

Bhubaneswar sanitation workers put strike on hold after assurance from BMC Mayor


yet. We have taken three days from them.” “They feared their salary could not be hiked once the election Model Code of Conduct comes into force in a few days. But we assured them that once Chief Minister Naveen Patnaik agrees to their demands, it will surely be fulfilled. So, they have resumed their duties from today,” Das said. It is pertinent to mention here that the sanitation workers of over 53 wards out of the 67 wards in Bhubaneswar launched a cease-work strike on Monday. They demanded a salary hike to Rs 15000 and refused to segregate dry waste from wet waste.

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March 2024.

Ohh.. My Emotions

Miss Pranshi

Hiding in the darkness of the room,
Nobody to see it..
With grief and sorrow,
Ohh.. Ohh..my emotions..!!



When human goes down,
She cant see..
Light is chasing her to the crowd,
she would not be relieved,
What she sees or feels..
may be true
You cannot see what, she sees..she feels inside..!!

Keeping on a fake smile,
Covered with a laugh, nobody to doubt her..!!

Pretty from the outside,
Broken from the inside..
Secrets.. Many of them, keeping aside..on her own..!!

Living in a room..shying..
Life going on, crying..
Like crying..and more crying..
She just wants to die..
But, not want to lie..
Ohh.. Ohh..my emotions..!!

Speaking to your own..
Speaking to the books you have shown,
Wants to see the world..in her own eyes..
But why.. Cant she..see..??

Dont let your emotion over control you, if you let it, you
can never control your emotions..Mind it..!!


Take my words.. Mind it.. My emotions..!!

Shivalik House, Class 6
Jawahar Navodaya Vidyalaya, Bagudi, Soro, Balasore

The world is Mine

Anupama Bhyan

Today, upon a bus, I saw a very beautiful woman.
And wished I were as beautiful.
When suddenly she rose to leave,
I saw her hobble down the aisle.
She had one leg and wore a crutch.
But as she passed, she passed a smile.
Oh, God, forgive me when I whine.
I have two legs; the world is mine.



I stopped to buy some candy.
The lad who sold it had such charm.
I talked with him, he seemed so glad.
If I were late, it'd do no harm.
And as I left, he said to me, "I thank you,
you've been so kind.
It's nice to talk with folks like you.
You see," he said, "I'm blind."
Oh, God, forgive me when I whine.
I have two eyes; the world is mine.

Later while walking down the street,
I saw a child I knew.
He stood and watched the others play,
but he did not know what to do.
I stopped a moment and then I said,
"Why don't you join them dear?"
He looked ahead without a word.
I forgot, he couldn't hear.
Oh, God, forgive me when I whine.
I have two ears; the world is mine.

With feet to take me where I'd go.
With eyes to see the sunset's glow.
With ears to hear what I'd know.
Oh, God, forgive me when I whine.
I've been blessed indeed, the world is mine


“Sai Bithi”, 7D/1354, Sector-9,
CDA, Cuttack



Wonder About The Tree

Dr. Arundhati Devi

I wonder about the trees.
Why do we wish to bear
Forever the noise of these
More than another noise
So close to our dwelling place?
We suffer them by the day
Till we lose all measure of pace,
And fixity in our joys,
And acquire a listening air.
They are that that talks of going
But never gets away;
And that talks no less for knowing,
As it grows wiser and older,
That now it means to stay.
My feet tug at the floor
And my head sways to my shoulder
Sometimes when I watch trees sway,
From the window or the door.
I shall set forth for somewhere,
I shall make the reckless choice
Some day when they are in voice
And tossing so as to scare
The white clouds over them on.
I shall have less to say,
But I shall be gone.



Director & Secretary, International
Indecency Prevention Movement,
Odisha, Cuttack, Mob. : 9937172810

Quotation of the Day



POEM ON NATURE

Gopinath Dash

Oh wonderful nature,
You are so beautiful,
with green trees,
And humming bees.
Thre grass is so green
And water is so clean.
Birds fly in the sky,
And mountains are so high.
The wandering butterflies,
Make my thoughts fly.
The waterfall are so cool,
Just like a swimming pool.
I love nature very much,
God gave us this feature.



Hariharananda Balashram, Pattamundai,
Kendrapara,
Mob. : 8895296167

A Culture of Empathy: Words and Actions Impact Hearts

Dr Shalini Yadav



The way you speak to others can offer them joy, happiness, self-confidence, hope, trust and enlightenment. Mindful speaking is a deep practice. --Thich Nhat Hanh

The power of language is undeniable in shaping our interactions and impacting those around us. Words and actions have the potential to either uplift or harm others, and it is our responsibility to choose our words wisely.

Speaking about others without empathy, common sense, and mindfulness is a prevalent issue in today's society. The recent experience I had at a function highlighted the harmful consequences of such behavior. As someone who has gained extra pounds and is dealing with osteoarthritis, I found myself, inadvertently becoming the talk of the town, due to walking slower during the event.

In a society where appearances are often given more importance than personal well-being, it is disheartening to witness the lack of empathy towards those who may not fit within

the narrow confines of societal beauty or health standards. Body shaming, a form of bullying, has become far too common in our lives, perpetuating negative stereotypes and damaging self-esteem. During the function, I was bombarded with unsolicited advice and suggestions from so called well-bred and sensible individuals like hydra heads who took it upon themselves to diagnose and offer solutions for my health concerns. From recommending various health products to suggesting exercise routines and diet plans, they piled on advice after advice without letting me breathe or bearing in mind how I might feel at the juncture. Now I receive so many reels on Instagram and videos on whatsapp full of knowledge what to eat what not to, what to drink, how to do exercise, it seems they all want to practice their skills on me as burgeoning doctors, dietitians, health coaches and physiotherapists without proper degrees in the discipline. This incident made me ponder and reflects a lack of mindfulness and common sense on the part of the people involved. They failed to put themselves in my shoes, to understand how their words and actions might affect me. It is essential for individuals to practice empathy and sensitivity towards others, especially when

discussing personal matters such as health or body image or what a person might be going through mentally when his or her body is already betraying.

In the context of Indian society, such stereotypes are deeply ingrained, making it challenging for individuals to escape the judgment and criticism at social gatherings. The pressure to conform to certain beauty or health standards can have severe consequences on one's mental well-being and overall self-esteem. We need to challenge these norms and create a society where everyone is accepted and celebrated, regardless of their appearance or physical disabilities.

L o u - A b d r e a Callewaert, a well-known writer from France, with her pen name 'Lancali' writes in her novel 'I Fell in Love with Hope'- "Time, disease and death steal everything". People who are obese or disabled or have auto-immune diseases or facing any other kind of severe illness are taken as more vulnerable or defenseless to give all kind of gyan (knowledge) when they are already fighting their own never-ending battles with demons of diseases every second. When you don't know what they go through inside every moment, you need not to torture them more by unsought suggestions. They might be already envisaging their corpses hanging on windowpanes every night or their organs

falling frail and pathetic day by day as the disease is greedy in its own way and wants more of them making their nights sleepless with reflections that gradually become their realities.

While such folks with chronic diseases try to make themselves strong or prepare themselves psychologically, mentally and physically to depart from this earthly abode or effort to survive utmost with nerve, self-respect and courage, and if they are making strenuous efforts to do so creating an invisible fence from the rest of the world, family and relatives or the whole world, it should be understood and revered rather than throwing all information available to everyone at hand provided by Google Baba.

Tik-tok, tik-tok of time, disease and death! Pills, X-rays, MRIs, Blood tests, Surgeries, ICUs! So much is already there for encroachment in their territories. People with overfull counsels that they want to drain grabbing such feeble souls, who are already

going through a lot, must have some conscience. Karma! Quid pro quo! Some are even ruthless and would say behind the back or even at face being so callous that it is all because of your bad karma or past sins, you're going through this disorder or disease. Who the hell are they to decide? And what about that sinful act, they are

doing just using their poisonous tongue against a pulverized person. One of my cousin, quite young, recently left for heavenly abode, to the fact he was suffering from auto immune disease past few years and at his mourning meeting again to my surprise, I heard kinfolks whispering about his bad eating habits and were counting reasons for his untimely departure. They were supposed to mourn, if not, atleast should have had civility and decency to let the soul rest in peace with grace for now.

In Christianity too, it is said- God wants the good ones by his side, moreover, sufferings make a soul more pure. How can someone talk nonsense after a person's

death like this? Well-known theologian AW Tozer says- "it is doubtful whether God can bless a man greatly until He has hurt him deeply." Even in all religious books Gita, Kuran, Bible and Vedas and Puranas, it is mentioned that God loves them more who are capable of enduring more pain.

The endurance, strength and positivity, they exhibit amidst surmounting sufferings with incurable diseases or due to unavoidable health issues, the course they have chosen leads them to the path of goodness, even though life is short for them, remind me lines of Kilroy J. Oldster from his book 'Dead Toad Scrolls'. Oldster said that one should realize "both the brutality and the beauty in life, and apprehends that the suffering we tragically endure is partly what makes us human. What also makes us human is the ability to love" and the mannerism of showing empathy towards those who are suffering and struggling hard to survive or even if they have given up, we need to respect. Death and disease are

inevitable aspects of life and it reminded me the lines of Lancali what she says- "Being sick teaches you that reasons are just poor attempts at justifying misfortune. They give illusion of why, but why is a loud question and death is quite". Hope people understand the irresistibility of it and stop pestering others with insensitive comments as it adds more to their struggles and pains. It is high time to prioritize empathy and sensibility in our interactions, to learn when to speak, and when to remain silent.

Mindfulness and receptivity is absent in mass while dealing with others. Stop it! Don't share links of posts/reels/videos when the persons suffering from diseases are straining their all energy to forget for few jiffies, their disease, the harsh reality of their lives. When they exercise mindfully to find the ilkigai of their lives, with befallen doom, people need to understand being Omai yari. We must appreciate such warriors fighting with their fates with gaman, perseverance, endurance and uncomplaining attitude rather than speaking mindless or hurting things.

It is crucial to foster a culture of empathy, where we consider the impact our words and actions may have on others. Instead of rushing to offer unsolicited advice or pass judgments, we should take the time to listen, understand, and support one another. By cultivating an environment of

compassion, we can help create a society that values and respects all individuals even though they are sick, obese or disabled or on death bed.

It is also important to be mindful of the language we use and should avoid language that is hurtful, dismissive, or disrespectful, and instead choosing words that are considerate and inclusive. Overall, practicing mindful speaking with a culture of empathy involves being aware of the impact of our words, actively listening to others, and communicating with respect and compassion or if required, learn not to speak.

Next time you encounter someone who may not fit within societal health or beauty standards or is dealing with severe health issues, pause and reflect on the importance of empathy with mindful speaking. Remember that everyone has a heart and, just like you, deserves to be treated with kindness and respect. Your words may push that person more towards finale of life. Let us break free from the damaging cycle of giving unsolicited advices criticizing someone's mental or physical condition, instead build a society that celebrates diversity and promotes inclusivity respecting individuality till the end of one's subsistence and even after the departure. (Professor & Writer)



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Vipul Shah on 'Bastar' release before elections: 'BJP doesn't need film to win'

The trailer of Adah Sharma-starrer 'Bastar: The Naxal Story' raked in mixed responses from the audience. While many lauded the makers for bringing forth the burning issue of Naxalites, a section, however, has dismissed it as another propaganda offering. The film, by

labelled 'propaganda'. Defending his project, the filmmaker said, "In India, there is an election every six months and anything you do, people will say the timing is wrong. Today, the way BJP is poised in this election, do they really need our film to win the election? That's the most

they clutch on such flimsy arguments. No one will come up and talk about the subject and debate with me on the facts. Can you deny the violence done by the Naxals? Talk to me about those facts. When we call people out for damaging the country, they label us as

going to kill them. That would be defying your own logic and conviction that violence doesn't solve anything. It was a moment of frustration, and she vents out her emotions in that scene." He added, "Honestly, I am not interested in talking about any party, be it BJP or the



Sudipto Sen and Vipul Amrutlal Shah (the makers of 'The Kerala Story'), is alleged to target the left with its narration. Also, given it is releasing a few weeks before the General Elections, many feel it is aimed at changing the political discourse of the country.

In an exclusive chat with IndiaToday.in, producer Vipul A Shah discussed the 'timing' of the film's release and it being

stupid and bizarre thing that I have heard." The filmmaker then went on to discuss the criticism 'Bastar' has been facing ever since the teaser dropped. He feels that people do not have a valid argument to counter the truth and are hence questioning the timing of his film. He said, "We are here to tell the truth, it's as simple as that. When we expose people who don't have any merit,

propaganda. That's a stupid argument, and they expose themselves by doing it." The teaser also had Adah Sharma mentioning the social media term 'pseudo-intellectuals' and how she wishes to gun them down. When asked about the same and about his definition of the term, Vipul Shah said, "That was an emotional outburst by the character, she is not

Congress. My single point agenda is the nation and anyone who is there to harm our nation is a pseudo-intellectual, urban naxal, or left liberals, whatever term you want to mention. They are the anti-nationals who need to be exposed. For me, nothing comes before the nation, it will always be the first. If someone wants to break the nation, they are dangerous people who need to be exposed."

Sara Ali Khan Performs Puja Rituals, Loses Herself In Bhajan At Mahakaleshwar Temple

ravel enthusiast Sara Ali Khan recently took time out of her busy schedule and jetted off to Madhya Pradesh where she offered her prayers at the Kal Bhairav Temple, Mahakaleshwar Temple in Ujjain, and Khajrana Ganesh Temple in Indore to seek blessings. The actor has been basking in the success of her latest release 'Zara Hatke Zara Bachke'. Sara took to Instagram and shared a bunch of photos from her visit to the temples in Madhya Pradesh on Instagram story. She opted for a pink printed saree for her visit to the Mahakaleshwar temple. A video shows her sitting on the floor and lost in the prayers at the temple. Sara was seen offering prayers with her hands folded. She also performed a few rituals and interacted with fans. She captioned the post writing, "Peaceful in the day" and "Mesmerising at night... a day well spent."



Sara also took to her Instagram Stories and shared pictures of offering prayers at the Khajrana Ganesh temple. On Saturday, she posted a photo of herself along with several other people and wrote, "Somya ki ghar vapsi (Somya returns) in Indore." For the visit, Sara opted for a white suit. The actor's sacred visit comes at a time when their film 'Zara Hatke Zara Bachke' is performing well at the box office. The film also starred Vicky Kaushal alongside Sara. She had also visited Mumbai's famous Siddhivinayak Temple, earlier. Sara is a frequent visitor to the Mahakal temple in Ujjain. During her last visit to Ujjain's Mahakaleshwar Temple, Sara was brutally trolled by a section of people online. A while ago, during a promotional event for her film 'Zara Hatke Zara Bachke', Sara gave a hard-hitting reply on her being trolled for visiting the temple. She said, "I take my work very seriously. I work for people, for you. I will go to Ajmer Sharif with the same devotion with which I will go to Bangla Sahib or Mahakal. I will continue visiting. People can say whatever they want, I have no problem. You should like the energy of a place. I believe in energy." On the work front, Sara has Anurag Basu's 'Metro In Dino'. Billed as an anthology, the film also features Aditya Roy Kapur, Konkona Sen Sharma, Pankaj Tripathi, Fatima Sana Shaikh, Anupam Kher, Ali Fazal and Neena Gupta in the lead roles. She also has Ae Watan Mere Watan in the pipeline. Directed by Kannan Iyer and written jointly by Darab Farooqui and Kannan, the film will be available on Prime Videos.

'Jhoothi' Shraddha Kapoor Interacts With Fans on Instagram as They Catch her Lying

Shraddha Kapoor aka Jhoothi is currently busy with the promotions of her upcoming film with Ranbir Kapoor, 'Tu Jhoothi Main Makkaar'. The star has served some incredible moments for her fans; ever since the promotional events kickstarted from recreating hilarious video of 'Tere Pyaar Main' eating pani puri to having grabbed all the attention with her hot looks in the 'Tere Pyaar Mein' song from 'Tu Jhoothi Main

Makkaar', Shraddha Kapoor seems to be fully drenched in her character of Jhoothi from the film. While everyone just can't resist their excitement to watch her playing a Jhoothi in the film, this Sunday morning Shraddha treated her fans with a pretty picture and was seen interacting with the fans while she made them engage with her character of Jhoothi in a fun manner in the comment. Taking to her social media, on Sunday,

Shraddha Kapoor posted pictures from her latest photoshoot on Instagram with a caption that confused many of her followers, she wrote jokingly, "It's Monday! Let's slay today." After Shraddha dropped the post, The fun and witty conversation between Shraddha being a Jhoothi and her fans was seen in the comment section. While Shraddha can be seen fully in her character with her comments, it led to a fun conversation with her fans, many of her

followers flooded the comments with compliments. One user wrote, "Uff ye Adaa." Another commented, "Cuteness overload." Some even dropped heart and fire emoticons. Tu Jhoothi Main Makkaar is directed by Luv Ranjan, produced by Luv Films' Luv Ranjan and Ankur Garg, and presented by T-Series' Gulshan Kumar and Bhushan Kumar. It is all set to have a festive release worldwide in cinemas on Holi, 8th March 2023.



Kareena Kapoor Khan Wants To Work With Yash, Calls Herself A KGF Girl

Over the years Yash has become a formidable force, captivating audiences not only in India but across the globe. His journey from regional acclaim to pan India superstardom is a reflection of his extraordinary talent and unique charisma that resonates universally. During the latest episode of the renowned talk show, Koffee With Karan, the spotlight turned to Yash's global appeal. During the rapid fire round when Kareena

Kapoor Khan was asked, "Which south actor would you like to be paired up with? Prabhas, Ram Charan, Vijay Deverakonda, Allu Arjun and Yash" she expressed her desire to collaborate with the southern sensation and she promptly responded with "Yash," proudly declaring herself a 'KGF girl.' Yash's presence on the international stage has transcended geographical boundaries, making him a sought-after



figure in the film industry. His meteoric rise, coupled with endorsements from industry peers like Kareena Kapoor Khan, reinforces his status as a true global icon. Yash has etched his name as a formidable talent with global appeal. He is not just a superstar; he is an icon who has united audiences from diverse backgrounds and cultures, proving that talent and authenticity are universal languages that transcend boundaries and create lasting legacies.

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Seek a little peace

Dr. Laxman Sahoo



Everyone wants to have some peace, dignity and success in life. But there are some moral values ??to achieve this. Which is very important to accept. Right from childhood, we have acquired the right knowledge, values ??and virtues. Through which we understand the good and choose the right direction. By rejecting the wrong things, it will help in the growth of our personality. In this context, Napoleon Hill said a heartwarming good thing that values, moral values ??and human qualities are the greatest skills and tools of a person in the struggle of life. Through which he can make his life comfortable and meaningful as well as successful. Any country, society or family has certain rules of living. They exist and we have some responsibility towards them. The citizens of a country or society are its greatest strength. If we want to

bring peace, dignity and success to ourselves, our country and society, then we should embrace our social responsibility. Such as not spreading garbage and pollution, not engaging in illegal and illegal activities. We should help people etc. in our personality. It is Winston Churchill who said that the price of greatness is responsibility. That is, if we want to get respect from people and become a successful and popular person. Then we have to be responsible and generous and dutiful towards the society. What we mean is that we should treat society the same way we expect ourselves to behave. Only then can we expect to be entitled to good behavior from society. However, it is important that we treat others equally. They have expectations from us and from others. In fact, sensitivity is also an essential human quality. If we care for the happiness, sorrow and pain of others and feel tenderness and compassion towards them, then we get the same behavior from others in return. It also enhances our social skills. It even increases our credibility. As a

result, we become everyone's favorite in our professional or business life and continue on the path of success. Only those people get respect in society who are sensitive and benevolent towards others. This quality is also very important for success and peace of mind. People who are always trying to hurt or upset others are unstable and knowingly or unknowingly participate in lowering the status of their personality. Bitter words are always unpleasant. Being humble is very important to succeed in life with dignity. We can understand from our experience that if someone speaks to us in unnecessarily harsh language, we do not like it. Sometimes it hurts us more. Humility is a sign of civility, while harshness is the false strength of a weak person, through which he tries to hide his weakness and dominate others. Humility truly reflects greatness. It is a sign of nobility. Success and humility go hand in hand. A humble but less talented person is always ahead of a more talented but rude or bitter person in life. Any person wants to be

a polite person around him. Today when unbelief and fraud are prevalent everywhere. In such a situation, credibility is very important to survive in today's world. Apart from this, it also provides peace of mind, as we don't have to struggle too much to hide anything or defend ourselves. Be true to your promises, not just your services and products. In this context, behavioral experts say that an honest person should never advertise his nature and actions. His praise automatically spreads and people respect him. An honest person easily wins people's trust. Everyone loves an honest person. One does not have to make his interests and activities public. His praise spreads automatically. Because of which people respect him. In other words, an honest person easily wins people's trust. It changes the behavior of many. Always trying to get something or wanting something and taking from people can never

bring respect. So it is not just a sacrifice. It is indispensable in everyone's social and professional life. It is necessary even in personal life. It is also important in maintaining friendships and keeping families together. An attitude of sacrifice is very important for peace, dignity and success in personal or professional life. Renunciation here does not mean giving up wealth or attachments and doing penance or becoming a saint or a monk. Sacrifice here means to give up one's own small happiness or stubbornness for someone's greater happiness. To give up one's pride or anger to make someone happy. Leaving a turn for the more needy or helpless. Give him a chance. Recognize the reality of owning more things and resources than you need. Accepting it and giving it to others with due respect is true sacrifice and great courage. By which we can feel peace in our hearts. Principal & Senior columnist, Mahadi Vihar Women's Degree College, Cuttack-4 Contact No - 904015 1475

Education and Culture: Some Thoughts

Prof.MANAS RANJAN MAHAPATRA



A culturally inclusive classroom is one where students and staff alike recognize, appreciate and capitalize on diversity so as to enrich the overall learning experience. Fostering a culturally inclusive learning environment encourages all individuals – regardless of age, gender, ethnicity, religious affiliation, socioeconomic status, sexual orientation or political beliefs – to develop personal contacts and effective intercultural skills. In a diverse environment where students of different cultural backgrounds are present, teaching can become challenging as all students may not be equal receptors of educational content. Culturally inclusive teaching links the content with students' cultures. As a teacher, start by knowing your students, their cultural background, and about brief information of their culture. Then try to link your study content with their culture through examples and exercise. This way they learn better. No language in India is inferior to the other. All Indian languages originated from Sanskrit are classical in nature and

are at least 1500 years old. Invariably, each Indian Language should be equally financially supported and promoted as a Classical Language without any political bias. Language and Literature are the basic essence of Indian culture. Literature should show a bright future for the humanity. As felt by Ruskin Bond, an eminent Indian English author of the twentieth century, "I can't really look into the future and I can't even be certain that I would even have a legacy. So many writers are forgotten. Sometimes even good writers. And sometimes, writers we don't expect to be remembered, continue to have a sense of existence. I have mostly written to please myself and the few who enjoy my writing. If people continue to read my books in the years to come, that's fine. And if they don't, that's fine too. It's not really in our hands!" But, creativity is no more a natural extension of our enthusiasm as it has become state controlled ! That is the most painful part of our socio political cultural existence today. Many of our language champions don't know that most of our tribal languages are older than our so called Indian classical languages. I have extensively traveled the whole country to discover this

truth. Massive urbanisation with fanatic political religious patronage has killed most of our tribal languages in the last few years along with simplicity of our tribal culture. In the recent period, science has improved to such an extent that you can decide your own space. But, our authors are not moving out of their limited space. Why there is a huge gap in CBSE and State Boards so far as syllabus or type of texts available. Even, language proficiency is a matter. Examinations like NEET and JEE are confirming to CBSE standard. India is a country with over 80 % students from non CBSE schools from rural or semi urban background. Why the question pattern and language of the examination can't confirm to this reality ? Don't we want our doctors and engineers to address to the requirements of the country ? Visiting Professor of Development Communication Former Director, I & PR and Culture, North Eastern Council Ministry of DoNER, Govt. of India Former Director, Book Publishing Courses & Editor, NCCL National Book Trust, Ministry of HRD, Govt. of India

Women are more disciplined, focused, and hardworking, who raise productivity and create a positive work culture

Vijay GarG



The increase in economic productivity has raised the demand for talent. Today, employers are gender agnostic when they are looking for a skilled workforce to meet their requirements and are open to women even for job roles that have traditionally been male-centric. As per the recent data, the Female Labour Force Participation Rate is 37% against 23% five years back and 25% of apprentices are women. Various government initiatives and policies drive women's

participation. Sectors such as retail, banking, healthcare, hospitality and education have the maximum women workforce, but the most recent trend is the rise of women workforce in the manufacturing sector in machine operations that have traditionally been male-dominated. Across India, many manufacturing plants are run by women and the trend is on the rise. The social taboo is being broken as families are encouraging girl child education. As per the recent AISHE report, the female GER is 28% which has gone up nominally by 3% Year on Year (YoY). Today, a little over 2 crore females are enrolled in higher education. Breaking the glass ceiling

Women bring in a lot more to the workplace than just the skills. Being more disciplined, focused, and hardworking with a no-nonsense attitude has a positive impact on the work culture and also raises productivity. A woman often brings a blend of technical skills, knowledge and personal traits to the workplace. To develop the talent pool, among the many skilling, reskilling and upskilling initiatives, the industry is also collaborating with academia to create a talented workforce. The National Education Policy (NEP) 2020 encourages such collaborations to offer work-based education programmes such as degree apprenticeships. Breaking the



tradition of classroom learning, degree apprenticeships are a blend of theory and on-the-job learning that are jointly executed at the establishment of the industry in the real work environment by industry experts and able faculty. Experiential learning is fundamental; it builds both cognitive skills and

technical knowledge. The programmes follow the National Credit Framework (NCRf) and National Skills Qualification Framework (NSQF). The cherry on the cake is the financing of the programme, which is done by the industry and the student apprentices earn a handsome stipend. It's not just an apprenticeship or a degree programme, but a holistic career development

programme that helps organisations tap talent at the grassroots level. Organisations are using degree apprenticeships to fulfil their gender diversity agenda. Both technical and non-technical courses have been introduced to create a talent pipeline. The scarcity of women ITI candidates makes degree apprenticeship a preferred option in

the manufacturing units for skilled women. Also, instead of going for a regular college degree, a degree apprenticeship can be a good option to be job-ready in services industries such as retail, IT/ITES and financial services. Essential for economic growth Organisations are also making the most of the degree apprenticeships for mobilising rural women and empowering them through skills. A few run these programmes under Corporate Social Responsibility (CSR). Interestingly, there is also pay parity under degree apprenticeship which makes it favourable for young women to build a career. To vocationalise higher education,

UGC has introduced B Voc, however, the nomenclature makes them less aspirational, and as per the last three AISHE reports, the enrolments have dropped. Degree apprenticeship courses such as BSc and BBA with industrial specialisation become more acceptable to the youth and society. Women's empowerment is essential for economic growth. As we progress towards a \$5 trillion economy and prepare for a \$30 trillion economy by 2047, higher women participation in the labour force is imperative, and degree apprenticeship is the key driver in creating an inclusive workforce. Retired Principal Educational columnist malout

SRFTI to Showcase Restored Films like 'New Delhi Times', 'Oka Uri Katha', 'Chhuti', 'Bhavni Bhavai' through International Archiving, Curation & Restoration Event ARCUREA 2024



Kolkata, (KCN): ARCUREA, a portmanteau word created by blending the words 'archiving', 'curation' and 'restoration', is going to transpire over seven consecutive days, from March 16 to 22, 2024 on Satyajit Ray Film & Television Institute (SRFTI) campus. It is a multi-event initiative comprising an international colloquium on archiving and restoration in the global context, a cinema curation workshop for students having a f o u n d a t i o n a l understanding about various aspects of curation with an emphasis on Indian cinema, a festival of restored films, e- conversations with renowned filmmakers like Vidu Vinod Chopra and Asgar Fahradi, specially curated live performances, an exhibition of film m e m o r a b i l i a , inauguration of museum meant for preserving repository artefacts for research work by students and research scholars, a public lecture to commemorate P K

Nair, the founder & Director of National Film Archive of India (NFAI) by Shri Sudhir Kakar, the renowned psychoanalyst, novelist and author and last but not the least, the presence of the internationally acclaimed Japanese film Director Ms Naomi Kawase's during the closing ceremony and her keynote address. The Secretary, Union Information & Broadcasting Shri Sanjay Jaju is supposed to be present in the inaugural function of the festival. This was stated by the Director of SRFTI, Shri Himangshu Sekhar Khatua today in a press conference at Press Club, Kolkata. The festival is supposed to screen timeless cinematic masterpieces from India, meticulously restored by the National Film Development Corporation (NFDC)-NFAI as a part of the National Film heritage Mission (NFHM). The film selection aims to showcase the regional and linguistic diversity while paying tribute to the esteemed masters and classics of Indian cinema.

The festival will hence showcase the restored films like 'Oka Uri Katha' (Telugu) by Mrinal Sen, 'Admi Aur Aurat' (Hindi) by Tapan Sinha, 'Chhuti' (Bengali), by Arundhati Devi, 'Tero Nadir Parey' (Bengali) by Barin Saha, 'Bhavni Bhavai' (Gujarati) by Ketan Mehta, 'New Delhi Times' (Hindi) by Ramesh Sharma, 'Maya Darpan' (Hindi) by Kumar Shahani and so on. Total 21 restored films will be screened in this part of the festival scheduled from March 16 to 22, 2024. Another interesting aspect of the week-long festival is the inauguration of the Pramod Pati Cinema Art and Technology Museum within the SRFTI campus, aiming to provide a comprehensive historical understanding of the art and technology of filmmaking. More than a repository of artefacts, the museum is a valuable resource for research and encouragement towards students, researchers and visitors to understand cinema as an evolving art form.

ICAR-CIFRI's Intervention on Sunderban Fish Farmers



Kolkata, (KCN): A team from ICAR-Central Inland Fisheries Research Institute recently conducted a visit to the Basantiblock at Sunderban, South 24 Pargana, West Bengal to assess the impact of the support provided to 3500 fishers over the past three years. During the visit, the team surveyed 242 households and held focus group discussions to understand the beneficiaries' perspectives and experiences. The beneficiaries expressed a high level of

satisfaction with the assistance received from ICAR-CIFRI, which was facilitated by the Kultali Milantirtho Society. They were particularly grateful for the provision of fish seed, lime, and fish feed. These enabled them to increase their fish consumption to four to five days a week and to sell fish once or twice a year. A few concerns got raised during the focus group discussions including poor water quality and water shortages in ponds during summer. There were

some fish disease related issues in certain parts of Uttar Sonakhali and Amjhara. Beneficiaries requested for medium-sized fish feed pellets and pond renovation including dyke strengthening, and seepage loss. Despite these challenges, the beneficiaries reported significant improvements in fish production and a sustainable livelihood with fish culture. They expressed a strong desire to expand their involvement in fish farming, taking it as a viable primary source of income.

Mamata Banerjee said she will cut off relations with her brother

Kolkata (AMBAR MUKHERJEE) : West Bengal chief minister Mamata Banerjee on Wednesday said she will cut off all relations with her youngest brother B a b u n (Swapan) Banerjee after he expressed his displeasure against the party's nominee from Howrah Lok Sabha constituency footballer Prasun Banerjee. Babun Banerjee who wanted to fight from Howrah seat said Prasun Banerjee is a wrong choice. "I will not consider him (Babun Banerjee) as my family member. I have no relation with him. From today I disown him" Mamata Banerjee said in a press conference in

Siliguri. "I have a family of 32 members. But no one is like him, an angry chief minister said. The West Bengal chief minister said that she did not practice dynasty politics. "Whenever there is an election, many party leaders and rank and file want a party ticket. Anybody can fight from any constituency. But we will stand by our party nominee," she said. She also said that when her father died, his youngest brother was only two and half year old. "We brought him up with much hardship", she said. She has five brothers. According to sources in the party from a long time



Babun Banerjee wanted to fight from Howrah. He has enrolled him name in a Howrah address as a voter. When the party announced the names of party nominees on March 10, Babun was upset and went to Delhi to get a BJP ticket to fight from Howrah. But

BJP already announced the name of Howrah candidate. Sources said after going to Delhi he tried to meet the BJP leadership. But they refused to nominate him from any seat of West Bengal. They even objected any move of Babun Banerjee to join

the party. Babun Banerjee had earlier said that he would not accept Prasun Banerjee to fight from Howrah. He said that the sitting MP has not done anything for Howrah. He said that the people of Howrah will not accept Prasun Banerjee. He said that if needed he would contest from Howrah seat as an independent candidate. When asked about the decision of Mamata Banerjee to cut off all relations with him, Babun said everything will be settled. "Since she is my sister she will forgive me. Fight with sibling is not a new thing in our society," Babun said.

Mega Blood Donation Camp Celebrates Women's Day, Shivaji Maharaj Jayanti, and Dharmaveer Balidan Divas in Shikrapur, Pune

Shikrapur, Pune (KCN) : On the auspicious occasion of International Women's Day, Maratha Samrat Chatrapati Shivaji Maharaj Jayanti, and Dharmaveer Balidan Divas, a mega blood donation camp was organized in Shikrapur, Pune. Hosted by the renowned social organization Spread Happiness Foundation, known for its commitment to social service, awareness creation, and societal transformation, the event witnessed remarkable participation from the community. The blood donation camp was held in collaboration with two prominent Odia organizations of Shikrapur, Sarawati Puja Kamiti, Bande Utkal Bharathi and Eco Gram Housing Cooperative Society. The event took



place at the premises of Eco Gram in Shikrapur, drawing a large number of donors from the region. Mr. Ramesh Thorat, the social worker and Vice Sarpanch of Shikrapur, graced the occasion as the Chief Guest and inaugurated the program. More than hundreds of altruistic individuals came forward to donate blood, including many

women, showcasing their solidarity and commitment to saving lives. The initiative was meticulously planned and executed under the supervision of Mr. Soumya Ranjan Mahapatra, the Founder Chairman of Spread Happiness Foundation. Mr. Anand Kumar Mahapatra, along with Debi Prasad Mohanty, Ganesh Mohanty, Saroj

Roul, Pravanjan Guru, and Abhijeet Mahapatra, played pivotal roles in ensuring the success of the camp. A notable highlight of the camp was the initiative by Spread Happiness Foundation to issue Accidental insurance under the Pradhan Mantri Suraksha Bima Yojana (PMSBY), in collaboration with the nationalized UCO Bank

Hadapsar Branch. Mr. Soumya Ranjan Mahapatra, while promoting government schemes, urged all present members to avail themselves of the benefits provided by both central and state governments. Puredar Blood Bank facilitated blood collection during the camp, ensuring a seamless process for donors. At the conclusion of the event, Mr. Mahapatra extended his heartfelt gratitude to all the donors and volunteers for their invaluable contribution towards making the camp a resounding success. The Mega Blood Donation Camp served as a beacon of hope and solidarity, epitomizing the spirit of service and selflessness that embodies the ethos of Shikrapur, Pune.

Innovacion 2024: Igniting Tomorrow's Tech Revolution with Young Innovators in Kolkata

Kolkata (ABHIJIT SETH): Kolkata became the vibrant hub for the convergence of young minds, each poised to showcase the future of technology at the 11th edition of Innovacion 2024 held recently. Hosted by The Institute of Engineering & Management Kolkata, in collaboration with the University of Engineering and Management Kolkata, Rotary Club of Salt Lake Silicon Valley, and SMART Society USA and Canada, this event aimed to inspire and empower young students while underscoring the critical role of innovation in addressing contemporary challenges. Over 102 models were proudly exhibited, with a significant focus on applications in AI and Robotics, setting the stage for a remarkable showcase of ingenuity and creativity. Diverse participants from various educational institutions, including colleges, universities, and schools, illuminated the event with their innovative

brilliance, expanding the horizons of excellence. The exhibition encompassed a spectrum of fields, from the intricacies of robotics to the complexities of electronics, coding, and the foundational principles of science and technology. Attendees actively engaged in hands-on workshops, competitive arenas, and interactive sessions, creating an immersive and enriching learning environment. In the realm of science model exhibitions and competitions, Innovacion 2024 featured a myriad of groundbreaking projects. Noteworthy among them was the smart evaluator, an AI-powered system capable of examining answer scripts. The tech fest also showcased innovations like low-cost heart rate monitors and rain-resilient stadiums, equipped with rain sensors that promptly closed gates during sudden rainfall, ensuring uninterrupted matches or events. Among the standout projects was an aerial gas



station, a drone-based refuelling system, and Quadpulse, a multitasking robotic dog enhancing human-computer interaction through the integration of robotics and artificial intelligence. The success stories from past editions, such as Shamik Guha, an IEM alumnus who secured a Rs 50 lakh investment at Shark Tank India and embarked on his entrepreneurial journey after participating in Innovacion 2017, added to the event's prestige. Eminent personalities, including Aneesh Sarkar, IPS, DCP, Bidhannagar Zone; Zeeshan Khan, WBCS (Exe.), Officer on Special Duty, Dept. of IT&E, Govt. of WB;

Debasish Chowdhury, WBCS (Exe.), Sr. Deputy Secretary, Dept. of IT&E, Govt. of WB; and Suparn Pathak, Scientist & DGM, Regional Remote Sensing Centre-East, NRSC, ISRO, Government of India, graced the event, lending their support and expertise. Prof. Dr. Satyajit Chakrabarti, Director of IEM Kolkata, emphasized that i n n o v a t i o n , entrepreneurship, and excellence are foundational to the IEM-UEM Group. The event provided a platform for students, educators, industry professionals, and enthusiasts to

explore new horizons, challenge the status quo, and shape the future of technology and management. Speaking on the event's ethos, Prof. Dr. Prabir Kumar Das, Faculty Head of Innovacion 2024, highlighted the tagline "dream, innovate, and transform into reality." He expressed how students and teachers collectively dared to dream, innovate, and contribute to building a better world. The university's commitment to relentless innovation for the benefit of society resonated throughout the event, inspiring others to become entrepreneurs and transform their ideas into reality.

Nano Unicorn For Youth Empower

Bhubaneswar(KCN): To promote entrepreneurship at grassroots level, the State Government has come up with 'Nano Unicorn' Scheme that aims at empowering skilled youth by fostering entrepreneurship to address issues like rural youth migration and unemployment.

The scheme will support 1200 Nano Unicorns between financial years 2023-24 to 2025-26 by providing refundable seed funding upto Rs 1 lakh each, which is

recoverable in 3 years. The scheme envisages mentoring and handholding support to the Nano Unicorns apart from the refundable seed funding to ensure sustainability. The scheme will cover all the 30 Districts of the States with focus on 10 aspirational districts.

The Skill Development and Technical Education Department has issued guidelines of the scheme. As per the guidelines, Skilled-In-Odisha youth in the age group of 18-35 years who have

undertaken short term and long-term skilling courses in ITI, Polytechnics, Higher Technical Institutions, World Skill Centre, PLTP, NUA Odisha, etc.

In addition, the scheme will also cater to specific groups (e.g., farmers, SHGs, etc.) recommended by line departments based on specific proposals to be considered by the Steering Committee of the Scheme under the chairpersonship of Principal Secretary, Skill



Development & Technical Education. The Government aims to select 400 Nano

Unicorn Entrepreneurs every year from amongst the 30 Districts and from the special projects recommended by line Departments. As many as 20 Nano Unicorn Entrepreneurs will be selected from each of the 10 Aspirational Districts—Balangir, Dhenkanal, Gaiapati, Kalahandi, Kandhamal, Koraput, Malkangiri, Nabarangpur, Nuapada and Rayagada. Another 200 Nano Unicorn Entrepreneurs will be selected from the remaining 20 districts

(10 from each district). Priority shall be given to female Nano Unicorn Entrepreneurs (a minimum of 33% women). For inclusivity, priority shall also be given to Persons with Disabilities (PwDs), Transgenders, STs, SCs and other marginalised groups as per provisions and no. of applications received, the scheme guidelines said.

The Executive Committee headed by the Director, Skill Development cum Employment will

oversee the implementation of the scheme. With the receipt of the refundable seed fund, the Nano Unicorn Entrepreneurs shall commence their intended business. The respective District Skill Executive Committee (DSEC) shall monitor the progress and review the same on a quarterly basis. DSEC with the assistance of the Implementing Partner will provide necessary mentoring and guidance to the Nano Unicorn Entrepreneurs.

5T Chairman Interacts With Trainees Under OUPP At Kalinga Stadium

Bhubaneswar(KCN): Chairman 5T and Nabin Odisha Shri Kartik Pandian interacted with 181 Trainees under Odisha Up-skilling & Placement Programme (OUPP) at Kalinga Stadium, Bhubaneswar, yesterday.

The objective of this program is to provide Skill Development in advance information technologies and 100% placement assistance. It also provides free boarding facilities to all selected students throughout the six months course duration. The program is based on Recruit, Train and Deploy (RTD) Approach, under which aspiring students with B.Tech, MCA & M.Sc. qualifications from economically weaker background were selected, from across the state. Male and female students represented equally in the training program.

Three State-of-Art Modern IT Labs with advanced technologies



were established for imparting the training program and Tech Mahindra was selected as the technical partner of the program while the Tata Steel Foundation was the skilling partner and provided CSR support.

Remarkably, all the trainees have been successfully placed in Tech Mahindra, with an annual package of Rs. 4.25 LPA. The representative of Tech Mahindra and Tata Steel Foundation praised the efforts of the state

government under leadership of Chief Minister Naveen Patnaik for providing such partnerships towards youth empowerment and employment.

Chairman 5T and Nabin Odisha Shri Kartik Pandian interacted with the trainees and said that this has been a dream project under 5T initiative to provide the best of training and placement services to the educated talented youth. He was happy that the first batch had done extremely well and set the pace for the

future batches. He said that the next batch will be started soon and the government would like to expand the program and scale it up with more trainees.

The Trainees thanked Hon'ble Chief Minister Shri Naveen Patnaik and Chairman 5T Shri Kartik Pandian profusely for such a novel step and support by the government and expressed great happiness for getting placed in a reputed company like Tech Mahindra.

School dropout alarming in Jajpur




Jajpur(KCN): The much-touted programme, 'Sarva Shiksha Abhiyan' (SSA) has become a cropper in the mining and rural areas here with over 13,000 children dropping out of schools in several blocks of this district, a report said. The alarming situation of education in the mineral-rich district came to light in the Unified District Information System for Education plus (UDISE+) report. The block education officers (BEOs) concerned have been directed by the district education officer (DEO) Nibedita Pani to take appropriate measures to identify 'fake' students enrolled in state-run schools.

However, there are concerns that the Education Department is failing to get students back to school again. As per the UDISE+ report, most of the dropouts come under the Scheduled Caste (SC) and Scheduled Tribe (ST) categories. The report said, that these children after leaving their studies are forced to work as agricultural and contractual labourers and take up odd jobs in country liquor shops and garages. As a result, they are also mentally and physically vulnerable to adverse effects of their surroundings. Social activist Mantu Das had filed a PIL (No-1729/2023) In this regard

before the Orissa High Court bringing to its notice how the school dropouts are deprived of their basic rights of education, nutritious food and healthcare. After hearing the matter in January 24 last year, the High Court ordered the Odisha State Commission for Protection of Child Rights (OSPCPR) to take up an investigation in this regard and rehabilitate the dropouts properly.

However, if local sources are to be believed, nothing much has happened despite more than a year going by since the High Court's directive. Local intelligentsia meanwhile

are of the opinion that if the factors behind the dropouts are not identified and addressed, the malady will continue unabated. A district-level review meeting, presided over by Pani, was conducted January 12 where it came to the fore that Jajpur district has a total of 13,010 school dropouts. Among them, 2,258 are in Korei block, 1,631 in Sukinda, 1,523 in Dasarathpur and 1,422 in Dharmashala. During the meeting, the DEO asked the BEOs to take steps by January 18 to bring down the number of dropouts and identify the 'fake' students. However, results have not been forthcoming. Meanwhile, a total of 249 high schools in the district have been transformed under the 5T initiative at an estimated cost of over Rs 168 crore. The second phase of transformation is also underway in the district. However, all the efforts will go in vain if the dropout rate doesn't fall.



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Kolkata Hosts Conference on Future-Ready MSMEs, Spearheaded by CII Leaders

Kolkata (ABHIJIT SETH): "Ensuring the Global Presence of the Country: MSMEs Must Be Future Ready," Stresses Mr. R. Dinesh, President of CII. During the inaugural session of the "Conference on Future Ready to be Future Proof" held recently in Kolkata, Shri Narayan Swaroop Nigam, IAS, Principal Secretary of the Department of Health and Family Welfare, Government of West Bengal, shed light on the substantial technological advancements witnessed in the country over the past two decades. In this dynamic environment, he emphasized the critical role of adaptation across all sectors and the need for corporations to foster a culture of innovation. To navigate today's dynamic landscape successfully, Mr. Nigam identified key focus areas, including talent development, a



customer-centric approach, robust risk management strategies, and the integration of data analysis skills into decision-making processes. In a fireside chat, Mr. R. Dinesh, President of CII and Executive Vice Chairman of TVS Supply Chain Solutions Ltd, highlighted the imperative to streamline the ease of doing business in a region, emphasizing continuous digitalization efforts as crucial. Furthermore, he underscored the

importance of nurturing the development of the Micro, Small, and Medium Enterprises (MSME) sector in the country. Mr. Chandrajit Banerjee, Director General of CII, elaborated on CII's initiatives to foster dialogue within the green mobility supply chain, emphasizing the integration of Indian companies into Global Value Chains (GVCs) to enhance their international presence. Market facilitation, along with a recent focus on Intellectual Property (IP)

and Geographical Indication (GI) tags, remains a key priority for CII. Mr. Banerjee identified expanding education and healthcare services to underserved rural areas as promising avenues for CII's future endeavours. Additionally, he stressed the importance of upskilling, capacity building, and the development of logistics infrastructure in the Northeast. The Director General also highlighted CII's focus on boosting tourism in the eastern part of India. Mr. Shiv Siddhant Narayan Kaul, Chairman of CII Eastern Region and Managing Director of Nicco Engineering Services Ltd, acknowledged the eastern region's impressive annual growth rate of 8.3 percent, outpacing other

regions in economic growth. In the era of digital transformation, he urged industries to carefully consider the optimal balance between local and global supply chains to maximize the region's potential. Mr. Suvendra Kumar Behera, Deputy Chairman of CII Eastern Region and Vice Chairman & Managing Director of RSB Transmissions (I) Ltd, emphasized the significant impact of the B20, noting that 70 percent of its recommendations are typically incorporated into the G20's final outcome report. He also advocated for establishing "land banks" in each state to facilitate further development, leveraging the eastern region's advantage of minimal production costs. The conference featured sessions on various crucial topics, including "Business Beyond Borders, towards a multipolar world," "Future Technology for Future Business: The Next Big Leap from Industry 4.0 to Industry 5.0," "Building the new Energy Infrastructure," and "Redefining Business for New Age Consumer".

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

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

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

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

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

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

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

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

Blenders Pride Fashion Nights arrives in Bhubaneswar

Bhubaneswar : Blenders Pride Fashion Nights, a unique travelling experiential property, arrived in the City of Temples – Bhubaneswar – celebrating the authentic spirit of the city through fashion and style. A spirit that echoes with Pride and inspires the creators of today to become icons of tomorrow. Bhubaneswar's 'Made of Artistic Flair' edition for Blenders Pride Fashion Nights, brought together an eclectic evening that blended fashion, culture and dance, celebrating a symbolic amalgamation of homegrown artistry and the unwavering spirit of local talent. Exemplifying the region's signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha's distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group – from the small Odisha town of Berhampur – widely lauded for their artistry. The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The "Made of Artistic Flair" edition of Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting.

Taking us on a 'Jatra' – The Journey of a Young Woman – the show encapsulated the journey of a woman from post adolescence to her nuptials, navigating the various challenges, trials and significant moments that come her way. The enigmatic journey was captured through the array of colours and textiles that Odisha Bandha/Ikkat offers.

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

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

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

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

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

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

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

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

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

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

2024-2025

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