delhi.A high level campaign of the Journalist Logo, Safety & Security demand process to be adopted soon, claimed by Hrushikesh Mohanty.

Odisha Emerges As Premier Destination For Apparel And Garment Manufacturing Investments



Bhubaneswar(KCN): Today marked a significant milestone for seven leading apparel and garment manufacturing units as they received project approval letters from Minister Pratap Keshari Deb. These industries chose Odisha over other locations to establish their units in the Apparel & Garment cluster in Khurda. They were attracted by Odisha's conducive business environment, stable government, swift approvals, and seamless land allotment process. With the best incentive structure for Apparel, Garments, Textile & Technical Textile units through IPR 2022, Odisha has emerged as a thriving hub for textile investment.

During the 128th SLSWCA meeting last week, these projects received approval, and today, their approval letters were formally handed over, marking a monumental achievement. The total project cost amounts to Rs. 378.98 crores, with the potential to generate employment for 18,620 individuals, signifying a significant step towards realizing the full potential of the apparel and textiles sector in Odisha. Following the issuance of letters, Mr. Anil Peshawari, CMD of Meenu Creations LLP, representing the group of 7 industries, emphasized the cluster's commitment to growth and development. Mr Hemant Sharma, IAS,

Principal Secretary of the Industries Department, Odisha, highlighted the strategic importance of fostering industrial growth and collaboration in his keynote speech. A pivotal aspect of the event was the discussion on Infrastructure Development and expedited facilitation, emphasizing the necessity for streamlined processes and robust infrastructure to support the burgeoning industry. The highlight of the ceremony was the address by Mr Pratap Keshari Deb, Hon'ble Minister of Industries, MSME, and Energy, Odisha, reaffirming the government's dedication towards promoting industrialization and

facilitating business expansion. In a symbolic gesture, approval letters were presented to the participating companies, including Meenu Creation LLP, Pooja International, Sonu Exim Pvt Ltd, Rainbow Fabart Private Limited, B L International Private Limited, Fine Lines and Golden Seams Industries Pvt. Ltd. symbolizing a new era of growth and opportunity. The event concluded with a Vote of Thanks delivered by Mr Sovan Krishna Sahu, IRS, Director of Textiles, Odisha, expressing gratitude to all stakeholders for their unwavering support and dedication.

5T Chairman Participates In Launching Of Nua-O Scholarships Program In Balasore

Bhubaneswar(KCN): As per the direction of Chief Minister Naveen Patnaik, 5T and Nabin Odisha Chairman Kartik Pandian visited Balasore district today. He attended the Nua-O Scholarship Distribution Programme in Balasore where he interacted with the students from the district. Karthik Pandian informed that 30,926 eligible students from 71 colleges in the Balasore district will get their scholarship amount in their bank accounts today. With this, Rs. 30.6 Crores sanctioned for 30,926 nos. of students from the district. He distributed Nua-O Scholarship Sanction Orders to the students. He conveyed the message of Chief Minister Naveen



Patnaik, who wished the students all the best for their future and said that this initiative would help to achieve the dream of Nua Odisha. Kartik Pandian said that the government's next major initiative will be to cover all the students through the launching of the futuristic Nabin Odisha Magic Card, a points-system-based smart card which will engage and empower the youth and enable them towards

academic development, personality development, skill development and employment. The online registration portal for this card will be launched on March 5th,2024. All the students, without any income criteria, for the UG and PG courses will be eligible. And the distribution of the card will be on August 15th. He interacted with the students during the program. The students

were excited and thrilled to receive the sanction orders and also immediately after the launch of the program, they received an SMS from banks that the amount had been credited to their accounts. They thanked Chief Minister Naveen Patnaik and Sh Kartik Pandian, Chairman, 5T for the initiative and such speedy execution within a short period after the announcement of the program. Later, he visited the Memorial for Manmath Das and Manoj Das in Bhograi. He hailed the contribution of the great souls towards the academic and literary development in Odisha. He thanked the family members for donating the land for the memorial.

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## ‘Laapataa Ladies’: Kajol to Adivi Sesh, celebs give a thumbs-up to Kiran Rao film

Kiran Rao’s ‘Laapataa Ladies’ is all set to hit the screens on March 1. Ahead of that, the makers had been organising special screenings of the film throughout the country. A screening was held in Mumbai last night, on February 27, which witnessed several celebrities in attendance. Now, actors like Kajol, Radhika Apte, Adivi Sesh and other stars have shared their review of the film.

Taking to their Instagram stories, celebs gave the film a thumbs up. Kajol praised the film and wrote, “Best of luck @raodyness and #aamirkhan on this super cool looking film! (sic).” Radhika Apte shared the poster of the film and wrote, “This film is just so wonderful and heartwarming and honest and funny and sweet and kind it's a gem that you mustn't miss!(sic).”

Adivi Sesh’s review read, “#LaapataaLadies Gosh! What a sweet film. The brilliant young kids #Nitanshi #Sparsh & #Pratibha, the entire ensemble are phenomenal, and let's not forget the magical @ravikishann what a



performance #KiranRao garu has created a lovely gem about hope. Thank you #AamirKhan sir @AKPPL\_Official for the invite and the amazing evening after the screening. Your run of producing magical films continues. Congratulations to @jiostudios on this beautiful film :) PS: The music from @RamSampathLive had me swooning (sic).”

Director Siddharth Malhotra spoke highly of the film as well and shared, “Sometimes you need to get lost to find yourself in more than many ways...this gem of a film story by @biplabgoswamicinema brilliant screenplay and dialogues by @snehadesaiofficial with additional dialogues

by @divynidhisharma says so much in lines and scenes that hit home. @raodyness is a master craftsmanship in bringing out performances and nuances by one and all take a bow. @ss\_this\_side @nitanshigoelofficial @pratibha\_ranta and the icing on the cake is @ravikishann he is so so good. The casting by @romilcasting is top class. Many congratulations @aamirkhanproductions @officialjiostudios @raodyness (sic).”

Himansh Kohli wrote, “The movie really speaks for itself! From the very first scene, I was totally hooked. Can't remember the last time I enjoyed a film this much. Every actor was spot on, and

Ravi Kishen, my fave, nailed the humor as usual. Definitely check out this gem in theaters - you won't regret it! @RAVIKISHANN (sic).” Shruti Seth also shared her love for the film and noted, “Drop everything and book your tickets to the most heartwarming and enjoyable film of the year. @nitanshigoelofficial @pratibha\_ranta @ss\_this\_side @ravikishann & the entire cast are the treat to watch But the biggest star of this film is the director Kiran Rao @raodyness It's a film that'll stay with you and keep you smiling long after the show DO NOT MISS IT (sic).”

## Saurabh Shukla-Directorial Dry Day Is The Comedy Drama You Need To See - Here's How You Can Watch it

Jitendra Kumar-starrer 'Dry Day' is a powerful and emotional story that delves into the complexities of addiction, love, and the extent of a man's sacrifices for his family. Directed by Saurabh Shukla, and produced by Monisha Advani, Madhu Bhojwani, and Nikkhil Advani, under the banner of Emmay Entertainment, the comedy drama features Jitendra Kumar, Shriya Pilgaonkar, and Annu Kapoor in pivotal roles. The film is set to premiere exclusively on Prime Video in India and across

more than 240 countries and territories worldwide on December 22. Dry Day is the latest addition to the Prime membership. Prime members in India enjoy savings, convenience, and entertainment, all in a single membership for just ₹1499/ year. Dry Day is a story of an imperfect hero who challenges societal conventions, rebelling against norms out of love for his unborn child. The trailer of this comedy-drama intricately explores the societal impact of alcoholism, presenting a thought-provoking narrative rooted in social



relevance. Speaking about the film, Director Saurabh Shukla said, “The movie is a social satire presented with a hilarious tragic-comedy of errors with lots of drama and emotions. Dry Day gives an important and relevant message about alcoholism and I consider myself fortunate to have

had the opportunity to craft this film, aiming to entertain and enlighten the audiences. It brings me immense joy to partner with streaming service Prime Video, Emmay Entertainment, and a talented bunch of actors, collectively breathing life into a compelling and beautiful narrative.”

## Sushmita Sen says her father was ‘not happy’ about her wearing a swimsuit at pageant, stopped speaking with her because she decided to pursue showbiz

Sushmita Sen created history when she became the first Indian to win the Miss Universe pageant back in 1994. While Sushmita has always spoken about how supportive her family was, in a recent interview, she opened up about how her father did not speak to her when he learnt that she would be participating in Miss India. Even when she had to wear a swimsuit for one of the rounds in the pageant, her father was quite upset about it. Talking to Mid-Day, Sushmita said that she was all of 18 when her life changed, and at that point, her father wanted her to be an IAS officer. “My father wanted me to be an IAS officer, so



I was studying accordingly. When the bomb was dropped on my father that she is going to Miss India, my father didn't speak to me for a bit,” she said. Sushmita said that when she entered the world of pageants, her father was quite concerned as she had not even finished her graduation at that point. “I never went to a college and graduate, which was a big problem for my

father because he always said, ‘Beta, do whatever, just have a degree,’” she recalled. Recalling the time she had an “emotional moment” with her father, Sushmita shared that he wasn't too happy about the fact that she would be wearing a swimsuit on stage. “I remember having this very emotional moment with my father when I promised him, I said

‘Baba, I have to wear a swimsuit, it is a part of the show. I cannot not wear it but I promise you I will add respect to it. It won't be crass.’ He was not very happy with that, but when I won Miss India and I told my father that I will represent my country, that, for my father, being a defence person, he had balled his lungs out,” she recalled. In 1994, the Miss Universe pageant was held in Manila, The Philippines, and while her mother and brother had traveled with her, her father was in India and watched the show on television. Sushmita Sen said that he watched the delayed broadcast with the rest of the country.

## ‘The Immortals of Meluha’ rights no longer with KJo, Amish Tripathi confirms



Amish Tripathi, author of the Ram Chandra Series, recently spoke to IndiaToday.in and confirmed that director-producer Karan Johar is no longer involved in the making of 'The Immortals of Meluha' movie. Dharma Productions had bought the rights of the book and, if reports are to be believed, Karan Johar was in talks with the likes of Hrithik Roshan and Priyanka Chopra to turn this into a film, back in the day. However, in the latest development, the author confirmed to IndiaToday.in that the film with Dharma is not happening anymore.

Amish told IndiaToday.in, “The rights for ‘The Immortals of Meluha’ has come back to me now. It was with Dharma earlier. We are in negotiation with another production house currently.” When asked to share the name of the production, Tripathi mentioned that the discussions are at a very preliminary stage presently.

Tripathi rose to prominence with ‘The Immortals of Meluha,’ the first installment of the Shiva Trilogy, published in 2010. The book reimagines the life of the Hindu deity Shiva within a fictionalised setting, captivating readers with its blend of myth, history, and fantasy.

Amish has since then written several bestselling novels, including ‘The Secret of the Nagas,’ ‘The Oath of the Vayuputras,’ apart from the Ram Chandra Series, which includes ‘Scion of Ikshvaku’ and ‘Sita: Warrior of Mithila.’

“Dry Day is a captivating blend of comedy and drama, offering a rollercoaster of emotions,” shares actor Jitendra Kumar. “It was an exhilarating experience playing the character of Gannu in the movie. Getting into the skin of this intriguing character was like adding a new skill to my toolbox. The character's struggle of defying all odds in pursuit of trust adds depth to the narrative of the film. I'm excited for audiences to witness this unique journey on screen. The film's fusion of heartwarming moments and compelling storytelling is something I can't wait for people to

experience and appreciate.” Playing the role of Nirmala, actor Shriya Pilgaonkar shares, “The experience of working on Dry Day has been wonderful and enriching in so many ways. It's a film that will entertain you and emotionally strike a chord as well. I really enjoyed building that relationship between Nirmala and Gannu. The story of our film is all about the transformative power of love and it will also draw your attention to certain important societal issues. I'm so grateful to have got the opportunity to collaborate with Saurabh Sir and the wonderful team at Emmay Entertainment.”

## Jee Le Zaraa: Real reason behind Priyanka Chopra, Katrina Kaif and Alia Bhatt starrer's delay revealed and it's not date issues

Jee Le Zaraa is one of the most talked about movies starring Priyanka Chopra, Katrina Kaif and Alia Bhatt. The movie was announced a couple of years ago and there has been much excitement around the same as it is. Farhan Akhtar along with Zoya Akhtar and Reema Kagti are making this all-female road



trip movie happen but there have been a lot of hiccups already. Whether Jee Le Zaraa is being shelved or not, has Priyanka Chopra said no to the script, etc. have grabbed headlines in the last couple of days. But fresh reports revealing the real reason for the delay have surfaced. A lot of fans have questioned Farhan Akhtar about the delay of Jee Le Zaraa which is supposed to star Priyanka Chopra, Katrina Kaif and Alia Bhatt in the lead. There have been numerous reasons that have surfaced for the delay in making of the new movie. Recently, reports surfaced talking about Priyanka Chopra opting out of Jee Le Zaraa because she did not like the script. She was supposed to come down to India during Parineeti Chopra's wedding and sign the contract which did not happen. But that's not the case, as per a report in Koimoi.com, Priyanka is very much a part of the movie. She has not opted out of the project nor has she said 'no' to the script



## DEFECTION IN CONGRESS DIVIDEND FOR BJP

M.R.LALU



The Congress, the principal opposition of Prime Minister Modi, seems to be paying a crippling price for its past Karmas. It being the largest party to counter the Modi momentum has frequently been pulled by the Prime Minister throughout his preparatory campaigns before the national elections set in. There has been confusion and speculations have been ringing almost sequentially predicting the defection of a battery of leaders who are disgruntled and disengaged with the Congress leadership planning to jump ship before the final calamity of political overturn of the grand old party takes place. Their convoluted motions seeking asylum in the BJP camp clearly force the punditry to declare it the magnanimity of the ruling party though its double standard fails to hide behind its ideological histrionics. Obviously, there are disgraceful defections happening on a daily basis from the Congress and more disgraceful is the way they are sheltered in the saffron camp. A question significantly runs riot in the minds of

the thinking leaders in the ruling and opposition sides alike. They fail to figure out the urgency with which the ideology driven BJP gives shelters to the defectors in its fold. The BJP's corruption allegations against the opposition leaders get easily evaporated once they take shelter in the saffron camp. With its accurately framed narratives, the BJP keeps waging war against the opposition leaders and dramatically activates the investigating agencies against them. But the ruling party's political gimmicks turn nasty as it keeps its doors open for the turncoats giving them complete protection and political immunity. The BJP's ludicrous political bonhomie with the defectors for mere electoral gain has been classically narrated by Anand Ranganathan during a media debate. His satirical accent on the ruling dispensation calls it a Dhobi Ghat wherein all corruption charges against the asylum seekers get washed and purified. Though the BJP and the Prime Minister go at the opposition hammer and tongs, their integrity while dealing with the real menace of corruption seems doubtful. A spectacular display of ostentatious jubilation on the actions of the government against the corrupt and its drum beating do not

resonate without people questioning their real intent. There is always a convulsion of dissatisfaction on its political asylum management giving shelter to all those who chose to jump ships while they had been

creating more wealth. So there needs to be justifiable steps taken against corruption and the corrupt. If the Prime Minister and his party are sincere they should not allow the corrupt defectors to find asylum in their camp.

The Congress is digging its own grave for not being able to comprehend the direction into which the wind is blowing. Its inability to hold its breath of existence is the crisis and Rahul Gandhi seems exacerbating it further. Its leaders who failed to

gearing for a complete collapse. The party could somehow strike a deal with Arvind Kejriwal in some states and in Uttar Pradesh; it could stitch a poll alliance with Akhilesh Yadav. Here, the party surrendered as an under-

glimpse of the man who runs his party in real terms at the top. The fourth generation leader from the family dynasty was totally unmindful of the fact that the country was ruled by leaders from his family and party for decades. His questions to the poor illiterate common men assembled there should be answered by his own party. The Nehru-Gandhi dynasty that has given three prime ministers to the country cannot distance itself from the depleting economic backwardness of a large chunk of the country's population. His speech could be seen as an attempt to fire up emotions among certain sections of the society. But his audacity for the communal flare-up does not hold intellectual resilience to take questions in return. A clear indication of provocation, his narratives were for the division of the Hindu community. Being harsh on his insensitive and biased stand on the Hindu community, leaders from the INDIA block began to sense the threat of losing ground. There was doubt and

suppressed discontent and disagreement as well. This has been the main reason his party was neglected by Mamata Banerjee and Nitish Kumar. Bihar was the first state that has carried out a caste census and Nitish Kumar was its proponent demanding the same across the country. Taking asylum in the saffron camp, Nitish Kumar sensed the direction of the wind. This manufactured caste perception is purely intended to make people believe that the privileged castes are holding key posts and managing the country's economy. The ultimate aim was to drive certain sections in the Hindu community crazy and aggressive against the government. But Modi has played his cards more intelligently well before this cynicism achieved its purpose. The momentum he created through the temple extravaganza in Ayodhya and his eminently consistent consolidation of the spiritual imaginations of the majority has united the Hindu community beyond caste boundaries.

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hunted for corruption charges. And the government and the BJP are seen conveniently hiding their faces behind welfare schemes and spiritual extravaganzas from temple consecration to spiritual scuba diving. To force people to assume that one side is totally clean and the other side is totally corrupt is an outmaneuvered political game. Indeed, there are no guilt free parties in Indian politics. The apex court has meaningfully raised its eyebrows on the wealth amassed by one political party through electoral bonds and squashed it from

Throughout the Modi decade, the opposition failed to establish the corruption charges it brought against his government. Its welfare projects being monitored and successfully executed, the government under Prime Minister Modi's leadership created an ambiance of good governance. A section of the electorate is desperate as Modi's audacious Hindu spiritual campaign is gaining more force. But an overall estimation on his government's performance is graded high with Modi leading the popularity graph.

adjust on the sinking ship had ultimately found it regretless and convenient to ensure their survival with the BJP but unfortunately their defection could not cleanse the blurred political perception of the party. Having set out for the second yatra, its leader could not grow beyond caste narratives and the dominant family he belongs to has begun to look fragile while awkwardly slipping its steps. Though speculations on party veteran Kamal Nath's plan to find space under the saffron umbrella faded, the half capsized Congress ship seems

deliverer. Rahul Gandhi's aggressive tone in the speech that he made in Uttar Pradesh shows his party's predicament. He urged people to think hard about caste. "You are being fooled", he cried. The (in)sensitivity with which the Gandhi scion asked a variety of questions to the crowd depicted his depression before the elections. "Are there any Dalits or other low castes in the judiciary? Are any of you in the media? Do any of you own even one of India's 200 top companies? Of the civil servant class which rules the country, are any of

## Need for a decision like Punjab government for the Kinnow producing farmers of Rajasthan

Amarpal Singh Verma



Farmers of Sriganganagar, Hanumangarh and Anupgarh districts of Rajasthan, famous abroad for their Kinnow orchards, are disappointed. In the last two-three years, Kinnow production was badly affected due to adverse weather. This time there has been a bumper production of Kinnow but farmers are not getting fair prices. Maximum Kinnow production in Rajasthan is in Sriganganagar district. While last year 95 metric tons of kinnow was produced in Sriganganagar district, this year it has increased to an estimated three lakh 80 thousand metric tons. But despite this, farmers have suffered

huge losses. On one hand, 40 per cent of the kinnow got damaged and fell in the gardens, on the other hand, this time the farmers could not even get the full price. Non-export of Kinnow in Bangladesh has also been a loss-making deal for the farmers. Bangladesh government increased the duty on import of Kinnow, due to which Kinnow is not being sent there. In such a situation, only local traders are purchasing Kinnow. Due to this, this time farmers are getting only eight to ten rupees per kg. Whereas last year farmers got prices ranging from Rs 25 to Rs 28 per kg. Similar situation prevails in Hanumangarh and Anupgarh districts of Rajasthan and Fazilka district of neighboring Punjab. The Punjab government has started giving kinnow to children in the mid-day meal in schools of the state from this month

itself. In the first week of February, on the orders of Chief Minister Bhagwant Mann, officials of the Horticulture Department and the Education Department were asked to explore its possibilities and after a few days, Kinnow was started being given in the mid-day meal. Recently, the Punjab Education Department decided to give a banana to children every Monday in the mid-day meal after winter vacation. On this, the farmers of Punjab raised the demand that when kinnow is available from the fields of Punjab then why should bananas be given to children. If kinnow is given to children instead of banana, it will provide relief to the farmers because due to excess production, farmers are not getting fair price for kinnow. This issue came up

when Chief Minister Bhagwant Mann was holding a meeting with the Deputy Commissioners of Punjab recently. Mann stressed the need to look at kinnow as an alternative to banana. It yielded positive results and distribution of kinnow in mid-day meals has been started in schools. The Punjab government will provide Rs 5 separately for mid-day meal per child, through which fruit i.e. kinnow will be given once a week. This money will go into the pockets of farmers. This decision of the government will not only benefit the kinnow producing farmers of Punjab, it will also improve the health of children because Vitamin C found in kinnow increases the body's immunity and by eating it, children will fall ill less. This decision of the

Punjab Government is important in the interest of the kinnow producing farmers of other districts of Punjab including Fazilka, although it is a very late decision, because these days the kinnow season is in its final stages. Kinnow will not be available till the second week of March. Farmers are not going to get much benefit from it this year but it should be expected that this decision will prove beneficial for the farmers there from next year. The farmers of Fazilka will benefit the most from this decision because Fazilka district has the highest production of Kinnow in Punjab. The reason for introducing kinnow in the mid-day meal is that the demand for kinnow is sure to increase in Punjab. Only time will tell to what extent this decision of the Punjab government will be beneficial for kinnow producing farmers, but certainly, this is a good

decision in the interest of the farmers. If Rajasthan government takes a similar decision, it will be a big decision in the interest of the farmers of Sriganganagar, Anupgarh and Hanumangarh. In Sriganganagar and Hanumangarh districts, along with kinnow, carrot juice can also be seen as an option in the mid-day meal because kinnow and carrot are produced in abundance here. Just as it has been decided to provide kinnow in the mid-day meal in Punjab, the use of other local crops should also be thought of on the same lines. Consideration should be given to which crop can be used where and in what form. It is possible that from such brainstorming some new path may emerge for the benefit of the farmers.

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## Letter to Editor

Sir

It is really a matter of shame and eyebrow raising to see the Tamil Nadu government display an advertisement for the new Indian Space Research Organisation (Isro) spaceport in Kulasekarapattinam featuring a rocket with the flag of China. When the matter turned controversial the ruling party and it's bigwigs have come out with excuses and explanations. Is it not the responsibility of the government and it's concerned department that came out with this advertisement to scrutinise before publishing it. The Prime Minister on a visit to this region of the state has lambasted that the ruling party has insulted Indian scientists and the space sector, giving impetus to the BJP to lampoon the state government. Political Ideologies may differ but such public displays not scrutinised properly can undoubtedly invite public ire and even get treated as high disregard to the country's sovereignty.

M PRADYU  
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Geeth Thalikavu Kannur 670001.



# Message of hope , solidarity, and commitment to address gender-based violence and ensuring Justice to survivors.

**Srinagar(Aasif Malik):** District Legal Services Authority (DLSA) Srinagar, in collaboration with, Sakhi One Stop Centre (OSC), Social Welfare Department, Srinagar, organised an awareness programme on "NALSA (Legal Services to Victims of Acid Attack) Scheme, 2016 and the Domestic Act at ADR centre district legal services authority Srinagar", on February 28, 2024. The awareness programme was held under the able guidance of Chairman (PDJ) DLSA, Srinagar, Mr. Jawad Ahmed. The program aimed to raise awareness among the participants about the

provisions and benefits of the NALSA Scheme and the Domestic Violence Act. The program was attended by Mr. Raja Mohammad Tasleem, Chief Judicial Magistrate/ Chairman Tehsil Legal Service Committee, Srinagar, Mr. Jahangir Ahmed Bakshi, Secretary, DLSA, Srinagar, Mr. Mukhtar Ahmed, District Social Welfare Srinagar, Adv. Asiya Farooq, Centre Administrator, OSC, Srinagar, Officials of DLSA Srinagar & One Stop Centre Department, Female Panel Lawyers, Legal Aid Defence Counsels, Female Para Legal Volunteers of DLSA Srinagar, Anganwadi



Workers, Survivors of Domestic Violence & Acid Attack. Mr. Raja Mohammad Tasleem, Chief Judicial Magistrate/ Chairman Tehsil Legal Service Committee, Srinagar, graced the occasion as the

chief guest and emphasized the importance of legal aid and support to victims of acid attacks and domestic violence. He highlighted the various provisions of the NALSA Scheme and the Domestic Violence

Act that aim to protect and empower victims. Mr. Mukhtar Ahmed, District Social Welfare Srinagar, in his opening remarks, emphasized the crucial role played by the District Social Welfare Department and the One

Stop Centre in providing support and assistance to victims of domestic violence and acid attacks. He further highlighted the provisions of the Domestic Violence Act, its significance in protecting the rights of women and children, and the need for community involvement in addressing this issue. Ms. Asiya Farooq, Incharge, One Stop Centre, Srinagar, highlighted the objectives of the program and the importance of collaboration between various stakeholders in addressing the issues faced by victims of acid attacks and domestic violence. She further added the significance of

creating awareness about these legal provisions among the public. Ms. Rubina Shafi, Case Worker at OSC, Srinagar provided detailed insights into the NALSA Scheme and highlighted the benefits and entitlements available to victims of acid attacks. She emphasized the need for timely legal intervention and assistance to ensure justice for victims. Ms. Deeba, Gender Specialist shared among the participants about the centric Schemes for upliftment of womens. Adv. Zainab Amin, Paralegal Lawyer of OSC, Srinagar elaborated on the Acid Attack Scheme 2016 and shared the provisions for compensation and

rehabilitation of victims of acid attacks. Acid attack survivor Ms. Sehar Nazir, Assistant LADC, Srinagar, and Survivor of Domestic Violence shared their personal experiences & were felicitated by the Secretary, DLSA Srinagar, District Social Welfare, Srinagar, Incharge One Stop Centre (OSC). The felicitation ceremony aimed to acknowledge their struggle, provide support, and empower them to continue their journeys towards healing and recovery. The program was moderated by Ms. Sunila Kumari, (JLA), DLSA Srinagar.

## CIFRI organized 'Farmers and DoF conclave' at Biswa Bangla Convention Centre



**Kolkata,(KCN):**The 'Farmers and Department of Fisheries (DoF) conclave was held on 23rd February 2024 as part of the 13th Fisheries and Aquaculture Forum (13th IFAF) at the Biswa Bangla Convention Centre in Kolkata, West Bengal. The conclave brought together a diverse array of stakeholders, experts, and policymakers to deliberate on strategies for the upliftment and enhancement of fish production and productivity. The event, organized against the backdrop of increasing demand for fish and challenges faced by the sector/ fish farmers/ fishers, focused on innovative approaches,

government schemes, and collaborative efforts. Dr. A. K. Das, Principal Scientist, ICAR-Central Inland Fisheries Research Institute, Barrackpore welcomed the panel experts, farmers and extension/ development officers participated in the programme.

The conclave commenced with a comprehensive overview of the various schemes launched by the central and state governments to boost fish production and support farmers. Pradhan Mantri Matsya Sampada Yojana (PMMSY), a flagship scheme to bring about Blue Revolution through sustainable and responsible development

of fisheries sector in India. Dr. L. N. Murthy, Chief Executive of National Fisheries Development Board, Hyderabad addressed the farmers on PMMSY supports to modernize and strengthen the value chain, enhance traceability, and establish a robust fisheries management framework while simultaneously ensuring the socio-economic welfare of fishers and fish farmers. The officials from State Fisheries Department of Arunachal Pradesh, Jharkhand, Odisha and West Bengal took part and exchanged views with the experts. Dr. H. N. Dwivedi, Director of Fisheries, Govt. of Jharkhand discussed

research and development efforts for stock improvement in the reservoir ecosystem, including cage aquaculture and low-cost fish feed using locally available ingredients. While appreciating the ICAR-CIFRI initiatives in the reservoirs of Jharkhand through cage aquaculture, Dr. Dwivedi further urged to link research institutes with state departments through more technological interventions that would help increase fish production and doubling farmers' income. Experts from different field of fisheries discussed various government schemes for the welfare of fish farmers in the conclave. More than 300 farmers were participated in the programme. The conclave was held under the overall leadership of Dr. B. K. Das, Convenor of 13th IFAF and Director of ICAR-CIFRI, Barrackpore. The discussions and views exchanged during the conclave are intended to inspire and guide fish farmers across the country and promote culture of innovation and entrepreneurship in the sector.

## BJP To Induct 50,000 Congress Workers, Aims To Wrest Kamal Nath's Citadel

**Chhindwara, Madhya Pradesh(KCN):** The BJP, which has consistently failed to win the Chhindwara Lok Sabha seat, the bastion of Congress veteran Kamal Nath in Madhya Pradesh, is making all out efforts this time to bag it, and set the target of inducting 50,000 workers from the rival party ahead of the polls as part of its ambitious plan. Kamal Nath held the Chhindwara Lok Sabha seat as many as nine times and it continues to remain with the family as his son Nakul Nath is currently an MP from there. Speculation was recently rife that the senior Nath may join the Bharatiya Janata Party (BJP) along with his son. However, the 77-old leader, who was the chief minister of Madhya Pradesh for 15 months till March 2020, dismissed the buzz. Chhindwara has always remained the citadel of Congress. From 1952, the party lost this Lok Sabha seat just once in the 1997 by-election. During the 2019 general elections, the BJP bagged 28 out of 29 in MP, but failed to win Chhindwara. According to BJP leaders, the party is eyeing to achieve its



ambitious plan of inducting around 50,000 Congress leaders and workers into its fold in Chhindwara ahead of the Lok Sabha polls that are likely to be held in April-May. The saffron party said 50 Congress cadres came into its fold on Wednesday in Chhindwara. Speaking in Gwalior and Khajuraho last Sunday, Home Minister and BJP's chief strategist Amit Shah told the booth workers to work towards ensuring the party's win in all 29 Lok Sabha seats in MP. "Since February 1, a total of 5,000 Congress leaders and workers have joined BJP as they were unhappy with their party's decision to boycott the Ayodhya Ram temple consecration

ceremony last month," BJP's Chhindwara district unit president Bunty Sahu told PTI on Thursday. "We have set the target of inducting 50,000 Congress workers before the elections and finishing off our rival party... Those who are unhappy with the Congress are joining our party," he added. "This time, we are going to win with a huge margin," he said as his party was reaching the voters at every nook and corner of Chhindwara to win them over before the polls. According to a senior leader, the state BJP leadership has asked its Chhindwara unit to woo and induct 50,000 Congress members, who are dissatisfied with their party.

The BJP claimed that 1,500 Congress leaders joined them on February 21. Former MP Congress general secretary and liquor baron Ujjwal Singh Thakur aka Ajju also joined the ruling party. Welcoming them at that time, Chief Minister Mohan Yadav cryptically said here that many people are feeling anxious and they will eventually join the saffron party in the coming days. Congress's district president Vishwanath Okte, however, told PTI that his rival party was making false claims about his party leaders and workers joining them. According to him, only around 24 Congress leaders had joined the BJP since February 1.

## Sports Economy of India to be developed by ICC



**Kolkata(PARTHA ROY):**India 's Sport economy will be in trajectories of growth ahnd development as India 's premier business chamber , Indian Chamber of Commerce (ICC) has set up National Expert Committee on

Sports and appointed Shri Anirban Aditya as its Chairperson.. Indian Sports management and operations will see major changes in coming days with the effort of ICC to promote and expand Indian sports and games

ICC 's involvement in sports promotion will see healthy expansion of Indian sports at local , state, national, as well as international level. It will create new sports culture as well as facilitate India's bid for hosting of various international Sports events in India including Olympics in future. It will also promote traditional Indian Sports. Today, Indian Sports Business market is growing at a fast pace . Shri Anirban Aditya Chairman of the Aditya School of Sports is already playing important role in promotion of Sports in the country. Shri Aditya plans to set up

sports schools both in UAE and nationwide. Aditya is playing important role in scaling up sports education . As Chairperson , Shri Anirban Aditya is expected to play major role in every sector of Sports management creating synergy between sports & business development . Ameya Prabhu, President, ICC expressed his happiness on appointment of Anirban Aditya, as Chairman of ICC's National Expert Committee of Sports. Anirban Aditya thanked ICC for his appointment and indicated he will work for healthy development of sportscape of India.

## As Indrani Mukerjea Series Streams, A Look At The Chilling Sheena Bora Murder Case

**New Delhi(KCN):** In the bustling city of Mumbai, beneath the veneer of glamour and success, a sinister tale of deception, betrayal, and murder unfolded in 2012 - a tale that has captivated the nation for over a decade. Twenty-five-year-old Sheena Bora, an ambitious executive working for Mumbai Metro One, vanished without a trace on April 24, 2012. She was never seen again. After investigating the case for years, Mumbai police arrested Sheena's mother Indrani Mukerjea, a former media executive, and her second husband, Peter Mukerjea, along with their driver, Shyamvar Rai, in August 2015. The



charges? Abduction, murder, and the gruesome disposal of Sheena Bora's body. The arrest came after months of surveillance on Indrani, initiated following a tip-off and Rai's earlier arrest for illegal weapons possession. Sheena Bora was allegedly strangled to death in a car by Indrani, her then-driver Shyamvar Rai, and ex husband Sanjeev Khanna in April

2012. During interrogation, Khanna and Rai confessed to the crime. However, Indrani vehemently denied the accusations, claiming Sheena was alive and well, residing in the United States. Shyam Rai's interrogation allegedly revealed details of Sheena's murder, implicating Indrani and

her ex-husband Sanjeev Khanna. According to Rai's account, the murder was meticulously planned, with Indrani surveying the location for the disposal of the body a day before the crime. On the evening of April 24, 2012, Khanna allegedly strangled Sheena in a by-lane in Bandra, following her drop-off by Rahul Mukerjea. The body was then transported to Indrani's residence in Worli, where it was concealed in a bag and stuffed in the trunk of a car, claim investigators. Rai claimed that the trio then embarked on a haunting journey to the village of Gagode in Maharashtra to dispose of the body by burning it.



# Bill Gates Happy Over Transformation

**Bhubaneswar(KCN):** Microsoft Co-Founder Bill Gates expressed happiness over the transformation of the slum areas. He expressed his happiness while visiting the Biju Adarsh Colony in the Maa Mangla Basti in Bhubaneswar along with State Government officials. Besides enquiring about the well-being of the residents of the slum, Gates also interacted with members of women's self-help groups (SHGs). Development Commissioner Anu Garg said, "We have shown him that the slum dwellers have got land rights, tap water connections, toilets and power supply. He expressed happiness

over the transformation of the slum area into a model colony." Additional Chief Secretary, Housing & urban Development, G Mathi Vathanan said that Bill Gates spoke to the beneficiaries of different welfare schemes of the government. A resident of the colony said that the philanthropist interacted with them and asked about the changes in their lifestyle as a result of the schemes. "He asked us about how we were living earlier and our present status," she said. Later Bill Gates called on Chief Minister Naveen Patnaik at his residence here and discussed technology-driven farmer empowerment initiatives.



"Pleasure meeting @Microsoft co-founder and philanthropist Mr @BillGates. Had a

wonderful discussion on our technology-driven farmer empowerment initiatives, several welfare

initiatives like #JagaMission, #MissionShakti, #OdishaSchoolTransformation,

#BSKY and healthcare transformation," Patnaik said on X. He appreciated the Bill & Melinda Gates Foundation for supporting innovation in extending inclusive benefits to the people. "Thanked him for his praise for Odisha's welfare initiatives and success in different sectors through #5T transformative governance," he added. He also visited Krushi Bhawan, the headquarters of the Agriculture and Farmers' Empowerment Department. The State has been partnering with the Foundation since 2017 to forward shared goals around improving farmers' income, nutrition security, and climate

resilience in the State. "This partnership has allowed the state to emerge as a leader in digital public infrastructure, with the Government launching key farmer-centric systems including the Krushak Odisha database, GO-SUGAM portal, and Ama Krushi extension system," a senior official said. With strategic support from the Foundation, the Government has also been able to complete successful pilots surrounding crop diversification through the Maize Mandi and agriculture production cluster (APC) projects. These initiatives have now been scaled up across the state, Arabinda Kumar Padhee, Principal

Secretary Agriculture & Farmer's Empowerment said. The forward-looking roadmap for digital agriculture in the State was also discussed with the focus being on Odisha emerging as one of the first states to implement an end-to-end technology stack in agriculture, livestock, and fisheries, he said. Bill Gates interacted with two successful women farmers in the state who have increased their incomes through the digital public infrastructure set up by the department. Dr. Padhee said he gave an overview of the success story of Odisha Millets Mission, with an emphasis on how it is improving the livelihood of tribal communities in the State.

## Odisha Tops In Business Doing



**Bhubaneswar(KCN):** Managing Director of IPICOL and IDCO Bhupendra Singh Poonia today said Odisha is the best state in the country in cost of doing business and facilitation. While talking at the Manufacturing Conclave organised by ASSOCHAM here, an Industry friendly mandarin Shri Poonia said that Odisha is traditionally considered as the mining and metal-based industry State. Pankaj Lochan Mohanty, MGM Group Of Industries Chief and Chairman of Odisha State Development Council at ASSOCHAM chaired the Conclave. Shri Mohanty is facilitating investment for Odisha though the Contry's Oldest Chamber having widest network. "Now we are diversifying to other sectors like apparel manufacturing, food processing etc. We are doing excellent in IT and food processing. Cost of

labour is competitive and skilling, re-skilling is one of the focus areas of our government. We are also giving wonderful incentives to industries across sectors," the MD Shri Poonia said. Pankaj Lochan Mohanty, Chairman of Odisha State Development Council at ASSOCHAM, highlighted Odisha's impressive manufacturing sector, contributing 14.42% to the State GDP, with a remarkable growth rate of 7.82%, surpassing national averages. He noted an influx of Rs 4.74 lakh crore in investments between 2015 and 2022. The Conclave was focusing on discussions around ESG, smart logistics, circularity and advanced digitization. The dialogue holds particular significance as India strives to achieve the Sustainable Development Goals (SDGs) by 2030 and Net Zero by 2070. Arijit Basu, Chairman of

ASSOCHAM Manufacturing Hub Council, Eastern Region, highlighted the steady growth in the Gross Value Added by the manufacturing sector in India, projected to reach US \$266.40 billion in 2024, with a Compound Annual Growth Rate (CAGR) of 8.21% in the next five years (2024-2028). He also noted the industrial output, expected to amount to US \$1,360.00 billion in 2024, with an annual production growth rate of approximately 4.7% in 2023. Addressing the gathering, Perminder Jeet Kaur, Senior Director at ASSOCHAM, remarked, "Odisha has given the world some startup leaders who have revolutionized business practices. From Ritesh of OYO disrupting the hotel industry to the Kalahandi couple working with marginal farmers, we

have differentiators among us." Emphasizing the importance of innovation, she invited all members to collaborate and strengthen the manufacturing ecosystem in Odisha and India.

The Conclave delved into strategic thinking, sustainable initiatives, stakeholder impact and other crucial areas, aiming to propel a vision for advancing the engineering and manufacturing community in the context of globalization. The shared objective is to catalyze investments and promote commendable ESG practices, smart logistics, innovation, sustainability, and inclusive growth in the ongoing industrialization process.

On this occasion a report by ASSOCHAM-Resurgent; Reimagining manufacturing smart approaches for the next phase reports was released.

Among others, Dr Pradipta Mohanty, Chairman, SNM Group Mr Sanjeet Kumar, Executive Director, Resurgent India Limited, Suresha G Executive Director, ArcelorMittal Nippon Steel India, Himanshu Priyadarshi Vice President and Chief Public Affairs, Communications, Sustainability Officer Hindustan Coca Cola Beverages also spoke at the Conclave.

## National Science Day celebrated in Bhubaneswar

**Bhubaneswar(KCN):** Several city based institutions here including Institute of Physics, Institute of Life Science, Regional science center and others celebrated National Science Day Wednesday.



Institute of Life Sciences (ILS) Bhubaneswar celebrated National Science Day under the theme 'Indigenous Technologies for Viksit Bharat'. The objective of this theme is to highlight the significance of indigenous innovations and to exhibit the work of Indian scientists. As one of the mission of



ILS, the institute aims to communicate recent advances in science and technology to the general public and encourage scientific thinking among young students. In line with this year's theme, ILS celebrated National Science Day at its main campus in Bhubaneswar and five other locations across Odisha.

The event held at ILS, Bhubaneswar was inaugurated by Dr Debasis Dash, Director of ILS. He spoke about the significance of motivating school and college students to become a part of the scientific research workforce of the country. Over 200 students from

Bhubaneswar and nearby towns attended the event. Institute of Physics, Bhubaneswar also celebrated the National Science Day-2024 (NSO-2024) in its premises Wednesday. This year holds special significance for the institute as it celebrates the Golden Jubilee of the Institute of Physics. The NSD-2024 celebration at IOP featured an 'Open Day' showcasing a range of engaging activities such as live demonstration experiments, laboratory visits, and scientific poster presentations.

**2024-2025**

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Dalmia Bharat Foundation Signs MoA with BSL to Enable Social Transformationin Bokaro

Bokaro, Jharkhand : Dalmia Bharat Foundation (DBF), the Corporate Social Responsibility (CSR) arm of Dalmia Bharat Group has signed a Memorandum of Understanding (MoA) with Bokaro Steel Plant (BSL) to drive its community-centric initiatives in Jharkhandby upskilling 600 youth, annually.The aim of the MoAis to establish a skill training centre to impart short term, placement-basedcourses to local youth in the surrounding villages through DBF’s DIKSHA (Dalmia Institute of Knowledge and Skill Harnessing)centre. The MoAwas signed by Shri Chaudhary Ratnesh

Kumar Sudhanshu, Dy. General Manager (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant and Shri Vishal Bhardwaj, Group Head – CSR, Dalmia Bharat Group and ChiefExecutive Officer, Dalmia Bharat Foundation. “Since our inception in 2009, we’ve witnessed our role gradually transform from being a resource provider to a key enabler for positive change in society. While we’ve created a legacy of development and change for the better, we continue to strive to ensure that we meet newer economic and environmental needs and close wider societal gaps as much as possible,” said Mr. Vishal

Bhardwaj, Group Head - CSR, Dalmia Bharat Group and CEO, DBF. “Through our leadership and dedication towards achieving social transformation, we will continue to work towards our vision of creating opportunities for people across the nation so that they can reach their full potential and give back to the community. We look forward to our partnershipwith BSLand also call upon our industry peers to join us as we make significant and sustainable differences and ensure social, economic, and environmental progress. The skill development center at Bokaro Steel City, in association with DBF, will help strengthen

the social ecosystem in Jharkhand.While BSL will provide the necessary infrastructure support, DBF has been entrusted with managing day to day activities of the center including faculty and placement support. “BSL and DBF share a common vision and value system for bringing about a transformative change in society by leveraging its demographic dividend through empowering the local youth through training that makes them market-ready,” said Mr. Chaudhary Ratnesh Kumar Sudhanshu, Dy. GM (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant.“It is our firm belief that this combined expertise and experience will ensure that the youth

being educated at the DIKSHafacility will receive quality and need-based training for the purpose of gainful employment across industries.” To ensure viable and sustainable income generation,training will be imparted in tradesfor self-employment and tradessuch as Assistant Electrician, Solar PV Installer, General Duty Assistant (GDA) and Customer Relationship Management, to begin with. Subsequently, more courses will be added as per demand and future prospects.The center shall largely focus on the development of the youth residing in BSL’s peripheral villages.

Flipkart’s Shopsy Summer Store steers tremendous growth for sellers in Odisha

**Bhubaneswar:** As the summer starts rolling in, Shopsy - Flipkart’s social commerce platform, recently launched the Summer Store, a unique curation to address customers’ nuanced seasonal needs by offering a wide range of products across categories under one umbrella. As a testimony to this endeavor, sellers in Cuttack recorded nearly a 9X growth in sales and sellers in Puri recorded nearly a 16X growth in sales bolstered by the summer store initiative. Sellers in Sundergarh have garnered atremendous 34X growth in their sales over the past month.The summer store recorded increased traction from women buyers which indicates a positive women reseller growth in

Cuttack. Amongst several categories, Hygiene and Wellness, Fashion, Kitchenware and Home Decor emerged as top priorities for customers with demand for products such as deodorants, sunglasses, body washes, essential oils, sarees, table covers, bedsheets and kitchen tools topping the charts. Shopsy Summer Store is a one-stop-shop for products ranging from electronics, personal care, baby care, food and beverages, apparel, swimwear and kitchenware including air conditioners, deodorants, baby sunscreen, aerated drinks, cotton clothes for men and women, swimsuits and juicer mixer grinders. Of this, deodorants have taken up the major share of the

demand pie clocking over 50% growth, followed by sunglasses which grew by close to 22%. Kitchen tools also contributed to a 6X growth over the past month in Cuttack. This was followed by categories such as kurta sets, cotton sarees, deodorants and body washes that witnessed a 3X jump over the past month in Puri. Shopsy aims to continue its endeavor to offer a wide range of quality and engaging products for customers at affordable prices, while being a value-based and reliable platform. By providing a simplified social media interface, Shopsy is able to overcome user apprehension of trust and authenticity while shopping online.

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

Bhubaneswar: L V Prasad Eye Institute (LVPEI) has received the Project Management Institute South Asia (PMI South Asia) award in the NGO category for its outstanding project in rural Odisha, aimed at managing Retinopathy of Prematurity (ROP), a vision-threatening eye condition in preterm babies. The award-winning project, titled 'Screening and Treatment of ROP in Pre-term Babies in 8 Odisha Districts,' has been funded by the Cognizant Foundation. It was implemented by LVPEI’s MithuTulsiChanrai campus in Bhubaneswar in collaboration with National Health Mission and Rashtriya Bal Swasthya Karyakram. Dr Tapas Ranjan Padhi, the project



lead, along with other team members, accepted the award on behalf of LVPEI. Retinopathy of Prematurity (ROP) is an emerging 21st-century epidemic and the leading cause of irreversible vision loss in preterm born

babies and/ or babies born with a birth weight less than 2.0 kgs, especially babies who were managed in incubators. The efforts by Ministries of Health over the last two decades to reduce neonatal mortality have

improved the survival of preterm babies. About 30% of the children in NICUs/ SCNUs are expected to be affected by ROP and close to 18% of them can go completely blind if they don’t receive timely retinal

treatment within 30 days of birth. Approximately 1000 premature babies are susceptible to go blind every year in Odisha due to R O P . I n c r e a s e d awareness, early detection and appropriate treatmentand follow-up are essential for preventing ROP LVPEI campus at Bhubaneswar is the only centre in Odisha offering a protocol-based comprehensiveROP care including neonatal r e t i n a l imaging,laser,intravitreal injections,mini neonatal intensive care facility,advanced paediatric retinal microsurgeries,low vision, and amblyopia services under one roof.

Ambuja Cements and ACC’s ChangeTheStory campaign wins Bronze at theABBY Awards

**Mumbai:** The first sustainability campaign ‘Change The Story’ of Ambuja Cements and ACC, has won a Bronze Award at the recent ABBY Awards 2022, under the Green Award category. This category is awarded to outstanding communication that features planet c o n s e r v a t i o n , sustainability etc. The “Change The Story”

campaign aimed to create awareness about sustainability and showcase technology-backed solutions that offer effective and measurable outcomes in this regard. The #ChangeTheStory campaign highlights a non-invasive bubble barrier technology, which will remove around 2,400 tonnes of plastic waste from Agra’s Mantola

canal, thereby preventing its entry into the Yamuna river. The crux of the campaign lay in reaching out to a wide audience across India and g l o b a l l y — a n d communicating the campaign’s features. The campaign winning this honour at the ABBY Awards—often touted as the Oscars of Indian a d v e r t i s i n g — w a s designed in collaboration

with Alok Nanda and Company and serves as another reminder of the crucial role sustainability plays at Ambuja Cements and ACC. #ChangeTheStory campaign was rolled out across multiple platforms, including print and digital, reaching out to an approximate 32 million people. One of its lead video films conveyed the message, through the lens

of a scientist, that it’s time to change the story by taking out the plastic and freeing our rivers of their polluted past. The campaign further leveraged the power of music and created a rap song across owned platforms featuring the campaign mnemonic “Bubble Sharma”. This was followed by a bouquet of informative posts and videos on social

OPPO Launches F25 Pro: Slimmest IP65 rated 5Gsmartphone with 4K Recording onboth Front & Back cameras

**Bhubaneswar :** OPPO India has launched the F25 Pro 5G in two storage variants—retailing at INR 23,999 (128GB) and INR 25,999 (256GB) respectively. This smartphone—available in a new Lava Red colour—features a 64MP rear triple-camera setup with 4K video recording on its front and rear shooters, a 6.7-inch borderless AMOLED display, the octa-core Dimensity 7050 SoC, and a 67W 5000mAh fast-charging battery. It carries an IP65 rating and sports a slim 7.54mm profile while tilting the scales at a mere 177g. Commenting on the launch, Savio D’Souza, Director of Product Communications at OPPO India, said, “The OPPO F25 Pro 5G packs a punch with premium features like 4K video recording on both the front and rear cameras, a crisp, vivid borderless display, and smart AI technologies for segment-leading photography and efficiency. Add to that its slim, lightweight, durable build, and the F25 Pro 5G becomes the perfect choice for anyone who wants a powerful and



stylish upgrade that is #BornToFlaunt.” The F25 Pro 5G’s 120Hz AMOLED display comes with super-narrow bezels for a 93.4% screen-to-body ratio for an almost borderless viewing experience. Its 10-bit colour technology allows for over 1 billion hues and tones for natural gradients in visuals, while its peak brightness of 1100 nits ensures HDR content with vivid details. The Ultra-Clear Triple Camera on the device comprises a high-resolution 64MP OV64B 1/2” sensor, which provides exceptional clarity and detail in every shot, an 8MP Sony IMX355 112° ultra-wide

camera for expansive landscape shots and group photos, as well as a 2MP OV02B 10 macro camera that captures intricate details from as close as 4cm away. It also sports a 32MP IMX615 camera sensor with a 21mm focal length—housed in a punch-hole display—for detailed selfies, group shots, and high-resolution portraits. The OPPO F25 Pro 5G introduces AI Smart Image Matting—a segment-first feature—that enables one-tap extraction of subjects from photos and turns them into a transparent PNG that can be inserted into other images for effortless recreation and sharing as memes and photos.



General Manager (RE) Anil Kumar Vemula of NTPC 100 MW Floating Solar Ramagundam receiving Sustainable and Resilient Energy Infrastructure Award on Thursday at the 6th National Energy Summit, Chandigarh from Ministry of Power & MNRE and Jails, Govt. of Haryana Ranjit Singh, and British Deputy High Commissioner, Chandigarh Caroline Rowett, Chandigarh

EFLU holds workshop on ‘Beti Bachao Beti Padhao’

Hyderabad, Feb 29 (KCN): The English and Foreign Languages University (EFLU) on Thursday organized a one-day workshop on the theme of ‘Reach and Impact of Beti Bachao Beti Padhao Scheme: Insights from a Metropolitan City’. The workshop, organised in collaboration with the Indian Council of Social Science Research (ICSSR), witnessed interesting debates and a panel discussion on the themes related to girl child protection, girls’ education, and empowerment. Inaugurating the workshop, Acting Vice Chancellor of EFLU Prof. Surabhi Bharati called for greater awareness and concerted action to promote the safety, education, and empowerment of girls.

“Besides the governmental agencies, civil society, parents, teachers, and the media need to work together to ensure that no girl child is killed or treated as a burden to the family or society,” she added. Speaking on the occasion, Prof. B. Sudhakar Reddy, Director, ICSSR, Southern Region, called for evidence-based research to enable a holistic approach to promote causes like Beti Bachao Beti Padhao. He expressed concern over the alarmingly skewed sex-ratio that is proving detrimental to the survival, education, and empowerment of the girls in the country. Later, leading a media panel discussion on the theme, Deputy Director (News) of the D o o r d a r s h a n , Suprashanthi Devi, Programme Executive, of

All India Radio Nihara Kanety, and senior journalist Sribala envisaged a greater advocacy role for media in promoting the theme and working for the all-round development of girls. They emphasised that the media has a pivotal role in working for the survival, safety, education, and empowerment of girl children. Principal Investigator of the Project Prof. T. Samson explained the theme of the workshop, while Director of the project Prof. Revathi Srinivas presented the findings of the project. Members of faculty, students, parents, Anganwadi staff, government school teachers, girl students from the neighbourhood schools, and other stakeholders were present in large numbers.

media. ACC and Ambuja Cements collaborated with micro and nano influencers to drive engagement around the bubble barrier technology. The two companies were the first to launch an augment reality-based game in India, which created an immersive experience for users by illustrating the state of marine plastic pollution

and the basic functioning of the Bubble Barrier technology. This game convinces the user to play their role in driving change by encouraging players to “bubble pop” their way to cleaner oceans and safer habitats for marine organisms. Mr. Neeraj Akhouri, CEO India Holcim and Managing Director & CEO of Ambuja CementsLtd., said that the

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



