

**Bhubaneswar(KCN):** product pipeline NH-16. He will also lay the foundation stone for capacity seawater multiple development Sangareddy, Telangana. Prime Minister Narendra traversing from Paradip the foundation stone for desalination plant at projects worth more At around 3:30 PM, the

Sangareddy, Telangana. At around 3:30 PM, the Prime Minister will inaugurate, dedicate and lay the foundation stone of multiple development projects worth over Rs. 19,600 crores at Chandikhole, Jajpur in Odisha.

On 6th March, at around 10:15 AM, the Prime Minister will inaugurate and lay the foundation stone of multiple connectivity projects worth Rs. 15,400 crores in Kolkata. Thereafter, at around 3:30 PM, the Prime Minister will inaugurate, dedicate and lay the foundation stone of multiple development projects worth around Rs. 8,700 in Bettiah, Bihar.

fired on them indiscriminately, leading to the gun battle, he said "Constable Ramesh Kurethi of the Bastar Fighters was killed in the gunfight. The body of a Maoist and an AK-47 rifle were recovered from the spot", the IG said. A search operation was underway in the area, he said. Kurethi hailed from Sangam village in the Pakhanjur area of Kanker district, the official said.

resigned from the primary membership of the regional party, citing negligence and disrespect within the party ranks. The tribal leader won as an MLA from Malkangiri constituency in 2009 on a BJD ticket. In 2014, he was denied the party ticket. In 2019, he again contested on a BJD ticket but he lost to the BJP candidate.



# Dr Rabindra Narayan Behera is all set to Contest Ensuing Election

**Bhubaneswar, (KCN):** Former Senior Director of National Informatics Centre Dr Rabindra Narayan Behera is all set to contest in ensuing election, on Bharatiya Janata Party's ticket. Native of Hatasahi village of Jajpur district, Dr Behera might be fielded by BJP as a M.P. Candidate from Jajpur Lok Sabha seat. Popularly known as Rabi Baboo, Dr Behera is a household name in Jajpur. He has been nourishing Jajpur Constituency minutely and meticulously since last Five years from 2019 when he took voluntary retirement from Government services and joined BJP officially. A front ranking community leader, noted social activist, soft spoken, affable person,

gentleman politician, top notch IT professional and an ever helpful human being with a golden heart, Dr Behera has already emerged as a strong contender to succeed in his maiden electoral venture. During his service as a scientist in National Informatics Centre for 31 years, Dr Behera has served in important positions in Odisha and national level. As Senior Director of Orissa State Informatics Centre Dr Behera has contributed immensely for the emancipation of Information & Technology sector in the State. His sterling services include creation of dynamic portal for Lord Jagannath Temple in Puri with online donation facility in 1998

and development of 300 websites, which include Portals for Odisha Government, Raj Bhawan, High Court, Odisha Police, Utkal and Rama Devi Universities. A highly recognised personality, Dr Behera has been honoured with galaxy of Awards for his meritorious services like Social Service Award, Biswa Gourab Award at Bali, Nelson Mandela International Peace Award, International and Asian Education Awards, E – India & E – World Awards. Being Chairman of Bhubaneswar Chapter of Computer Society of India, General Secretary IT of World Odisha Society, Advisory Member of Central Board of Film Certification, General



Secretary of Odisha Branch of Anti Corruption Foundation of India, General Secretary of National NGO Federation, General Secretary of Swabhiman Bichar Mancha and Founder Chairman of Voice of Jajpur – An Association of

Intellectuals, Dr Behera has a big dream to elevate Jajpur into a much sought after destination having World class health care, education, irrigation and agricultural facilities, ultra modern Infrastructure and robust

human living index. Dr Behera has been an active member of RSS since 1990 and has served in several responsible capacities of the Sangha including Deputy Co – ordinator of Purba Pranta. A well known scheduled caste leader of the State, Dr Behera has had the privilege of providing exemplary services to BJP in various coveted positions like Co – ordinator, S.C. Morcha of Odisha State, Pravari of SC Morcha for different districts, General Secretary of S.C. Morcha, Deputy Head of BJP's Odisha State International relations Committee, Deputy Co – ordinator of Namami Ganga Nadi Surakhya Committee of

Odisha BJP, Co – ordinators of Data Management and Lavarthi Samparka Committees for Jajpur Parliamentary Constituency of BJP and Member State executive committee of BJP. Dr Behera has had the privilege of being invited to attend the recently held Party's National Convention at New Delhi. When asked about his agenda for development of Jajpur as its prospective Lok Sabha representative, Dr Behera underlined that his highest priority will be to establish an International Centre for Maritime Heritage and Cultural Studies at Ratnagiri and to construct an International airport in

the vicinity to connect Buddhism centric countries like Sri Lanka, Thailand and Japan. His other Blueprints for development of Jajpur would be Renovation of the rivers of jajpur including its lifetime Brahmani for navigation, fishing and maritime activities, establishment of a software Technological park at Jajpur Road, Commencement of an agro marketing complex with cold storage facilities, upgradation of Chandikhole to a Modern Urban Centre, opening of an Engineering college in Jajpur district and over & above all, turning Jajpur into an International Industrial hub, Dr Behera added.

## Tata Steel Kalinganagar celebrates 185th Birth Anniversary of J N Tata

**Kalinganagar, (Sapan Kar) :-** Tata Steel Kalinganagar (TSK) celebrated the Company's Founder's Day on Sunday at its plant in Jajpur district of Odisha, marking the 185th Birth Anniversary of Jamsetji Nusserwanji Tata. The day started with a 5-km run organised by the Engineering & Projects team. More than 300 employees of various vendor partners participated in the run that was flagged off from the Green Transport Logistic Park. This was followed by a parade by Tata Steel



employees that started from the Project Office and culminated at TSK Centre where Tata Steel Kalinganagar senior leadership along Union officials and other employees paid tribute to the Company's Founder, J N Tata.

As part of the celebrations, a friendly football match along with several other sporting events for members of Tata Parivar, employee and their family members were organised at the Rehabilitation colonies and Company's housing

colonies earlier in the week. An eye check-up camp was also organised by Tata Steel Foundation at Green Transport Park earlier in the week, which benefitted 283 drivers of various vendor partners engaged in the plant.

## Hindi teachers of Koraput district joins Hindi Literacy Movement initiated by CUO



**Koraput, (KCN):** A special program dedicated to Hindi language advancement took place at the University campus today, March 3, 2024, as Koraput district teachers joined hands with the Central University of Odisha to spearhead the Hindi Literacy Movement. The event was under the auspices of the Hon'ble Vice-Chancellor of the University, Prof. Chakradhar Tripathi. The gathering witnessed esteemed figures such as Dr. Ashis Roy, former General Manager of HAL; Dr. Pradeep Kumar Khosla, President of the Hindi Teachers Sangh; Dr. Padma Charana Mishra, Associate Professor of Business Management; Dr. Deepthi Shankar, Associate Professor of Sociology; Dr. Prasenjit Sinha, Assistant Professor of English, gracing the dais.

Dr. Chakradhar Pradhan, Head of the Hindi department, coordinated the proceedings and delivered the welcoming address. Prof. Tripathi underscored the vital role of Hindi language acquisition, urging all educators to actively engage in enhancing Hindi literacy. He emphasized that promoting Hindi literacy is crucial for fostering national character, unity, and integrity. Launching the movement in Koraput district, he outlined plans to categorize Hindi learning into three groups: educational institutions, small businesses, and the local populace. By leveraging Hindi literacy, he envisaged greater economic opportunities for the people of Koraput. Furthermore, he announced a substantial

grant of two crore rupees from the Government of India to the Central University of Odisha to promote Hindi language initiatives. In line with Mahatma Gandhi's vision, Prof. Tripathi announced the establishment of a Khadi manufacturing unit on campus, aiming to provide employment opportunities for the region's unemployed. He urged teachers to dedicate their efforts to teaching Hindi to the local community. Dr. Roy stressed the personal commitment of teachers towards Hindi education, suggesting that each teacher should aim to make at least five individuals Hindi literate annually. Dr. Khosla emphasized the significance of Hindi language learning for national unity, business, and personal development.

Dr. Mishra, Dr. Shankar, and Dr. Sinha echoed similar sentiments, highlighting Hindi's pivotal role in societal and economic development. Dr. Manoj Kumar Singh extended gratitude in the vote of thanks, acknowledging the participation of approximately 40 Hindi teachers from the Koraput region. Faculty members such as Dr. Rudrani Mohanty, Dr. Ramendra Kumar Parhi, Dr. Gaurav Ranjan, Dr. Nesha Sabar, Dr. Raghunath Ojha, Dr. Shrikant Laxmanrao Arale, Dr. Om Parkash, Mr. Avijit Pandit, Dr. Ravita Pathak, Dr. Basanta Kumar Bindhani, Public Relations Officer, Dr. Phagunath Bhoi and students also graced the occasion, showcasing widespread support for the Hindi Literacy Movement.



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## Did you know Katrina Kaif was part of Ranbir Kapoor's 'Bachna Ae Haseeno'?

Ranbir Kapoor's film 'Bachna Ae Haseeno' featured three female actors, including Deepika Padukone, Bipasha Basu and Minissha Lamba. Katrina Kaif recently revealed that she, too, was a part of the film's ensemble cast. In an interview, the actor spoke about her cameo and shared that it was edited from the film's final script.

While speaking with Mid Day, Katrina revealed that she was initially a part of 'Bachna Ae Haseeno' as the fourth girl. She stated, "I was the fourth girl; that



character got cut". The rom-com revolved around Ranbir's character, who was on a mission to find true love. He also ends up

breaking the trust of three women, played by Minisha, Deepika and Bipasha.

For the unversed, during the filming of 'Bachna



Ae Haseeno', Ranbir and Deepika began dating. However, the duo ended their relationship in 2009. Subsequently, Katrina and Ranbir co-starred in the

romantic comedy 'Ajab Prem Ki Ghazab Kahani', sparking rumours of a romance between them. They later appeared together in

'Raaajneeti' and 'Jagga Jasoos'. However, their relationship came to an end in 2016.

In the same interview, Katrina also shared that she wanted to play the role of Anushka Sharma in Anand L Rai's film 'Zero', alongside Shah Rukh Khan. Instead, she essayed the role of a superstar named Babita. 'Zero' had tanked at the box office.

Meanwhile, Katrina was last seen in Sriram Raghavan's mystery-thriller 'Merry Christmas'. The film also starred Vijay Sethupathi in a crucial role.

## Salman Khan's Niece Alizeh's 'Farrey' Teaser Wins Hearts, Netizens Call It A 'Blockbuster' Debut

The anticipation was speculative, the excitement electric, and now, it's safe to say that the internet is abuzz with excitement as the teaser of Alizeh's debut film 'Farrey' is finally out. Produced by Salman Khan Films, this thrilling sneak peek has fans and netizens alike on the edge of their seats.

Salman Khan himself dropped the teaser on his social media, showing his support for his niece Alizeh as she makes her debut. Netizens have been quick to notice Alizeh's natural and stunning on-screen

presence, applauding her performance. In fact, many termed her performance as gripping, intriguing, and impactful. 'Farrey' offers a glimpse of an edge-of-the-seat gripping thriller, leaving viewers hungry for more. The comments section is filled with praises and excitement, with netizens expressing their excitement as they flood the comments saying, "Super Trailer Alizeh", "Something different", "Blockbuster coming", "It really looks amazing, waiting for this now", "Finally something different" and more. Fans



and well wishers also commented in favour of Alizeh wishing her best of luck for a very

promising debut saying, "Congratulations Alizeh, and all the best" and "Best of luck Alizeh for

your debut". As the teaser continues to garner praise and excitement, one thing is

clear: Alizeh's debut in 'Farrey' is making waves and leaving a lasting impression.

The countdown to the film's release on November 24, 2023, has officially begun, and netizens are all in for this thrilling ride into the classroom scandal.

Farrey is directed by national award-winning director Soumendra Padhi and stars Alizeh, Zeyn Shaw, Sahil Mehta, Prasanna Bisht, Ronit Bose Roy, and Juhi Babbar Soni in pivotal roles. Farrey releases on 24th November 2023.

## Alia Bhatt To Star In Vasan Bala's 'Jigra', Karan Johar Shares Announcement Video



Actor Alia Bhatt on Tuesday announced her next film with director Vasan Bala. Titled 'Jigra' the film will be co-produced by Karan Johar and Alia herself. Post the success of the romantic drama film 'Rocky aur Rani Kii Prem Kahaani' Alia will be again seen joining hands with KJo for the new project. On Tuesday, actor Alia took to her Instagram account and shared the announcement video of the film.

"Presenting #Jigra, directed by the extremely talented @vasanbala and produced by @dharma.movies & @eternalsunshineproduction. From debuting in a Dharma production to now producing a film with them, in many ways, it

feels like coming full circle from where I started. Every day is a different day... exciting, challenging (and a little scary)... not just as an actor but also as a producer as we bring this film to life, and I CANNOT wait to share more as we move forward. JIGRA - in cinemas on 27th September 2024," she captioned.

Karan also shared the announcement video and captioned it, "The return of...my #Jigra, @aliaabhatt once again on this exceptional story helmed by @vasanbala. A story of unbreakable love & unshakable courage! JIGRA - in cinemas on 27th September 2024." The film is all set to hit

the theatres on September 27, 2024. Further deets about the project are still awaited. Soon after the ace filmmaker shared the announcement video, fans swamped down the comment section and dropped red hearts and fire emoticons.

"Omg this is amazing," a fan commented. Another fan wrote, "Looks amazing." Director Vasan Bala previously helmed films like 'Monica O My Darling', a crime thriller film 'Peddlers' and 'Mard Ko Dard Nahi Hota'. 'Jigra' marks Alia and Vasan's first on-screen collaboration. Apart from this, Alia will also be seen in director Farhan Akhtar's film

'Jee Le Zaraa' alongside Priyanka Chopra and Katrina Kaif. Recently, in an interview with US-based publication Variety, director Farhan Akhtar shared that 'Jee Le Zaraa' is on hold at the moment.

"We just have issues with dates, and the actor's strike that's happened has put Priyanka's dates into a huge tizzy with what can happen and what can't, so I've started genuinely believing that that film now has a destiny of its own. It'll happen when it has to, we'll see," Farhan told Variety.

The film promises to be another tale of friendship in the lineage of 'Dil Chahta Hai' and 'Zindagi Na Milegi Dobara'.

## Fukrey 3 Leaked On Telegram, YouTube Two Days Before Release? Here's The Truth

Excel Entertainment's comedy film 'Fukrey 3' is all set to arrive in theatres on September 28, 2023. The third installment of the film stars Pulkit Smarat, Manjot Singh, Varun Sharma and Richa Chadha from the series. Pankaj Tripathi is the new addition to the series. The comedy-riot is directed by Mrighdeep Singh Lamba and produced by Farhan Akhtar and Ritesh Sidhwani, and has been creating enough buzz among the cine buffs. With just two days left for the film to be released in theatres, 'Fukrey 3' started trending on X with the hashtag #Fukrey3Leaked, after some users claimed that the film has been leaked on Telegram.

A few Twitter users shared the YouTube links and Telegram screenshots showing free download links of websites. The Telegram screenshot shared by a few social media users showed a few links and text reading 'Fukrey 3 (2023) Hindi HD Print Censor copy leaked'. However, the 2:30-hour long video comprises of film teaser, trailer and songs. So, the film has not been leaked in much relief to the makers and the franchise lovers, who are planning to watch it in theatres.

'Fukrey 3' is all set to bring back the quirky group of Pulkit Samrat as Hunny, Manjot Singh as Lali Halwai, Varun Sharma as Choocha, who deal with Richa Chadha's Bholi Punjaban under the expert astrological guidance of Pankaj Tripathi's Panditji. Ali Fazal, who is now married to Richa Chadha, was part of the first two installments but is not a part of the latest series.

The film was earlier scheduled to release in theatres on September 7, 2023. It was later pushed for release on December 1, 2023, but changed its release date to September 28, after Prabhas' Salaar' and Shah Rukh Khan's 'Dunki' too booked the date for the films releases.





# Income from Business or Profession Part -3



Adv. Narayan Jain & CA Dilip Loyalka

(Contd from 26th Feb 2024)

8. Whether the sale of a product is relevant for determining the question of commencement of business: It has been decided in the case of CIT v. Electron India [2000] 241 ITR 166 (Mad.) that where the assessee had set up the manufacturing unit after installing the requisite plant and machinery, and had commenced the production, the mere fact that the assessee was not able to sell the product before the end of the relevant year due to deficiency in its quality would not disentitle the assessee from claiming that the business had commenced, though no profit was earned and only a loss was incurred in that year. The assessee would be entitled to have its loss computed for that year.

9. Whether sale proceeds arising out of sale of carbon credit is a business receipt: Sale proceeds of a carbon credit has been held to

be a capital receipt and not a revenue receipt - ITO v. Perpetual Energy Systems Limited [2015] 43 CCH 0176 Hyd Trib; DCIT v. Kalpataru Power Transmission Ltd. [2016] 68 taxmann.com 237 (Ahm - Trib.); CIT v. Subhash Kabini Power Corporation Ltd. [2016] 69 taxmann.com 394 (Karnataka), Gujarat Fluorochemicals Ltd. v DCIT [2018] 97 taxmann.com 10 (Ahm - Trib.).

10. Whether assessee is engaged in the business of real estate sells any improvable property, whether the actual sale consideration will be considered as consideration for computing profit or value adopted by registering authority for stamp duty purpose will be considered as full value of consideration: As per new section 43CA w.e.f. asst. year 2014-15, for computing income under the head business and profession, on transfer of immovable property, the registration value/ assessable value or the

actual consideration whichever is higher shall be considered as full value of consideration. The new provisions of section 43CA might have adverse impact in case of builders/ promoters or those engaged in the business of real estate. It may be noted that existing provisions of section 50C are similar in nature but those are applicable for the purpose of computing capital gains on transfer of an immovable property. Section 50C had no impact in case of builders/ promoters or those engaged in the business of real estate who held the land/ immovable property as stock in trade i.e. as part of their business. But the new section 43CA will also affect them now w.e.f. asst. year 2014-15.

Where the date of agreement fixing the value of consideration for transfer of the asset and the date of registration of such transfer of asset are not the same, the value may be taken as the value assessable by any authority of a State Government for the purpose of payment of stamp duty in respect of such transfer on the date of the agreement. For this purpose the amount of consideration or a part thereof received must be by any mode other than cash on or

before the date of agreement for transfer of the asset. It may also be noted that as per the newly inserted provisions of section 194-IA, TDS will be required to be deducted w.e.f. 1st June, 2013 @ One per cent by the transferee responsible for paying (other than the person referred to in section 194LA) to a resident transferor any sum by way of consideration for transfer of any immovable property (other than agricultural land), at the time of credit of such sum to the account of the transferor or at the time of payment of the sum in cash or by Cheque or Draft or any other mode, whichever is earlier. However, no such deduction is required to be made if the consideration for such immovable property is less than Rs.50 Lakhs.

11. Whether the following income are chargeable to tax under the head 'Business and Profession' or 'Income from Salaries' -

i. Retainership fee paid to Advocate General

ii. Director's Remuneration

iii. Commission paid to a del credere broker for sale of the product

iv. Commission or incentive bonus

received by development officers from LIC

v. Share of fees received by a doctor who is an employee of a government medical college from its paying clinics.

vi. Charges paid to musician for coaching in University under an agreement.

The issues are dealt hereunder -

(a) Retainership fee paid to Advocate General: In case of CIT v. Govind Swaminathan [1998] 233 ITR 264 (Mad.), it has been held that the retainership fee is assessable as income from business and profession. The brief facts of the case are that the Court decided the relationship between a person and an advocate who is engaged as a retainer. The assessee was a barrister who was appointed Advocate General of Tamilnadu. It was stated that the Advocate General is the Principal Law Officer and Legal Advisor to the Government and his appointment is made under Article 165 of the Constitution to hold office at the pleasure of the Governor. The Advocate General is debarred from advising or holding briefs against the Government, defending accused persons and giving advice to private parties in which he is likely to be called on to advise the Government. The assessee was paid a

monthly salary of Rs. 1,500 plus fees for his appearance on behalf of the Government in various Courts of law. The Court held that the sum in question paid to the assessee is essentially a retainer fee paid to retain the services of the Advocate General in the discharge of his multifarious duties of the Advocate General of the State. There is, thus, absolutely no distinction between professional fees and other amounts styled as salary received by the assessee. They retain the same character, and same quality as fees received by a professional advocate for performing his duties. Hence the Court concluded that the receipt is purely a professional receipt. The ratio of this decision would be applicable to cases where retainership fee is received by professionals, whether legal services or others.

(b) Director's Remuneration: In case of a Director of a Company, employer-employee relationship cannot be presumed, but it should be ascertained based on the service agreement, if any, executed or, the Articles of Association of the company. In the case of CIT v. B.P. Dalmia [1994] 207 ITR 267 (Cal.), followed in the case of Sajid Mowjee v. ITO 279

ITR 467 (Cal), Calcutta High Court held that where as per the clauses of the Articles of Association, Director performs the duties subject to control of Board of Directors and is liable to be removed from office by resolution of shareholders in general meeting, the relationship of company and Director is that of employer and employee and remuneration received by director is assessable under the head salary. The Supreme Court in CIT v. Navnit Lal Sakar Lal [2001] 247 ITR 70 (SC) held that commission paid to managing director of the company is chargeable to tax as part of salary since employer-employee relationship exists. Similar view has been expressed in the cases of - CIT v. M.S.P. Rajes [1993] 202 ITR 646, 656 (Kar); CIT v. Smt. Gira Sarabhai [1994] 209 ITR 356, 362 (Guj); CIT v. Gautam Sarabhai [1985] 44 CTR (Guj) 143.

(c) Commission paid to a del credere broker for sale of the product: Commission paid to a del credere broker for sale of the products of a textile mill or to a guarantee commission agent of a bank is assessable as

business income and not salary - K.P. Bhargava v. CIT [1954] 26 ITR 489 (All.); Dayachand Hardayal v. CIT [1953] 24 ITR 318 (Punj.); Jeewanlal v. CIT 24 ITR 217 (All.).

(d) Commission or incentive bonus received by development officers from LIC: Commission or incentive bonus received by development officers from LIC is assessable as salary - CIT v. MD Patil [1998] 229 ITR 71 (Kar.-FB); BM Parmar v. CIT [1999] 235 ITR 679 (P&H).

(e) Share of fees received by a doctor who is an employee of a Government medical college from its paying clinics: Share of fees received by a doctor who is an employee of a Government medical college from its paying clinics is assessable as salary - CIT v. Dr. Mrs. Usha Verma [2002] 254 ITR 404 (P&H).

(f) Professional Musician agreed to coach music in America for one year. In absence of master servant relationship, it was held that the consideration received is not salary but professional income - CIT v. Jnan Prakash Ghosh 205 ITR 454 (Cal.).

(Mr. Jain and Mr. Loyalka are the authors of the book "How to Handle Income Tax Problems")

# Summer, Climate Change & Health



Global temperatures and the frequency and intensity of heatwaves will rise in the 21st century as a result of climate change. Extended periods of high day and nighttime temperatures create cumulative physiological stress on the human body which exacerbates the top causes of death globally, including respiratory and cardiovascular diseases, diabetes mellitus and renal disease. Heatwaves can acutely impact large populations for short periods of time, often trigger public health emergencies, and result in excess

mortality, and cascading socioeconomic impacts. They can also cause loss of health service delivery capacity, where power-shortages which often accompany heatwaves disrupt health facilities, transport, and water infrastructure.

Awareness remains insufficient of the health risks posed by heatwaves and prolonged exposure to increased temperatures. Health professionals must adjust their planning and interventions to account for increasing temperatures and heatwaves. Practical, feasible, and often low-cost interventions at the individual, community, organizational, governmental and societal levels, can save lives. Population exposure to heat is increasing due to climate change, and this trend will

continue. Globally, extreme temperature events are observed to be increasing in their frequency, duration, and magnitude. Exposure to excessive heat has wide ranging physiological impacts for all humans, often amplifying existing conditions and resulting in premature death and disability. The negative health impacts of heat are predictable and largely preventable with specific public health actions. WHO has issued public health guidance for the general public and medical professionals on coping with extreme heat.

Heat gain in the human body can be caused by a combination of external heat from the environment and internal body heat generated from metabolic processes. Rapid rises in heat gain due to exposure to hotter than average conditions

compromises the body's ability to regulate temperature and can result in a cascade of illnesses, including heat cramps, heat exhaustion, heatstroke, and hyperthermia.

Deaths and hospitalizations from heat can occur extremely rapidly, or have a lagged effect and result in accelerating death or illness in the already frail, particularly observed in the first days of heatwaves. Even small differences from seasonal average temperatures are associated with increased illness and death. Temperature extremes can also worsen chronic conditions, including cardiovascular, respiratory, and cerebrovascular disease and diabetes-related conditions.

Heat also has important indirect health effects. Heat

conditions can alter human behavior, the transmission of diseases, health service delivery, air quality, and critical social infrastructure such as energy, transport, and water. The scale and nature of the health impacts of heat depend on the timing, intensity and duration of a temperature event, the level of acclimatization, and the adaptability of the local population, infrastructure and institutions to the prevailing climate. The precise threshold at which temperature represents a hazardous condition varies by region, other factors such as humidity and wind, local levels of human acclimatization and preparedness for heat conditions.

Aim to keep your living space cool. Check the room temperature between 08:00 and 10:00, at 13:00 and at night after 22:00. Ideally, the room temperature

should be kept below 32 °C during the day and 24 °C during the night. This is especially important for infants or people who are over 60 years of age or have chronic health conditions.

Use the night air to cool down your home. Open all windows and shutters during the night and the early morning, when the outside temperature is lower. Reduce the heat load inside the apartment or house. Close windows and shutters especially those facing the sun during the day. Turn off artificial lighting and as many electrical devices as possible. Hang shades, draperies, awnings or louvers on windows that receive morning or afternoon sun. Hang wet towels to cool down the room air. Note that the humidity of the air increases at the same time. If your residence is air conditioned, close the doors and windows and

conserve electricity not needed to keep you cool, to ensure that power remains available and reduce the chance of a community-wide outage. Electric fans may provide relief, but when the temperature is above 35 °C, may not prevent heat-related illness. It is important to drink fluids.

Take cool showers or baths. Alternatives include cold packs and wraps, towels, sponging, foot baths, etc. Wear light, loose-fitting clothes of natural materials. If you go outside, wear a wide-brimmed hat or cap and sunglasses. Use light bed linen and sheets, and no cushions, to avoid heat accumulation. Drink regularly, but avoid alcohol and too much caffeine and sugar. Eat small meals and eat more often.

Plan to check on family, friends, and

neighbours who spend much of their time alone. Vulnerable people might need assistance on hot days. Discuss extreme heatwaves with your family. Everyone should know what to do in the places where they spend time. If anyone you know is at risk, help him or her to get advice and support. Elderly or sick people living alone should be visited at least daily. If a person is taking medication, ask the treating doctor how it can influence thermoregulation and the fluid balance. Get training. Take a first-aid course to learn how to treat heat emergencies and other emergencies. Everyone should know how to respond.

**Consultant Radiologist, MRI Center, SCB Medicial College, Cuttack**  
**Mob :9437023443, E-mail : dprafuldas07@gmail.com**



# Prime Minister Narendra Modi Unveils Ambitious Developmental Blueprint Worth Rs 15,000 Crore in Bengal

**Kolkata(-ABHIJIT SETH):**In a historic moment for West Bengal, Prime Minister Shri Narendra Modi spearheaded the dedication and laying of the foundation stone for a comprehensive array of developmental projects, collectively valued at an impressive Rs 15,000 crore, recently in Krishnanagar, Nadia district of West Bengal. This transformative initiative spans key sectors including power, rail, and road, signifying a quantum leap towards elevating the state's infrastructure, generating employment opportunities, and propelling economic growth. As the Prime Minister addressed the assembled audience, he articulated his enthusiasm for contributing to West Bengal's progress, drawing attention to the

significance of themilestone in Arambagh, where projects exceeding Rs 7,000 crore were inaugurated. These projects, he affirmed, mark a giant stride in the government's commitment to fostering an all-encompassing developmental landscape for the state. The Prime Minister underscored the paramount importance of electricity in steering overall development and heralded the commencement of Raghunathpur Thermal Power Station Phase II, a monumental coal-based thermal power project by the Damodar Valley Corporation, reflecting an investment of over Rs 11,000 crore. This venture is poised not only to satiate West Bengal's energy needs but also to catalyze a significant economic



upswing in the region. Moreover, the inauguration of the Flue gas desulfurization (FGD) system at Mejia Thermal Power Station, a project valued at Rs 650 crore, underscores the government's unwavering commitment to environmental sustainability. This innovative system will efficiently remove sulfur

dioxide from flue gases, exemplifying India's dedication to environmental causes. In recognizing West Bengal's strategic importance as the 'eastern gate' for the country, the Prime Minister unveiled an all-encompassing plan for modern connectivity, embracing roadways, railways, airways, and waterways. The

inauguration of the four-lane road project today – the Farakka-Raiganj Section of NH-12 (100 Km), boasting a budget of about Rs 2000 crore – is poised to drastically reduce travel time, alleviate traffic congestion, and stimulate economic activities in the region. From an infrastructural standpoint, the Prime Minister acknowledged

the historical significance of railways in West Bengal, lamenting the underutilization of the state's railway potential by previous administrations. He lauded the government's decade-long efforts to rejuvenate railway infrastructure in West Bengal, with a resolute focus on modernization and development. Today's dedication of four railway projects marks a substantial leap towards accomplishing a developed Bengal. Distinguished guests, including Governor of West Bengal, Dr C V Ananda Bose, and Union Minister of State for Ministry of Ports, Shipping, and Waterways, Shri Shantanu Thakur, graced the occasion with their presence.

The background of the monumental projects includes the inauguration of Raghunathpur Thermal Power Station Phase II in Purulia district, showcasing advanced supercritical technology to bolster the nation's energy security. Additionally, the unveiling of the Flue gas desulfurization (FGD) system at Mejia Thermal Power Station represents a significant step in combating air pollution, with an investment of Rs 650 crore to ensure cleaner flue gas and gypsum production beneficial for the cement industry. Further, the Farakka-Raiganj Section of NH-12, a road project amounting to Rs 1986 crore and spanning 100 Km, promises enhanced connectivity and socio-economic development for North Bengal and

the Northeast region. Lastly, the dedication of four rail projects, with an investment exceeding Rs 940 crore, underscores the government's commitment to doubling rail lines, establishing new connections, and facilitating freight movement to stimulate economic and industrial growth in the area. The Prime Minister's unveiling of these ambitious projects signals a renewed era of progress for West Bengal, promising enhanced employment opportunities, sustainable development, and positioning the state as a frontrunner in the eastern region's growth story. As these initiatives unfold, the citizens of West Bengal can anticipate a future adorned with prosperity and transformative development.

## West Bengal Soars Ahead: 8.4% Economic Growth Propels State to Global Investment Spotlight, Outshining National Average

**Kolkata(-ABHIJIT SETH):**In a resounding declaration of West Bengal's rising economic prowess, the Confederation of Indian Industry (CII) recently hosted the conference "West Bengal: Poised to Lead" in Kolkata. The event served as a platform to underscore the state's commitment to growth through image, innovation, infrastructure, investment, and inclusivity. Dr Shashi Panja, Hon'ble Minister-in-Charge, Department of Industry Commerce and Enterprises & Women and Child Development and Social Welfare, Government of West Bengal, set the tone for the conference. She articulated the state's focus on inclusiveness, attributing it to the strategic priorities outlined by the Hon'ble Chief Minister. Dr. Panja highlighted the state government's commitment to social welfare, noting the allocation of INR 26,000 crores in the recently unveiled state budget. Notably, West Bengal currently stands as the



fourth-largest economy in the country, a testament to its economic resilience and dynamism. Projecting ahead, Dr. Panja revealed that the Gross State Domestic Product (GSDP) of West Bengal for the fiscal year 2024-25 is estimated to grow by an impressive 10.5 per cent over the preceding year. This outpaces the national average, with the GSDP for the last fiscal year already boasting an 8.4 per cent increase, in stark contrast to India's GDP, projected to grow by 7.2 per cent. Dr. Panja pointed out that West Bengal's manufacturing sector witnessed a remarkable growth of 7.8 per cent in the fiscal year 2022-23, surpassing the national average of 5 per cent. She underscored the state's unique

advantages, including zero strikes, uninterrupted electricity and water supply, and its strategic position as a gateway to Southeast Asia. The Minister also highlighted key infrastructure projects such as new industrial parks, a greenfield airport, multimodal logistics parks, eco-friendly logistics, the Amritsar Delhi Kolkata Industrial Corridor (ADKIC), and the Vidyasagar Industrial Park. Ms Roshni Sen, IAS, Additional Chief Secretary, Government of West Bengal & Chairman & Managing Director, West Bengal Industrial Development Corporation Limited, emphasized the state government's commitment to fostering a business-friendly

environment. She highlighted the role of 21 Special Economic Zones (SEZs) and 3 Food Parks in driving economic growth. The significance of the recently introduced Export Promotion Policy 2023 was addressed by Mr Sanjay Budhia, Chairman, National Committee on Export & Import. He underscored its role in boosting the state's exports over the next five years and recommended seizing the geopolitical shifts underway to enhance India's global export share. Mr Shiv Siddhant Kaul, Chairman, CII Eastern Regional Council & Managing Director, Nicco Engineering Services Ltd, emphasized the key role logistics plays in enabling urban-led growth to reach rural

areas. He highlighted logistics as a pivotal force for accelerating overall development. Ms Sucharita Basu, Chairperson, CII West Bengal State Council & Managing Partner, Aquilaw, discussed the state's substantial potential in infrastructure, pointing out West Bengal as possessing the country's third-largest road network. She envisioned the state becoming a hub for innovation in the near future. The conference, featuring sessions on Harnessing the Potential of Infrastructure, Logistics and Warehousing, and Fuelling the Growth Narrative of West Bengal: A Diverse Insight, reinforced West Bengal's position as the 'Destination of the Future' for global investors.

## "My Clinic Awaits My Return": BJP Leader Harsh Vardhan Quits Politics

New Delhi: Former Union Minister Dr Harsh Vardhan had wrapped up his three-decade-long political career to return to what he called his "roots". In a long farewell message posted on X, formerly Twitter, he said,

started his political career with the Rashtriya Swayamsevak Sangh, the BJP's ideological mentor, also said a "swayamsewak at heart", he jumped into electoral politics "at the insistence of the then

The Congress alleged that his exit was Centre's tacit admission of its all-round failure to manage the Covid pandemic. A doctor, Harsh Vardhan enjoyed a sterling record in his stints as health minister -- in Delhi and



he would continue his work against "tobacco and substance abuse, against climate change and teaching simple and sustainable lifestyles". His message came as the BJP fielded Praveen Khandelwal from Chandni Chowk, a seat which Mr Vardhan holds at present. His name did not figure in the 195 names announced in the party's first list. The 69-year-old, who

RSS leadership". "They could convince me only because for me politics meant opportunity to fight our three main enemies - poverty, disease and ignorance," he added. Dr Harshvardhan had stepped down from the post of the Union Health minister in July 2021, shortly before a cabinet reshuffle. He was replaced by Mansukh Mandaviya.

then the Centre. But the unprecedented scale of devastation during the second Covid wave ambushed India's health infrastructure. Thousands of patients had died, desperate for oxygen, hospital beds and vaccine. Images of bodies floating in the Ganga or washing up on its banks in Uttar Pradesh and Bihar played out in Indian and foreign media.

## THE PUBLIC RELATION CAMPAIGN OF BJD HOLDS IN JATANI

**Bhubaneswar,(KCN):** The public relation campaign of BJD was held in Town Hall at Jatani Municipality today under the chairmanship of Sri Bibhuti Balabantaray, President of BJD, Khordha district. The president of Labour Welfare Board, Srimayee Mishra joined and talked about the various welfare schemes of state government to the participants and BJD party leaders present in the campaign. Among others Ananta Behera, chairman of Jatani Municipality, Arati Rout, Vice Chairman of Jatani Municipality, Kailash



Mohapatra, Sudarshan Sundaray, Sukruti Das, Sashanka Ray, Councilor, Jatadhari Pradhan, Bishnu Sahu,

Utkal Keshari Baliarsingh, Santosh Samantaray, Prashant Behera, Kunei Mohapatra, Ananta

Satapathy, Deepak Mahakud and many more party leaders present in the programme.

## CUO featured in UGC Avenues of Excellence



**Koraput,(KCN):**The Central University of Odisha, Koraput was featured in an episode of Avenues of Excellence TV series aired on 2nd March 2024 on DD National. The Avenues of Excellence is an initiative by UGC which is a part

of the 'Study in India Portal' under which every week an episode is aired featuring a Higher Education Institution. The series is produced by TALIEM, New Delhi. The episode on CUO focused its campus, departments, labs, library

and buildings. The future academic vision of the University was explained by Prof Chakradhar Tripathi, Hon'ble Vice-Chancellor, CUO in his byte in the video. Prof N C Panda, Registrar described the infrastructure expansion

plans of CUO. The programme was aired on DD National, India's national television channel. The coordination of this programme was carried out by the students of Dep't of Journalism & Mass Communication.



# Odisha CM Dedicates, Lays Foundation Of 52 Projects Worth Rs 3,037 Cr

**Bhubaneswar(KCN):** Adding another golden chapter in the field of irrigation, Chief Minister Naveen Patnaik today inaugurated 52 projects worth Rs 3,037 crore in a day. In this, 6 projects have been inaugurated in 4 districts with a cost of Rs 131 crore, while the foundation stones of 46 projects have been laid in 15 districts with a cost of Rs 2,906 crore. On this occasion, the Chief Minister said that the welfare of farmers and the development of agriculture has always been a priority for him. He said that many small and big irrigation projects have been inaugurated

in different areas of Odisha in the past few days. Along with this, the foundation stone for the new project is also being laid. All these projects are being accelerated by applying technology under the 5T initiative. The Chief Minister said that the problem of displacement has been eliminated due to irrigation through underground pipelines. Among the most important projects today is the inauguration of the Kusumi Barrage in Nayagarh. The foundation stone of the underground pipeline distribution system has been laid at a cost of Rs.70.88



crores. This will provide irrigation to 9,254 acres of land and will benefit 1.5 lakh people of 49 villages in 3 blocks. Along with this, the system of

distribution of water from 5 small irrigation projects through underground pipelines has also been launched. The foundation stone

of Hadua Dam and its underground pipeline distribution system was also laid. With this, 8,997 acres of agricultural land in 86 villages of Cuttack district will

be irrigated, 293 villages will be supplied with drinking water and 1 megawatt of electricity will be produced. The estimated cost of

Hadua Dam and its underground pipeline distribution system is Rs 265.24 crore and Rs 195.89 crore respectively. Foundation stones were also laid for the Cuttack Dimiria-Rautpada, Baideswar-Gopinathpur and Nabarangpur Phatki instream storage structure projects along with 39 minor irrigation projects, underground pipelines and other projects. The programme was coordinated by 5T and Nabin Odisha Chairman, V Karthik Pandian. ST & SC Development Department Minister Jagannath Saraka at Rayagada,

MLA Debi Prasad Mishra at Badamba, MLADr Arun Kumar Sahu at Nayagarh, Kuchinda MLA Kishore Chandra Naik, Patnagarh MLA Saroj Kumar Meher, MP Mr Ramesh Chandra Majhi at Nabarangpur were present. Smt. Anu Garg, Development Commissioner and Additional Chief Secretary of the Water Resources Department delivered the welcome address for the program and the Engineer In Chief of the Water Resources Department gave a vote of thanks.

## People From Newly Formed Municipalities, NACs Meet 5T Chairman



**Bhubaneswar(KCN):** The people of two newly formed Municipalities, 8 Notified Area Councils (NACs) and office bearers of four different organizations met and thanked 5T & Nabin Odisha Chairman Kartik

Pandian here on Saturday. They expressed gratitude for the Chief Minister's decision. The 5T Chairman thanked them and said that Chief Minister Naveen Patnaik has been working relentlessly for

the development of Odisha. The Chief Minister considers everyone as a member of his family. The 5T Chairman advised everyone to work together to build the new Odisha as envisaged

by the Chief Minister.

It is worth noting that the Chief Minister, on February 24, announced the formation of 35 new NACs and upgraded 3 NACs to Municipalities in the State.

Today, the people of the newly formed NACs and Municipalities met the 5T & Nabin Odisha Chairman at Naveen Niwas and expressed their thanks and gratitude.

Along with them, the office bearers and workers of Krushak Sathi Sangha, OMFED Retailers Association, Odisha, All Odisha Left Out Ganasikhyak Mahasangha and Odisha Pradesh Lakhye ghara Dalita Jati Samaj Mahasangha, Odisha also met the 5T Chairman and expressed their gratitude.

## Odisha Minister Ranendra Swain Flags Off Chick Distribution Programme

**Bhubaneswar(KCN):** Odisha Agriculture and Farmers' Empowerment and Fisheries and Animal Resources Development Minister, Ranendra Pratap Swain has flagged off the program of distribution of chicks to more than seven lakh families under the Nutrition at Doorstep Programme to combat malnutrition and anaemia.


Officials from all the districts of the state connected through video conferencing and distributed chicks to beneficiaries in their respective districts, after the flagging off by Minister Swain at Krushi Bhawan today. On this occasion, Minister Swain said that extensive steps have been taken by the State Government to eliminate malnutrition and anaemia. These include the distribution of fruit and vegetable saplings and poultry chicks. The families suffering from malnutrition and anaemia have already been



distributed with saplings of drumstick, raw banana, papaya, sweet potato etc. From this, they can get vegetables as their nutrition. Along with this, chicks are being distributed to provide nutrition filled with animal protein. More than 7 lakh identified families across the state will be benefited under this scheme. Each family will get five number of 28-day-old chicks free of cost under this programme. Day-old chicks are difficult to rear as their mortality rate is high, so 28-day-old chicks are being provided by the

Fisheries and Animal Resources Development Department. These chicks will grow well with negligible mortality. Eggs from these backyard chickens will play an important role in supplementary nutrition. From this scheme, the state's egg production will be increased by about 4.5 lakh eggs/day or 16 crore eggs/year. Around Rs. 24 Crore will be spent by the Government of Odisha in the current financial year for the implementation of the programme to provide chicks to combat

malnutrition and anaemia of 7 lakh affected families of the state. Minister Swain also said that these chicks are being supplied at the doorstep of the beneficiaries. The beneficiaries, who attended through virtual mode thanked Chief Minister Naveen Patnaik and Minister Ranendra Pratap Swain for such innovative steps taken for their benefit. During the programme, Minister Swain interacted with the beneficiaries of 30 Gram Panchayats in 30 districts.



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

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

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

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

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.”

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

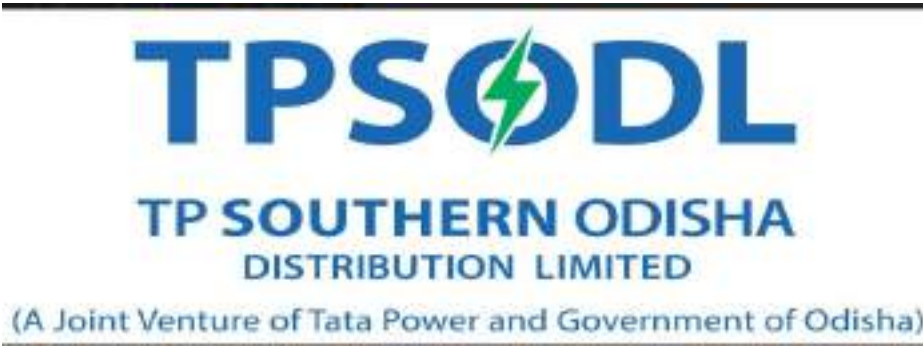
Mumbai: Amidst leading luminaries of industries spanning across the business of luxury, the Atlas of Affluence (AOA) 2022 has been launched in Mumbai. Created by The Voice of Fashion (TVOF), a division of Reliance Brands Limited, the daily digital magazine that tracks and leads conversations on Indian

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

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

TPSODL issues guidelines for the Festive Season

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



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

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

SBI now offers Real Time Xpress Credit on YONO app

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

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

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

Blenders Pride Fashion Nights arrives in Bhubaneswar

Bhubaneswar : Blenders Pride Fashion Nights, a unique travelling experiential property, arrived in the City of Temples – Bhubaneswar – celebrating the authentic spirit of the city through fashion and style. A spirit that echoes with Pride and inspires the creators of today to become icons of tomorrow. Bhubaneswar’s ‘Made of Artistic Flair’ edition for Blenders Pride Fashion Nights, brought together an eclectic evening that blended fashion, culture and dance, celebrating a symbolic amalgamation of hometown artistry and the unwavering spirit of local talent.

Exemplifying the region’s signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha’s distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group – from the small Odisha town of Berhampur – widely lauded for their artistry. The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The “Made of Artistic Flair” edition of Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting.

Taking us on a ‘Jatra’ – The Journey of a Young Woman – the show encapsulated the journey of a woman from post adolescence to her nuptials, navigating the various challenges, trials and significant moments that come her way. The enigmatic journey was captured through the array of colours and textiles that Odisha Bandha/Ikkat offers. Truly encapsulating the spirit of ‘Made of Pride’, the designer made use of Odisha weave, which is sustainable, hand-woven, organic and a homegrown initiative of design, painstakingly woven by the weavers of Odisha. The upbeat set was a composition designed to narrate the spirit of Bhubaneswar along with the flair of the designer. The evening was attended by the city’s A-listers & influencers. The fashion walk truly left the guests mesmerized and engaged.

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

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

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



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

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

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

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

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

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

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

Jindal Stainless signs MoU with SCTEVT, Odisha to train future-ready stainless steel professionals

Bhubaneswar: Odisha’s State Council for Technical Education & Vocational Training (SCTEVT) today signed a Memorandum of Understanding (MoU) with Jindal Stainless to promote technical education in the field of stainless steel and its various applications. Under this MoU, stainless steel courses will be introduced in all the Polytechnic colleges in Odisha from June 2022. The MoU was signed by Vice Chairman,

SCTE&VT, Shri Reghu G (IAS) and Unit Head, Jindal Stainless Limited (JSL), Shri Deepak Agrawal. Dignitaries present at the ceremony included Chairman, SCTE&VT and Principal Secretary to Government, Skill Development and Technical Education (SDTE) and Industries Departments, Shri Hemant Sharma (IAS); Additional Secretary, SDTE, Govt of Odisha, Shri Tapan Satpathy (OAS); Resident Director, JSL, Mr SS

Upadhyay, and General Manager, Sales & Distribution, Mr Ranit Rana. Commending the development, Chairman, SCTE&VT and Principal Secretary to Government, SDTE and Industries Departments, Shri Hemant Sharma (IAS) said, “This collaboration with Jindal Stainless will enhance the learning experience for students and faculty both, as it will give them insights about and practical exposure to the stainless steel industry.



