

## BJD-BJP deal or no deal: All eyes on Naveen-led party meeting amid Samal’s ‘alone’ remarks

**Bhubaneswar(KCN):** With the possibility of a pre-poll alliance between the BJP and the BJD still lingering, Odisha BJD president Manmohan Samal Thursday asserted that his party will form the next government in the state “on its own”. Samal, who along with senior state BJP leaders held a meeting with Union Home Minister Amit Shah in New Delhi Wednesday night on the possibility of the alliance, did not make any reference to such a prospect. “BJP will form the government in the state alone with the blessings and cooperation of people,” he told reporters after returning from the national capital in the



morning. Notably, the state BJP leaders were called to Delhi Sunday evening and since then they had been holding discussions at Union Minister Dharmendra Pradhan’s official residence. They were called for a meeting at Shah’s residence Wednesday, a source said. On the other hand,

leaders of the BJD were also set to hold a meeting chaired by Chief Minister Naveen Patnaik in the afternoon over the alliance issue. The BJD, which had March 6, a day after Prime Minister Narendra Modi’s visit to Odisha, held a meeting of its senior party leaders, decided to go for another round of discussions on

the matter as no news was coming from the BJP side, a senior BJD leader privy to the development said on condition of anonymity. The BJD, in its March 6 meeting, had resolved for “anything” (including alliance) for the larger interest of the state, he said. “The proposal for an alliance had come from

the BJP, and the BJD leaders discussed it at Naveen Niwas, Patnaik’s residence,” he said. A day after the Naveen Niwas meeting, Patnaik’s close aide Kartik Pandian and BJD’s organising secretary Pranab Prakash Das had rushed to Delhi and informed the top BJP leaders about the regional party’s views on the possible alliance. However, the BJD was yet to get any response from the top BJP leaders. “Thursday’s meeting may discuss the changing political situation in the state in wake of the possible alliance,” the leader said. Simultaneous elections to the Lok Sabha and the assembly will be held in Odisha.

## Sukhbir Singh Sandhu, Gyanesh Kumar appointed election commissioners: Adhir Ranjan Chowdhury



**New Delhi(KCN):** Prime Minister Narendra Modi-led three-member committee Thursday picked bureaucrats Gyanesh Kumar and Sukhbir Singh Sandhu as election commissioners. Congress leader Adhir Ranjan Chowdhury shared this information with the media after the meeting. The decision comes days after the resignation of Election Commissioner Arun Goel

ahead of the Lok Sabha elections. The selection panel, which zeroed in on Sukhbir Singh Sandhu and Gyanesh Kumar, includes the Prime Minister, the leader of the Opposition, and a designated Union Cabinet minister. Congress leader Adhir Ranjan Chowdhury is on the three-member panel in capacity as the opposition member. Besides the Prime

Minister and the Congress leader, Union Home Minister Amit Shah attended the meeting. The Congress leader, however, hit out at the Centre over the law that replaced the Chief Justice of India by a Union Minister on the selection committee. “The Chief Justice of India should have been on this committee,” he said. The Congress leader also said that the law brought last year had reduced the meeting to a mere “formality”. “The government is in the majority on the panel. What they want happens,” said Chowdhury. The Congress leader said he was given 212 names for scrutiny last night. “I reached Delhi last night and the meeting was today at noon.

## ‘One nation, one election’ report says 32 political parties including BJD supported, 15 opposed

**New Delhi(KCN):** The high-level committee on ‘one nation, one election’ approached 62 parties out of which 47 responded — 32 parties including Biju Janata Dal (BJD) in support of holding elections simultaneously and 15 against it. Fifteen parties did not submit a response, according to the report of the panel submitted to President Droupadi Murmu Thursday. Among the national parties, the Congress, the Aam Aadmi Party, Bahujan Samaj Party and the Communist Party of India (Marxist) opposed the proposal, while the Bharatiya Janata Party (BJP) and National People’s Party supported it. “Responses were received from 47 political parties. Barring 15 political parties, the remaining 32 political parties not only favoured the system of simultaneous elections, but also advocated its adoption for saving scarce resources, protecting social harmony, and stimulating economic development,” the report said. “Those who opposed simultaneous elections raised apprehensions that its adoption could violate the basic structure of the Constitution, be anti-democratic and anti-federal, marginalise regional parties, encourage the dominance of national parties, and result in a presidential form of government,” it said.



The AAP, Congress and CPI(M) rejected the proposal saying it undermines democracy and the basic structure of the Constitution, said the report. The BSP did not explicitly oppose it, but highlighted concerns regarding the large territorial extent and population of the country, which could make implementation challenging, said the report. The Samajwadi Party in its submission said if simultaneous elections are implemented, state-level parties will not be able to compete with national parties in electoral strategy and expenditure leading to increased discord between these two sets of parties. Among state parties, AIUDF, Trinamool Congress, AIMIM, CPI, DMK, Naga People’s Front, and Samajwadi Party opposed the proposal to hold simultaneous elections. The AIADMK, All Jharkhand Students Union, Apna Dal (Soney Lal), ASOM Gana Parishad, Biju Janata Dal, Lok Janshakti Party (R), Mizo National Front, Nationalist Democratic Progressive Party, Shiv Sena, Janata Dal (United), Sikkim Krantikari Morcha, Shiromani Akali Dal, and United People’s Party Liberal supported the proposal. Others including Bharat Rashtra Samiti, Indian Union Muslim League, Jammu And Kashmir National Conference, Janata Dal (Secular), Jharkhand Mukti Morcha, Kerala Congress (M), Nationalist Congress Party, Rashtriya Janata Dal, Rashtriya Loktantrik Party, Revolutionary Socialist Party, Sikkim Democratic Front, Telugu Desam Party, and YSR Congress Party did not respond.

## Chief Minister Launches ‘Online Incentive Management System’

**Bhubaneswar,(KCN):** Embarking on a new era of e-Governance in Odisha, Chief Minister Shri Naveen Patnaik today inaugurated the Online Incentive Management System developed by Odisha Computer Application Centre (OCAC). This online incentive management system portal facilitates submission of application by entrepreneurs to get their incentives sanctioned under Odisha’s IT, Electronics, Data Centre, BPO and Semiconductor Manufacturing and Fabless Policies. Online Incentive Management System will provide multiple advantages over physical application submission, such as easy submission of application and uploading of documents, single window portal facility, error-checks for



applications, and message alerts. It also relies on a series of security procedures to prevent any unauthorized access. With the help of this online portal, a company will be able to submit its application any day during the week, 24 hours a day. The online portal facilitates real-time tracking of application status and notifies the applicants with Email / SMS on submission of application as well as in various levels of processing. Expressing happiness over this online system, The CM said that this is perhaps the first time any

state has created a platform for incentive management for IT/ Electronics Industries in a faceless manner through an online platform. He added, “This system will make it easier for companies to avail incentives under various policies of Electronics and IT Department. These initiatives are not just about technology; they are about making governance more accessible, transparent, and user-friendly for everyone.” The Electronics & Information Technology Department, in collaboration with NASSCOM and other industry bodies, intends to

conduct hands-on training programmes for IT/ITeS/ Electronics establishments on the usage of this online portal. The CM also inaugurated the New District Websites which have been developed under the robust - ‘Standardized Website Framework’ (SWF), which is in line with the Chief Minister’s transformational 5T initiative. Currently, all 30 district portals have been developed within this framework, aiming to present a unified face of Odisha and deliver an integrated web experience for citizens across all government websites. On this launch, the CM said that his Government’s initiative to launch new websites for all the 30 Districts underpinned by the Standard Website Framework is another step in our state’s technological transformation.

## BJP set to win all Lok Sabha seats in Haryana, claims CM Saini

**Chandigarh (JAG MOHAN THAKEN), March 14 -** The newly appointed Chief Minister of Haryana, Nayab Singh Saini, has claimed that BJP will win all the 10 Lok Sabha seats in Haryana. “The people of the country have decided that for the third time, a government led by Prime Minister Narendra Modi will be formed in the upcoming Lok Sabha elections. The people of Haryana will also contribute towards electing Prime Minister Narendra Modi on all 10 seats in the Lok Sabha elections.” He stated that the Narendra Modi led government has implemented welfare schemes, the benefits of

which reached to the poor families. Chief Minister Nayab Singh Saini was talking to media persons in Haryana Bhawan, after meeting with Prime Minister Narendra Modi at his residence in Delhi on Thursday. He said that he had a courtesy meeting with Prime Minister Narendra Modi and had discussion on many contemporary issues. CM Saini also met President Murmu, Union Minister Amit Shah and BJP national electing president J P Nadda. He said that the ideology of the Prime Minister Narendra Modi is to take everyone along and move the country forward. The double-engine government has done



significant work in the past ten years, which is now visible to the people as New India-New Haryana, ‘Viksit Bharat-Viksit Haryana’.

Haryana has developed a lot under the leadership of Former CM Manohar Lal Khattar and it has emerged as an example

of good governance. We will take this further and keep the pace of development going, asserted the CM. When asked about the expansion of the cabinet, Chief Minister Nayab Singh said that he has had discussions on this matter, and decision will be taken soon. In response to a question about former Home Minister Shri Anil Vij, Chief Minister said, “Vij Sahab is our senior leader, and we have his blessings. We were together in the Assembly yesterday as well”. In response to another question, the Chief Minister said that candidates have been announced by BJP for the six Lok Sabha seats

in the state, and remaining four will be announced soon. He claimed that the people of Haryana have made up their minds to vote in favour of BJP on all 10 seats in Haryana. Chief Minister Saini said that the people of the country and the state have not forgotten the misrule of Congress, when one had to stand in line for three days for getting a gas cylinder, and corruption was at its peak in every matter. Asked about the breaking of alliance with the Jan Nayak Janata Party (JJP), the Chief Minister said that keeping the sentiments of the people in mind, a decision in this regard has been taken at a higher level.

## Odisha Govt Hikes Daily Wage Of All Village Resource Persons To Rs 500

**Bhubaneswar(KCN):** Chief Minister Naveen Patnaik today announced an increase in the daily wage of all the Village Resource Persons of the state. Accordingly, daily wages of Village Resource Persons have increased from Rs 300 to Rs 400. Along with this, they will also get an additional Rs 100 towards travel expenses.

Thus, the Village Resource Persons will get a total of Rs 500 daily. This will benefit 10,000 Village Resource Persons of the state. For this, the state government will bear an additional cost of Rs 2.88 crore. During the visit of 5T and Nabin Odisha Chairman Karthik Pandian to the districts, a proposal was made in this regard by the Village Resource Persons. After coming to know about this, the Chief Minister has decided to increase the salary of Village Resource Persons. It is worth noting that these instrumentalists working in ‘Odisha Social Audit, Accountability and Sanitation Committee’ under the State Panchayatiraj and Drinking Water Department are conducting Social Audit of various important government programs such as MGNREGA, Pucca House, Food Security, Mid-Day Meals, playing a vital role in maintaining transparency. A large number of Mission Shakti women are engaged in this.





# Chidatmika Khatua will receive Maha Nari Samman of World Odisha Society

**New Delhi,(KCN):** Renowned Social Activist Dr Chidatmika Khatua will receive the First Maha Nari Samman of World Odisha Society (WOS). The Award will be conferred on Dr Khatua during the Third Shakti Utsava being hosted by WOS at Ghaziabad on 16th March 2024 to commemorate International Women's Day. Making this announcement here, the Chairman of WOS Kishore Dwivedi said that Dr Khatua has been chosen for this prestigious honour for her outstanding contributions in Championing the cause of Women's empowerment, Protection of feminine rights and Propagation of Female Folks achievements across the Globe. The hybrid Mega event is likely to be attended by hundreds of prominent Non Resident Odias, Members of WOS and representatives of Odia Samaj's from different States of India as well as from more than Seventy Two countries of the



World. World Odisha Society is the highest and apex Organisation of the Odia Diaspora Worldwide. Founded in the year 2021, WOS has been tirelessly engaged in promoting Brand Odisha and furthering the well being of Pravasi Odias through out the planet Being a prominent Social Entrepreneur, Dr Chidatmika Kahtua is now holding important positions like the Managing Director of Orissa Cosmetic Surgery clinic and

career starting from studying High school in Unit-9, Bhubaneswar, Graduation in Rama Devi Women's College and an advance course in emerging Economics in Havardx. She has also got MBA Degree in entrepreneurship and Phd in International Business from USA. As the Co-Founder of the So Am I Foundation, Dr Khatua is currently contributing for free feeding of 600 under privileged people daily at AIIMS, Bhubaneswar. Recipient of several National and International Awards and recognitions for her sterling services in the field of Social welfare, Community development and Cultural promotion, Dr Khatua's name has also been figured in the Guinness Book of World Records as Top 23 Global Positive Change Makers. Being the General Secretary of Women's Wing of WOS, Immediate past President of Rotary e-Club, General Secretary of All India Private School Children Welfare Association, National Vice - President of Youth for Nation, Dr Khatua has been continuously working on to make the world a better place to live in. A holder of Kaleidoscopic personality of high eminence, Dr Khatua has simultaneously been an extraordinary Educationist, Excellent Entrepreneur, Sincere Social Activist, Ace Organiser, Prolific Philanthropist, Astounding Health Care Specialist and spectacular Positive Mot

## CUO organises seminar on Mera Pehla Vote Desh Ke Liye



**Koraput,(KCN):** As part of the campaign "Mera Pehla Vote Desh Ke Liye," initiated by the Ministry of Education and Ministry of Youth Affairs, Government of India, to ensure universal and enlightened participation of youth in the ensuing election, the Central University of Odisha organized a seminar on March 13, 2024, in the University campus for the students. Shri. Debabrata Maharana, Deputy Collector of Koraput district, attended the program as the Chief Speaker and motivated the students to participate more actively by casting their valuable votes in the election. The Hon'ble Vice-Chancellor of the University, Prof. Chakradhar Tripathi, and Registrar in charge, Prof. N. C. Panda, conveyed their best wishes for the success of the program. The Proctor of the University, Prof. Bharat Kumar Panda, presided over the program. Dr. Ramendra Kumar Parhi, Dean of Students Welfare (DSW); Dr. Anjaneyulu Thotapally, Coordinator of NSS; and Dr. Phagunath Bhoi, Public Relations Officer and other faculty members, coordinated the program. Prof. Panda elaborated

on the principles of successful democracy and its various features in the context of the upcoming election in our country. He encouraged the young voters, i.e., the students of the University, to participate more actively in the democratic process. Shri. Maharana emphasized the importance of a vote in a democracy. He highlighted that our constitution grants equal rights to all citizens irrespective of caste, creed, religion, or class in participating in the democratic process. It is the responsibility of the students to properly utilize this constitutional right to make Indian democracy

## AIIMS Bhubaneswar conferred with Asia Safe Surgical Implant Consortium QIP Award



**Bhubaneswar(KCN):** AIIMS Bhubaneswar has been conferred with the prestigious Asia Safe Surgical Implant Consortium QIP Award 2023 by the World Health Organization (WHO). AIIMS, Bhubaneswar in a press release Thursday said the Institute has received this award of distinction for its noteworthy work on the quality of instrument and implant reprocessing in the hospital. Twenty-eight reputed hospitals from all over Asia participated in this programme and AIIMS Bhubaneswar emerged as the best hospital. For the first time since the inception of this programme, AIIMS Bhubaneswar from India bagged the first position. The whole programme was partnered by 3M India which played a

programme was to set and monitor the highest standards of quality for reprocessing of various instruments and implants in the Central Sterile Services Department (CSSD) of the hospital. It may be noted here that around 2,500 packets are processed daily in the CSSD unit of AIIMS Bhubaneswar. The sterilisation is done through autoclaving, plasma technique and EtO (Ethylene Oxide) techniques and is validated by all three means i.e physical, chemical and biological indicators. Notably, the CSSD unit plays a significant role in surgical safety and hospital-acquired infection prevention. The award, Dr. Biswas said, will encourage us to maintain the standards of patient safety.



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## Alia Bhatt thanks Sidharth Malhotra for giving her 'first love' of her life: 'He's a 10 but could be a 20'

Karan Johar hosted Sidharth Malhotra and Varun Dhawan on the latest episode of Koffee with Karan and during the episode, Alia Bhatt made an appearance via a recorded video where she spoke about her equation with both actors. The three of them made their debut in the movies and on Koffee with Karan together in 2013. Alia thanked Sidharth for giving her the "first love" of her life, her cat Edward and revealed some lesser known "facts" about him. Thanking him for her "first love", Alia said,



"I'm very thankful to Sid because he's given me my first love of my life which was Edward." Alia also spoke about the time when the trio

made their first appearance on Koffee with Karan and said that it was an "unforgettable debut because of my

unforgettable mistake." This was the episode where Alia misnamed the President of India and she was heavily trolled for that.

Sharing three "unknown facts" about Sidharth, Alia revealed that he is a really good singer and shared, "Sid is a 10 but he could be a 20 if he just sings more often and more openly." She also shared that Sidharth is very health conscious and thus, does not like to party but mentioned that he is great at getting a party started. "People run away from him at parties," she said. She added that even when he does party, he is the first to fall asleep. "He would be the first person to

fall asleep at his own birthday party," she said and Karan said, "That's because he got drunk." Alia concluded by saying, "They really make me feel very comfortable and very safe and I only have love for them. I love you both."

After their debut appearance on the show, the three actors have never appeared together. Alia and Varun appeared together on the couch in 2017. Alia has already appeared on this season of Koffee with Karan with Kareena Kapoor.

## Salman Khan's action film trails Hrithik Roshan's War by Rs 75 crore



doing just fine until Bhai Dooj a couple of days later. But since then, it has struggled to maintain a steady pace at the box office, and was further

hurt by Team India's progress at the 2023 Men's Cricket World Cup. The film's daily collections dropped below the Rs 20 crore

mark by day five, and below the Rs 10 crore mark by day nine. Expectations were considerable going into release, especially since

the cat was out of the bag about Shah Rukh Khan's cameo. SRK reprised his role as Pathaan in Tiger 3, which is the fifth installment in YRF's Spy Universe. Pathaan made Rs 1000 crore globally, and Tiger 3's global gross only recently crossed the Rs 400 crore mark. While it's no longer the lowest-grossing movie of the shared universe, having recently overtaken Ek Tha Tiger's Rs 335 crore lifetime haul. Tiger Zinda Hai, Salman's last outright hit, made Rs 565 crore worldwide, while the Hrithik Roshan-

starrer War made Rs 475 crore.

On day 11 of release, Tiger 3 reported a nationwide Hindi-language occupancy of 11%. The dubbed Tamil and Telugu versions have all but disappeared from circulation. The movie hasn't had any real competition at the box office so far, and will likely be overwhelmed on December 1, when Ranbir Kapoor's Animal and the Vicky Kaushal period drama Sam Bahadur are released in theatres.

## Mirzapur actor Isha Talwar says artistes should be given medals as survival is 'really hard': 'There's self-doubt, pressure to make it big'

What doesn't kill your spirit, makes you a movie star. Actor Isha Talwar, best known for starring in the Amazon Prime Video series Mirzapur, says being in the film industry can be a daunting task as artistes battle insecurity, competition bitterness and the pressure to succeed at all cost.

Isha started her film career with the 2012 Malayalam movie Thattathin Marayathu and continued to work in the industry, along with Tamil and Telugu films, before she appeared in Salman Khan's Tubelight in 2017. Post that, her Bollywood appearances included Kaalakaandi, Article 15, Sharmaji Namkeen.

She finally got her breakthrough success with Mirzapur in 2020 and followed it up with this year's Saas, Bahu Aur Flamingo. Isha is now gearing up for her next, Chamak. The Sony LIV musical thriller is set in Punjab and is gearing to release on December 7.

In an interview with Indianexpress.com, Isha Talwar talks about how she has stopped chasing the constant need to "make it big" as per the worldly standards, the move to reinvent herself and join an acting course and why actors need to be applauded more

often for surviving in the industry.

**You entered the industry in 2012 with a Malayalam film. What has the decade taught you?**

The learning is interesting. I got a lot of exposure because of South cinema. It is a different market, my foundation was set there. Everybody who is in films should be given a medal, because it is hard. The amount of self-doubt an artiste lives with, add to it the pressure... It is self-inflicting pressure though, of wanting to

make it big, where there is a set definition of 'making it'. I have stopped chasing that now.

**Where you at some point?**

When I came here, of course I was chasing it. When I didn't get it, I made me think what I was chasing. Now I do it more for the love of it, not so much for 'I have to be successful'. That unnecessary pressure is off my head, but it is not like I am less ambitious today. Our chips are made for competition, which I don't like anymore. I don't want to

compete with other people. It is not a race. Acting is a natural form of expression, so everyone will be different. I don't feel competitive anymore. Yes, I want things for myself. I want to do more. I am greedier with time. I have spent seven months learning acting from Kerala. It has been a re-set for me.

**After you broke out with Mirzapur, you still had to wait over a year for work. Have the years in the industry prepared you for its ups and downs?**

Yes. Life is unpredictable, you can't do anything about it. But yes, over a period of time, you make peace with it, the nature of the industry. This understanding comes after many years. You know the industry is unpredictable, but to live through it takes time. It took me some time.

**Did it help that your father was from the industry, so you at least knew that this is a gamble?**

Yes, but when you are dreamy eyed, you are not thinking about these things. You think how you are going to be the next superstar. I never

focused on such things. Eventually when you get five-six slaps from life, you go like, 'Oh damn, this s\*\*t also happens.' No one prepares you for it, you just find out.

**What are you craving for right now?**

Chamak feels like a new beginning of sorts, because usually people play bhabis and bahu later. But for me that came in first and now I am going in this space of younger women. Somewhere that image of being a rooted actor, someone who is doing more UP, Rajasthan roles was clinging to me. If not for anything else, Chamak's character is definitely closer to my age group.

**Bigg Boss 17: Ankita Lokhande throws 'chappal' at husband Vicky Jain; lat...**

Yes that and Saas Bahu and Flamingo just reinforced that. Madhuri and Bijli, as much as I love them, I also want to do a Jasvinder Kaur in Chamak. Which is why it feels like a new beginning. I do feel new. My new year has come in a bit early. There is a tendency to get bitter if you spend too much time, too many idea of what needs to happen. But the acting course has ensured that I am back to square one and I want to chase some really cool things from here on now.



# What makes us share posts on social media?



The average internet user spends nearly three hours a day using social media. It's clear that social media is becoming increasingly crucial to sharing important information with the public -- like how to stay safe from COVID-19, for example -- and researchers want to know what makes a piece of media compelling enough for people to share it online. A new study published in the Journal of Experimental Psychology: Generalised by University of Pennsylvania researchers Danielle Cosme and Emily Falk analyzed the behavior of more than 3,000 individuals to explore the psychology behind sharing information online. It turns out that the answer is quite

straightforward: People share information that they feel is meaningful to themselves or to the people they know. Cosme and her team test what contributes to "value-based virality" -- essentially that information on the internet can go viral because people find it inherently valuable, either to themselves or to society. This finding is key to crafting effective messaging for social causes, says Cosme, a research director at the Annenberg School for Communication's Communication Neuroscience Lab. Knowing the psychological ingredients that make a person share a post on social media can help scientists share facts about climate change or public health officials dispel myths about vaccines. Cosme's research shows that people pay more attention to information they perceive to be related to themselves. Similarly, humans are social beings and love to connect with each other.

Sharing information activates reward centers in our brain. And when we communicate with others, we consider



what the other person is thinking or wants to hear -- a quality known as social relevance. For Cosme's study, participants were exposed to articles and social media posts about health, climate change, voting, and COVID-19. Some participants read headlines and summaries of news articles, others looked at social media posts. All of the participants rated how likely they were to share each

message and how relevant they found each one to themselves and to people they know. The researchers

found that no matter the topic covered or the medium of the message, people were most likely to say they'd share messages that they perceived as self- or socially relevant. Further, they found that when participants were asked to explicitly write out why a message was relevant to themselves or people they know, they were even more likely to share it than when they just reflected on the topic.

"Sharing information is a critical component of individual and collective action," Cosme says.

"At the beginning of the pandemic, we needed to quickly spread accurate information about what was going on, how to protect ourselves, how to protect each other. Information spreading within social networks can be really impactful for changing our individual behavior, and also changing our collective behavior through shifting our perceptions of what's normative." With data on tens of

thousands of messages, Cosme and her colleagues at the Communication Neuroscience Lab believe this finding

as more self- or socially relevant by audiences without tailoring the messages themselves. "We developed message frames that could be paired with existing news and social media posts," says Falk, the study's senior author. "This means that the same prompts that worked in this study could be tested easily in other contexts as well." The Communication Neuroscience Lab is continuing this research by looking at brain activity in relation to social media sharing. For these studies, the researchers are using fMRI scanners to understand how specific regions of the brain shape perceptions of self and social relevance. Overall, the team hopes that the results of the study will give those wanting to create social change the tools to do so effectively. "Big issues require collective action," Cosme says. And spreading accurate information

empowers individuals to join together and act. "This study highlights key psychological ingredients that motivate people to share information about topics that impact our well-being," Falk says. "Sharing is one key lever for shifting cultural norms and motivating larger scale action, so it's really important to understand what makes it happen."

**Author is a distinguished figure in the realms of skill development, civil service training, and insightful commentary, has left an indelible mark on various spheres of professional and intellectual pursuits. His commitment to empowering individuals with the necessary tools for personal and professional growth has contributed significantly to the enhancement of skill sets across diverse sectors.**

## Leap towards the next Generation:India's ambitious Fifth-gen fighter programme starting to take shape finally

Rahul Bharatbhushan Kamble



The Cabinet Committee on Security on March 7 cleared the project to design and develop the Advanced Medium Combat Aircraft (AMCA), which will be a fifth-generation, medium weight stealth fighter jet. It is being developed by the Defence Research & Development Organisation (DRDO), under a project worth around Rs 15,000 crore. DRDO's Aeronautical Development Agency (ADA) will develop the stealth jet and the associated technology in partnership with various private and public sector agencies. According to sources, about five prototypes will be built in around five years. Public sector unit Hindustan Aeronautics Limited (HAL) will have a role in manufacturing of the

Prototypes. The aircraft will propel India into a handful group of nations that have or are developing 5th generation fighter jets, based on futuristic technology in partnership with various private and public sector agencies. A fifth-generation fighter jet has four main attributes. First, it is stealthy. That means it is near-invisible to enemy radars, which is a function of the jet's radar cross section. Secondly, it can 'Supercruise', or fly faster than the speed of sound without using the fuel-guzzling afterburners on its engines. Third, it has advanced avionics and sensors with network centric operations. Increasingly, artificial intelligence is also being used in this regard to enhance pilot-aircraft interface. This allows a single pilot to both fly the aircraft and engage in combat. Last but not least, it should be able to outrange its adversaries by detecting and engaging targets from long distances, which is achieved by employing active electronically

scanned array (AESA) radars. To achieve stealth, these aircraft are specifically shaped to scatter radar waves, instead of reflecting them back. After that, special materials and paints, called 'Radar absorbing structures' and materials, are used to further reduce radar reflectivity. When operating in stealth mode, these fighters have to conceal their weapons in an internal bay and can only count on the fuel carried in tanks located within their body. Weapons or fuel tanks carried externally, like conventional aircraft do under their wings, reflect radar waves and compromise stealth. AMCA is proposed to be developed in two phases. Phase 1 development will result in AMCA Mk-1, powered by the US GE-414 engine. Phase 2 development will result in AMCA Mk2, which will feature an advanced, more powerful engine. What is more significant is it would be a difficult-to-swallow pill that the AMCA projected to be inducted by 2035 may not be a 'Completely 5th-

generation fighter aircraft'. Based on specifications, it would be categorised as a 4.5 gen Bird. AMCA Mk-1 will lack 'at least' three defining 5th-generation fighter traits which include Supercruise, Supermaneuverability and Sensor fusion. Additionally, AMCA Mk-1 would feature limited stealth. Why these timeline developments are significant, can be appreciated from the already existing global Fifth-gen fighter ecosystem. China is set to outpace the US in the production of stealth aircrafts. In fact, China's inventory of the J-20A Mighty Dragon, China's first fifth-generation fighter, was slated to overtake that of the US Air Force's F-22 Raptor last year. The F-22 Raptor was the first-ever fifth-generation fighter to enter service. However, the F-22 hasn't been in production for some time now, and the US has shifted its attention to the F-35 Lightning II family of stealth fighters, which are meant to be more affordable. Incidentally, in April of 2018, India pulled out of the Fifth

Generation Fighter Aircraft programme, or FGFA, which was a joint effort with Russia that was supposed to lead to an India-specific variant of the Russian Su-57 stealth fighter. Even South Korea and Turkey have taken a lead in the race for fifth-generation fighter aircraft. In July of 2022, the prototype of South Korea's KF-21 Boramae next-generation fighter jet conducted its first flight. Indonesia is a 20 per cent partner in the Boramae programme. The KF-21 Boramae is stealthier than previous fourth-generation jets. In February this year, Turkey's next-generation fighter, known as the TF KAAN, took off for its first flight. Of concern to India would be the fact that in August last year, the Turkish government had announced that Pakistan could officially join the Turkish Aerospace KAAN aircraft programme. Also, the reports of Chinese J-20 being offered to Islamabad has been an eyebrow raiser. Following years of ups and downs, the home-grown, Desi-bird LCA Tejas has been inducted by the Indian Air Force and a naval version is in the works.

To address the Elephant in the room, India's fighter squadron strength is on a decline and lagging behind the sanctioned strength of 42 squadrons. New Delhi is exploring all options to augment the squadron numbers as a couple of Rafale and Tejas LCA squadrons are too inadequate to fill the gap. From the point of view of the IAF, the urgency and importance of acquiring manned stealth fighters mandate CCS approval for the AMCA project. Supercruise, Supermaneuverability, and situational awareness can always be added to a stealth platform later, as well as evolving technologies such as loyal wingman & drone swarm control. Although have stiled the much awaited go-ahead to the project, it is important to be aware of the pitfalls and remain alert to the impact of project delays on the IAF's combat capability. Meticulous careful steps in this direction along with meeting the requirements of the IAF, can prove to be a game changer.

freelancer writer from Mumbai.

### Letter to Editor

Dear sir,

#### "Summer Beverage Health Risks"

The onset of the summer season brings about a surge in the sale of unhygienic and substandard cool drinks, fruit juices, and ice creams in most of the cities, posing significant health risks. Wayside vendors, eager to capitalize on the scorching sun, have encroached upon public spaces across busy areas, disregarding hygiene standards. These vendors, operating without proper oversight, often sell juices made from rotten fruits and serve cool drinks in reused glasses without adequate cleaning. Food safety officers, has to initiate operations to address this issue by shutting down unauthorised juice shops which has found to be operating in unhygienic conditions. They should warn vendors against selling artificially colored fruits like watermelons, mangoes etc., and emphasize the necessity of obtaining licenses for operating such shops. Most public health activists, underscores the health risks associated with consuming beverages prepared in unhygienic conditions, especially for children who are more susceptible to seasonal diseases during summer. Overall, it's evident that unregulated vendors selling unhygienic beverages pose a significant health hazard to the public, and concerted efforts from both authorities and consumers are essential to address this issue effectively.

Vijaykumar H K  
Raichur, Karnataka



# Tech Innovation & "TRUST" Building steps will put Mutual Fund Industry in high growth path

**Kolkata (PARTHA ROY):** Indian Mutual Fund Industry is growing at a rapid pace and has potential to grow at higher growth trajectory if proper Trust building regulatory mechanism are in place. 15th Mutual Fund Summit with emphasis on Asset and Wealth Management was organised by Indian Chamber of Commerce (ICC) on 9th March 2024 in Kolkata to deliberate on evolving practices in dynamic & evolving Asset and Wealth Management market. The session was attended by Amarjeet Singh,

Whole Time Member, SEBI; Venkat Nageshwar Chalasani, Chief Executive, AMFI; Brij Bhushan Agarwal, Vice President, Indian Chamber of Commerce; Kailash Kulkarni, CEO, HSBC Mutual Fund, India; Hemant Daga, Co-Founder & CEO, Neo Asset Management; and Atanu Sen, Chairman, ICC National Expert Committee- BFSI, and large no. of professionals from Mutual Fund Industry. The industry experienced a significant surge in Assets Under Management (AUM), reaching approximately ₹ 52.9 lakh crore in January



2024. Systematic Investment Plans (SIPs) playing major role in increasing retail market expansion. In evolving financial scape, technology is playing a transformative role in

expansion of the industry. Digitalisation involving technology like artificial intelligence and machine learning enhancing customer experience and streamlining investment processes.

Personal Investment planning getting tailor made due to advancement in technology. Securities and Exchange Board of India (SEBI) is introducing frameworks

like "MF Lite" for passive funds to reduce compliance burdens to promote market confidence and market expansion. Regulatory measures like scheme categorisation,

rationalisation and the introduction of Total Expense Ratio (TER) aim to enhance transparency and protect investor interests. From March 2020 to January 2024, number of unique investors in the mutual fund industry grown from approximately 2.92 crores to nearly 5 crores, at annual growth rate of approx. 15%. West Bengal, mainly Kolkata played significant role in this growth. Kolkata's AUM contribution ranks among the top five cities, comprising 3.6% of the total. Kolkata and West Bengal, have potential to increase their market

share in mutual fund investment contribution. The mutual fund industry has experienced remarkable expansion, witnessing assets under management (AUM) increased to approx. ₹ 54 lakh crores by February 2024, a substantial rise from ₹ 10,00,000 crores in 2014. In a dynamic and evolving mutual fund Industry, Regulators have important role to play to promote investors security and in building investors's Trust. Collaboration between multiple stakeholders and regulators will be key to ensuring sustainable growth and investor protection.

## Governor participates in PM SURAJ outreach program



**Hyderabad, March 14 (KCN):** Governor of Telangana and Lt. Governor of Puducherry, Dr. Tamilisai Soundarajan, participated in the PM SURAJ (Samajik Utthan and Rojgar Aadharit Jankalyan) outreach program for credit support to entrepreneurs from disadvantaged sections on Wednesday at the IIT Kandi campus in Sangareddy district. The Governor expressed her deep gratitude to the Prime Minister of India

Narendra Modi for inaugurating schemes like PM SURAJ, NAMASTE, and PM Daksh, especially for the benefit of people belonging to underprivileged classes such as Scheduled Castes (SC), Other Backward Classes (OBC), and Safai Karmachari (Sanitation Workers). She highlighted that the Prime Minister's vision is to empower the most marginalized sections of society. The Governor

emphasized that these schemes prioritized would provide a safe working environment, a basic necessity for any working class reflected in the distribution of PPE kits to sanitation workers and the promotion of a mechanized model for sanitation services involving sewer and septic tanks. Earlier, Prime Minister Narendra Modi virtually inaugurated PM SURAJ and various other schemes across the country.

## Hema YellaPragada Wins 'She Inspires' Award as 'Champion of Earth – Environmentalist' in the UK Parliament



**Hanumakonda, March 14 (KCN):** Hema YellaPragada, Warwick District Councillor, was on Tuesday honoured with the prestigious IHW 'She Inspires' award in the category of 'Champion of Earth - Environmentalist' for her outstanding contribution to environmental conservation and sustainable development initiatives, according to Hema's father, former

Chairman of Indian Council of Historical Research (ICHR) Prof Y Sudershan Rao. Hema YellaPragada has been advocating for increased green canopy and addressing environmental challenges in her district. She has been successful in collaborating with various organisations such as Clean Air Warwickshire, Climate Alliance, and Bee-friendly to promote

green initiatives and combat issues like air and water pollution. As District Councillor since May 2023, YellaPragada has been committed to enhancing the quality of life for residents besides campaigning for the introduction of a bus service connecting over a hundred households to the town, reducing pollution and providing better transportation options for residents. In addition, her partnership with Heart of England Forest facilitated an increase in tree planting and hedgerows in her ward and better cycle routes and walking paths to promote sustainable transportation and encourage children to safely commute to school without relying on cars. Responding to the honour, Hema said, "I am deeply honoured to receive the 'She Inspires' award and grateful for the opportunity to make a positive impact on our environment. This recognition inspires me to continue working towards a greener and more sustainable future for our community."

## ICAR-CIFRI imparted training on sustainable fisheries for the fishers of Pakur, Jharkhand

**Kolkata, (KCN):** ICAR-CIFRI organized a transformative training initiative in Pakur, Jharkhand, aimed at empowering fishers and enhancing sustainable fisheries practices. The initiative unfolded through a comprehensive 5-day training on "Inland Fisheries Management" held for fish farmers in Pakur, Jharkhand, spanning from February 27th to March 2nd, 2024. Sponsored by ATMA, the program aimed to uplift rural farming communities by augmenting their knowledge and skills. Dr. B. K. Das, Director of ICAR-CIFRI, inaugurated the training program, underscoring the pivotal role of capacity-building in



farming and fisheries management. Participants were urged to utilize acquired knowledge for fostering sustainable livelihoods, optimizing production, and augmenting profits. The training curriculum strategically focused on bridging knowledge, skill,

and attitude gaps among farmers in inland fisheries management, aligning with the overarching goal of doubling farmers' income. The training curriculum was meticulously crafted, encompassing a diverse array of lectures on

topics ranging from the ecology and fisheries of inland open waters to sediment and water chemistry, pond management, natural fish food organisms, enclosure culture, ornamental fishery, fish feed management, disease management,

and economic evaluation. Practical sessions, including hands-on training at the Institute's ornamental hatchery units and feed mill, provided participants with experiential learning opportunities. Field visits to the East Kolkata Wetlands and fish farms at Halishar further enriched their practical exposure. The feedback from participants resonated overall satisfaction and significant knowledge enhancement. In the valedictory session, Dr. B. K. Das encouraged farmers to apply their newfound expertise to enhance farm productivity and urged them to disseminate their knowledge within their communities, fostering sectoral growth.

## Two -Days "International Museum Expo" in Science City Kolkata in May 2024

**Kolkata (PARTHA ROY):** Two - days International Museum Expo will be held at Science City Kolkata on May 18-19, 2024. Main Theme of the Expo: "Museum for Education and Research" and will have many sub-theme.

2nd edition of International Museum Expo is organised by Ministry of Culture Government of India through National Council of Science Museum (NCSM). First edition of International Museum Expo held in New Delhi in May 2023 during India's G-20 presidency. "The idea of this International Museum Expo is to bring together museum professionals, private companies, startups, creative minds, architects, IT professionals, etc. who



contribute to the development of museums in different capacities for the exchange of ideas, networking, infotainment, and peer-to-peer interaction and learning with each other." explained Smt. Mugdha Sinha, Joint Secretary, Ministry of Culture, Government of India. International Museum

Expo will facilitate in re-imagining and redefining museum spaces and museum movements in India as well as facilitate to broaden new understanding of museum movement and museum management around the world. International Museum Expo will facilitate understanding of "Vikasit Bharat" across generations of Indians.

"The Expo will have exhibitions on various themes, key note addresses, parallel sessions, panel discussions, presentations by science museum professionals from across the world, ... science demonstrations, a market place for startups and innovators, a special exhibition on innovation, a special corner for Indian women

in STEM, etc. Apart from these, international science museums and science museum professionals will be invited to attend this expo." highlighted by Shri Anurag Kumar, Director, Science City, Kolkata. Shri A. D. Choudhury, DG, NCSM, urged everyone to attend this mega expo to explore various facets of science, new scientific developments, as well as explore scope and opportunity to participate in evolutionary and transformational development journey of India and humanity at large. International Museum Expo is an initiative of Ministry of Culture Government of India that played important role in India's cultural diplomacy, in a year where India held the G-20 Presidency.

## Drug case: Court junks plea of Nawab Malik's son-in-law to de-freeze bank accounts

**Mumbai (KCN):** A special court here has rejected a plea of NCP leader and Maharashtra ex-minister Nawab Malik's son-in-law Sameer Khan seeking the de-freezing of his bank accounts blocked by the Narcotics Control Bureau in a drug-related case. The NCB is in the process of identifying and seizing the "illegally

acquired" properties under the NDPS (Narcotic Drugs and Psychotropic Substances) Act. In such a case, the application cannot be allowed, the court said in its order of March 12. The NCB had arrested Khan January 13, 2021, for alleged possession of drugs. He spent six months in jail

before securing bail from the special court set up for cases under the NDPS Act. In his latest plea moved before Special Judge A V Kharkar, Khan said that the money in these bank accounts has no links with the narcotics trade. While his tenants deposit their annual rent in these accounts, he is unable to get any

income from these legitimate sources due to the freeze, Khan said. The NCB opposed the plea, saying they are investigating the matter and identifying the "illegally acquired" properties in connection with this case under the provision of the NDPS Act. The court accepted the federal anti-drug

agency's submission and rejected Khan's plea. The NCB has claimed Khan had conspired to procure, sell, purchase and transport 194.6 kilograms of ganja. It has booked Khan and others for dealing with commercial quantities of the drug, a crime that carries a maximum punishment of 20 years.



# Rajdhani College organises Two Day International Conference on Digital Transformation Towards Sustainable Development in Future

**NEWDELHI, (KCN):** Two day International Conference on "Digital Transformation Towards Sustainable Development in Future, Vision: Viksit Bharat @ 2047" was organised by The Research Affairs Committee, Rajdhani College, University of Delhi, a pivotal event that convened global thought leaders, policymakers, and innovators to explore the intersection of digital technologies and sustainability in shaping the future. The conference commenced with an illuminating inaugural session that was chaired by Prof. Ashutosh Bhardwaj, Chairperson, Governing Body, Rajdhani College, University of Delhi. The opening remarks were given by Prof. Rajender Kumar (Convenor, Research Affairs Committee, Rajdhani College) and was inaugurated by Prof. Rajesh Giri, Principal, Rajdhani College, University of Delhi who welcomed all the dignitaries as well as the paper presenters & participants in the International

Conference. The inaugural session featured keynote addresses by the chief guest Prof. Ajay Kumar Singh, Senior Professor and Head & Dean, Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, University of Delhi and also by eminent speakers from diverse backgrounds Professor Rakesh Mohan Joshi, Director, The Indian Institute of Plantation Management in Bangalore (IIPMB), Prof. Bhimaraya Metri, Director IIM Nagpur, Prof. R.K. Singh Former Head and Dean, Department of Commerce, Delhi School of Economics, University of Delhi, Prof. Mathew Hibberd, Director, Institute of Media and Journalism, University Svezera Italiana, Lugano, Switzerland, Prof. Cosmin Sabo, Technical University of Cluj-Napoca, Romania and Prof. Pasquale Daponte, Department of Engineering, University of Sannio, Italy emphasizing the transformative potential of digital technologies in



accelerating sustainable development efforts. Speakers highlighted the role of artificial intelligence, blockchain, Internet of Things (IoT), and other emerging technologies in revolutionizing sectors such as energy, agriculture, healthcare, and education. Throughout the conference, participants engaged in enriching discussions and interactive sessions exploring various dimensions of digital transformation and sustainability. Parallel tracks delved into topics such as smart cities, digital agriculture, e-governance, digital finance, and ethical considerations in the digital era. A highlight of the conference was the

thought-provoking technical sessions, where paper presenters, experts and stakeholders deliberated on critical issues such as digital inclusion, data privacy, cybersecurity, and the ethical implications of technology adoption. Participants exchanged insights, best practices, and challenges, paving the way for collaborative solutions and partnerships to address complex sustainability issues in the digital age. There were seven technical sessions in the two-day conference. The total of 95 papers were received out of which 95 papers were selected for the presentation in seven Technical Sessions. In addition to formal sessions, the conference also featured "Special International Session".

The chief guest of the session was Prof. Andy Wilkins, Director, Leading Systems Innovation in Healthcare, Imperial College, London. The guests of Honor were Prof. Melissa Vasi, FRSA, IU International University of Applied Sciences, Bavaria, Germany and Prof. K. Srinivasan, University of Technology & Applied Science, AI-

Khuwair, Muscat, Oman. Eminent speakers motivated participants to explore cutting-edge innovations, forge new connections, and catalyze collaborative initiatives. Dr. Saima, moderator of the session, along with eminent speakers inspired the participants to explore cutting-edge innovations, create new connections and inspire collaborative initiatives.

The valedictory session of the Two Day's International Conference was marked by the presence of its Chief Guest, Prof. Krishna Kant Dave, President (Vice Chancellor), Pacific Academy of Higher Education and Research University, Udaipur and Guests of Honor, Prof. Gagan Kukreja, Department of Accounting, College of Business, Administration, University of Bahrain, Bahrain and Prof. Amit Kumar Singh, Department of Commerce, Delhi School of Economics, University of Delhi emphasizing the importance of Digitalization in our lives and action at the nexus of digital innovation and sustainability, laying the

groundwork for a more inclusive, resilient, and sustainable future for all. The Patron of the Conference, Prof. Rajesh Giri, applauded the entire organizing committee for the successfully concluding the two day's international conference. The Convenor of the Conference Prof. Rajender Kumar presented the Valedictory address and also announced the Best Paper Award for each Technical Sessions. The summarized report of Two Day's International Conference was also being read and the session was ended with vote of thanks. by the Co-Convenors of the Conference Dr. Bhoomika Garg and Dr. Laxmi, Assistant Professor, Rajdhani College, University of Delhi.

## CM Naveen Inaugurates Sports Complex In Jeypore, 26 Multi-Purpose Indoor Stadiums In 12 Dists



**Bhubaneswar, (KCN):** To promote grassroots sports, Chief Minister Naveen Patnaik today inaugurated a state-of-the-art sports complex in Jeypore of Koraput district and 26 multipurpose indoor stadiums in 12 districts of the state. Spread over 11 acres, the sports complex in Jeypore having a seating capacity of 500 spectators, has a natural football field and a synthetic athletic track. Also, it has a gymnastics centre with international standard equipment, an Olympic-sized swimming pool, two synthetic tennis courts and a basketball court. Besides, 26 multipurpose indoor stadiums have been constructed in 12 districts of Odisha to further strengthen efforts towards promoting a healthy lifestyle and creating a sports environment. The indoor stadiums have multiple facilities for sports like badminton, table tennis, yoga, chess,

weight lifting and gym. These projects have been implemented under the 5T initiative to develop professional sports in all parts of the state, from villages to cities. On the occasion of the inauguration of these projects, the Chief Minister said that the sports complex in Jeypore will encourage the young talents of Koraput, Nabarangpur and Malkangiri districts in the field of sports. He said that this complex will play a major role in the development of sports in South Odisha. He further said "We are giving more importance to sports to build a talented youth society. This has made Odisha a unique place in the field of sports in the world today. Today all states are following the Odisha model in the field of sports." Highlighting the inauguration of the indoor stadium, the Chief Minister said that all these indoor stadiums

will take the sports culture further in the state. This will create many opportunities for children, especially in the field of professional sports. Children from villages and small towns can participate in various sports competitions in large numbers and this effort will play an important role in developing sports culture in Odisha, he said. On this occasion, 5T and Nabin Odisha Chairman Karthik Pandian said that all inaugurated by the Chief Minister today have been made with the money of the people of Odisha. He urged everyone to use and maintain the sports complexes properly as their property. Attending the program in Jeypore, Sports Minister Tusharkanti Behera said that the state government is making continuous efforts to take sports to the highest level and Odisha has been at the forefront as

a sports-promoting state by building various sports infrastructures and providing better training. In the program, Commissioner-cum-Secretary, Sports and Youth Services Department, R. Vineel Krishna (IAS), in his welcome speech, said that Odisha has created a unique identity in the field of sports today due to the visionary leadership of the Chief Minister. "Due to proper implementation of 5T initiative in the state, Odisha has also achieved remarkable success in the field of sports infrastructure development," he added. Chief Secretary Pradeep Kumar Jena, Development Commissioner Anu Garg, Works Dept Principal Secretary Vir Vikram Yadav and department officials were present in the program. Sports Dept Director Siddharth Das proposed the vote of thanks.



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# Vedantu Unveils its Newest Offline Learning Centre in Bhubaneswar, Odisha

Bhubaneswar – With the opening of the Vedantu Learning Centre in Bhubaneswar, on March 17, 2024, Vedantu, a trailblazer in the Ed-tech industry, is set to revolutionise offline coaching. The Learning Centre in Bhubaneswar, commencing operations on March 17, 2024, marks Vedantu's strategic move towards extending access to quality education through offline channels, especially for students preparing for JEE/NEET exams. A formal event is scheduled to commemorate the launch on March 17, 2024 at the Railway



Auditorium, Chandrasekharpur, featuring an in-depth career guidance seminar that will showcase the advantages of the centre. Vedantu Learning Centres introduce an innovative approach to personalised learning, meticulously designed

for JEE, NEET, and Foundation courses. Leveraging a decade of technological innovation, Vedantu ensures tailored learning experiences, both in physical classrooms and through its advanced online platforms. Master teachers, doubt experts, and academic mentors provide personalised

attention and employ customised teaching methods in the centres, while Vedantu's technological infrastructure caters to students' needs in the comfort of their homes. A ground breaking addition is the Vedantu Improvement Promise (VIP), a testament to Vedantu's confidence in its academic model. This commitment assures that, if students adhere to prescribed academic protocols and yet do not experience improvement, Vedantu will refund their fees.

This unique blend of expert teaching and innovative technology underlines Vedantu's commitment to student success. Vedantu Learning Centres are equipped with cutting-edge infrastructure, featuring high-tech classrooms and integrated systems. The gamified, engaging, and participatory learning environment facilitates personalised feedback for students, with activities like class participation, tests, and assignments seamlessly tracked. This proactive approach ensures parents are well-informed about their child's progress.

## 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.

## Walkathon organized by Shanti Memorial Hospital on the occasion of World hypertension day

Bhubaneswar: In observance of World Hypertension Day 2022 - commemorated every May 17th, to create awareness amongst people, a walkathon, was organized by Shanti Memorial Hospital, Cuttack which covered some important roads of Cuttack city on the day. The walkathon was flagged off by Dr. Sreejoy Patnaik, Chairman & Managing Director and Prof. Dr. Rekha Das, Executive Director of the hospital after a briefing on the purpose of the observation day presented by Dr. Priyadarshi Tripathy, Cardiologist of the hospital. More than 150 employees joined the walkathon with plaque cards and banners carrying awareness message on hypertension prevention and treatment to communicate to the public the importance of hypertension and its serious medical complications, and to provide information on prevention, detection and treatment.

World Hypertension Day was first inaugurated in May 2005 ever since it has become an annual event. The main purpose behind the celebration of the World Hypertension Day is to promote public awareness of hypertension and to encourage citizens of all countries to prevent and control this silent killer, the modern epidemic. Later at Shanti Memorial Hospital, a free hypertension check-up camp was held in which around 100 persons checked their blood pressure and received free consultation.

## Celebration of 250 years of Kolkata GPO Inagurated by WB Governor Dr. Bose

**Kolkata (PARTHA ROY):** West Bengal Governor Dr. C . V. Ananda Bose inagurated celebration of 250 years of Kolkata General Post Office (GPO) on 14 th March 2024 at iconic landmark heritage building named Kolkata GPO in the city of joy Kolkata. The GPO was established on 31st March 1774 at Calcutta ( now Kolkata) by then Governor General of Bengal Lord Warren Hastings at the Fort William. Tha old GPO was relocated to various locations between 1774 to 1868. After construction of the present GPO Building, GPO opened to the public on 2nd October 1868. As a part of celebration ,on 15th March Postal



and Phillatelic Exhibition in a moving Tram from Esplanade to Gariahat to be inagurated. Special covers on " Transportation of Mails through Ages" on moving Tram and " Grand Clock of Kolkata GPO" at Kolkata GPO to be released.

Celebration of 250 years of GPO to be held from 14th-19th March 2024. Inaguration Ceremony was attended by top bureaucrats, top officials of India Post , members of civil society, representatives of various trade & commerce organisations, heritage

enthusiasts ,general public from across Kolkata , West Bengal, and neighbouring States. Shri Niraj Kumar Chief Post Master General (CPMG) West Bengal Circle presented rich history of GPO during his address. Secretary of Department of Post Shri Vineet Pandey highlighted recent measures to modernise India Post .He mentioned recently approximately 5000 new appointments were made. Shri Sanjiv Ranjan Post Master General Kolkata Region thanked the august gathering. Establishment of GPO in 1774 was precursor of establishment of modern postal communication system in entire South Asia .

GPO in Kolkata played major role in socio--cultural-economic development of people of Bengal , in fact, Eastern India and across India over centuries since its inception. It evolutionised communication processes of all sections of the society from urban elites to common people of the society through its wide range of services .It facilitated trade and commerce across many nations with the development & establishment of modern postal systems in different nations. It promoted inclusiveness in the society. It touched lives of billions of Indians positively over centuries in myriad ways.

## Union Education Minister Dharmendra Pradhan Launches Primers in Six Odia Languages

**Bhubaneswar (KCN):**The Union Ministry of Education has launched 52 primers in various Indian languages, with the objective of offering teaching materials in local languages to students in the early stages of their education. This initiative extends to six local languages in Odisha. The main purpose of these primers goes beyond developing language

proficiency in reading and writing; they also seek to cultivate creativity and critical thinking among learners in the early stages of education. Union Minister of Education and Skill Development and Entrepreneurship, Dharmendra Pradhan recently launched these primers. Primers for Gadba, Juang, Kui, Kisan, Santali Odia,

and Sora have been developed specifically for Odisha. At the behest of the Ministry of Education, the NCERT has undertaken the creation of primers in 52 local languages across 17 states, encompassing languages spoken by tribal communities. Addressing on the occasion, Shri Pradhan emphasized the special emphasis placed on teaching in Indian languages under the National Education

Policy (NEP) of 2020. “Special importance has been given to teaching in Indian languages in NEP 2020. Reading in local language will increase children's clarity about the subject. This initiative of the government will prove to be a game changer in the field of education in future.” Crafted by the Ministry of Education, this primer serves as a crucial tool for

pronouncing, recognizing, and comprehending the letters and symbols comprising the alphabet of a language. It not only acquaints children with the individual characters but also introduces them to the meanings derived from combining these letters. Typically, a child's initial education commences in their local language, but as they progress to school, they

## Amway India dedicates International Women’s Day to Women’s Wellbeing with #HerHealthFirst Campaign



**Bhubaneswar,(KCN):** Amidst the resounding global call for #InspireInclusion, Amway India, one of the leading Health and Wellbeing companies, stood at the forefront on International Women's Day with an unwavering commitment to prioritize women's health through the powerful #HerHealthFirst approach. The initiative aimed at inspiring and amplifying the crucial discourse on women's health. By organizing a series of events, the company articulated a powerful message to all aspiring women to take charge of their health goals and persist in pushing their boundaries to accomplish their dreams. Commenting on the occasion, Rajneesh Chopra, Head, Amway India, emphasized, “At Amway, we believe that women are the driving force behind transformative change. In our steadfast commitment to building a healthier India, we recognize the pivotal role women play in their families' wellbeing. Empowered women are key to fostering better health outcomes at

every stage of life. Furthermore, by promoting diversity and inclusion for women, there can be a positive ripple effect that reshapes the society for the better.” He further added, “This year's International Women's Day theme, #InspireInclusion, resonates perfectly with Amway's commitment to celebrating women's holistic wellbeing. We focus on empowering women to make informed choices regarding their health and that of their families. We encourage women to embrace self-care, healthy lifestyles, and wellness pursuits. By cultivating an environment where women flourish physically, emotionally, and professionally, Amway aims to catalyze a positive shift toward inclusive wellbeing. It is truly inspiring to witness women taking the lead in pursuing their health goals. With over 60% of Amway Business Owners being women, it's evident of our commitment to promoting health and wellbeing, setting a powerful example. Under the campaign #HerHealthFirst, we collaborate to create a world where women's health is championed and

celebrated. As their prosperity and wellbeing pave the way for a more inclusive, promising, and healthier future for all.” In the east region, Amway India hosted a series of online and offline interventions focused on holistic well-being for women leaders. These included insightful sessions on nutrition, beauty, and skincare, all part of the "Healthy Women, Healthy Nation" theme, aimed towards its commitment to empowering women through holistic health and wellbeing. Additionally, in Kolkata, the company held an event where successful female Amway Business Owners and beneficiaries of their women's livelihood program, Nari Shakti, shared inspiring stories of overcoming challenges and achieving success. Nari Shakti is Amway India's Women Livelihood Program aimed at driving entrepreneurship in underprivileged women by supporting them with the required skillsets and providing them with sustainable livelihood options.

## Startup Odisha Yatra, Startup Xpress witness significant rise in idea generation



**Bhubaneswar,(KCN):** Startup Odisha Yatra and Startup Xpress have witnessed record numbers of ideas within just 13 days. More than 1880 ideas have been generated so far, as the yatra continues its dream run across the state, already covering two thirds of the districts in Odisha. It is a testament to the growing enthusiasm and creativity of student communities of the state. As the Yatra expands its reach to far flung areas and educational institutes, the number of participating students has increased substantially. As Odisha aspires to recognize and nurture 5000 Startups by 2025, Odisha Startup Yatra and Startup Xpress are a playing important role in fulfilling this vision. It becomes a launch pad for idea generation from school and college students thus setting a high benchmark with sophisticated ideas. So far, the Yatra has covered 22 districts of the state, visiting 128 colleges and 42 schools with participation from more than 17,362 students. On Saturday, the vans visited 8 colleges and 3 schools, received 92 ideas with participation from 1155 students. A interesting Bootcamp was conducted at IIT Bhubaneswar and it collected 10 Ideas with participation from 78 Students.



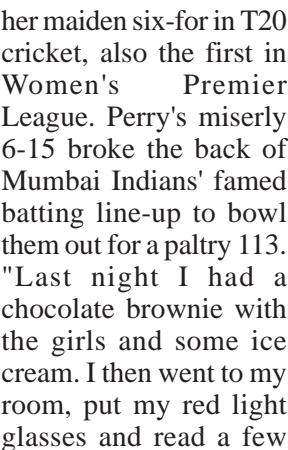
# This year there's a sense of calmness in the group: Ellyse Perry

allrounders as recently as 2022.

Yet, the ultimate team player that Perry is, she feels being part of the era where women's cricket has gone mainstream has been more satisfying than any of the personal milestones and achievements. "Neither of it is particularly relevant to me," an almost apologetic Perry said in a media interaction when asked which of the career highs she's personally enjoyed. "I've never really looked at it that way, to be honest. Without a doubt the things that I have enjoyed the most is he success that we've had as a team in various competitions. "I also think, without a doubt, being apart of women's cricket in an era where it's just exploded -

to think that I'm sitting here with WPL in its second year... touching crowd numbers well over 20,000-30,000 people - is just mindboggling. So, in comparison, those rankings, individual success or performances are so fleeting and in some respects so unsatisfying in comparison to the team experiences you have where you're successful and you learn a lot about one another and you learn a lot about yourself. "For me, more so than anything, it's just having the chance to be a part of this."

At Delhi's Feroze Shah Kotla ground in front of a weekday crowd of over 23,000, Perry produced a masterclass in inswing bowling as she reached another career peak with



chapters of a book and fell asleep," Perry said of the celebrations that followed. However, the usually self-effacing 33-year-old swiftly shifted focus.

"It's easy to get really carried away when things go well. But I feel like a lot of time you actually don't have that much control over things panning well or not. You

certainly work hard to put yourself in pretty good positions but there's so many other factors that go into any game, and the outcome.

"Especially as I have got older, I don't really want to react either way - whether it's a good night or a bad night. The sun comes up the next day. Fortunately in this competition there's

always another opportunity to play games quickly. Whether it goes well or not, we are so lucky to be in the middle, with these ridiculously big crowd who are so fanatical about it. It's a far-cry from what it was like when I first started playing some years ago. There wasn't really anyone coming to our games, and certainly no interest in the sport like there is no. When it does go well it doesn't feel like you have got too much control over it, other than the hard work you have put into it... It's easy to kind of just enjoy it for the moment when it lasts and life goes on quickly after that."

Prior to that record spell, Perry had previously bowled only six overs for 51 runs in four innings in

WPL 2024. The Australian, however, stressed that her pre-match routines and prep ensures she's covered all bases and remain available for if and when a bowling opportunity arises."I have played for a long period of time now, so I have got a bit of a handle on how I need to prepare. There is always opportunity before a match to bowl overs out in the middle while warming up. I do that keeping in mind that you are available if the opportunity presents itself to bowl in a game. Always feeling that way and if it pans out to bowl, that's all you really need to do. Been playing solidly for the last 18 months now, I don't feel like I am short on cricket or overs.

## New Zealand to tour Pakistan in April for five T20Is

Ferguson (RCB) are the other New Zealand players involved in the IPL. "This tour symbolises the deep-rooted ties and mutual respect that define the relationship between our two cricketing nations," said Usman Wahla, PCB's director of international cricket. "Our avid cricket fans and the people of Pakistan will welcome the New Zealand team again and we hope to have yet another competitive series which is a key part of our buildup to this year's ICC T20 World Cup."

Smith, who took over the role as opener after David Warner's retirement, has struggled to hit the ground running so far. Recently, Australia coach Andrew McDonald came out in support of Smith and said he would be opening against India when they come down under for the tour later in the year. Speaking to ESPN, Paine said Smith as an opener would be the preferred option for an opposition as it gives them the best chance of getting him out. "I look at it, that if I was

playing against Australia, where would I prefer Steve Smith to bat? If I'm the opposition, I want him opening the batting. I want my best bowlers at their freshest with a brand-new ball. I was in that Ashes in 2019 and

went to England with him in another one and when he was at his best batting at four you just felt he couldn't get out," Paine said.

"I would love to see him succeed as an opener, I think he can, there's no doubt about that, he's

good enough to bat anywhere, but as an opposition player I want him at the top of the order because that gives me the best chance of getting him out," he added.

What's Steve Smith's record as an opener for

Australia? Smith hasn't had the best of transitions into his new role after two series. The star batter has scored 171 runs so far in 8 innings with an average of 28.50. In the recently-concluded series against New Zealand, Smith could only score 51 runs in two matches with his best score being 31. Despite his lacklustre run, Smith had earlier said that he doesn't find opening any different from his time at No.3 or 4. "It's fun, but honestly I don't see it as anything different. I batted at three for an extended part of my career and I batted at four, where I've been in inside of two overs. It's really nothing that new to me," he explained.

# Aryna Sabalenka plays down Indian Wells shock exit, eyes Miami comeback

the spotlight and the quarterfinals of the tournament. Sabalenka, known for her powerful gameplay and resilience, found herself outmanoeuvred by the young American's tenacity and strategic play. Despite rallying in the second set to level the match, Sabalenka couldn't maintain her momentum, ultimately succumbing in the decisive third set.

"I'd say that this year Indian Wells I didn't feel my best on these courts. I tried to adjust. We tried to work on a couple of things, make sure I'm there and I'm fighting for the title," Aryna Sabalenka said on Thursday.

"We did our best and we'll learn. We'll work a


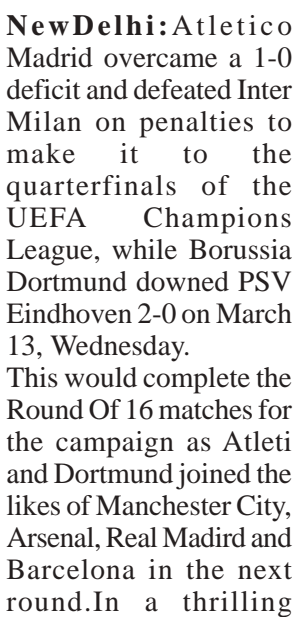


she won the Australian Open, reached the semi-finals of Roland Garros and Wimbledon before making the final of US Open.

Having set her sights on adding more laurels in 2024, Sabalenka said the defeats in Dubai and Indian Wells are only a blip and that she is hungry as ever for major titles.

"It's not like I won Australian Open at the beginning of the year and the year is done. I'm always hungry for wins and always want to do well and bring my best tennis," Sabalenka said.

"I'll keep working and hopefully at the end of the year I'll think about this year as the best year of my career."



encounter that kept fans on the edge of their seats, Atletico triumphed over Inter in a nail-biting penalty shootout, securing their spot in the Champions League quarter-finals. The intense round-of-16 battle concluded with a 2-2 tie on aggregate, leading to a decisive shootout where Atletico emerged victorious with a 3-2 scoreline. The drama unfolded at the Metropolitano Stadium, where Inter Milan initially took the